



The Story Of CairoGo App

Navigate Cairo Smarter

Creative Minds Team

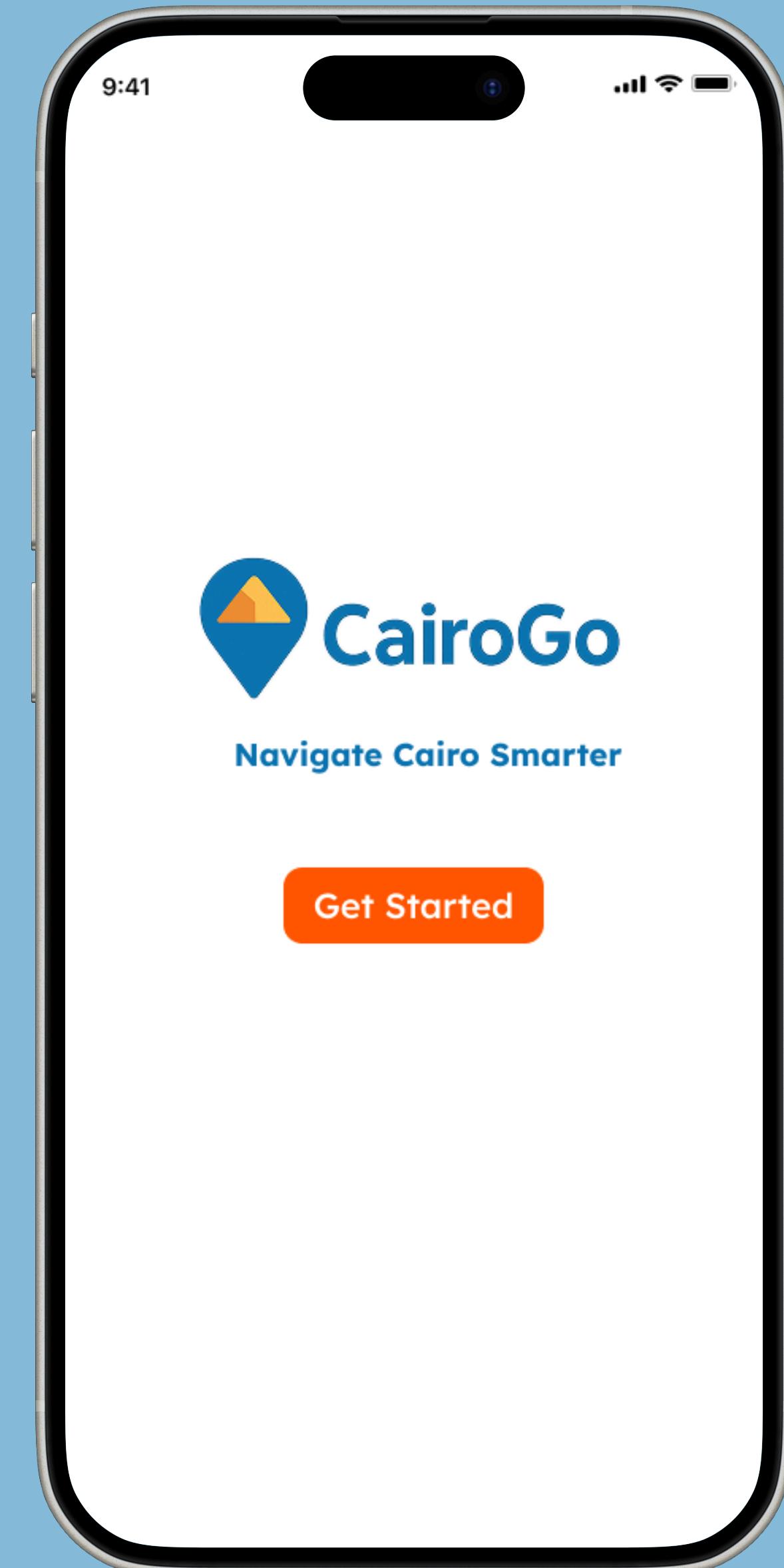
Team Members

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Agenda

- 1 How We Got The Idea Of The Project
- 2 Start To Make Searches , Survey , Interviews And Perosonas
- 3 Start To Think What Will Be In THe App And How Make It Simple
- 4 Make low-fidelity And Mid-fidelity
- 5 Make Design System
- 6 Make High-Fidelity And Prototyping
- 7 Make Dark Mode And Prototyping
- 8 Make Testing And Solve The Issues That Faced Users
- 9 Make The Presentation

How We Got The Idea Of The Project

The idea for Cairo Go emerged from real, personal struggles. As a team of university students, we experience the daily hassle of getting around Cairo using public transportation. We constantly face issues like not knowing which vehicle to take, where to catch it, or how much it costs. After researching further, we discovered that many people—especially students, tourists, and the elderly—share the same challenges. That's when we decided to build Cairo Go: a smart, user-centered app that helps people navigate the city more efficiently, with route suggestions, fare information, and even the ability to request a car when needed.

Start To Make Searches

We began the first phase with field research and a deep dive into the real problem. We conducted surveys and interviews with students, employees, and tourists to better understand:

- What are the biggest challenges they face when commuting?
- What's missing in the current transportation apps?
- And what kind of solution could truly make a difference?

After gathering insights, we moved on to defining our target audience (Personas). We created realistic user profiles representing different types of users, which helped us clearly identify the needs and behaviors of each group.

And we start with making survey and interviews

SURVEY QUESTION

To better understand user needs and improve the CairoGo experience, we designed targeted survey questions focused on key aspects of the app:

- **Usage Patterns:** Frequency of public transport use, preferred modes.
- **Route Planning:** GPS vs. manual entry, use of saved routes.
- **Feature Importance:** Real-time updates, fare comparison, traffic info.
- **Support & Settings:** Experience with help section, importance of notifications and language options.

Designed to guide user-centered improvements.



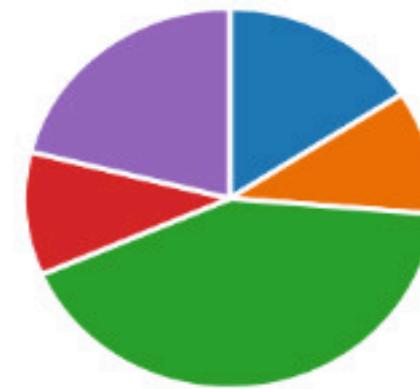
Survey Question

Survey Charts

A selection of direct feedback from survey participants, offering insights into their daily commuting habits, app feature preferences, and suggestions for improvement

11. How often do you use public transportation per week?

Never	3
1-2 times	2
3-5 times	8
6-7 times	2
More than 7 times	4



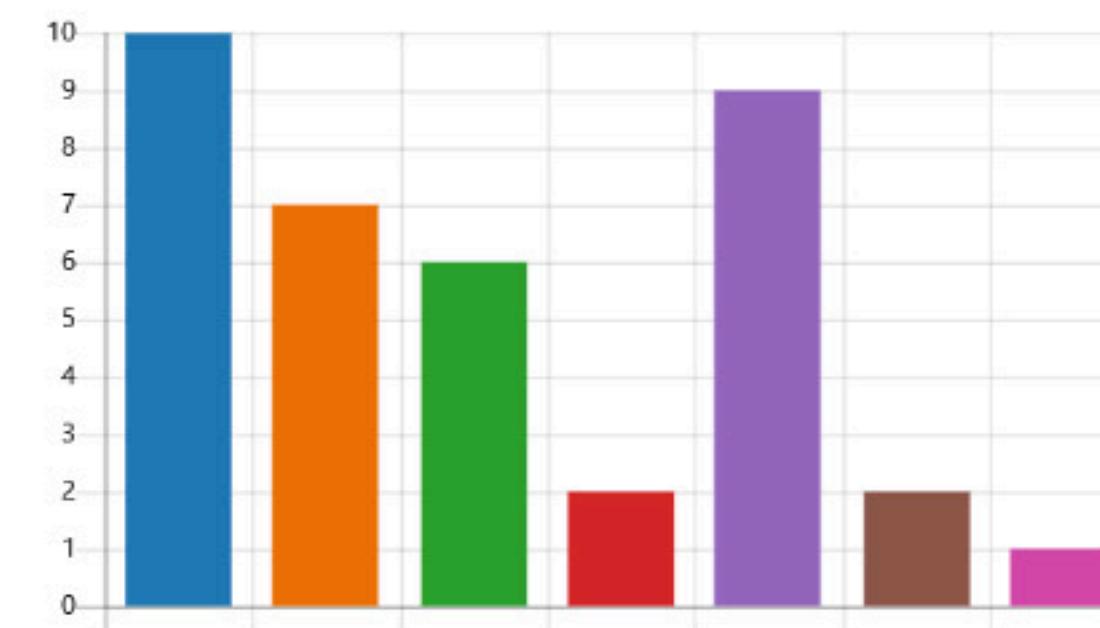
15. : Do you face difficulty finding transportation near your location?

Always	1
Often	5
Sometimes	7
Rarely	4
Never	2



12. What are the biggest challenges you face while commuting? (You can choose more than one)

Lack of nearby transportation ...	10
High cost of transportation	7
Unreliable schedules	6
Difficulty finding directions	2
Overcrowding	9
Safety concerns	2
Other	1



16. Would you like a feature that allows you to request a car directly if no public transportation is available?

Yes, but only if it's affordable	12
Yes, even if it's more expensive	3
No	3
Not sure	1



INTERVIEWS

Some Samples Of Interviews

Interview 1: Student (Ahmed, 21, university student in Cairo)

1. Experience with public transportation:

It's chaotic most of the time. I take microbuses and the metro, but schedules are unpredictable, and stops aren't always clear.

