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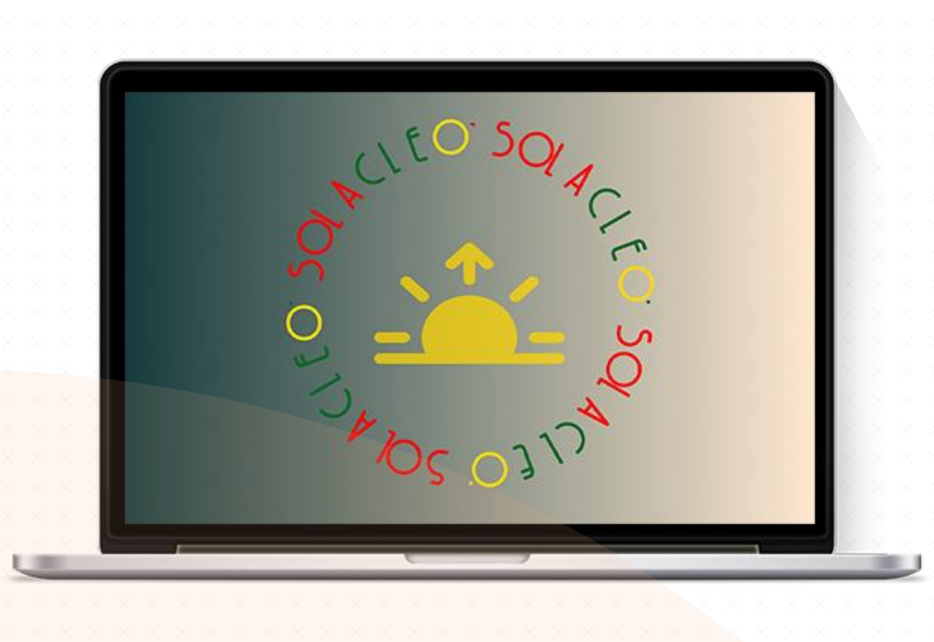
PROJECTS
Explore our Long-term

Product Overview

The name "SOLACLEO" combines the words "Solar" and "Cleos," which is a reference to "Cleopatra," symbolizing Egyptian heritage, making it a fitting choice for a project focused on solar energy in Egypt. It also conveys a modern and innovative approach to renewable energy while referencing cultural significance. This could be appealing to both local and international investors who appreciate a brand name that reflects the project's mission and origin.



Duration

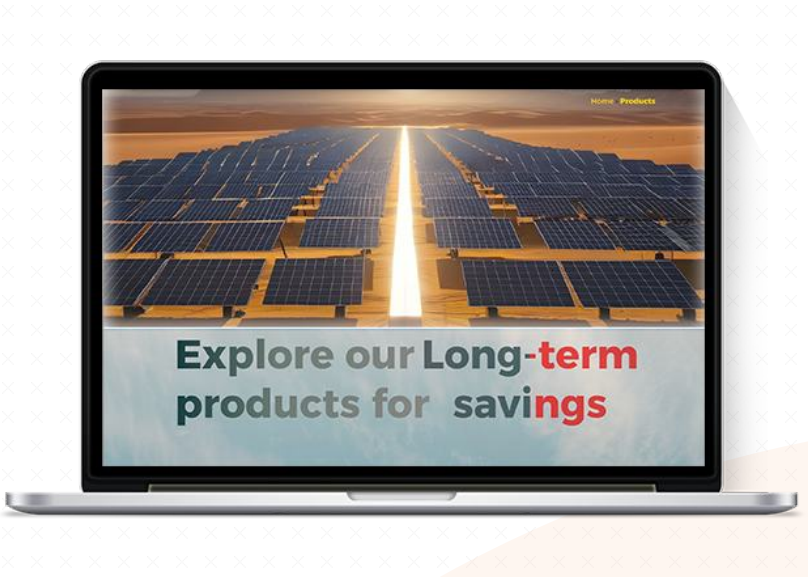
4 Weeks

Role

UX Designer, UI Designer, Logo Designer

Tools used

Figma, Google forms, Google docs, Adobe photoshop, Figjam, Adobe illustrator



Problem Statement

Many Egyptians suffer from frequent power outages and high electricity bills, which affect their daily lives and businesses. Additionally, the heavy reliance on fossil fuels leads to environmental pollution and increased carbon emissions, contributing to climate change.

Possible solution

Our solar panel company offers the perfect solution to Egypt's electricity challenges by harnessing the country's immense solar energy potential. With over 3,000 hours of sunshine annually, Egypt is uniquely positioned to benefit from solar power. Our solar systems provide a clean, reliable, and cost-effective alternative to the traditional electricity grid, reducing reliance on fossil fuels and lowering energy costs. By offering customized solar panel solutions, from installation to maintenance, we help customers generate their own power, reduce electricity bills, and contribute to a more sustainable future for Egypt, all while ensuring a stable and uninterrupted energy supply.

Design Process

Empathize

User Research
User Interview
Competitve Analysis

Define

User Personas
Empathy Map
User Journey

Ideate

User Flow
Information Architecture

Design

Wireframe
Hi-Fi Designs
Prototype

Test

Feedbacks
Conclusion
Future Concept

Our Mission
Hot News
What'S new ?

This analysis compares SOLACLEO features with those of its competitors, such as **KarmSolar, Infinity Solar,** and **Sunergy** Direct. Key features include in-app customization options, delivery speed, restaurant selection, and payment methods. By examining these features, BiteDash can identify areas where it can differentiate itself and provide unique value to its users.

Company Name	KarmSolar	Infinity Solar	Sunergy
Large Projects	✓	✓	✗
Solar systems	✓	✓	✓
Specific solutions	✗	✗	✓
Fast installation	✗	✗	✓
Maintenance	✗	✓	✓

Emphatize Phase

Qualitative Research

Research was done on how satisfied people are with their electricity sources, their main pain points, and their needs.

Interview Questions examples

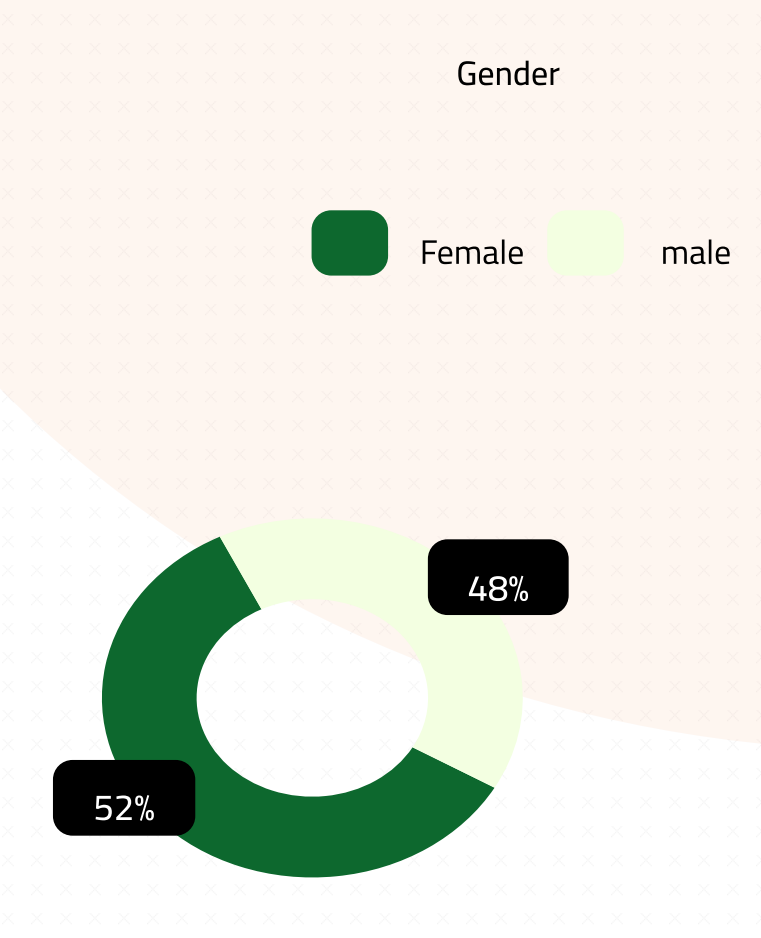
1. How do you currently power your home or business?
2. What is your average monthly electricity bill?
3. How reliable is your current electricity source?
4. How familiar are you with solar energy as a source of power?
5. Have you considered installing solar panels before?
6. What is your biggest concern about switching to solar energy?
7. What do you think is the biggest barrier to using solar panels
8. What would make the transition to solar energy easier for you

