Saya Design’s Methodologies Report

Strategy
Branding
UX/Product Design

Saya Strategy

Methodology

We have had 5 meetings in this phase. Discussing Saya's future and origins. This process is Strategy Sprints, where we have at least a 2 hours workshop meeting for the core team of Saya on the course of the 5 workshops/meetings.

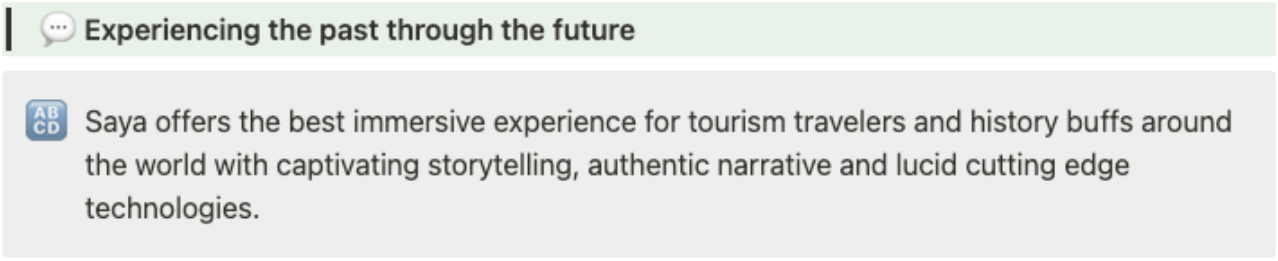
Strategy Sprints

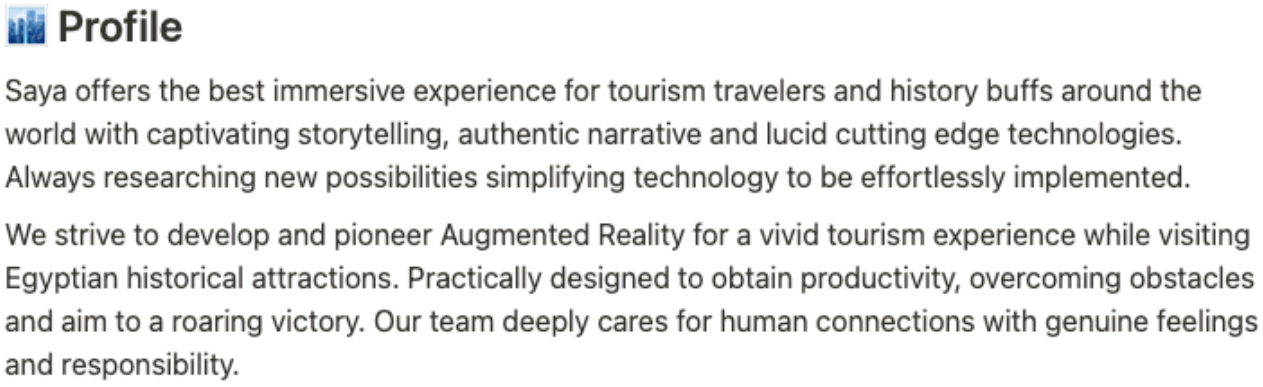
We start here by discussing how the founders feel about Saya, What each of them think about Saya in general? What can Saya be doing in 5,10 and 20 years? Then we gone into, How we can do this? And What is our Secret Sauce? Then why our company would exist? Having a purpose behind all of this should be the drive for Saya's team to push forward. What is Saya's Value Proposition?

Brand Essence

(Profile - Mission - Vision)

Profile - Here we discussed how should Saya be presented to others and even internally. Saya's Profile should be what you read about Saya on something like a social media channel, website or a media report. This description was made once then got rewritten after the messaging to match the brand voice and tonality.





Vision - A statement that embodies how Saya envisions the future not the close future but the every so always far reaching goal that Saya wants to reach in 20 years.

Mission - A direct implementation statement on what Saya sees how to kick in their vision on the close term.

🔭 Vision

To offer the best immersive experience for tourism travelers and history buffs around the world with captivating storytelling, authentic narrative and lucid cutting edge technologies.

🧭 Mission

Pioneering Augmented Reality for a vivid tourist experience while visiting Egyptian historical attractions and enriching the virtual historical content.