2. Used apps before?

Yes, I've used Uber and Google Maps. Uber is expensive for daily use, and Maps sometimes gives unclear directions for local transport.

3. Biggest problems while commuting:

Uncertainty — I never know exactly where to catch a ride or how long I'll wait. Also, crowded vehicles and delays.

4. Preferred navigation instructions:

I prefer visual maps with clear step-by-step directions, especially with landmarks.

5. Feature you'd like in a transport app:

A feature that tells me exactly where to catch a bus or microbus, and what's the best route based on real-time traffic.

6. Schedule tracking and alerts?

Yes, that would be really helpful, especially for getting to class on time.

Interview 2: Employee (Mona, 33, works in downtown Cairo)

1. Experience with public transportation:

It's stressful. Sometimes I have to take multiple modes — metro, bus, then walk — just to get to work.

2. Used apps before?

Yes, I use Google Maps regularly, but it doesn't always reflect how local transport actually works.

3. Biggest problems while commuting:

Delays, unclear routes, and crowded vehicles during rush hour. Also, sometimes I waste time waiting in the wrong spot.

4. Preferred navigation instructions:

I like a mix — voice directions while walking, and a visual map when changing transport modes.

5. Feature you'd like in a transport app:

Live updates on availability of microbuses or buses nearby, and estimated travel times.

6. Schedule tracking and alerts?

Absolutely. I want reminders and alerts when there's traffic or changes in availability.

Interview 3 : Tourist (Julia, 28, visiting from Germany)

1. Experience with public transportation:

I wanted to explore like locals, but it was very confusing. Most signs are in Arabic, and I didn't know where to start.

2. Used apps before?

I tried using Google Maps and Moovit, but they weren't very helpful for local microbuses or shared transport.

3. Biggest problems while commuting:

Language barriers, not knowing what routes to take, and fear of getting lost or overcharged.

4. Preferred navigation instructions:

Interactive maps with landmarks, and maybe step-by-step suggestions in English.

5. Feature you'd like in a transport app:

A tourist mode that gives me simple routes, estimated fares, and maybe cultural tips too.

6. Schedule tracking and alerts?

Definitely. I rely on my phone for all my travel planning, so alerts would be very useful.

Interview 4: Elderly (Mr. Hassan, 67, retired, lives in Giza)

1. Experience with public transportation:

It's difficult. I avoid going out during busy times because the transportation system isn't easy to follow.

2. Used apps before?

No, I don't use apps much. I find most of them complicated.

3. Biggest problems while commuting:

Climbing into crowded buses, unclear stop locations, and not knowing when the next one will come.

4. Preferred navigation instructions:

Voice guidance is easier for me. Reading maps on a phone is sometimes hard.

5. Feature you'd like in a transport app:

A simple, clear app that tells me the safest and least crowded option, maybe with a voice assistant.

6. Schedule tracking and alerts?

Yes, that would help a lot. I like to plan ahead and avoid waiting outside.

PERSONAS

Some Samples Of Personas

Persona 1: Student – Sara

- Name: Sara
- Age: 20
- Occupation: Graphic Design Student
- Location: Nasr City, Cairo
- Goals:
 - Reach university on time
 - Find reliable public transport options
- Pain Points:
 - Crowded and late metro
 - No info about microbus routes
- Needs:
 - A clean, real-time route planner
 - Simple maps and alerts for delays
- Preferred Features:
 - Estimated time and cost
 - Easy, modern UI with clear directions

Persona 2: Employee – Omar

- Name: Omar
- Age: 42
- Occupation: Sales Manager
- Location: New Cairo
- Goals:
 - Save time and cost during daily commutes
 - Avoid traffic and switching between transport modes
- Pain Points:
 - Inconvenient public transport
 - High ride costs and unclear routes
- Needs:
 - Multi-modal planning with total route overview
 - Real-time traffic updates and alerts
- Preferred Features:...

Persona 3: Tourist – Carlos

- Name: Carlos
- Age: 35
- Occupation: Engineer (Tourist from Spain)
- Location: Visiting Cairo
- Goals:
 - Explore the city safely and efficiently
 - Understand local transport options
- Pain Points:
 - Language barrier
 - No guidance for shared transport
- Needs:
 - Tourist mode with English support
 - Step-by-step directions with landmarks
- Preferred Features:
 - Visual guidance
 - Cultural tips and schedule alerts

Persona 4: Elderly – Mrs. Wafaa

- Name: Mrs. Wafaa
- Age: 70
- Occupation: Retired
- Location: Shubra, Cairo
- Goals:
 - Stay independent
 - Feel confident when navigating transport
- Pain Points:
 - Stairs, unclear stops, and complicated apps
- Needs:
 - Senior-friendly interface
 - Voice instructions and big buttons
- Preferred Features:
 - Simple design
 - Alerts to avoid long waiting times

Start To Think What Will Be In THe App And How Make It Simple

After collecting data from personal interviews with students, employees, the elderly, and tourists, we began as a team to analyze the responses and compare the needs of each group. We noticed commonalities among them, such as the lack of clarity in transportation routes, the lack of real-time information, and the difficulty of using existing apps, especially for the elderly and tourists.

We decided that the first step would be to simplify the user experience. We chose a clean user interface, with clear icons and large, easy-to-read text.

To help students and employees, we focused on adding features that would allow them to see the optimal route, time, and cost, as well as track their trip in real time.

As for tourists, we focused on adding a feature that explained how to get around step by step.

Ultimately, we ensured that the app provided a unified and simple experience for anyone, whether they were in a hurry, unfamiliar with technology, or visiting the country for the first time. The idea was always: make getting around Cairo easier, faster, and clearer... for everyone.

User Flow And Information Architecture

After defining the users' needs and identifying the core features, we moved into the visual design phase of the project. We started by creating Low-Fidelity Wireframes — simple black-and-white sketches that helped us plan the layout of each screen and visualize the user journey from opening the app to reaching a destination or finding key information.

At this stage, we focused purely on user flow and structure, avoiding visual distractions. Instead of buttons and images, we used boxes and lines to represent the elements, which allowed us to iterate quickly and test if users could navigate smoothly.

Once we had our initial drafts, we discussed them as a team and gathered early feedback. That feedback guided us into developing the Mid-Fidelity Wireframes, where we added more details like icons, actual buttons, and placeholder text. This level brought the design one step closer to reality and allowed us to check if everything was laid out logically and attractively.

The best part was involving real users during this process. Their insights helped us notice issues we might have missed — like unclear element placements or confusing flows — and refine the design accordingly.

So, the shift from Low to Mid-Fidelity wasn't just a visual upgrade; it was a leap in clarity that laid a strong foundation for the final High-Fidelity prototype.

Information Architecture

The CairoGo app is designed to assist users with navigation, public transit, and route planning in Cairo. Its architecture is structured to streamline access to core features through a logical and user-friendly flow. The app opens with a Sign Up/Sign In process, leading to the Home Screen where users can begin by searching for routes.

Key Functional Areas:

1. User Authentication:

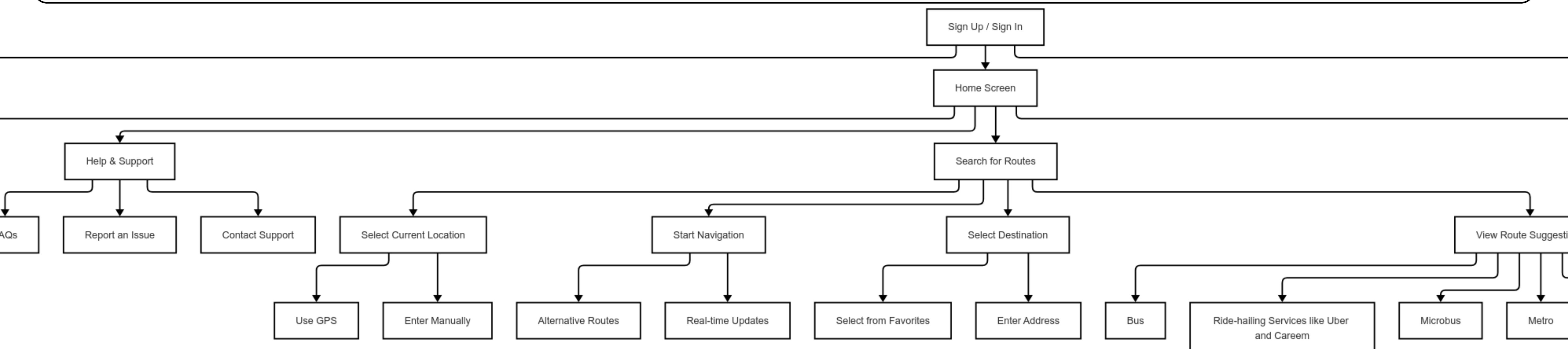
- o Sign In: Includes options to enter email/phone and password, with support for password recovery.
- o Sign Up: Involves entering user details, verifying email/phone, and setting a password.

2. Route Search & Navigation:

- o Search for Routes and Select Destination through: GPS, Manual Entry, Favorites
- o View Route Suggestions categorized by: Bus, Metro, Taxi, Ride-hailing services (Uber, Careem)
- o Compare Routes By: Travel Time, Traffic Conditions, Estimated Fare
- o Start Navigation with options for real-time updates and alternative routes.

