



# Egyptopia: Product Analysis Report

## GRADUATION PROJECT

### PHASE (I)

Faculty of Computers and Data Science, Alexindria University



# Product Analysis Report

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# 1.Study Overview

The present analysis conducts a comparative evaluation of mobile applications operating within the Egyptian tourism domain, with the objective of informing the design and development of an innovative Virtual Tour Guide mobile application. The overarching goal is to optimize the tourist experience in Egypt by introducing a user-focused, feature-rich platform capable of standing out in a saturated digital marketplace. The assessment encompasses six notable competitors—Around Egypt, Explore Egypt, Civitatis Egypt, Visit Egypt, Cairo Travel Guide, and Experience Egypt—with emphasis on core functionalities, user interface (UI) design, and user experience (UX) efficiency.

Quantitative and qualitative data, including download metrics and user feedback from Google Play, were analyzed to extract critical insights regarding performance benchmarks, design limitations, and areas for functional enhancement. The envisioned application is designed to promote both renowned and underrepresented destinations across Egypt, utilizing artificial intelligence (AI) techniques to deliver personalized content, adaptive recommendations, and immersive features such as augmented reality (AR). As part of a capstone research initiative, the study offers data-driven insights intended to support stakeholders in making informed decisions regarding the advancement of mobile-based solutions within Egypt’s tourism sector.

## Egyptopia Competitors :



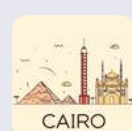
Around  
Egypt



Experience  
Egypt



Civitatis  
Egypt



Cairo Travel  
Guidet



Explore  
Egypt



Visit  
Egypt

# 2. Methodology

## Data Collection :

- The evaluation of user interface (UI) and user experience (UX) elements was performed through a combination of screenshot analysis and, where feasible, direct interaction with the mobile applications under review.
- Statistics and user feedback were obtained from the Google Play Store to quantify application popularity and evaluate user satisfaction. These metrics served as indicators of market reach and perceived value from the end-user perspective.

## Tools and Resources Utilized :

- Screenshots of the competitor applications were captured using native screen capture functionalities on mobile devices to document UI/UX elements for subsequent analysis.
- Google Play Store served as the primary source for quantitative application metrics, including download counts, user ratings, and review content, which were used to assess market performance and user perception.

## Evaluation Criteria :

- Feature Set: Evaluated based on the breadth and originality of functionalities offered, as well as their alignment with contemporary user expectations. Specific attention was given to advanced features such as virtual tours, offline accessibility, AI-driven personalization, and augmented reality (AR) integration.
- Visual Design: Analyzed in terms of aesthetic coherence, color palette selection, and consistency across interface elements. Emphasis was placed on the visual appeal and its role in shaping user perception and engagement.



### 3. Competitor Analysis

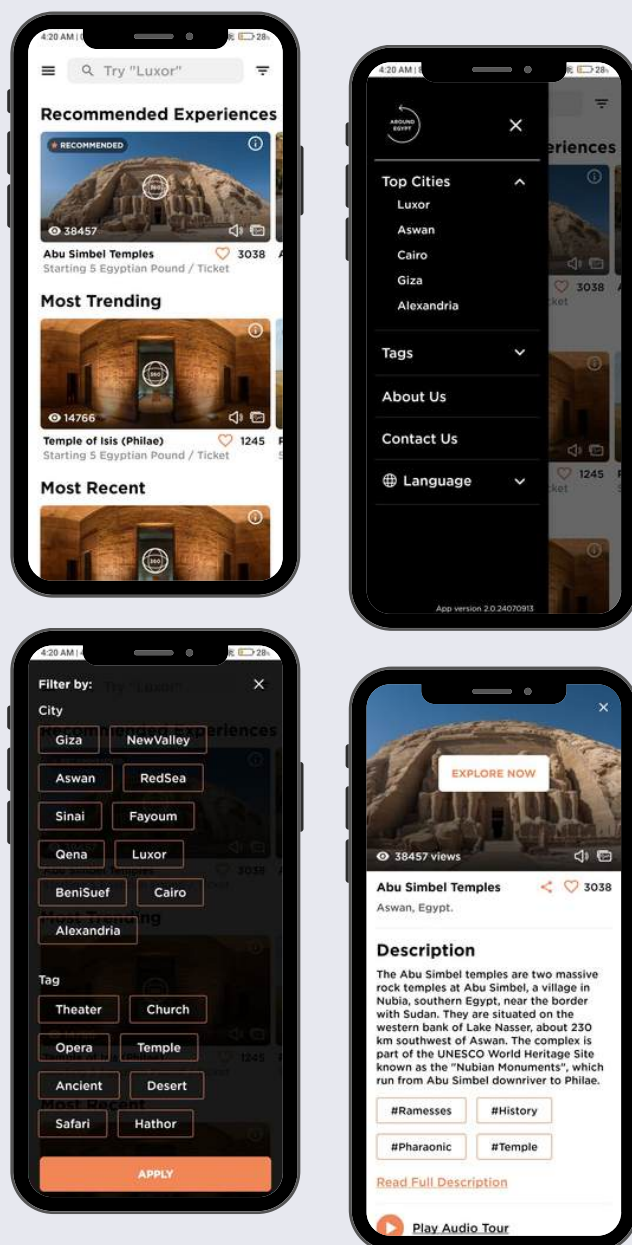
#### 3.1 Around Egypt

##### Overview:

Around Egypt is a mobile application that provides immersive 360-degree photo and video tours, offering virtual reality (VR) experiences for prominent tourist destinations across Egypt, including Cairo, Alexandria, Luxor, and Aswan. The platform is designed to enhance cultural engagement through high-resolution visual content and VR compatibility.

##### Features:

- Over 30 virtual tours utilizing 360-degree imagery and video.
- VR support compatible with Oculus and Google Cardboard headsets.
- Filtering functionality based on cities and thematic tags.
- Verified descriptive and logistical content, including pricing and location information.
- Multilingual support: Arabic, English, Spanish, French, and Chinese.



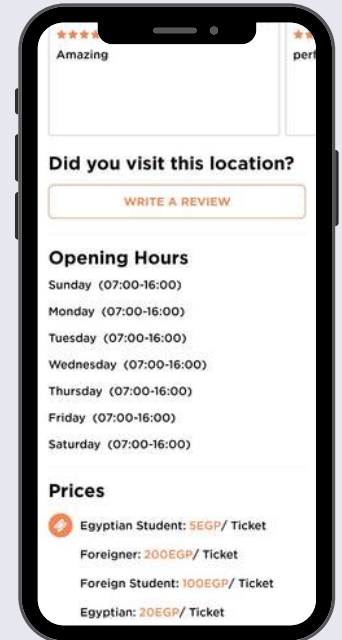
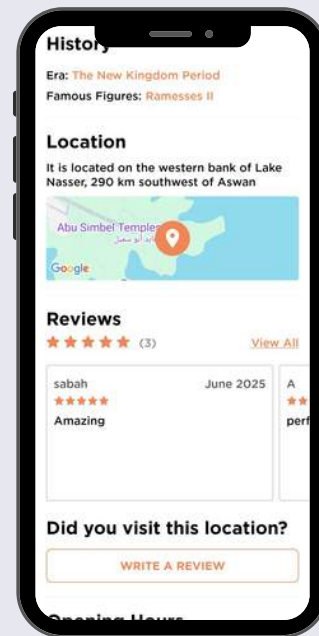


## Strengths:

- High-quality 360-degree content delivers a robust and immersive virtual tour experience.
- Clean, modern user interface with intuitive navigation.
- Strong classification and content structure for historical tourism.

