Aloha| User Pages

The validation includes

- ★ Ux writing
- ★ Usability of the site
- ★ Effectiveness of voice and tone design

Used Tone: formal, less-formal, friendly

Important Notes

- ★ It's important to remember that users come from a variety of backgrounds and levels of expertise. And UX writing is all about guiding users through their interactions and making sure they have all the information they need to complete a task or achieve their goals.

- ★ This means providing clear instructions, feedback, and support every step of the way.

- ★ So Adding headers and subheaders is not just filler, but rather a helpful guide for users to achieve a seamless and successful digital product experience.

Landing Page

Header:

- **1st Bar:** To achieve writing for scannability, the user will scan the word "free shipping" first not the word "buy", so it should come first.

AR copy	شحن مجاني لطلباتك، لما تشترى ب 300 جنيه أو أكتر
En copy	Get free shipping on orders above 300 EGP

- **3rd Bar:** 1- Add a placeholder text in the search box:

AR copy	ابحث بالماركة أو المنتج
En copy	Search product or brand

2- In Arabic, we used the verb, not the noun which is "قارن"

3- A spelling mistake in "Aloha", "بيع على ألوها"وضع الهمزة لأنها ألف قطع وليس ال

AR	عربة التسوق	قائمة المفضلات	قارن المنتجات	بيع على ألوها

EN	Cart	Wishlist	Compare Products	Sell on Aloha

Main Navigation Bar: Analyzing the issues:
Unclarity in labels

- Special offers should be distinguished by a <u>different color.</u>
- "Best categories, best products' have almost the same meaning, and when clicked on, we didn't find anything different. The user expects to find distinctive products
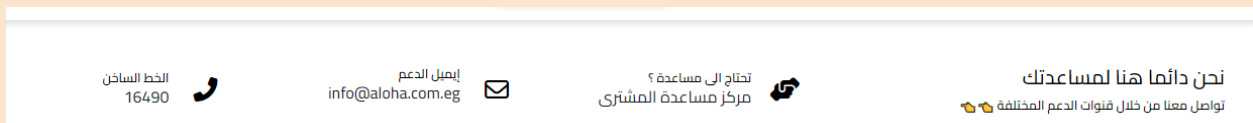- The same also in "Brands" and "Top Brands"

Here we have 2 options:

1st: All Categories, Today's Offer, Flash Sale, and the seasonal offers (valentine's day, mother day, Ramadan offers)

2nd: Add all the Categories or add the most clicked categories or the most visited categories (from google analytics), Today's Offer, Flash Sale

Footer

1st Bar|(Need a help)

الخط الساخن 16490 📞	إيميل الدعم info@aloha.com.eg ✉	تحتاج الى مساعدة ؟ مركز مساعدة المشترى 🔀	نحن دائما هنا لمساعدتك تواصل معنا من خلال قنوات الدعم المختلفة 👋👋

Analyzing Issues

- Don't use emojis
- "Need A Help ?" The user is already in need of help, so having this question is not helpful.
- It's good to use an informal tone here.

New copy

AR	ألوها دايما موجودة لمساعدتك	تواصل معانا من خلال قنوات الدعم الآتية:	مركز طلبات المساعدة	إيميل الدعم	الخط الساخن
EN	Aloha is always Here to help you	Reach out to us through the following support channels:	Help Center	Support mail	Hotline

2nd Bar

- At this stage, Aloha needs to raise awareness among users. It's best to write a short phrase that expresses what Aloha is all about.
- Add a footer text on the right before the short columns.
- Remove the icons beside the selling center, sell with Aloha

Footer Text	1st column	2nd column	3rd column
ألوها هي أول منصة إلكترونية مصرية آمنة100%، توفر لك تجربة تسوق سهلة وجذابة ومنتجات عالية الجودة بأسعار تنافسية بضغطة زر.	خلينا نساعدك	دعم ألوها	شارِكّنا
	سياسة الخصوصية	عن ألوها	بيع على ألوها
	سياسة الشحن	مركز المساعدة	مركز خدمات البائع
	الشروط والاحكام	الأسئلة الشائعة	
	سياسة الاسترجاع	المدونة	
	سياسة الضمان		