Design Operations

This part is used to assess the internal dynamics and how we can tweak things to accomplish the optimum output from Saya's Team to achieve the mission at hand.

This means a smaller meetings that discusses the role of each team member and another group meeting in general to discuss how the groups can work together better to achieve our goals.

It's an on going process as the team gets bigger and bigger. But for the time being we have considered making a more open environment to better suite Saya's artistic team members and that this alone should open up a big part of Saya to be more dynamic and ever changing with the team at hand to maximize output.

Values

We split the values to 3 parts: Values that the company expresses through its work - Values that the company expresses to its close partners and customers - Values that are only for internal conduct.

⚖️ Values

Tech Savvy

Eager to harness emerging technologies mainly AR, VR and MR to enhance a Lucid immersive experience for tourism travelers and historical buffs. Always researching new possibilities simplifying technology to be effortlessly implemented.

Lucid Immersive Experience

Reviving the heritage of ancient cultures and civilizations through a vivid extravaganza using cutting edge technologies.

Versatility

Versatility is our drive to be flexible, adventurous and innovative. Fail fast, learn from mistakes, and exceed expectations.

Utilitarian

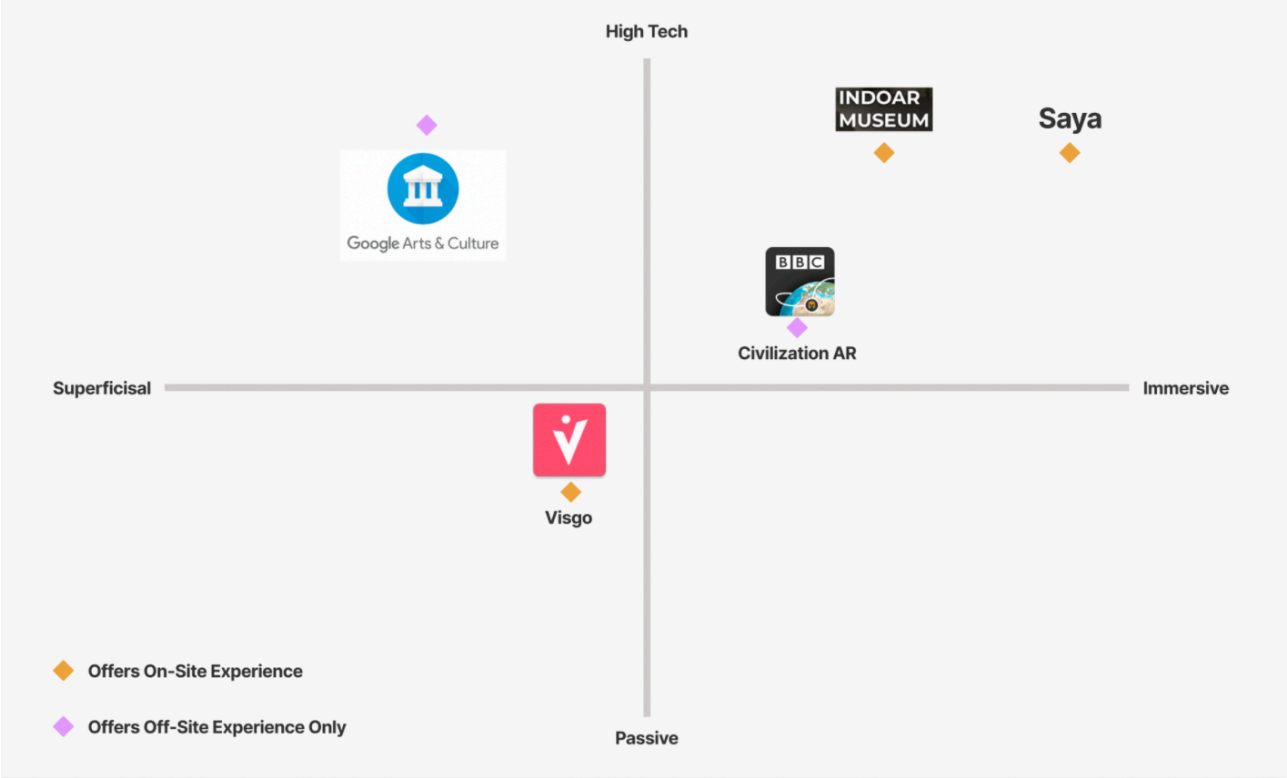
Practically designed to obtain productivity, overcoming obstacles and aim to a roaring victory.

