



مفتاح شقتك الإيجار بضغطة زرار

1. Introduction

Sakenny is a user-centered mobile application designed to simplify and enhance the process of finding temporary and permanent housing in Egypt. The platform focuses on providing trusted listings, verified property owners, and transparent information without the interference of brokers or overpriced deals. Sakenny aims to deliver a seamless experience for both renters seeking a safe and affordable place to live and property owners looking for an organized, professional way to manage their listings.

This documentation details the entire UI/UX design process, including research findings, personas, design choices, information architecture, user flows, color psychology, typography standards, accessibility guidelines, and detailed UI system components.

2. Problem Statement

The housing market in Egypt, especially in major cities like Cairo, faces many challenges for both renters and property owners.

2.1 Renters' Problems

- Difficulty finding trusted, real, and verified housing options.
- High risk of running into fake listings or misleading photos.

- Widespread broker exploitation, inflated prices, and unclear agreements.
- Lack of a direct, secure booking system.
- Stressful and time-consuming searching experience across multiple unreliable platforms.

2.2 Owners' Problems

- Difficulty handling inquiries from multiple potential renters.
- Repetitive questions and communication overload.
- Inefficient management of listings and availability.
- Presence of intermediaries (brokers) who distort prices and cause distrust.

3. Project Goals

Sakenny aims to:

- Provide a safe, transparent, and broker-free housing solution.
- Ensure all listings are verified with real photos and confirmed ownership.
- Introduce a direct booking system without middlemen.
- Offer an interface that is simple, modern, clean, and stress-free.

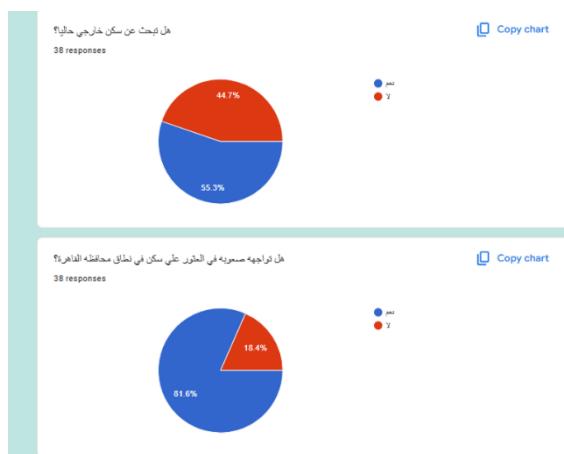
- Build strong trust between renters and owners through clear information and smooth interactions.
 - Support a wide audience: students, employees, families, and short-term visitors.
-

4. UX Research

4.1 Research Methods

To understand user needs and pain points, we followed multiple research methods:

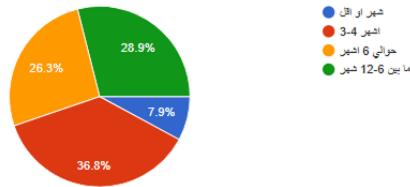
- Competitor analysis of current housing apps.
- Deep review of user feedback on Facebook groups and communities.
- User interviews with renters and property owners.
- Identification of strengths and weaknesses in existing solutions.



ابه متوسط المدة التي يتأجر فيها من حد

38 responses

[Copy chart](#)

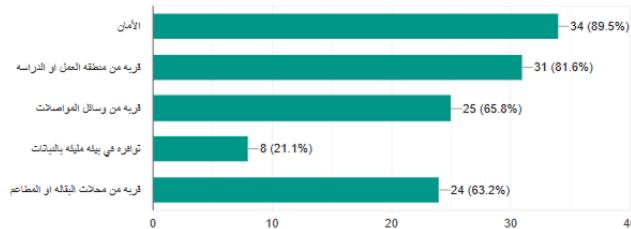


ما اهم شيء بالنسبيه لك يجب تواجده في السكن الخارجي؟

* يمكنك اختيار اكثر من اجلبه *

38 responses

[Copy chart](#)



