Project Overview

Egypt, A Land Of Ancient History, Cultural Heritage, And Breathtaking Landscapes, Is A Top Destination For Tourists Worldwide. However, Local Tourism Often Gets Overshadowed By International Visitors, With Many Egyptians Unaware Of The Hidden Gems Within Their Country. This App Aims To Promote Local Tourism By Creating A Seamless Platform For Egyptians To Discover, Explore, And Experience The Diverse Attractions Egypt Has To Offer.

Design Process

Empathies	Imagine	Design	Validate
Business Needs Product Analysis Competitor Analysis Customer Research	Product Define The Work's Vison Objective And Road Map	Information Architecture Content Writing Sketches And Wire Frame Visual Design Design System High- Fidelity Mockups	Usability Testing Prototype A/B Teasting

Problem Statement

Despite Egypt's Rich Heritage, Local Tourism Remains Underdeveloped Due To Several Challenges:

- Lack Of Awareness: Many Locals Are Unaware Of The Variety Of Tourist Attractions Beyond The Well-Known Sites Like The Pyramids Of Giza And The Sphinx.
- Limited Resources: There Is A Lack Of Reliable Resources For Locals To Find Information On Lesser-Known Destinations, Local Events, And Experiences.
- Accessibility Issues: Locals Face Difficulties Accessing And Booking Services, Tours, And Experiences Tailored To Their Needs And Budgets.
- Fragmented Information: Information Is Often Scattered Across Different Platforms, Leading To A Disjointed Experience For Users.

Possible Solution

The Proposed App Aims To Address The Identified Challenges Through The Following Features:

- Interactive Map: A Detailed Map Showcasing Popular And Off-The-Beaten-Path Attractions, Restaurants, And Cultural Sites.
- Personalized Recommendations: AI-Driven Suggestions Based On User Preferences, Travel History, And Interests.
- Community Content: A Section For Users To Share Their Experiences, Tips, Photos, And Reviews, Fostering A Local Travel Community.
- Easy Booking System: Direct Booking Options For Tours, Experiences, And Accommodations Tailored To Locals.
- Local Event Alerts: Notifications About Nearby Cultural Events, Festivals, And Exhibitions To Keep Users Informed Of What's Happening Around Them.
- Offline Access: Downloadable Guides And Maps For Users Traveling In Areas With Limited Internet Connectivity.

	Strength	Weakness	Opportunity
Visit Egypt	• Official App With Government Support, Offering Up-To-Date Information On Tourist Destinations. • Multi-Language Support For Tourists Of Different Nationalities.	• Lacks Interactive Features Such As Trip Planners Or Offline Maps. • Outdated User Interface, Making The Experience Less Engaging.	• Offer A Modern, Interactive Design With Features Like Trip Customization And Offline Map. • Incorporate User-Generated Reviews, Photos, And Itineraries For A More Dynamic And Personalized Experience.
Trip Advisor	• Extensive User-Generated Content With Millions Of Reviews, Photos, And Recommendations For Attractions, Hotels, And Restaurants. • Global Reach With A Strong Community Of Travelers.	• Not Egypt-Specific, So Information On Smaller Or Lesser-Known Destinations In Egypt May Be Lacking. • Ad-Heavy, Which Can Detract From The User Experience.	• Focus Exclusively On Egyptian Tourism, Particularly Hidden Gems And Local Culture. • Provide Ad-Free Or Low-Ad Options For A Cleaner Interface.
Google Travel	• Seamlessly Integrates With Google's Ecosystem, Such As Maps, Calendar, And Search. • Global Recognition And High Accessibility.	• Generalized Information That May Lack Depth For Local Egyptian Destinations. • Not Focused On Local Insights Like Cultural Tips Or Event Listings.	• Provide Deeper, Localized Content Focused On Egyptian History, Culture, And Events. • Create Custom Itineraries With Local Insights And Hidden Spots Based On User Preferences.

User Interview

- How Do You Usually Prefer To Travel Within Egypt?
- Which Type Of Content Would Be Most Helpful In A Travel App?
- Do You Prefer Exploring Popular Tourist Spots Or Hidden Gems?
- What Is The Biggest Challenge When Planning A Local Trip?
- What's Your Primary Reason For Traveling Within Egypt?

Which Type Of Content Would Be Helpful In A Travel App?