3. Saved Routes:

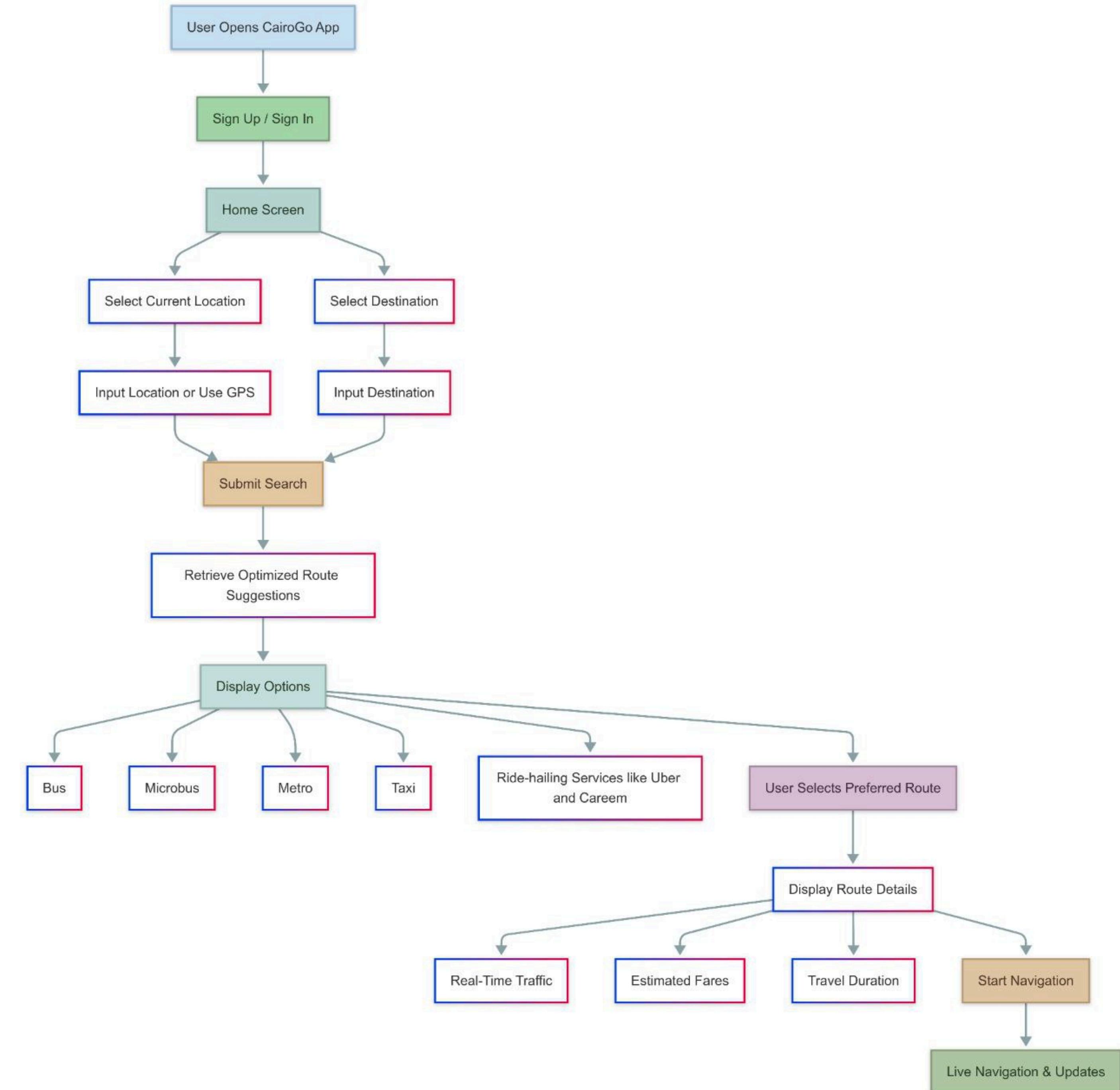
- o View and manage previously saved routes and favorites....



