**ZAD**

**Project Idea**

A mobile application designed to reduce food waste by connecting merchants (supermarkets, grocery stores, bakeries, restaurants) with consumers. Merchants can list near-expiry products with dynamic discounts, and users can purchase them at lower prices or get them for free before expiration. The platform includes notifications, filters, and a reward system to encourage participation and reduce food waste.

**Team Members:**

Member 1 Name: Daii Osama Mahmoud Abdelrahman Role: Team Leader & UX researcher Member 2 Name: Yasmine Magdy Abd alghfar Role: UI designer

Member 3 Name: Mona Mahmoud Mohamed Role: UI designer

Member 4 Name: Rana Ashraf Mahmoud Role: UX designer

Member 5 Name: Asmaa Elsayed Antr Role: UX writer

**Work Plan**

1. **Research & Analysis**
   * Audience personas
2. **Visual Identity**
   * Logo design
3. **Main Designs**
   * Poster
4. **Complementary Products**
5. **Review & Finalization**
6. **Final Presentation**

* **KPIs (Key Performance Indicators)** – Metrics for project success (e.g., response time, system uptime, user adoption rate).

**Instructor**

**Mohamed Kamer**

**Project Files**

https://www.figma.com/team\_invite/redeem/6vJoeVXxCiSsAhk2nrArC6

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