



# Khallasha Presentation

**Khallasha** is a smart government service application that aims to end the hassle of traditional paperwork by digitizing public services in Egypt. From birth certificates to car licenses, and from healthcare inquiries to investment documentation **Khallasha** lets you do it all through your phone. Secure. Fast. No queues. No stress.





# Our Team



**Basant Faried**

**Ibrahim Alnahas**

**Mohamed Qenawy**

**Omar Elbana**

**Sama Wael**





# Khallisha Overview

A fully-integrated digital platform that provides Egyptian citizens, expatriates, and residents with access to government services without ever stepping into a government office.

## **Core Purpose:**

To make bureaucracy obsolete by delivering a seamless, user-first public service experience.

**brochure**





## website interface design

سجل دخول أو قم بإنشاء حساب جديد

الأسم بالكامل

رقم الموبايل أو الأيميل

كلمة السر

أوافق على جميع الشروط

إنشاء حساب جديد      تسجيل الدخول

# Our Vision & Mission

## Vision:

To lead Egypt's digital transformation in governance, creating a model for smart, citizen centric government applications in the MENA region.

## Mission:

To digitize and simplify access to essential government services in Egypt, ensuring all citizens and residents can access what they need quickly, safely, and from anywhere.





# Project Plan Creation

- **Scope Definition:** Services include civil documents, judicial services, taxes, traffic, investment, and healthcare.

## Objectives

- Replace in-person visits with full digital workflows
- Minimize delays in documentation
- Enhance governmental transparency

## Risks

- Tech resistance in older demographics
- Security concerns
- Cross-agency data syncing issues

## Budget Allocation

- App development and server costs
- Marketing and outreach
- Maintenance and support teams





# Implementation

## Timeline

### 1. Research Phase – 2 months

User behavior, pain points, government partnerships

### 2. Design Phase – 3 months

UX/UI prototyping, accessibility testing

### 3. Development Phase – 4–6 months

Backend, security, app logic

### 4. Testing Phase – 2 months

Pilot program, feedback iterations

### 5. Launch Phase – 1 month

App store release, full-scale marketing



App interface design



# Tools Used

- Adobe Photoshop
- Illustrator
- InDesign
- Electronic Payment: Integration with Fawry, Insta pay, and digital wallets.
- Artificial Intelligence: Chatbot to assist users.





# Target Audience

## Research

### Audience Segments:

- Young tech-savvy citizens
- Egyptian expatriates
- Seniors needing easy-to-use services
- Foreign residents



Digital Invoice



# Buyer Persona

**Ahmed**, 45, is an overworked contracts administrator at a large corporation. His daily challenges include managing new hire contracts, processing official documents, and ensuring legal compliance all while drowning in paperwork. The manual, slow paced process causes constant stress and frustrating delays.

"**KhallaSha**" transforms his workflow by digitizing document processing and contract signing. It reduces paperwork, eliminates bottlenecks, and gives Ahmed the freedom to focus on more strategic, high-value tasks instead of getting stuck in administrative chaos.





# Buyer Persona

**Sarah**, 35, is a busy stay-at-home mom of two young kids. Between managing the household and taking care of her children, she barely finds time for herself—let alone handling tedious government paperwork like birth certificates, school forms, or medical documents. The idea of waiting in long lines with kids in tow feels overwhelming.

"**KhallaSha**" makes her life easier by allowing her to apply for and receive official documents online. No more office visits, no more hassle just saved time, less stress, and more freedom to focus on what really matters: her family.





# Buyer Persona

**Omar**, 38, owns a car agency and is constantly held back by the slow, paperwork-heavy process of managing sales contracts, ownership transfers, and loan approvals. These delays frustrate customers and drain Omar's time he'd rather spend growing his business.

"**Khallasha**" steps in as the ultimate efficiency booster, digitizing the entire process. Now Omar can assign cars to buyers instantly, manage ownership transfers online, and fast-track loan approvals—speeding up operations and keeping his customers happy.





# Buyer Persona

**Ibrahim**, 21, is a busy medical student juggling lectures, exams, and hospital training. His schedule is packed, and yet he's constantly forced to waste hours in lines to get university documents, renew his ID, or deal with other government procedures. The time lost and stress caused are taking a toll on his studies.