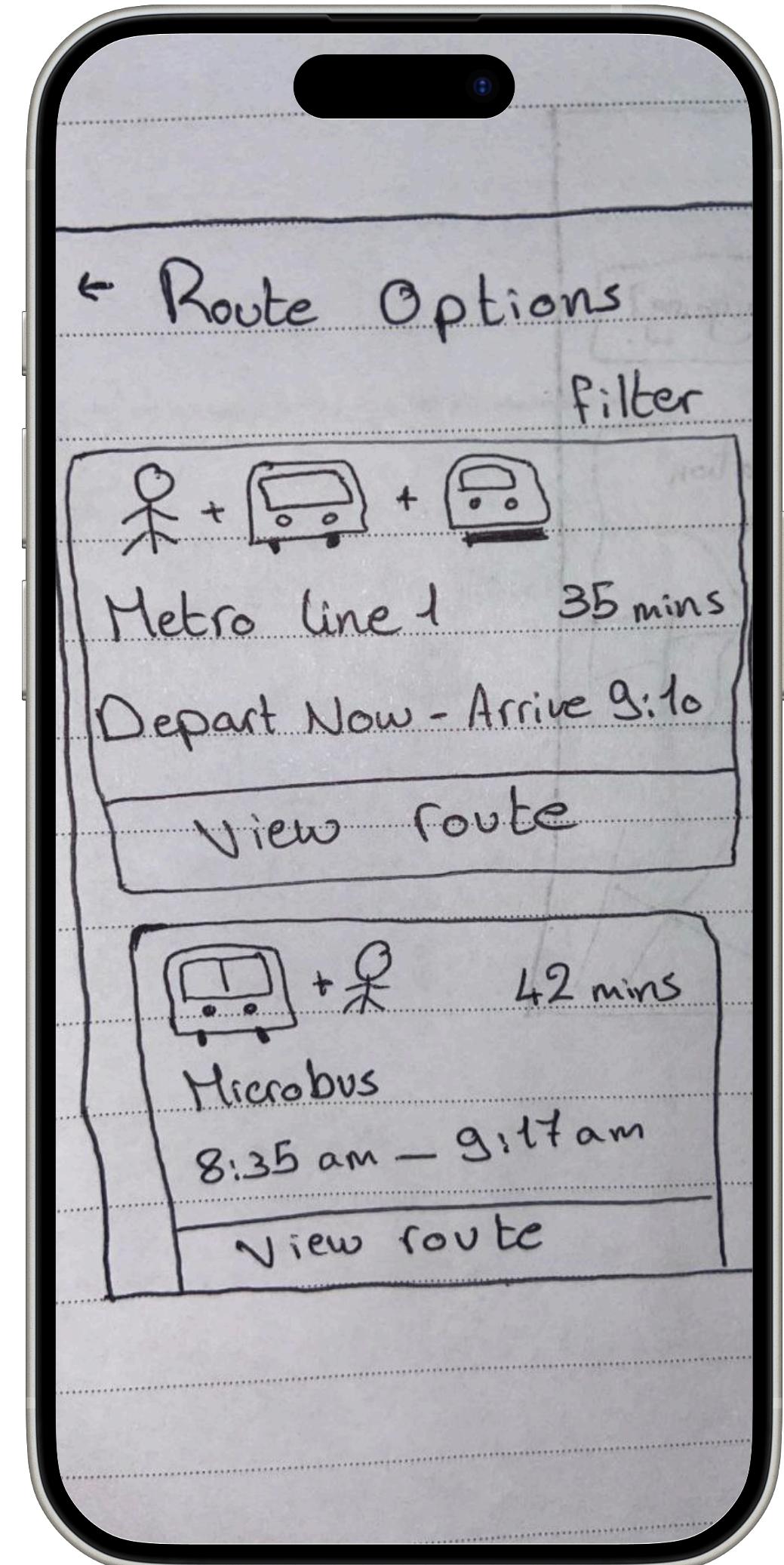
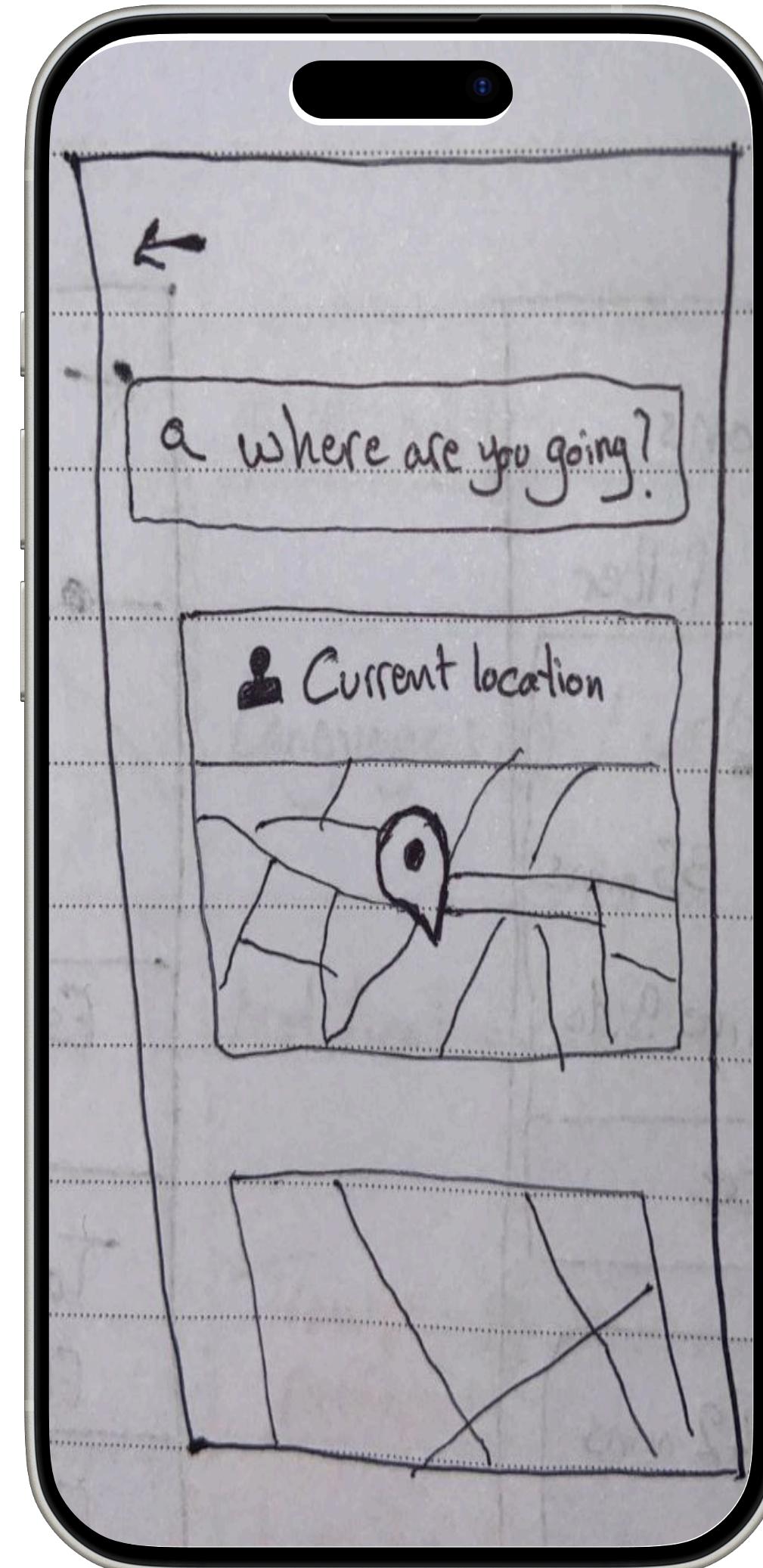
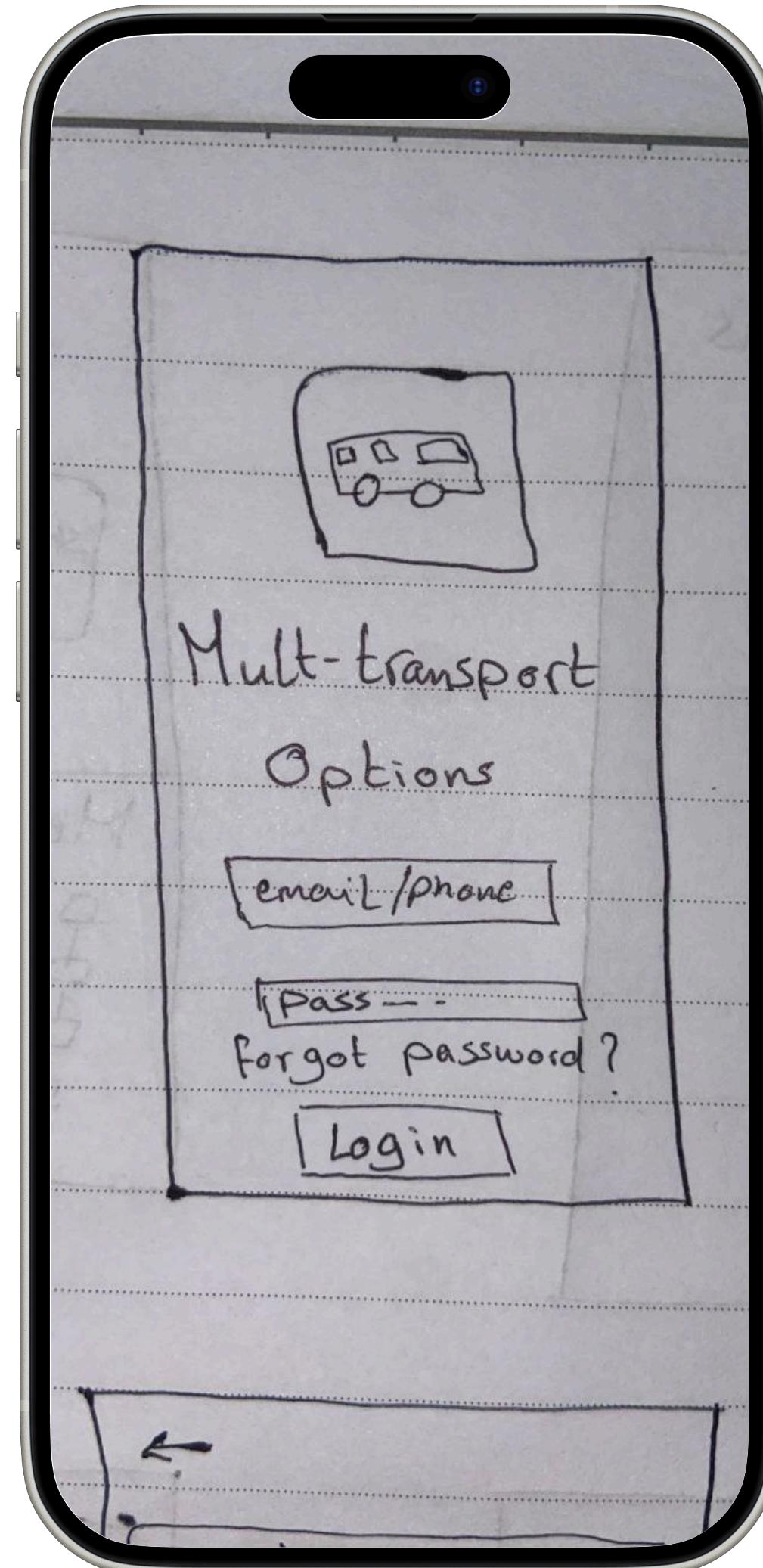
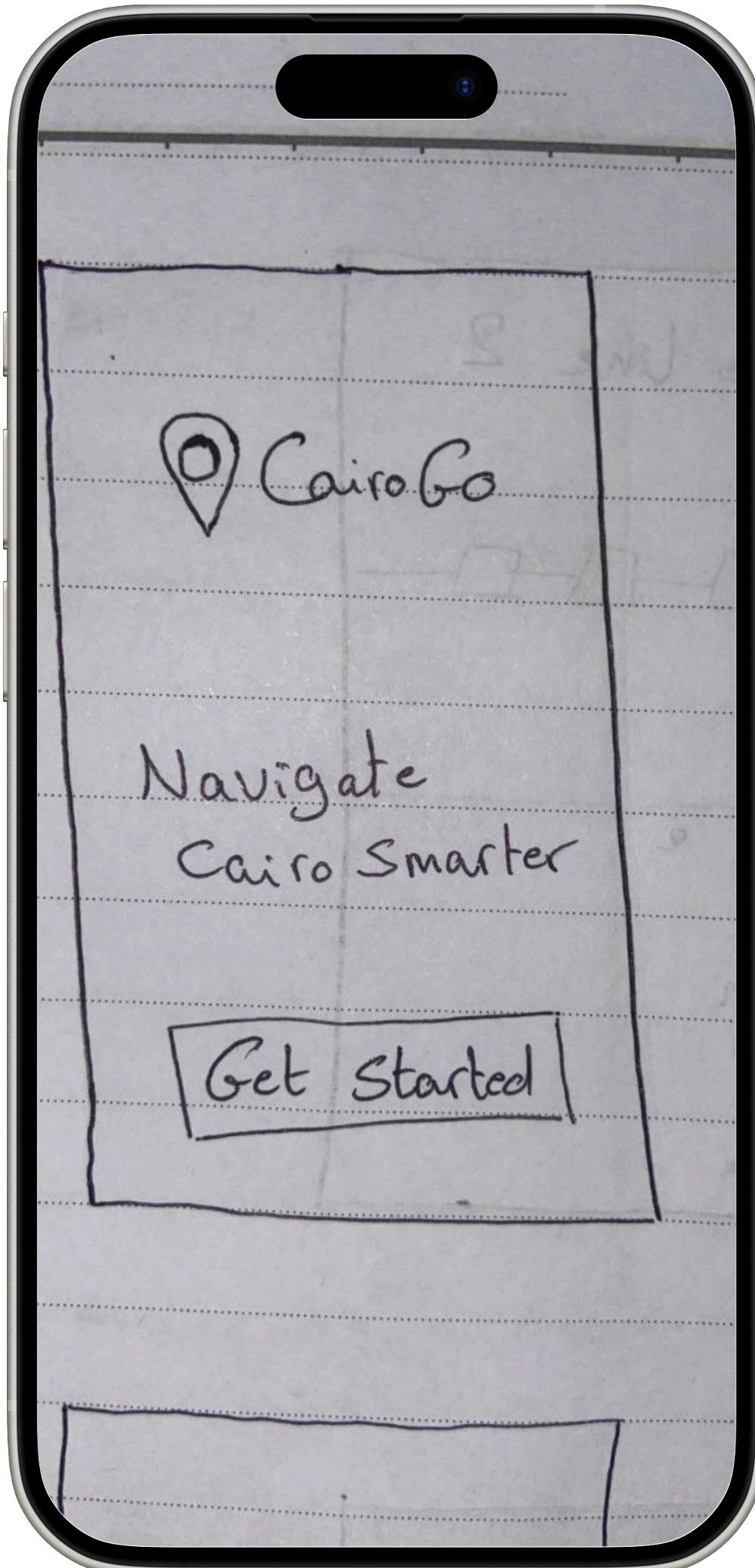
User Flow

The user flow in Cairo Go is simple yet powerful – designed to be clear, intuitive, and unique.

