PROJECT DOCUMENTATION

Alemni

How families in Egypt got one app to discover, compare and choose schools and universities, instead of piecing it together from feeds.

DURATION	PLATFORM	COVERS	STATUS
4 months	iPhone	2 kinds	Live, v1.0
Discovery to the store	On the App Store	Schools and universities	Released Dec 2025

CLIENT	REFERENCE	DURATION
Alemni	PD-Ektra_0006	4 months
CATEGORY	**VERSION**	**PREPARED BY**
Mobile Apps	1.0	Ektra Tech

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Ektra Tech
info@ektra-eg.com
Commercial register 307628

01 OVERVIEW

The project at a glance

Alemni is an education navigation platform in Egypt. Ektra built its mobile app: structured profiles of schools and universities, search and filters, bookmarks, enrollment booking with documents, and the social life each institution offers.

CLIENT **Alemni**	KIND OF PROJECT **Mobile app**	PLATFORM **iPhone, App Store**	DURATION **4 months**
DELIVERED BY **Ektra Tech**	STATUS **Live, version 1.0**	RELEASED **Dec 2025**	LIVE LINK **App Store: Alemni**

INSTITUTION KINDS
2
Schools and universities, four filters

CORE FLOWS
3
Discover, compare, apply

STORE RATING
5.0
From the first ratings

02 THE CONSTRAINT

What held the client back

Families in Egypt struggle to find reliable, organised information about schools and universities, because it is scattered across social media, websites and word of mouth.

- **Scattered:** fees, curricula, locations and admission papers lived on pages and posts that said different things.
- **Hard to compare:** two schools could not be put side by side; each had to be visited or phoned.
- **No feel for the place:** what a student's life looks like inside an institution, its clubs and activities, was invisible from outside.
- **Applying by hand:** the required documents and the booking of an enrollment visit meant calls, emails and repeated trips.

03 HOW WE FOUND IT

Discovery

We mapped the decision a family makes, from the first search to the day the documents are handed in.

01 **Listed the questions.** Which kind of institution, where, at what level, with what rating, and what the social life is like.

02 **Structured the profile.** One template for every school and university: kind, location, rating, categories, popular lists, activities, reviews.

03 **Named the papers.** What an enrollment needs: birth certificate, previous school report cards, proof of residence, the parent's and the student's identification.

04 **Chose the moments.** Search, bookmark, apply, follow the application, talk to the institution: the five moments the app had to make easy.

04 THE SOLUTION

What Ektra built

A single app with structured institution profiles and simple search, so choosing where to study becomes faster and better informed.

- Home: a search bar, today's special offers, categories and popular institutions, with schools and universities in their own tabs.
- Search and filters: universities (private, public), schools (international, national), with a map pin for the nearest ones.
- Institution profiles: pictures, location, rating, the social life (student activities with their categories) and reviews.
- Bookmarks and comparison: keep the shortlist in one place and come back to it.
- Enrollment booking: the required documents uploaded in the app, then the visit booked; applications followed under My applications with notifications.
- Account: sign in with an email, Google or Apple; profile, payment options, notifications, messaging and chat with institutions.

One profile template for every institution: the same facts in the same place, so a family compares like with like.

The stack

APP **Native iPhone app**	DISTRIBUTION **App Store, free**	SIGN-IN **Email, Google, Apple**
CONTENT **Structured profiles**	DOCUMENTS **Uploaded in the app**	MESSAGING **Chat with institutions**

05 MODULES AND FEATURES

What the system holds

What the app holds, screen by screen.

