![CreativesCastle logo]

CreativesCastle

CreativesCastle is a user experience design studio that crafts digital products and experiences.

We are a small team of designers who have been dedicated to the UX industry since 2010, driven by a deep passion for crafting exceptional digital products and experiences.

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Our Services

As a full-service UX design studio, we're covering everything from UX/UI design to product innovation, CX, branding, and service design.

Research   **Design**   **Branding**

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Research

To create a customer-centered product, it is important to understand who the end users are. Only when we have an understanding of what they need, their behavioral habits, and pain points it is possible to create the perfect product for them.

UI/UX audit

Competitive Analysis

Customer Journey Mapping

Usability Testing

Prototyping

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Design

We work in close collaboration with your product and development teams to design outstanding user experiences for any platform providing ongoing UX/UI design, constant iterative design improvements, and assisting you at every product development stage.

UX/UI Design

Design Systems

Web & Mobile App Design

Interaction Design

Product Design

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Branding

Branding is not just a logo. It's the creative platform that unifies the way the world sees your business. We help our partners create and evolve visual identities and develop brand strategies.

Logo & Visual Identity

Website Design

Branding Guidelines

Brand Identity

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"We make better products and make products better."

Our Design Process

Empathize Define Ideate Prototype Test Deliver

Our team uses various UX methods to empathize with users and understand the problem. From conducting user interviews to analyzing quantitative data and market research, our UX Researchers will be there having ongoing activities to improve the experience.

✓ User Research
✓ Stakeholder Interviews
✓ Empathy Map
✓ Competitive Analysis

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Our Design Process

Empathize **Define** Ideate Prototype Test Deliver

Now, we will organize the information we have gathered, and we will focus on specific experiences within the customer journey and analyze our observations to define the core problems identified up to this point.

✓ Analyzing data & analytics
✓ Problem statement
✓ Customer Journey Map
✓ Design Audit

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Our Design Process

Empathize   Define   **Ideate**   Prototype   Test   Deliver

At this point, we have decided on the problem(s) to try and solve. In this third step, we start Ideation — the process of exploring many different directions ("divergent thinking") to finally select the most promising idea(s) ("convergent thinking").

✓ Brainstorming
✓ Sketching
✓ User Flow Mapping

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Our Design Process

Empathize   Define   Ideate   **Prototype**   Test   Deliver

The prototyping stage is where ideas come to life. Our UX team will prototype, test, repeat as they scale designs, and add fidelity and functionality.

✓ Prototyping
✓ Information Architecture
✓ Interactions
✓ Design System

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Our Design Process

Empathize   Define   Ideate   Prototype   **Test**   Deliver

Once we have a design that is implemented (even if only as an interactive prototype), we will begin to run some evaluations of this design internally with the team and stakeholders, and externally with real users.

✓ Usability Report
✓ Analytics Report
✓ Design Audit

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Our Design Process

Empathize   Define   Ideate   Prototype   Test   **Deliver**

At this final stage, the design team hands its mockups, prototypes, and documentation to the development team to start the engineering process.

✓ User Testing
✓ Design Audit
✓ Hand-off Document

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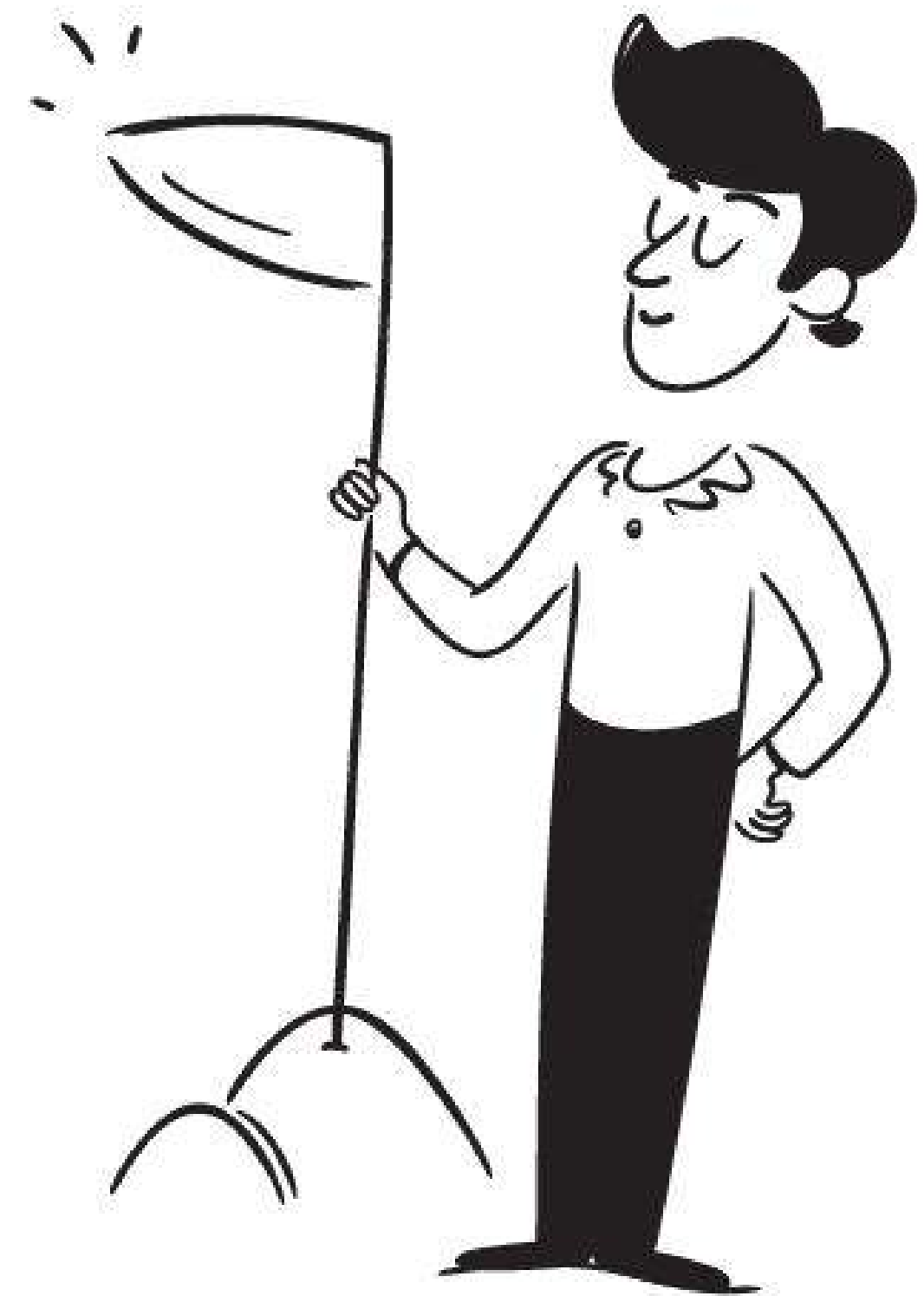
Samples of our work!

Our Partners

DUBAIRPORTS

ADIB

finance
Investment
Group

ALUPCO

eVISION

THE NATIONAL COUNCIL FOR WOMEN

aswaaq
misr

IMTENAN

EVEREST MINDS
INNOVATION

Suplyd.

Punchisel

envato

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Mobile Dashboards

Mobile App • UI design — 2019

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Mobile Dashboards

Mobile App • UI design — 2019

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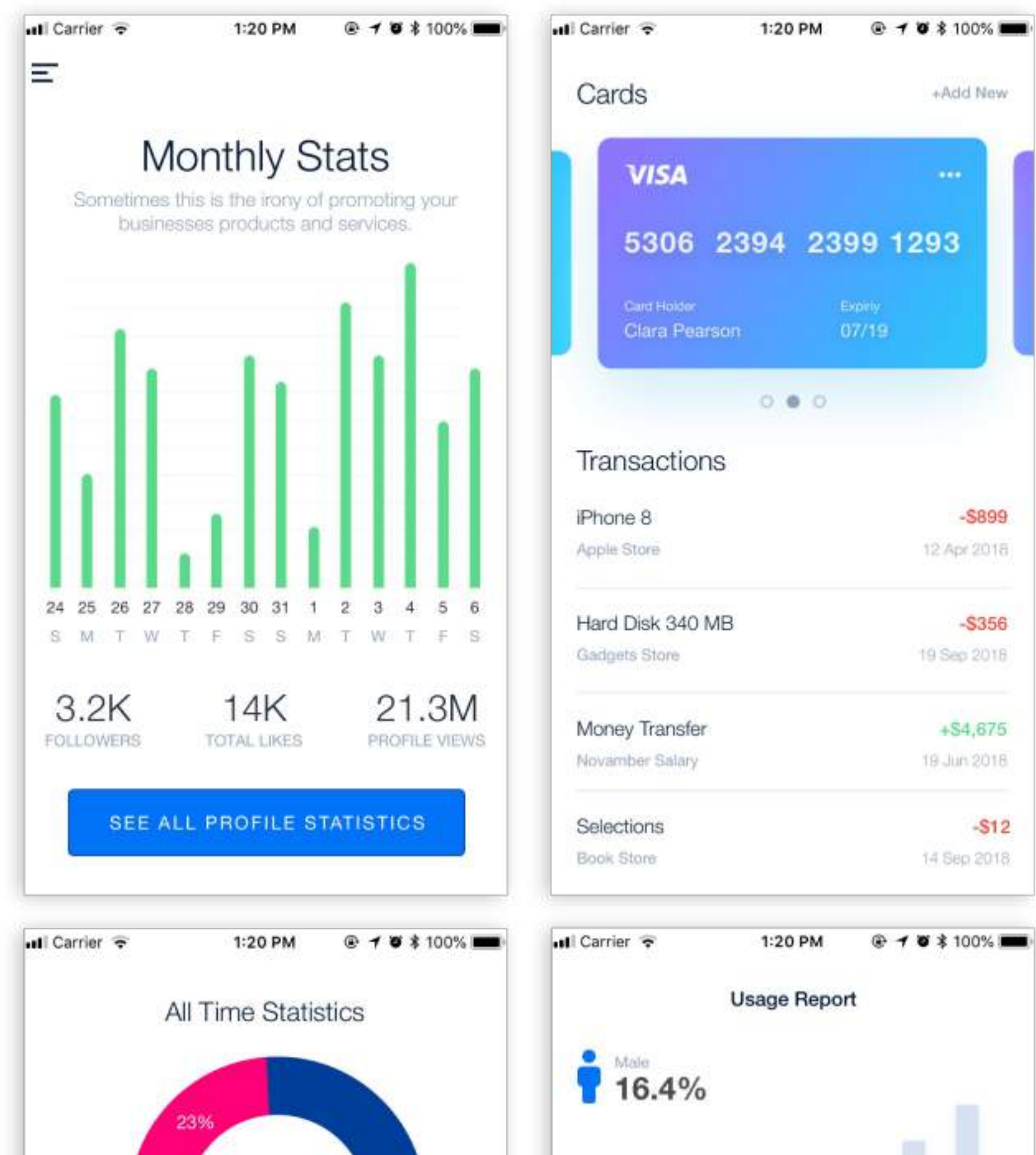
Shadow Mobile UI Kit

