

# PROJECT PLAN & OVERVIEW

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Project Name “DIGIHUT”

**YAT345A\_GIZ2\_DRT4\_G1**

Supervised by:  
Dr. Yassin Hassan

Designed by:  
Hebatallah Ashraf

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# Introduction

In today's fast-paced digital era, empowering youth with the right skills is not just an advantage, it's a necessity. The future belongs to those who can innovate, adapt, and create solutions that drive progress. Digital arts and sciences serve as the backbone of modern advancements, from AI-driven technology to groundbreaking design solutions that shape industries. By investing in young minds and equipping them with digital expertise, we unlock their potential to revolutionize businesses, transform societies, and lead the charging toward a smarter, more connected world. That's why we decided to shape our project concept "Innovation and Youth" about DIGHUT.

## First: Project Planning

### What's "DIGHUT"?

DIGHUT is the first Egyptian networking platform that brings together young innovators in digital fields and young entrepreneurs, encouraging them to network and collaborate on innovative projects. It also broadcasts news about the latest inventions across various digital fields and offers free training and seminars to educate youth and prepare them for the future.

### \*Project Idea\*

**Designing a Logo & Brand identity** for DIGHUT

**Developing an advertising campaign** including Flyers, Banners, and social media designs.

**Designing a booklet** to showcase the website's mission

### \*Project Goals\*

- Build a unique brand identity for DIGHUT platform
- Build Awareness with targeted audience and advertise the services we offer

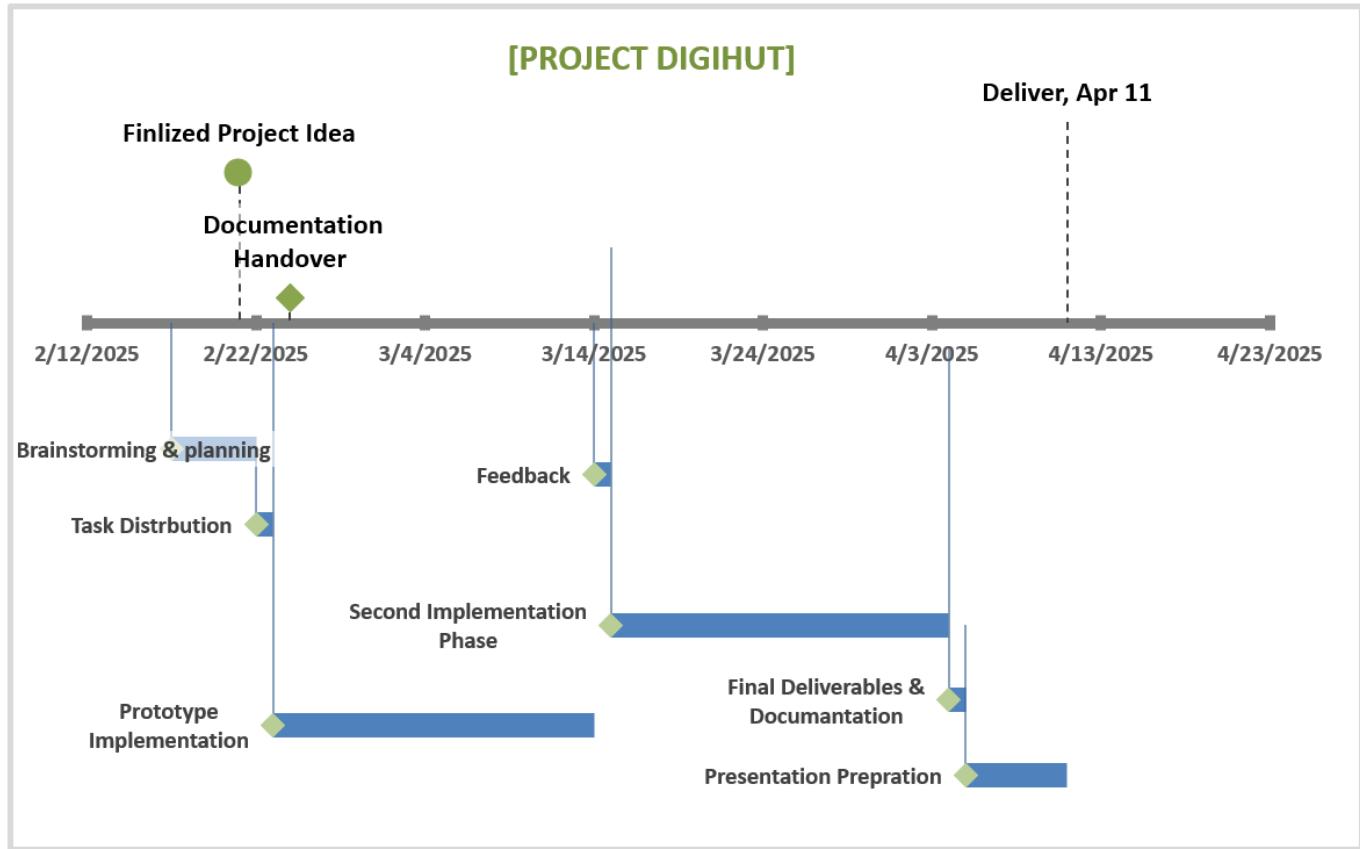
## \*Used Tools\*

Design & Implementation Adobe Photoshop, Illustrator, InDesign

Planning and documentation Microsoft office

Pinterst & Behance for Visual inspiration.

