



Project Presentation

Draya

A c a d e m y

Prepared by :
Innovative Minds Group

Amira Emad
Manar Hekal
Sarah Mohsen

درaya

Youmna Mahmoud
Nehal Sakr
Mohamed Ashraf

TABLE OF CONTENTS



↗ Design Elements & Tasks Assignments	3-4
↗ DRAYA Project Gantt Chart	5
↗ Tools Used & Inspiration Platforms	6
↗ Problem and Solution Analysis	7
↗ How Draya Help & Our Competitors	8-9
↗ Our unique Point & Target Audience	10-11
↗ Survey & Buyer Personas	12-15
↗ Visual Style & Color Palette	16-17
↗ Logo Challenge & Analysis	18-19
↗ Some of our work	20-24

OUR DESIGN ELEMNTS



COMPANY PROFILE

VISUAL IDENTITY

- ↗ Logo
- ↗ ID Cards
- ↗ Jacket Folder
- ↗ Block-note
- ↗ Identity Package
- ↗ Envelope
- ↗ Letter Head
- ↗ Promotional Calendar

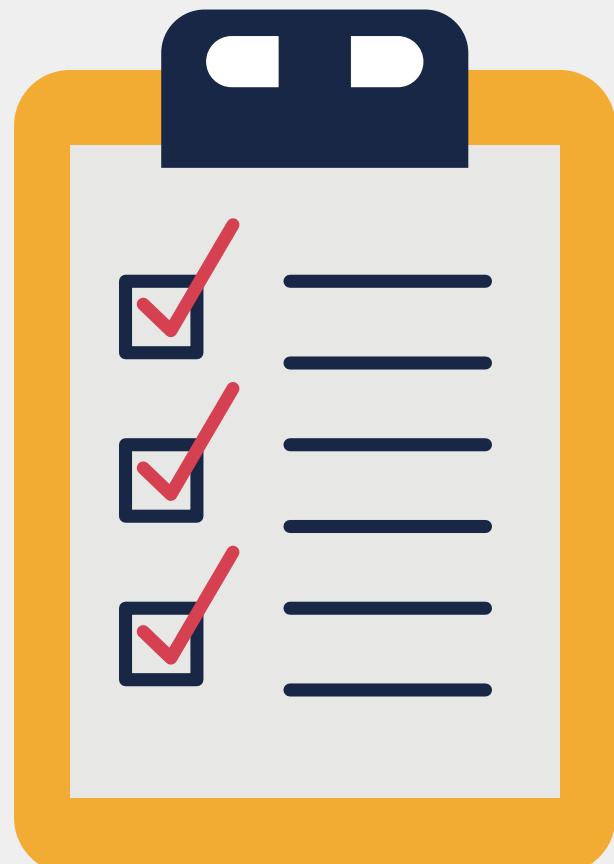
SOCIAL MEDIA CAMPAIGN

- ↗ Instagram Posts
- ↗ Facebook Posts
- ↗ Profile Picture
- ↗ Linked In Cover
- ↗ Website Interface
- ↗ Ramadan Calendar
- ↗ Mobile App Interface
- ↗ Vector Infographics

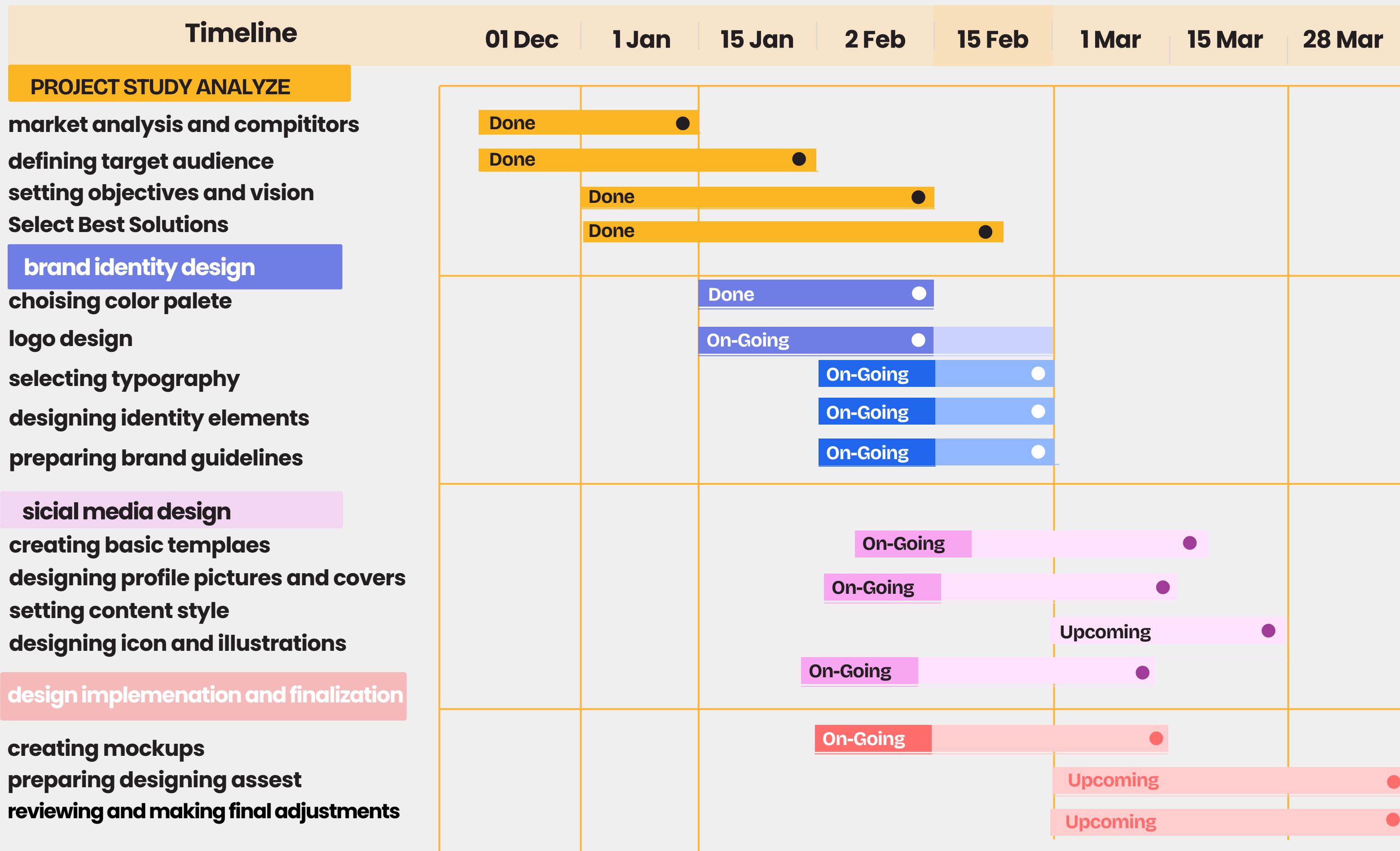


TEAM TASKS ASSIGNMENTS

Name	Tasks
Amira Emad	Company Profile + Printable Designs
Manar Hekal	Social Media Designs + persona
Sarah Mohsen	Company Profile + Printable Designs
Youmna Mahmoud	Social Media Designs
Nehal Sakr	Printable Designs
Mohamed Ashraf	Social Media Designs