ما هي المشاكل التي تواجهك اثناء العثور على سكن؟

38 responses

نقص اهم الابحاء بالنسبة لي

الخدمات محدوده

التكلفه والامان والمصالحين إن وجدوا

الاعلانات لا تضمن المعلومات الكافية

كثيـرـةـ مـنـاطـقـ السـكـنـ غـيرـ دـيـقـ

عدم توافق مواعيد المستأجر مع مواعيدي

الامان - الناس ال موجودة في السكن

الصور من يبني ذي قـ الطـبـيعـ بـعـنـ المـفـروـضـ يكونـ فـيـ مـسـافـهـ اـكـثـرـ فـيـ الصـورـ فـيـ مـوـعـدـ السـكـنـ

السعـرـ الـبـالـغـ فـيـ مـقـابـلـ خـدـمـاتـ سـيـلـةـ سـوـاءـ فـيـ النـطـاقـ اوـ الـأـنـاثـ

البيـنـةـ الـخـلـفـيـهـ

ما الذي تتخـيـلـ تـأـفـرـهـ فـيـ السـكـنـ اوـ بـالـقـرـبـ مـنـهـ؟

38 responses

الجامعـهـ

المـنـطـقـ تـكونـ حـيـرـةـ

يـكـونـ قـرـيبـ مـنـ جـامـعـهـ الـأـزـهـرـ

يـصلـحـ لـلـجـيشـ

الـمـحـلـاتـ وـالـمـطـاعـمـ

كـيـيفـ - حـسـلـاـ كـوـرسـ - مـوـاصـلـاتـ كـرـيـهـ وـسـهـلـهـ

اسـاسـياتـ الـجـيـادـ الـغـيـرـ محـرـفـ بـيـها

الـمـوـاصـلـاتـ

اسـوـاـيـ

4.2 Research Insights

After analyzing hundreds of comments and reviews, we found:

Renters prioritize:

- Transparency in pricing.
- Verified owners.
- Real photos and details.
- Filters that actually help (price range, location, duration).
- A booking process that feels safe, simple, and fast.

Owners prioritize:

- Reducing repetitive messages.
- Limiting communication overload.
- A professional way to showcase their listing.
- A system that helps them accept or decline booking requests easily.
- Avoiding brokers who interfere with pricing.

4.3 Opportunity

There is a clear gap in the market for a platform that feels:

- Trusted
- User-friendly
- Organized

- Honest

Sakenny fills that gap.

5. User Personas

5.1 Persona 1 – The Renter

Name: Maryam

Age: 20

Background: University student from another city, now living in Cairo.

Goals:

- Find affordable housing near campus
- Avoid scams and brokers
- Book a place quickly and safely

Motivations:

- Clear information
- Real photos
- Verified owners
- Transparent pricing

Frustrations:

- Fake listings
- High prices
- Complicated communication
- Unreliable platforms



مريم احمد

طالبة جامعية، 20 سنة

5.2 Persona 2 – The Owner

Name: Karim

Age: 35

Background: Owns an apartment that he rents to students and employees.

Goals:

- Manage listings easily
- Reduce communication overload
- Receive serious booking requests
- Avoid brokers and price distortion

Motivations:

- Organized platform
- Clear inquiries
- Serious renters only
- Simple management

Frustrations:

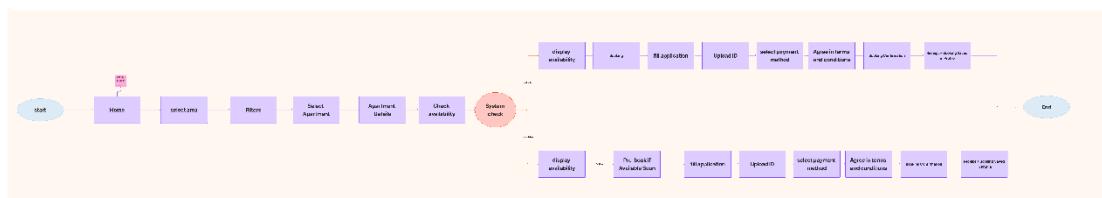
- Too many messages
- Repeated questions
- Lack of verification
- Difficulty keeping track of availability