A. Detailed Guides And Itineraries 60%

B. User-Generated Tips And Reviews 40%

Do You Like Exploring Popular Tourist Spot Or Hidden Gems?

A. Popular Tourist Spots 20%

B. Hidden Gems 80%

What's Your Primary Reason For Traveling Within Egypt?

A. Cultural Exploration 60%

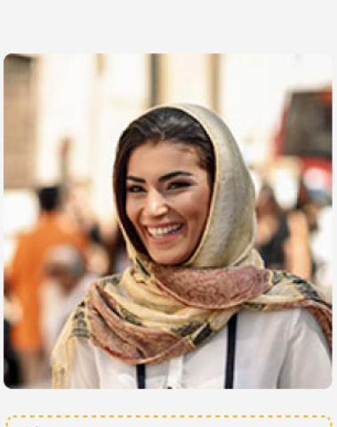
B. Relaxation 40%

What Is The Biggest Challenge When Planning A Local Trip?

A. Lack Of Reliable Information 50%

B. Difficulty In Booking 50%

Persona



Background: Sara Loves Exploring New Places With Her Family On Weekends But Often Finds It Challenging To Discover New Destinations Beyond The Usual Tourist Spots. She Prefers Affordable, Family-Friendly Activities And Values Rich Cultural Experiences.

Motivation: Wants To Create Memorable Experiences For Her Children And Explore Egypt Beyond The Typical Tourist Attractions.

Goal: To Explore More Of Egypt With Her Family, Discover Hidden Gems, And Attend Local Events That Are Often Not Advertised Widely.

About:
Name: Sara Ibrahim
Age: 30
Occupation: School Teacher
Location: Cairo, Egypt

Pain Point:
- Difficulty In Finding Reliable Information About Lesser-Known Destinations.
- Frustration With Booking Services, Which Are Often Complicated Or Not Tailored To Locals.
- Lack Of Accessible Content And Recommendations For Family-Friendly Activities.

Conclusion: The App Aims To Bridge The Gap In Local Tourism By Offering A Comprehensive Platform Tailored To The Needs Of Egyptian Residents. By Providing Personalized Recommendations, Reliable Information, And Easy Access To Bookings, The App Encourages Locals To Explore And Appreciate Their Country's Hidden Treasures, Fostering A Stronger Sense Of Community And National Pride.

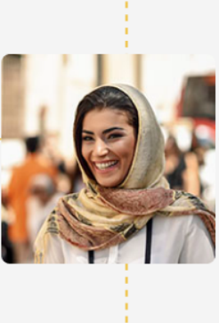
Empathy Map

Say

- "I Wish There Was An Easy Way To Find New Places To Visit With My Family."
- "Most Sites Only Focus On Famous Attractions, But I Want To Discover Hidden Spots."
- "Booking Activities Online Is Often Confusing And Feels Geared Toward Tourists, Not Locals."
- "I Love Attending Cultural Events, But I Rarely Hear About Them In Time."

Think

- "I Want My Children To Experience More Of Egypt's History And Culture, But It's Hard To Know Where To Start."
- "I Hope I Can Find Affordable, Family-Friendly Activities Without Spending Too Much Time Searching."
- "It Would Be Great To Have A Community Where I Can Share Travel Tips And Get Advice From Other Locals."
- "Am I Missing Out On Amazing Experiences Because I Don't Know Where To Look?"G