Mobile App • UI design — 2019

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Mobile UI Kit

Mobile App • UI design — 2019

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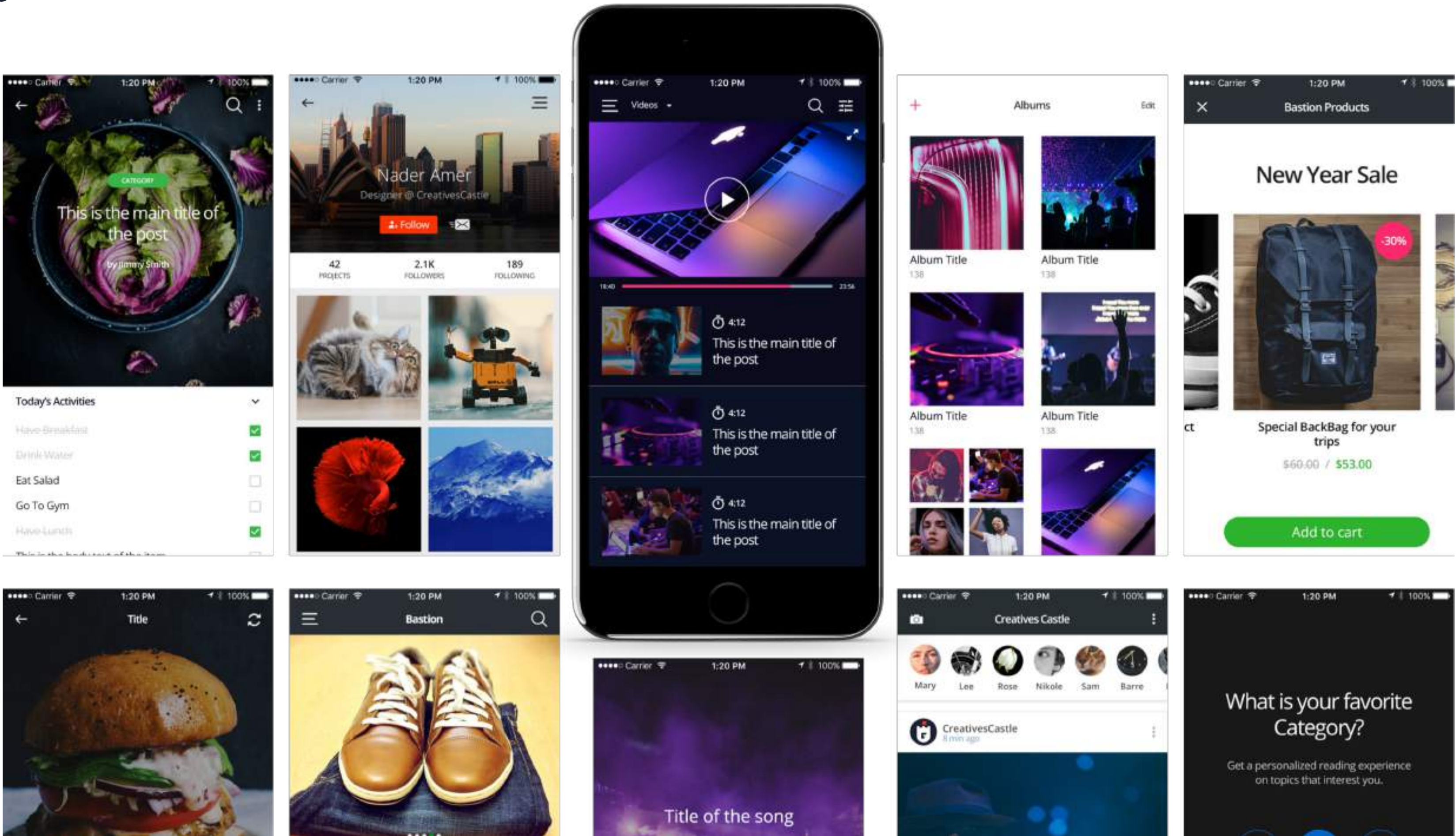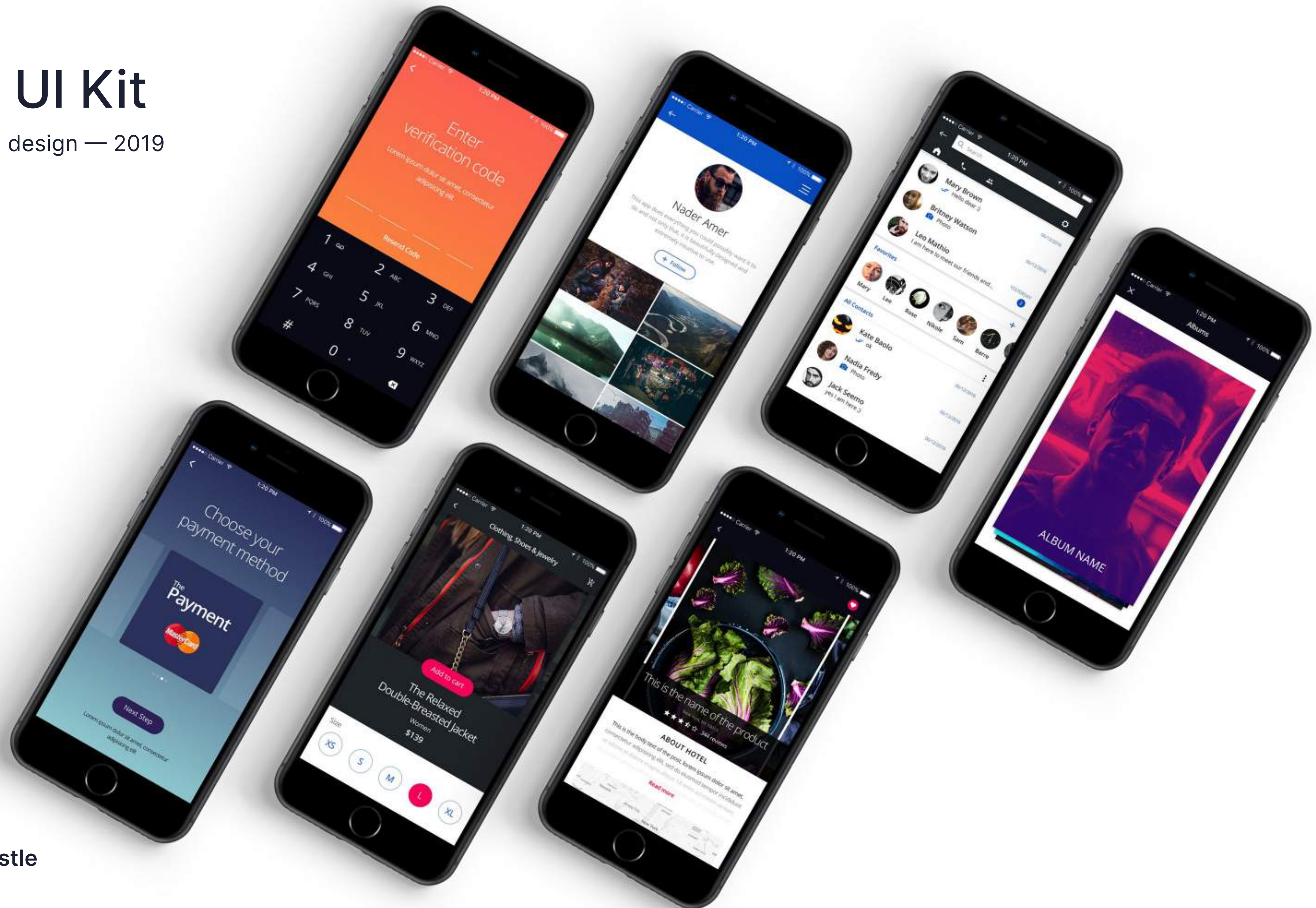
Mobby Mobile UI Kit

Envato • UI design — 2019

Blocks UI Kit

Web Design • UI design — 2019

BINGO ATM Financial Suite

Product design • Design System — 2020-2023

We had the pleasure of revamping the reconciliation system for the National Bank of Egypt (the biggest bank in Egypt in terms of assets, deposits, loans, bank capital, number of total branches, and employees).