6. User Flows

6.1 Renter Flow

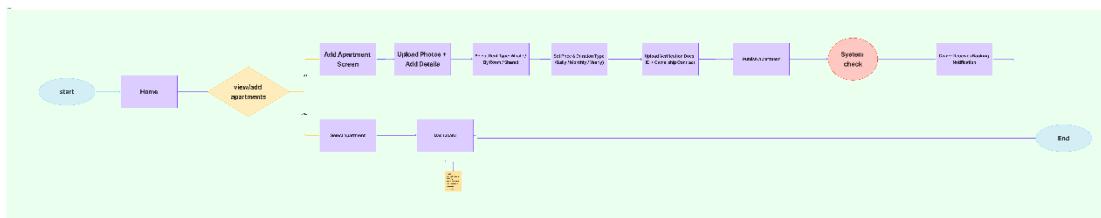
1. User signs up or logs in
2. Enters preferred location, budget, duration
3. Browses verified listings
4. Applies filters (price, area, room type, duration)
5. Opens property details
6. Views real photos and owner verification
7. Sends booking request
8. Receives confirmation
9. Finalizes reservation



6.2 Owner Flow

1. Owner signs up or logs in
2. Creates a new listing
3. Uploads verified documents (ID, ownership papers)
4. Adds photos, price, and description
5. Property goes to verification
6. Receive booking requests
7. Accepts or declines

8. Manages messages, calendar, and availability



7. Design System

7.1 Color Palette

Primary Color – #633E16

Meaning & Justification:

- Warm, grounded, and earthy tone.
- Conveys affordability, stability, and trust.
- Reflects natural materials like wood → associated with homes and comfort.
- Makes users feel the platform is *real, safe, and not overpriced*.

Secondary Color – #182637

Meaning & Justification:

- Deep blue-gray reflecting calmness, reliability, and clarity.
- Create a clean, professional atmosphere.

- Help users feel secure when viewing prices and booking a place.
- Support a sense of organization and modernity.

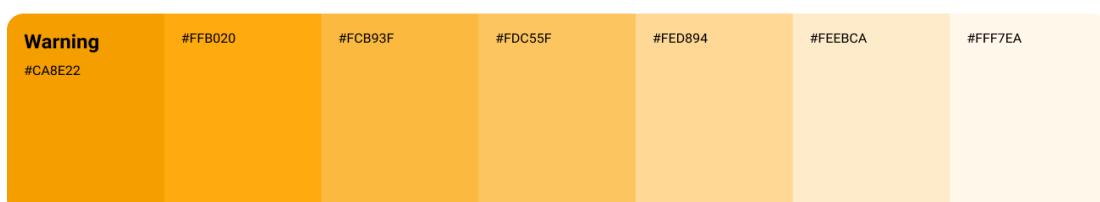
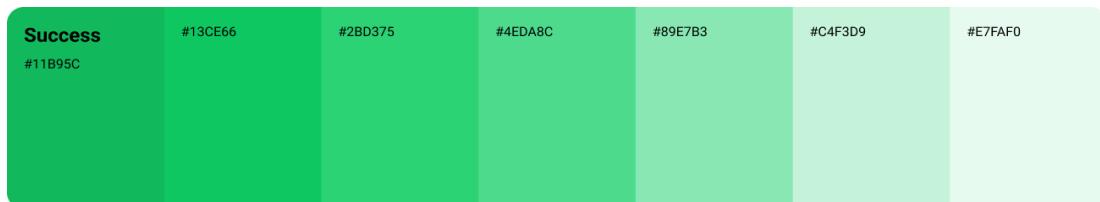
Neutral Colors

- Grays are used for backgrounds, borders, and text.
- Provide balance and reduce cognitive load.
- Support a clean and accessible interface.

Primary #633E16	#85531D	#A76825	#AF7334	#C99C6B	#DBBA97	#E4CAA9	#EDD8C8	#F6EDE3
Secondary #182637	#203349	#273F5B	#354F6C	#445E7C	#7C93AD	#92A7BE	#ABBBC6	#E1E7EF
Brown #483F35	#605547	#786A59	#938574	#A09383	#BBB0A3	#C9C0B4	#E4DFD8	#F1EFEB
Black & White #000000	#1F1F1F	#333333	#606060	#919191	#C7C7C7	#E2E2E2	#F4F4F4	#FFFFFF
Gray #1f2937	#374151	#4b5563	#6b7280	#9ca3af	#D1D5DB	#E5E7EB	#F3F4F6	#F9FAFB