## Limitations:

- Limited content coverage, with only 36 locations included across Egypt.
- Absence of dynamic features such as local events, activities, or nearby points of interest.
- Filtering options are restricted to cities and tags, with no deeper contextual or temporal filters.
- Lacks intelligent recommendation systems based on user preferences or behavior.
- Primarily focused on historical tourism; other types of tourism



## 3.2 Explore Egypt

### Overview:

Explore Egypt is a tourism-focused mobile application offering curated travel content across various governorates in Egypt. It is primarily designed to guide users through cultural and historical landmarks with informational resources and basic navigational support.

### Features:

- Informative guides for a wide range of cultural and historical attractions.
- Basic integration with map services for general orientation.
- Coverage spans 26 Egyptian governorates, offering a broad geographic scope.

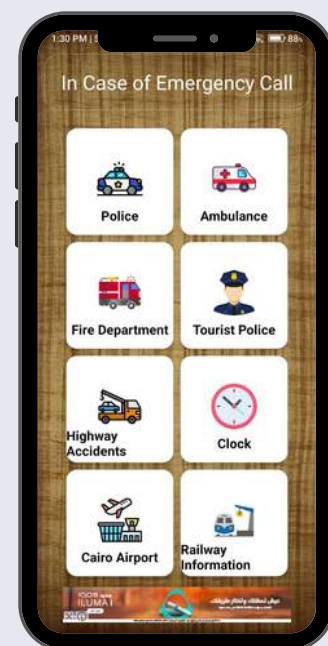


## Strengths:

- Rich textual content encompassing major heritage and tourist sites.
- Broad regional representation across most of Egypt's governorates.

## Limitations:

- User interface (UI) is outdated, with low visual contrast and an overall lack of modern design elements.
- Virtual tour functionality is either minimal or entirely absent.
- Excessive in-app advertisements negatively impact the user experience and interrupt navigation.
- Absence of a search bar limits the user's ability to quickly locate desired information or destinations.
- Despite its wide geographic coverage, the application lacks intelligent or personalized features, resulting in a static and non-adaptive user experience.



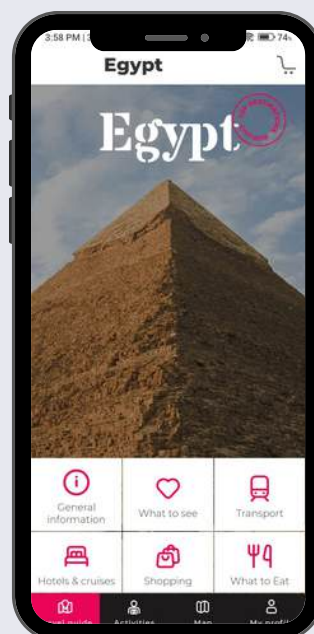
## 3.3 Civitatis Egypt

### Overview:

Civitatis Egypt is a country-specific extension of the global Civitatis travel platform, designed to facilitate the booking of guided tours and tourism-related activities in Egypt. The application primarily targets international travelers by offering multilingual support and curated itineraries.

### Features:

- Booking functionality for a wide range of tours and activities.
- Travel itineraries and general tourist recommendations.
- Multilingual interface catering to diverse international users.
- Listings include general information on shopping, accommodations, and cruises.

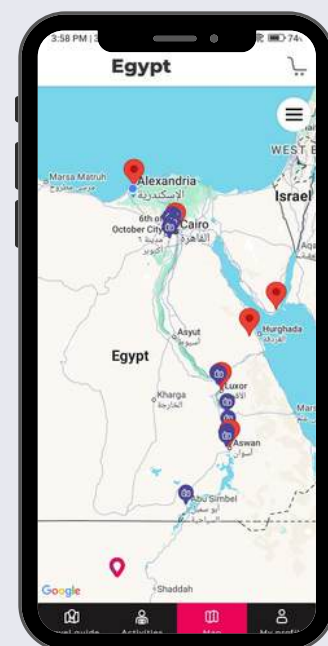
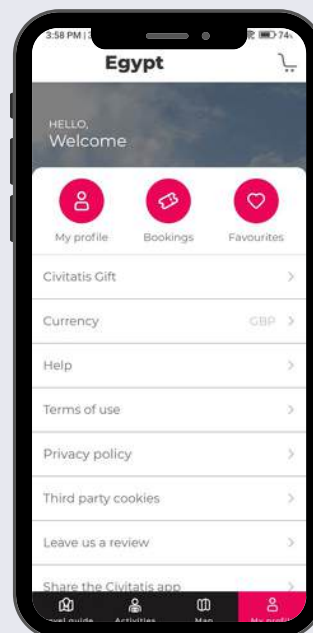


### Strengths:

- Well-established booking infrastructure enabling direct reservation of physical tours and experiences.
- Broad language support enhances accessibility for non-Arabic-speaking tourists.

### Limitations:

- Virtual tour capabilities are largely absent, limiting pre-arrival exploration or remote engagement.
- The user interface is dense and visually cluttered, particularly on the homepage, which may overwhelm users and hinder intuitive navigation.
- While the app offers 117 activities, they are presented without reference to specific locations or events, resulting in a lack of geographic or contextual anchoring.
- Content related to shopping, hotels, and cruises is largely descriptive and superficial, offering limited practical value and failing to reflect the depth or diversity of available options.
- The platform focuses heavily on transactional features, with less emphasis on user experience enrichment or smart personalization.