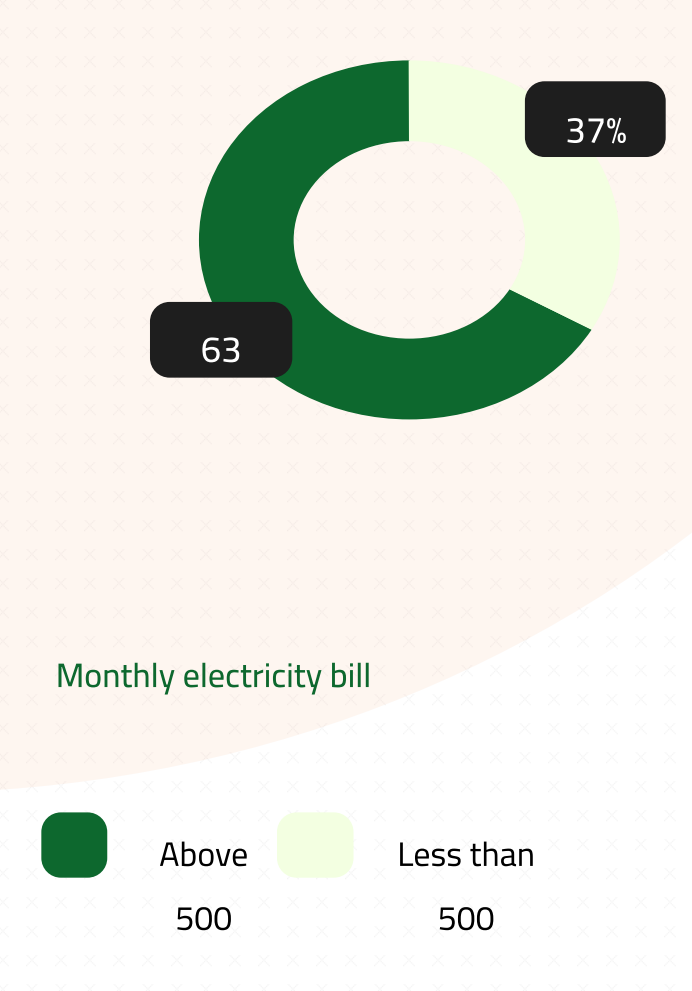
Key Insight Derived

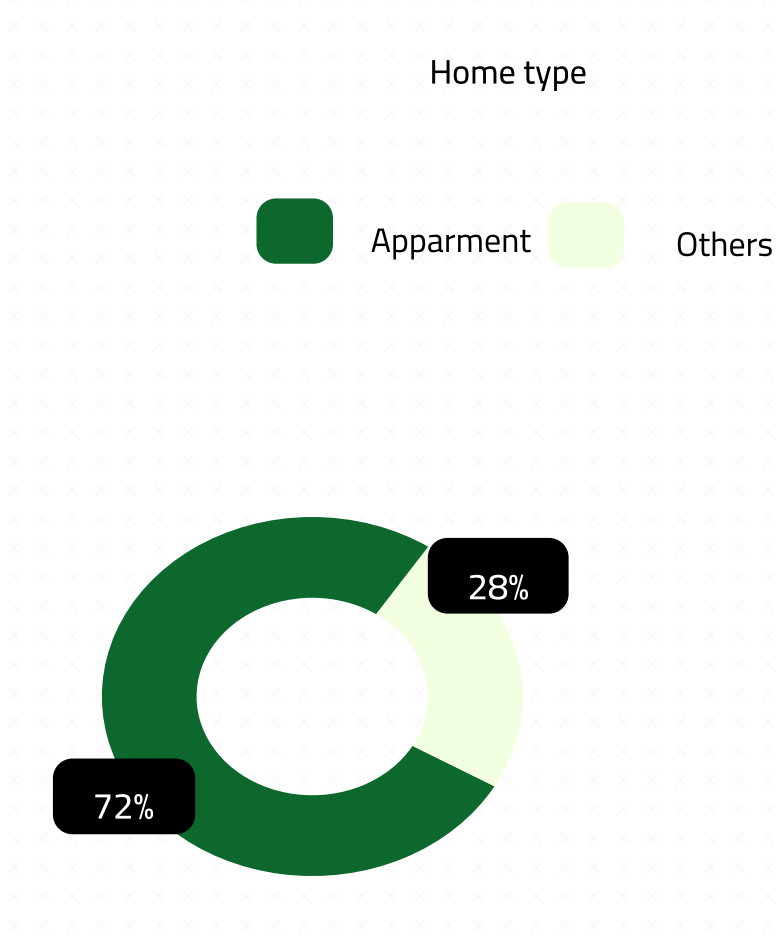
- Main pain point is high upfront cost
- Payment plans would make it easier for them to consider changing.
- Main needs are Residential solar panels for my home.
- Preferred company that provides both installation and maintenance services.
- Preferred communication methods are phone calls or WhatsApp messages.

