

Digital Egypt Pioneers Initiative

Graduation Project: Global Outlet Hub

Team Members:

- Dina Abdel Fattah Abdel Salam (Team Leader)
- Ola Mohamed
- Enas Adel Mahmoud
- Ahmed Tarek Ali Ahmed
- Jasser

Initial Task Distribution

Dina Abdel Fattah – Team Leader

- Overseeing project progress and distributing tasks
- Designing visual identity and color system for the platform
- Coordinating between team members and presenting updates

Ola Mohamed – UX Research & Wireframes

- Conducting user research to understand buying behavior and pain points
- Creating user journeys and wireframes for the shopping experience
- Analyzing user needs and optimizing navigation flow

Enas Adel Mahmoud – UI Designer

- Transforming wireframes into high-fidelity visual interfaces
- Designing product cards, buttons, filters, and layout systems
- Ensuring design consistency across desktop and mobile versions

Ahmed Tarek Ali Ahmed – Interaction & Prototyping

- Building interactive prototypes using Figma / Adobe XD
- Developing user flow animations for product browsing and checkout
- Testing prototype usability before development

Jasser – Usability Testing & Documentation

- Conducting user tests on the prototype with target customers
- Collecting and analyzing user feedback
- Preparing project documentation and usability reports

Project Idea

Global Outlet Hub is an innovative e-commerce platform specialized in selling **export-surplus international products** at competitive prices. It connects global brands with local consumers,

providing authentic, high-quality products that were originally intended for export but remain available as surplus inventory.

The platform focuses on **accessibility, trust, and affordability**, ensuring customers can explore a wide range of global goods—fashion, electronics, home accessories, and more—directly from verified international suppliers.

Through its **modern interface, smart recommendation system, and transparent pricing model**, Global Outlet Hub bridges the gap between local shoppers and global brands, giving users the opportunity to enjoy international quality at local prices.