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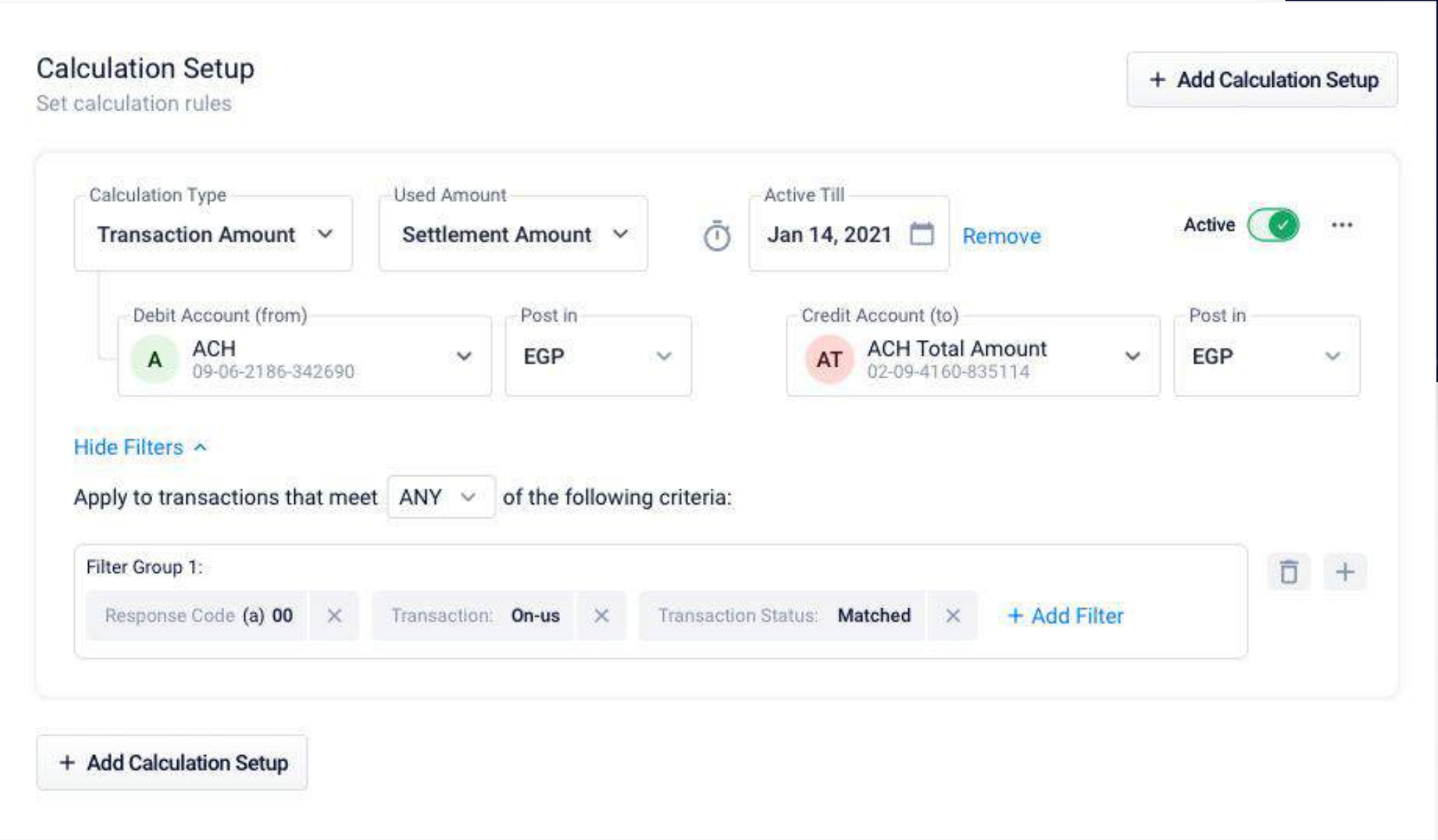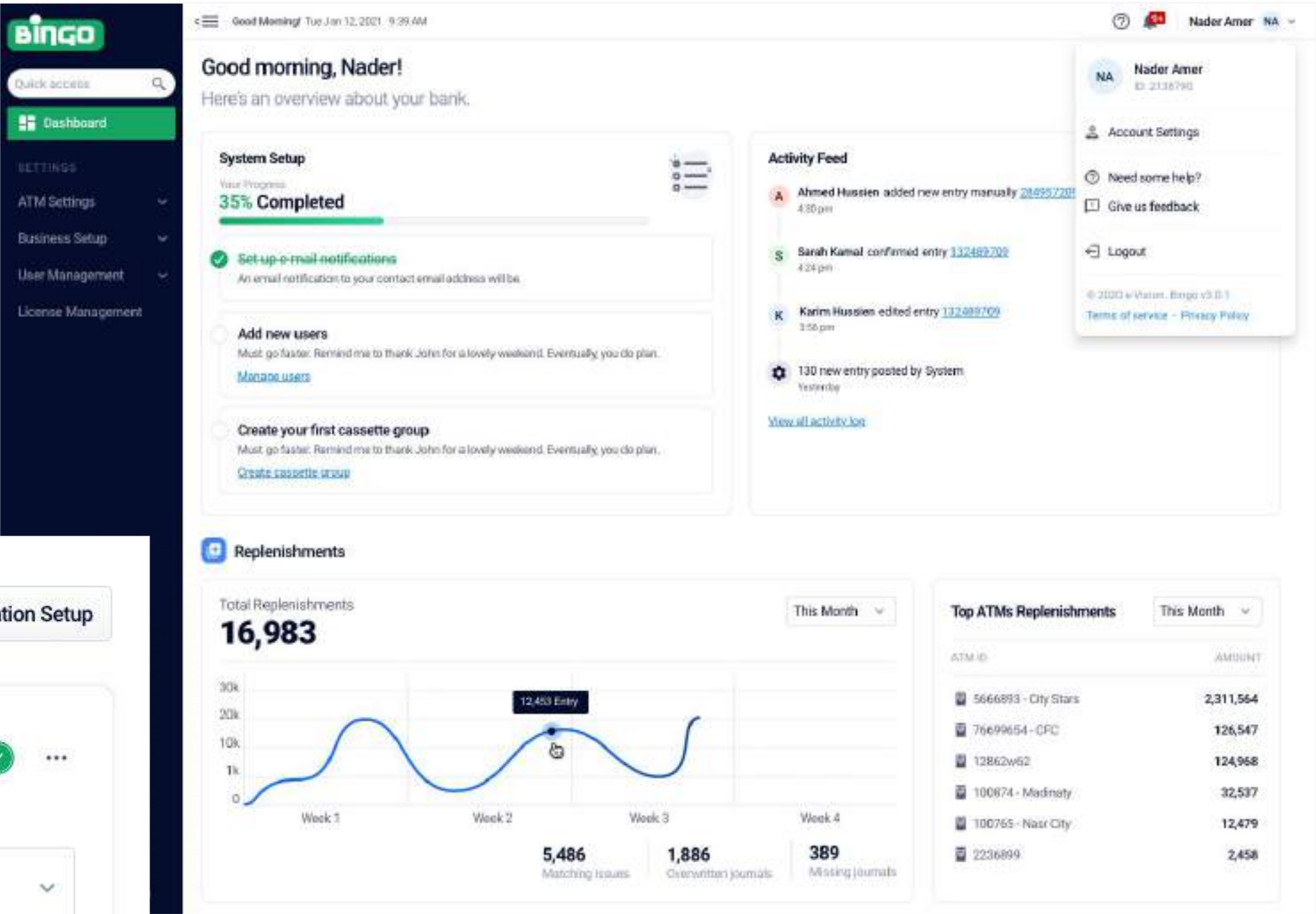
The system has been a strong pillar enabling the bank's ATM expansion plans from 450 to a four-fold increase, and the new design increased customer satisfaction as it reduced manual work and enhanced staff productivity by minimizing customer dispute handling time from 3 weeks to 48 hours.

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CORZAP: Smooth, compliant and affordable SWIFT gpi messaging

Product design • Design System — 2021 - 2024

We focused on evaluating and revamping the current system to improve daily work by exporting data to help global banks and regional service bureaus achieve straight-through processing of cross-border SWIFT transactions.

