**Requirements Gathering Document (UI/UX Focus) for "circa"**

**Goal:** Design a user-centric platform for Egyptian local brands, focusing exclusively on UI/UX elements.

**1. Objectives**

* **Design Objective 1:** Create an intuitive interface that simplifies discovering and purchasing local products.
* **Design Objective 2:** Build trust through visual cues (e.g., verified badges, authentic imagery).
* **Design Objective 3:** Ensure accessibility for users with varying digital literacy levels.

**2. Stakeholders**

| **Role** | **Focus Area** |
| --- | --- |
| **UI/UX Designer** | Wireframing, prototyping, and visual design. |
| **Local Brands** | Provide product imagery and brand identity guidelines. |
| **End Users** | Participate in usability testing and feedback sessions. |
| **Marketing Team** | Align design with branding and marketing campaigns. |

**3. Functional Requirements (UI/UX Only)**

| **Feature** | **Design Focus** | **Priority** |
| --- | --- | --- |
| **Search & Filters** | Visual hierarchy for filters (e.g., dropdowns, sliders). | Must Have |
| **Product Cards** | Consistent layout with high-quality images, price, and seller location. | Must Have |
| **Seller Verification** | Badge design (e.g., shield icon + "Verified" label). | Must Have |
| **Review System** | Star ratings + user-submitted photos. | Should Have |
| **Navigation Flow** | Breadcrumb navigation (e.g., Home > Category > Product). | Must Have |
| **Checkout Process** | Minimal steps (3 screens max) with progress indicators. | Must Have |

**4. Non-Functional Requirements (UI/UX Focus)**

| **Requirement** | **Design Details** |
| --- | --- |
| **Accessibility** | Contrast ratio ≥ 4.5:1 for text/background. |
| **Responsiveness** | Mobile-first design with adaptive grids. |
| **Visual Consistency** | Style guide for buttons, fonts, and icons. |
| **Micro-Interactions** | Hover effects, loading animations (e.g., spinning lotus). |
| **Localization** | Arabic/English toggle with RTL support. |

**5. Elicitation Methods (UI/UX-Centric)**

1. **User Interviews:**
   * *Sample Questions:*
     + "What makes you trust an online seller?"
     + "How do you prefer to filter products (price, location, material)?"
2. **Card Sorting:**
   * Ask users to group features (e.g., "Search," "Filters," "Cart") to define navigation structure.
3. **Competitor Benchmarking:**
   * Analyze platforms like Etsy and Souq.com for UI/UX best practices and gaps.
4. **Mood Boards:**
   * Collaborate with local brands to create visual themes reflecting Egyptian heritage (e.g., earthy tones, hand-drawn icons).

**6. Prioritization (MoSCoW Method)**

| **Priority** | **Features** |
| --- | --- |
| **Must Have** | Product cards, breadcrumb navigation, verified badges. |
| **Should Have** | Review system with photos, micro-interactions. |
| **Could Have** | AR product preview (e.g., 3D view of ceramics). |
| **Won’t Have** | Advanced backend analytics (out of UI/UX scope). |

**7. Usability Testing Plan**

**Testing Goals:**

* Validate clarity of navigation labels (e.g., "Categories" vs. "Collections").
* Assess emotional response to visual identity (e.g., colors, imagery).

**Tasks for Participants:**

1. "Find a handwoven rug from a verified seller in Aswan."
2. "Complete checkout using the fewest possible clicks."

**Metrics:**

* **Task Success Rate:** Target ≥ 90%.
* **Time-on-Task:** ≤ 2 minutes for core actions.
* **SUS Score:** Target ≥ 80/100.

**8. Deliverables**

1. **Low-Fidelity Wireframes:**
   * Homepage, product listing, checkout flow (Figma/Adobe XD).
2. **High-Fidelity Prototype:**
   * Interactive prototype with micro-interactions (e.g., hover effects, transitions).
3. **Design System:**
   * Style guide (colors: Terracotta #E07A5F, Cairo font, icon library).
4. **User Journey Map:**
   * Visualized flow from discovery to purchase with pain points and solutions.

**9. Adjustments Post-Requirements**

* **Removed:** Technical specs (APIs, databases).
* **Added:** Focus on localization (RTL support, Arabic typography).
* **Emphasized:** Micro-interactions and accessibility standards.