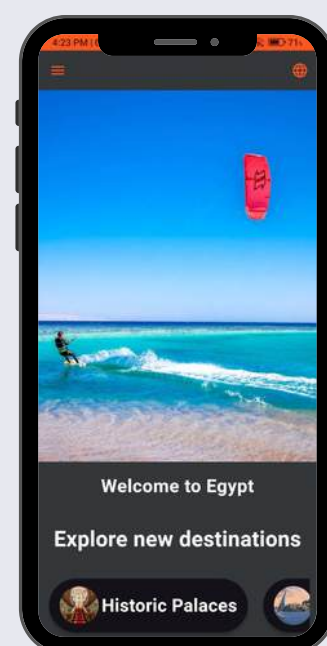
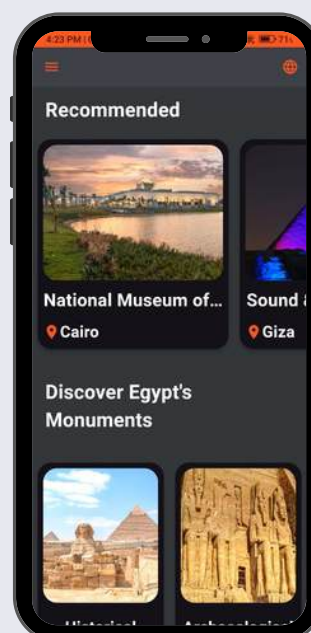
## 3.4 Visit Egypt

### Overview:

Visit Egypt is a mobile application designed to promote tourism by providing general travel information, destination highlights, and cultural insights. It targets users seeking introductory knowledge about Egypt's major cities and attractions.

### Features:

- Informational travel guides focused on key destinations, including Cairo, Luxor, and Aswan.
- Basic descriptions of tourist attractions, travel tips, and cultural context.
- Limited offline access to select content.
- Language support limited to Arabic and English.





### Strengths:

- Clean and straightforward user interface that facilitates easy content browsing.
- Provides descriptive guides for well-known tourist destinations.

### Limitations:

- Lacks dynamic or interactive functionality; no integration with Google Maps to show the geographic location of listed sites.
- Absence of virtual tour features or real-time content.
- Visual content is limited in quality and quantity, with poor photographic representation of attractions.
- The application is heavily text-based and lacks engagement-driven elements.
- Offers only a basic set of five generic recommendations, with no personalized or AI-driven suggestions.
- Despite featuring approximately 230 tourist locations, the presentation is minimal and lacks user ratings, reviews, or popularity indicators.
- Users have reported performance issues, including slow loading times.



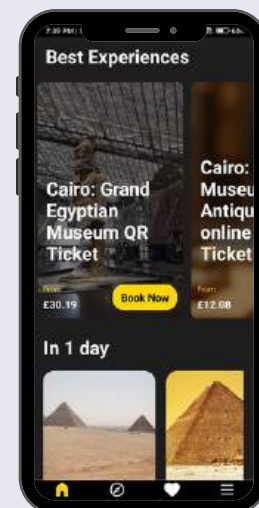
## 3.5 Cairo

### Overview:

Cairo is a city-specific mobile application dedicated to showcasing tourist attractions, dining options, and navigation tools within Egypt's capital. The app aims to support localized travel experiences by providing tailored content for users exploring Cairo.

### Features:

- Curated listings of key attractions, dining venues, and local events within Cairo.
- Integrated map functionality to assist with navigation and wayfinding.
- Basic recommendations related to food, entertainment, and cultural activities.
- Selected listings include pricing details for entry to certain attractions.



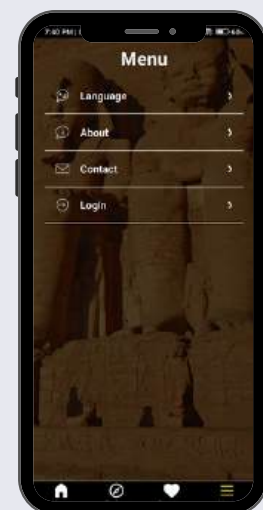
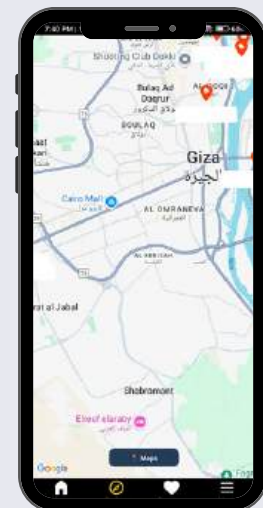
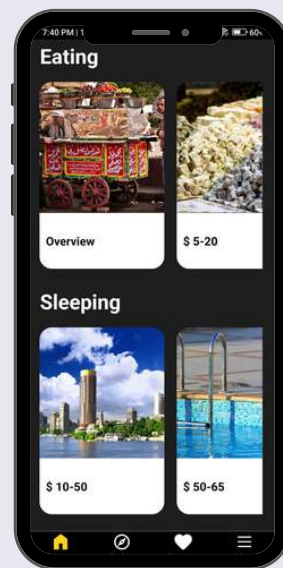


### Strengths:

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### Limitations:

- Lacks dynamic or interactive functionality; no integration with Google Maps to show the geographic location of listed sites.
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- Visual content is limited in quality and quantity, with poor photographic representation of attractions.
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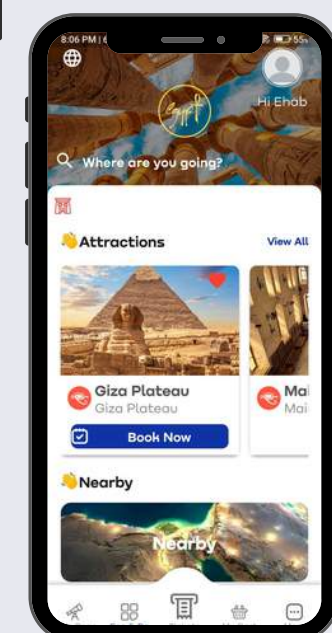
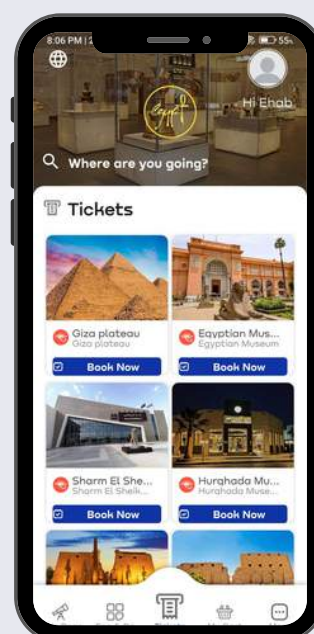
## 3.6 Egypt Experience

### Overview:

Egypt Experience is an emerging tourism application that aims to enhance visitor engagement through interactive digital experiences and innovative features. The app adopts an experimental approach to promoting Egypt's cultural and historical assets, integrating both traditional content and advanced personalization tools.

### Features:

- Interactive digital tours for selected historical and cultural sites.
- Booking functionality for various attractions, including detailed pricing information differentiated for Egyptian nationals and foreign tourists.
- Culinary showcase highlighting 38 popular Egyptian food items, aimed at familiarizing tourists with local cuisine.
- Coverage includes 92 tourist sites across Egypt, offering a balanced mix of cultural, historical, and culinary content.