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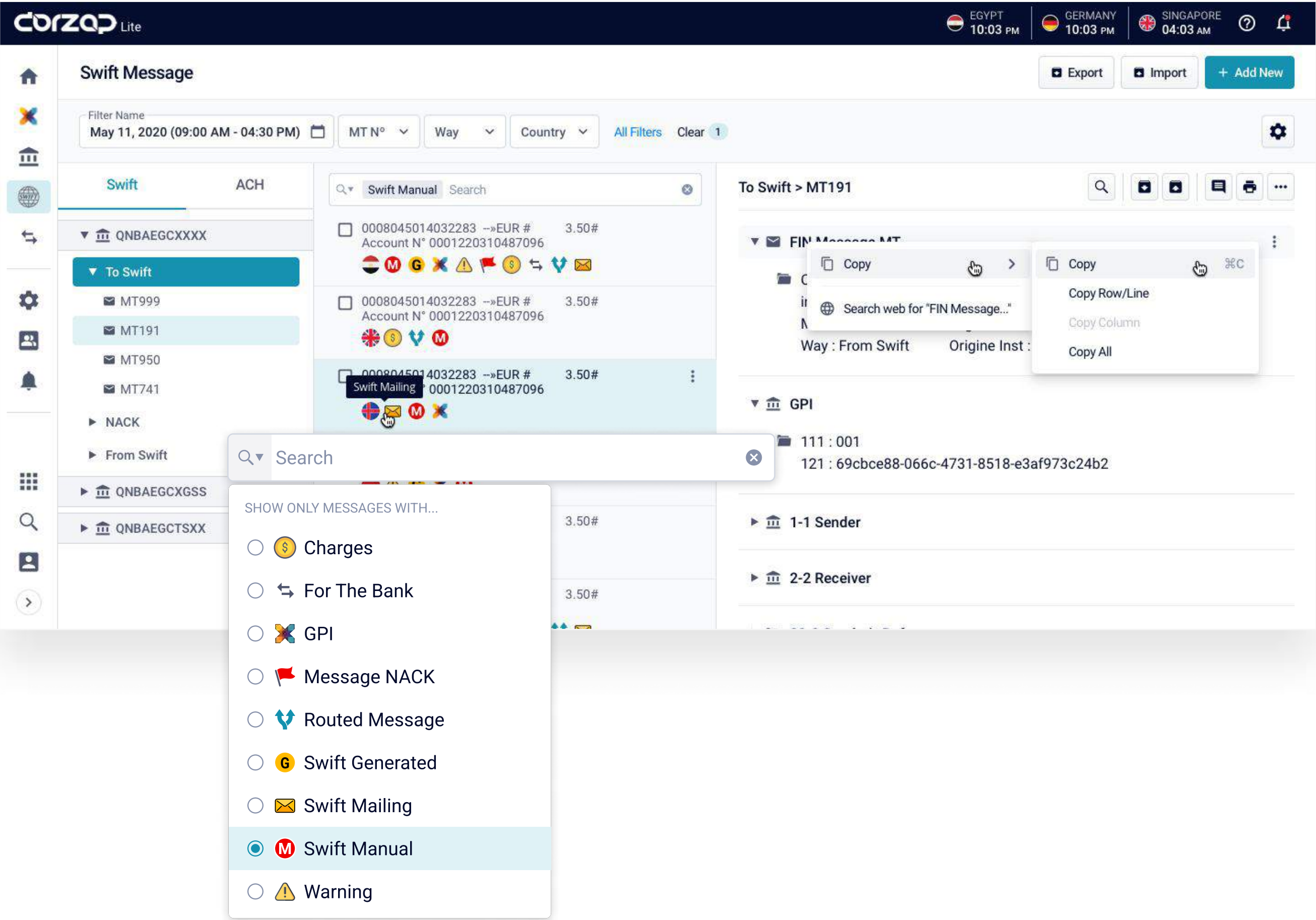
We also added the ability of configuring password policies to help adminstration department protect their users' accounts by forcing them choose a strong password.

DCH: Dispute Clearing Hub

Product design — 2020

Off-us transaction disputes usually take from 10 days to 45 days to be settled as it involves several manual operations either from the issuer bank, acquirer bank, or the scheme. While the number of electronic transactions increases in Egypt, it will definitely increase the number of dispute cases, which will add more pressure on bank operations.

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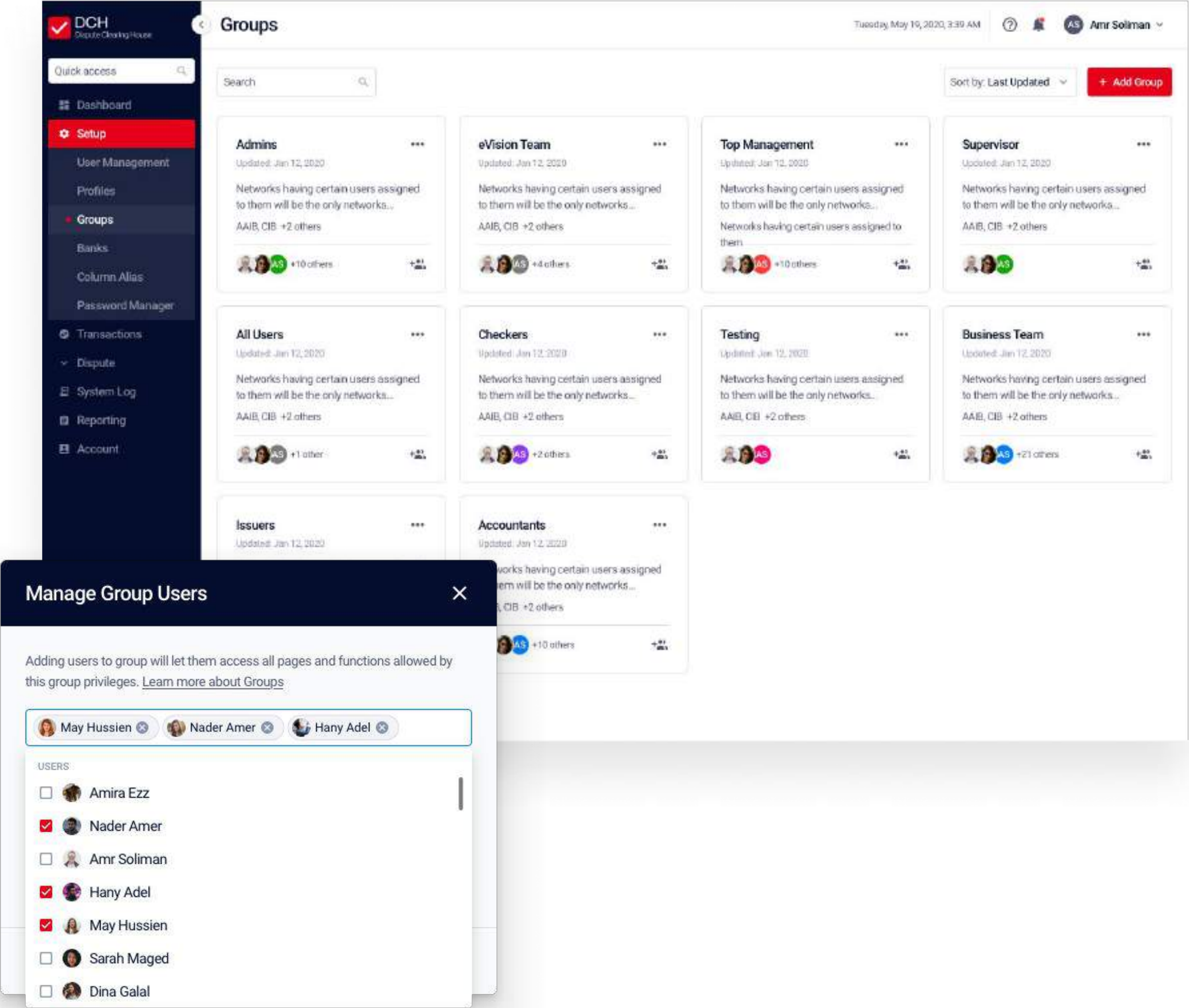
CHARGEBACK