"**KhallaSha**" gives Ibrahim a smarter way to handle paperwork—digitally. He can now request and receive official documents online, skip the queues, and focus fully on becoming the doctor he's working so hard to be.





# Buyer Persona

**Kareem**, 32, is an Egyptian expat and successful IT consultant living in Dubai. Despite his life abroad, he still needs to handle official tasks back home—like renewing his national ID, managing property papers, or issuing power of attorney for family. Each time, he hits the same wall: a slow, complicated process that often requires traveling to Egypt. With his packed schedule, it's a constant headache.

"**Khallasah**" changes the game by offering Kareem a secure, digital solution. He can now complete paperwork remotely, request official documents, and even authorize someone legally in Egypt—no flights, no hassle, just peace of mind.





# Competitor Analysis



## Competitor

**Egypt Digital Portal**

**Fawry**

**Local Gov Apps**

## Strengths

- Backed by the government, offers a wide range of services
- Seamless and trusted payment solutions
- Customized for local needs, specific services

## Weaknesses

- Outdated user interface, lacks smart features like AI or chatbots
- Not designed for end-to-end governmental services
- Limited scalability, often poor user experience





# Visual References Collection

- Studying the design of successful government applications worldwide.
- Analyzing private sector applications for user experience insights.
- Collecting samples of suitable logos and icons.





# Advertising and Marketing Strategy

## Digital Marketing

- **Social Media Campaigns:** Targeting users on Facebook, Instagram, Twitter, and LinkedIn with engaging content.
- **Google Ads & Online Advertising:** Running targeted advertisements to reach a broader audience.
- **Email Marketing:** Sending updates, promotions, and educational content to registered users.

## Traditional Advertising

- **Billboards and Outdoor Ads:** Placing eye-catching advertisements in high-traffic areas.
- **TV and Radio Commercials:** Broadcasting ads to inform the public about the app's features.
- **Print Media:** Publishing advertisements in newspapers and magazines.