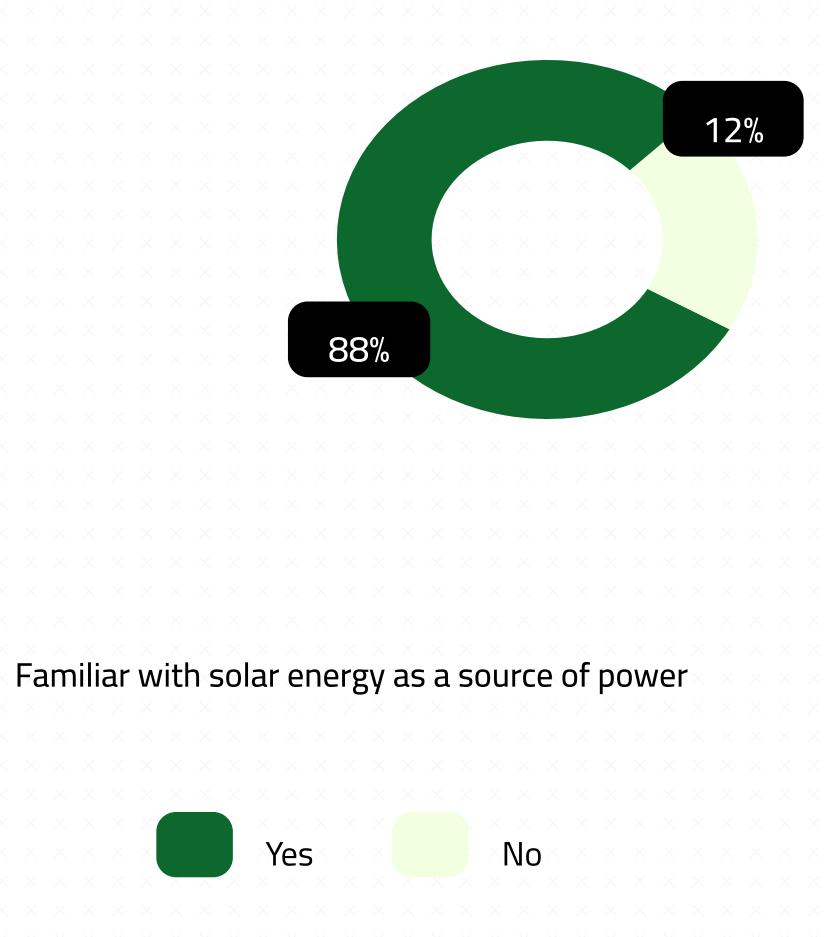
Quantitative Research

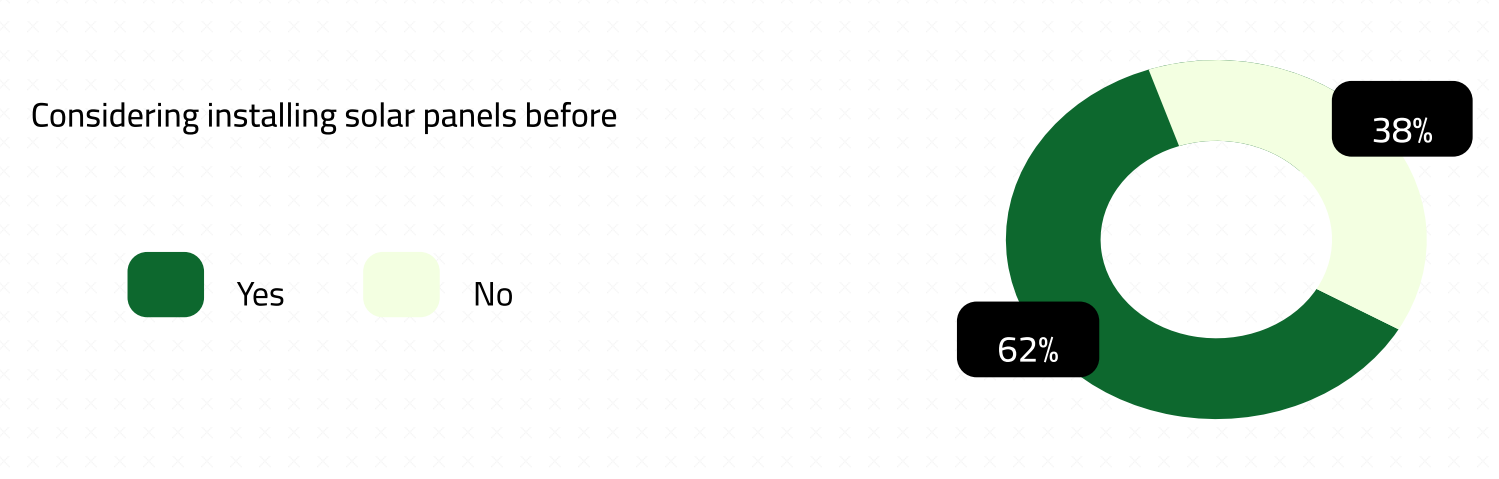
Google form was established and published and we got over 60 responses, there responses was were analyzed and key features were determined.





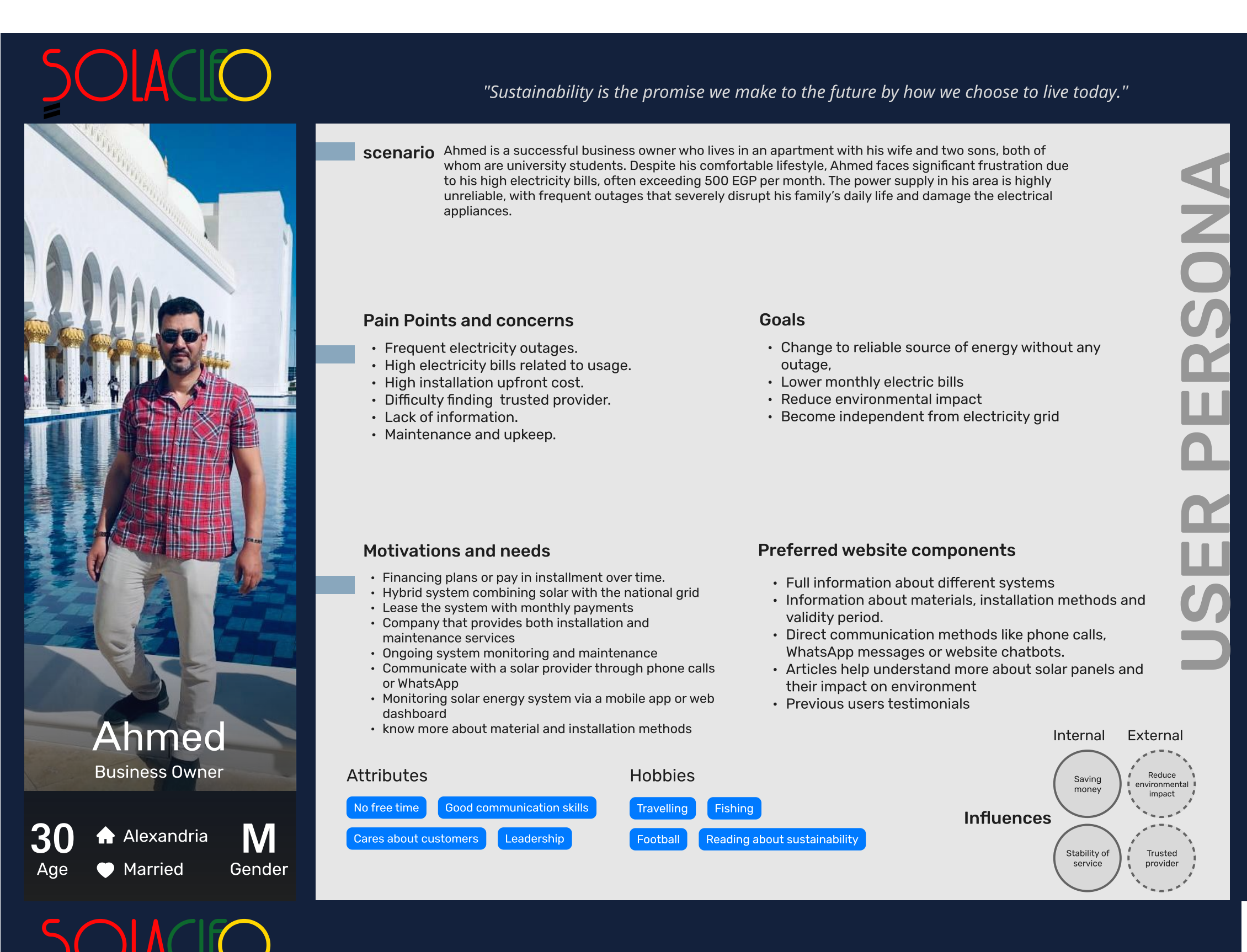






Key Insight Derived

- Main types of homes were appartments.
- Most of them has high monthly electricity bills
- Most of them considering installing solar panels befor


SOLACLEO
USER PERSONA

"Sustainability is the promise we make to the future by how we choose to live today."

Ahmed
Business Owner
30 Age
Alexandria
Married
M Gender

scenario Ahmed is a successful business owner who lives in an apartment with his wife and two sons, both of whom are university students. Despite his comfortable lifestyle, Ahmed faces significant frustration due to his high electricity bills, often exceeding 500 EGP per month. The power supply in his area is highly unreliable, with frequent outages that severely disrupt his family's daily life and damage the electrical appliances.

Pain Points and concerns

- Frequent electricity outages.
- High electricity bills related to usage.
- High installation upfront cost.
- Difficulty finding trusted provider.
- Lack of information.
- Maintenance and upkeep.