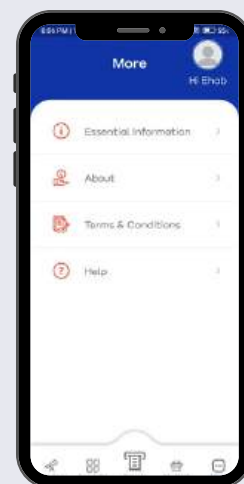
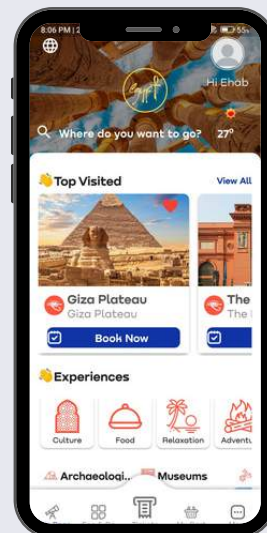


### Strengths:

- Distinctive and innovative feature set, incorporating experimental digital elements to enrich user engagement.
- Ability to browse and book attractions directly within the app, with transparent pricing for local and international visitors.
- Promotes Egyptian culinary culture by introducing users to the country’s most well-known traditional dishes.

### Limitations:

- The overall feature set remains limited compared to more established tourism applications.
- The user interface (UI) is still under development and lacks visual refinement, which may impact usability and perception.
- Geographic and experiential coverage, while growing, remains narrower than larger platforms with broader infrastructure and partnerships.



## 4. Key Features of the Egyptopia

### 1. User Preference Page & Cold Start Handling

The application will begin by presenting a preference selection page to users during their first interaction. This allows the system to capture their interests like preferred tourism types, categories, or cities. These inputs will be used to generate personalized recommendations using a Content-Based Recommendation System, which also helps address the cold start problem for new users with no prior activity.

### 2. Tourism Classification System

Tourism content within the app is categorized into five main types:

- Entertainment and Modern Attractions
- Natural Attractions
- Religious and Spiritual Attractions
- Medical Attractions
- Cultural and Historical Attractions

Each tourist place is further classified by category, city, and tourism type, allowing users to apply flexible filters when browsing or searching for destinations.

### 3. Personalized Recommendations for Low-Popularity Places

The recommendation engine will also surface less popular places that match the user's preferences. This strategy promotes hidden gems and encourages tourism diversity while maintaining alignment with individual interests.

#### **4. Sliders for Non-Personalized Recommendations**

For each tourism type, the app will display a slider-based recommendation section ranked by the Bayesian average score. These sections represent non-personalized default recommendations, which will dynamically adapt over time based on both explicit (e.g., likes, ratings) and implicit (e.g., clicks, time spent) user interactions.

#### **5. Activities with Price Range Filtering**

The app will offer a wide range of tourism-related activities. A price range slider will allow users to define their budget for activities, and they can also filter activities by type (e.g., outdoor, cultural, family, etc.).

#### **6. Static Events Across Egypt**

The platform will feature a curated collection of well-known static events that occur regularly across Egypt, such as the Sun Alignment Phenomenon at Abu Simbel Temple, along with other culturally and historically significant celebrations.

In addition to static events, new and upcoming events will be continuously added to the platform. These events may be submitted and managed either by the system administrators or by official tourism organizers and partners who maintain verified partnerships with the application. This ensures the event calendar remains up to date, dynamic, and relevant for both local and international tourists.

#### **7. Egyptian Cuisine Section**

The app will feature the most popular Egyptian food and drink items, categorized into: Appetizers & Side Dishes, Main Dishes, Desserts , Hot Drinks and Cold Drinks. Users can explore this content by type and learn more about traditional Egyptian cuisine.

#### **8. Nearby Places Feature**

When a user clicks on a specific place, the app will display all nearby locations at the bottom of the screen, following the full description of the selected place. This enhances the user's ability to plan a full itinerary around a central location.

#### **9. Budget-Based Program Generator (Budget Optimizer)**

Users can input their daily budget (e.g., 500 EGP), and the system will generate a custom plan for the day that fits within the specified amount. This budget-aware planning tool is based on the user's selected preferences and activity types.

#### **10. Notifications System**

Users will receive push notifications about upcoming events, discounts on activities, and personalized suggestions based on their interests and interaction history.



## 5.Egyptopia Goals

The primary objective of the application is to enhance the tourism experience in Egypt by:

- Promoting lesser-known destinations alongside popular sites
- Matching users with places aligned to their personal interests
- Providing diverse, accessible, and personalized content
- This approach aims to increase tourism engagement, encourage exploration beyond mainstream attractions, and support local tourism growth.

## 6.Comparison of Tourism Applications in Egypt

Feature	Egyptopia	Around Egypt	Explore Egypt	Civitatis Egypt	Visit Egypt	Cairo App	Egypt Experience
User Preference Page	✔	✘	✘	✘	✘	✘	✘
Tourism Types Classification	✔	✔	✔	✘	✔	✘	✔
Filter Options	✔	✔	✘	✘	✘	✘	✔
Nearby Places	✔	✘	✘	✘	✘	✘	✘
Low-Popularity Places	✔	✘	✘	✘	✘	✘	✘
Budget-Based Daily Planner	✔	✘	✘	✘	✘	✘	✘
Smart Recommendations	✔	✘	✘	✘	✘	✘	✔
Events	✔	✘	✘	✘	✘	✘	✘
Activities	✔	✘	✘	✔	✘	✘	✔
Food & Drink Section	✔	✘	✘	✔	✘	✔	✔
Map Integration	✔	✔	✔	✔	✘	✔	✔
Search Functionality	✔	✔	✘	✘	✘	✘	✔
User Ratings & Reviews Shown	✔	✔	✘	✔	✘	✘	✔
Push Notifications	✔	✘	✘	✘	✘	✘	✘
Total Places Covered	320	36	130 +	117	230	Cairo only	92

## 7.CONCLUSION

The comparative analysis of six existing tourism applications in Egypt—Around Egypt, Explore Egypt, Civitatis Egypt, Visit Egypt, Cairo App, and Egypt Experience—revealed several functional gaps and usability limitations that our proposed application directly addresses.

While current applications offer a variety of features such as basic attraction listings, cultural guides, and booking systems, they often suffer from major drawbacks including lack of personalization, limited interactivity, absence of intelligent recommendations, and restricted filtering or search capabilities. Additionally, coverage is often either too narrow geographically or overly descriptive without actionable content, with minimal integration of user feedback or adaptive design.

In contrast, our proposed application introduces a user-centric and intelligent tourism platform designed to meet the evolving expectations of modern travelers. **Key differentiators include:**

- A personalized recommendation engine based on user preferences and behavior (Content-Based System).
- A balance between popular and lesser-known destinations, promoting tourism diversity.
- Advanced filtering and search functionalities, including categories, tourism types, cities, activities, and price range.
- Inclusion of dynamic content such as events, activities, and popular local cuisine.
- A budget-based daily planner, allowing users to generate travel plans based on financial constraints.
- Continuous updates to event listings by admins and partner organizations, ensuring relevance.
- A modern UI/UX, multilingual support, and real-time user interaction tracking for adaptive recommendations.