Socially Heartfelt

We deeply care for human connections with genuine feelings and responsibility. We strive to secure a safe environment for our team.

Competition Matrix

No company works in a bubble. Through all of our initial work we gathered a hefty sum of competitors that we then made a detailed analysis on, filtered out irrelevant competition, and focused on competitors that are more direct to our value proposition.



Product Strategy

Saya is your gateway for the next historical adventure. Using cutting edge technologies, you will explore history in an immersive experience either in a museum, temple, or just at your home. There's always a vivid way to see the past through the future.
For the time being, we are growing our Ancient Egyptian Catalogue of supported museums and sites and looking forward to expand beyond Egypt in the future.

On-site

Take a step back, listen in and know more about the historical sites you're visiting in the most immersive way possible with an authentic narrative, vivd extravaganza and an informative virtual tour guides like no other.
Through our on-site experience we offer these features:

- **Indoor Maps and way finding navigation**
  Finding your way through a museum or temple is hard. We will help you know where you are and how to get to where you want to go.

- **Narrated Audio + Text Info**
  The old small and hard to read info cards are gone, now you can just hear a

narrated description for historical pieces with authentic historical narrative reviewed by trusted historians. If you want to get deeper there's a longer version that is one tap away.

- **Virtual Restorations of Damaged Historical Pieces**
  Discover a virtual restoration of pieces that were damaged

- **Restoring Stolen Pieces**
  Historical artifacts are treasures of culture. We will spot the light on stolen treasures on their homeland where they should be seen and experienced. A restored virtual version will be easily accessible to showcase it in the most immersive experience we can.

- **Animated Historical Storytelling**
  Some artifacts have a backstory that needs some animations. Movement, Exploded, X-ray or Assembly Views are there to show you the details in a simple and fun format.

- **Cinematic Experiences**
  Selected artifacts have huge backstory that needs vivid immersion to grasp its essence. We won’t hold off anything here.

Off-site

Sitting at home with lots of historical curiosity? Try experiencing a glimpse of how ancient civilizations rose up and came down. Get an authentically backed content about their culture and more.
Through our off-site experience we have these features:

- Interactive historical articles and reports
- Historical figures and events
- Wiki like structure with bookmarking capability
- Updates & introductions to historical sites
- AR face and image filters

Saya Brand

Methodology

We took all of our Strategy findings and articulated them into a message, either written, seen or heard our Messaging and Positioning phase is here and it starts by giving our brand a character.

Brand Archetype

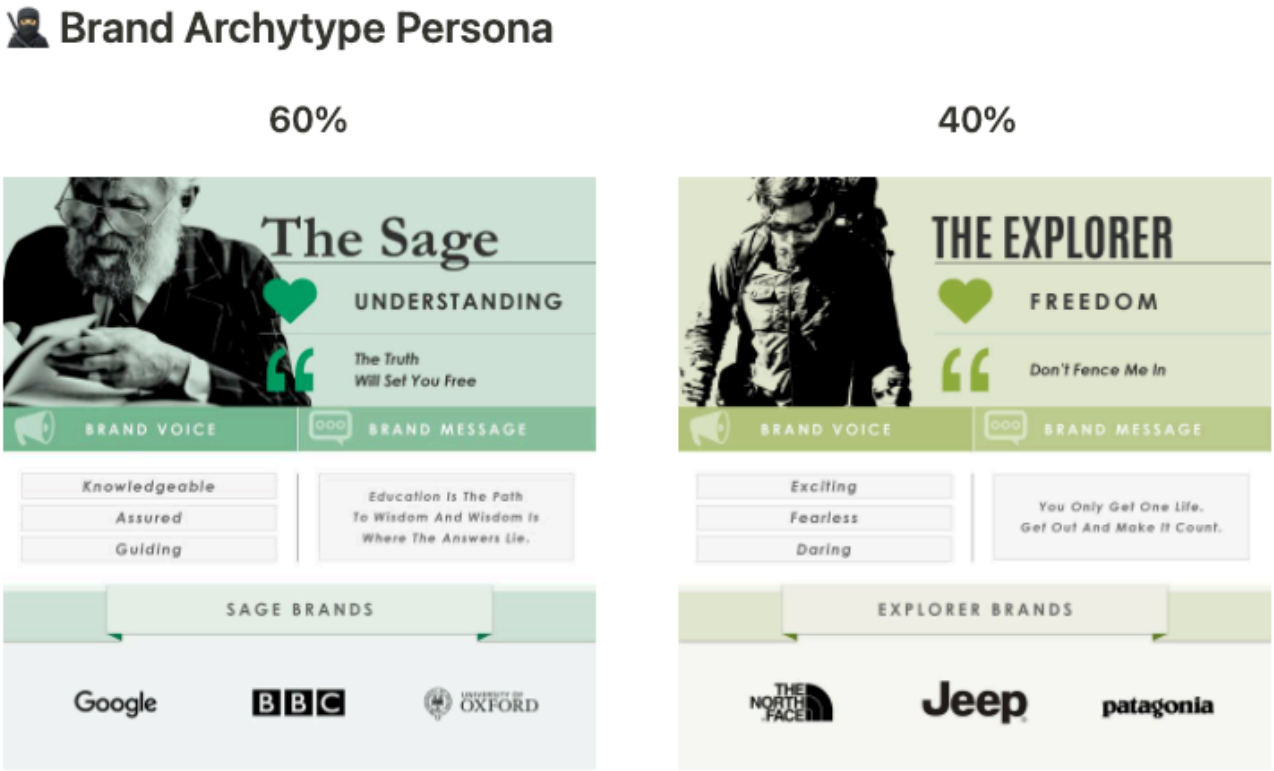
We gave Saya a mixed characters between A Sage and an Explorer

