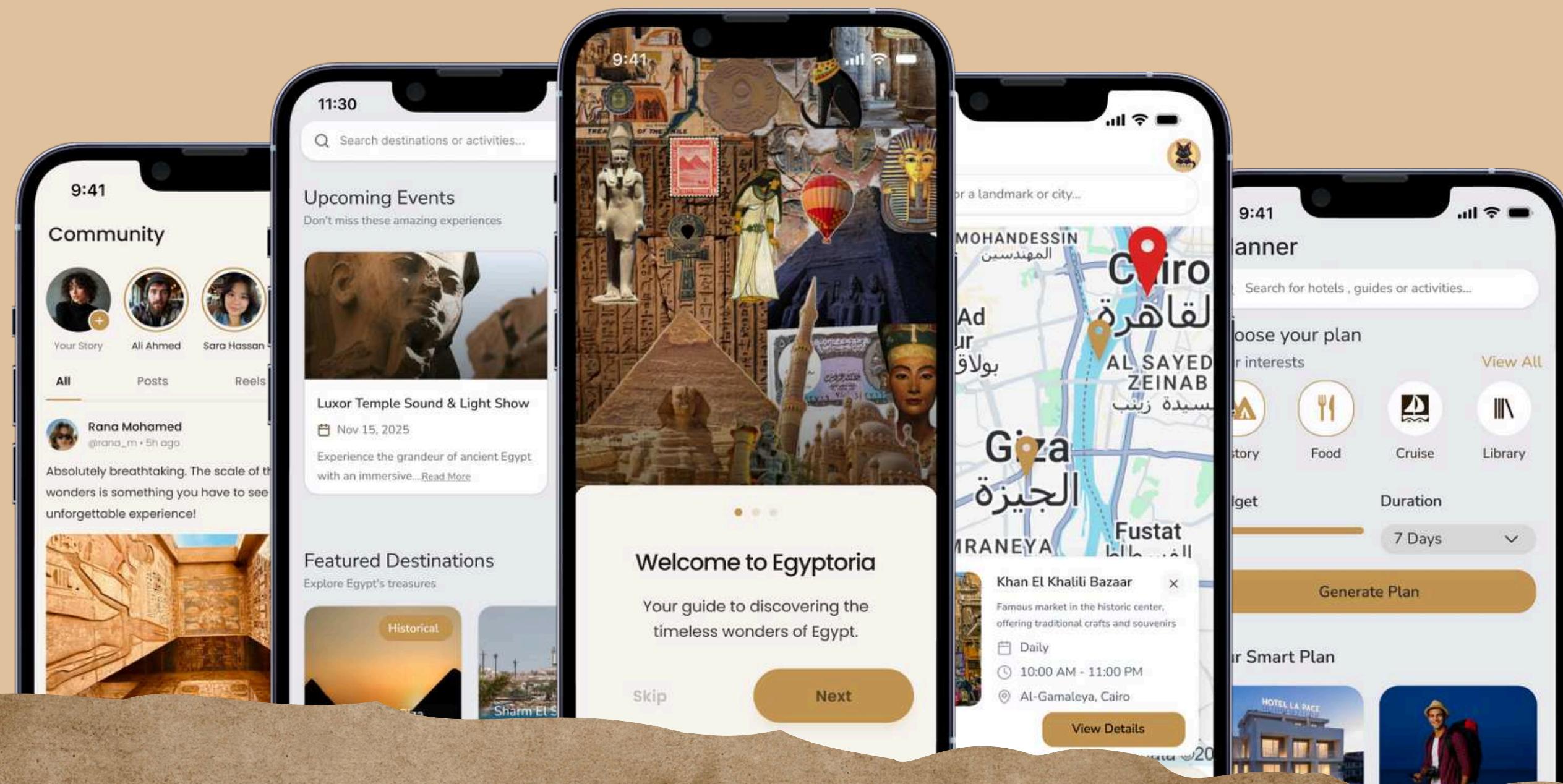
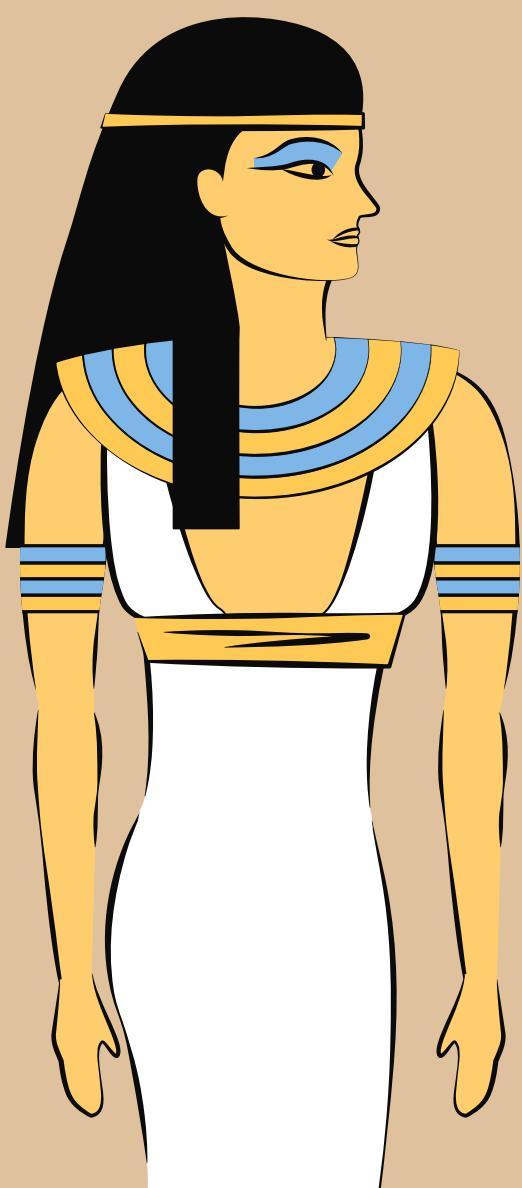


# EGYPTORIA

A smart app that links tourists with tour guides for easier, safer, and more personalized travel in Egypt.



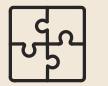
# Introduction: EGYPTORIA's Journey

Embark with us as we unveil the vision, challenges, and innovative solutions behind EGYPTORIA, your ultimate guide to ancient wonders.



## EGYPTORIA Overview

A glimpse into our mission and who we serve.



## The Traveler's Challenges

Identifying the pain points of modern exploration.



## Our Vision & Solution

Introducing EGYPTORIA's innovative approach to travel.





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# About EGYPTORIA : Your Gateway to Ancient Wonders

EGYPTORIA is a cutting-edge travel application designed to enrich the Egyptian tourist experience. It seamlessly integrates an interactive home screen, events listings, curated tourist places, a robust trip planner, an intuitive map system, and a personalized AI assistant named Tura. Beyond exploration, EGYPTORIA facilitates booking, meticulous trip planning, tailored recommendations, and a vibrant community feed featuring posts, reels, and stories.

# Target Audience: Who is the EGYPTORIA Traveler?

1



## Demographics

Ages 25-55, equally across genders. Primarily young professionals, couples, and families from North America and Europe, seeking rich cultural and historical experiences.

2



## Motivations & Interests

Driven by a desire for historical immersion, cultural understanding, and adventure. They are interested in archaeology, photography, unique local insights, and sharing their journey.

3



## Needs & Pain Points

Seek authentic experiences, reliable information, and safety. Frustrations include complex planning, language barriers, unreliable services, and missing hidden gems.

4



## Tech & Usage Behavior

Tech-savvy, comfortable with mobile apps for research, navigation, and on-the-go booking. They value convenience and actively share experiences on social media platforms.