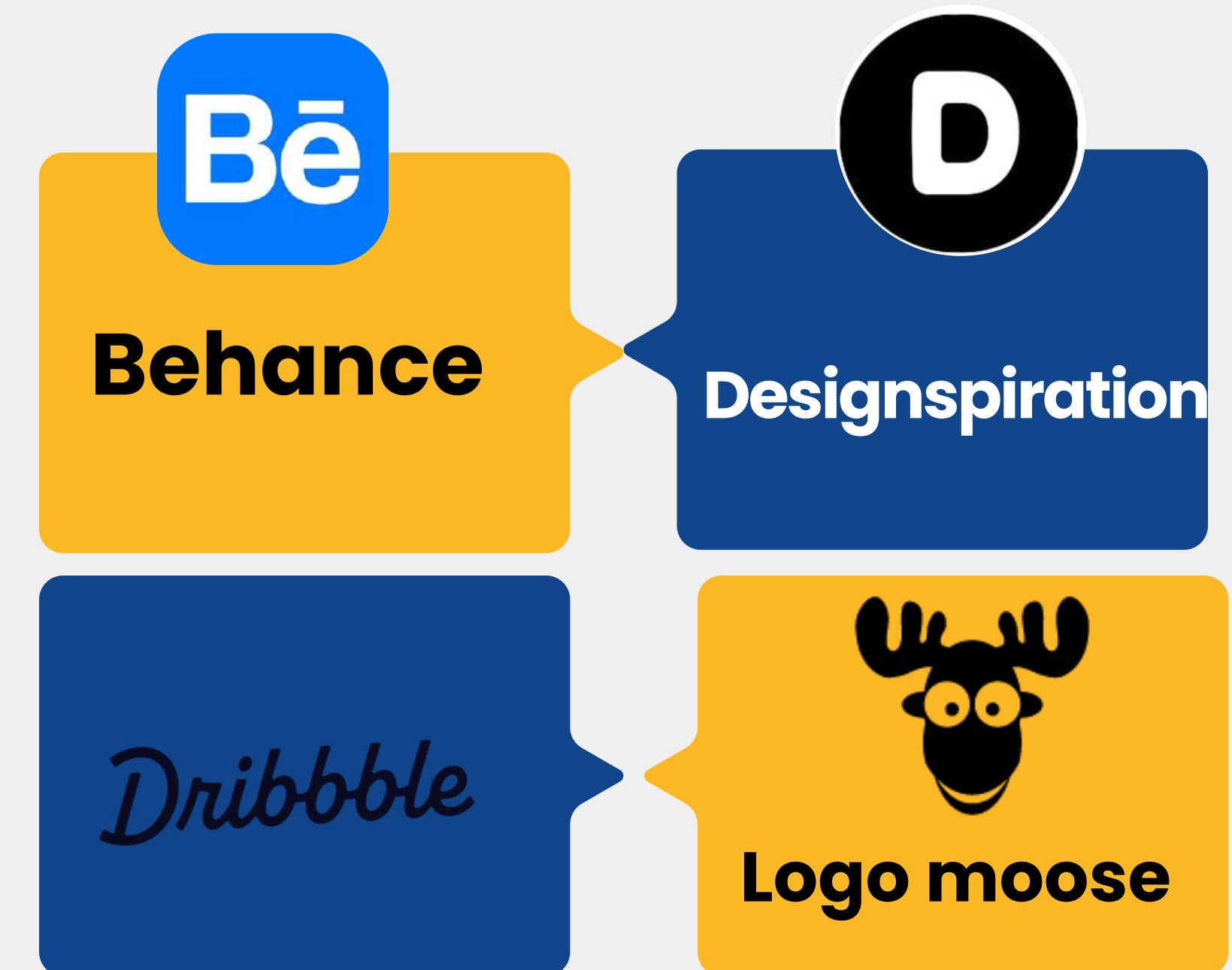


DRAYA Project Gantt Chart





→ **The Main Tools Used**



→ **Inspiration Platforms**

Problem and Solution Analysis



Society Challenge

children with learning difficulties and disorders struggle because there aren't enough places to help them grow their skills and feel confident. They need fun, and creative ways to learn
Parents have trouble finding one place where all their children, whether they learn differently or not, can learn and enjoy themselves together.



Our Responsibility

We felt it was our duty to make our community better, so we decided to build a safe place for all children, where their unique needs are met.



Our Solution

We built "Draya" to fix this problem. "Draya" is a fun and helpful learning place for every child and give extra help to children with difficulties, so they can improve their skills.



Who Draya is

The first educational place for all children where they can find what they need, learn all basic skills like drawing, music, and coding, it has both online and in-person learning, so children can learn in the ways that work best for them.

How Draya Helps

With 'Draya', we believe all children can learn and grow. We want to give them the best place to do that. We want to build a future where all children have the chance to succeed.

Offering Fun Learning

We use games and projects to make learning enjoyable.

Supporting Children with Learning Difficulties

We have special programs to help them improve their skills and gain confidence.

Teaching Important Skills

We focus on coding, language, and basic skills that children need.



Using Modern Technology

We use the latest tools, like virtual reality, to make learning exciting.

Creating an Inclusive Space

We bring all children together, so they can learn from each other.

Supporting Parents

We give parents the help they need to understand and support their children.



→ our competitors

Khan Academy

- Focus: Early childhood education (math, reading, writing, social-emotional skills).
- Mode: Primarily an app-based platform (online).
- Competitive Edge: Free, award-winning educational content for young learners, backed by the Khan Academy brand.

i school

an Egyptian EdTech platform teaching kids (6-18) coding and tech skills through live online courses. Topics include AI, game & app development, web development, and Python. It offers hands-on learning in small groups, with no prior experience needed. iSchool is expanding globally, securing \$4.5M for growth.



تعزيز أونلاين (Tazeez Online)

Focus: Providing remote sessions for children with learning difficulties and speech disorders.

Mode: Online.

Competitive Edge: Offers personalized therapy and learning support remotely.



Our Unique Point

what makes us
unique ?