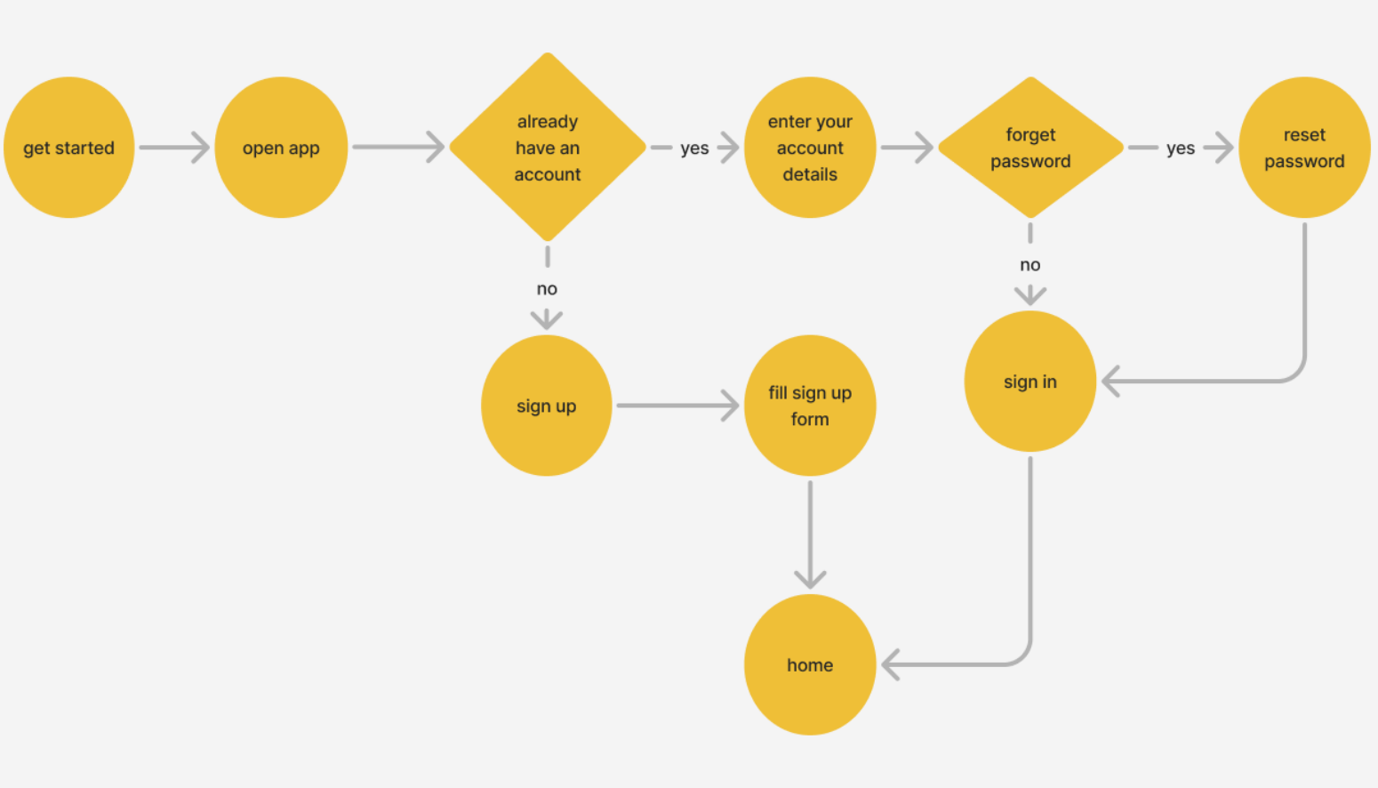
Feels

- Excited: When She Finds A New Destination That Her Family Can Enjoy Together.
- Frustrated: By The Lack Of Cohesive Information And Complex Booking Processes.
- Anxious: About Missing Out On Opportunities To Explore Egypt With Her Children.
- Motivated: To Create Lasting Memories With Her Family And Teach Her Children About Their Cultural Heritage.

Does

- Regularly Searches Online For New Places To Visit But Often Ends Up Frustrated By The Lack Of Clear Information.
- Relies On Word-Of-Mouth Recommendations From Friends Or Social Media To Find New Spots.
- Occasionally Attends Events But Misses Out On Many Because She Finds Out Too Late.
- Struggles With Booking Tours And Activities That Cater To Locals Rather Than International Tourists.

User Flow (Registration)


