

09 User Persona

This process combined quantitative analysis of user interactions, behaviors, and patterns with qualitative research, such as interviews and surveys, to create personas reflecting real challenges, aspirations, and daily experiences.



Nancy Ahmed

Age 22 Years Old
Location Cairo , Egypt
Status Single
Occupation Student

“ I want to discover new places with my friends, have fun, and get rewards while exploring Egypt. “

- Outgoing
- Curious
- Fun-Loving
- Adventurous
- Competitive
- Social Media Enthusiast

Bio : Nancy is a 3rd-year Mass Communication student at Cairo University. She loves hanging out with her friends on weekends and trying new spots, especially cafés and unique places. She’s passionate about photography and social media, always documenting her outings and sharing them on Instagram and TikTok. Sometimes she feels her outings are repetitive and boring, and she struggles to find new places that fit her limited student budget.

Frustrations

- Limited budget as a university student.
- Most hangout spots feel repetitive.
- Hard to find trustworthy recommendations for new places.
- Some outings lack excitement or uniqueness.

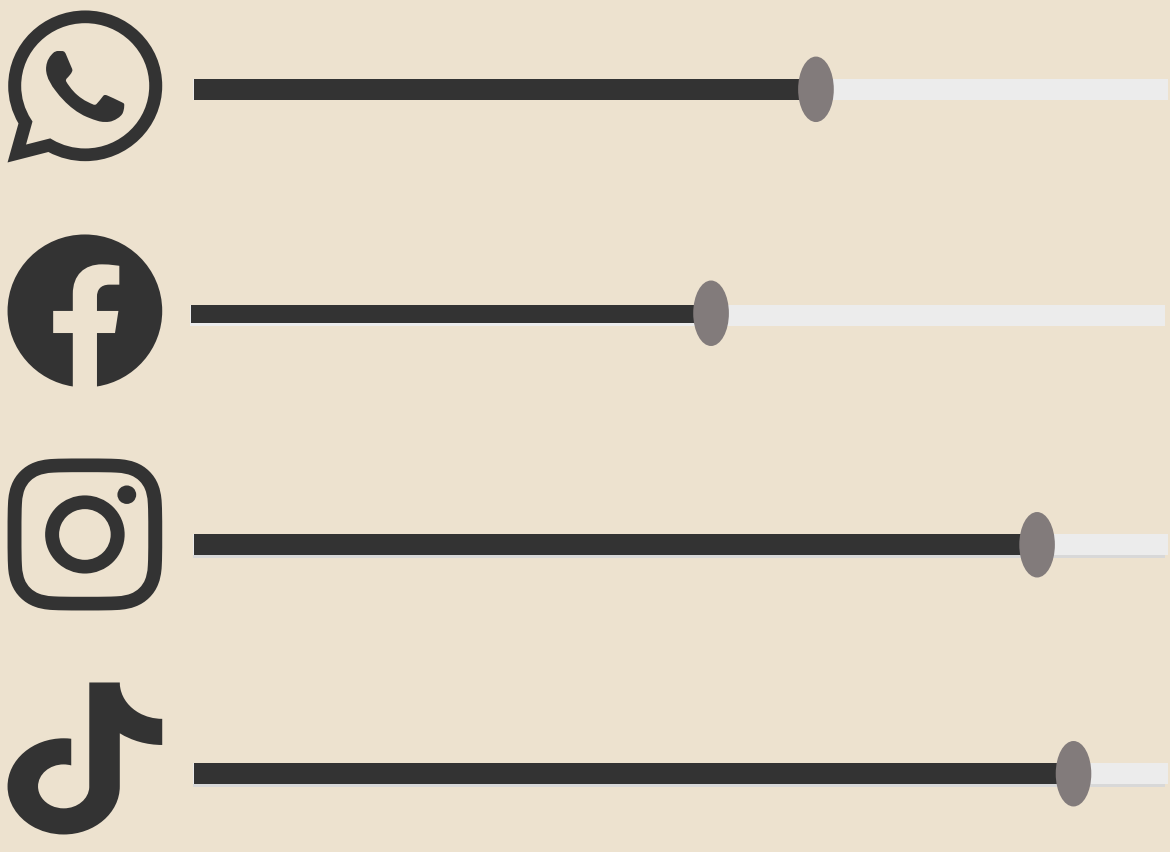
Needs

- An app that suggests nearby, student-friendly places.
- Challenges and leaderboards to encourage exploring new spots.
- Student deals and discounts.
- Easy check-in and social media sharing.

Goals

- Discover new and exciting places to hang out with friends.
- Benefit from discounts or rewards tailored for students.
- Add fun and challenges to outings.
- Capture memorable moments to share online.

Social Media



John Muller

Age 28 Years Old
Nationality German
Status Single
Occupation Engineer

“ I want to discover the real Egypt, not just the tourist side. ”

- Cautious
- Curious
- Tech-Savvy
- Adventurous
- Social

Bio : John is a 28-year-old tourist from Germany, visiting Egypt for 10 days. He loves history, culture, and photography, and has always wanted to see the pyramids and the Nile. While he’s excited to explore, he sometimes worries about scams, safety, and language barriers. He wants a mix of famous attractions and hidden gems that let him experience the “real” Egypt.

Frustrations

- Overpriced tourist traps.
- Difficulty communicating with locals who don’t speak English.
- Confusion about public transportation.
- Too many scattered sources of travel info.
- Worry about safety in crowded/unfamiliar areas.

Needs

- An easy-to-use travel app with clear English content.
- Verified recommendations for authentic experiences.
- Maps, routes, and transport guides.
- Discounts or bundled deals for attractions.
- A way to connect with other travelers or locals.

Goals

- Explore Egypt’s top landmarks (pyramids, museums, temples).
- Find authentic local food and cultural experiences.
- Capture unique memories and share them online.
- Stay safe and avoid tourist scams.
- Make his trip efficient with easy navigation and trusted recommendations.

Social Media

