



What Is Jumia?

Jumia is a marketplace, logistics service and payment service, operating throughout Africa.

The logistics service enables the delivery of packages through local partners while the payment services facilitate the payments of online transactions.

It has partnered with more than 100,000 sellers and individuals.

Jumia Mall is the biggest online shopping mall in Africa, offering a wide range of categories, such as fashion and apparel, smartphones, home and living, cosmetics and electronics while providing the best consumer experience, the best prices and easy returns.

Overview

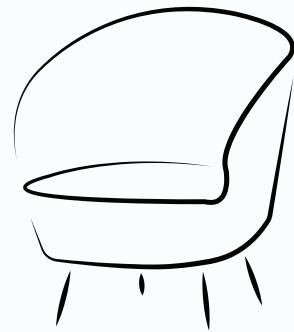
We are active in six regions in Africa, which consist of 11 countries that together accounted for 72% of Africa's GDP of €2 trillion, and 74% of Africa's consumer expenditure of €1.4 trillion in 2018, according to the IMF and Euromonitor, respectively.

Sketches

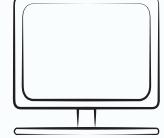
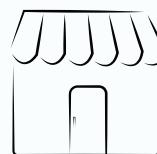
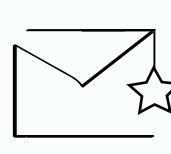
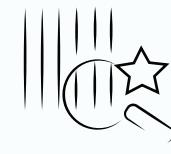
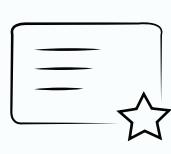
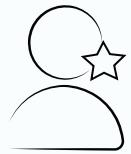
Furniture



Sketches Digital



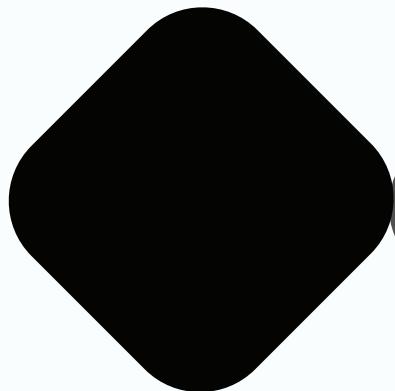
Pictogram



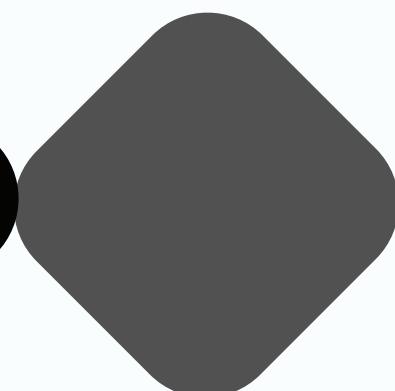
In Different Shapes



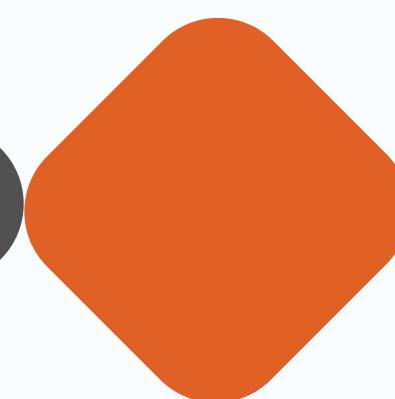
COLORS



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COLORS



Typography

Name

English
29LT Bukra

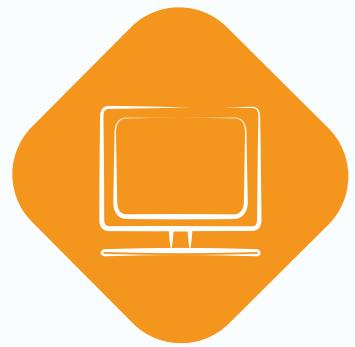
Arabic
Al Qabas

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الْبَشْرُ
Furniture



Computer



Furniture



Mobile



Beauty



Women



Men



Fashion



Kids



Followed
Stores



Saved
Product



Purchase
Vouchers



Search
Result



Account



Orders



Message



Search



Search



Rating



Shopping



Last Seen



Home



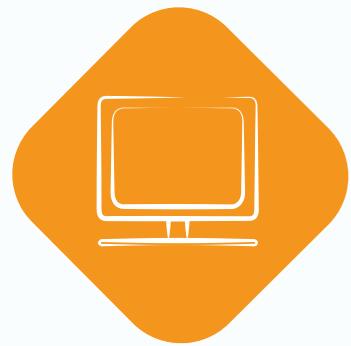
Departments



Games



Help



الكمبيوتر



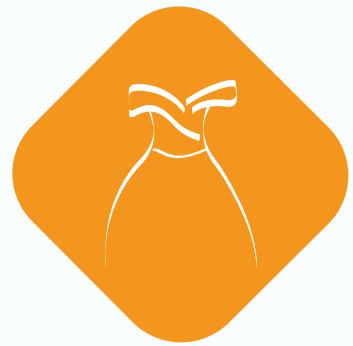
الأثاث



موبايلات



الصحة
والعمال



أزياء
حريري



أزياء
رجالى



أزياء



أزياء
أطفالى



التقييمات



الحساب



قائمة
الشراء



نتائج
البحث



المنتجات
المحفوظة



الطلبات



الرسائل



البحث



البحث



المتاجر
المتابعة



تسوق



آخر ماتم
مشاهدته



الرئيسية



الأقسام



ألعاب



مساعدة

Before



مساعدة



الحساب



ملخص



الأقسام



الرئيسية

After

الرئيسية

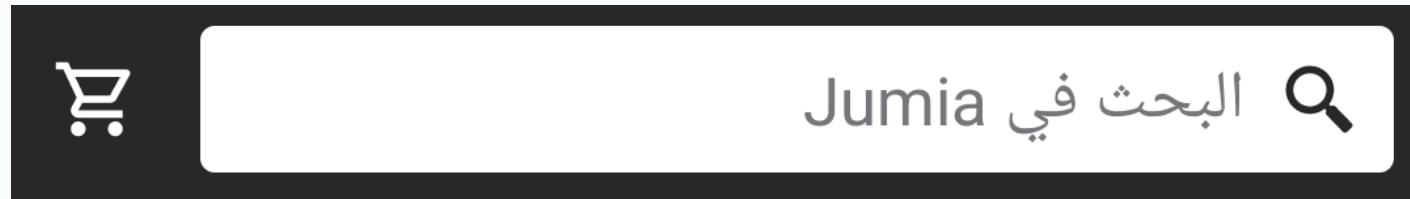
الأقسام

الرئيسية

مساعدة

الحساب

Before



After



App Design

Before



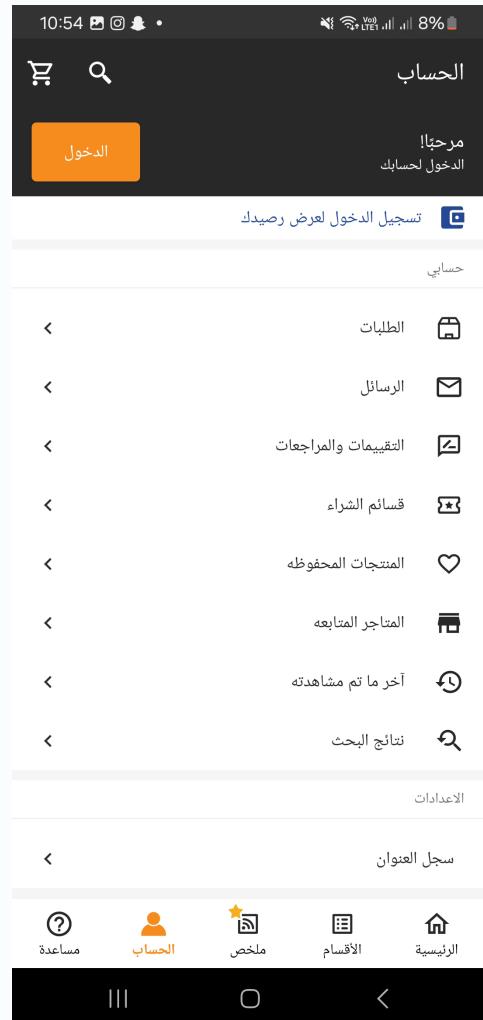
After



After



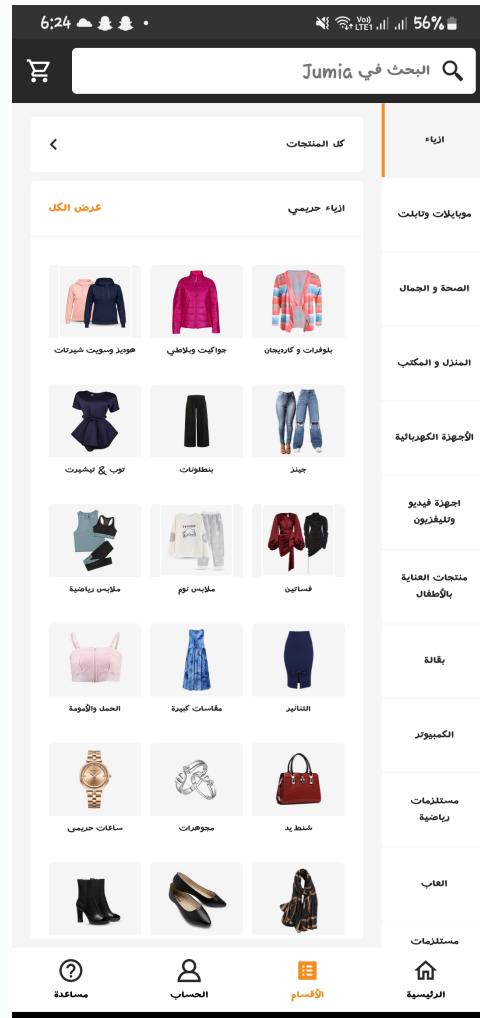
Before



After



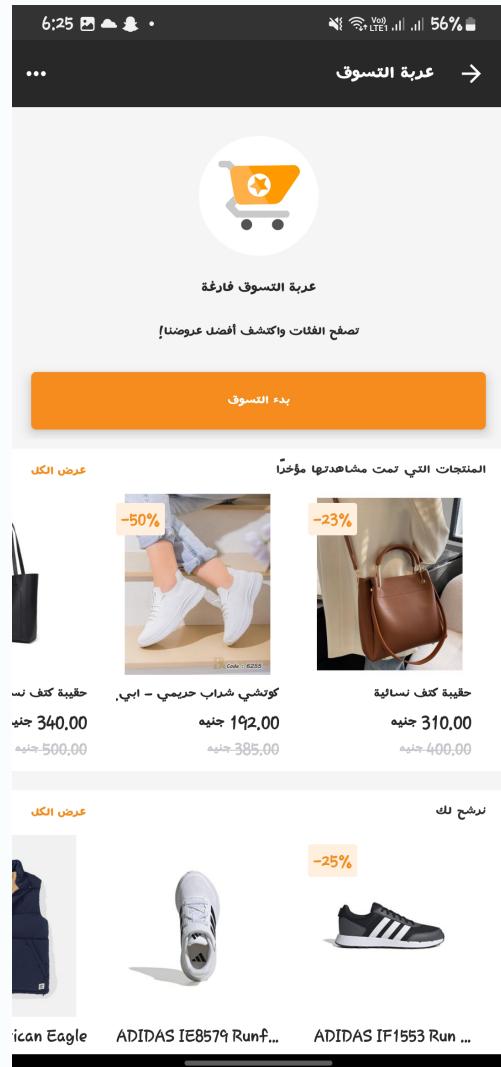
Before



After



Before



عربة التسوق فارغة
بدء التسوق

After





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تحت إشراف د/ رانيا جبر