60% Sage

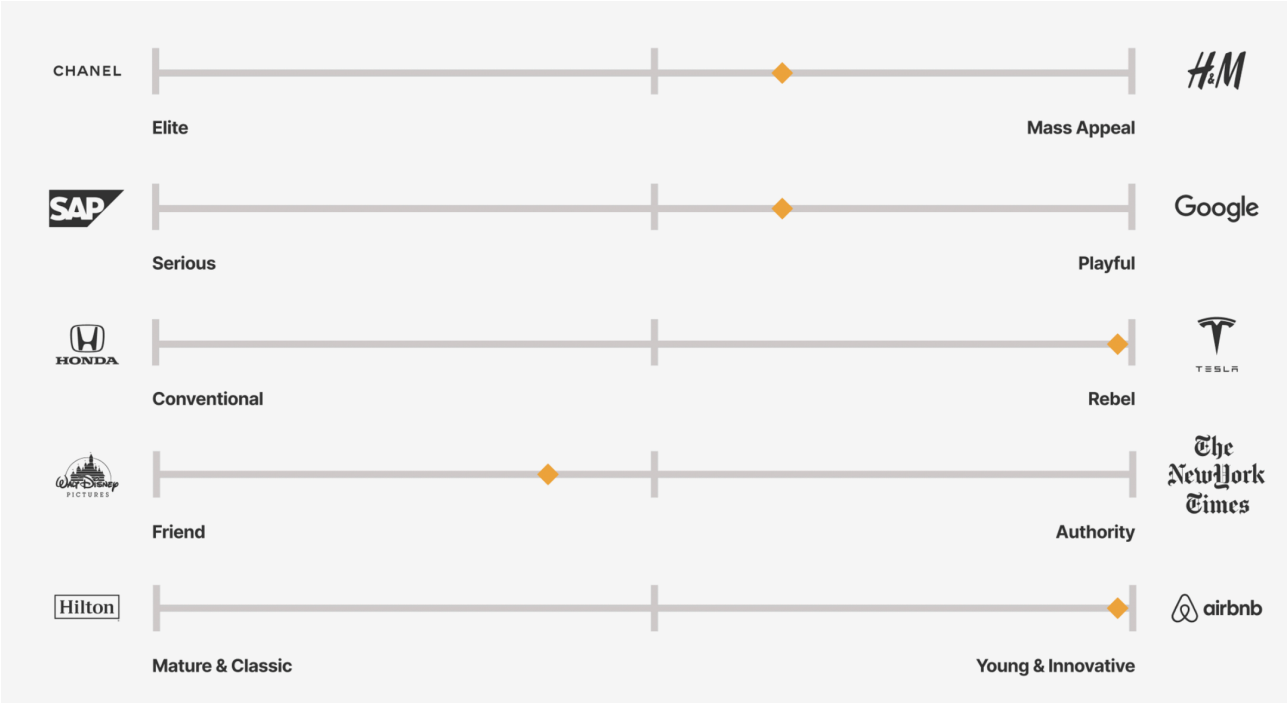
The term sage gives off a feeling of having wisdom. It's easy to think of Dumbledore when you hear the term and this reflects an issue where this would give the wrong idea that Saya is "old" or "outdated". We find it 60% important to add the wisdom and knowledge portion of the experience while spicing things up with the explorer persona.