One of the big challenges was creating a chargeback request module to help the bank withdraw funds that were previously deposited into the recipient's - usually a retailer - bank account and put them back into the customer's account.
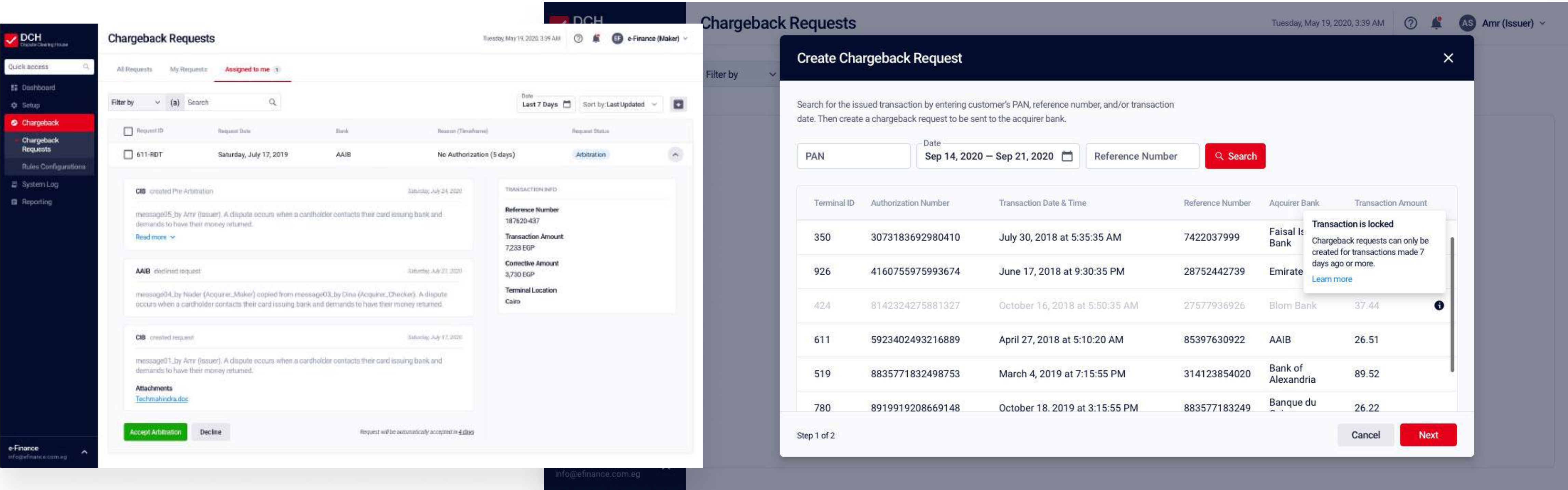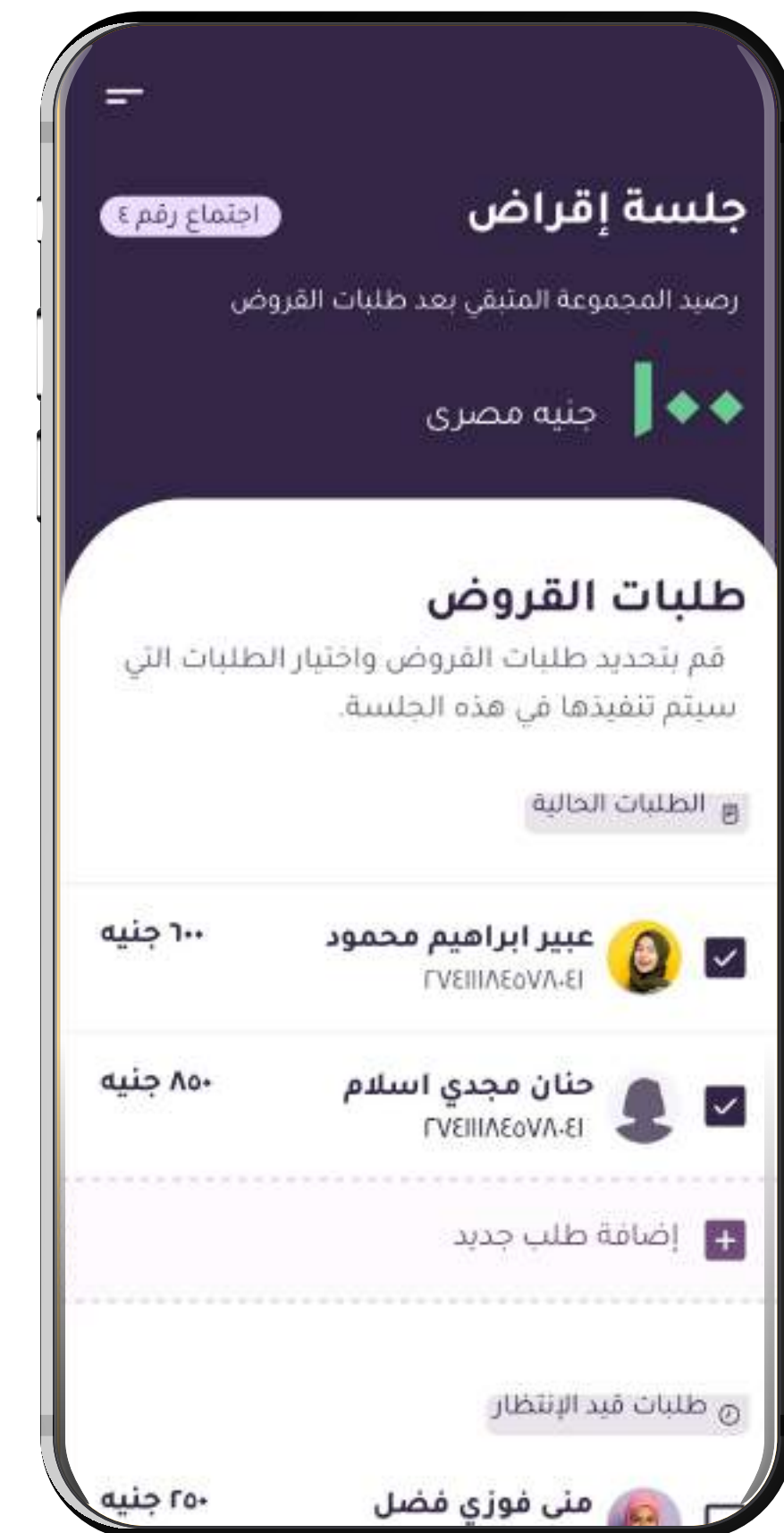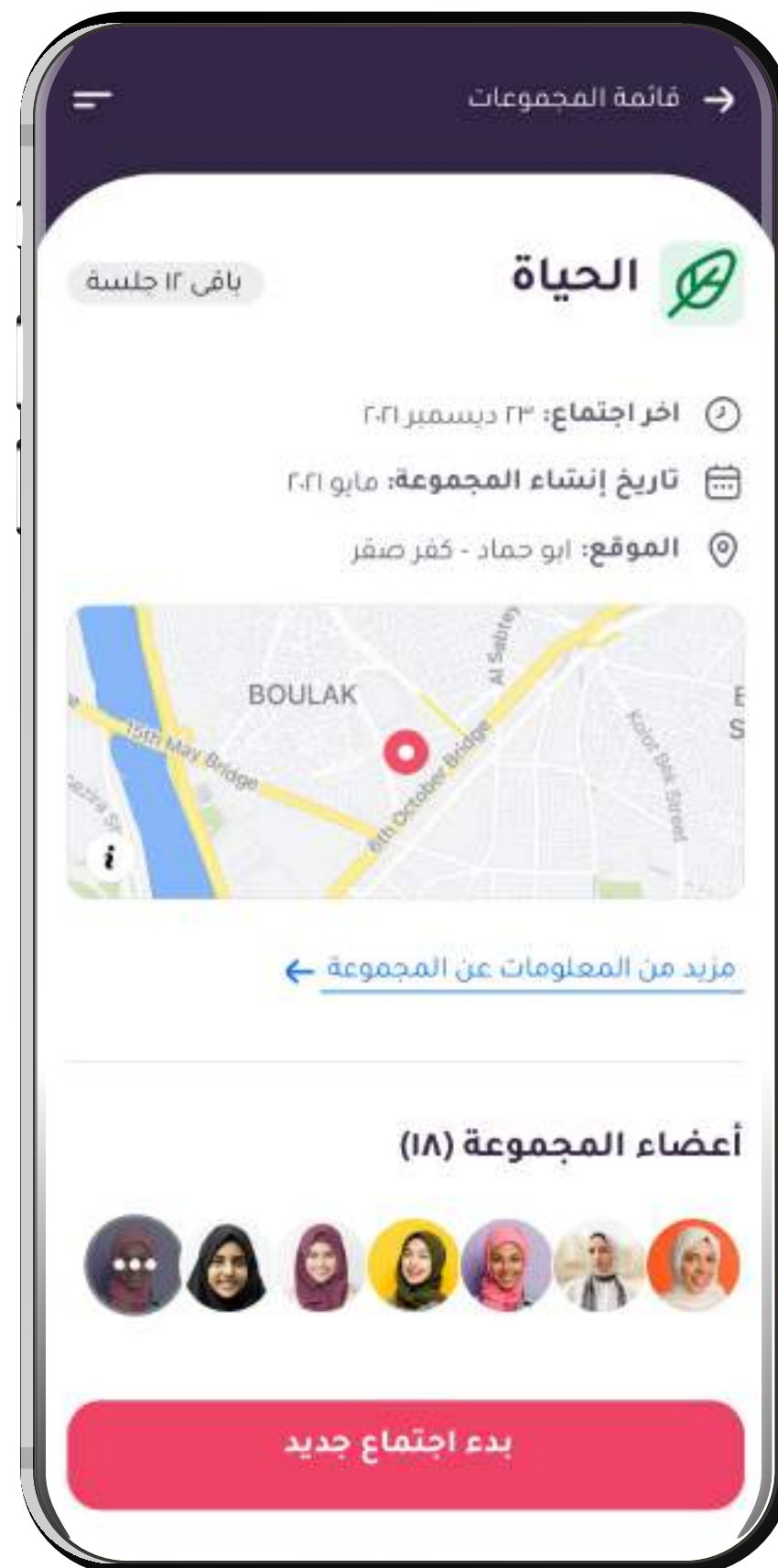
VSLA — Tahweesha App

