**System Analysis & Design (UI/UX Focus) for "circa"**

**Goal:** Design a visually cohesive, user-centric platform for Egyptian local brands, emphasizing intuitive navigation and trust-building elements.

**1. User Research & Personas**

**Target Audience Breakdown:**

* **Buyers:**
  + *Demographics:* 18–45 years, tech-savvy, interested in authentic Egyptian products.
  + *Motivations:* Support local businesses, discover unique handmade items.
  + *Pain Points:* Difficulty finding verified sellers, distrust in online product quality.
* **Sellers:**
  + *Demographics:* Small business owners, artisans, SMEs.
  + *Motivations:* Reach wider audiences, reduce dependency on third-party platforms.
  + *Pain Points:* High commission fees, lack of platform customization.

**User Personas:**

| **Persona** | **Scenario** | **Design Needs** |
| --- | --- | --- |
| **Nora (Buyer)** | "I want to buy handmade pottery from Aswan but don’t know which sellers are trustworthy." | - Geo-location filters - Seller verification badges - Transparent reviews with photos |
| **Karim (Seller)** | "I need a platform to showcase my leather goods without paying high fees." | - Simple product upload interface - Sales analytics dashboard - Customizable brand profile |

**2. Wireframes (Low-Fidelity)**

**Core Screens & Key Elements:**

1. **Homepage:**
   * **Hero Section:** Full-width banner with tagline *"Authentic Egyptian Crafts, Just a Click Away."*
   * **Search Bar:** Auto-suggestions for popular categories (e.g., ceramics, textiles).
   * **Featured Sections:**
     + "Trending Near You" (geo-based recommendations).
     + "Verified Sellers Spotlight" (carousel with seller stories).
2. **Product Listing Page:**
   * **Filters Sidebar:** Collapsible panel with:
     + Price range slider.
     + Material type (e.g., cotton, ceramic, leather).
     + Seller location (map integration).
   * **Product Grid:** Cards with image, price, seller rating, and "Quick View" option.
3. **Product Details Page:**
   * **Media Gallery:** High-res images + 360° view for select products.
   * **Seller Profile:**
     + Verified badge (green shield icon).
     + "Message Seller" button for inquiries.
   * **Reviews Section:**
     + Star ratings + photo uploads by buyers.
     + Filter reviews by "Most Helpful" or "Most Recent."
4. **Checkout Flow:**
   * **Step 1 (Cart):** Summary of items with editable quantities.
   * **Step 2 (Payment):** Minimal form fields + saved payment options.
   * **Step 3 (Confirmation):** Animated success screen with order tracking link.

**Tools:** Figma (Wireframing), Miro (User Flow Mapping).

**3. UI Design Elements**

**A. Color Palette:**

* **Primary:**
  + Terracotta (#E07A5F): Represents Egyptian earth tones.
  + Sand (#F4F1DE): Neutral background for readability.
* **Secondary:**
  + Nile Blue (#3A7CA5): Accent for buttons and links.
  + Gold (#D4AF37): Highlights premium features.

**B. Typography:**

* **Headings:** *Cairo Bold* (Arabic-inspired, for cultural authenticity).
* **Body Text:** *Roboto* (clean, modern, and highly readable).

**C. Icons & Imagery:**

* **Custom Icons:**
  + Handcrafted icons (e.g., pottery wheel for "Artisans," papyrus scroll for "History").
* **Product Imagery:**
  + Lifestyle photos of products in use (e.g., ceramics in a traditional Egyptian kitchen).
  + Seller workshop behind-the-scenes videos (builds trust).

**D. Micro-Interactions:**

* **Hover Effects:** Product cards scale up slightly on hover.
* **Loading Animations:** Lotus flower spinner during page loads.
* **Feedback Messages:** Toast notifications for actions (e.g., "Item added to cart!").

**4. User Journey Map**

**Key Stages & Design Solutions:**

| **Stage** | **User Action** | **Design Response** |
| --- | --- | --- |
| **Discovery** | Searches for "handmade carpets" | Auto-suggestions + geo-filter "Near You" |
| **Evaluation** | Compares seller ratings | Verified badges + review photos |
| **Purchase** | Adds to cart | One-click "Buy Now" option |
| **Post-Purchase** | Leaves a review | Review prompt with photo upload |

**Pain Points Addressed:**

* **"I don’t trust online sellers!"** → Verified badges + workshop videos.
* **"Too many steps to checkout!"** → 3-step flow with progress indicators.

**5. High-Fidelity Prototype**

**Interactive Features:**

* **Dynamic Filters:** Real-time updates as users adjust price/location.
* **AR Preview:** 3D view for select products (e.g., rotate a ceramic vase).
* **Seller Story Pop-ups:** Clickable seller profiles with "Meet the Artisan" videos.

**Prototype Tools:**

* **Figma:** For clickable prototypes with transitions.
* **Adobe XD:** For quick easy done prototypes.

**6. Usability Testing Plan**

**Testing Goals:**

* Validate navigation intuitiveness.
* Assess emotional response to visual identity.

**Tasks for Participants:**

1. "Find a linen tablecloth from a verified seller in Damietta."
2. "Complete checkout using cash on delivery."

**Metrics Tracked:**

* **Task Success Rate:** Target ≥ 95%.
* **Time-on-Task:** ≤ 90 seconds for core actions.
* **Net Promoter Score (NPS):** Target ≥ 8/10.

**Tools:**

* **Hotjar:** Heatmaps to track clicks and scroll behavior.
* **UserTesting.com:** Remote session recordings.

**7. Final Deliverables**

1. **Design Documentation:**
   * Style Guide (PDF): Colors, fonts, icon library, spacing rules.
   * User Personas & Journey Maps (PDF).
   * Wireframes + Prototype Links (Figma).
2. **Presentation Assets:**
   * Slide Deck: Problem statement, design process, user testimonials.
   * Demo Video: 2-minute walkthrough of key features.