40% Explorer

The term explorer is closely related to adventurous personalities. It's easy to think of Indiana Johns when you hear the term and this reflects an issue as our positioning is not that extreme but still necessary at least on the on-site experience. We find it 40% important to add this tad of curiosity and excitement while cooling it down with the sage persona.



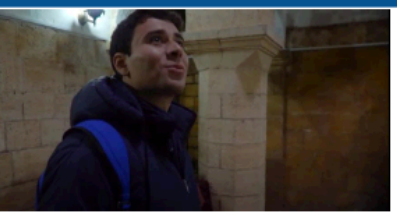
Brand Voice & Tonality



Personas & Validation

Our Marketing team hasn't had the resources that would back a full market research at its disposal so they did a secondary research that came up with 2 distinct personas and later we found out that it's 80% accurate after we validated the data with the UX team user interviews they did.

Persona 1: Saiman



Background

He is explorer, prefers the individual trips, likes the passive activities and enjoy receiving more than doing, visiting the historical attractions and experiencing the storytelling will make their trip at the max.

Goals

What he is looking for while visiting Egypt

He travels to other countries with a purpose of understanding various cultures and enjoy immersing himself back in time to experience heritage inside out.

Accommodation areas while visiting Egypt

- Cairo
- Giza
- Luxor

Common Objections

Concerns about content /previous travelling experience

- Difficulties of gov procedures for photographing, shipping, and customs
- Receiving poor content/experience
- Authenticity and honest communication

Travel Style

1. **Culture creature:** loves everything cultural-theater, shows, museums, festivals and fairs and local culture.
2. **History buff:** Travel back in time. Their vacation is a learning experience that focuses on historic facts and sites.

Persona 2: Harry

Background

She is explorers, prefers the group trips and the historical sites if they are excursions and part of the vacation program. She has a family and willing to experience safe activities, visiting new places that are not necessary in their long term list of interests.

Goals

What he is looking for while visiting Egypt

She travels to other countries to have fun with his family and see something new while enjoying different culture. Safety comes first, then enjoyment.

Accommodation areas while visiting Egypt

- Haughada
- Sharm Elshikh
- Dahab
- Aswan

Common Objections

Concerns about content /previous travelling experience

- Receiving poor content/experience
- Authenticity and honest communication

Travel Style

1. **Sight seeker:** Always ready to stop for that landmark. event, scenic vista or attraction.
2. **Life Seeker:** In their travels, they seek spiritual and/or personal knowledge to understand self and the meaning of life.
3. **City connoisseur:** A creature who simply enjoys the pulse and amenities of a city.

Messaging Pillars

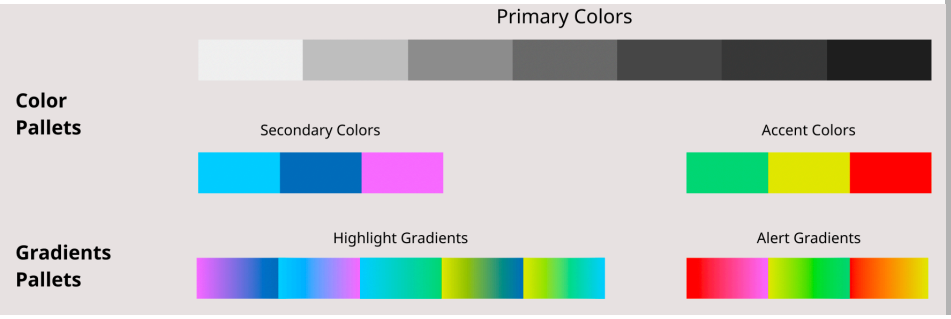
Emerging Technologies	Historical Educational Content	Immersive Experience
Simplifying high tech	Enrich the virtual historical content	Revive heritage
Effortlessly use tech	Top notch expertise	Travel through time
Tech to enhance historical experiences	Permanent trusted content	Tour guiding in the modern age.
Tech for heritage	Age-restricted free	Extravaganza
The ability to restore the artifacts	Variety of stories about cultures and heritage	On-site/ off-site immersive experience
	Continuously updated stories	Involving and authenticity feelings
	Language variety	Step into virtual museums
	Recognize the artifacts and discover related information	Converting the TV shows into real experience
	Themed content	Family experience