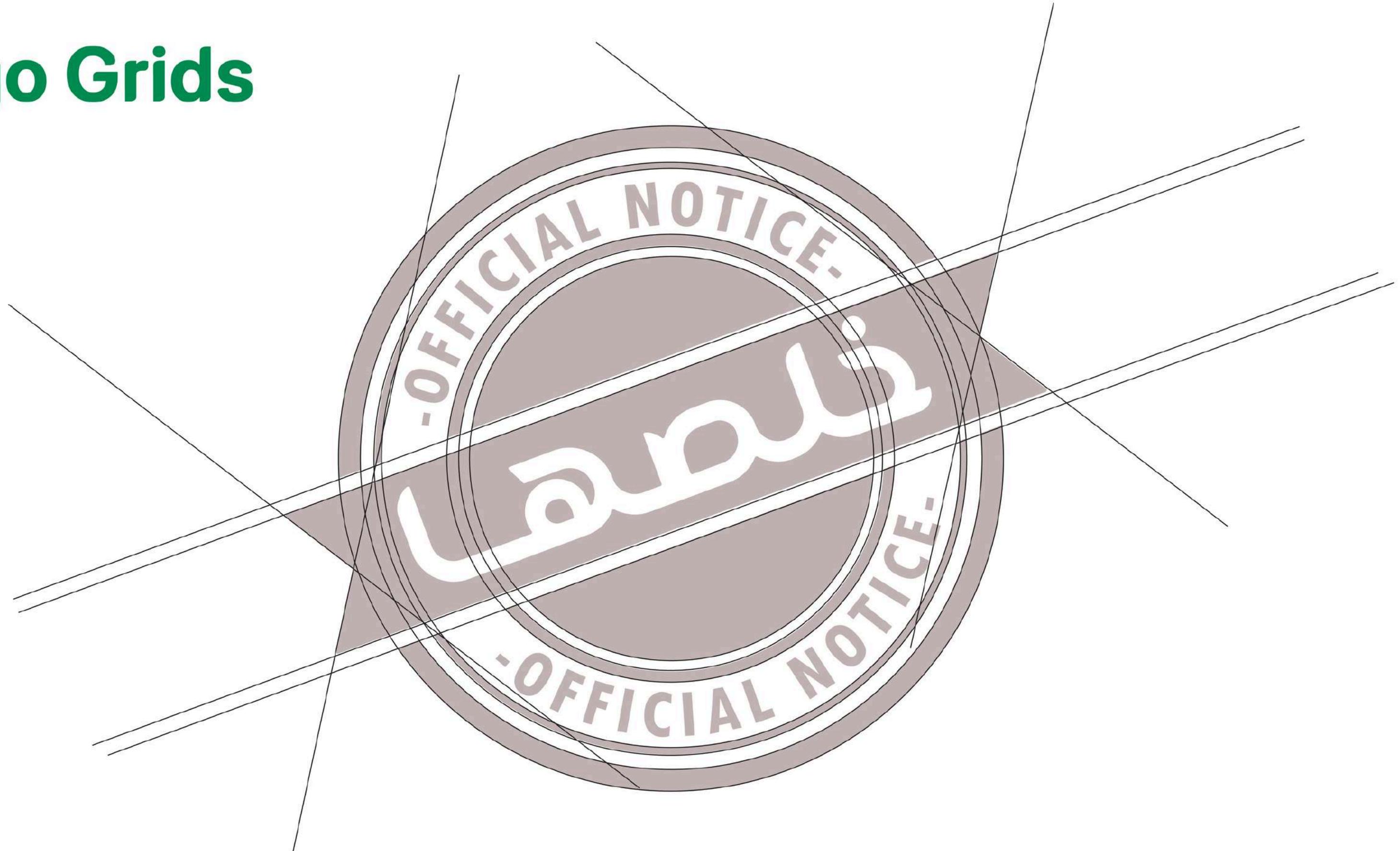
# Brand Identity

- **Logo Design:** Creating a recognizable and modern logo that reflects the ease and efficiency of the service.
- **Color Palette:** Choosing colors that evoke trust, security, and professionalism.
- **Typography:** Selecting readable and formal fonts suitable for digital government services.
- **Visual Style:** Maintaining a clean and minimalistic interface for branding consistency.
- **Slogan:** Developing a catchy and impactful slogan that communicates the service's benefits.





# Logo Grids



# Pattern

# Type Face

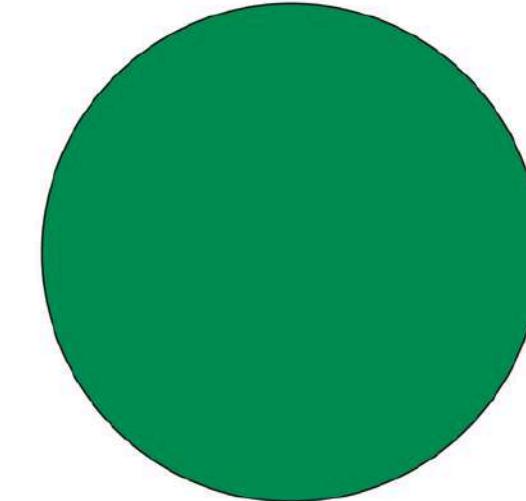
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A B C D E F G H I  
J K L M N O P Q  
R U V W X Y Z

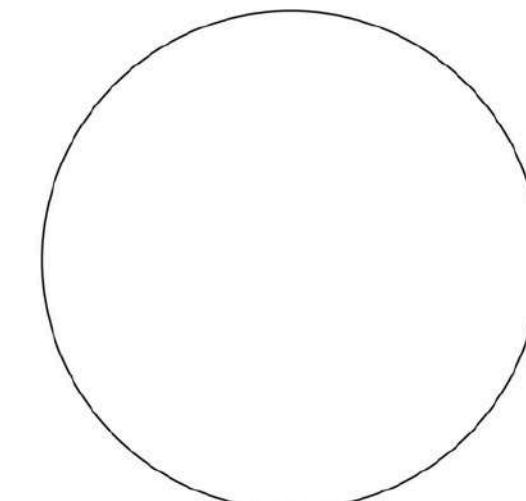
## Tajawal Black

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J K L M N O P Q  
R U V W X Y Z

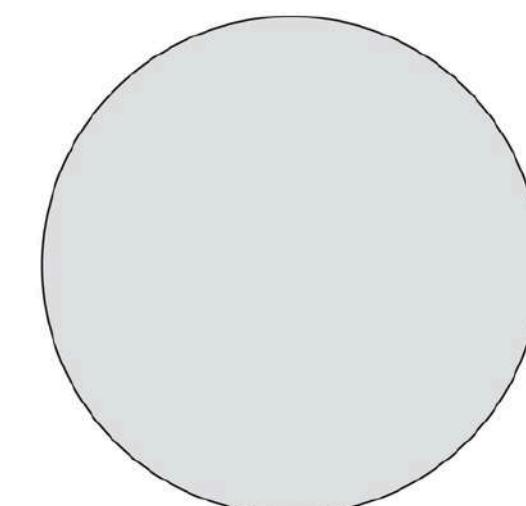
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#008C50



