

## Team Roles & Tasks

### **Adham Ashraf Mohamed Zaghloul**

- Persona / User Journey / Empathy Map (with Mohamed)
  - Information Architecture
  - User Interview (with Mohamed)
  - Card Sorting (with Mohamed)
  - Sketching & UI Design (shared)
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### **Mohamed Yousef Saad Yousef**

- Persona / User Journey / Empathy Map (with Adham)
  - User Interview (with Adham)
  - Task Flows
  - Card Sorting (with Adham)
  - Usability Testing
  - Sketching & UI Design (shared)
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### **Merehan Magdy Mostafa Elsheikh**

- User Flow (with Ali)
  - Competitive Analysis (with Renad & Tasnim)
  - Mid-fidelity Wireframes
  - UX Writing / Content Strategy
  - Sketching & UI Design (shared)
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### **Ali Muhammed Abdelaziz Ghazy**

- User Flow (with Merehan)
- Branding (Logo & Visual Identity)

- High-fidelity UI Prototyping
  - Market Research (lead, with Renad)
  - Sketching & UI Design (shared)
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### **Renad Alaa Rafat Elalosey**

- Competitive Analysis (with Merehan & Tasnim)
  - User Survey (with Tasnim)
  - Affinity Mapping (with Tasnim)
  - Market Research (with Ali)
  - Low-fidelity Wireframes (selected features)
  - Sketching & UI Design (shared)
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### **Tasnim Ayman Ebrahim Sheta**

- Competitive Analysis (with Merehan & Renad)
  - User Survey (with Renad)
  - Affinity Mapping (with Renad)
  - Low-fidelity Wireframes (selected features)
  - Sketching & UI Design (shared)
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### **Shared Work Across the Whole Team**

All members will collaborate on the design process:

**Sketching → Wireframes → UI Design → Prototype → Usability Testing**

These tasks will be divided so that each member is responsible for specific features or screens, ensuring balanced contribution and teamwork.