Goals

- Change to reliable source of energy without any outage,
- Lower monthly electric bills
- Reduce environmental impact
- Become independent from electricity grid

Motivations and needs

- Financing plans or pay in installment over time.
- Hybrid system combining solar with the national grid
- Lease the system with monthly payments
- Company that provides both installation and maintenance services
- Ongoing system monitoring and maintenance
- Communicate with a solar provider through phone calls or WhatsApp
- Monitoring solar energy system via a mobile app or web dashboard
- know more about material and installation methods

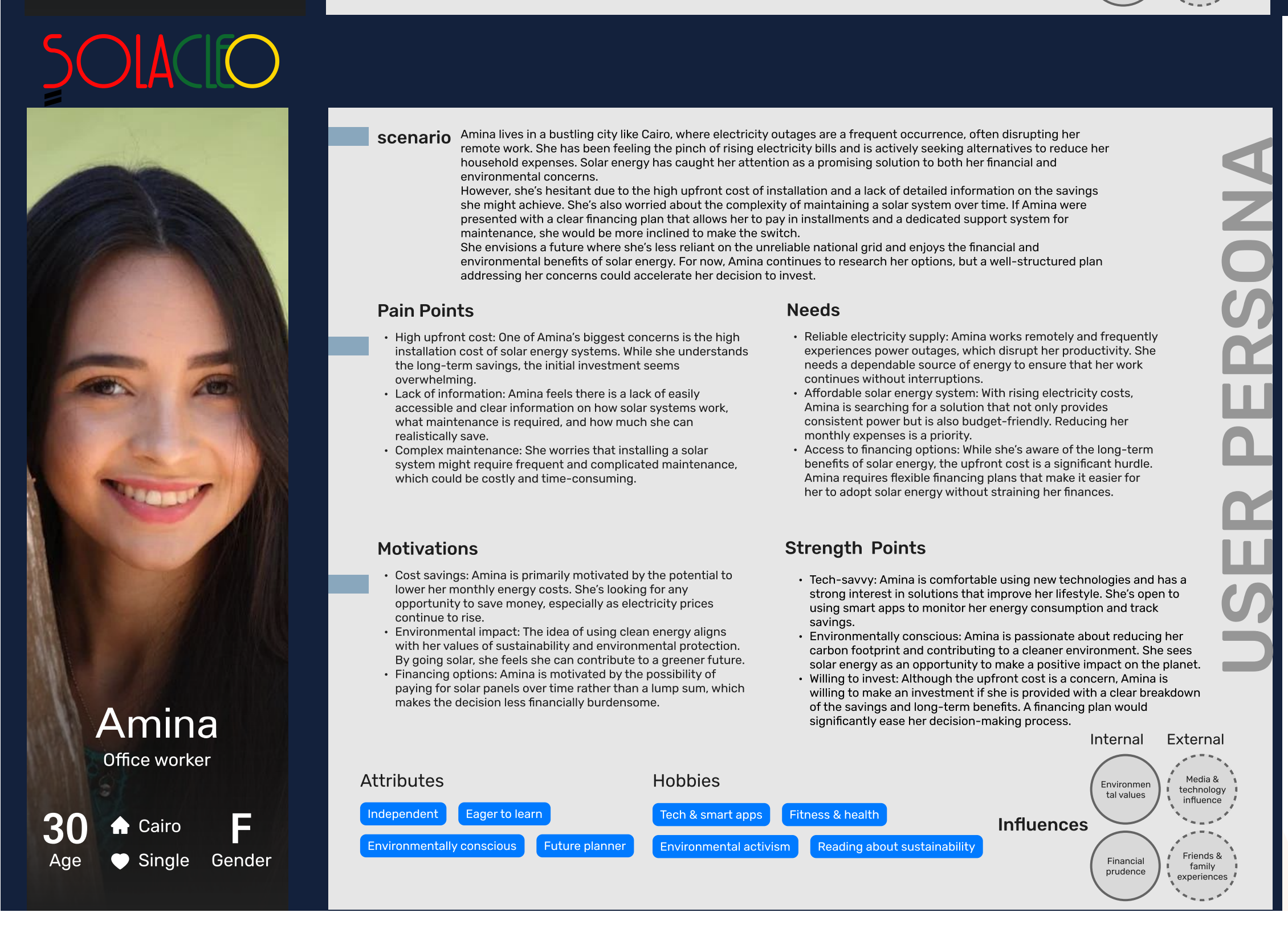
Preferred website components

- Full information about different systems
- Information about materials, installation methods and validity period.
- Direct communication methods like phone calls, WhatsApp messages or website chatbots.
- Articles help understand more about solar panels and their impact on environment
- Previous users testimonials

Attributes
No free time
Good communication skills
Cares about customers
Leadership

Hobbies
Travelling
Fishing
Football
Reading about sustainability

Influences
Internal: Saving money, Stability of service
External: Reduce environmental impact, Trusted provider


SOLACLEO
USER PERSONA

Amina
Office worker
30 Age
Cairo
Single
F Gender

scenario Amina lives in a bustling city like Cairo, where electricity outages are a frequent occurrence, often disrupting her remote work. She has been feeling the pinch of rising electricity bills and is actively seeking alternatives to reduce her household expenses. Solar energy has caught her attention as a promising solution to both her financial and environmental concerns.
However, she's hesitant due to the high upfront cost of installation and a lack of detailed information on the savings she might achieve. She's also worried about the complexity of maintaining a solar system over time. If Amina were presented with a clear financing plan that allows her to pay in installments and a dedicated support system for maintenance, she would be more inclined to make the switch.
She envisions a future where she's less reliant on the unreliable national grid and enjoys the financial and environmental benefits of solar energy. For now, Amina continues to research her options, but a well-structured plan addressing her concerns could accelerate her decision to invest.

Pain Points

- High upfront cost: One of Amina's biggest concerns is the high installation cost of solar energy systems. While she understands the long-term savings, the initial investment seems overwhelming.
- Lack of information: Amina feels there is a lack of easily accessible and clear information on how solar systems work, what maintenance is required, and how much she can realistically save.
- Complex maintenance: She worries that installing a solar system might require frequent and complicated maintenance, which could be costly and time-consuming.

Needs

- Reliable electricity supply: Amina works remotely and frequently experiences power outages, which disrupt her productivity. She needs a dependable source of energy to ensure that her work continues without interruptions.
- Affordable solar energy system: With rising electricity costs, Amina is searching for a solution that not only provides consistent power but is also budget-friendly. Reducing her monthly expenses is a priority.
- Access to financing options: While she's aware of the long-term benefits of solar energy, the upfront cost is a significant hurdle. Amina requires flexible financing plans that make it easier for her to adopt solar energy without straining her finances.

Motivations

- Cost savings: Amina is primarily motivated by the potential to lower her monthly energy costs. She's looking for any opportunity to save money, especially as electricity prices continue to rise.
- Environmental impact: The idea of using clean energy aligns with her values of sustainability and environmental protection. By going solar, she feels she can contribute to a greener future.
- Financing options: Amina is motivated by the possibility of paying for solar panels over time rather than a lump sum, which makes the decision less financially burdensome.