get started
open app
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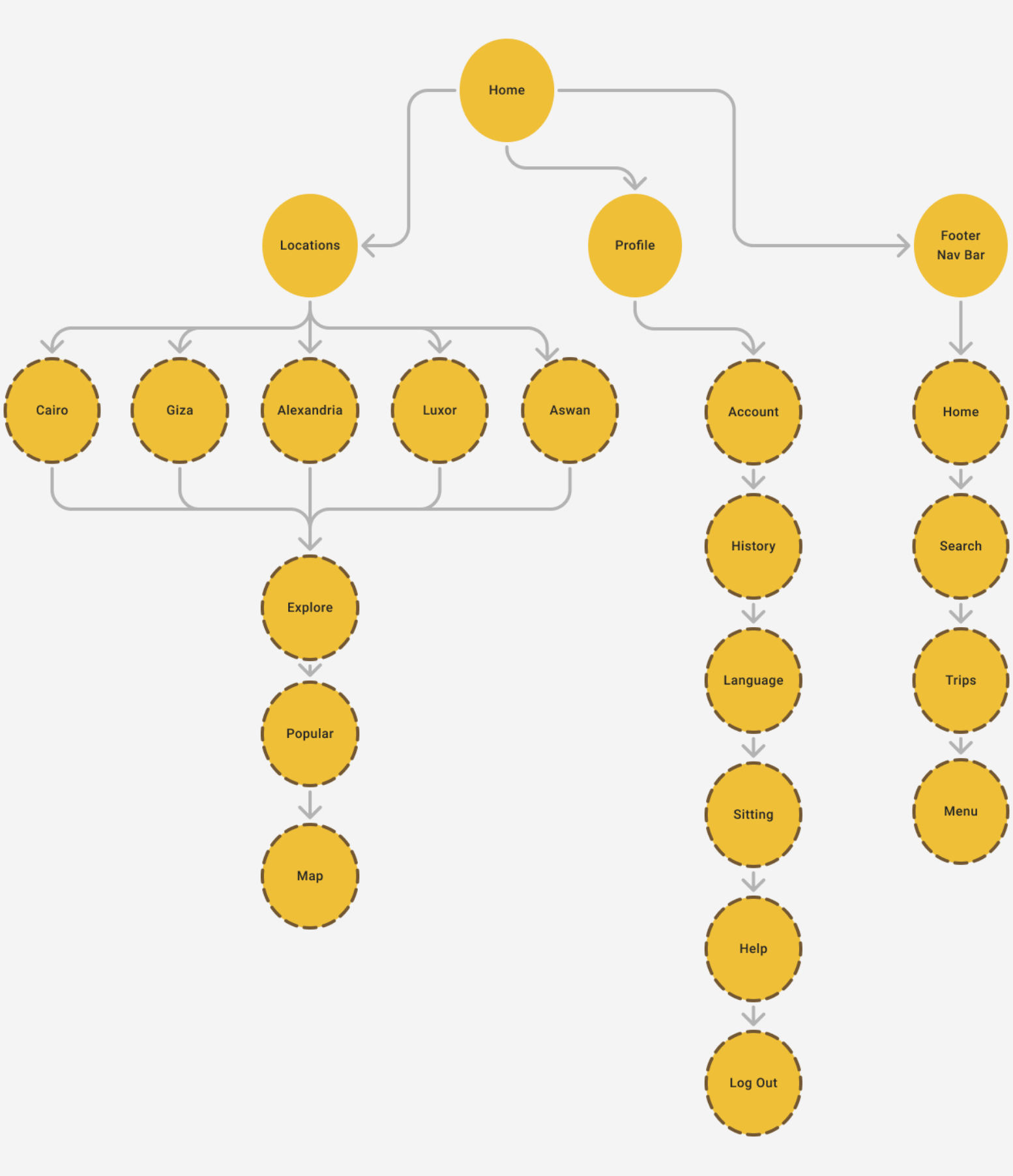
yes
enter your account details
forget password
yes
reset password
no
sign up
fill sign up form
no
sign in
home