Product design — 2021

The National Council for Women in Egypt (NCW) embarked on a journey in 2021 to digitalize the existing successful classic VSLA methodology; a platfomr to be enable scale up to create saving groups that are self-managed and self-governed for use by the rural women of Egypt.
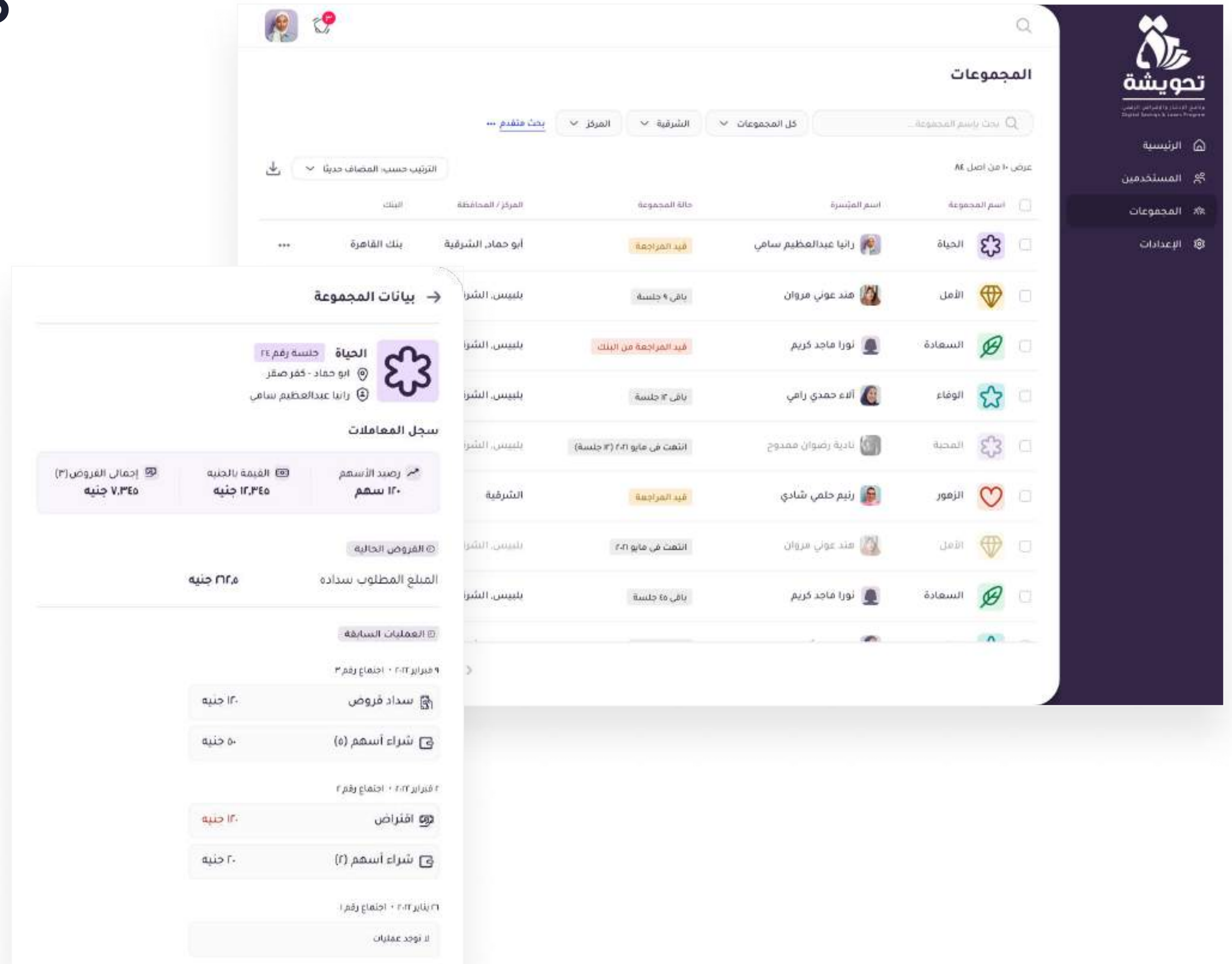
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VSLA — Tahweesha App

Product design — 2021

VSLA — Tahweesha MIS

Product design — 2022

We created a management information system used for decision-making, and for the coordination, control, analysis of Tahweesha App with real-time monitoring of uptake and performance of Individuals and Groups.
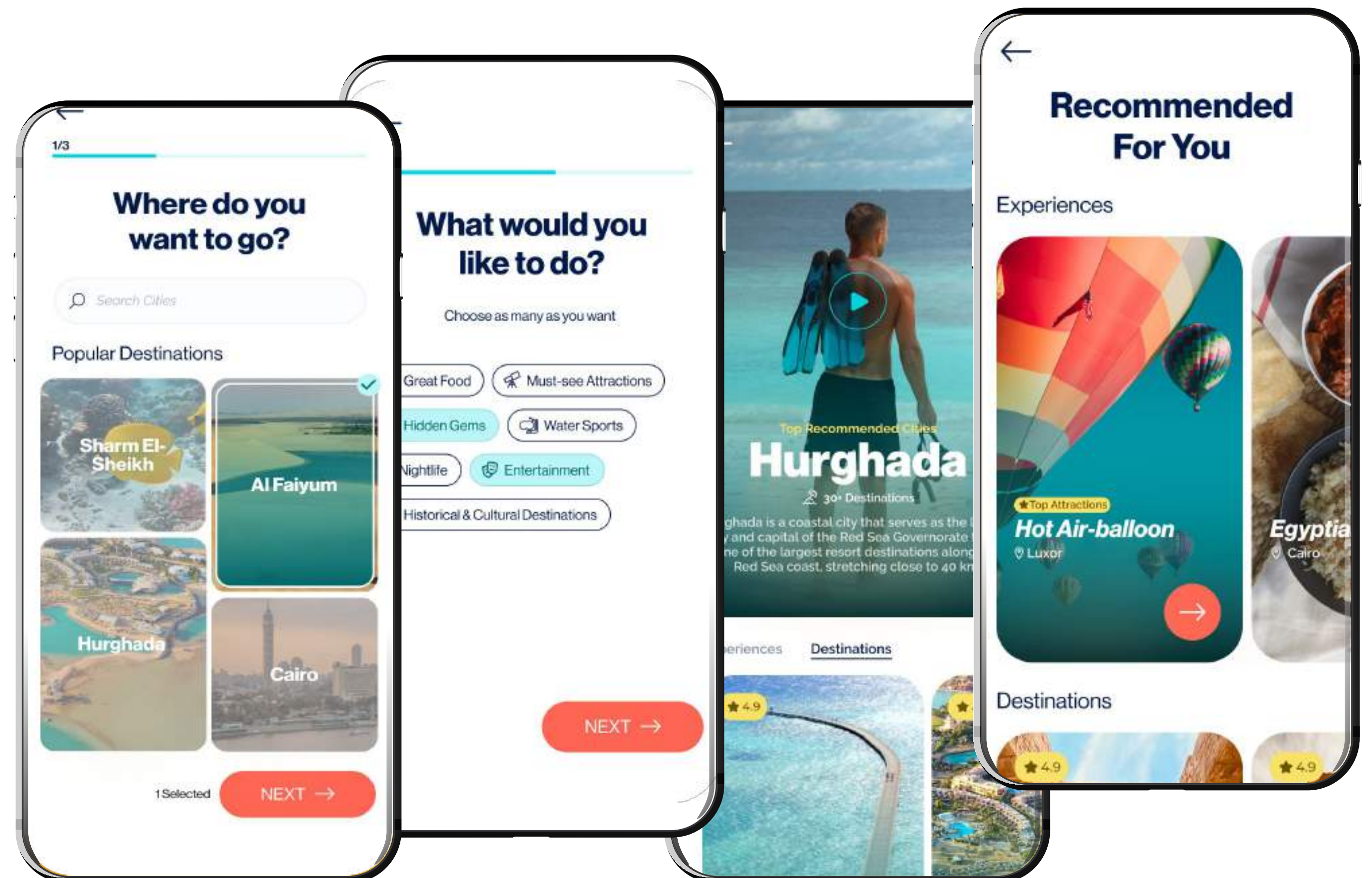