Strength Points

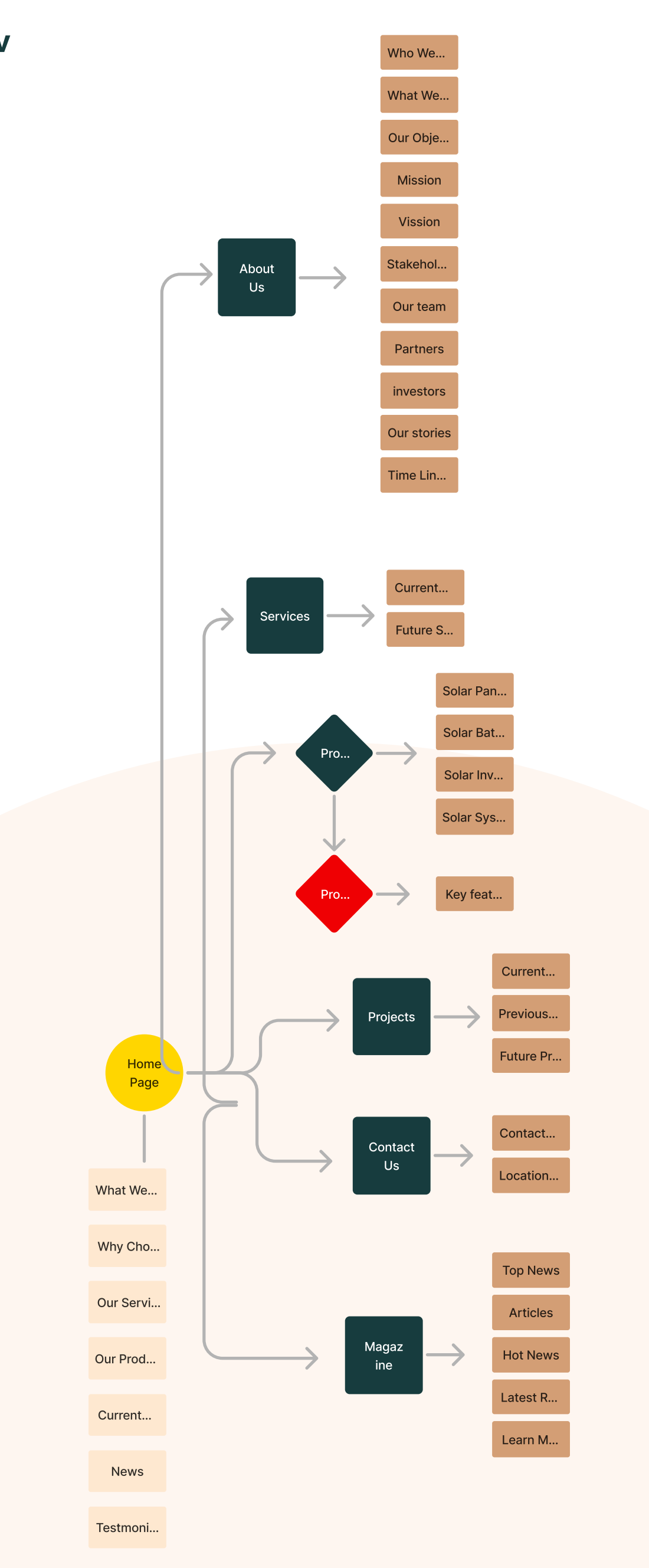
- Tech-savvy: Amina is comfortable using new technologies and has a strong interest in solutions that improve her lifestyle. She's open to using smart apps to monitor her energy consumption and track savings.
- Environmentally conscious: Amina is passionate about reducing her carbon footprint and contributing to a cleaner environment. She sees solar energy as an opportunity to make a positive impact on the planet.
- Willing to invest: Although the upfront cost is a concern, Amina is willing to make an investment if she is provided with a clear breakdown of the savings and long-term benefits. A financing plan would significantly ease her decision-making process.

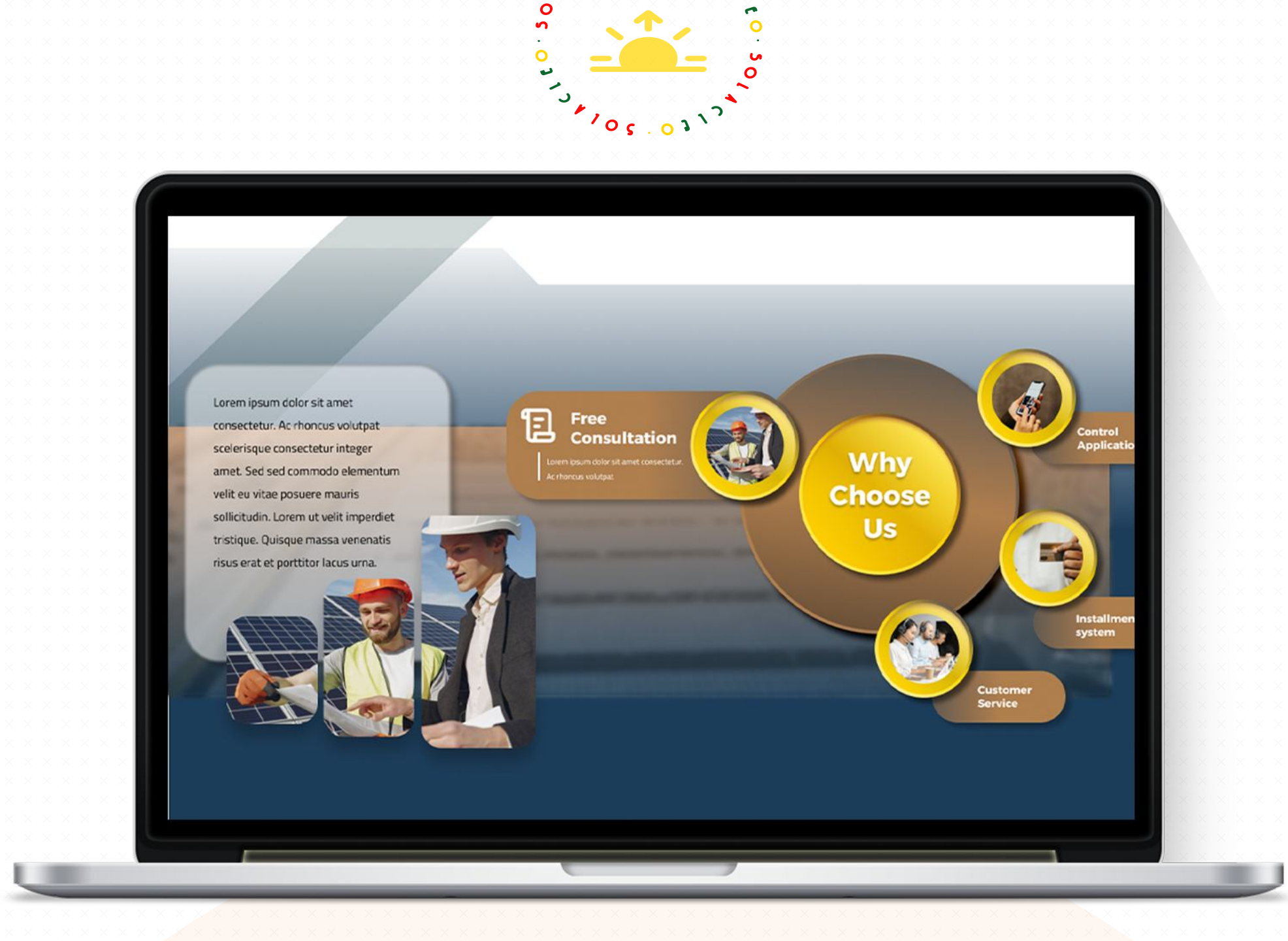
Attributes
Independent
Eager to learn
Environmentally conscious
Future planner

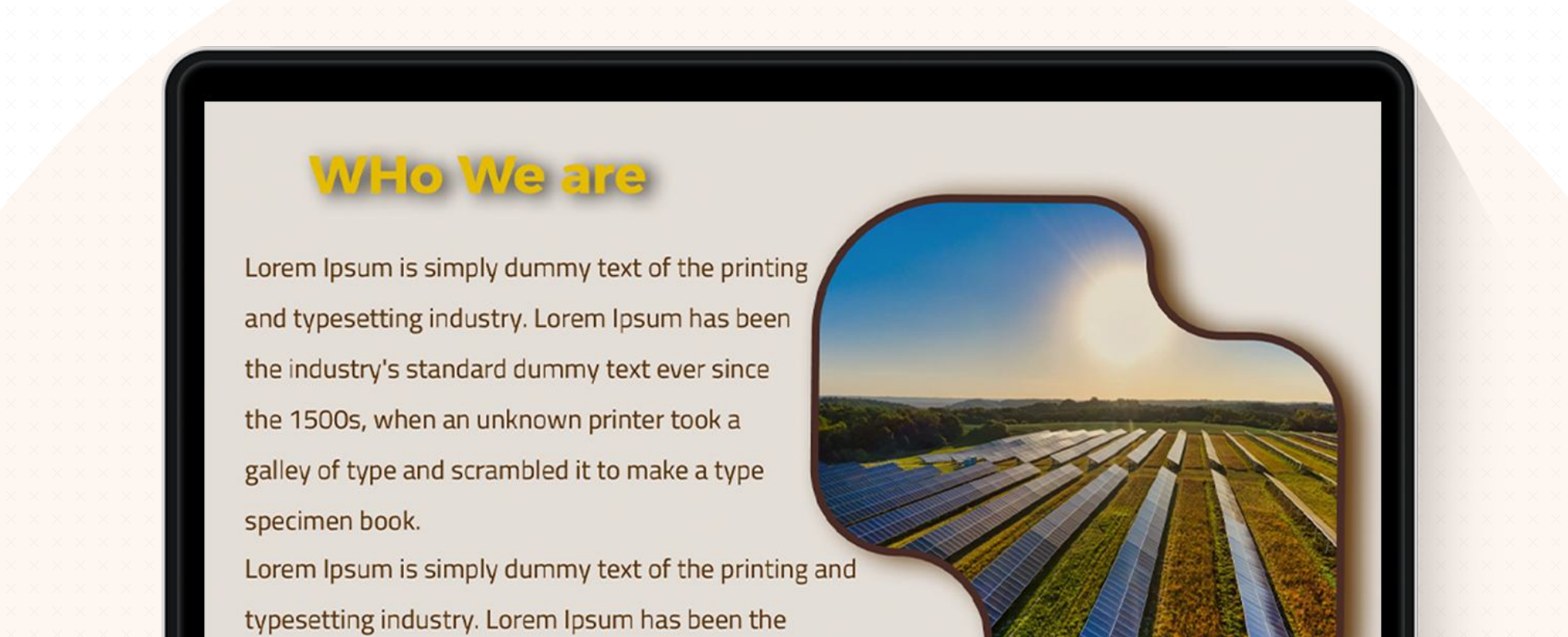
Hobbies
Tech & smart apps
Fitness & health
Environmental activism
Reading about sustainability