5



## Communication Tone

Responds best to an informative, inspiring, and reassuring tone. Communication should feel friendly, adventurous, and respectful of local culture and history.



# Unveiling the Challenges: The Traveler's Dilemma



## Difficulty Organizing Trips

Travelers often struggle with the complex logistics of planning an Egyptian adventure, from itinerary creation to managing bookings across multiple platforms.



## Lack of Trusted Local Information

Finding reliable, up-to-date, and authentic local information can be a significant hurdle, leading to missed opportunities and suboptimal experiences.



## Navigating Unfamiliar Territories

Exploring new places efficiently on a map, especially in a foreign country with unique cultural nuances, presents considerable challenges.



## Need for Personalized Guidance

During their travels, visitors often crave personalized recommendations and immediate assistance that cater to their specific interests and needs.



**EGYPTORIA**

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# Our Vision: A Seamless Egyptian Journey

EGYPTORIA is engineered to transform these pain points into unparalleled travel experiences. Our solution focuses on intuitive design and powerful features to empower every traveler.

# The EGYPTORIA Solution: Innovation in Every Feature

## Interactive Map &

## Booking

Explore Egypt's wonders with a dynamic map offering detailed place information and direct booking options for attractions and tours.

## Smart Trip Planner

Effortlessly organize your itinerary with a smart planner that integrates seamlessly with hotel bookings and transportation.

## AI Assistant (Toura)

Meet Toura, your personal AI travel companion, offering real-time recommendations and insights to enhance your journey.

## Vibrant Community Hub

Connect with fellow travelers and local guides through posts, reels, stories, and exclusive tour guide announcements.

# Value Proposition: Why EGYPTORIA?

## Seamless Planning

Effortless organization from start to finish, consolidating all travel needs into one intuitive interface.

## Personalized AI

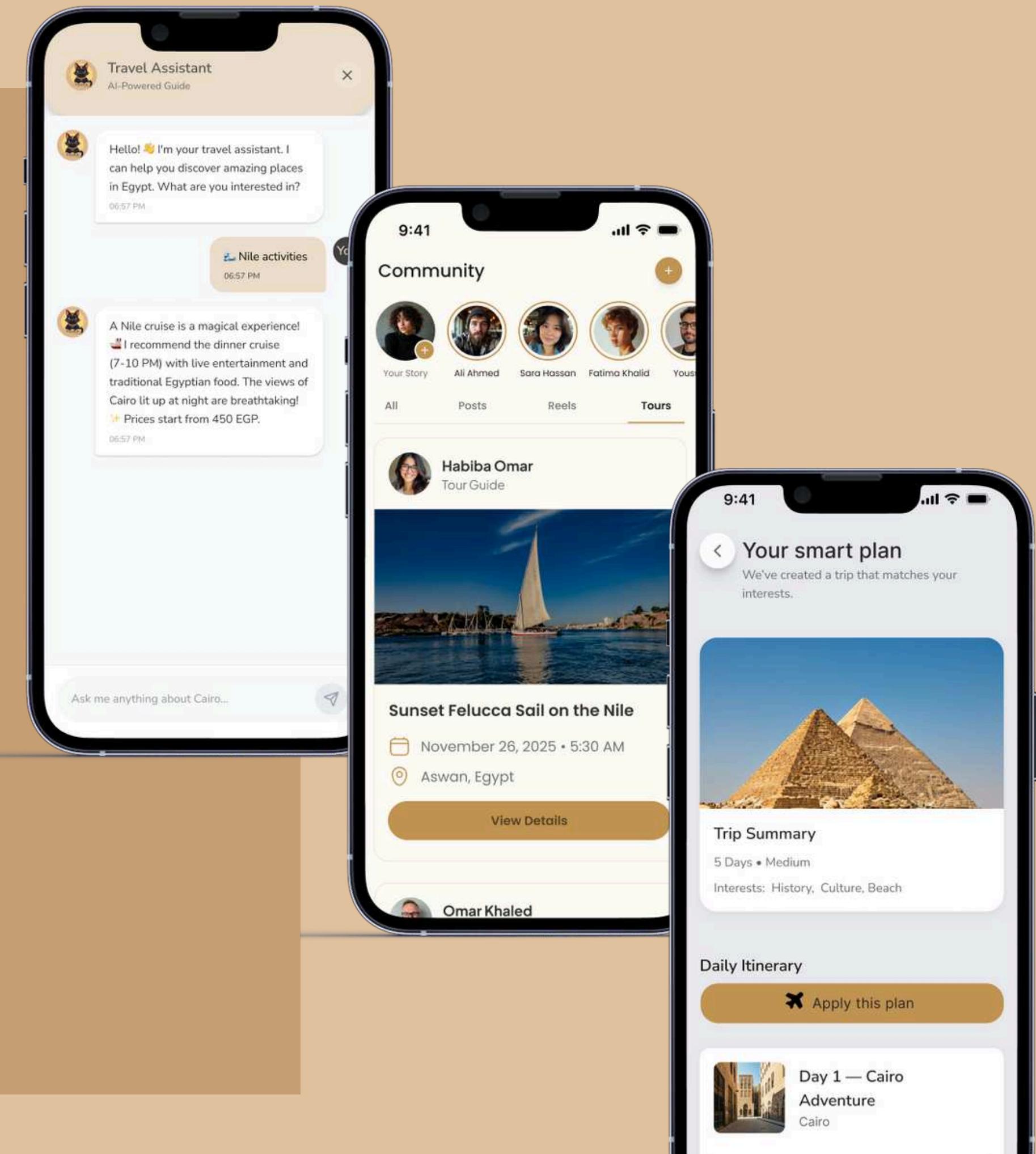
Tailored recommendations and assistance powered by Tura, adapting to your unique preferences and interests.

## Reliable Information

Access to accurate, trusted, and rich tourist information, ensuring a well-informed exploration.

## Unified Platform

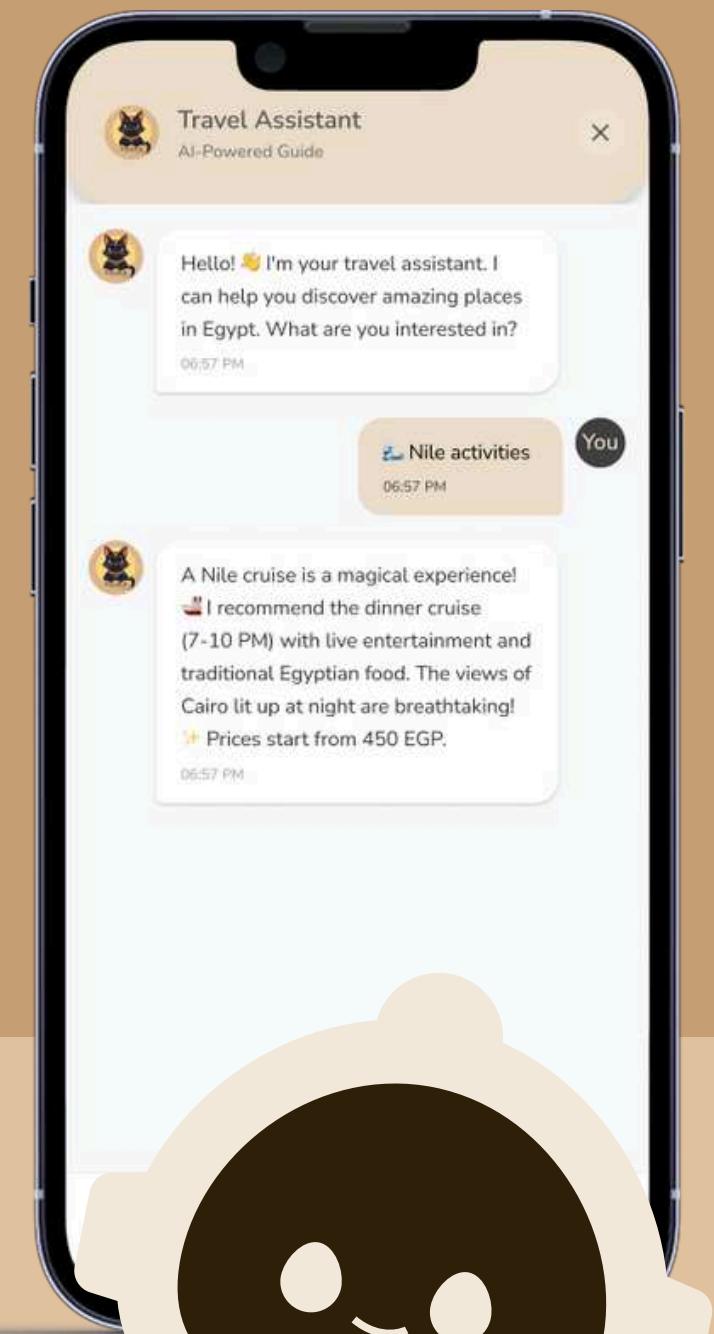
A single destination for planning, exploring, and connecting, simplifying your entire travel experience.



