**Roadmap**

1. **Research & Analysis**

**User Research**

Identify target users (tourists, locals, travel agents, guides).

Conduct surveys/interviews on user travel preferences and pain points.

Analyze existing travel apps (e.g., Booking, TripAdvisor) for strengths & weaknesses.

**Market & Competitor Analysis**

Study local tourism trends in Luxor & Aswan.

Research competitors offering similar travel services.

Identify unique selling points (e.g., Nile cruise integration, AR guides).

**Personas & User Journeys**

Create user personas (e.g., solo traveller, family vacationer, history enthusiast).

Map out key user journeys (e.g., booking a guided temple tour, finding transport).

1. **Design & Planning**

**Wire framing & Prototyping**

Sketch low-fidelity wireframes for key screens (home, search, booking, payments).

Develop interactive prototypes using Figma/Adobe XD.

**UI/UX Design**

Design a visually appealing interface with Egyptian cultural elements.

Ensure an intuitive user experience with clear navigation.

Optimize for both mobile and tablet screens.

Feature Prioritization & Development Planning

Define MVP features (e.g., tour bookings, hotel listings, transport options).

Create a product roadmap with milestones.

Collaborate with developers for feasibility analysis.

1. **Development & Testing**

**Front-end & Back-end Development**

Build user interface components (React Native, Flutter, or native iOS/Android).

Implement APIs for hotel/tour reservations, payments, and maps.

Usability Testing & Iteration

Conduct usability tests with real users.

Gather feedback and iterate on pain points.

Ensure accessibility and localization (e.g., English, Arabic).

Performance & Security Testing

Test for app speed, responsiveness, and security.

Optimize for offline access in areas with low connectivity.

1. **Beta Launch & Feedback**

**Beta Testing & User Feedback**

Release a beta version to a small audience (travellers, tour guides, influencers).

Collect feedback on app usability, bugs, and missing features.

Marketing & Community Engagement

Launch social media campaigns targeting travellers.

Partner with hotels, tour operators, and local businesses for promotions.

**Final Iterations & Official Launch**

Implement necessary fixes and optimizations.

Release the full version on app stores (Google Play, App Store).