

Egyptoria Project Documentation

1. Overview

Egyptoria is a tourism-focused mobile application designed for two primary personas: **Tourists** and **Tour Guides**. Each persona experiences a tailored navigation structure and unique feature set while still interacting through shared spaces such as the **Community** and **Tours** sections. The app aims to enhance Egypt's tourism experience by providing personalized trip planning, community engagement, and professional tour management tools.

2. Project Planning

This project follows a structured design-thinking process to ensure a user-centered experience.

Phase 1 – Empathize & Define

- Conduct research on Egypt's tourism challenges.
- Survey tourists and tour guides.
- Identify key problems such as planning complexity, trust issues, and lack of centralized guidance.
- Define core pain points for both personas.

Phase 2 – Ideate

- Brainstorm solutions addressing accessibility, navigation simplicity, and cultural alignment.
- Prioritize features into MUST-have and NICE-to-have categories.
- Create sketches and low-fidelity wireframes.

Phase 3 – Prototype

- Build mid to high-fidelity UI mockups.
- Add tourism-oriented UI components (maps, cards, event previews).
- Internal testing for navigation flow clarity.

Phase 4 – Test & Iterate

- Conduct usability tests.
- Improve search accuracy, booking clarity, and AI Guide prompts.
- Validate accessibility (font sizes, contrast, icons).

Phase 5 – Finalize & Present

- Assemble final design deck.
- Prepare interactive prototype.
- Compile documentation, personas, and research.

- Deliver presentation.
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3. Personas

Persona 1: Tourist

A user exploring Egypt, looking for guidance, trip planning tools, and community inspiration.

Persona 2: Tour Guide

A professional seeking to manage tours, promote events, track earnings, and interact with tourists.

4. Functional Requirements

Tourist Features

1. Home

- Explore Egypt's attractions.
- Search and filter destinations.
- View categories such as historical sites, beaches, food spots, and hidden gems.

2. Community

- Share posts, reels, and stories.
- Like and comment on content.
- View tours published by tour guides.
- Book tours directly from event posts.

3. Planner

- Questionnaire-based trip planning using:
 - Number of people
 - Budget
 - Interests
- Generates a curated travel path with timing and location suggestions.

4. Map

- Interactive map of Egypt showing attraction pins.
- Tap cards to view details of locations.
- Includes an **AI Guide** that answers questions like:

- “What nearby places can I go to?”
- “Show me historical sites around me.”

5. Profile

- View trip history.
 - Saved places.
 - Manage settings.
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Tour Guide Features

1. Home (Dashboard)

- Earnings summary.
- Number of tours completed.
- Average ratings.
- Tourist count.

2. Community

- Upload posts, reels, and stories.
- Publish tours for booking.
- Engage with tourist feedback.

3. Bookings

- Manage upcoming tours.
- View pre-booked schedules.
- Access completed tours and associated reviews.

4. Profile

- Edit personal details.
 - Manage tour/event listings.
 - Access settings.
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5. User Needs & Research Evidence

- Tourists struggle with planning due to lack of localized guidance.
- Many rely on fragmented sources (Google Maps, blogs, random guides).
- Tour guides need a structured, trustworthy system to manage bookings.
- Both personas benefit from shared community interactions.

6. Non-Functional Requirements

- **Simplicity:** All core tasks accessible in < 3 taps.
 - **Performance:** Maps load in under 2 seconds.
 - **Accessibility:** Adjustable font size, high-contrast mode, bilingual UI.
 - **Security:** Verified tour guide accounts for trust.
 - **Scalability:** Support thousands of events and locations.
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7. Constraints (MVP Limitations)

- No payment gateway.
 - No AR navigation.
 - No group chats.
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8. Problem Statement

Tourists visiting Egypt face fragmented, unreliable sources of travel information and lack a centralized, trusted platform that combines planning, guidance, community insights, and tour booking. Meanwhile, tour guides lack digital tools to manage bookings and reach tourists efficiently.

Egyptoria bridges this gap by offering a culturally tailored, intuitive platform with personalized planning, community engagement, real-time AI suggestions, and professional tour management.

9. Project Objectives

- Offer stress-free, personalized trip planning.
 - Centralize Egypt's attractions with accurate information.
 - Allow real interaction between tourists and guides.
 - Enable smooth booking and tour management.
 - Encourage exploration through community inspiration.
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10. User Stories & Scenarios

Scenario 1: Tourist – "First Time in Cairo"

Sara arrives in Cairo and opens Egyptoria:

- Uses **Planner** to answer a short questionnaire.
- Receives a full travel path for 3 days.
- Checks the **Map** to find nearby attractions.
- Books a tour posted in the **Community**.

Pain Point Solved: Avoids confusion and gets expert suggestions instantly.

Scenario 2: Tour Guide – "Managing Tours Efficiently"

Omar, a professional guide:

- Opens his **Dashboard** to track earnings.
- Publishes a new desert safari tour.
- Views 7 new bookings in the **Bookings** tab.
- Replies to comments in the **Community**.

Pain Point Solved: Centralized management and higher visibility.

11. Visual Identity

- **Fonts:** Poppins
- **Sizes:** 10, 12, 14, 16, 24 pt
- **Color Palette:**
 - C29553 and its shades 
 - 333333 and its shades 

12. KPIs

- App download rate
 - Daily active users
 - Engagement in Community (posts, comments)
 - Planner usage frequency
 - Conversion rate: Event viewed → Event booked
 - Tour guide retention
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