# The Heart of EGYPTORIA: Touria, Your AI Guide

Touria is more than just an AI assistant; she's your knowledgeable companion through the wonders of Egypt. Designed to understand your preferences, Touria provides instant answers, historical context, and tailored suggestions for dining, activities, and hidden gems.

- Instant answers to travel queries
- Personalized recommendations based on interests
- Real-time cultural and historical insights
- Assistance with local customs and language tips



# Engage & Share: EGYPTORIA's Community



## Exclusive Tour Guide Announcements

Get direct updates and special offers from certified local tour guides for unique experiences.

## Inspiring Visuals: Reels & Stories

Immerse yourself in captivating videos and photo stories from other travelers and professional guides, inspiring your next discovery.

## Connect with Fellow Travelers

Share your adventures, exchange tips, and discover new perspectives from a global community exploring Egypt.

# Your Journey, Clearly Mapped

See all your planned spots, routes, and activities in one organized map.

- ✓ All places in your plan
- ✓ Smart GPS navigation
- ✓ Offline viewing

## Interactive Map: Your Digital Compass

Our interactive map goes beyond basic navigation. It's a dynamic tool that allows you to pinpoint attractions, read reviews, view opening hours, and even book tickets directly. Search for specific sites, explore nearby amenities, or discover new places recommended by Tura.

Dynamic POI information

Integrated booking for attractions

Real-time location sharing (optional)

# EGYPTORIA: Redefining Travel Exploration



## Explore More

Uncover hidden gems and iconic landmarks with confidence.



## Plan Smarter

Organize every detail of your journey with intelligent tools.



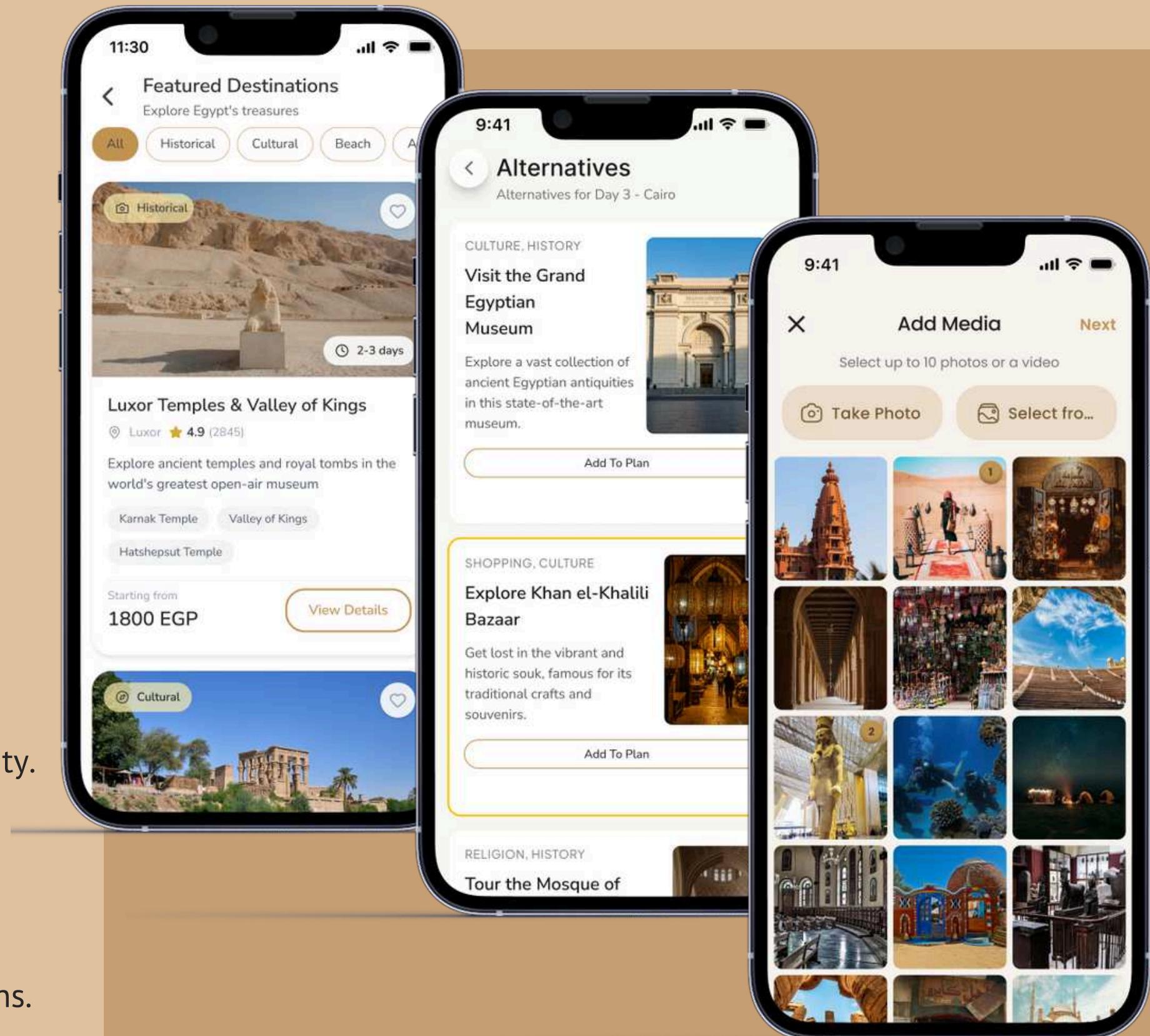
## Connect Deeper

Share experiences and engage with a vibrant travel community.



## Travel Personal

Enjoy a truly bespoke journey with AI-driven recommendations.



# Our UX Design Process: Crafting EGYPTORIA

Deeply understand user behaviors, motivations, and pain points through research.

## Empathize

Brainstorm creative solutions and innovative features to address defined problems.

## Ideate

Validate design solutions with real users, gather feedback, and iterate for refinement.

## Test & Evaluate

## Define

Synthesize research findings to clearly articulate the core problems and user needs.

## Design

Translate ideas into tangible prototypes, focusing on intuitive interfaces and flows.

## Project Overview & Outcomes

6 months

### Project Duration

Focused effort from conception to initial prototype.

75+

### Screens Designed

Comprehensive coverage of key user journeys.

### Interviews Conducted

Direct insights from target users.

15

3 rounds

### Usability Testing

Iterative feedback and refinement cycles.