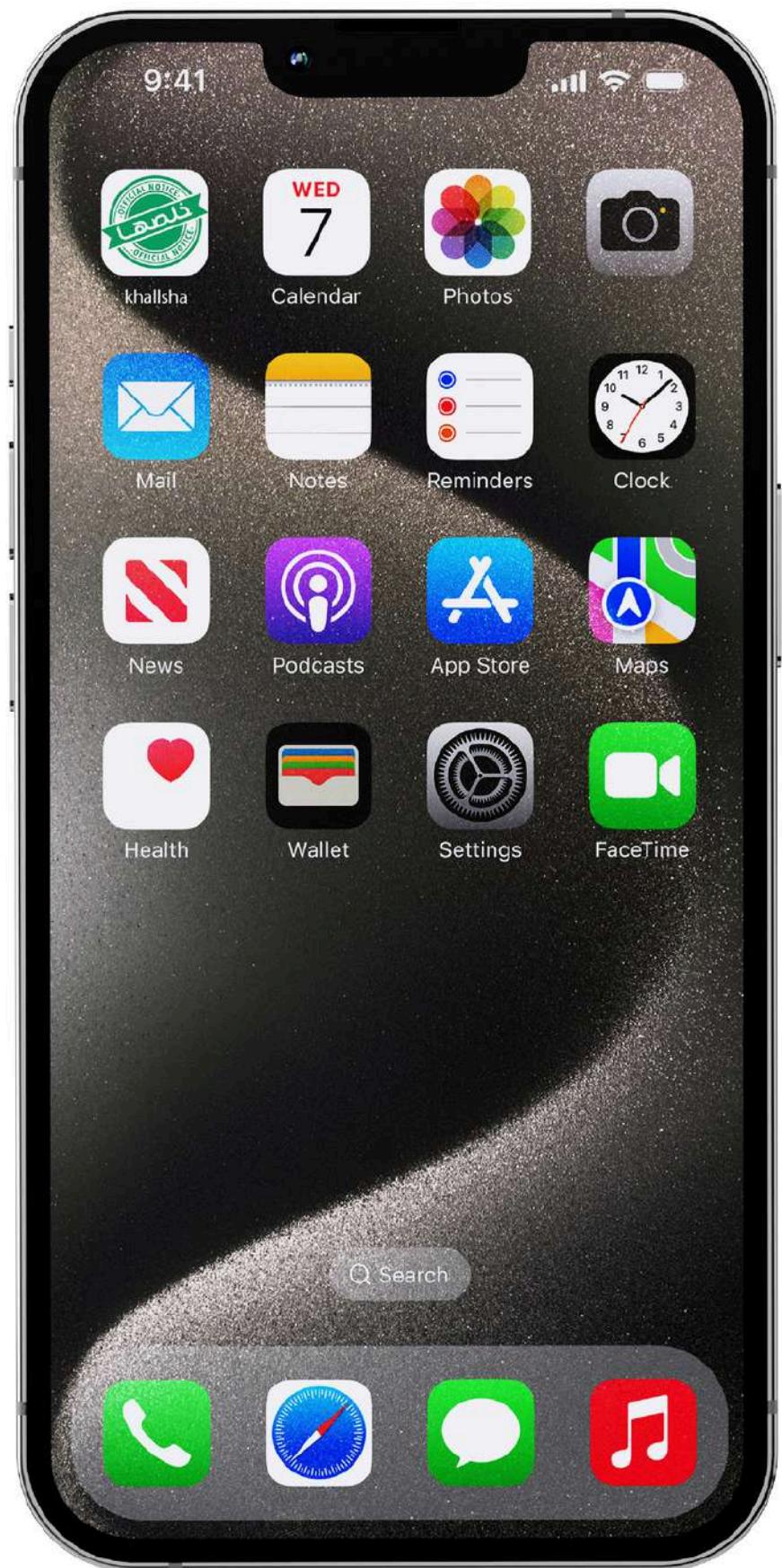
#FFFFFF



#DEE0EI

# App Icons







Khallsha  
Misr Digital

Get



99 k RATINGS

4.9

★★★★★

AWARDS

Editor  
Choice

APPS

AGE RATING

12 +

YEARS OLD



# App interface



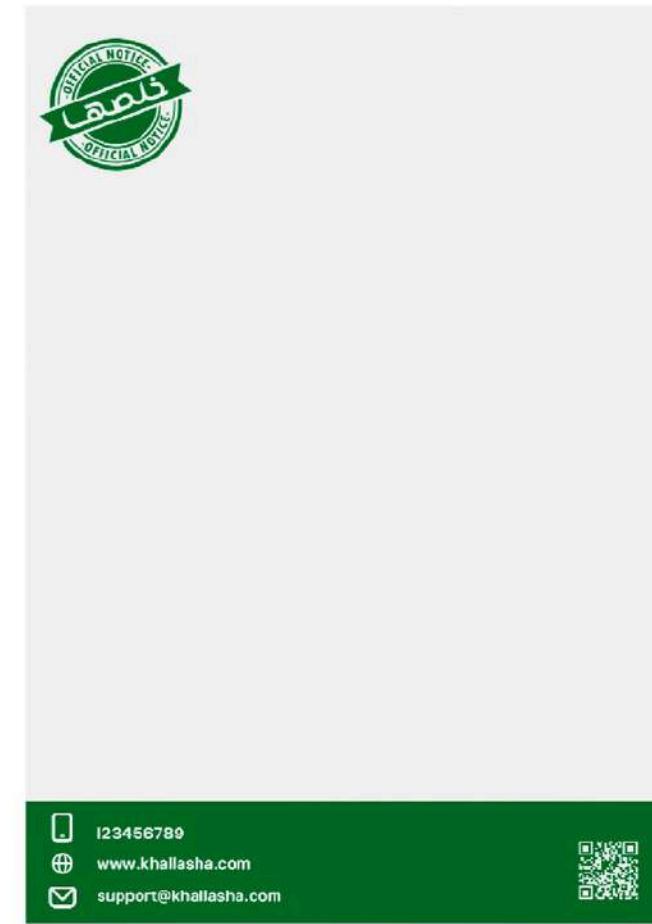






خلاصها كل ورقة حكومي... بضغطة

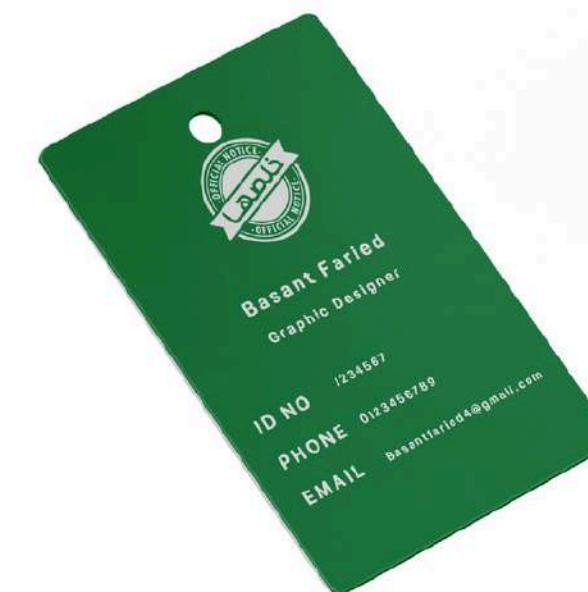
أول تطبيق في مصر لإنتهاء المعاملات الحكومية بالكامل أونلاين



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# ID









# social media









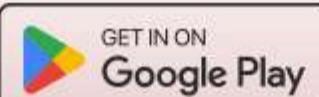




# المذاكرة مبتداً صلّ ... بس الورق بيفلص مع



حمل التطبيق دلوقتي



Digital invoice				
Name : Ibrahim Alnahas			invoice no : 455544	
Date : 22-04-2025				
Time : 4:45 pm				
No.	service description	Qty.	delivery date	price
«all services ordered from the app must be verified by this invoice , please don't through it away because it keeps your rights»			Subtotal	
			Tax.	
			Total	
<a href="#">Phone</a>   <a href="#">Website</a>    <a href="#">Adress</a>   <a href="#">Mail</a>				









Thank you