Footer Text	1st column	2nd column	3rd column
Aloha is the first 100% secure Egyptian e-commerce platform that provides an easy and attractive shopping experience with high-quality products at competitive prices at one click.	Let us help you	Aloha Support	Be our partner
	Privacy Policy	About Aloha	Selling on Aloha
	Shipping Policy	Help	Aloha Seller Center
	Return Policy	FAQS	
	Warranty Policy	Blog	
	Terms and conditions		

Wishlist Page

Analyzing the issues:

- **Instead of "haven't products", we can create a page with simple instructions on how to make a wish list and a text for motivation**

	Header	Subheader	CTA
AR	لا يوجد منتجات في قائمة مفضلاتك!	اضغط على علامة القلب جنب كل منتج لحفظها والرجوع إليها في أي وقت	الصفحة الرئيسية

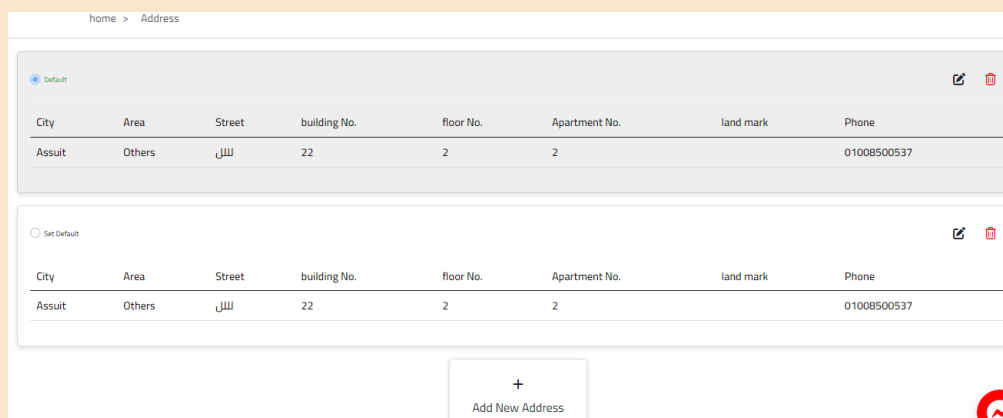| EN	Your wishlist is empty!	Tap the heart on products to save them for later	Home

- **If the user has already added some items, the Call-to-action buttons should be <u>below the product not above.</u> Also, we can add two buttons not only one**