Overall, this application aims not only to improve the tourist experience in Egypt, but also to support the broader goal of boosting local tourism visibility and engagement through technology-driven solutions and data-informed personalization.





Egyptopia: After Development Phase

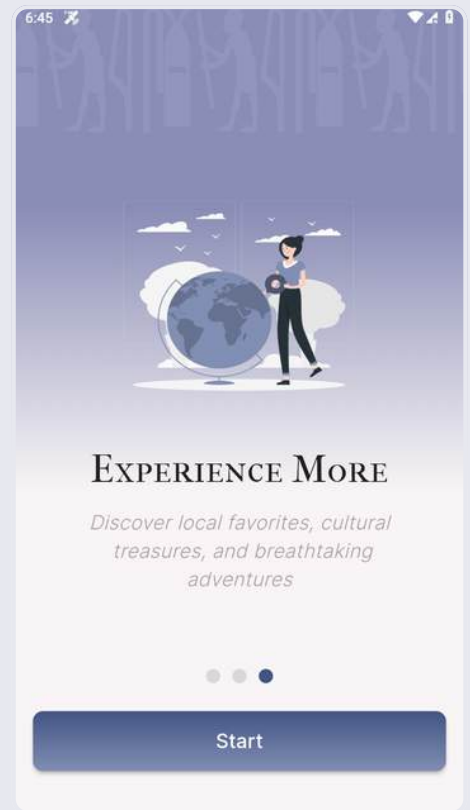
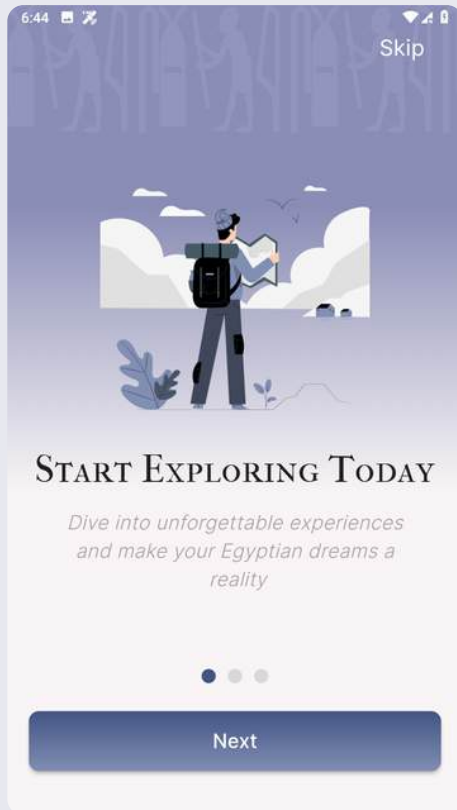
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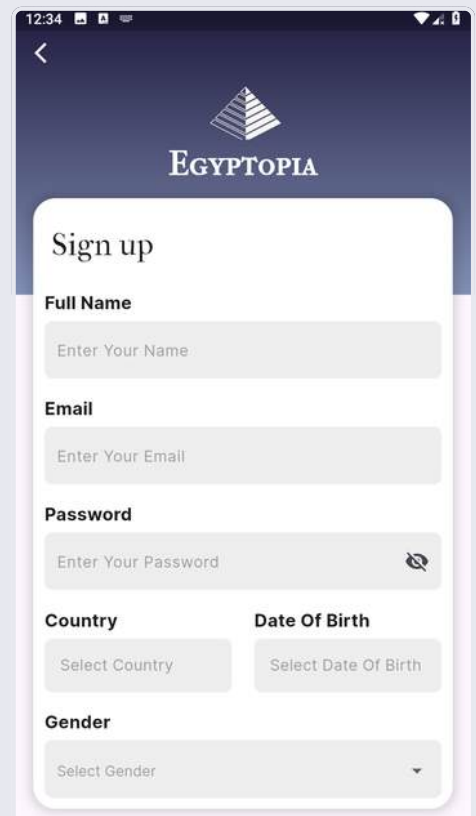
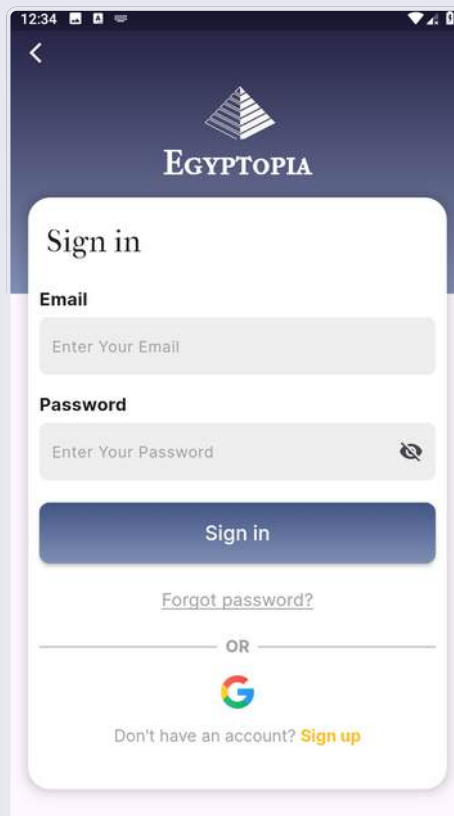
## UI Layer (Screens & Widgets)

The Egyptopia app comprises the following key screens, designed to provide an intuitive user experience:

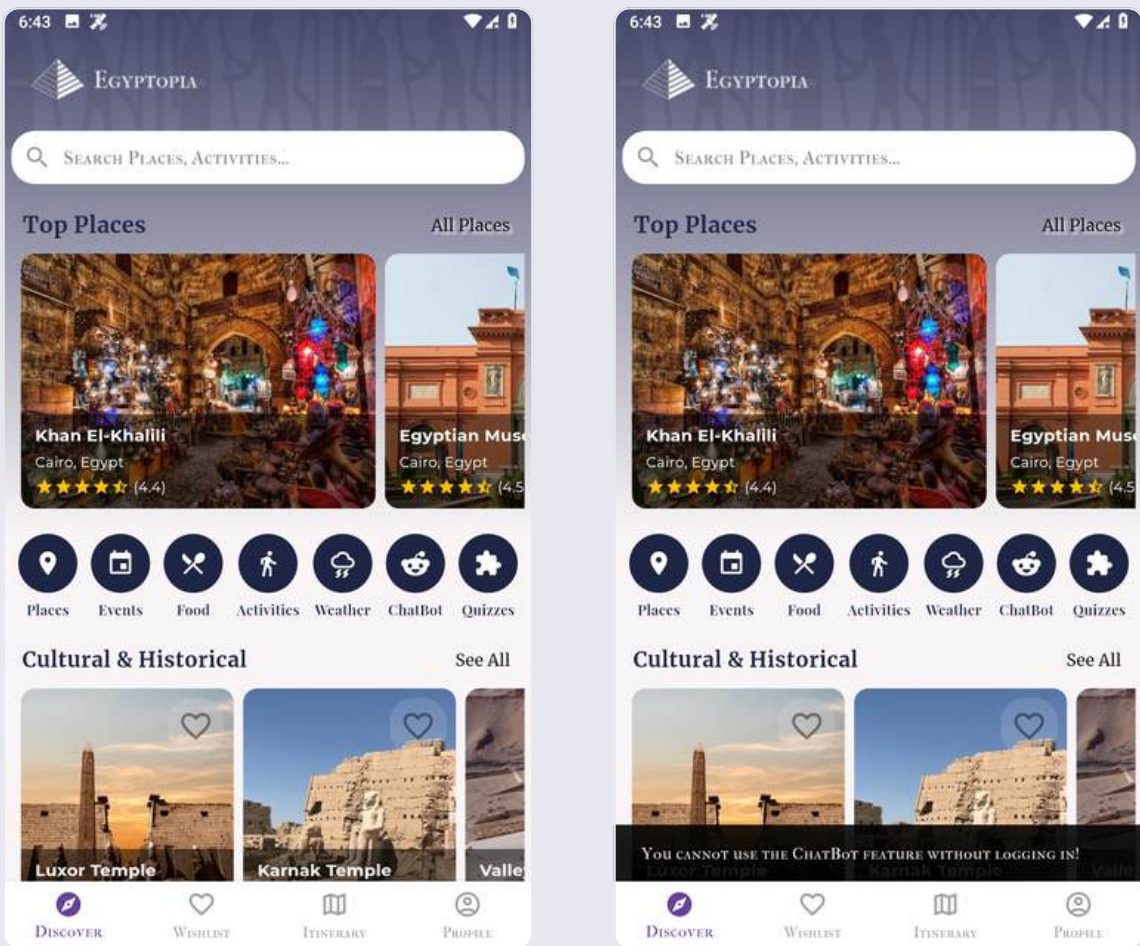
- **Welcome Screen:** Introduces the app's purpose and features upon launch.
- **Onboarding Slides:** Interactive tutorial guiding users through the app's key functionalities.



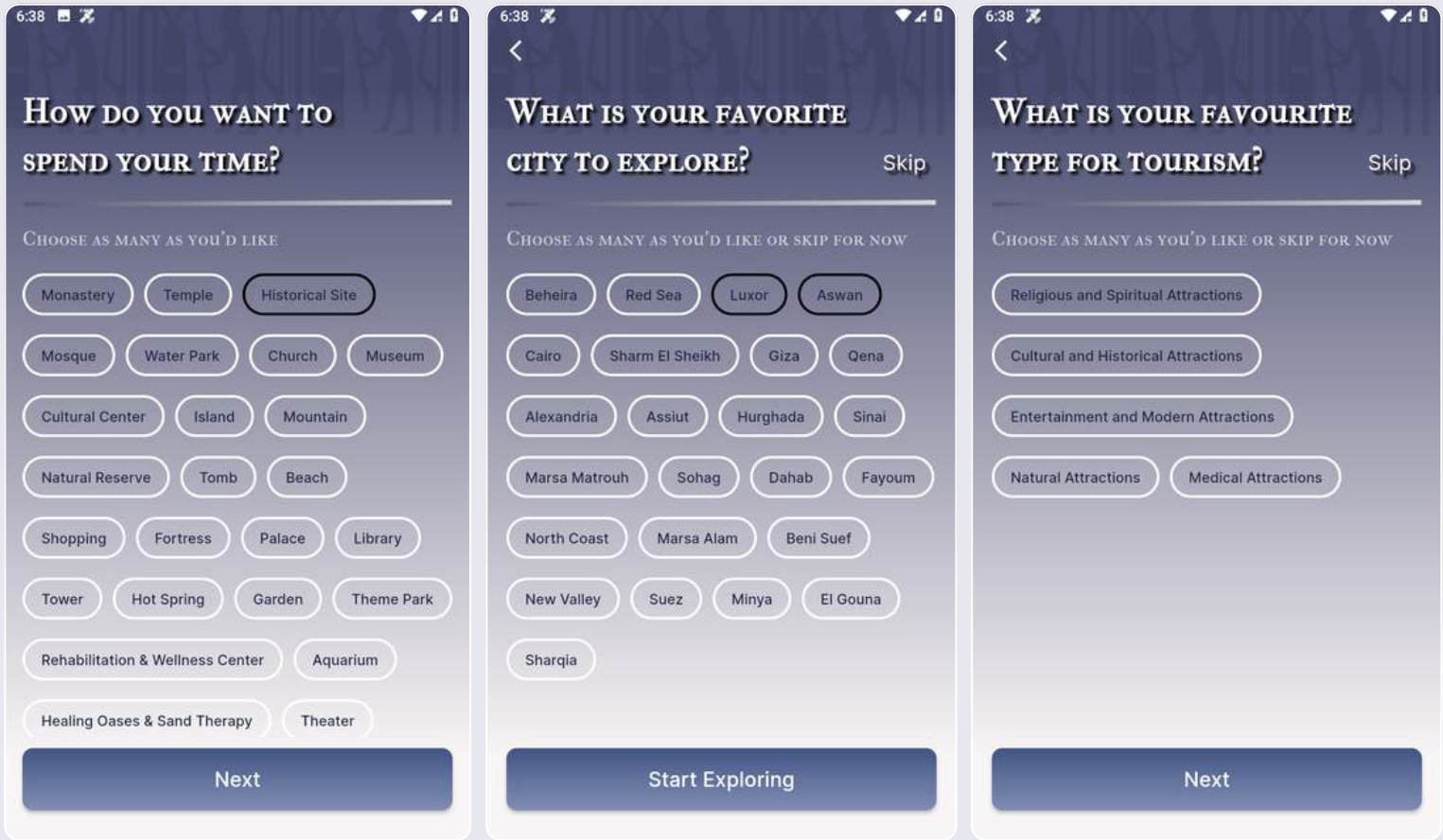
- **Sign In / Sign Up Screen:** Allows users to authenticate via Google Sign-In, register, or continue as a guest.



- Guest Home Page: A limited-access landing page for guest users, offering exploration features.