# Project Timeline Plan



## Tasks

Start	End	Duration	Label	Vert. Position	Vert. Line
2/17/2025	2/21/2025	5	Brainstorming & planning	-25	-25
2/22/2025	2/22/2025	1	Task Distrbution	-40	-15
2/23/2025	3/13/2025	19	Prototype Implementation	-80	-80
3/14/2025	3/14/2025	1	Feedback	-30	-30
3/15/2025	4/3/2025	20	Second Implementation Phase	-60	-75
4/4/2025	4/4/2025	1	Final Deliverables & Documantation	-75	-70
4/5/2025	4/11/2025	6	Presentation Preparation	-90	-30

## Second: Literature review - Target Audience Analysis

### 1. Target Age Group and Occupation

**Age:** 18-35 years

**Occupation:**

- University students in technology and creative fields
- Young entrepreneurs
- Digital developers and designers
- Technology and innovation enthusiasts

### 2. Interests

- Innovation and technology
- Entrepreneurship
- Artificial intelligence and programming
- Digital design and online marketing

### 3. Digital Behavior

- Heavy use of social media platforms (Facebook, Instagram, LinkedIn, TikTok)
  - Consuming visual and audio content (educational videos, podcasts, specialized articles)
  - Looking for training and professional development opportunities
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## Third: Competitor Analysis

### 1. Local Competitors (in Egypt)

- Tech startup incubators like "**Flat6Labs**"
- Youth training platforms such as "**Edraak**" and "**MaharaTech**"
- Digital entrepreneurship programs like "**InnovEgypt**"

### 2. Competitors in the Arab World

- **Hassoub Academy** (training in technology and entrepreneurship)
- **Tech and innovation platforms** like "Startup Arabia"

### 3. Global Competitors

- Coursera and Udacity (offering free and paid digital training)
- Behance and Dribbble (creative digital communities)
- TechCrunch (technology and entrepreneurship news)

#### Strengths of competitors:

- ✓ Strong audience base
- ✓ High-quality educational content
- ✓ Advanced marketing campaigns

#### Weaknesses of competitors:

- ✗ Lack of focus on the Egyptian and Arab market
- ✗ Weak visual identity in some cases

### 4. Competitors' Visual Identity Comparison

- Most digital brands use **bright, tech-oriented colors (blue, purple, neon green)**
- **Logos** are usually simple and symbolic, reflecting technology and progress
- Modern and clean fonts (Sans-serif fonts)
- Designs often incorporate digital icons and infographics

## Fourth: Task Distribution

Based on our meeting on 17<sup>th</sup> of February 2025 we finalized the Tasks and the distribution list as below

### **Project Tasks Details:**

**Logo** - Hebatallah Ashraf

**Brand Identity** - Hebatallah Ashraf

**2 Outside Banners** - Elham Haitham

**1 InDoor Banner** - Eman Fayeza

**A5 Booklet Cover** - Abdallah Ahmed

**A5 Booklet Inner Design** - Hager Hussein

**2 A5 Booklet Infograph** - Amany Hany

**Flyer Design** - Elham Haitham

### **Social Media Campaign:**

**1 Facebook Cover** - Eman Fayeza

**1 LinkedIn cover** - Hebatallah Ashraf

**Universal 1:1 ration Profile Image** - Hebatallah Ashraf

### **9 Universal size 1:1 ratio posts**

- 2 posts Abdallah Ahmed
- 1 post Hager Hussein
- 3 post Amany Hany
- 1 post Hebatallah Ashraf
- 2 posts Eman Fayeza

## Fifth: Fifth: Requirement Gathering

### \*Our Vision of "Digihut" Visual Identity

- Modern tech-inspired colors** such as dark blue with accents of Teal for a dynamic look
- Logo that pays homage to Egypt's ancient History with a tech-touch** (Add God of Wisdom symbol/ shape and shift the colors to look metallic or gradient)
- Contemporary and readable typography** that balances professionalism with creativity

### \*Conducted Survey: <https://forms.gle/b2C5kiuT6NcMbSJGA>

### \*References Sample:



### \*Pinterest Moodboard: <https://www.pinterest.com/hebaomarofficial/mood-board/>

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Thank you for  
your Time