Draya
Academy



- Unlike other platforms that focus solely on either coding or learning support, we integrate both, offering a well-rounded educational experience.
- We offer both online and offline programs, providing flexibility for students and parents to choose the best learning environment.



Target Audience and needs



children

- ➔ Prefer project-based learning and self-exploration.
- ➔ They love games and challenges that make them think, and thrive on competitions and simulations.
- ➔ They need fun, interactive introductions to coding, robotics, AI, and space.
- ➔ They want advanced STEM challenges like programming and AI.



parents

- ➔ Parents desire a secure and welcoming learning space, online and in person, for all children, especially those with learning challenges.
- ➔ They want equal opportunities for growth.
- ➔ They seek a blend of fun and learning, ensuring children develop vital skills for the future.
- ➔ They want a supportive, engaging environment that fosters growth for every child.



Children with Learning Difficulties

- ➔ These learners need a safe, personalized space to learn comfortably.
- ➔ They benefit from adaptive tools and multi-sensory learning.
- ➔ They thrive with encouragement and achievable goals, building confidence.
- ➔ They deserve equal access to coding, AI, and robotics in a fun, inclusive environment that values their abilities.

ADAM SURVEY

Name:	adam ahmed omar	Address:	cairo
Age:	9	Place:	nasr city
Phone:	0123456987	Date:	12/02/2025
E-mail:	adam@gmail.com		

QUESTIONS	Rating	Excellent	Good	Neutral	Bad	Very bad
I enjoy learning through games and interactive activities.			/			
I would love to try coding and building robots.				/		
prefer learning with videos, animations, and colorful visuals.			/			
I like solving challenges and thinking like a scientist.		/				
I feel more excited when I earn rewards for learning.			/			
I would love a place where I can meet and learn with other kids.					/	
I want hands-on activities where I can build, create, and experiment						/
I enjoy both online and offline activities.			/			

persona 1



Amina mohamed

Age: 33

Education: Bachelor of Engineering

Hometown: cairo

Family: Married with two children

Occupation: Civil Engineer

"I wish I could find a place where my son with learning difficulties can learn alongside his brother without feeling different."

"If there's an online and offline system, that would be perfect when I can't physically take them myself."

Goals

- An inclusive educational setting that can accommodate both children together, allowing them to interact and connect naturally.
- A flexible system combining online and offline learning to fit her busy work schedule.
- Specialized educational programs tailored to each child's individual needs

Frustrations

- Concerns about her son with learning difficulties feeling isolated and struggling to socially integrate.
- Difficulty finding suitable educational resources for both children in one place.
- Inability to always accompany her children to activities outside the home due to her job demands.

After several months of searching for suitable educational solutions for her children, she decided to take a chance and try something new. She was constantly worried about her older son, who struggled with Dyslexia. She enrolled her children in **DRAYA** and closely observed the changes, her older son gaining more confidence and talking excitedly about his new friends who understood him. Her younger son, on the other hand, thoroughly enjoyed the coding and AI courses and participated in hands-on projects that made him feel advanced among his peers. Amina realized she had made the right decision. **DRAYA** wasn't just a place for learning it had become their second home—a space where the children could be themselves and support one another



persona 2



laila Helal

Age: 10

Education: Grade 5 at language school

Hometown: Alexandria

Family: one brother, two sister

Occupation: student

"I want to learn something new every day!"

"Why don't we study more exciting things at school? Like how space works or how to build a robot?"

"I want to become an astronaut when I grow up, and I want to learn everything about planets, the solar system, and stars."

Goals

- Innovative courses on programming and artificial intelligence suitable for her age level.
- Programs focused on exploring space and astronomy to satisfy her great passion for this field.
- An educational environment that encourages creativity and critical thinking.

Frustrations

- The need for new and exciting educational challenges that match her intelligence level.
- Searching for ways to inspire herself and develop her talent.
- Difficulty finding fun and reliable educational resources about space and astronomy that suit her age.

laila spent most of her days exploring new ideas and playing video games, but she felt bored with the same routine. One day, while talking to her friends at school, they began discussing DRAYA they had heard about. Laila immediately felt curious. The idea of a place where she could learn exciting new things like space exploration or game design was something she had never considered before she decided to download the DRAYA app to see what it offered. As she browsed through the app Seeing pictures and videos of kids building robots and exploring space she realized this was the perfect place to pursue her passions and discover new talents. laila became part of the club, where she began learning something new every day and interacting with other children



"How can I help my child overcome these difficulties?"

"I'm worried about his future if things don't improve."

"I wish there was an educational setting that truly understands his special needs."

persona 3



Adel Omar

Age: 41

Education: Bachelor of medicine

Hometown: Giza

Family: Married with one son

Occupation: Doctor

Goals

- Specialized educational programs to meet his child's academic and psychological needs.
- Psychological and counseling support to improve his child's self-confidence and ability to interact with others.
- A safe and inclusive educational environment where his child feels accepted and not different.
- Social activities designed to enhance communication skills and help overcome introversion.

Frustrations

- Difficulty finding educational programs that focus on both academic and psychological aspects.
- Concerns about his child's inability to build social relationships due to shyness and fear.
- Feeling inadequate as a father because he cannot fully support his child
- Child's Resistance to Change:
 - His child may be fearful or reluctant to join a new environment due to his introverted and anxious nature.

Adel was deeply concerned about his child, who struggled with learning difficulties, fear, and low self-confidence. He often avoided social interactions and spent most of his time alone. One day, while searching online for new educational solutions, Adel discovered DRAYA, which offered inclusive programs for children with special needs. Seeing the encouraging environment where children played, created, and learned together in fun, non-traditional ways, he decided to visit DRAYA. The qualified trainers were supportive and patiently answered all his questions. Convinced that this was the right place for his child, Adel enrolled him. Over time, his son began to transform—gaining confidence, making friends, and enjoying activities he once feared.



children

Colors: Bright, energetic tones (blue, yellow, green, red) to spark curiosity and excitement.

Typography: Rounded, friendly fonts that feel fun and easy to read.

Graphics: Colorful cartoon-style illustrations, cute mascots, and interactive 3D elements.

Imagery: Robots, space adventures, AI characters, and futuristic themes to inspire creativity

parents

Colors: Soft, professional, and calming tones (teal, navy blue, warm neutrals) for credibility.

Typography: Clean, modern, and elegant fonts that enhance readability.

Graphics: Minimalistic icons, structured infographics, and clear dashboards for easy navigation.

Imagery: Happy children learning, family interactions, and success-driven visuals to reassure parents.

Children with Learning Difficulties

Colors: Soothing, non-overwhelming shades (pastel blues, greens, purples) for a stress-free experience.

Typography: Simple, dyslexia-friendly fonts that improve readability.