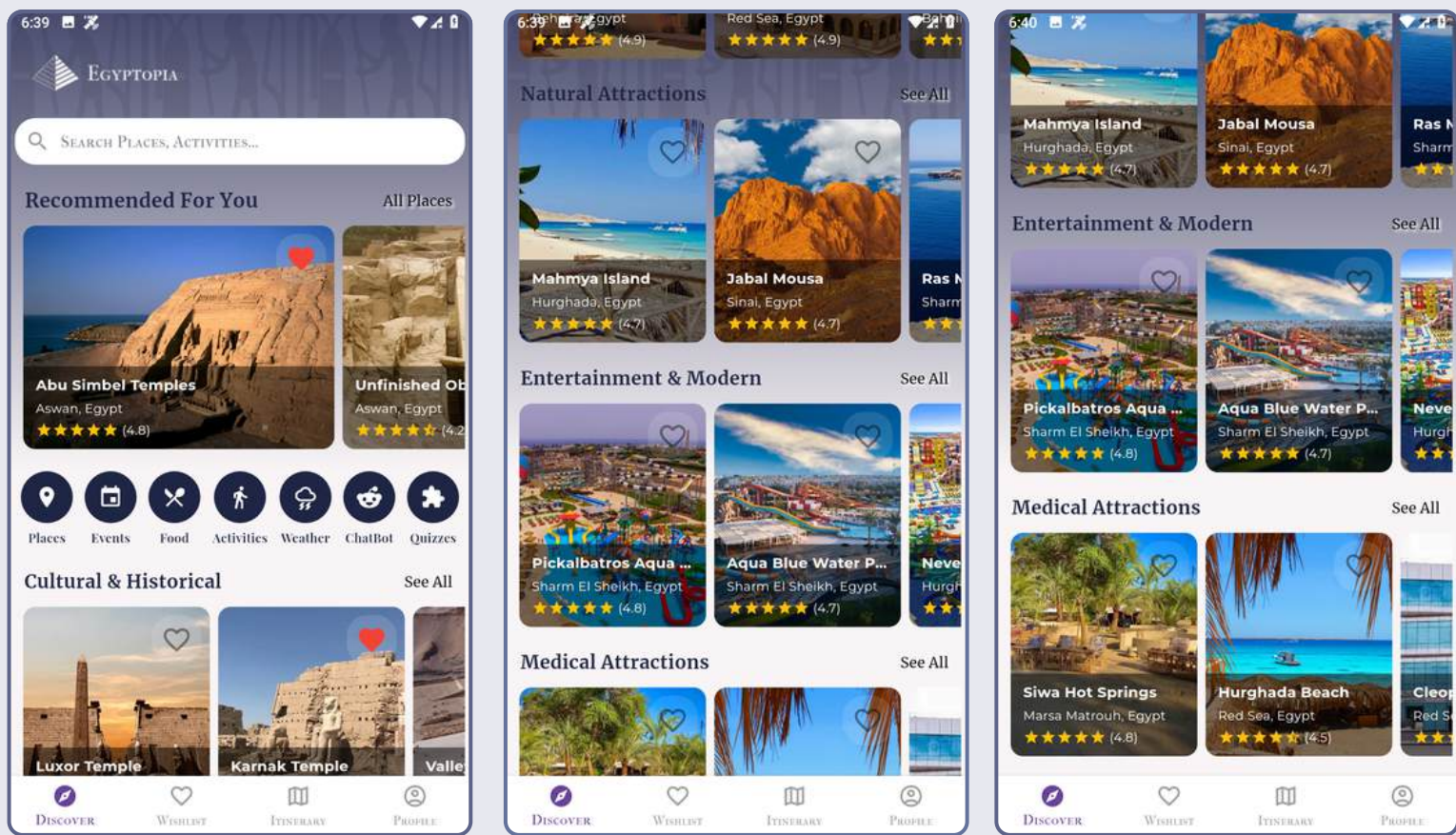


- User Preferences Screen: Enables users to set travel preferences after authentication.

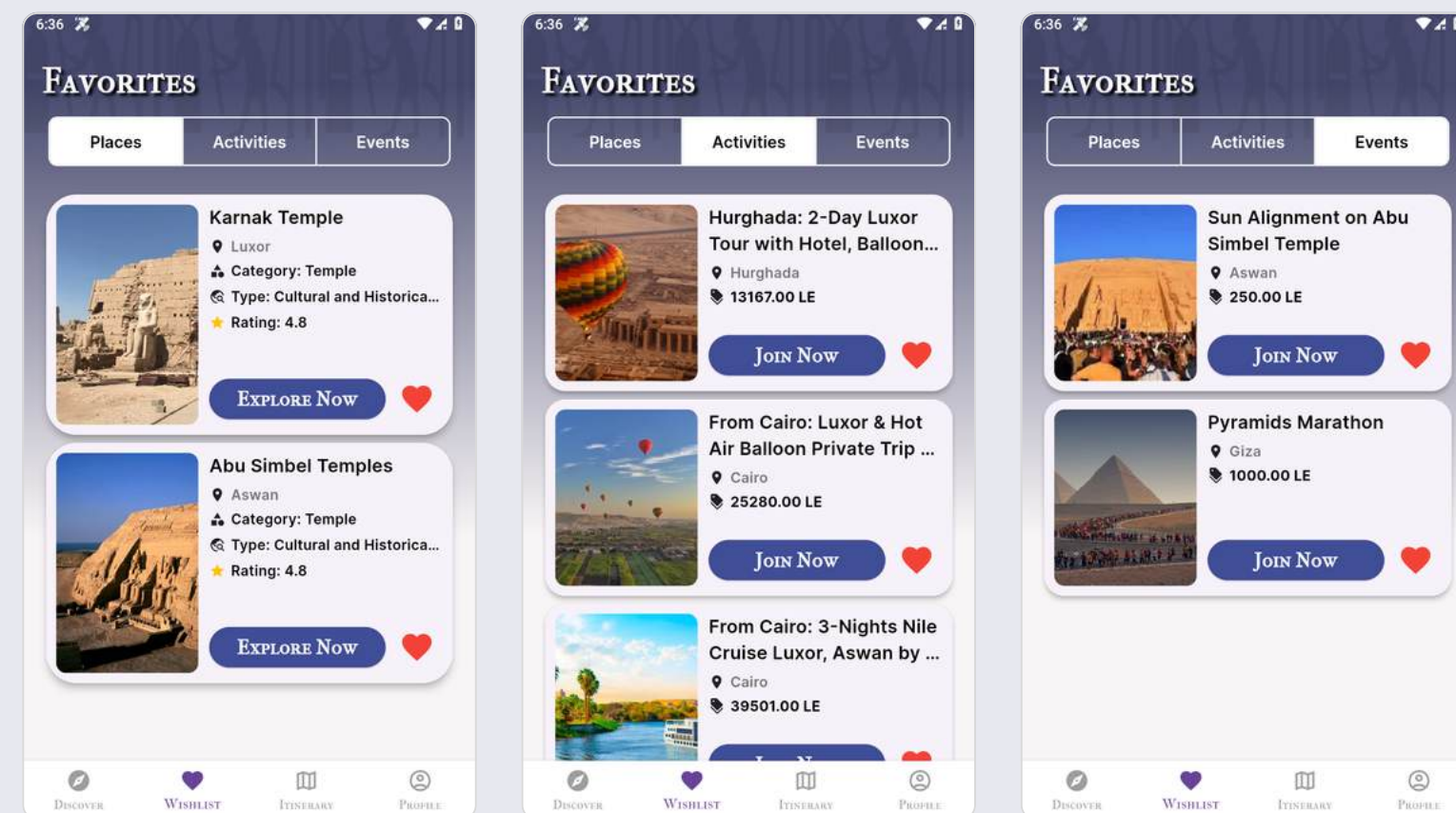




- Home Page: Centralized hub for registered users with tabs for navigation.