# Step Into Egypt... as a Tourist or a Tour Guide

One app. Two roles. Infinite experiences.



One app. Two roles.  
Infinite experiences.

## Stage 1: Empathize

The Empathize stage was critical for understanding our target audience and their relationship with history and mobile applications. Our goal was to gain deep insights into their needs, frustrations, and aspirations regarding learning about ancient Egypt.

### Purpose

To understand user behaviors, motivations, and pain points related to learning about ancient Egypt and using educational apps.

### Activities

Conducted user interviews, created empathy maps, and analyzed competitor apps to identify gaps and opportunities.

### Tools & Methods

Google Forms for surveys, Zoom for remote interviews, Miro for empathy mapping, and competitive analysis reports.

### Insights & Deliverables

Developed detailed user personas, identified core user needs, and pinpointed key features users desired for an engaging historical learning experience.

# User Interviews

## Purpose

User interviews were crucial for gaining deep qualitative insights into our target audience's needs, frustrations, and aspirations concerning learning about ancient Egypt and improving their travel experiences.

### Traveler Behavior

Understanding traveler behaviors, motivations, and pain points at historical sites.

### Tour Guide Challenges

Uncovering daily challenges and information needs of professional tour guides.

## Participants & Methodology

### Tourists (15)

Aged 25-65, varied travel habits. Sought immersive & easily accessible historical info.

### Tour Guides (8)

Experienced guides from Egyptian and other cultural sites. Shared operational challenges and desired tools.

### Methodology

23 interviews (30-45 min), online/in-person. Mixed open-ended, behavioral, and experience-based questions. **75+**

## Key Findings

### Tourists

- Pain Points:** Unreliable info, info overload, lack of personalization.
- Expectations:** Authentic context, interactive learning, practical tips, easy sharing.
- Behaviors:** Online search, peer reviews, self-paced exploration, heavy smartphone use.
- Opportunities:** Personalized content, interactive maps, offline access, curated itineraries.

### Tour Guides

- Challenges:** Logistics, repetitive questions, limited digital tools, language barriers.
- Info Sought:** Deep artifact context, local customs, best photo spots, practical info.
- Desired Tools:** Interactive visuals, real-time translation, post-tour resources, efficient info sharing.
- Opportunities:** Tools for narrative delivery, administrative support, enhanced communication.

## Insights Summary

3 rounds

### Personalization is Key

Both groups seek tailored experiences; tourists want info on-demand, guides want customizable tools.

### Digital Gap

Tourists are digital-native, but guides lack sophisticated digital tools, pointing to a clear market need.

### Seamless Access

Need for easily accessible, reliable, and contextual information (online/offline) for an enriched experience.

# Affinity Map: Synthesizing User Insights

In the "Define" stage, we organized the extensive data gathered from user interviews into an Affinity Map. This process helped us identify patterns, group related insights, and distill core problems and opportunities for EGYPTORIA, focusing on both tourists and tour guides.

## Tourists — Pain Points

Confusing logistics; safety worries; language barriers

## Tourists — Needs & Desires

Clear itineraries; authentic experiences; local tips

## Tourists — Behaviors

Seek reviews; compare options; spontaneous detours

## Tour Guides — Challenges

Last-minute changes; varied group skills; managing time

## Tour Guides — Information Needs

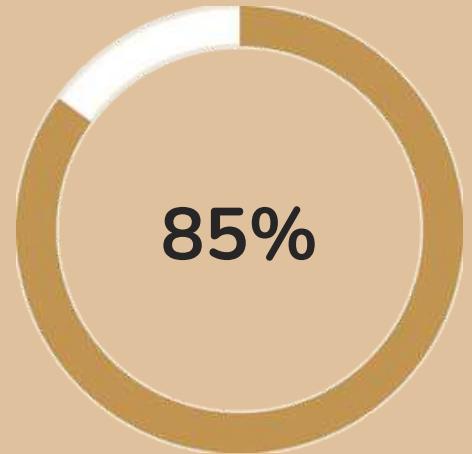
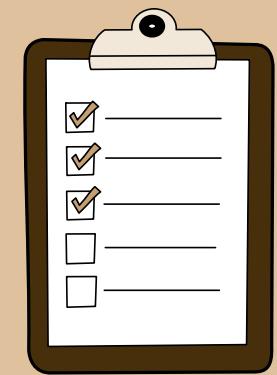
Accurate schedules; visitor preferences; site updates

## Tour Guides — Tool Desires

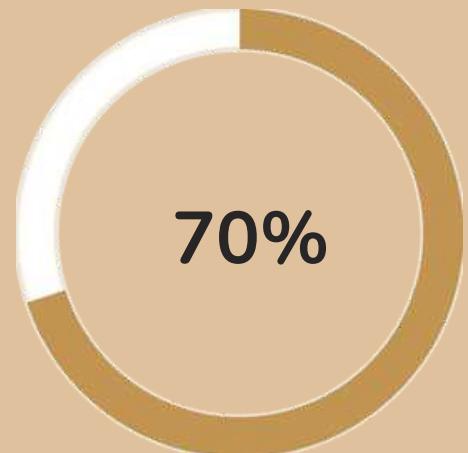
Real-time updates; language support; simple booking tools

# User Survey

To quantify the insights gained from interviews and validate emerging patterns, we deployed a comprehensive user survey. This allowed us to reach a broader audience and gather statistical data on user preferences and pain points.



Expressed interest in customizable travel plans and content tailored to their specific interests, highlighting a strong desire for personalized itineraries.



Highlighted the importance of accessing information and maps without an internet connection while traveling, indicating a critical need for offline access.



Preferred interactive experiences (e.g., 3D models, virtual tours) over static text for learning history, showing a high demand for interactive historical content.