Influences
Internal: Environmental values, Financial prudence
External: Media & technology influence, Friends & family experiences

User Flow







WHo We are

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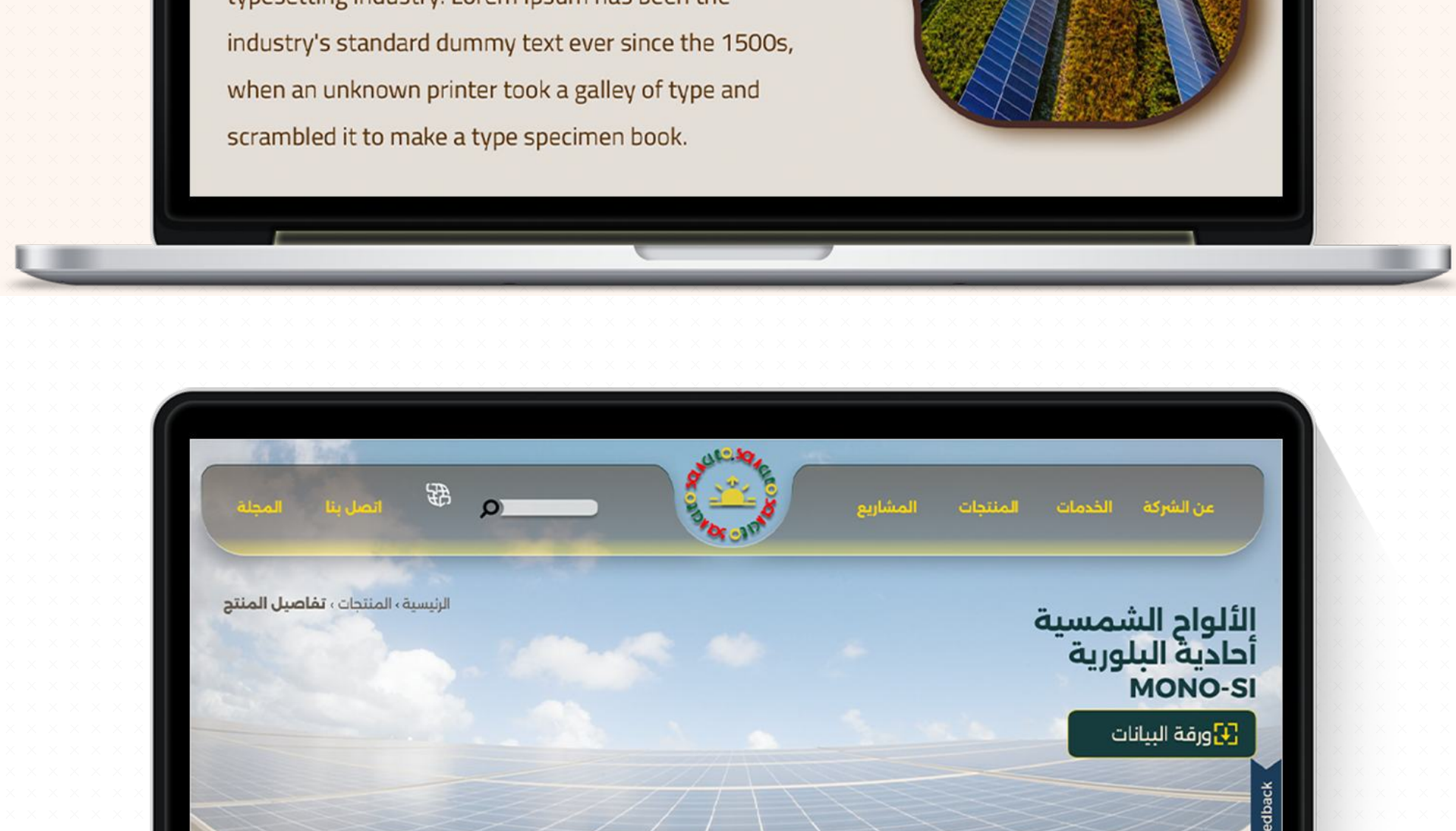

