



# khalsha Project

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# About Khalsha

An electronic government application that allows citizens and residents in Egypt to access government services easily, without the need to visit government institutions, with a reliable and secure system for identity verification and digital transactions.



# Project Overview

Project Name: خالد

Description: خالد is a digital government application designed to streamline access to public services in Egypt. The app provides a secure and efficient platform for citizens and residents to complete government transactions without the need to visit physical offices. The application integrates various services such as civil documentation, traffic and vehicle-related services, judicial inquiries, financial transactions, investment support, and healthcare services. By leveraging digital transformation, خالد aims to enhance user experience, reduce administrative burdens, and improve overall government efficiency.



# Project Overview

## Key Features:

- Secure digital identity verification.
- AI-powered chatbot assistance.
- Integration with various government entities.
- Electronic payment options.
- Accessible interface for all demographics.
- 24/7 availability with real-time updates.



# Project Message

Simplify your government transactions with **khalsha** brings Egypt's essential services to your fingertips.

making government services more accessible, efficient, and user-friendly through digital transformation. It emphasizes simplicity, speed, and convenience, reinforcing the app's role in enhancing citizens' experiences with public services.



# Mission and Vision

## MISSION

Our mission is to revolutionize access to government services in Egypt by providing a seamless, secure, and user-friendly digital platform. We aim to simplify bureaucratic processes, reduce wait times, and enhance the efficiency of public services through cutting-edge technology.

## VISION

Our vision is to establish a fully digital and interconnected government ecosystem that ensures transparency, accessibility, and convenience for all citizens and residents. We aspire to set a benchmark for digital governance in the region, making Egypt a leader in e-government transformation.





# Project Plan Creation

1. Defining the Project Scope: Includes civil, traffic, passport, financial, judicial, investment, and healthcare services.

2. Setting Goals:

- Facilitate access to government services.
- Reduce congestion in government offices.
- Improve user experience in government transactions.
- Enhance government efficiency.

3. Risk Analysis:

- Cybersecurity issues.
- Resistance to digital transformation by some users.
- Data integration among different government entities.

4. Budget Preparation:

- Development costs.
- Operational and maintenance costs.
- Marketing and promotion costs.



# Implementati on Timeline

1. Research and Analysis Phase (1-2 months)
  - Market study and target audience research.
  - Competitor analysis.
  - Literature review and previous references.
2. Design and Planning Phase (2-3 months)
  - Requirements analysis.
  - UX and UI design..
3. Development Phase (4-6 months)
  - Application programming.
  - Data integration with government entities.
  - Security and protection testing.
4. Testing and Evaluation Phase (2-3 months)
  - Functionality testing with users.
  - Bug fixing and performance improvements.
5. Launch and Marketing Phase (1-2 months)
  - Publishing the application on digital stores.
  - Implementing a marketing campaign.
  - Providing technical support.



# Tools Used

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



# Literature Review and Hypothesis Setting

- Studying the experiences of other countries in providing digital government services.
- Analyzing challenges faced by similar government applications.
- The impact of technology on improving government service efficiency.



# Literature Review and Hypothesis Setting

## Hypothesis Setting

Based on the literature review, the following hypotheses guide the project development and evaluation:

H1: The adoption of **khalsha** will significantly reduce waiting times and physical visits to government offices.

Justification: Studies show that well-designed digital platforms lead to a reduction in congestion at public offices.

H2: User-friendly design and AI-powered assistance will enhance user satisfaction and engagement.

Justification: Research on UX/UI in digital government services indicates that ease of navigation increases user retention.



# Literature Review and Hypothesis Setting

H3: The integration of secure digital payment systems will encourage more users to complete transactions online rather than in person.

Justification: Case studies suggest that seamless payment integration improves service adoption.

H4: Awareness campaigns and digital literacy initiatives will positively impact user adoption, especially among older demographics.

Justification: Digital transformation research highlights that user education is crucial for engagement.

H5: A centralized digital government service platform improves overall efficiency by streamlining interdepartmental data sharing.

Justification: Successful implementations in other countries show that interoperability between departments enhances responsiveness.



# Target Audience Research

- Egyptian citizens across all governorates.
- Egyptian expatriates abroad.
- Foreign residents in Egypt.
- Elderly individuals and people with special needs who require accessible services



# Buyer Persona

1. Ahmed is a 45-year-old overworked contracts administrator who works as a contracts administrator for a large corporation. His pain points include managing new employee contracts, processing official documentation, and making sure that all legal requirements are met while juggling a ton of paperwork. Stress and delays result from the laborious, sluggish process. • The Benefits of "Khallasha" digitizes document processing and contract signing, cutting down on paperwork, removing delays, and freeing Ahmed up to work on more strategic projects.