MODULE	WHAT IT DOES	STATUS
A1 Onboarding and sign-in	Welcome, sign in with an account, Google or Apple, password reset	Live
A2 Home	Search, special offers, categories, popular institutions	Live
A3 Universities	All, private and public universities with search and rating	Live
A4 Schools	All, international and national schools with search and rating	Live
A5 Institution profile	Pictures, location, rating, social life and activities, reviews, what you will need	Live
A6 Bookmarks	The family's shortlist	Live
A7 Enrollment booking	Required documents uploaded, visit booked	Live
A8 Community and chat	Messaging with institutions and the student community	Live
A9 Profile	Edit profile, payment options, my applications, notifications, security	Live

Features worth a line

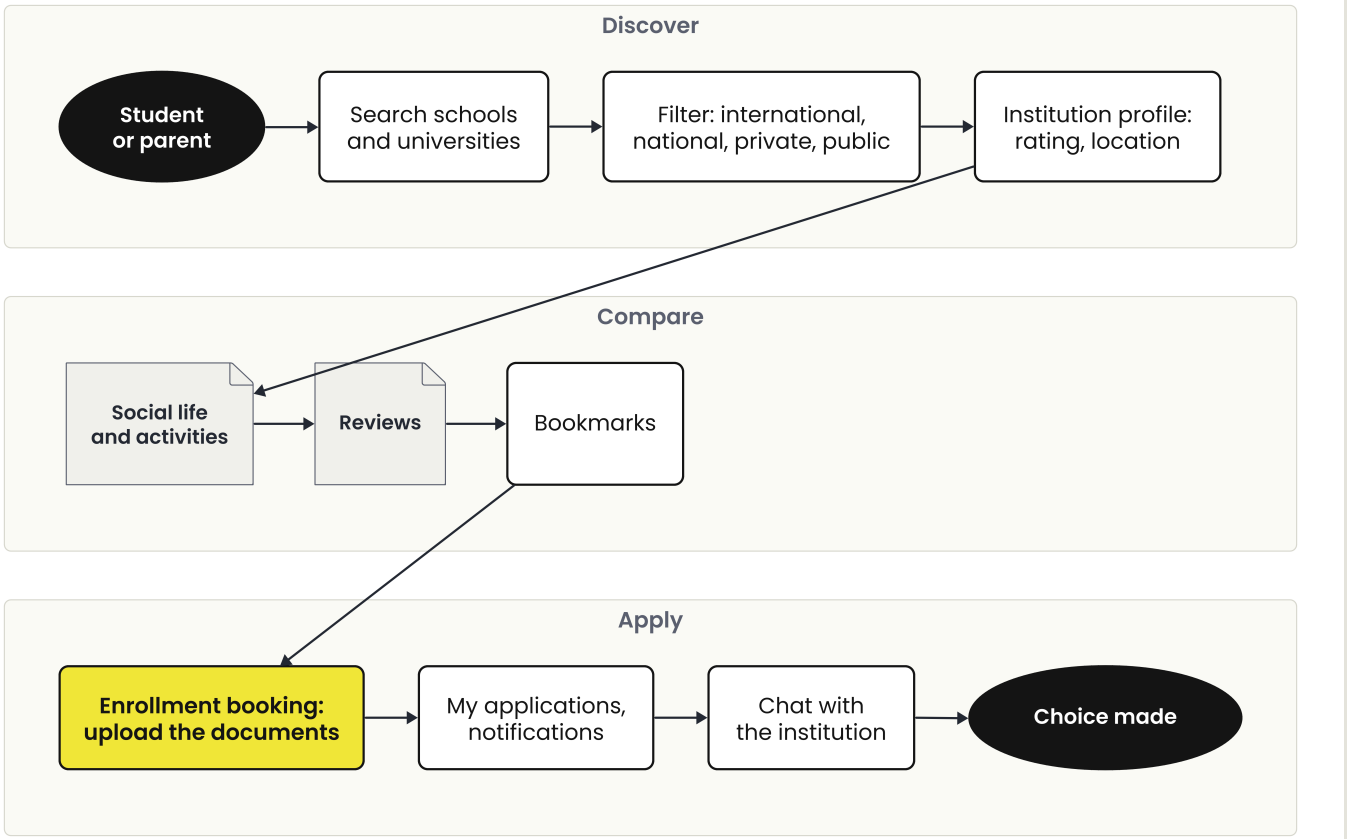
- Schools and universities in their own tabs
- Student activities per institution
- Documents uploaded once, in the app
- Nearest institutions by location
- Reviews with ratings
- Applications followed with notifications

06 HOW IT WORKS

The flow, start to end

From a search to a booked enrollment visit, the family stays in one app.