Information Architecture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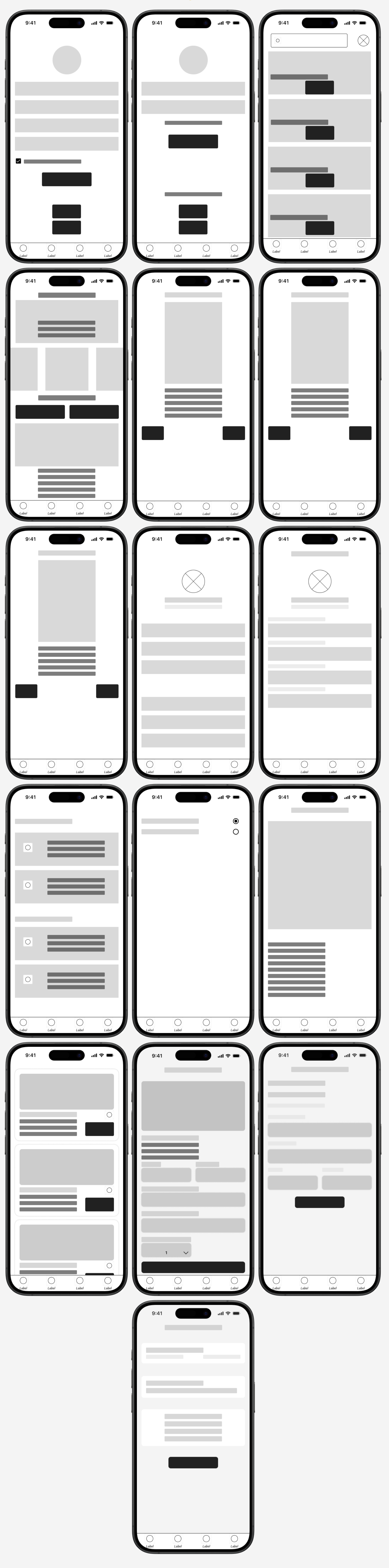
Mid Fidelity Wireframe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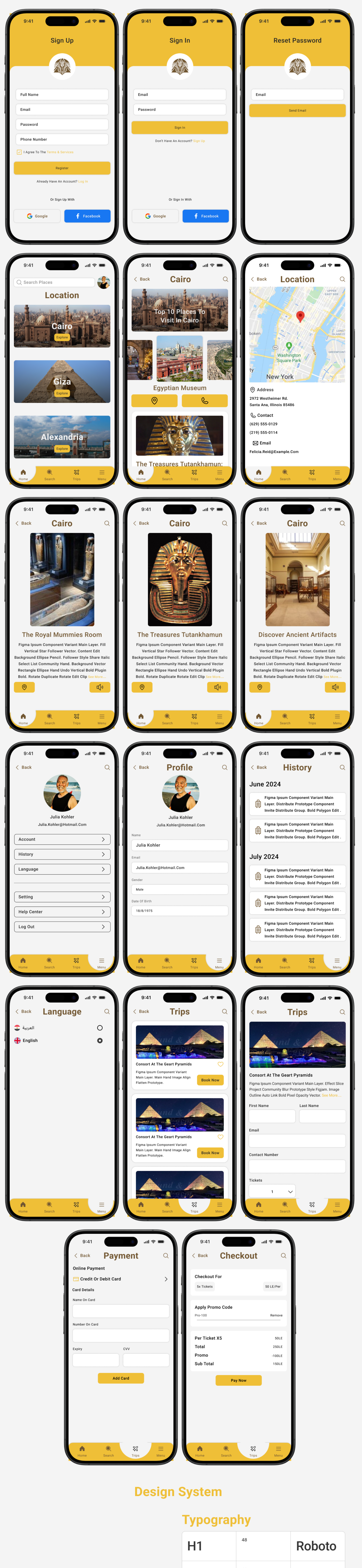
High Fidelity Wireframe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Sign Up
Full Name
Email
Password
Phone Number
I Agree To The Terms & Services
Register
Already Have An Account? Log In
Or Sign Up With
Google
Facebook
Sign In
Email
Password
Sign In
Don't Have An Account? Sign Up
Or Sign In With
Google
Facebook
Reset Password
Email
Send Email
Search Places
Location
Cairo
Explore
Giza
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Alexandria
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Home
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Top 10 Places To Visit In Cairo
Egyptian Museum
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Back
Location
New York
Washington Square Park
Address
2972 Westheimer Rd.
Santa Ana, Illinois 85486
Contact
(629) 555-0129
(219) 555-0114
Email
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Julia Kohler
Julia.Kohler@Hotmail.Com
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Gender
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History
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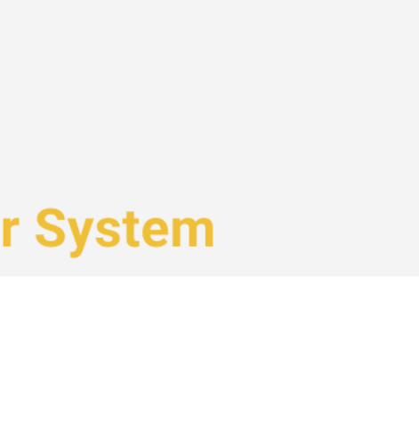
Design System



Typography

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H2	40	Roboto
H3	36	Roboto
H4	32	Roboto
P1	24	Roboto
P2	20	Roboto
P3	16	Roboto
S1	14	Roboto
S2	12	Roboto

Color System

Main	🟨
Secondary	🟫
Background/Text(White)	⬜
Text(Black)	⬛

Icons

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