Alerts

- Green → Success actions (booking confirmed / listing verified)
- Red → Errors, declined bookings
- Yellow → Warnings or missing information



7.2 Typography

Font Family – Inter

Chosen because:

- Modern and minimalistic
- Clear readability on mobile screens
- Works well with Arabic UI design

- Matches the clean and friendly style of the app

Hierarchy

- H1: Page titles
- H2: Section titles
- H3: Card headings
- Body Text: Descriptions and property details
- Caption: Prices, labels, metadata

H1 Headline	38px	Bold
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H2 Headline	36px	Bold
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H3 Headline	32px	Bold
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SubHeading/Large	28px	Semi-Bold
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SubHeading/Medium	26px	Semi-Bold
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SubHeading/Small	24px	Semi-Bold
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Paragraph	20px	Semi-Bold
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Body-Text	18px	Regular
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Subtitle	16px	Regular
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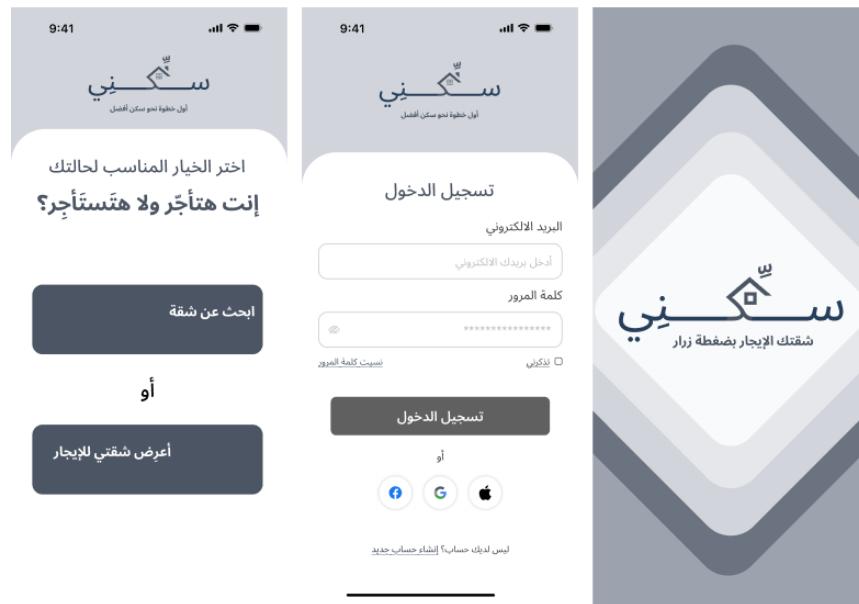
Caption	14px	Medium
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7.3 Style Guidelines

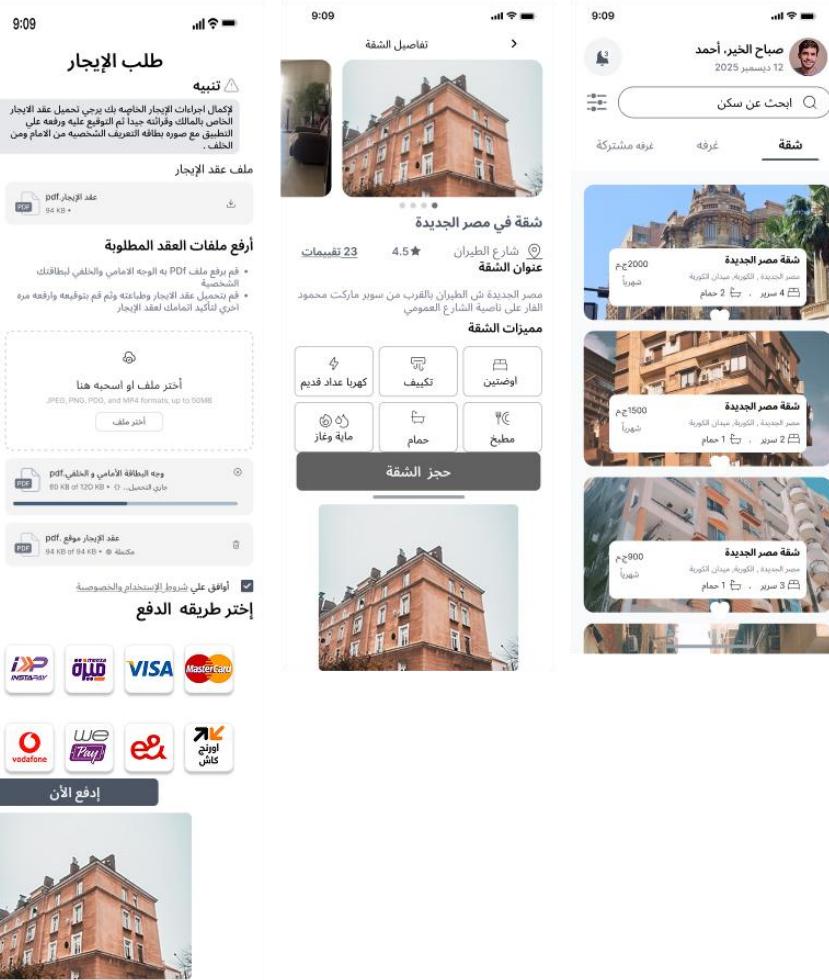
- Modern, minimal, clean
- Soft edges and rounded corners for friendliness
- Ample white space for clarity
- Consistent spacing and layout grid
- Simple icons and intuitive navigation