FROM A SEARCH TO AN ENROLLMENT BOOKING



01 **Discover.** Search schools or universities, filter by kind, open a profile with its rating and location.

02 **Compare.** Read the social life and the reviews; bookmark the shortlist.

03 **Apply.** Upload the required documents and book the enrollment visit.

04 **Follow.** See the application under My applications, get notified, chat with the institution.

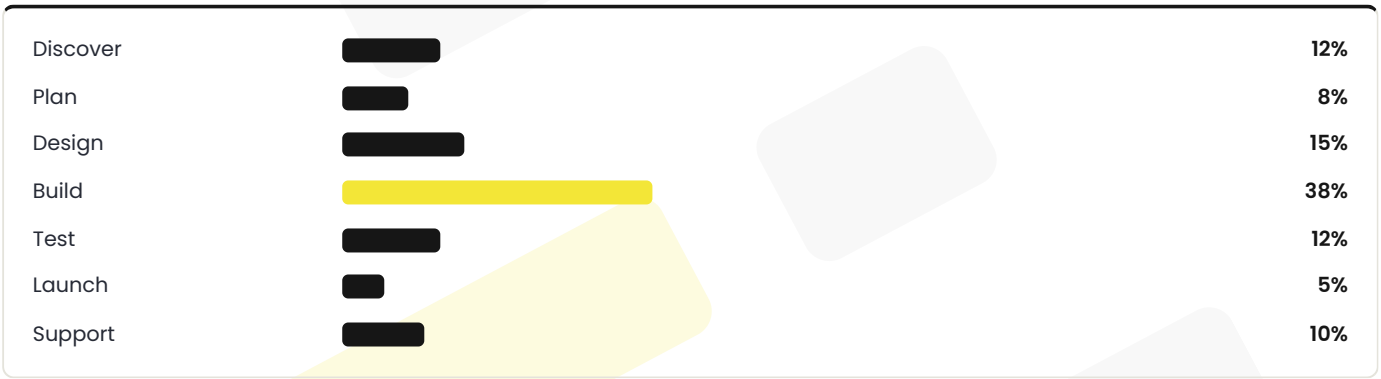
07 PROJECT STEPS

4 months, seven phases

Every Ektra project runs the same seven phases; here is what each one did for Alemni and the share of the 4 months it took.

PHASE	WHAT WAS DONE	SHARE	TIME
01 Discover	Mapped the family's decision from search to enrollment Listed the questions and the required papers	12%	2 weeks
02 Plan	Screens and flows per moment Data model for institutions, activities, applications	8%	1 week
03 Design	Friendly, clear screens for parents and students Profiles, search, booking, applications	15%	3 weeks
04 Build	The iPhone app, screen by screen Sign-in, profiles, search, bookmarks, booking, chat	38%	6 weeks
05 Test	Every flow on real devices Documents, bookings and notifications end to end	12%	2 weeks
06 Launch	App Store listing, screenshots, review Released in Dec 2025	5%	1 week
07 Support	Institution content grown Store feedback answered	10%	2 weeks