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VSLA — Tahweesha MIS

Product design — 2022
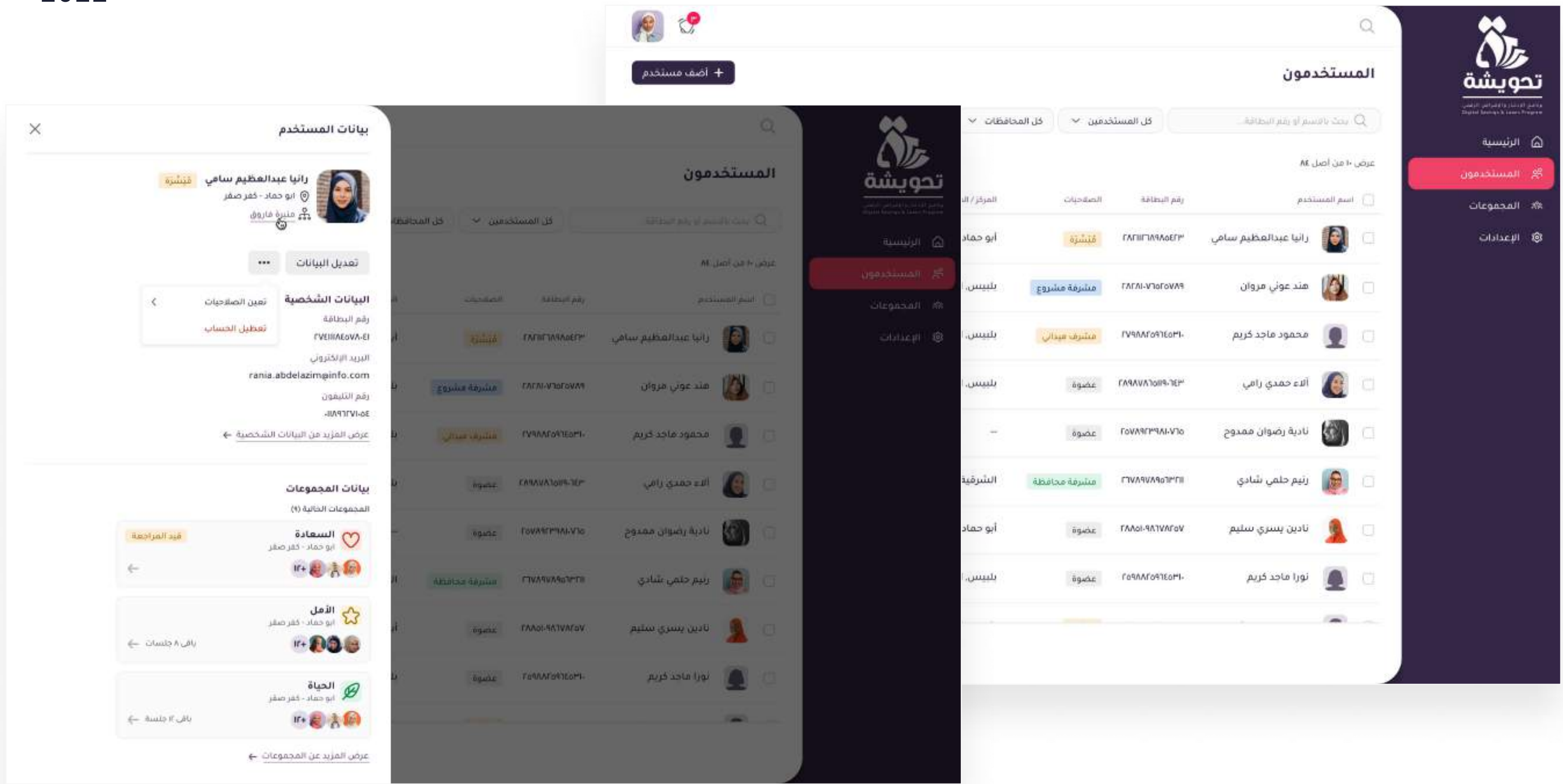
Experience Egypt — Mobile App

App design — 2023

The app concept centers on self-exploration, with the external environment serving as a supportive backdrop. It emphasizes personalization, focusing on what you choose to see, experience, and take away as lasting memories.

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SLLR — Landing Page Concept

Landing Page — 2024

Sllr provides customers with a free and seamless ecommerce platform transforming the checkout complexity to a fast and seamless experience.

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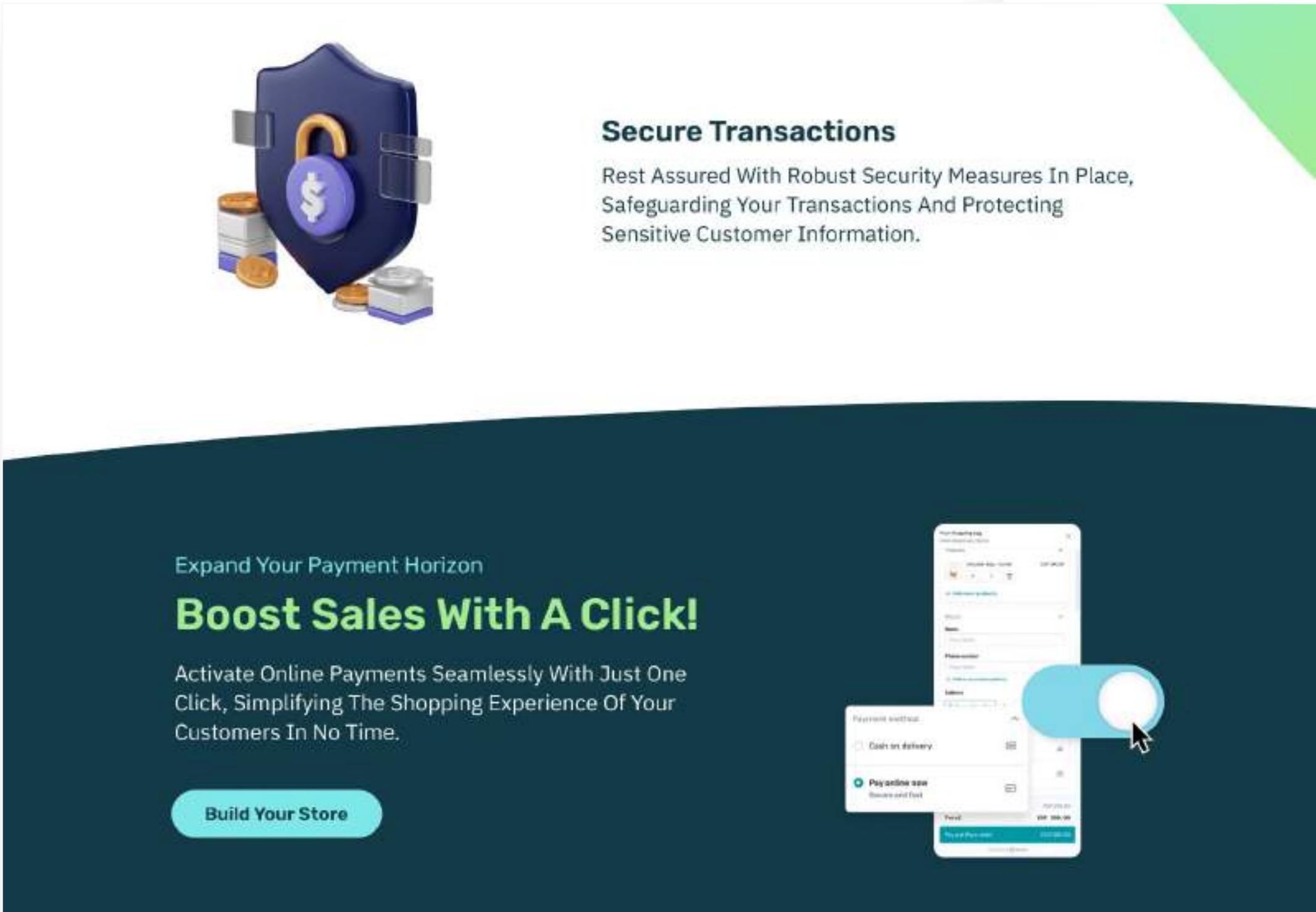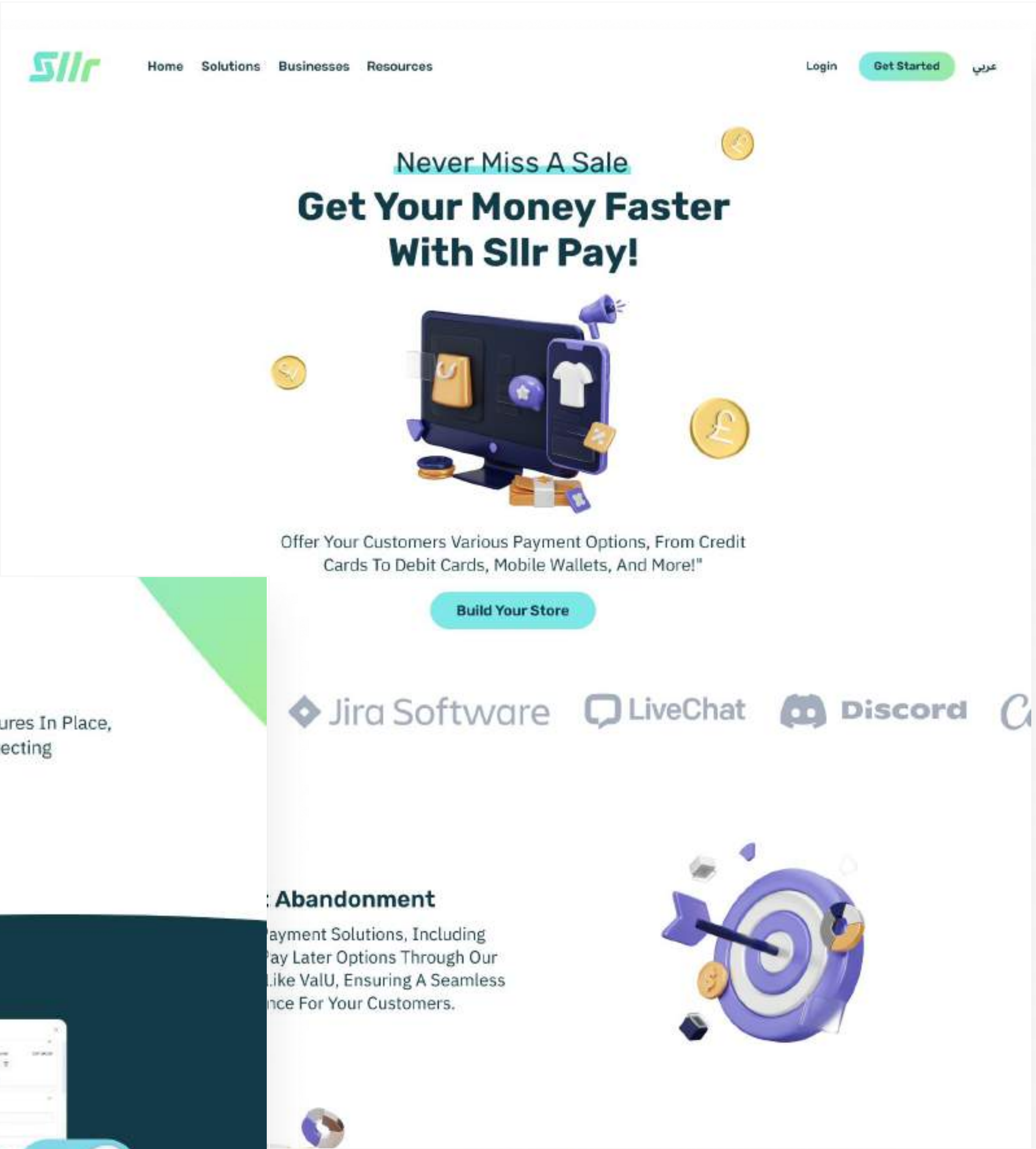
Suplyd — Web App

Web App — 2022

Suplyd is an Egypt-based startup that digitizes supply chain operations for the MENA region's hotels, restaurants, and catering (HORECA) industries by creating a B2B platform that facilitates order procurement, fulfillment, and payments.