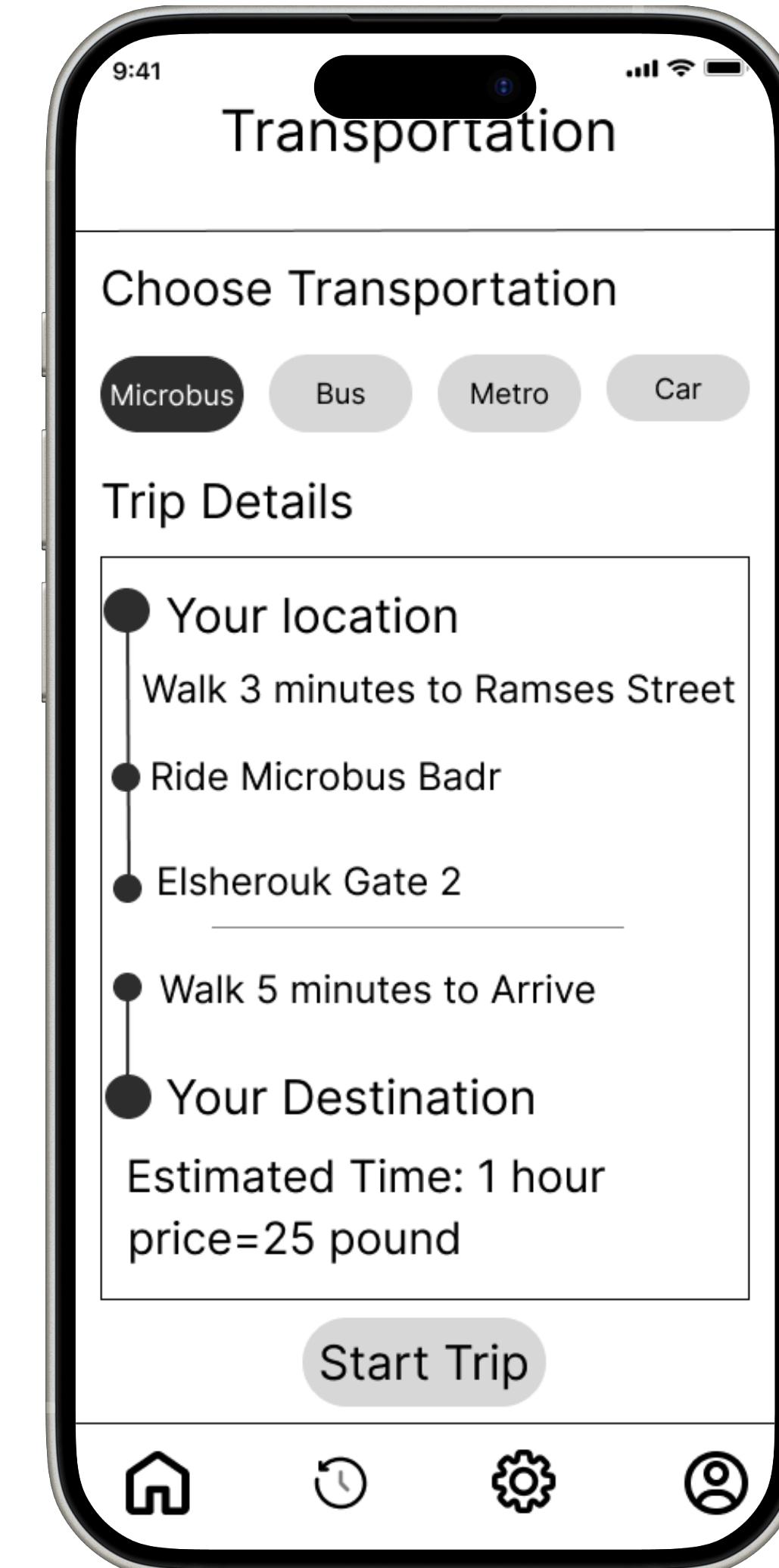
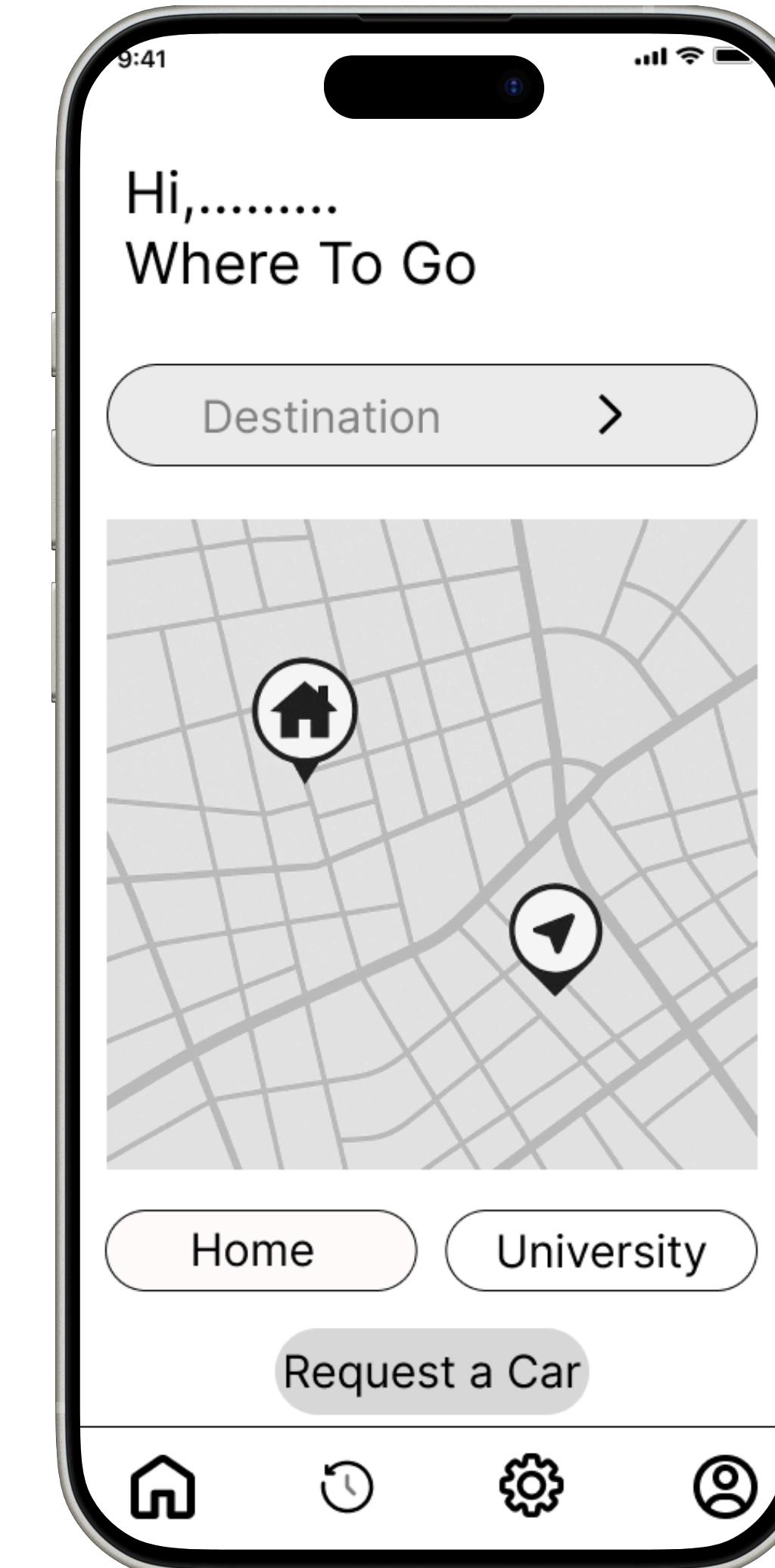
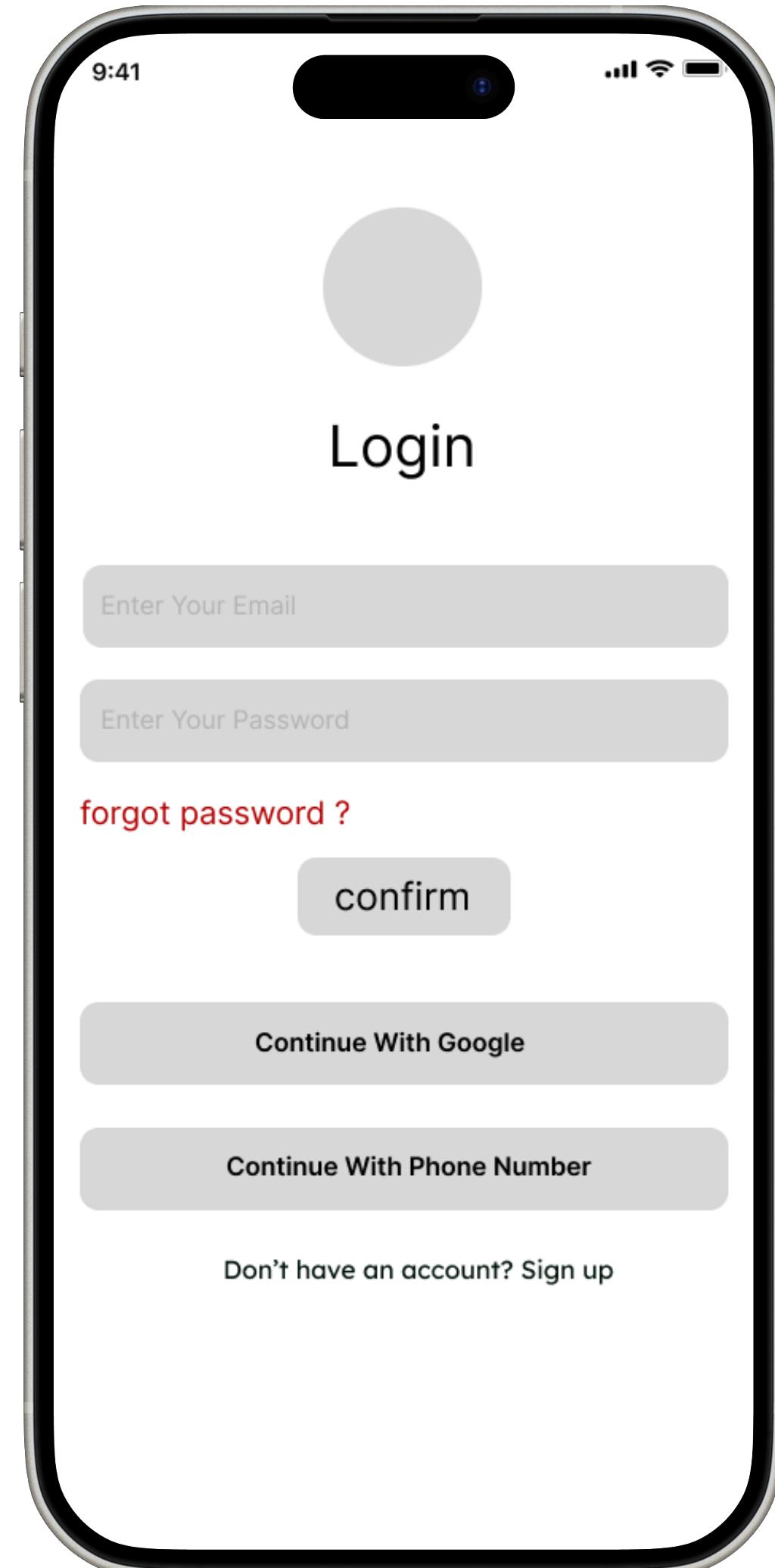
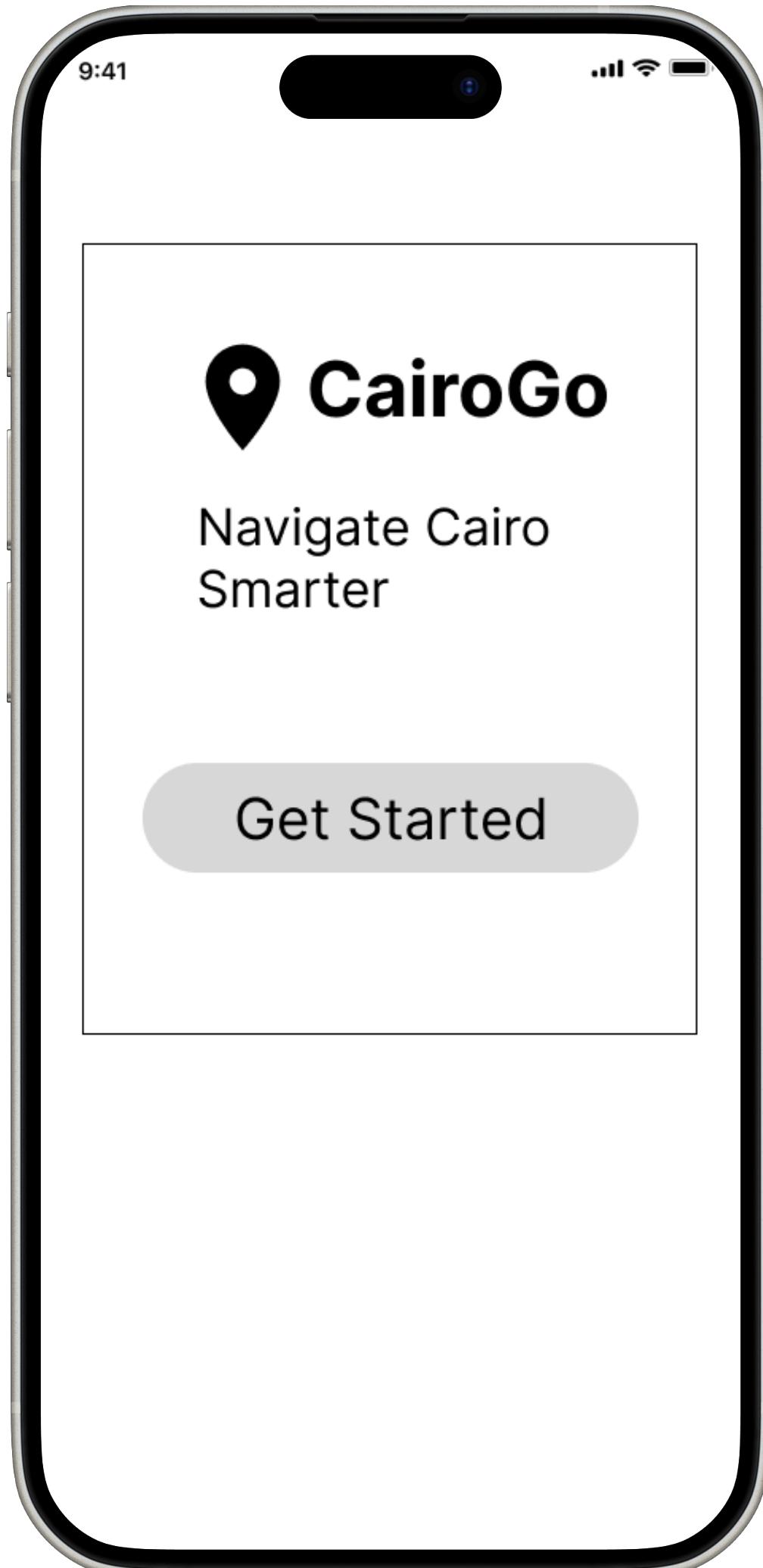
It allows users to move from start to destination with minimal effort, offering a smooth, delightful experience at every step.