Graphics: Clear icons, visual guides, and step-by-step animations to aid comprehension.

Imagery: Inclusive visuals representing diverse children, fostering a sense of belonging and support.





color palette



Why These Colors?



We chose this palette to blend trust, optimism, and growth.

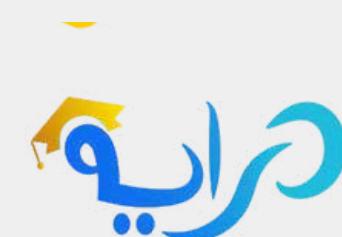
- Blue (#1D459D) signals reliability,
- yellow (#FDBA25) brings energy and positivity,
- green (#218C55) represents vitality and continuous development. By
- pairing them with white (#FFFFFF) and black (#000000)
- we balance a fun, welcoming feel for children with a professional, credible tone for parents and educators. Our message is that “Daraya” provides a safe, inclusive space where every child can learn and flourish.





Logo Challenge

→ It was tricky to design a logo that shows all children can learn and grow. It had to be easy to understand and fun, so every child feels included, **so we will share some of our attempts:**



LOGO CHALLENGE





SOME OF OUR WORK





Logo Analysis

→ We chose the closest logo to our needs and values, here its analysis:

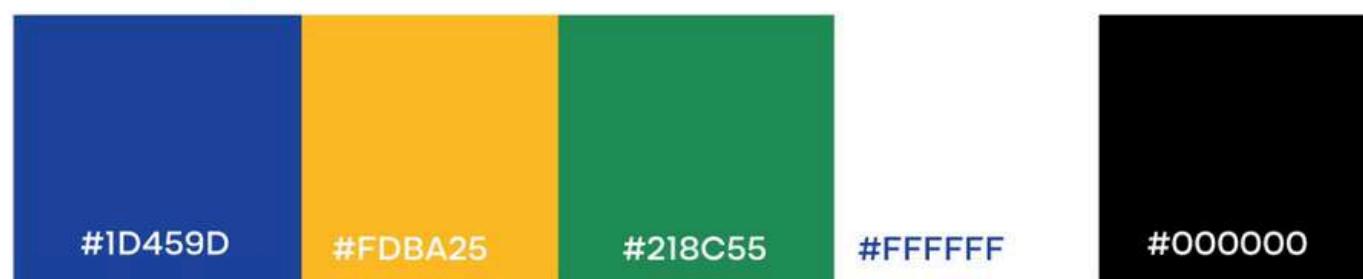
primary logo



secondary logo



color palette



logo concept

book + child + star



Typography

Arabic HeadLines

Emirates Medium

أب ت ث ج ح خ د ر ز س ش
ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
0123456789