	CTA 1	CTA 2
AR	أضف إلى عربة التسوق	Add to cart
EN	مسح	Delete

- **Spelling mistake in the word:" نفذ " . the correct word is "نفد"**

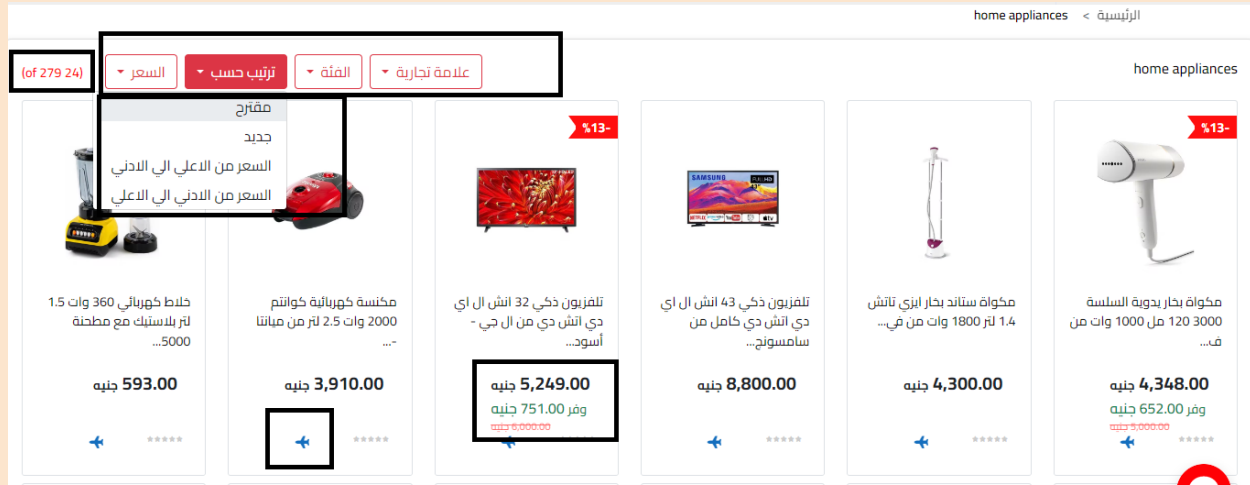## <mark>Address page</mark>

Analyzing the issues:

- **Add header and subheader**
- **Add labels to the icons (optional, but preferred)**

New copy and recommendations:

	Header	Subheader	Icon 1	Icon 2
AR	العناوين	قم بإدارة العناوين الخاصة بك من خلال إضافة عناوين جديدة أو تعديلها ومسحها	تعديل	مسح
EN	Addresses	Manage your addresses by adding, editing, or deleting them	Edit	Delete

Analyzing the page issues:

1- The labels should be arranged logically when the user makes a selection.
"Category" becomes before "Brand" then "Price" then "sort by"

2- The label "recommended", we need here to use clear language that doesn't require the user to ask questions, such as on why are these products recommended?
It is better to say "Best-selling" or "Most popular".
In Arabic "الأكثر طلبًا" "الأكثر بيعًا" "الأكثر رواجًا"

3- The same in "new", it is better to be" New arrivals" or "New Products" or "The newest". In Arabic "وصل حديثًا" "الأحدث"

4- In the Arabic version, the written numbers of products are not correct.

5- <u>Change the placement of the amount saved.</u>
   ● The amount saved should be shown next to the sale price or below the original price to avoid user's eye confusion .
   ● This arrangement allows users to quickly and easily compare the original and sale prices, as well as understand the amount they will save if they purchase the product.

6- <u>Add a definition to the blue plan icon</u>

7- The bar should be on the right in Arabic version, and it should be on the left in English version

8- Spelling mistakes in : الأعلى، والأدنى وحرف الجر إلى

Missing punctuation : colon

<u>New copy and recommendations:</u>

AR	الترتيب حسب	السعر	الماركة	الفئة
EN	Sort by	Price	Brand	Category

AR	من الأعلى إلى الأدنى	الأحدث	الأكثر طلبًا	الترتيب حسب
EN	**Price: High to Low**	Newest	Most popular	Sort by

<mark>Contact us</mark>

<u>Analyzing Issues</u>
- Add a subheader. To guide the user and give clear instructions on what the page is about and what they should do here

<u>New copy</u>

	Subheader	Label 1	2	3	4	5	CTA
AR	يسعدنا في ألوها تلقي تعليقاتك، وملاحظاتك وأسئلتك من خلال	الاسم	البريد الإلكتروني	رقم الهاتف	السبب	الرسالة	إرسال

	استخدام النموذج.						
EN	We would love to hear from you! For Aloha-related feedback, questions, and comments please use the below form.	Name	Email	Phone number	Reason	Message	Send

<u>Another point:</u>

- **Sometimes you may receive questions about shipping or return, and the answer is in the FAQS, so we can refer to the FAQS by adding the phrase after the subheader.**

AR	ولو عندك سؤال ننصحك تشوف الأول الأسئلة الشائعة وهتلاقي جميع الأجوبة بشكل أسرع.
EN	You might also find what you are looking for on our <u>FAQS</u> page.