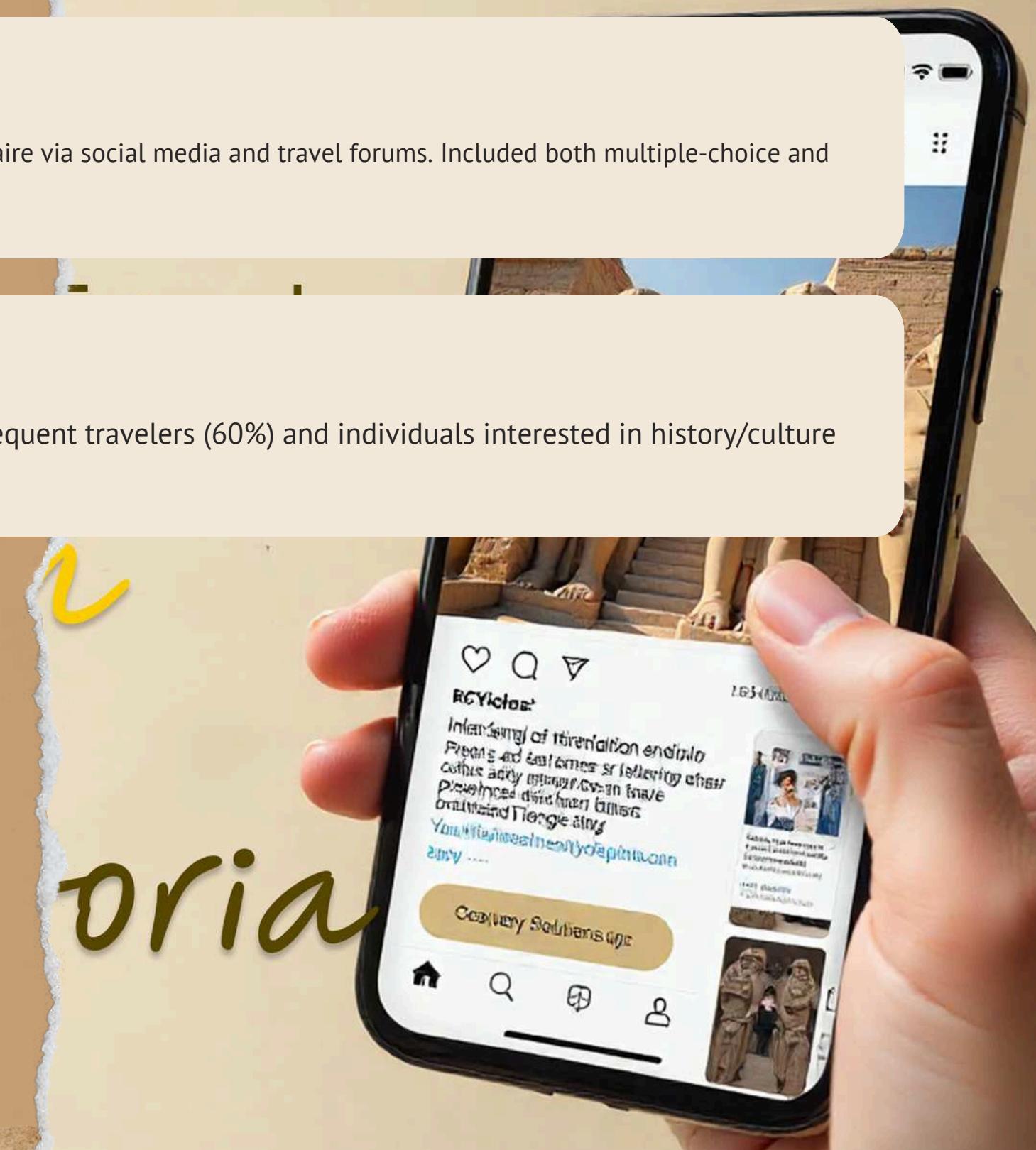
# EGYPT

## Methodology

Distributed an online questionnaire via social media and travel forums. Included both multiple-choice and open-ended questions.

## Participants

150 respondents, a mix of frequent travelers (60%) and individuals interested in history/culture (40%).



**EGYPTORIA**

Feature / Capability	Egyptoria	GetYourGuide	Viator	Klook
Personalized Trip Planner	✓	✗	✗	✗
AI Guide / Smart Local Guidance	✓	✗	✗	✗
Community (Posts, Reels, Social)	✓	✗	✗	✗
Event & Tour Booking	✓	✓	✓	✓
Interactive Map with Location Details	✓	✗	✗	✗
Dashboard for Tour Guides	✓	✗	✗	✗

**Egyptoria**  
6/6 Features

**GetYourGuide**  
1/6 Features

**Viator**  
1/6 Features

**Klook**  
1/6 Features

# Competitive Analysis

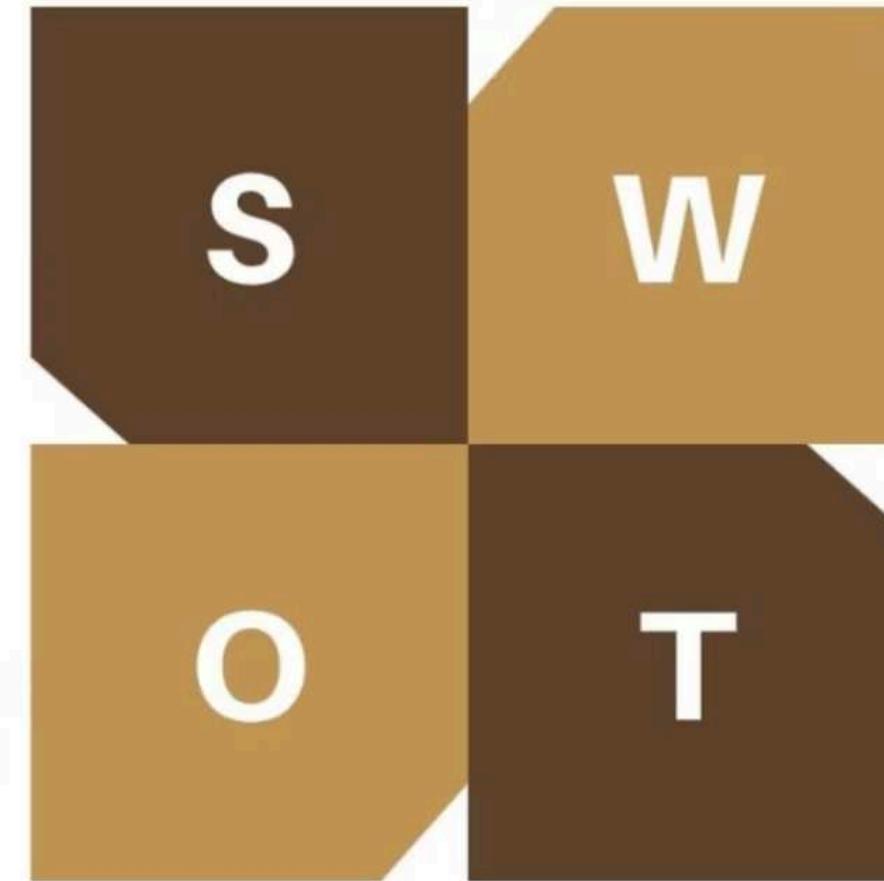


#### STRENGTHS

- Personalized trip planning with AI Guide.
- Community space for posts, reels, and events.
- Dashboard for tour guides to track bookings and performance.
- Interactive map with detailed location info.

#### OPPORTUNITIES

- Growth in Egypt's tourism sector.
- Partnerships with local guides and attractions.
- Expand AI personalization and engagement features.



#### WEAKNESSES

- May be overwhelming for new users.
- AI recommendations depend on accurate data.
- Limited offline functionality.

#### THREATS

- Competition from other travel apps.
- Data privacy concerns.
- Reliance on technology (GPS, AI accuracy).

# SWOT Analysis



# Stage 2: Define

In the Define stage, we synthesized the findings from our empathy research to clearly articulate the core problem we aimed to solve. This involved identifying patterns and translating user needs into actionable problem statements.



## Purpose

Clearly articulate the core user problems and define the project scope based on user needs and business goals.



## Activities

Created problem statements, user journey maps, and feature prioritization matrices to focus our design efforts.



## Tools & Methods

Affinity diagrams in Figma, user stories in Jira, and prioritization workshops.



## Insights & Deliverables

A refined problem statement: "Users need an interactive and accessible way to explore ancient Egyptian history that transcends static textbook learning."

## BEHAVIORS

- Posts tour photos/reels regularly.
- Replies fast to tourists.
- Checks feedback to improve.
- Creates offers and tour packages.

## GOALS

- Get more bookings.
- Build trust and strong personal brand.
- Manage tours easily.
- Reach international tourists.

## PAIN POINTS

- Hard to reach new customers.
- High competition.
- Last-minute cancellations.
- No central place for tours & ratings.

**ALI**

Tour Guide

Sharing Egypt's history with the world isn't just a job — it's my passion

Age : 38

Occupation : Professional Tour Guide

Education : BA in Tourism & Guidance

location : Cairo, Egypt

## MOTIVATIONS

- Clear dashboard for earnings & ratings.
- Easy event/booking management.
- Strong community presence.
- Verified guide badge.

## FAVORITE APP FEATURES

Profile: showcase experience, reviews, and certifications.

Community: posting reels/photos, engaging with tourists.

## MOST USED DEVICES



CULTURALLY PASSIONATE

RELIABLE & ORGANIZED

FRIENDLY COMMUNICATOR

## BEHAVIORS

- Always checks photos and videos before visiting a place.
- Asks many questions before booking.
- Reads reviews carefully.
- Relies heavily on Google Maps during travel.