Aa

English HeadLines

Arabic Poetry Medium

a b c d e f g h i j k l m
n o p q r s t u v w x y z
0123456789

Aa





SOME OF OUR WORK

→ **Print**
Design

→ **Business Card**
Design

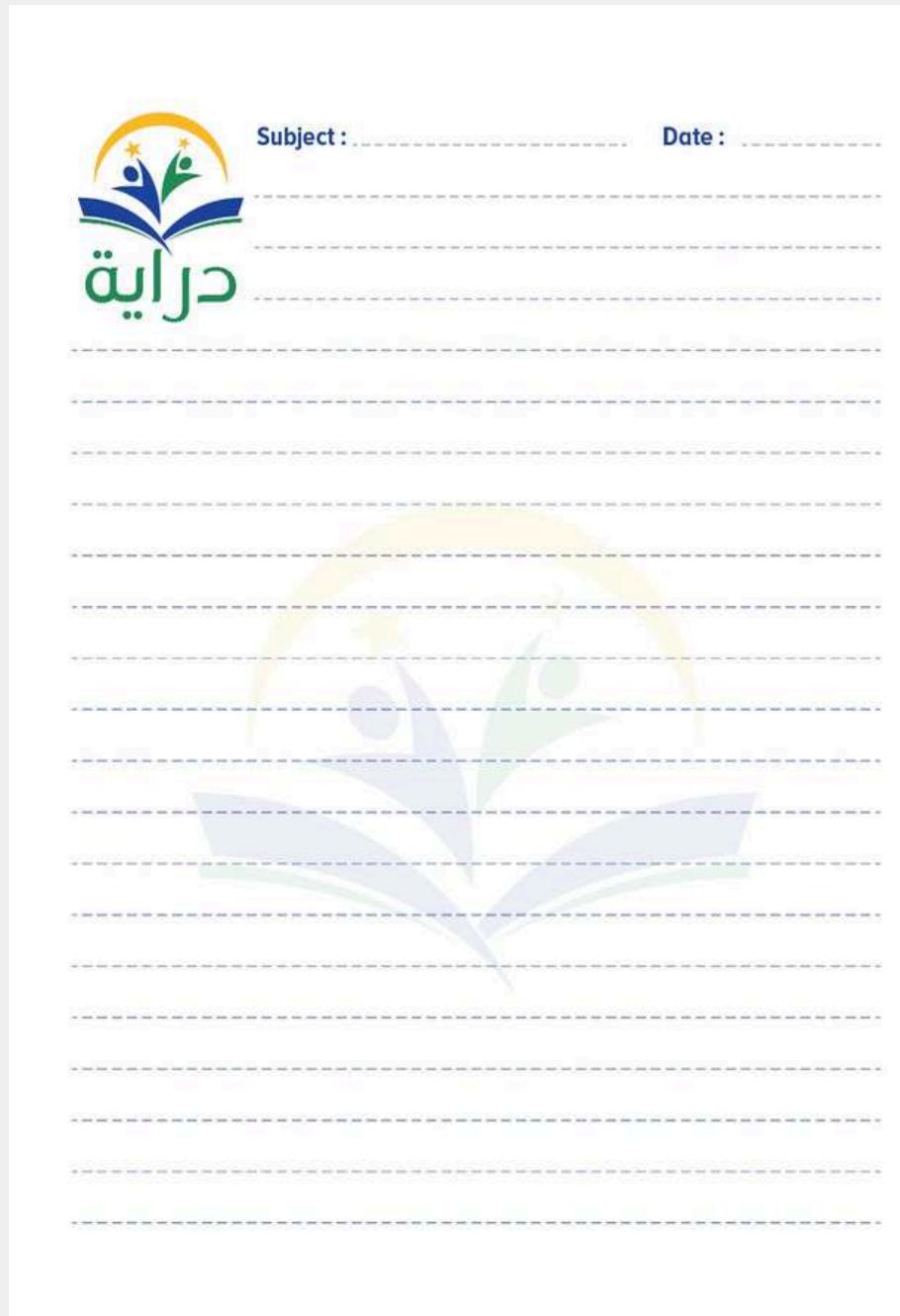
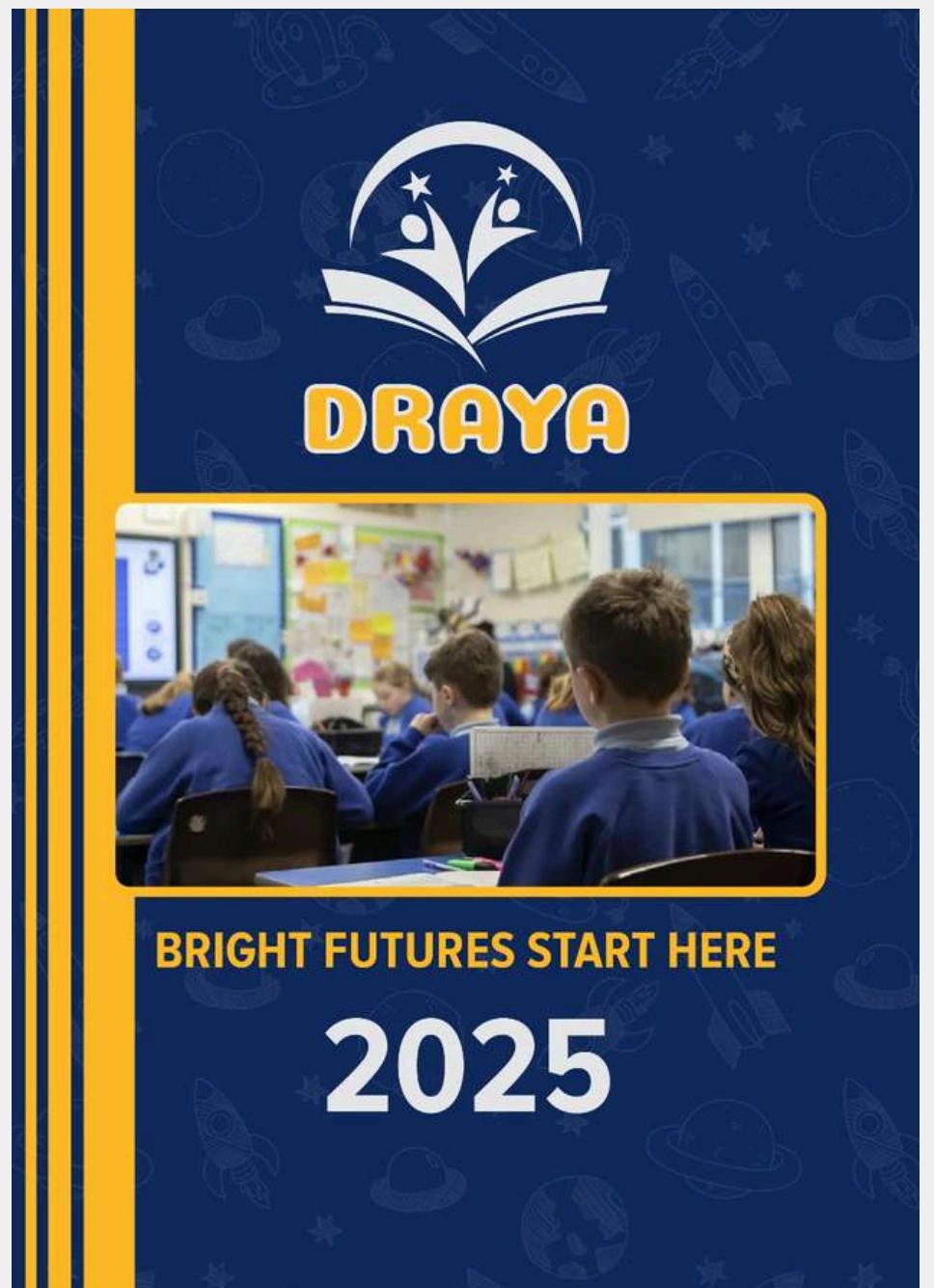