- Wishlist Screen: Shows saved places and events, accessible offline via Hive.





- Itinerary Screen: Allows users to create and manage travel plans.

6:28

PLAN YOUR TRIP

Days

3 days

Budget

Medium

Popularity

High

Travel With

Solo

Tourism Types (choose up to 2):

☒ Entertainment and modern attractions

☒ Cultural and historical attractions

☐ Natural attractions

☐ Religious and spiritual attractions

NEXT

6:28

PICK UP TO 10 CATEGORIES:

☒ LIBRARY

☒ MUSEUM

THEATER

GARDEN

FORTRESS

MOSQUE

☒ TOWER

☒ PALACE

☒ TOMB

SHOPPING

ZOO

SYNAGOGUE

HISTORICAL SITE

TEMPLE

AQUARIUM

CHURCH

CREATE ITINERARY

New

EXPLORE THE CAPTIVATING HISTORY AND BEAUTY OF ALEXANDRIA WITH THIS 3-DAY ITINERARY, UNCOVERING ANCIENT WONDERS AND MODERN MARVELS.

Day 1

Library



Bibliotheca Alexandrina

Cultural and Historical Attractions

Alexandria

4.6 (8507)

Museum



Alexandria National Museum

- Explore Section Screen: Enables browsing of places, events, and activities.

6:37


SEARCH PLACES, EVENTS, ACTIVITIES...

START TYPING TO SEARCH...

6:37

sun

Places




Sun City Mall

Cairo • Shopping

4.1


Events



Sun Alignment on Abu Simbel Tem...

Aswan • Exhibition • Price: 250.00 LE


Activities



Giza Sunrise Pyramid Guided Tou...

Giza • Safari • Price: 1023.00 LE


4.8



Hurghada: Sunset Quad Bike, Ca...

Hurghada • Safari • Price: 511.00 LE

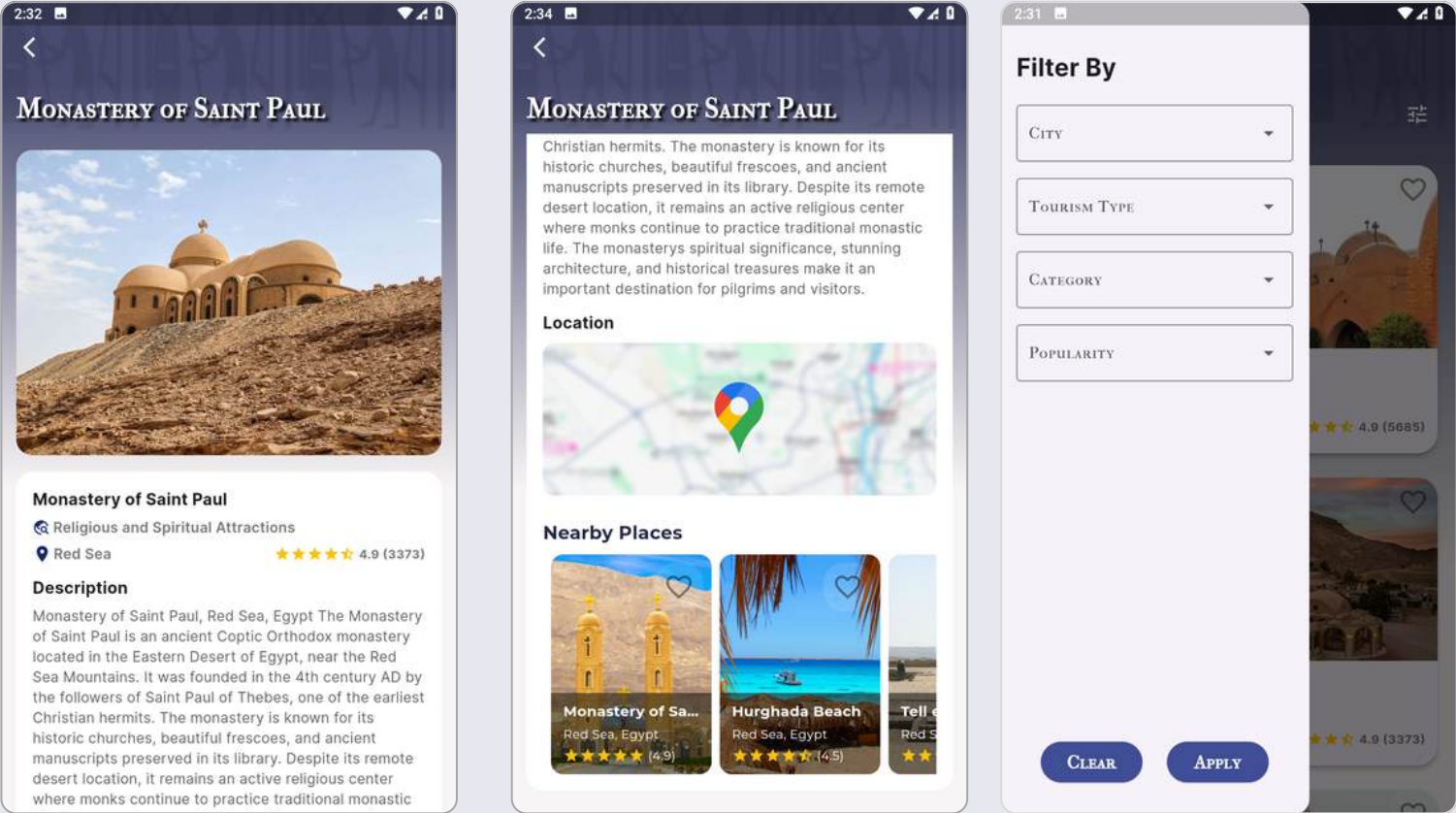
4.4



Sharm ElSheikh: ATV Quad & Bug...

Page |16

- Place Details Screen: Shows detailed information about a place, integrating Google Maps



- Event Details Screen: Displays event details with booking options