9. Wireframes

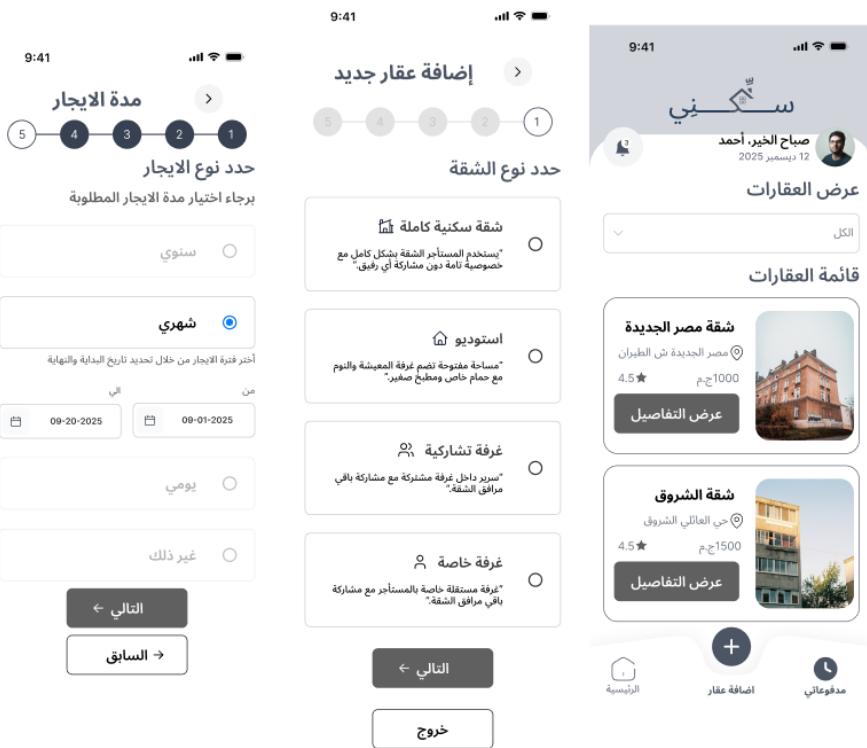
1) مسار المستخدم المبتدئ



2) مسار المستأجر



3) مسار المؤجر



9. Accessibility Considerations

- High contrast between backgrounds and text
- Large tap targets for mobile
- Legible font sizes
- Consistent icon labels
- Clear hierarchy and reading order
- Avoid overwhelming colors
- Simple language for clarity

10. Tools & Technologies

- Figma – UI design, prototyping, layout, component library
 - Adobe Illustrator – custom illustrations
-

11. Conclusion

Sakenny application was designed with a strong focus on trust, simplicity, and comfort. Every design decision—from the color palette to the layout system—was made to ensure that both renters and owners feel safe, confident, and respected throughout the process.

By combining verified listings, a smooth interface, and a clean, modern aesthetic, Sakenny creates a housing experience that is reliable, transparent, and user-friendly for all age groups and backgrounds.