→ **Booth Mockup**



Print Designs

→ Blocknote Design





Certificate

D e s i g n





Certificate

D e s i g n



Print Designs

→ **Jacket Folder** Design



→ **Jacket Folder** Design



Print Designs

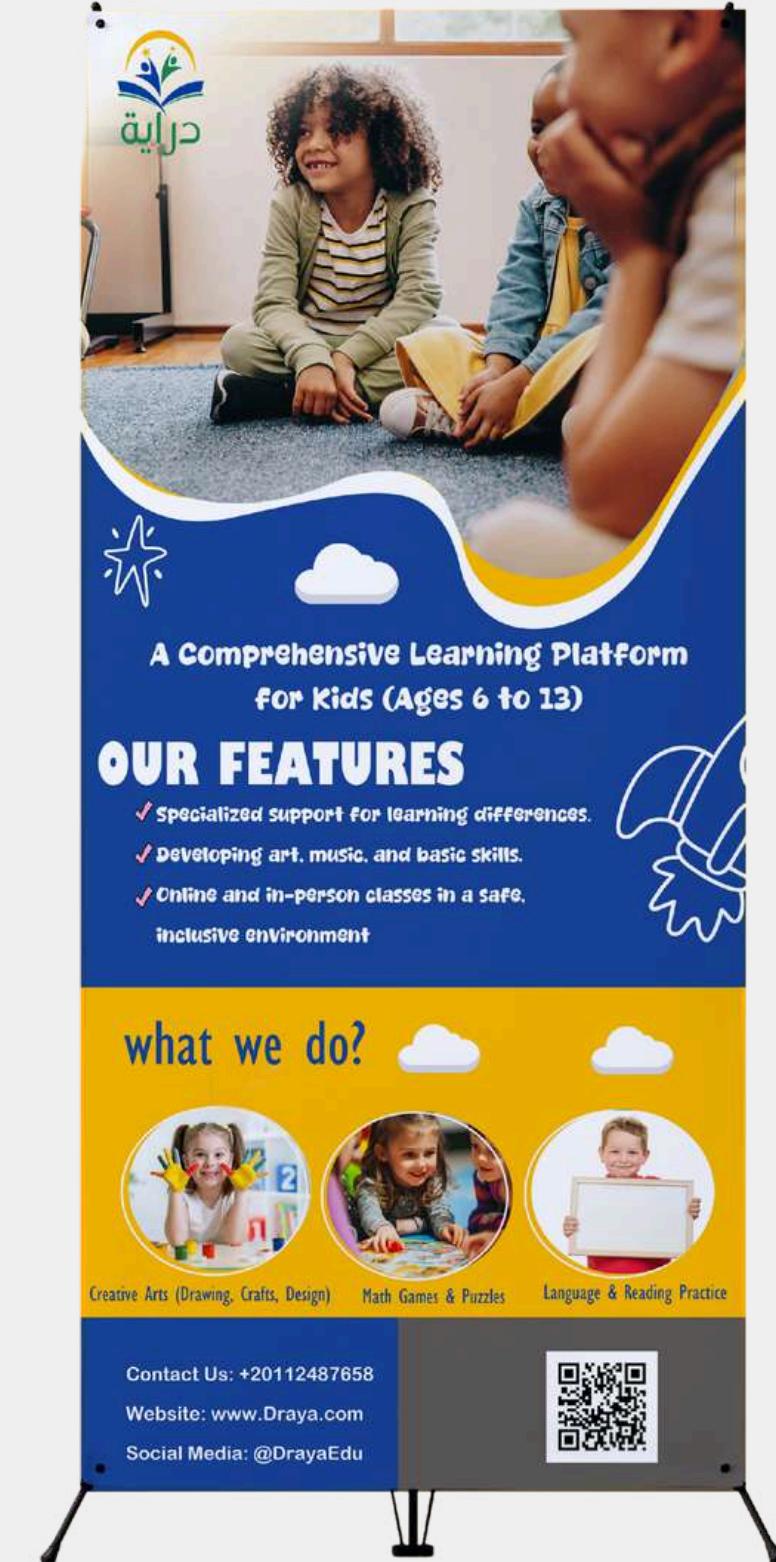


Billboard Design



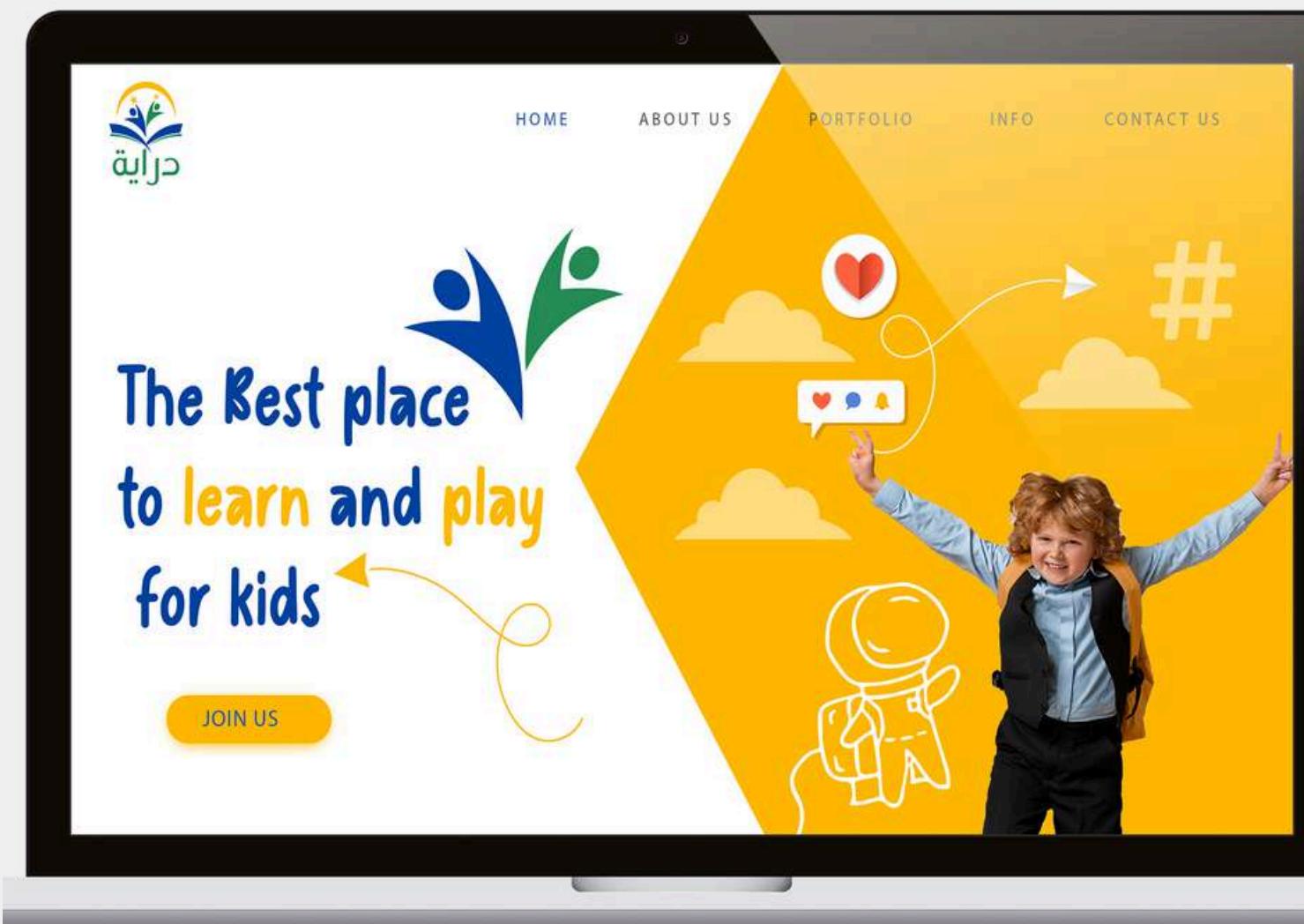


→ Roll Up Designs





Social Media Design



Social Media Designs

→ Website Interface

D e s i g n



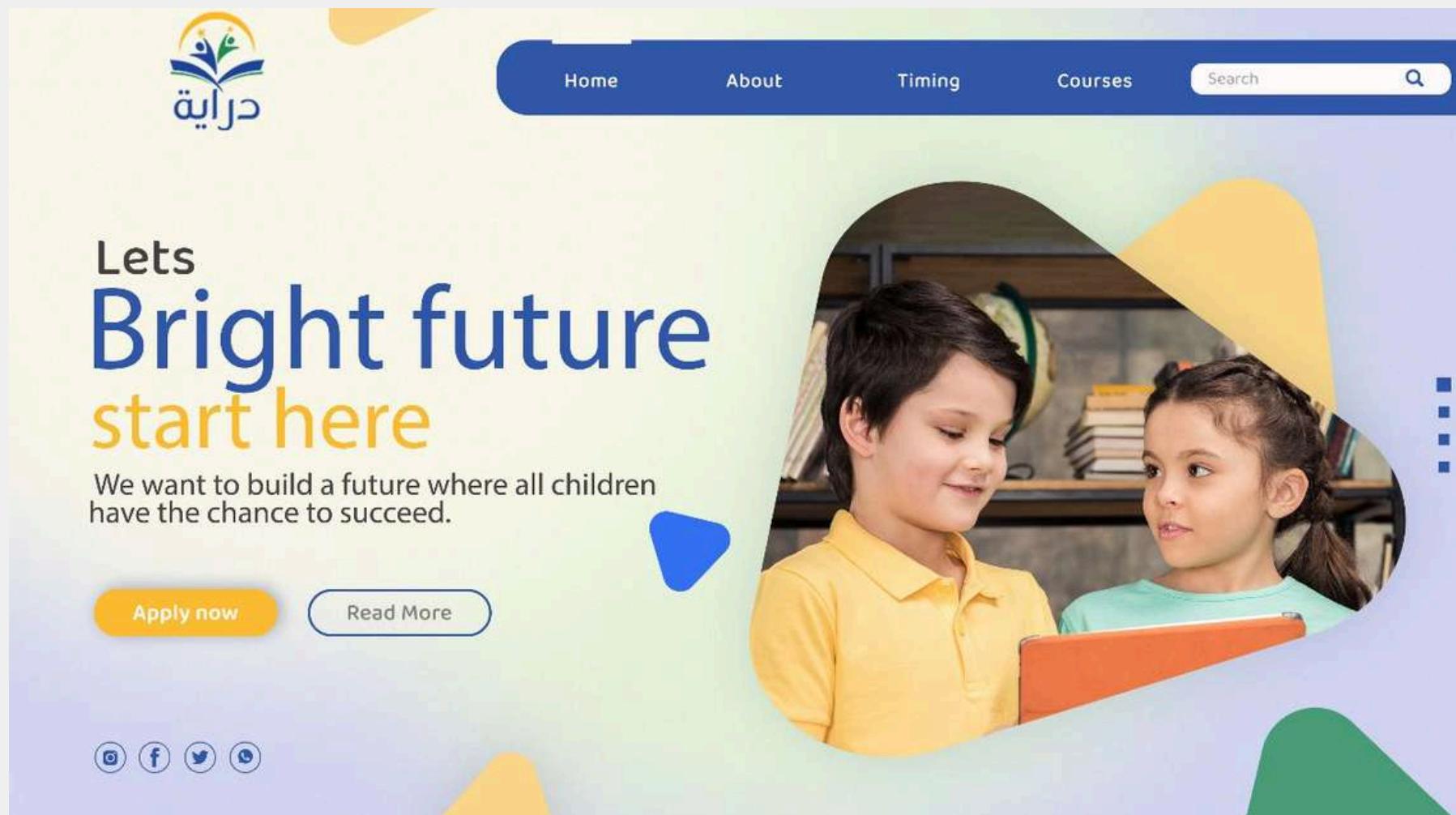
The screenshot displays the homepage of the Draya website. At the top left is the Draya logo. To its right is a horizontal navigation bar with links for Home, Service, Product, and Contact. A large yellow search bar is positioned on the right side of the header. The main content area features a large, bold title: "A world of learning fun and growth all in one place". Below the title is a descriptive paragraph: "An interactive learning platform that helps children develop creative thinking and problem-solving skills through coding and modern technology, with dedicated content for children with learning difficulties." At the bottom of the page are two calls-to-action: a yellow "Login" button and a blue "Learn More" button. Social media icons for Instagram, Facebook, Twitter, and YouTube are located at the very bottom, along with the handle "@Draya".



Social Media Designs



Website Interface Design



Lets Bright future start here

We want to build a future where all children have the chance to succeed.

Apply now [Read More](#)

@ [Instagram](#) [Facebook](#) [Twitter](#) [LinkedIn](#)



Home | About | Program | Pricing | Teacher | Contact [Login](#)

A WORLD OF LEARNING FUN AND GROWTH ALL IN ONE PLACE

JOIN NOW AT DRAYA ACADEMY

An interactive learning platform that helps children develop creative thinking and problem-solving skills through coding and modern technology, with dedicated content for children with learning difficulties.

Register [Learn More](#)

Instagram [Facebook](#) [Twitter](#)