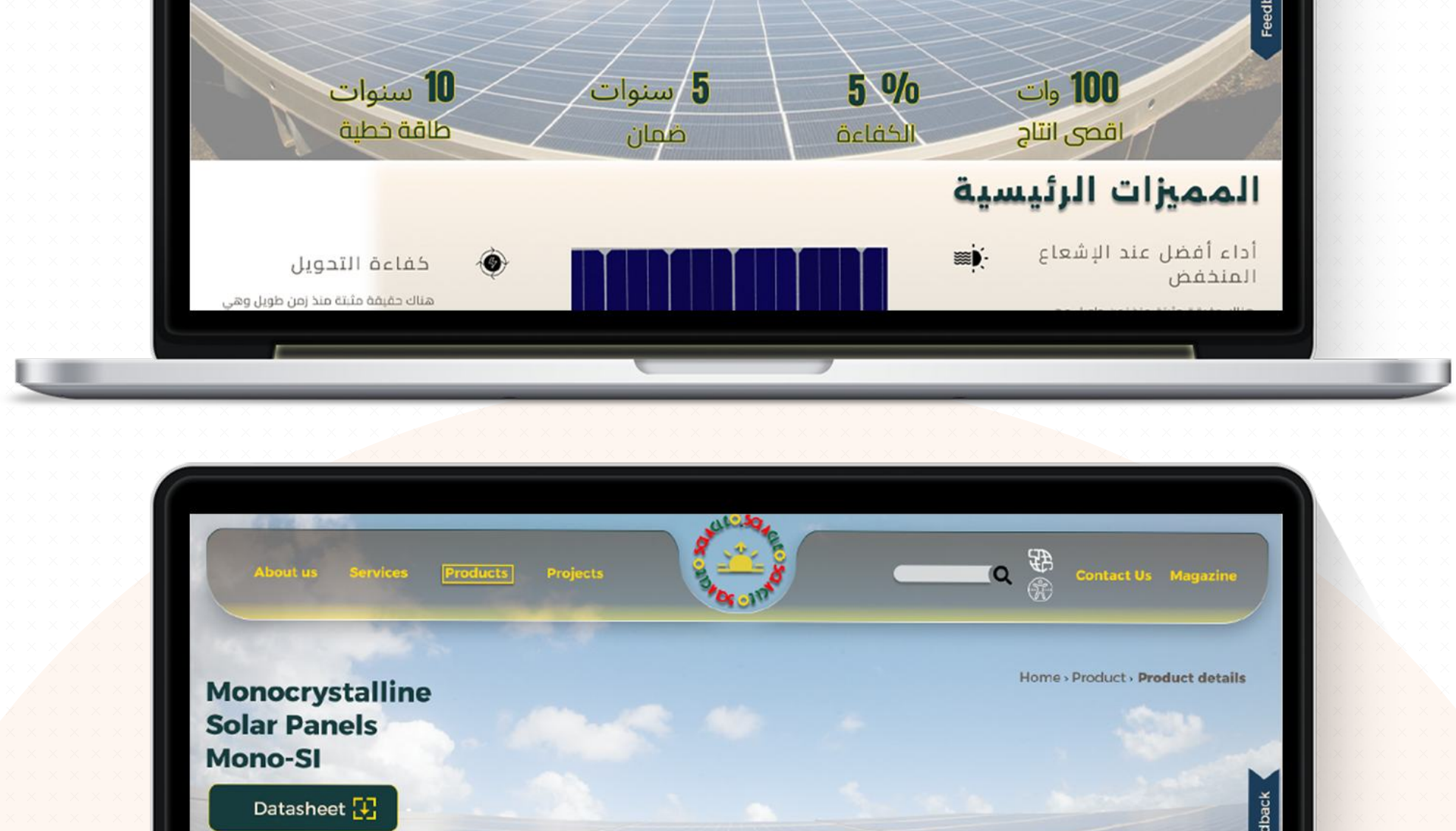

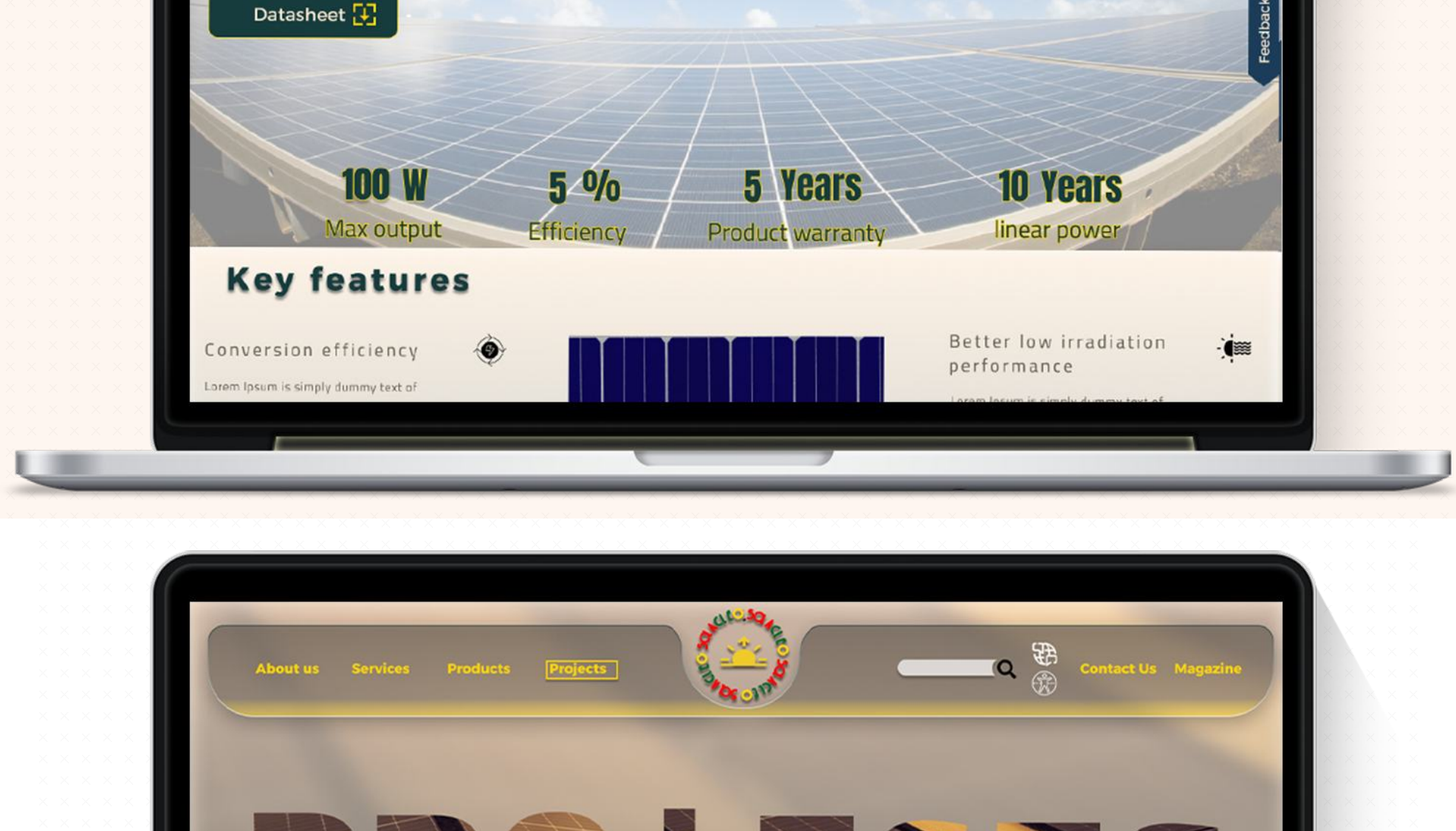

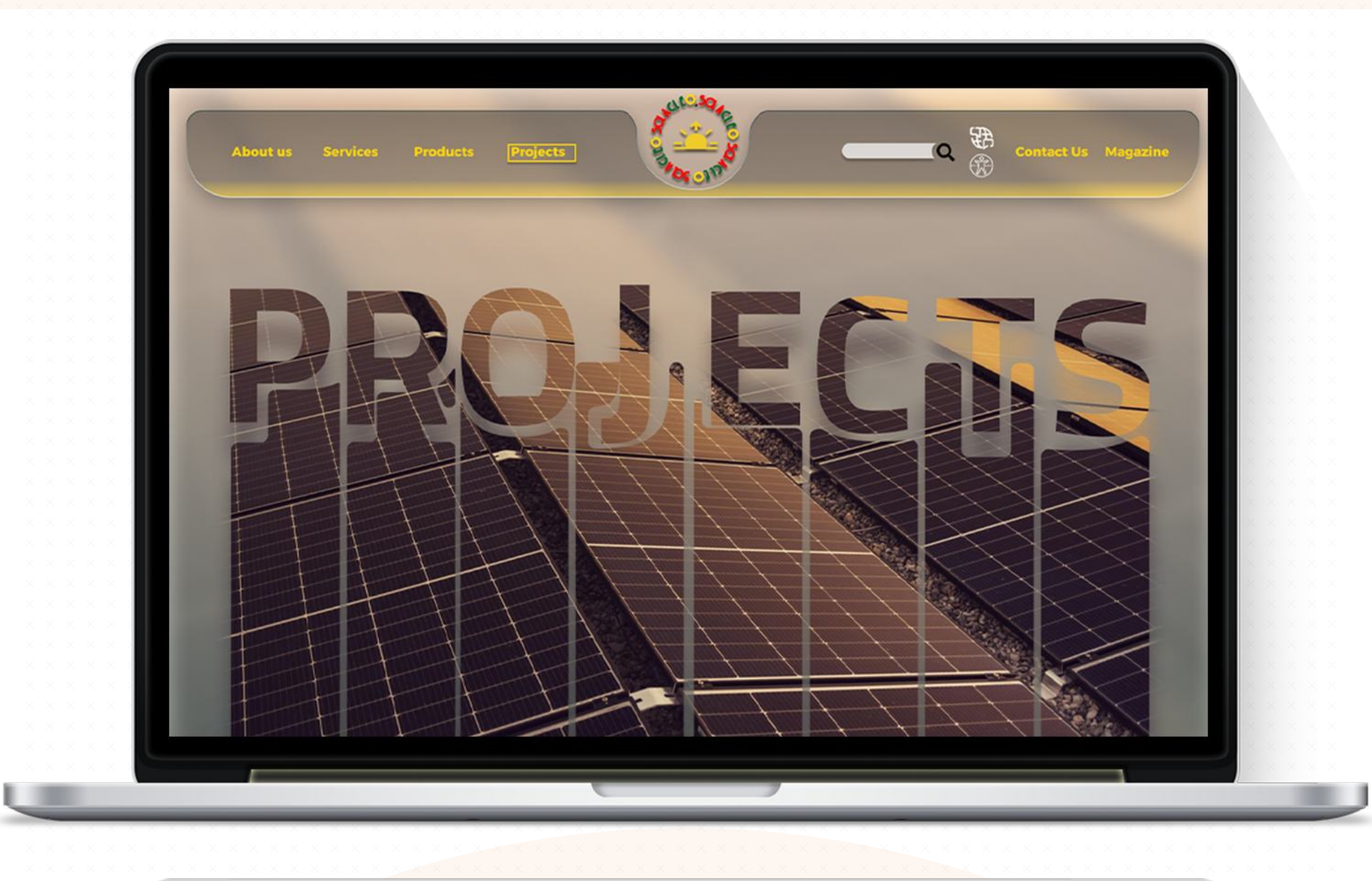

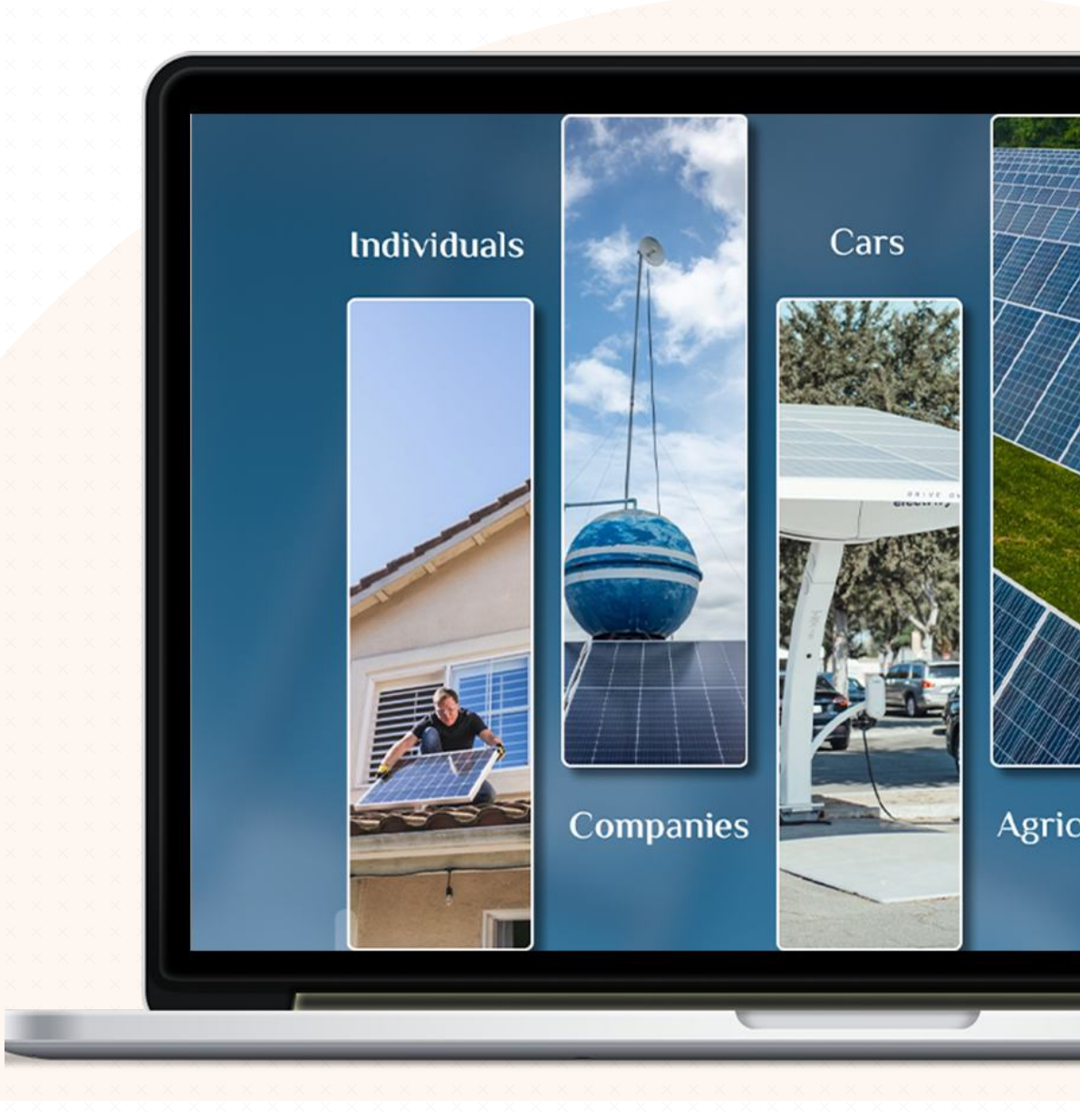

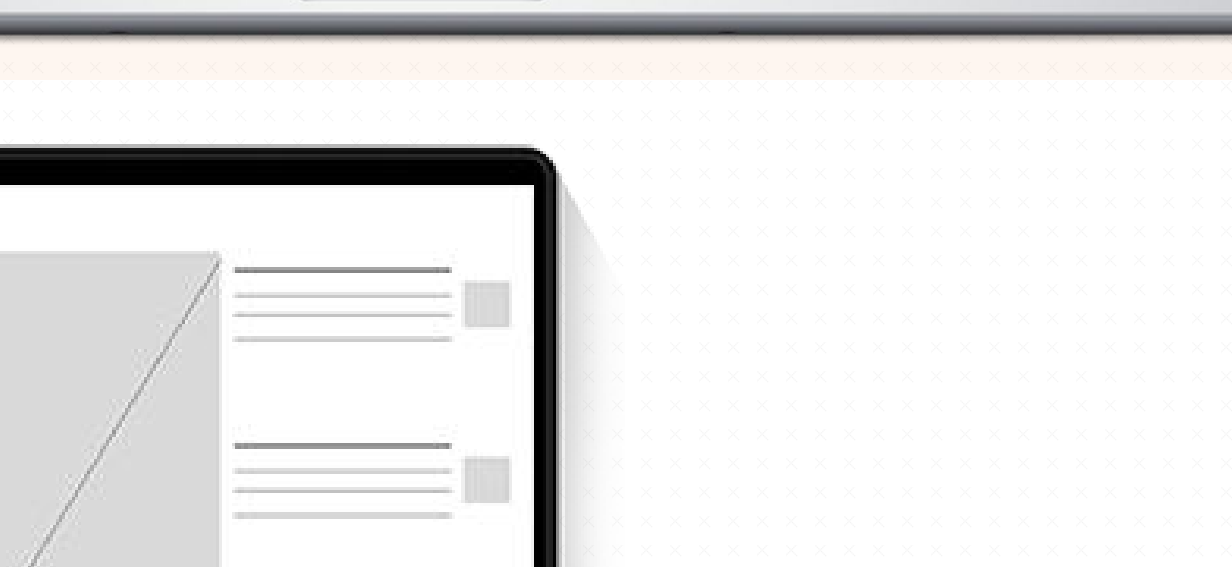

Typography & Colors

Font Used

Alexandria

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alexandria is a elegant and modern font. It is very neat and clean. It have more readability and variety of options. That's why I used this font.

Cairo
Open sans Regular

EL messiri
Open sans Light

Color Used

Primary Color #173C3E
Primary Color #FFD600
Primary Color #1C3D5A
Secondary Color #D39E75
Secondary Color #FEE8D0
Secondary Color #655B51
Secondary Color #EF0003

Thank you for viewing