Research & Analysis

01 Stockholder Interview

A stakeholder interview is a qualitative method for gathering insights from people involved in or affected by a project. It uncovers their needs, expectations, pain points, and goals to guide solutions that meet real requirements.

What's your app idea?

Explore Egyptian landmarks with gamification.

Who will use it?

students, tourists, families, Age range: 15–50 years

Why this idea?

Tours are boring, want something fun.

Main features?

GPS map, QR check-ins, points, facts.

When used?

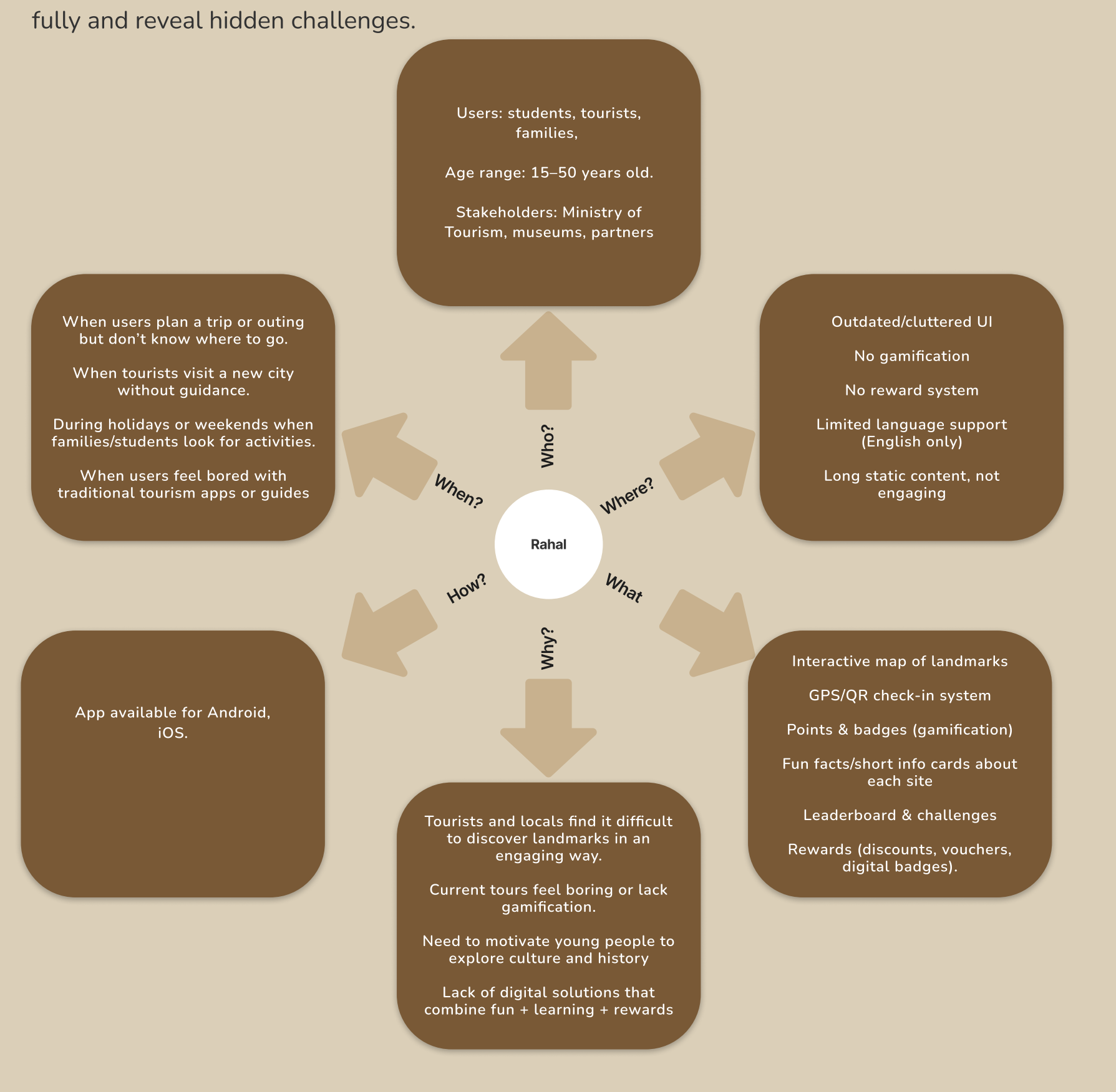
Trips, weekends, holidays.

Which platforms?

Android & iOS, Arabic/English

02 Starbursting

Starbursting is a brainstorming method that generates questions, not answers, using a six-pointed star for Who, What, Where, When, Why, and How. It helps teams explore ideas fully and reveal hidden challenges.



Users: students, tourists, families,

Age range: 15–50 years old.

Stakeholders: Ministry of Tourism, museums, partners

Outdated/cluttered UI

No gamification

No reward system

Limited language support (English only)

Long static content, not engaging

Interactive map of landmarks

GPS/QR check-in system

Points & badges (gamification)

Fun facts/short info cards about each site

Leaderboard & challenges

Rewards (discounts, vouchers, digital badges).

Tourists and locals find it difficult to discover landmarks in an engaging way.

Current tours feel boring or lack gamification.

Need to motivate young people to explore culture and history

Lack of digital solutions that combine fun + learning + rewards

App available for Android, iOS.

When users plan a trip or outing but don't know where to go.

When tourists visit a new city without guidance.

During holidays or weekends when families/students look for activities.

When users feel bored with traditional tourism apps or guides

03 SWOT Analysis

SWOT analysis is a strategic tool that identifies internal strengths and weaknesses, and external opportunities and threats. It clarifies current position and supports informed decisions for growth and improvement.

Strengths

- A comprehensive and innovative concept that combines self-improvement and exploration.
- It opens the door to partnerships: with the Ministry of Tourism, universities, and course platforms.
- Various rewards (badges, discounts, educational/tourism benefits).
- It serves multiple people: university students, tourists, families, and anyone looking to develop themselves.
- There is also a guide selected by the user.

Weaknesses

- The app is a bit large → it needs a specific MVP to launch.
- It's difficult to combine personal habits and tourism in the same flow if it's not done properly.
- It requires accurate data and a wealth of content (tourism and education).
- Managing the points and rewards system will be complex.

S W O T

Opportunities

- Partnerships with museums and archaeological sites to offer discounts or exclusive content.
- Partnerships with schools and universities to expand access for future generations.
- Collaborate with tourism companies to create packages or discounts linked to visits.
- Build an interactive youth community around community challenges.
- Add AR/VR to online museum and site visits.
- This could expand beyond Egypt later, as Explore Your Country.

Threats

- Strong competition from habit apps (Habitica, Duolingo) and global tourism apps.
- The risk is that users will find the idea complex or unclear if it isn't supported by a simple and easy UX design.
- Financial and marketing challenges initially before building strong partnerships.
- Some young people's interest in cultural aspects is weak if rewards aren't attractive enough.
- Partnerships with museums/universities/tourism companies may be delayed or difficult to implement in the initial phase.

04 Competitive Analysis

Competitive analysis identifies and evaluates competitors to understand their strengths, weaknesses, strategies, and market position. It reveals opportunities to differentiate, guides better decisions, and strengthens competitive advantage.es.

	Visit Egypt	Around Egypt	HallaTravel	Civitatis Guide
Offline mode	✓	✗	✗	✗
AR/VR integration	✗	✓	✗	✗
Booking integration (Hotels/Trips)	✗	✗	✓	✗
Customer support 24/7	✗	✗	✓	✗
Multi-language support (AR/EN)	✗	✗	✓	✓
Maps &Navigation	✗	✗	✗	✓
Trip planning tool	✗	✗	✗	✗
User Interactivity	✗	✗	✗	✗
Regular Updates	✗	✗	✗	✗
Rewards&Gamification	✗	✗	✗	✗
Events &Festivals updates	✗	✗	✗	✗
Budget-Friendly suggestions	✗	✗	✗	✗

05 Crazy Eight

Crazy 8's is a rapid ideation technique used in design thinking where participants sketch 8 different ideas in 8 minutes. The goal is to encourage quick, creative thinking and explore a wide range of possible solutions without overthinking.

1 AI chatbot Guide:

An intelligent assistant that answers questions and guides travelers

2 ATM Locator:

Helps users find the nearest ATM quickly

3 AI-powered Recommendations:

Suggests attractions, restaurants and activities based on user interests

4 Social Feed:

A community space where travelers can share posts, photos and experiences

5 First-trip Discount:

Special discount percentage on the first booked trip

6 Online Ticket Booking:

Book entrance tickets for tourist attractions directly through the app

7 QR Code Scanner for landmarks:

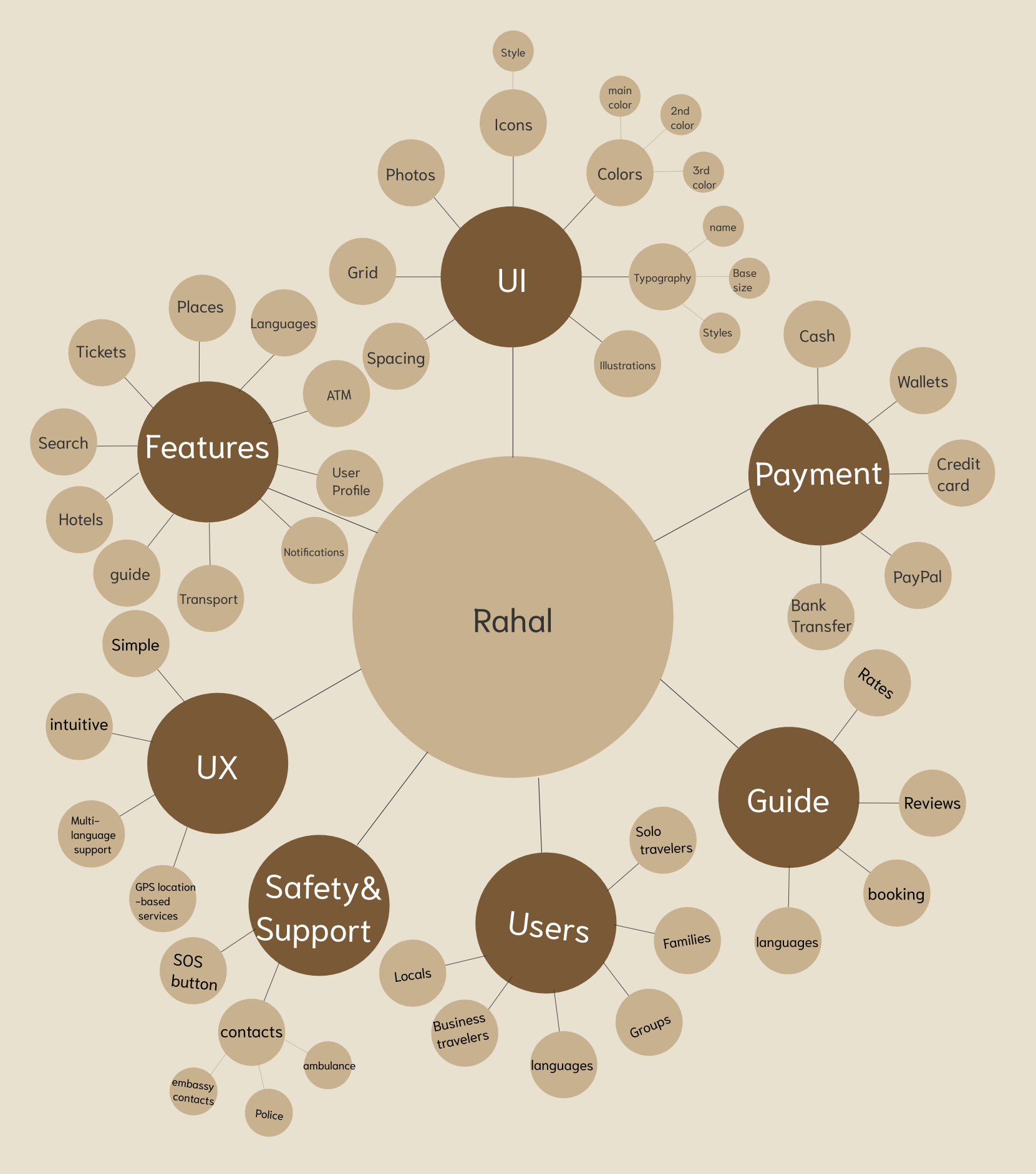
Scan a QR code near a monument/statue to display detailed information

8 Photo recognition info:

Take a picture of a landmark and the app shows historical details and facts

06 Mind Map

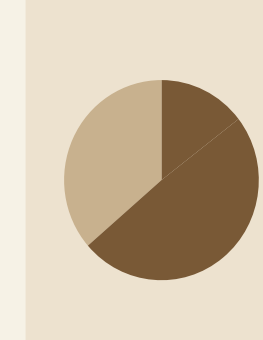
A mind map is a visual tool that organizes ideas around a central topic using branches and keywords to show connections. It supports brainstorming, problem-solving, and structuring complex information clearly.



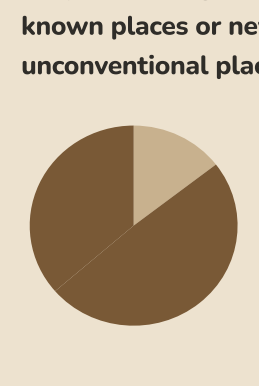
07 User Interview

User interviews focus on user needs and business goals, so I have taken interviews with many people interested in Tourism in Egypt to understand their needs and goals.

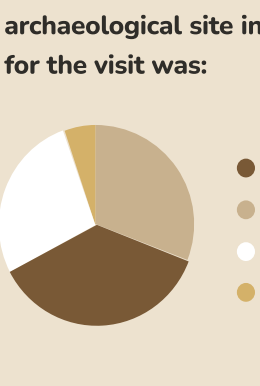
Q1
What is the range of ages that benefit from this app?



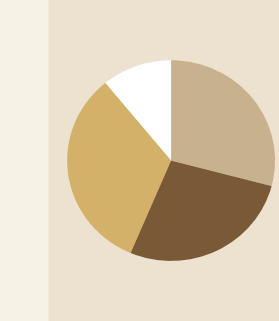
Q2
Do you like to go to famous and well-known places or new and unconventional places?



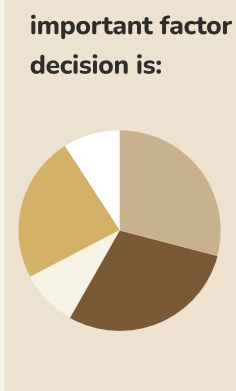
Q3
The last time you visited a tourist or archaeological site in Egypt, the reason for the visit was:



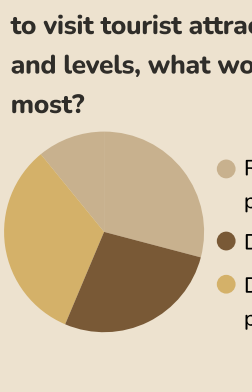
Q4
How do you plan your visits?



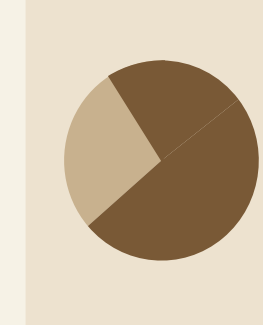
Q5
When choosing a place to go, the most important factor that influences your decision is:



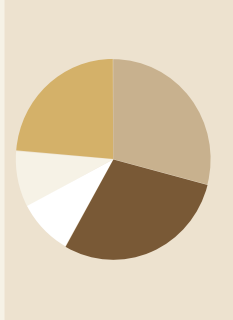
Q6
If there were an app that encourages you to visit tourist attractions through points and levels, what would motivate you the most?



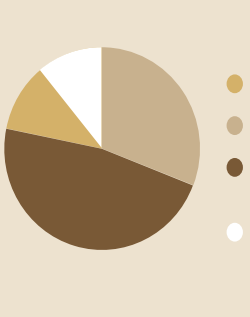
Q7
You would prefer the app to be:



Q8
If the app has a map, what details should be displayed to you?



Q9
What might make you stop using the app?



08 Empathy Map

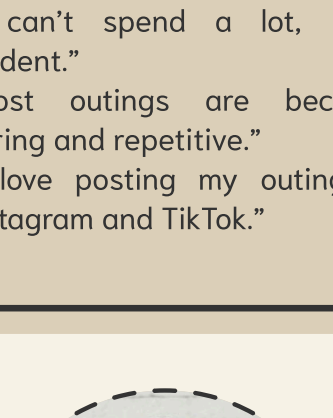
An empathy map helps understand a user's thoughts, emotions, and needs, guiding the application's design and development.

Says

- "I want to discover new places with my friends."
- "I can't spend a lot, I'm a student."
- "Most outings are becoming boring and repetitive."
- "I love posting my outings on Instagram and TikTok."

Thinks

- "There must be fun and affordable places I don't know about."
- "Outings should be more exciting, not just cafés and malls."
- "I need an easy way to plan without wasting time."
- "Special student offers would really help me save money."



Feels

- Curious about exploring new spots.
- Excited when trying something different.
- Frustrated by limited budget.
- Bored with repetitive routines.
- Motivated to share unique content online.

Does

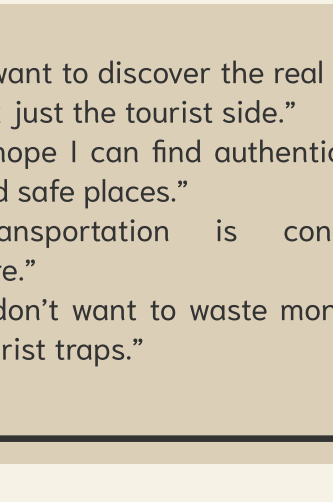
- Hangs out with friends on weekends.
- Uses social media for inspiration.
- Takes photos and creates stories from every outing.
- Searches for recommendations in online groups.
- Chooses budget-friendly options most of the time.

Says

- "I want to discover the real Egypt, not just the tourist side."
- "I hope I can find authentic food and safe places."
- "Transportation is confusing here."
- "I don't want to waste money on tourist traps."

Thinks

- "I need clear and trusted recommendations."
- "Language might be a problem when asking locals."
- "Maps and guides should be easy to use."
- "I want my trip to be memorable and smooth."



Feels

- Curious
- Adventurous
- Excited about history and culture
- Sometimes anxious about safety
- Frustrated when overcharged or misinformed

Does

- Uses Google Maps, TripAdvisor, and Instagram for planning.
- Takes photos and shares updates on social media.
- Checks reviews before visiting any place.
- Asks hotel staff or online groups for suggestions.
- Avoids unknown areas at night.

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.

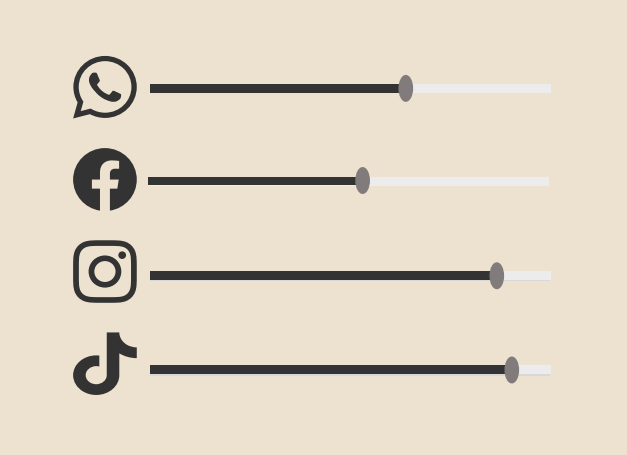
Goals

- 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.

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.

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.

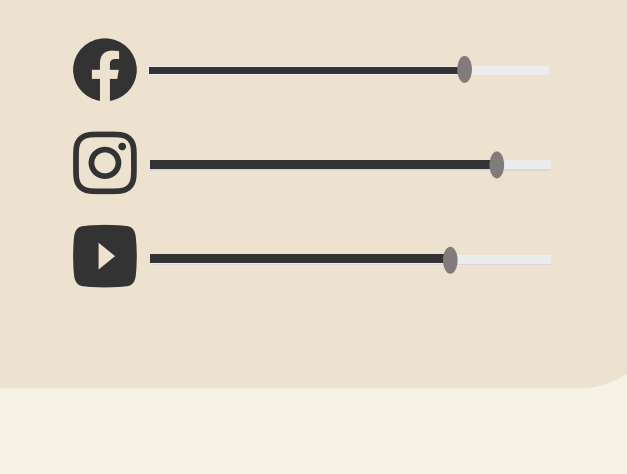
Goals

- 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.

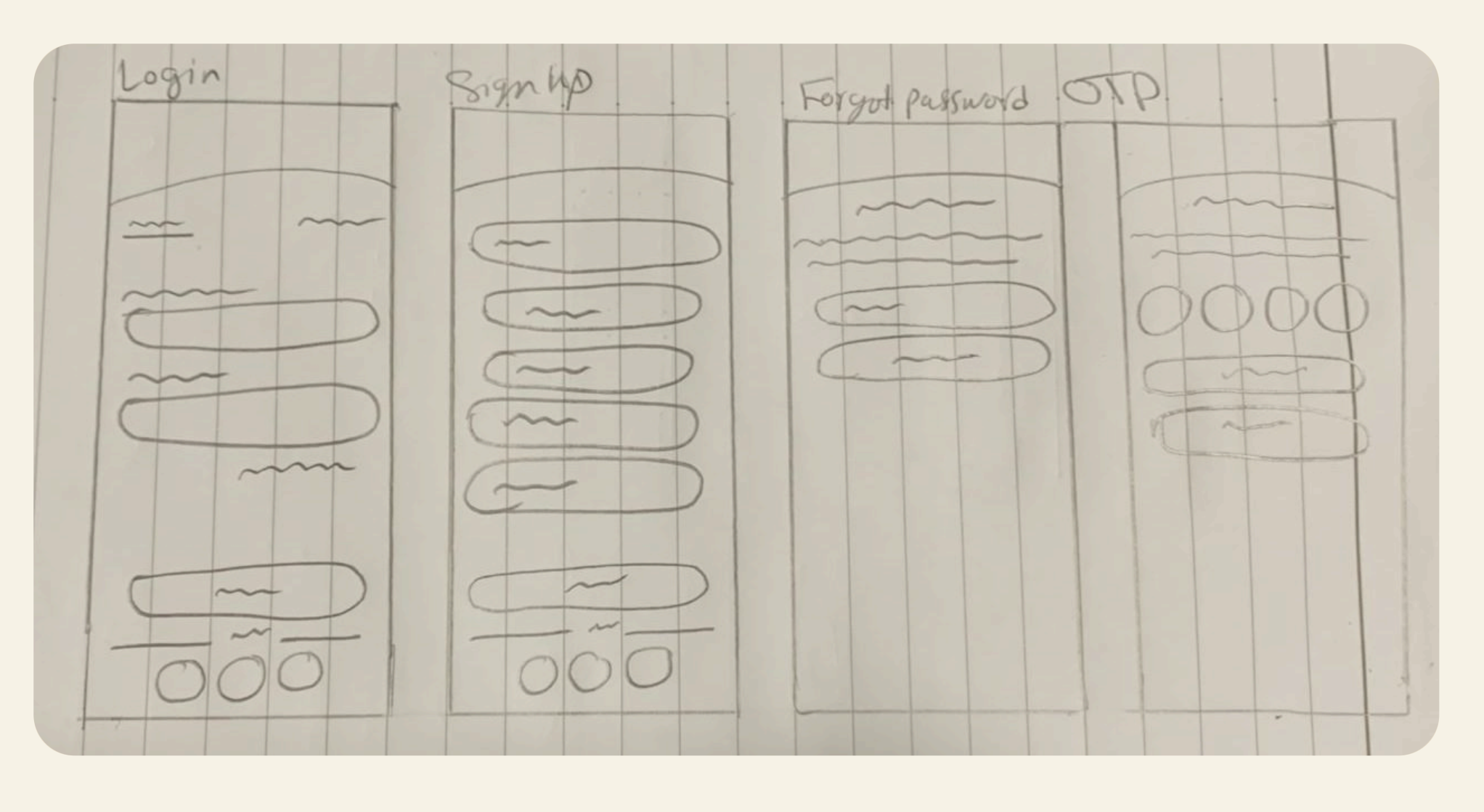
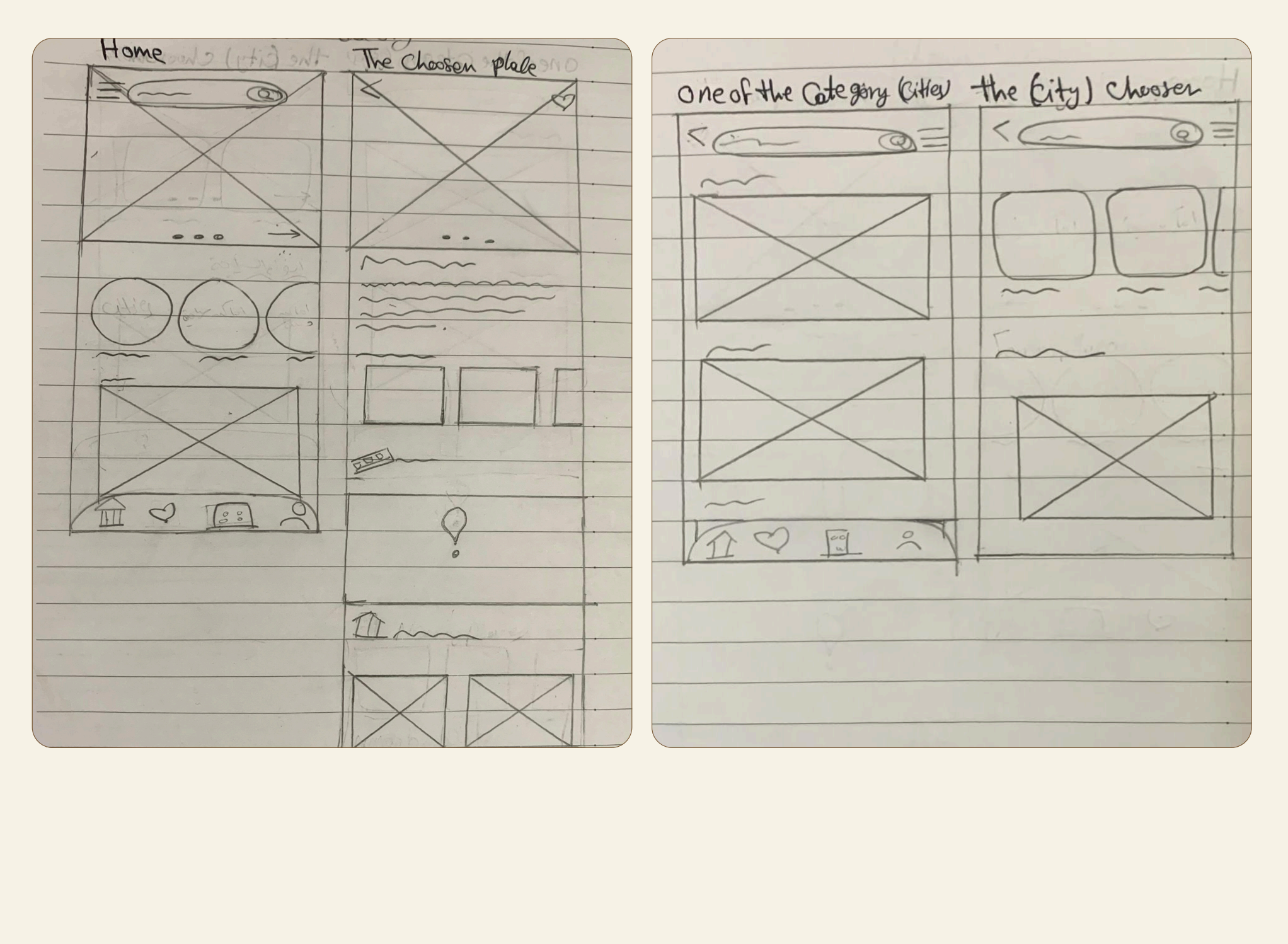
Needs

- 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.

Social Media



10 Low - Fidelity Wireframe

refers to a simplified, rough representation of a design or concept. It focuses on the general structure and flow rather than fine details or visual polish.