→ **Facebook Cover**
Design

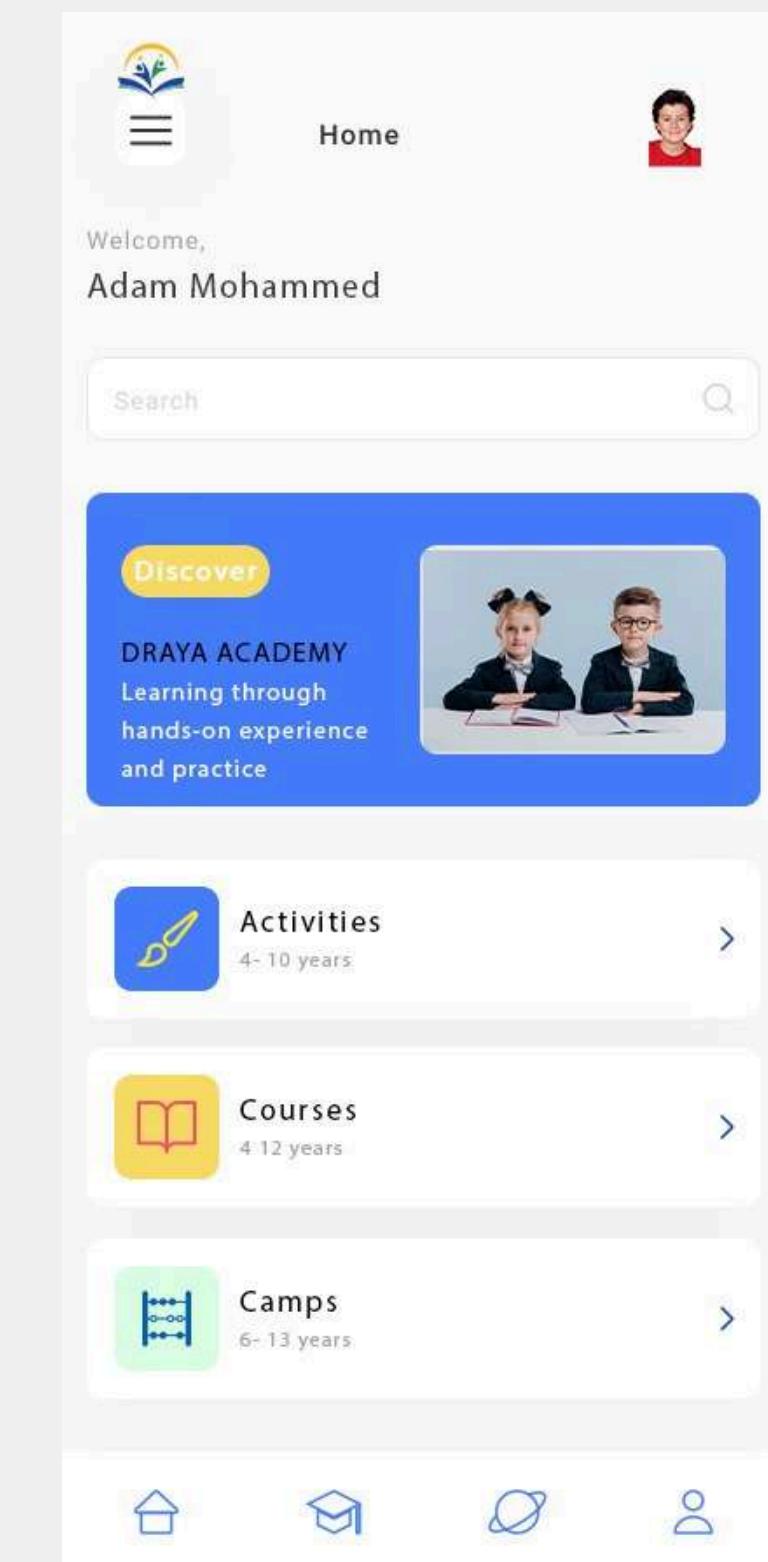
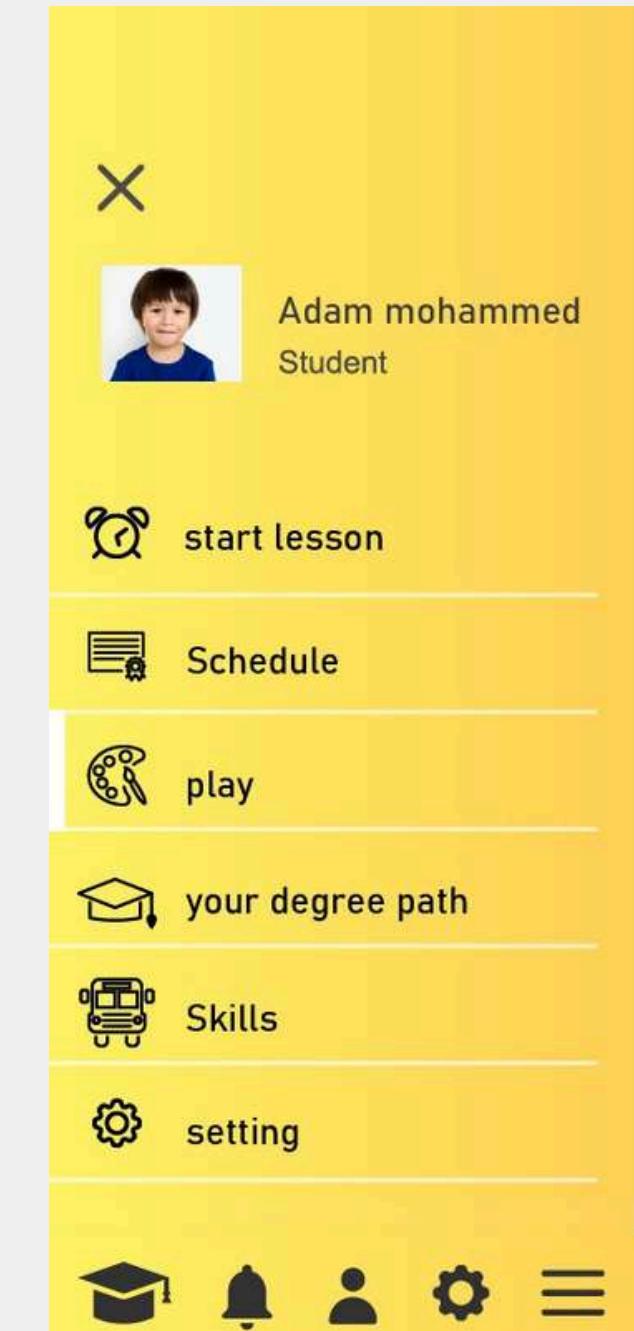
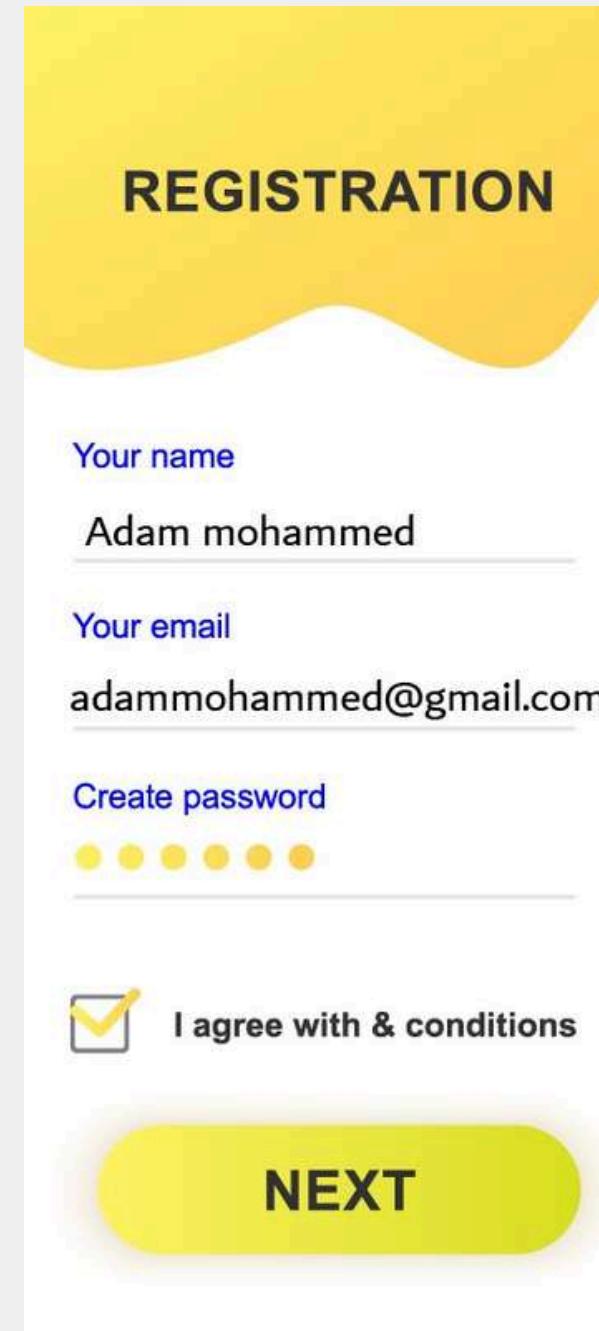


Social Media Designs



Mobile app Interface

Design





Social Media Designs





THANKS