## GOALS

- Explore Egypt's top attractions easily.
- Plan a well-organized trip without wasting time.
- Discover new local experiences and hidden gems.
- Connect with trustworthy tour guides.

## PAIN POINTS

- Hard to know which attractions to prioritize.
- Online information is overwhelming and scattered.
- Difficult to identify trustworthy tour guides.
- Navigation between attractions is confusing.

**SOPHIA**

Tourist

Festivals and workshops are the heartbeat of a culture—I don't want to miss them

Age : 31

Occupation : Teacher / Cultural Enthusiast

Education : MA in Cultural Studies

location : London, UK

## MOTIVATIONS

- A smart trip planner based on interests and budget.
- A clear map showing nearby attractions in real time.
- A community to view others' experiences.
- Easy and reliable booking with verified tour guides.

## PERSONALITY

CULTURE ENTHUSIAST

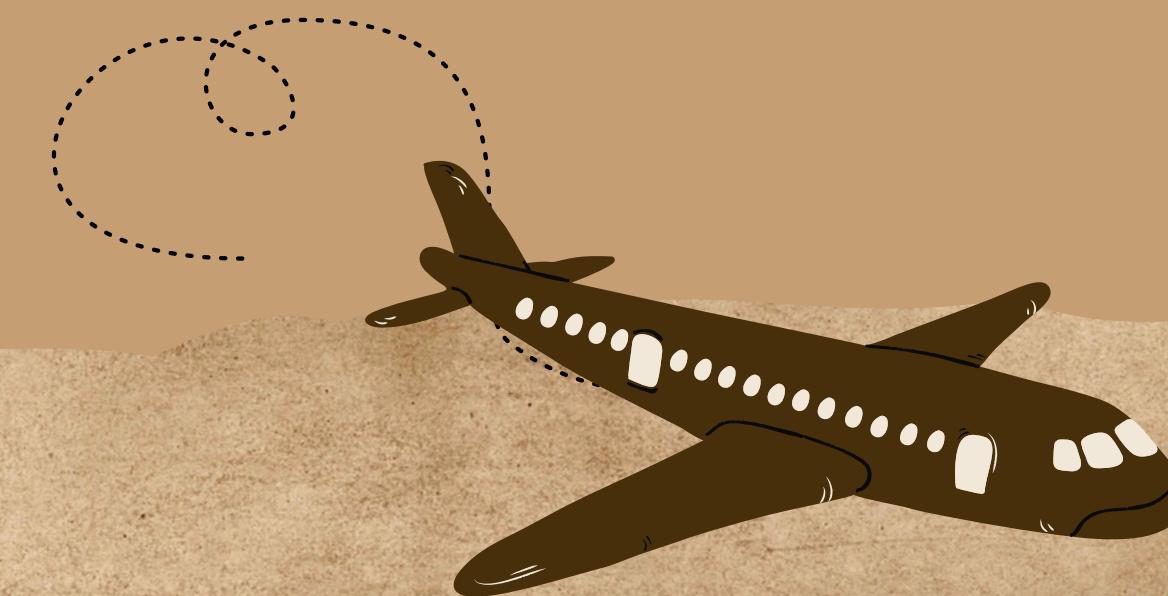
ENERGETIC

CURIOS LEARNER

## MOST USED DEVICES



# Personas



# Empathy Map



# User Journey Map: Anna, The History Enthusiast

This user journey map illustrates Anna's experience, a 32-year-old history enthusiast, as she plans and experiences a trip to Egypt using the EGYPTORIA mobile application. Her needs include personalized historical context, interactive learning, offline access, and easy sharing of her experiences.

## Discover

Find Egypt trip options and context

## Explore

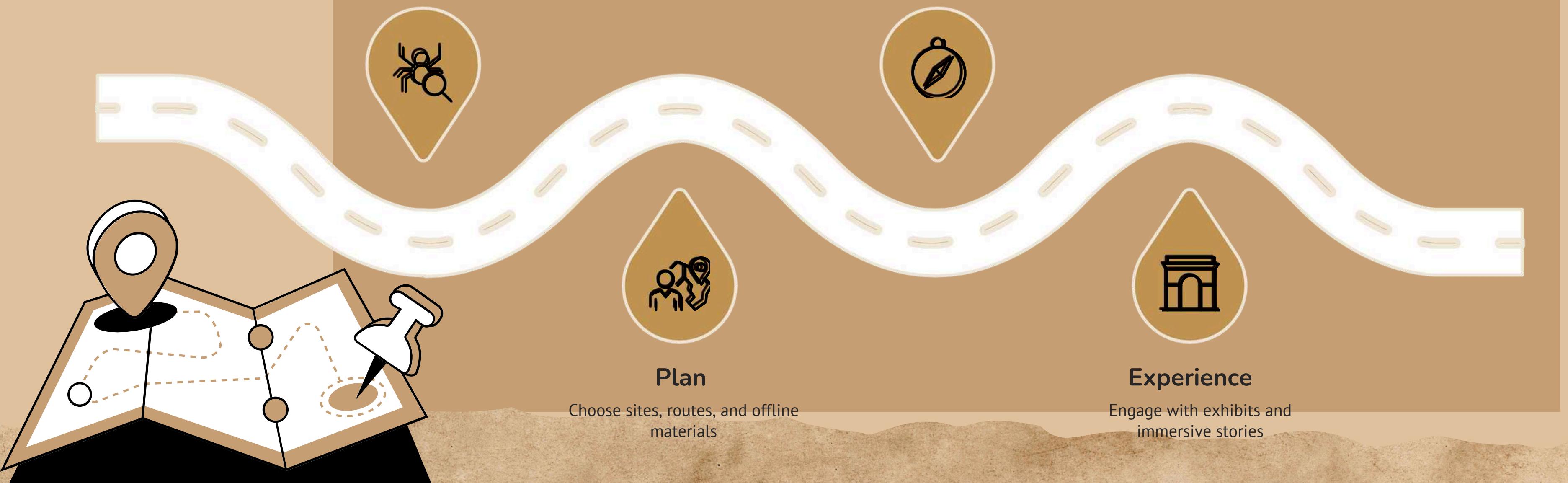
Navigate sites with interactive history guides