Duration: 15 days (3 Design Sprints)
Industry: Retail

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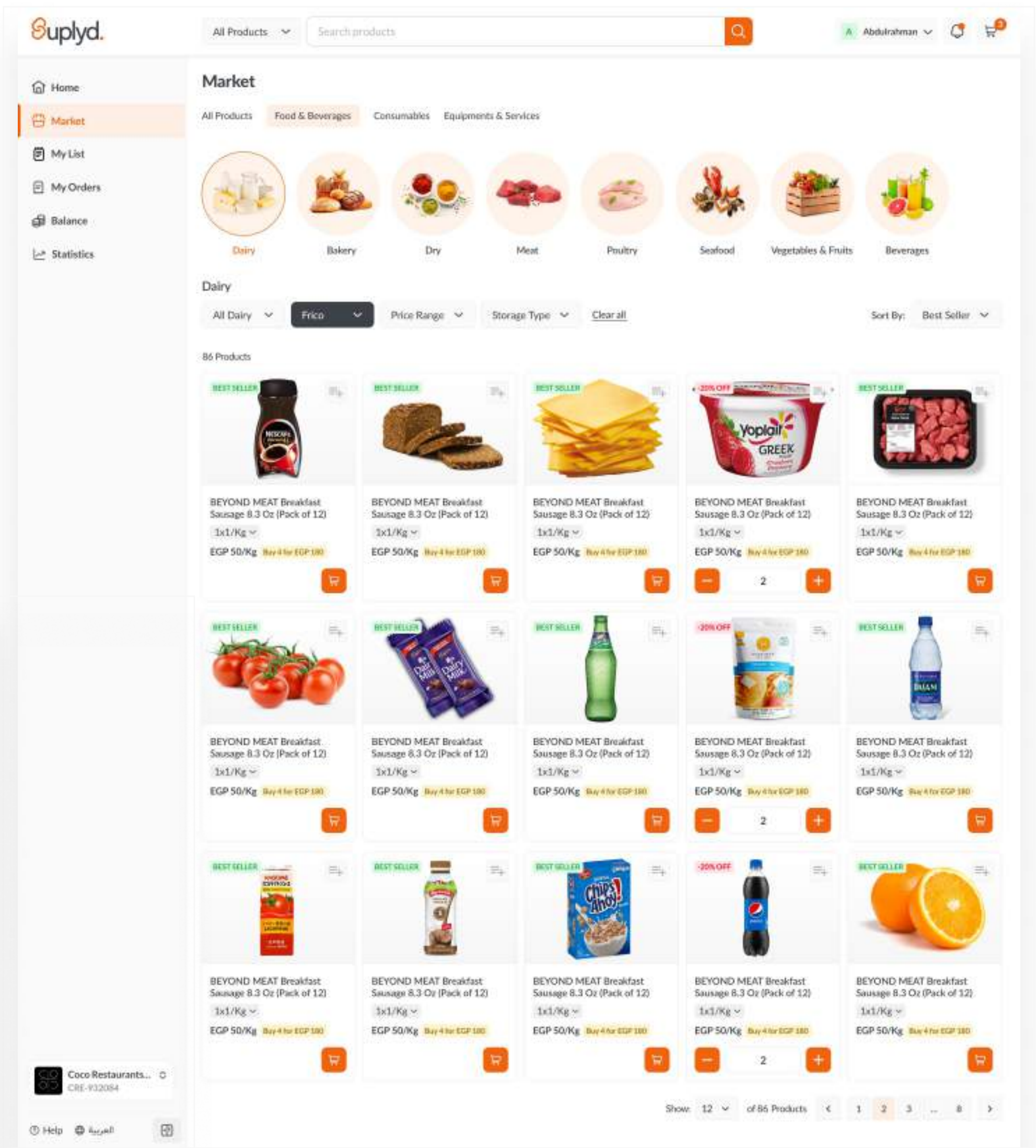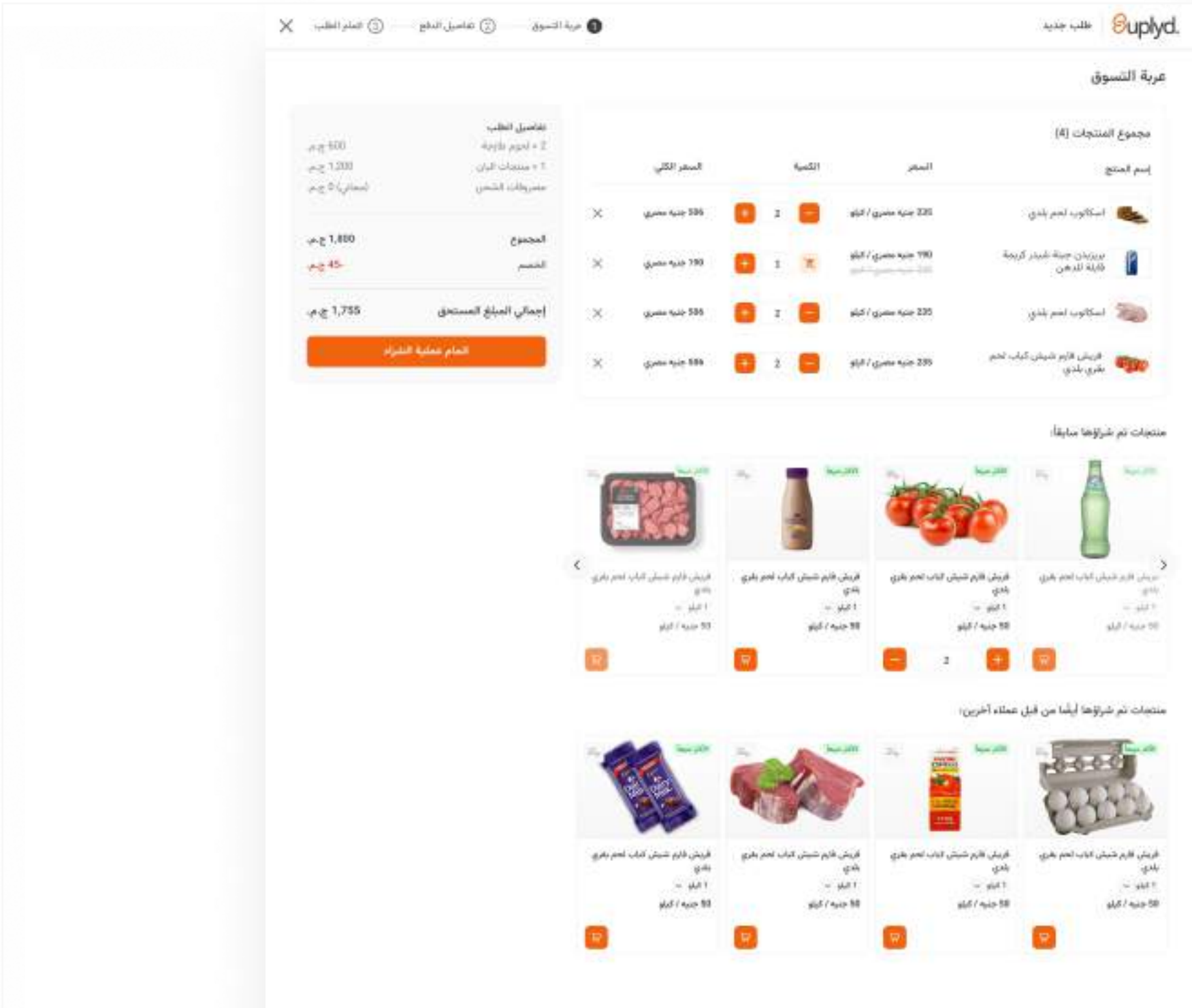
eVision — Website

Online Brochure — 2023

eVision has been at the forefront of digital financial systems for over two decades, providing innovative software solutions that have helped transform operations, risk management, and compliance in the banking industry.

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HIO — Landing Page Concept

Landing Page — 2020

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Thank You

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