# Buyer Persona

2. Sarah ,35-year-old Busy Mother  
Having Trouble with Paperwork She is  
Mother of two young children who stays  
at home Issues: Sarah hardly has time  
for herself between running the home  
and caring for her children, let alone  
waiting in line to complete official  
documents like birth certificates,  
school records, and medical forms for  
her kids. It seems like a great hassle to  
complete any government duty. How  
"Khallas-ha" Helps: Sarah can apply for  
and obtain official documents online  
rather than having to take her children  
to busy offices, which saves her time,  
effort, and stress.



# Buyer Persona

3. Omar 38-year-old Car Agency Owner  
Looking for Efficiency Pain Points:  
Managing car sales contracts, ownership transfers, and loan approvals is a slow, paperwork-heavy process. Customers often face long delays, and Omar spends too much time on manual documentation instead of growing his business. How "Khallas-ha" Helps:  
Digitizes the process, allowing Omar to assign cars to buyers instantly, handle ownership transfers online, and streamline car loan approvals, making transactions faster and more efficient.



# Buyer Persona

4. Ibrahim 21-year-old Medical Student

Drowning in PaperworkPain Points: Between lectures, exams, and hospital training, Ibrahim barely has time to breathe. But whenever he needs to issue university-related documents, renew his national ID, or handle any government procedure, he gets stuck in endless queues and bureaucracy. The wasted time affects his studies and adds unnecessary stress. How "Khallas-ha" Helps: Allows Ibrahim to request and receive official documents digitally, eliminating long waits and letting him focus on his education instead of paperwork.



# Buyer Persona

5. Kareem 32-year-old Egyptian Expat  
Struggling with Bureaucracy Occupation: IT  
Consultant living in Dubai Pain Points:  
Although Kareem has built a successful life abroad, he still needs to renew his national ID, manage property papers in Egypt, and sometimes handle power of attorney for his family. Every time, he faces the same problem: he either has to travel back to Egypt or go through a slow, complicated process from abroad. With his busy schedule, this is a major headache. How "Khallasha" Helps: Gives Kareem a secure, digital way to complete paperwork remotely, request official documents, and even authorize someone legally in Egypt without traveling—saving him time, money, and stress.



# Competitor Analysis

## 1. Egypt Digital Portal:

- Provides some services but with a traditional interface.
- Lacks AI support or a digital assistant.

## 2. Government Payment Applications (such as Fawry and e-Finance):

- Focus on payments rather than providing comprehensive government services.

## 3. Local Applications for Some Governorates:

- Limited in services and do not cover all government institutions.



# 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.



# BRAND IDENTITY

## Brand Identity Development

- 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.



# BRAND IDENTITY

## some slogn ideas

1. "خلصها.. معاملات حكومية بضغطة زر!"
2. "مع خَلَّصها.. وفر وقتك، أنجز معاملاتك!"
3. "الحكومة في جيبك.. خَلَّصها بسهولة!"
4. "سرعة، أمان، راحة.. خَلَّصها تحققها لك!"
5. "كل خدماتك الحكومية.. في مكان واحد!"
6. "ودّع الطوابير.. وخَلَّصها أونلاين!"
7. "خلصها.. أسهل طريق للخدمات الحكومية!"
8. "مع خَلَّصها.. مستقبلك الرقمي يبدأ الآن!"
9. "الحكومة الذكية تبدأ بـ خَلَّصها!"
10. "خلصها.. سهولة وإنجاز بلا تعقيد!"





## LOGO OPTIONS



خلصها

## FINAL LOGO





# INITIAL DESIGNS

persona 4 -- instagram post





# BRANDING GUIDELINES

- Logo Usage
  - Primary logo and variations (light/dark backgrounds, monochrome, icon-only version).
  - Clear space and minimum size requirements.
- Typography
  - Arabic & English fonts for headings and body text (e.g., Cairo for Arabic, Poppins for English).
  - Guidelines for text hierarchy and readability.
- Iconography & UI Elements
  - Custom icon set for services (passport, traffic, payments, etc.).
  - Buttons, forms, and interactive elements for consistency.
- Mockups
  - App Interface: Login screen, dashboard, service categories, payment confirmation.
  - Website Landing Page: Overview of services, CTA for app download, government partnerships.
  - Social Media Posts: Promotional banners, service highlights, and feature announcements.



# ADVERTISING AND MARKETING STRATEGY

## Digital Marketing

- Social Media Campaigns: Targeting users on Facebook, Instagram, Twitter, and LinkedIn with engaging content.
- SEO Optimization: Enhancing the website's visibility on search engines for relevant government services.
- 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.

