

Project Name

Egyptal

Project Idea

Digital Government Services Awareness Campaign (Egypt)

The project aims to design and implement a national awareness campaign promoting the use of Egypt's **Digital Government Services Platform (Digital Egypt)**. The campaign focuses on educating citizens about the benefits of online government services—including ease of access, reduced waiting times, transparency, and 24/7 availability. Through engaging visual content, social media outreach, and targeted messaging, the campaign seeks to increase public adoption of digital services, encourage digital literacy, and support Egypt's digital transformation strategy. The overall goal is to make citizens more aware of available e-services and motivate them to shift from traditional paperwork to faster, safer, and more efficient digital alternatives.

Team Members – Digital Awareness Campaign Team (6 Members)

The campaign is developed by a six-member multidisciplinary team collaborating to design, plan, and deliver a visually engaging awareness campaign for Egypt's Digital Government Services. Each member contributes a specialized role to ensure the campaign's effectiveness, consistency, and professional execution.

1. Project Manager _ Aya Hassan

Oversees the entire campaign workflow, manages timelines, assigns tasks, and ensures smooth coordination between all team members. Responsible for maintaining quality, documentation, and delivery.

2. Research & Content Developer _ Hagar Rady

Conducts research on digital government services, identifies key messages, writes campaign scripts, captions, and educational content tailored to different audience segments.

3. Senior Graphic Designer _Yasmeen Mahmoud

Leads the visual direction of the campaign, develops the main visual identity, creates key visuals, posters, social media templates, and maintains brand consistency across all materials.

4. Motion Graphics Designer _Aya Abdelrazik

Produces animated videos, explainer clips, transitions, and motion-based visual assets to enhance engagement and simplify complex information for users.

5. UI/UX & Digital Designer _Esraa Elsayed

Designs user-friendly digital layouts including landing pages, interactive posts, UI elements, and web/mobile previews that support the campaign's online presence.

6. Social Media & Marketing Specialist _Alaa Elgohr

Manages publishing schedules, optimizes content for each platform, oversees paid ads, monitors performance analytics, and ensures campaign messages reach the target audience effectively.

Work Plan

1. Research & Analysis

Conduct a full understanding of the campaign context, including:

- **Audience Personas:** Identify key user groups, their needs, behaviors, and digital literacy levels.
- Review existing communication methods and insights related to Egypt's digital government services.

2. Visual Identity

Develop the core visual direction of the campaign:

- **Logo Design:** Create a simple, modern logo representing digital transformation and trust.
- Define color palette, typography, and main graphic elements.

3. Main Designs

Produce the primary visual materials for the awareness campaign:

- **Poster Design:** A key visual summarizing the campaign message with clear, engaging graphics.
- Social media templates, banners, and core illustrations.

4. Complementary Products

Create supporting materials to reinforce message delivery, including:

- Infographics
- Social media posts
- Short educational visuals
- Digital ads formats (static & animated)

5. Review & Finalization

Refine all outputs based on team and stakeholder feedback:

- Quality check for branding consistency
- Adjustments to layout, colors, and messaging
- Prepare print-ready and digital-ready files

6. Final Presentation

Prepare and deliver the final campaign showcase:

- Presentation highlighting concept, visuals, and execution process
 - Organized files and documentation
 - Optional mockups and demo materials
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Roles & Responsibilities

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Key Performance Indicators (KPIs)

Metrics used to measure the success and impact of the digital government awareness campaign:

1. User Adoption & Engagement

- **Increase in platform registrations:** Target growth of 20–30% during the campaign period.
- **Increase in service usage:** Measured by the number of completed digital transactions.
- **Landing page visits:** Target of at least 150,000 visits.
- **Conversion rate:** Minimum of 10% of visitors completing a service action or registration.

2. Campaign Performance Metrics

- **Click-Through Rate (CTR):** Minimum of 4% for digital ads.
- **Engagement Rate:** At least 6% across social media platforms (likes, shares, comments, saves).
- **Video Completion Rate:** Target of 35% or higher for awareness videos.
- **Reach & Impressions:** Tracking total audience exposure across platforms.

3. System-Related KPIs (Platform Performance)

- **System Uptime:** At least 99% availability during campaign activities.
- **Response Time:** Ensuring fast loading speeds to support increased traffic.
- **Error Rate:** Monitoring and reducing user-reported technical issues.

4. Feedback & Satisfaction

- **User Satisfaction Rate:** Collected through surveys or feedback forms after using services.
 - **Reduction in inquiries at offline service offices:** Indicating a shift to digital channels.
 - **Social sentiment analysis:** Monitoring positive vs. negative feedback on campaign posts.
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Instructor

This project was supervised and guided by **Dr.Susan Mohamed Farhat**, who provided academic direction, technical support, and continuous feedback throughout all project phases. Her expertise in digital transformation, media design, and project evaluation contributed significantly to enhancing the quality and professionalism of the final deliverables.

Project Files

You can find the full project files here:

You can find all project files, design assets, documentation, and final deliverables at the link below:

https://github.com/Designistry/DEPI3_Graphic-design-graduation-project

License

This project is officially licensed under the **Digital Egypt Pioneers Initiative (DEPI)**, affiliated with the **Ministry of Communications and Information Technology (MCIT)**, **Egypt**.