Share of the duration

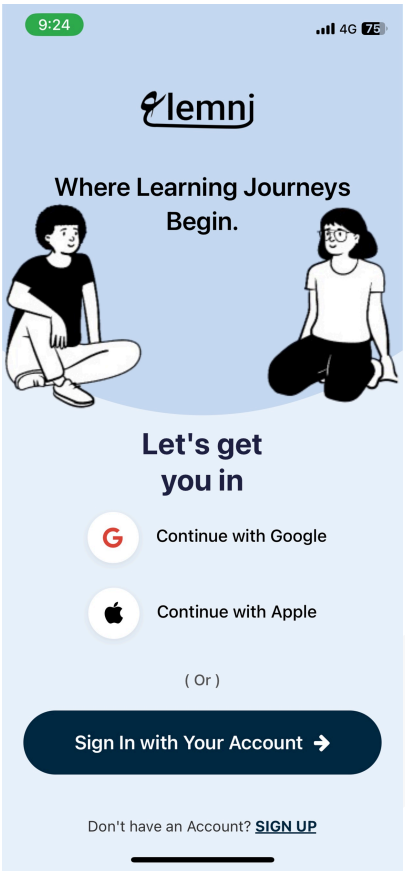


08 SCREENS

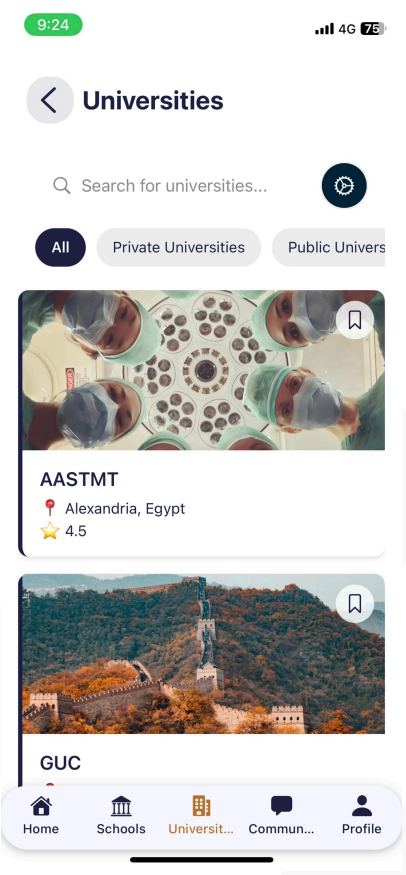
Real screens

The app as published on the App Store.