## Plan

Choose sites, routes, and offline materials

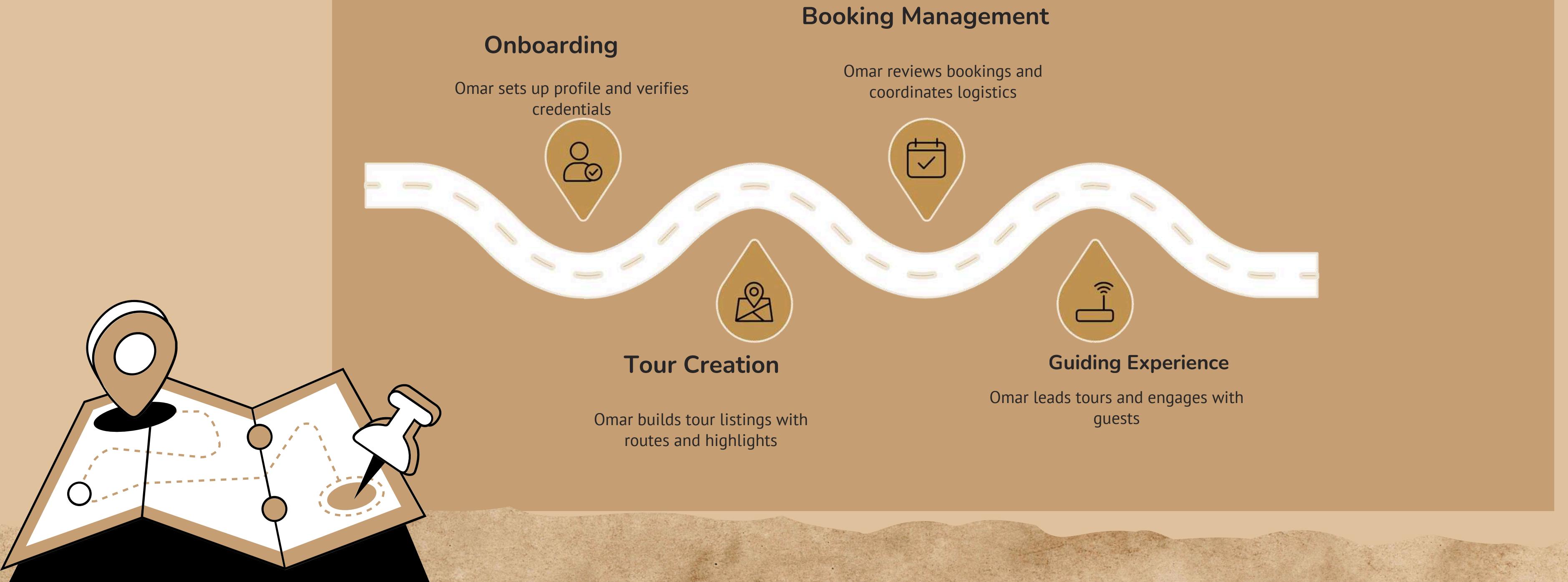
## Experience

Engage with exhibits and immersive stories



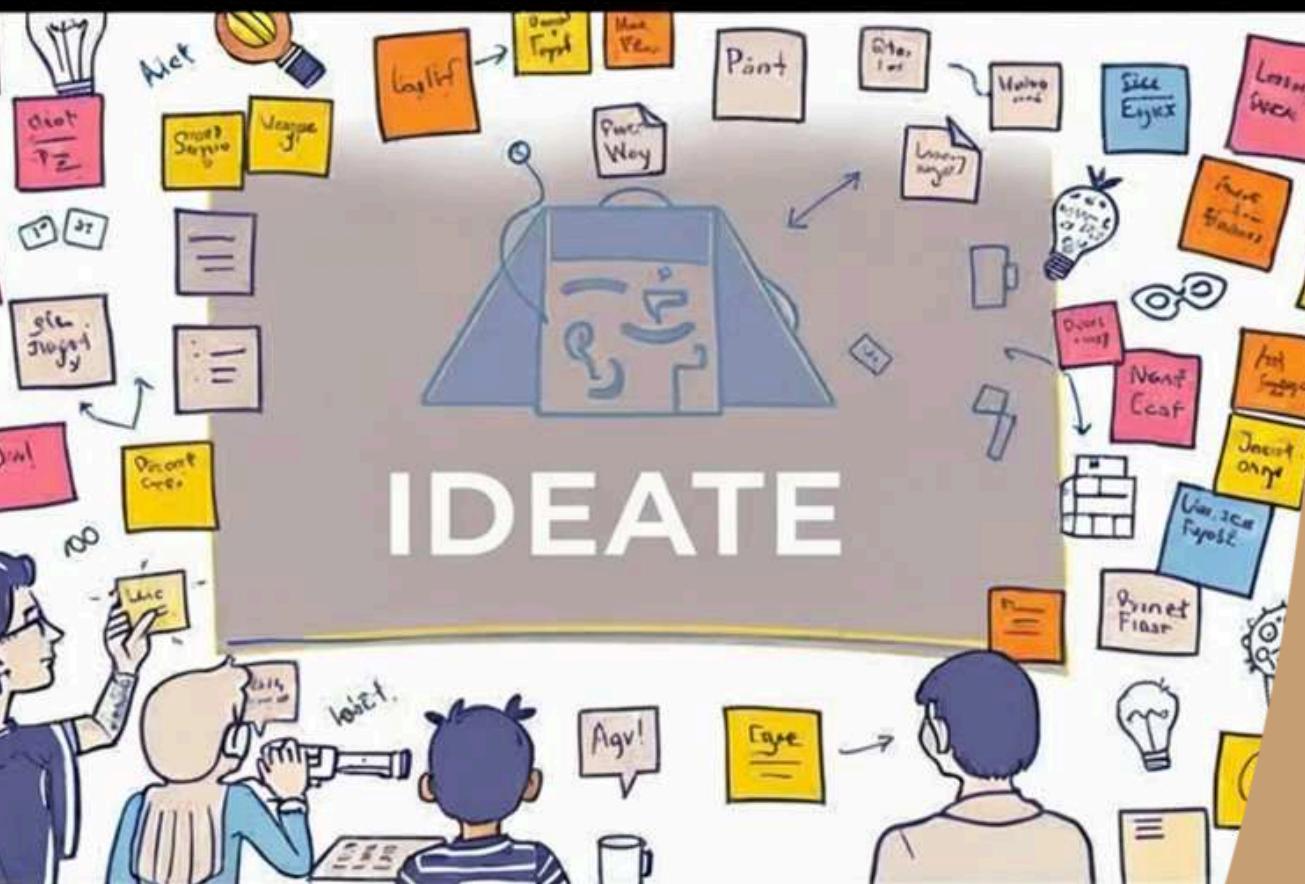
# User Journey Map: Omar, The Experienced Guide

This journey map outlines Omar's interaction with the EGYPTORIA mobile application, focusing on his experience as a seasoned tour guide. Omar, 45, has over 20 years of experience and is motivated to share his passion for history and provide memorable experiences. He seeks efficient tools to manage his tours and enhance visitor engagement.



# Stage 3: Ideate

The Ideate stage was a dynamic period of brainstorming and creative exploration. Our objective was to generate a broad range of potential solutions to the defined problem, encouraging divergent thinking before converging on the most promising concepts.



# Design Thinking - Ideation

## Insights & Deliverables

Developed several potential features like AR historical reconstructions, interactive timelines, and gamified quizzes, leading to initial concept sketches.

# Tools & Methods

Miro for collaborative brainstorming, pen-and-paper sketching

## Activities

Conducted brainstorming sessions, mind mapping exercises, and created "How Might We" statements to spark innovation.

# Purpose

Generate a diverse range of creative solutions to the defined problem statements

# Stage 4: Design & Prototyping

In the Design and Prototyping stage, we translated our ideas into tangible forms. This involved creating wireframes, mockups, and interactive prototypes to visualize the user flow and experience before moving into development.

## EGYPTORIA

埃及博物馆  
Egyptian Museum

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TTT SULE

Stratify

the story of Egypt's

role in history

and its impact on the world

today

Empathize

Understand the user's needs and challenges

and identify opportunities

for improvement

Define

明确目标和需求

并制定策略

以实现改进

Design

设计原型

并进行测试

迭代改进

直到满足需求

Ideate

头脑风暴

并提出新想法

以推动创新

Test

评估原型

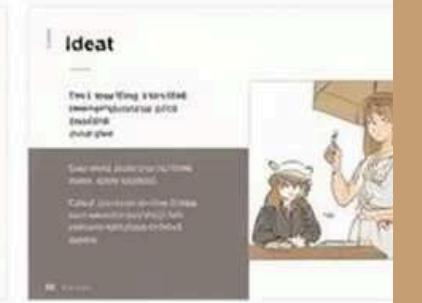
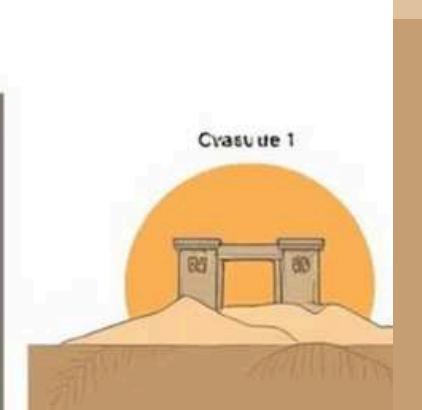
并进行优化

以确保成功

实施

将想法付诸实践

并持续改进



## Purpose

Transform selected ideas into concrete, testable prototypes, defining the app's visual design and interaction flows.