Brand Identity

We view Saya as a vessel that travels through time to experience the past through the future.

Logo - consists of 3 objects.
A möbius strip that looks like an infinity representing the time space continuum and how Saya is bringing the past through future technologies with a twist.
A cube representing the history and actual past events that are a bit fuzzy or hard to reach.
A type logo that reflects Saya's dimensional space with the letters pilled behind each other.

Colors - A combination between CMYK + RGB color pallet in a hint of the merger between the physical and digital worlds.



Saya UX / Product Design

We chose to use the Double Diamond Design Process, A design process developed by the British Design Council in 2005, it takes into consideration a lot dimensions that an AR product should take into consideration not just a digital product as it was developed for use with Industrial Products as well.

Double Diamond Methodology:

Has 4 phases where each can be considered a state of its own.

Discover

Who are the users?
What are their problems?
What is the most critical problem for them?
Settle on a problem statement.
Creating empathy maps for our user/s
Can we help him? In which problem specifically?
How is the market handling this problem?
Do we have exterior business limitations in this area?

Define

What is the solution’s content list?
What are the contents list requirement?
Is there internal limitations that can cripple the solution?
What’s the functional specs. Or KPI to follow?
What specific advantage that can leverage our solution?

Develop (Current Phase)

What is the structure behind the user getting the value he/she needs?
What’s the information architecture behind the solution?
How users should interact with your solution? (Interactional Design)
Start crafting the customer journey map

Deliver

Screen flows
Wire-framing (Digital)
Form sketching (Industrial)
Navigational Interactions
Sensory User Interfaces
High-fidelity Interactive Prototyping

UX Research:
Tourists Research (23 interviews)

This round of UX Research is intended to tackle 2 major objectives:

1. Validate our User Personas.
2. Have a clear look into what users actually want from Saya.

We planned to have 20 interviews from Participants visiting the Egyptian Museum. We ended up having 23 interviews in total with 19 in the Egyptian Museum and 4 interviews in the NMEC. Normally we shouldn't do so much but at this stage where marketing and UX need to validate the persona and product strategy. We have also made some observations along these interviews.

Our Own Observations

- Visitors usually circle around the Tour-guide and in large groups this even becomes very hard to do effectively
- Tour-guides bring with them papers that explains hieroglyphics
- Some guides touch the artifacts with their hands to explain them.
- There are different types of info cards/signs using different designs and/or fonts. There are no consistent design language... Either English, Arabic, French or Braille.

Maps

- Not all areas are presented in the legend
- Some colors offer a bad contrast with the numbers.
- Displaying the numbers in the legend is confusing and redundant as they are already on the map.
- WCs, help desks and other utilities location is not displayed on the map.
- Displaying the numbers in the legend is confusing and redundant as they are already on the map.
- The map is missing ”you are here” sign
- Using two shades of green is confusing.
- Most large tourist groups put on headphones for ease of hearing around the museum.
- Some tourists wander off and check other things while hearing what the tourist is saying, maybe because it's too crowded around the artifact.
- Some tours are huge, around 20 people. And they struggle to see what the tourguide is showing them.
- We noticed many tours are coming from Eastern Europe.
- Many Egyptian Students were present in the Museum as part of their university training to be tour guides. They usually move away when a real tour guides come to where they stand to give them the floor to explain to the their tourists. These student tour guide only speak to Egyptians and only speak Arabic.
- One tour guide was resistant to the idea of Saya and said that this will render her jobless.

Tour Agencies & Guides Research 3 interviews

We have conducted 3 interviews, 2 with tour guides and one with an Agency Manager these interviews looked into the backstage environment behind the industry. How does those parties operate in tangent? How is more dependent on who? What makes a better end user/tourist experience?