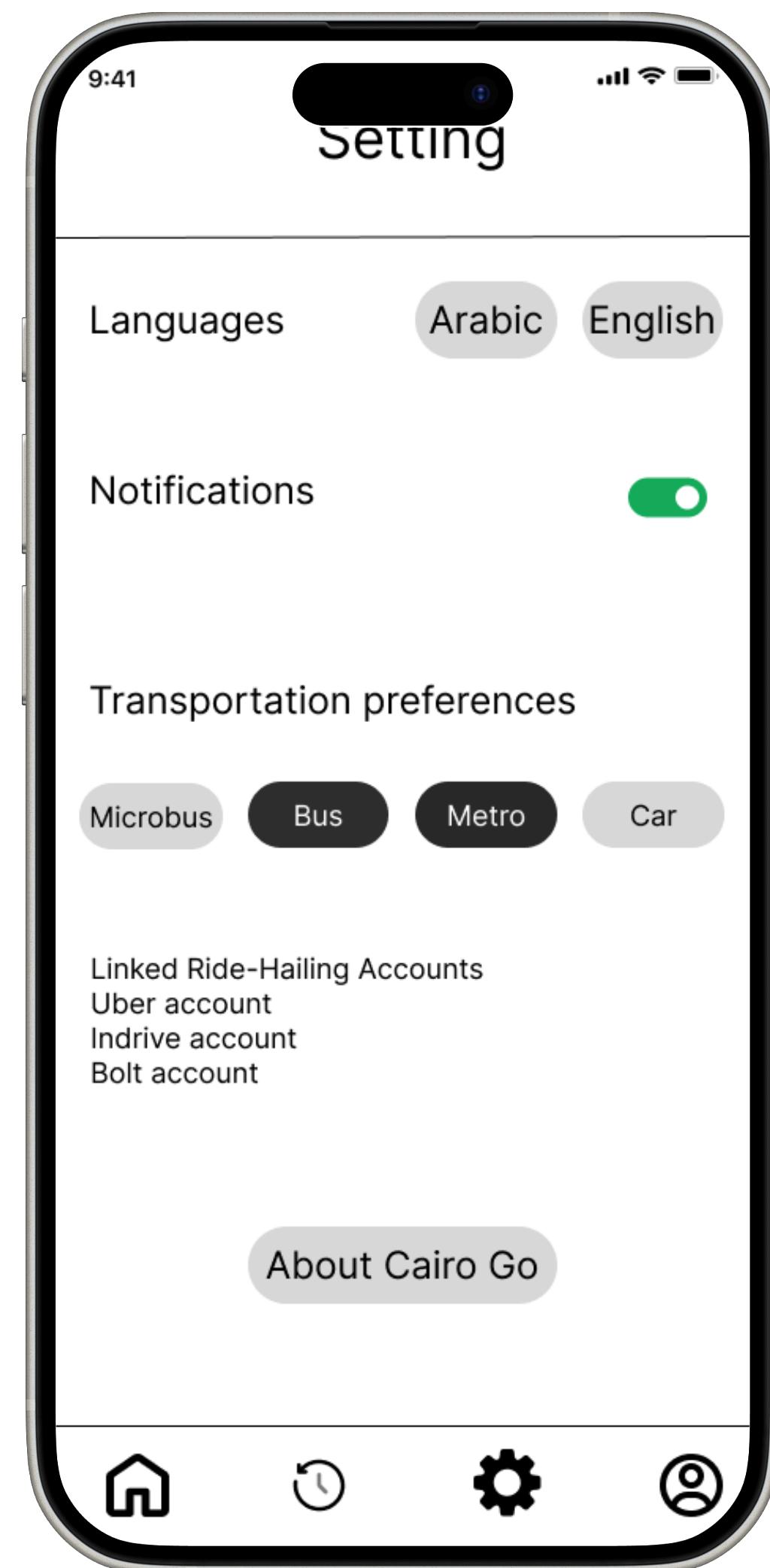
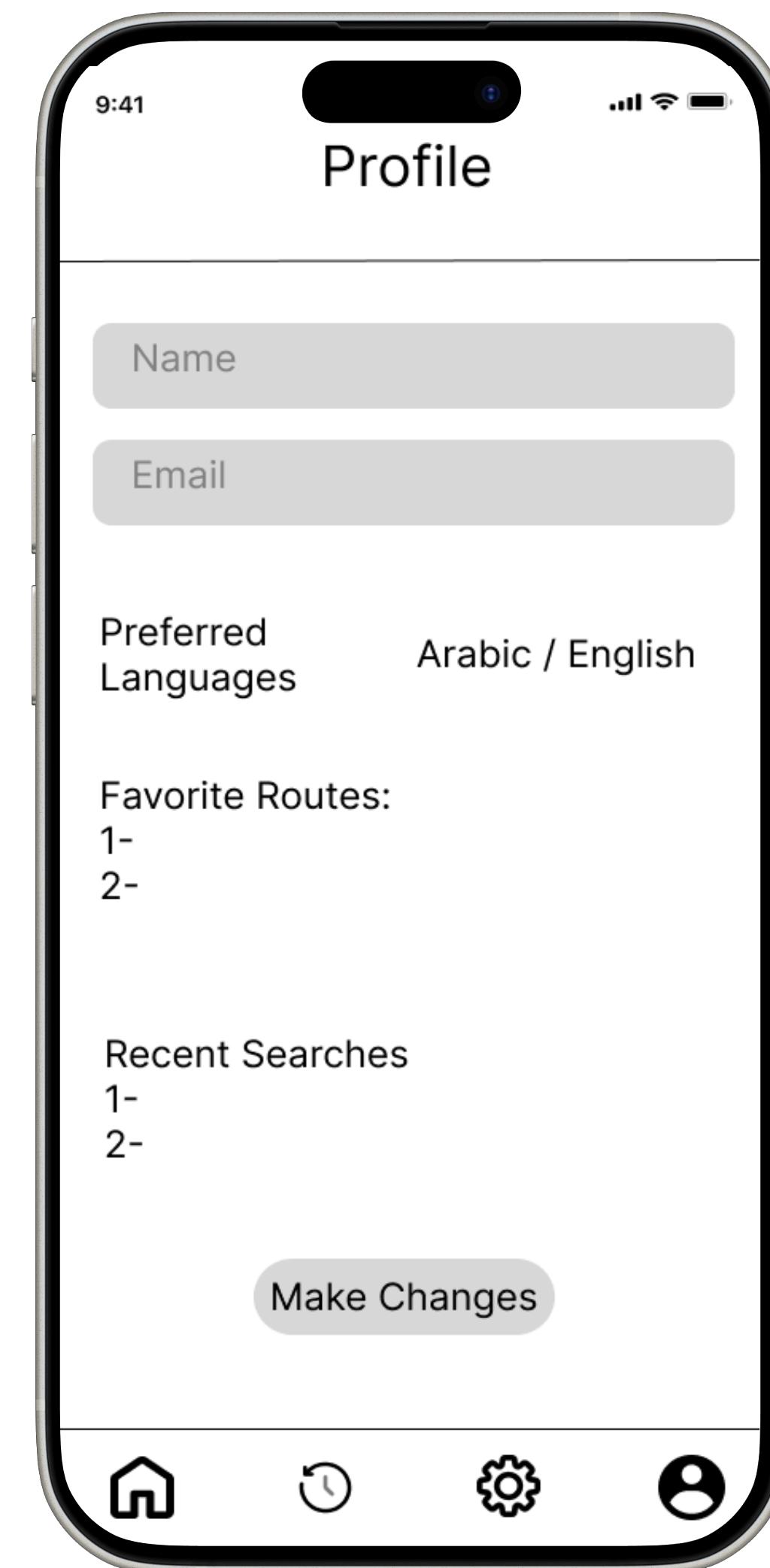
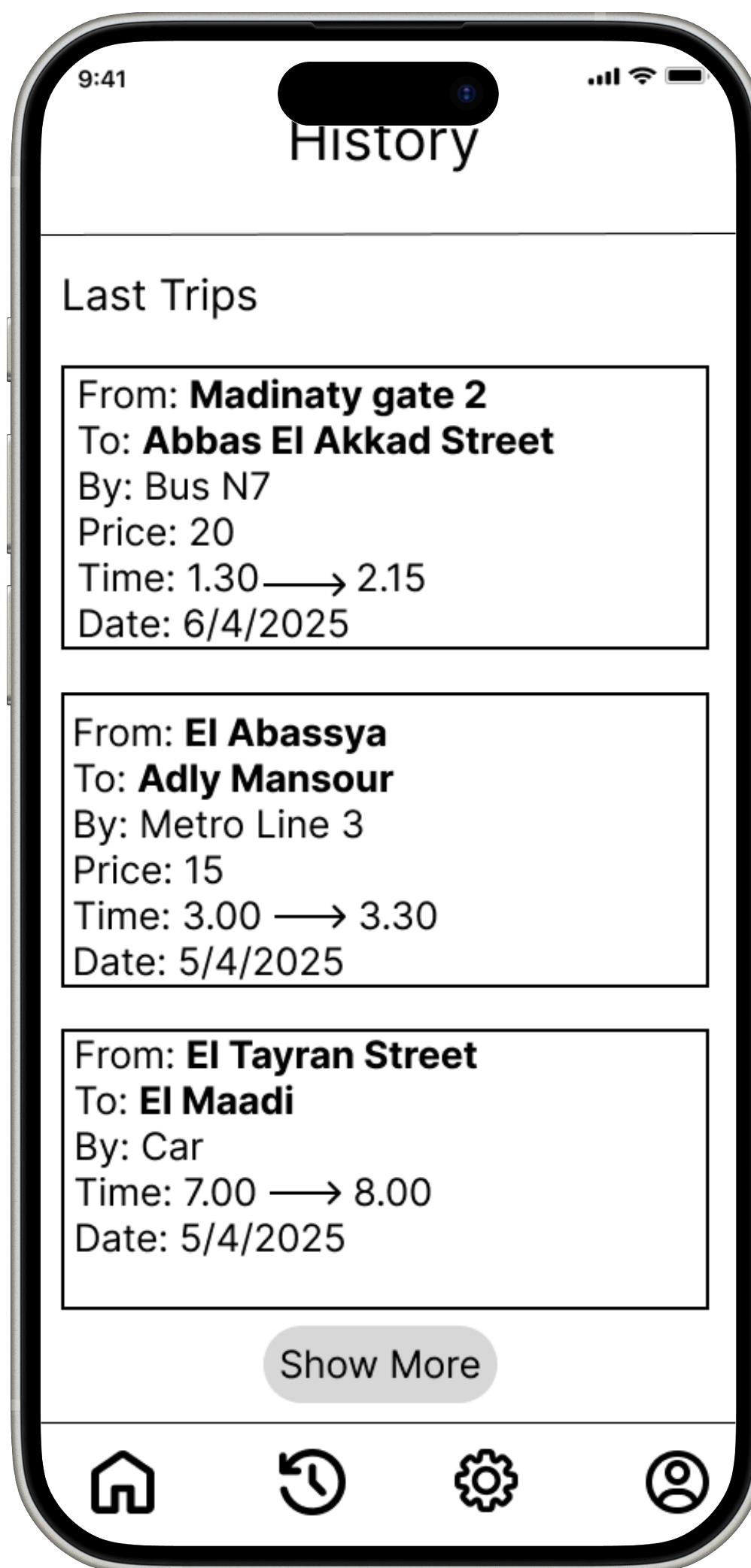
Low-Fidelity