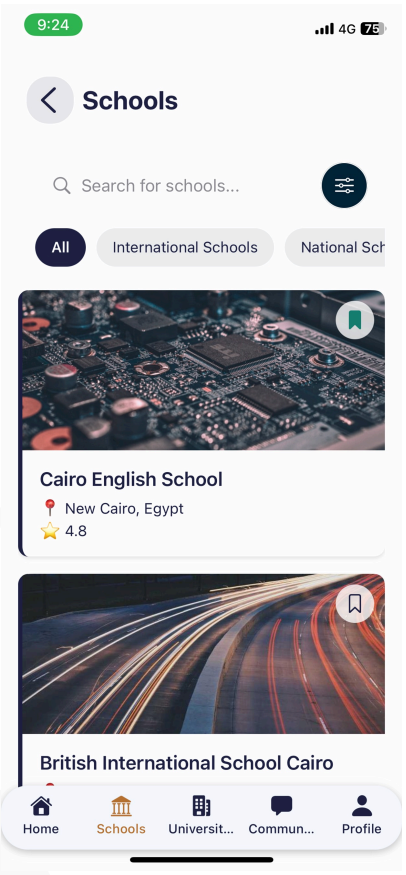
ALEMNI ON THE APP STORE



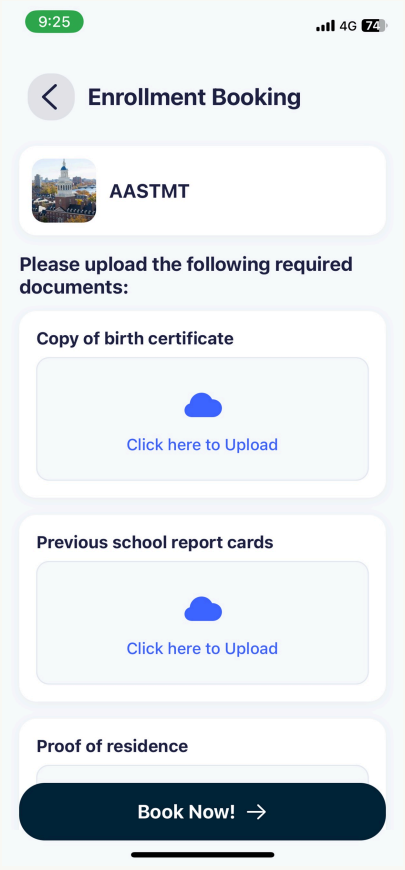
Welcome



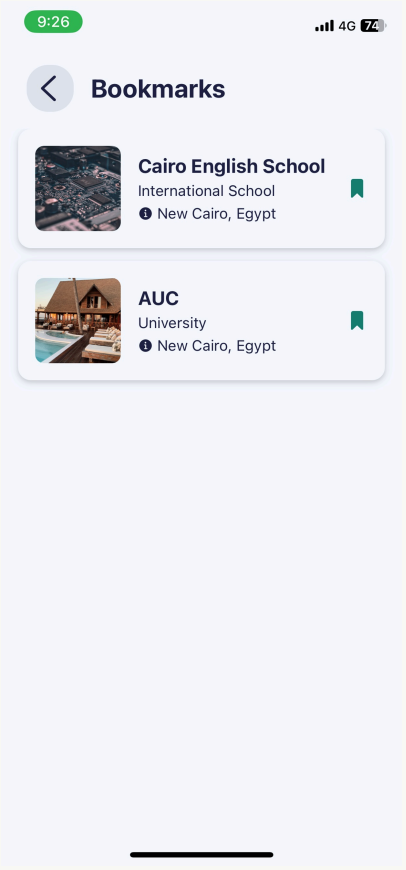
Universities, with search and filters



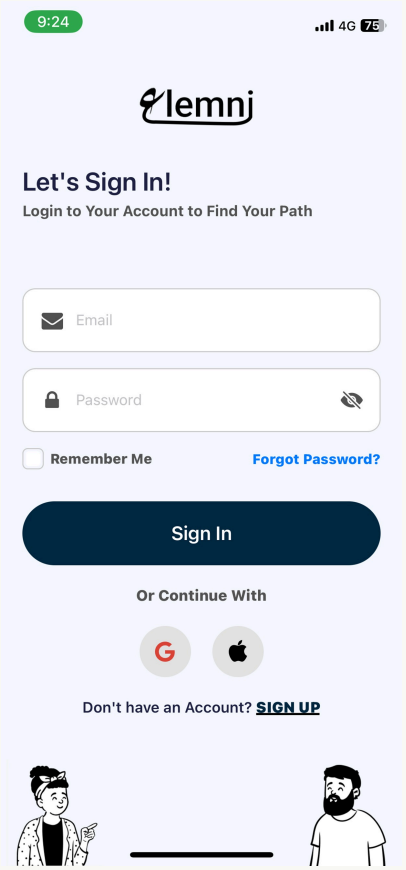
Schools, international and national



Enrollment booking: the documents



Bookmarks



Sign in

09 DELIVERY TIMELINE

17 weeks end to end

The 4 months, phase by phase, from the first conversation to the first weeks in use.

WEEKS 1 TO 2 **Discover**
The profile template and the five moments.

WEEK 3 **Plan**
Scope and release plan.

WEEKS 4 TO 6 **Design**
Screens approved on real institutions.

WEEKS 7 TO 12 **Build**
The app, build by build.

WEEKS 13 TO 14 **Test**
Ready for the store review.

WEEK 15 **Launch: on the App Store**
Alemni live for families.

WEEKS 16 TO 17 **Support**
An app that keeps its profiles current.

10 RESULTS

What changed

Choosing where to study now starts in one app, with the same facts for every institution.

- Schools and universities discovered, compared and shortlisted in one place.
- The documents an enrollment needs are uploaded once, in the app, and the visit is booked from the profile.
- Live on the App Store since December 2025, with a 5.0 rating from its first reviews.

> Download and application counts are the client's own and are not published.

11 SUPPORT AND NEXT STEPS

After launch

The app is live and its content grows with the institutions that join.

- **Content:** institution profiles added and updated as the platform grows.
- **Store:** releases through the App Store with the review each one needs.
- **Feedback:** store reviews and in-app messages answered and turned into releases.

Next steps

- An Android release when the platform asks for it
- