

Interview No.1

Name: Rawan

Situation: Rawan is a senior student at the Faculty of Applied Arts, Department of Industrial Design. She started her handicrafts project about 8 months ago and participates in several exhibitions affiliated with the college to display her products or external exhibitions.

[UX Researcher] Can you describe your current work situation or Ur Business?

[Rawan] Besides my studies, I run a small business that involves making crochet dolls. I usually don't mind spending long hours at work, but I face some challenges in other aspects of the business, such as reaching targeted users, shipping and delivery services, and payment methods..

[UXR] What challenges do you face managing the Business?

[Rawan]

- First, I do everything myself, such as crocheting, shipping orders, communicating with customers, videos, reels, and marketing on social media.
- Secondly, I find it difficult to market myself and how to market my products to users.
- Third, there are multiple problems with delivering orders, such as shipping companies requiring more than one order for delivery, and the cost is high.
- Exhibitions and events are not widely available and sometimes expensive.
- Great difficulty in marketing and reaching customers □ Problems with payment methods and deposits

[UXR] Can you tell us about the shipping and payment steps?

[Rawan] The order is prepared, then I go to the Egyptian Post to ship it to the customer. It is delivered to the customer and I receive the money.. Some of my problems with shipping via Egyptian Post is that delivery takes several days, not less than a week, and products can be held in the warehouse for many days before shipping, which delays shipping. • use **Easy Box** at the Egyptian Post

[UXR] What are your ambitions and aspirations in our application?

[Rawan]

- I want the application to hire an admin to publish reels, videos, tutorials, advertisements, and promote my products..
- A community for people interested in this type of business.
- A person to respond to the public and communicate directly with them
- Providing reviews
- Collect points to win products
- Run competitions to win products • The audience communicated with the app, not with me directly.

Interview No.2

Nada Ahmed, 21 years old

Interviewee is a passionate artist and small business owner who started her creative journey at a young age. She initially experimented with drawing and crafting accessories, selling them at family gatherings. Over time, she expanded into painting, reinvesting her earnings to refine her skills and materials. Despite facing challenges with shipping and marketing, she has built her brand through WhatsApp groups and Instagram. She aspires to grow her business with better exposure and support systems.

Q: When did you start your small business, and what were you doing initially?

A: I started at a young age by drawing on paper and showing my work to people around me just to see their reactions. Later, I began experimenting with accessories, as I wanted to earn some money. I used to sell them during family gatherings. As I grew older, I focused more on painting. I wondered why I shouldn't buy materials and start creating real paintings. One painting led to another, and I eventually thought of selling them to fund my future artworks.

Q: How did you reach your customers?

A: At first, I used WhatsApp groups. One time, someone bought all my paintings at once. After that, I decided to create an Instagram page.

Q: Were you aware of how business pages work?

A: Not really. Initially, my goal wasn't to sell; I just wanted to see people's reactions. My main sales channel was WhatsApp because I didn't have a shipping company to work with, and I had to decline many orders due to delivery issues. I wanted to grow my Instagram page but didn't know how to do it since there wasn't enough guidance. I tried posting videos and stories to showcase my work.

Q: Why didn't you work with a shipping company?

A: It was difficult because my business was small, and most companies required a high number of shipments or took a significant percentage, which wasn't feasible for me.

Q: If there were an application that gathers all small businesses, what would encourage you to list your work there?

A: It should be trustworthy and provide exposure, sponsorship, or a system like Upwork where I can buy connections but ensure that my work reaches genuinely interested people.

Q: What features would you like to see in such an application?

A: It should provide insights on who viewed my work and whether any potential customers are interested. It would also be great if it could organize bazaars where I can meet clients in person and showcase my work directly.

Q: Have you considered collaborating with influencers or running ads to grow your reach?

A: I thought about it, but I wasn't sure how to approach influencers or whether ads would be effective given my budget limitations.

Q: Have you explored alternative delivery options, like local couriers or personal delivery services?

A: Not really, but that could have been an option. The challenge was finding a reliable and affordable solution for small-scale deliveries.

Q: Would you find it useful if the app included a review section to build customer trust?

A: Definitely! Customer reviews would help establish credibility and attract more buyers who trust the feedback from previous customers.

Interview No.3

Name: Rana

Situation: Rana is a senior student at the Faculty of Applied Arts, Department of Textile printing.

She started her handicrafts project about 2 years ago and participates in several exhibitions affiliated with the college to display her products or external exhibitions.

[UX Researcher] Can you describe your current work situation or Ur Business?

[Rana] I started my business by buying bags and printing on them. Over time, I cooperated with a manufacturer to Craftsman quantities of bags to print on. Over time, I started printing on scarfs Recently, I sell women's bags and laptop bags and scarfs .

[UXR] What challenges do you face managing the Business?

[Rana]

- I find it difficult to contract craftsmen to make bags and sometimes it requires a large order to start working on bags Secondly, I find itmarket my products to users.
- Shipping and payment problems
- Refund policies when there are problems with the product I find problems with it
- Shipping problem to the governorates
- Difficulty reaching customers

[UXR] Can you tell us about the shipping and payment steps?

[Rana] At first, I used to deliver orders to the nearest metro station. Now, I cooperate with a shipping company.

[UXR] What are your ambitions and aspirations in our application?

[Rana]

- Trusted application
- Help me market my products and publish posts to promote the products.
- Provide a space for customer reviews and feedback.
- Providing paid advertising by taking a portion of the profits

Interview No.4

Shahd Mohamed, 22 years old

The interviewee is a small business owner specializing in upcycling old clothes, bags, and fabrics into new, customized pieces. She manages her business independently, handling everything from production to marketing and delivery. Her biggest challenges include reaching the right audience, securing reliable payment methods, She values a trusted community, transparent payment processing, and user-friendly tools to help her grow her business effectively.

Q: Can you walk me through your typical day when you have a lot of business tasks?

A: I usually wake up feeling overwhelmed, thinking about everything I need to do. I start my day with a coffee and breakfast, then take a look at my sewing machine and the pile of fabrics. I begin working—whether it's cutting or any other task—and then I take pictures of my work and post them on my business page.

Q: What's the biggest challenge you face?

A: Reaching people and letting them know about my work.

Q:How did you initially reach your customers?

A: At first, I used Instagram—I would follow people who might be interested. I also created WhatsApp groups and participated in club exhibitions.

Q:Which method worked best for you?

A: My Facebook page and the club exhibitions were the most effective in getting orders.

Q:How did you deliver orders? Did you work with shipping companies?

A: I delivered them myself, but I was always worried about dealing with strangers—there was a fear of getting scammed or worse.

Q:What do you wish existed to help you reach more customers?

A: A **community** where I know the members are genuinely interested in what I offer, not just casual visitors. I provide a service where people send me old clothes, bags, or jeans for upcycling, but the process is time-consuming. They have to take pictures, send them to me, arrange for delivery, and then meet again to collect the final product. I didn't work with shipping companies because my business was still small, and their commission was too high.

Q:What would make you consider listing your business on an app?

A: Guarantees that ensure trust and prevent fraud, a reliable payment process so I can be sure I'll receive my money, and secure transactions within the app.

Q:Do you prefer receiving payments in cash or through a bank transfer?

A: I don't trust cash payments. I prefer bank transfers so I can be sure when and how I'll receive my money. Ideally, I'd like a system where, for example, if I ship an order on Thursday at 5 PM and the customer receives it on Friday at 4 PM, I'd know that my payment will be processed at that exact time.

Q:Would you be willing to pay the app for advertising your business?

A: Yes, absolutely—as long as the fees are reasonable.

Q:What features would make an app more useful for your business?

A: Ease of use, insights on how many people have seen and engaged with my work, and analytics to help me understand my audience better.

Key Challenges Faced by Small Business Owners

1. Marketing & Reaching the Audience

- Most users struggle with marketing their products online.
- Lack of knowledge on how to target the right audience on social media.
- Limited experience in managing business pages (Instagram/Facebook).

2. Shipping & Delivery Issues

- High shipping costs and difficulties in dealing with delivery companies.
- Some companies require a minimum number of orders to provide service.
- Fear of lost or delayed shipments.

3. Payment Methods & Credibility

- Lack of flexible payment options for both sellers and buyers.
- Some users prefer **bank transfers** for security reasons.
- Low trust in cash-on-delivery due to potential fraud risks.

4. Order Management & Customer Interaction

- Sellers prefer to communicate with customers **through the platform** rather than direct messaging.
- Need for a **reviews & rating system** to build trust with new customers.

5. Performance Tracking & Customer Insights

- Lack of analytics to show **number of views and engagement** on products.
- Uncertainty about customer interest in listed products.

UX/UI Insights & Design Recommendations

1. Enhancing Marketing & Exposure

- **Seller Dashboard** displaying **number of visits, clicks, and product engagement**.
- **Built-in ad promotion feature** within the platform at affordable rates for small businesses.
- **Educational resources** to help sellers market their products effectively and manage their online presence.

2. Improving the Shipping & Delivery Experience

- **Integration with competitive delivery services** tailored for small businesses.
- **Real-time order tracking** within the app, with shipment status notifications.
- **Delivery service rating system** to enhance reliability.

3. Strengthening Payment Options & Security

- **Multiple payment options**, including:
 - ❖ Bank transfers
 - ❖ E-wallet payments
 - ❖ Cash on delivery (with fraud protection system)
- **Secure payment escrow system**, where funds are held until the buyer confirms order receipt.

4. Enhancing Customer Interaction

- **In-app messaging system** between sellers and buyers.
- **Trusted reviews & rating system** to increase transparency.
- **Community forum or discussion space** where sellers can share experiences and advice.

5. Product Performance & Customer Insights

- **Insight Dashboard** displaying:
 - ❖ Number of times products appeared in search results.
 - ❖ Number of clicks per product.
 - ❖ Number of items added to the shopping cart.
- **Smart recommendations based on user behavior**, such as:
 - ❖ "Your product has high views but low purchases—try adjusting the price or improving the description."

Survey Analysis & UX/UI Insights

1. Shopping Preferences

- 59 users prefer shopping both online and in physical stores.
- 21 users prefer physical stores only.
- 10 users prefer online shopping only.

UX/UI Insight: The platform must have strong digital engagement features such as high-quality visuals, reliable reviews, and a smooth browsing experience to attract users who prefer physical stores.

2. Most Used Online Shopping Platforms

- - Amazon (10 mentions)
- - Noon (8 mentions)
- - Noon (6 mentions)
- - Jumia (6 mentions)
- - Jumia (4 mentions)

UX/UI Insight: Popular platforms like Amazon, Noon, and Jumia offer strong search functionality, precise filtering, and clear categorization, meaning our platform needs a powerful search engine and smart filtering design to enhance the user experience.

3. Reasons for Online Shopping

- - Easy browsing and selection (56 mentions)
- - Home delivery convenience (51 mentions)
- - Access to discounts and promotions (43 mentions)
- - Multiple payment options (22 mentions)

UX/UI Insight: The design must be clear and user-friendly, with a focus on highlighting promotions and discounts. Supporting various payment methods will increase user trust.

4. Reasons for Preferring Physical Stores

- - Ability to test the product before purchase (76 mentions)
- - Avoiding shipping and delivery issues (42 mentions)
- - Immediate product availability (40 mentions)
- - Direct interaction with the seller (26 mentions)

UX/UI Insight: The platform can enhance the online experience by incorporating trusted reviews, product demo videos, and easy return policies to compensate for the lack of a physical store experience.

5. Challenges in Buying from Local Brands Online

- - Lack of trust in product quality (54 mentions)
- - Not enough customer reviews (28 mentions)
- - Delivery delays (27 mentions)
- - Limited payment options (5 mentions)

UX/UI Insight:

- - Implementing a comprehensive review system will increase trust.
- - Providing detailed product information with high-quality images.
- - Improving the order tracking experience to address delivery concerns.

6. Factors That Increase Trust in Local Brands

- - Providing guarantees or return policies (62 mentions)
- - Better product details and descriptions (33 mentions)
- - More customer reviews (33 mentions)

UX/UI Insight:

- - The platform should have a dedicated section for guarantees and return policies, easily accessible.
- - A clear UI design that displays product details effectively, with zoom-in features for images.
- - Highlighting customer reviews visually and ensuring verified buyer feedback.

7. Do Users Support the Idea of a Local Brand Marketplace?

- - 67 users said "Yes".
- - 22 users said "Maybe".
- - Only one user rejected the idea.

UX/UI Insight: There is a strong acceptance of the idea, so the platform should have a modern and engaging design to attract users quickly and retain their interest.

8. Features Users Want to See in the Platform

- - Material and product quality transparency
- - Easy product comparison
- - Ability to preview and return products easily
- - Strong customer support

UX/UI Insight:

- - Adding a product comparison feature so users can easily evaluate options.
- - Enhancing live chat support with sellers to assist customers in decision-making.
- - Highlighting return and exchange policies clearly on the product page.

9. Age Groups of Respondents

- - 18-24 years (54%)
- - 35-44 years (19%)
- - Under 18 years (10%)

UX/UI Insight: The design should be modern and highly interactive to match the preferences of the younger demographic.

10. Geographic Distribution of Users

Top participating governorates:

- - Cairo
- - Giza
- - Sohag
- - Asyut
- - Alexandria

UX/UI Insight: The platform should support clear shipping options for each location, displaying expected delivery costs on the product page.

Target Audience

Category	Details
Gender	Men & Women
Age Group	Youth (18-24 years old) – University students & young professionals Young Adults (25-34 years old) – Early to mid-career individuals Middle Adults (35-44 years old) – Established professionals & families
Social Class	A & B
Location	Across Egypt (with a focus on Cairo, Giza, and other major cities)
Shopping Preferences	<ul style="list-style-type: none">• Prefers a mix of online and in-store shopping• Concerned about product quality and delivery from local brands• Values fast delivery, reliable return policies, and customer reviews
Interest in Local Brand App	<ul style="list-style-type: none">• Majority support the idea of a centralized platform for local brands• Looking for a trusted, user-friendly shopping experience• Prefer secure payment options and verified product listings

Buyer Personas

Sara El-Masry (Female)

Demographics	<ul style="list-style-type: none">• Age: 25• Location: Cairo• Social Class: B• Occupation: Marketing Executive at an international company
Shopping Behavior	<ul style="list-style-type: none">• Prefers high-quality, authentic local brands• Shops online frequently through social media & e-commerce apps• Willing to pay more for exclusive or unique items• Looking for secure payment options and fast delivery•
Tech & Digital Habits	<ul style="list-style-type: none">• Active on Instagram, TikTok & Facebook For discovering new brands Trusts influencer recommendations & customer reviews• Uses e-wallets & credit cards for online purchases•
Pain Points	<ul style="list-style-type: none">• Hard to find a centralized platform for local brands• Concerns about product authenticity and return policies• Wants a seamless, user-friendly shopping experience•
Goals & Motivations	<ul style="list-style-type: none">• Discover high-quality local brands that align with his business needs• Save time by using a streamlined shopping platform• Get exclusive deals and tailored recommendations

Ahmed Saeed (Male)

Demographics	<ul style="list-style-type: none">• Age: 32• Location: Alexandria• Social Class: A• Occupation: Entrepreneur running a small business
Shopping Behavior	<ul style="list-style-type: none">• Prefers premium local brands for quality and uniqueness• Shops online for convenience but also visits physical stores• Looks for business-friendly products and offers
Tech & Digital Habits	<ul style="list-style-type: none">• Uses Instagram for brand discovery• Prefers secure payment options with business-friendly invoicing
Pain Points	<ul style="list-style-type: none">• Struggles to find exclusive local products tailored for business needs• Concerns about pricing transparency and bulk order options• Wants reliable customer support for orders
Goals & Motivations	<ul style="list-style-type: none">• Discover high-quality local brands that align with his business needs• Save time by using a streamlined shopping platform• Get exclusive deals and tailored recommendations