## Activities

Developed low-fidelity wireframes, high-fidelity mockups, and interactive prototypes for key user journeys.



## Tools & Methods

Figma for wireframing and prototyping, Adobe Illustrator for icon and asset creation.



## Outcomes

Created a clickable prototype demonstrating core functionalities: interactive maps, 3D artifact views, and AR experiences.

# Visual Brand Identity: EGYPTORIA

Our brand identity for EGYPTORIA blends the timeless allure of ancient Egypt with a modern, user-friendly aesthetic. This visual language ensures a consistent, engaging, and memorable experience for all users.



Each element was carefully chosen to evoke the mystique of ancient Egypt while maintaining a contemporary and intuitive feel, enhancing the overall user experience.

# Social Media Strategy

Our social media strategy aims to connect with history enthusiasts and travelers, building a vibrant community around the EGYPTORIA experience. We will engage our audience with captivating content and interactive features across key platforms.



## Instagram: Visual Storytelling

Showcase high-resolution photos and short videos of ancient sites, historical artifacts, and virtual tours. Utilize engaging captions and carousels for historical context.



## Facebook: Community Hub

Foster a dedicated community with in-depth articles, live Q&A sessions, travel tips, and user-generated content. Promote events and facilitate discussions among enthusiasts.



## TikTok: Engaging Education

Create short, dynamic videos featuring AR experiences, quick historical facts, and behind-the-scenes glimpses of Egyptian culture. Aim for viral educational content.



## YouTube: Immersive Journeys

Publish longer-form video content, including virtual walkthroughs of historical sites, documentary-style deep dives, and tutorials on using EGYPTORIA's interactive features.

# Stage 5: Test & Evaluate

In this crucial final stage, we put our designs to the test with real users. The goal was to validate our solutions, identify any remaining pain points, and gather actionable feedback for refinement and iteration.



## Purpose

To rigorously evaluate the EGYPTORIA application's usability and effectiveness, ensuring it meets user needs and business objectives.



## Activities

Conducted moderated and unmoderated usability tests, A/B tests for key features, and post-launch user surveys.



## Tools & Methods

Used UserTesting.com for remote usability studies, Maze for prototype testing, and Google Analytics for behavioral insights.



## Insights & Deliverables

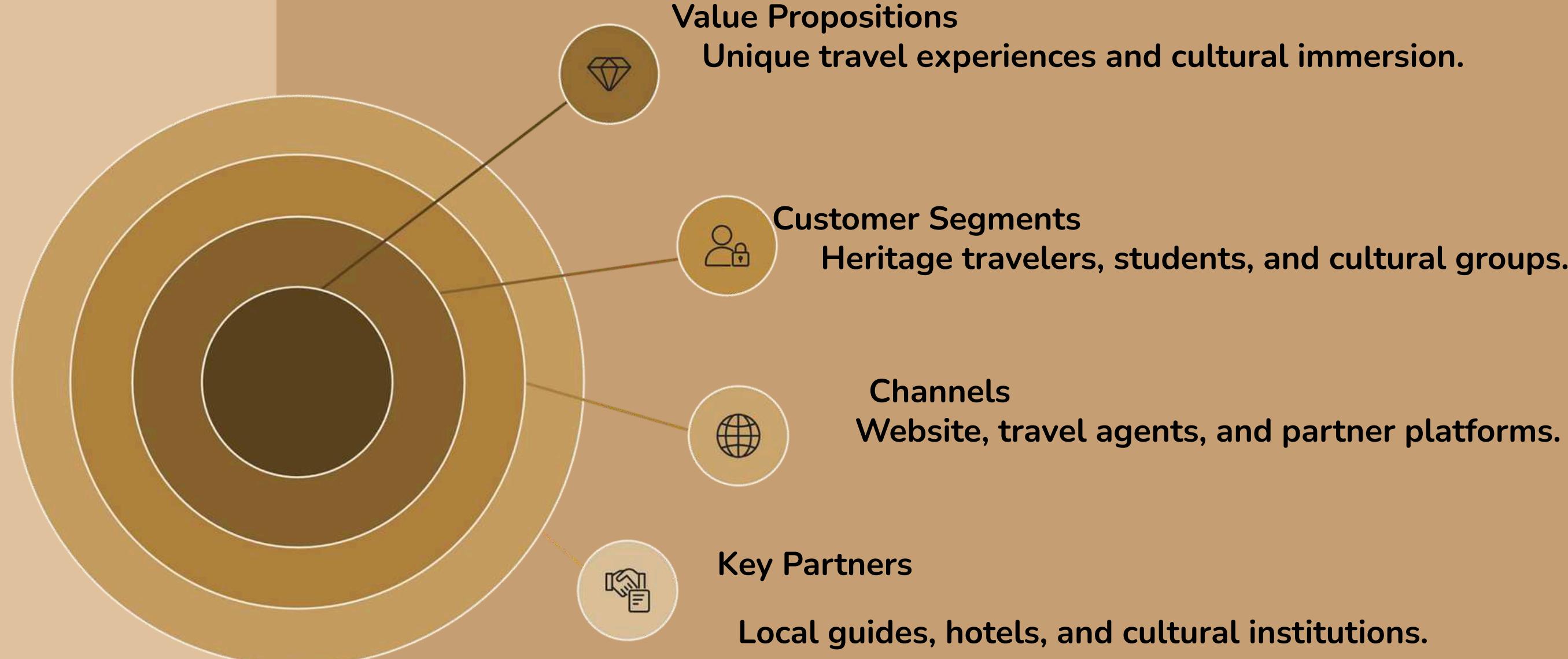
Comprehensive usability reports, prioritized list of iterative design improvements, and refined user flows based on empirical data.



# Business Model & Strategy: EGYPTORIA

This section outlines the foundational business model and strategic approach for EGYPTORIA, detailing how we create, deliver, and capture value while ensuring sustainable growth and market impact.

## Business Model Canvas: Value Creation & Delivery



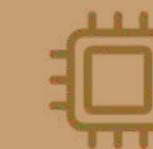
# Tools and Technologies

Our UX design process for EGYPTORIA leveraged a suite of industry-standard tools and innovative technologies to ensure efficiency, collaboration, and high-quality deliverables at every phase.



Figma

For collaborative wireframing, high-fidelity UI design, and interactive prototyping.



Miro

Used for brainstorming, empathy mapping, user journey mapping, and affinity diagramming.



Maze

For conducting remote usability testing and collecting actionable data.



Google Analytics

To track user engagement, identify popular features, and analyze user flows post-launch.



Adobe Illustrator

For creating custom icons, illustrations, and vector graphics.



Zoom

Facilitating user interviews and team collaboration meetings.

# Conclusion: A User-Centered Journey

The EGYPTORIA project exemplifies the power of a user-centered design approach. By meticulously following the Design Thinking stages, we were able to transform a complex subject into an accessible, engaging, and educational mobile experience. This process ensured that every design decision was made with the user in mind, leading to an application that not only informs but also inspires.

"Our journey through the UX design process was an exploration in itself, unearthing the best ways to connect users with the wonders of ancient Egypt."