Sample of Mid-Fidelity



Sample of Mid-Fidelity



[Go To Mid-Fidelity](#)

Making Design System

To create a visual identity that reflects Egyptian culture while maintaining clarity and consistency, we built a comprehensive Design System that covers every element of the user interface.

We chose orange to symbolize sunlight and desert sands, and blue as a nod to the Nile River — both representing the warmth and flow of life in Egypt.

Our system includes:

- Typography using Fraunces for headings and Plus Jakarta Sans for body text — modern and highly readable.
- A well-structured color palette covering primary, neutral, accent, and semantic feedback colors.
- Consistent spacing, border radii, and strokes for visual balance across all screens.
- Interactive components like buttons in multiple styles (Solid, Outline, Ghost...) and states (Default, Hover, Disabled), optimized for seamless interaction.

This system isn't just about aesthetics — it's a foundation that brings clarity, unity, and cultural relevance to every part of the app.

High-Fidelity Design – From Concept to Reality

After establishing a solid foundation with our Design System, we translated our ideas into high-fidelity screens that reflect the final look and feel of the application.

These screens focus on realistic visuals, precise spacing, and fully applied colors, typography, and components — ensuring every interaction feels polished and purposeful.

We didn't just design static screens — we brought them to life.

Prototyping – Simulating the Real Experience

Prototyping – Simulating the Real Experience

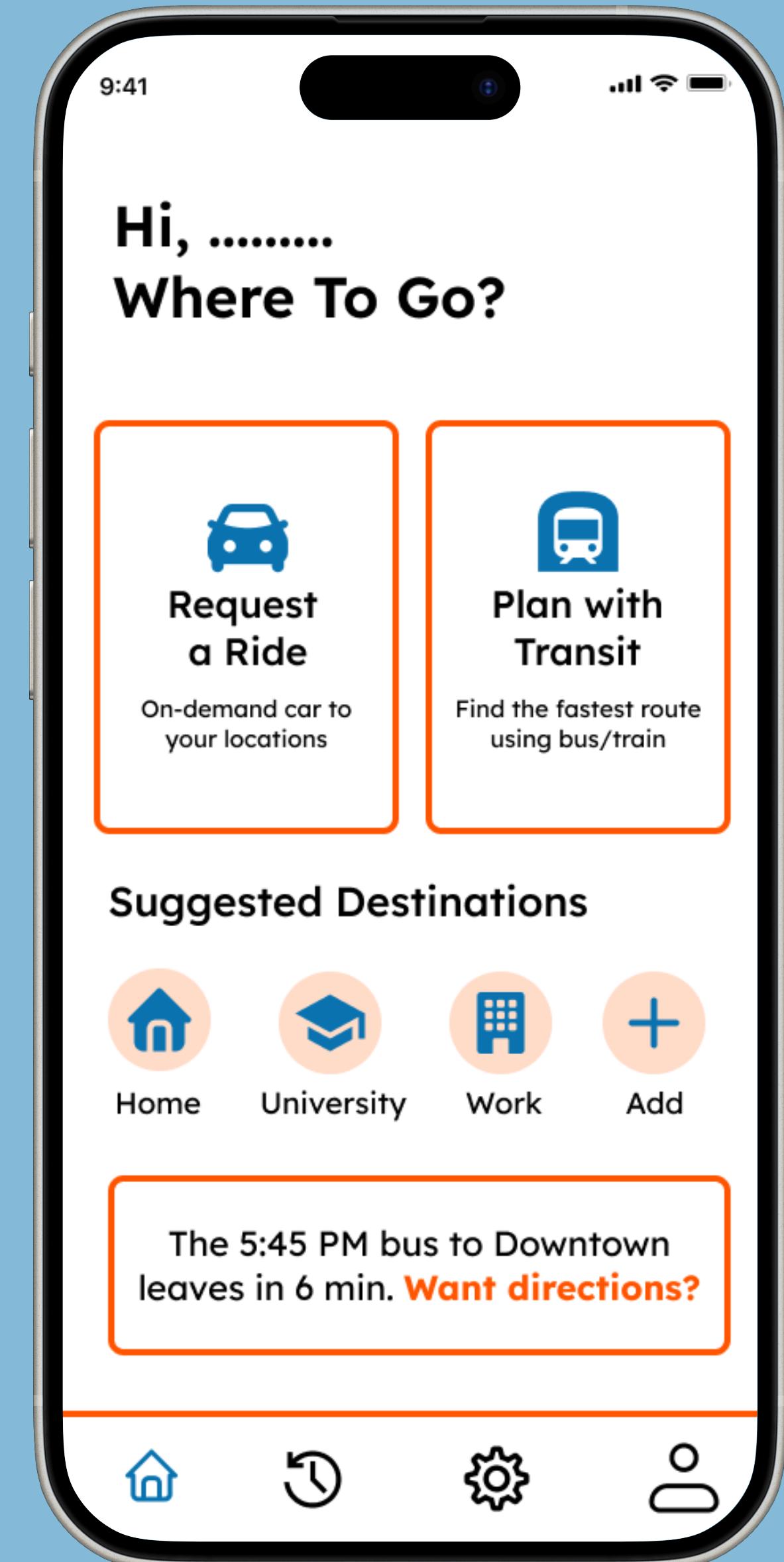
Using Figma's interactive prototyping tools, we created a smooth and clickable user flow that simulates real usage.

Users can:

- Browse transportation options
- View pricing and pickup points
- Book a ride directly from the app

Prototyping allowed us to test the user journey, gather feedback, and ensure our navigation is intuitive before moving into development.

This stage bridges the gap between design and functionality — turning visuals into a living, breathing experience.



Feature

High-Fidelity And Prototype

Ready to see how Cairo moves smarter?

Let the future of commuting unfold before your eyes.

▷ [Link to Figma prototype](#)

Testing

After testing our prototype with real users, we discovered some usability issues that helped us improve the experience:

1. Unresponsive Buttons

Some users (e.g. Abdelrahman & Ayman) reported that certain buttons like "Home" were not working or had no action linked to them.

This caused confusion and interrupted the user flow.

Fix: We ensured all interactive elements in the prototype were correctly linked and clearly functional.

Task	Try to login to his personal account	Make a trip through saved places	Make A complete Trip Through Transportation	Make A complete Trip Through Car	Turn on dark mode and edit profile
Goal	make sure that he can login to the app easily	make trip easily through saved places	make trip easily through Transportation	make trip easily through Car	make sure that setting and profile page easy to use
Category	Log In	Trip	Transportation Trip	Car Trip	Setting & Profile
Estimated time	25 sec	1 min	3 min	2 min	2 min
User time	29 sec	2:09 min	4:11 min	2:08 min	2:03 min
Success	Success	Success	Success	Success	Success
Success Rate	5/5	3/5	2/5	5/5	5/5
Observation	—	Home button don't make any active	He Was Confused Because He didn't know what to click after enter destination	—	—
Problem	—	Home button didn't put in prototype	its not easy to make transportation trip	—	—
Critical Or Not	—	Critical	Critical	—	—
UX Team Recommendation	—	Put Home Button In The Prototype	Make Confirm button to click after search destination	—	—
User Recommendation	—	—	—	—	—

Task	Try to login to his personal account	Make a trip through saved places	Make A complete Trip Through Transportation	Make A complete Trip Through Car	Turn on dark mode and edit profile
Goal	make sure that he can login to the app easily	make trip easily through saved places	make trip easily through Transportation	make trip easily through Car	make sure that setting and profile page easy to use
Category	Log In	Trip	Transportation Trip	Car Trip	Setting & Profile
Estimated time	25 sec	1 min	3 min	2 min	2 min
User time	33 sec	1:22 min	3:06 min	2:11 min	2:09 min
Success	Success	Success	Success	Success	Success
Success Rate	5/5	4/5	5/5	5/5	5/5
Observation	—	Home button don't make any active	—	—	—
Problem	—	Home button didn't put in prototype	—	—	—
Critical Or Not	—	Critical	—	—	—
UX Team Recommendation	—	Put Home Button In The Prototype	—	—	—
User Recommendation	—	—	—	—	—

Testing

Unclear Next Steps After Entering Destination

User Hassan entered a destination but didn't know what to do next.

The next step in the booking flow wasn't obvious, which created hesitation.

Fix: We added a clear, visible "Continue" or "Start" button and made the steps more intuitive.

Testing

Positive Feedback

Despite the issues, most users appreciated:

- The clean and minimal UI
- The cultural color choices
- And the overall concept of the app

These insights were critical in refining our design before the final prototype.

Task	Try to login to his personal account	Make a trip through saved places	Make A complete Trip Through Transportation	Make A complete Trip Through Car	Turn on dark mode and edit profile
Goal	make sure that he can login to the app easily	make trip easily through saved places	make trip easily through Transportation	make trip easily through Car	make sure that setting and profile page easy to use
Category	Log In	Trip	Transportation Trip	Car Trip	Setting & Profile
Estimated time	25 sec	1 min	3 min	2 min	2 min
User time	35 sec	1:35 min	2:31 min	1:34 min	2:38 min
Success	Success	Success	Success	Success	Success
Success Rate	5/5	5/5	2/5	5/5	5/5
Observation	—	—	She Was Confused Because She didn't know what to click after enter destination	—	—
Problem	—	—	its not easy to make transportation trip	—	—
Critical Or Not	—	—	Critical	—	—
UX Team Recommendation	—	—	Make Confirm button to click after search destination	—	—
User Recommendation	—	—	—	—	—

Test facilitator:Youssef Sherif **Test User:** Nour Hossny **Test date&time:**29/4/2025 | 10:00AM **Test Method:** one to one teams meeting

After Testing

After conducting multiple usability tests, we took user feedback seriously and turned insights into real improvements.

Fixed Inactive Buttons

Several users reported that some buttons (especially on the home screen) weren't responsive.

→ We carefully reviewed the prototype, reconnected all actions, and ensured that every button now leads to a clear, functional path.

Improved the Booking Flow

Some users were confused about what to do after entering their destination.

→ We added clear next-step indicators like a prominent "Start" or "Continue" button, along with better visual cues to guide users through the booking process seamlessly.

Enhanced Clarity in Login Options

We noticed inconsistency in login times – especially for phone number login.

→ We simplified the login process, added better instructions, and made faster login options (like Google) more visible and accessible.

Reviewed the Entire Prototype

We went through every screen and interaction to test, clean, and optimize the user flow, making sure the experience is intuitive from start to finish.

These refinements helped us transform Cairo Go into a more reliable, user-friendly, and ready-for-launch product.

Because for us, testing isn't the end – it's where real design begins.

Final Words – Our Journey Has Just Begun

When we started Cairo Go, our goal was simple:

Help people find the right transportation — where to go, how much it costs, and how to get there easily — in Cairo. But from day one, our dream was much bigger than just one city. We believe that accessible, smart transportation is a right for everyone across Egypt.

And we believe that technology can make movement easier, faster, and more affordable — for students, workers, tourists, and everyone in between. That's why our vision is clear: We aim to expand Cairo Go to every governorate and city in Egypt. From Alexandria to Aswan, from the North Coast to Sinai — we want every Egyptian to have the power to move freely, confidently, and effortlessly. We focused on every detail — not just visuals, but real user experience. We introduced a Dark Mode for better flexibility, and we're already working on launching a full web version.

Our future plans include:

- Voice-guided directions
- Smart payment integrations
- Real-time alerts and accessibility options

We Try To Make : A digital movement to bring people closer, faster — wherever they are.

Cairo Go is just the beginning of something much greater.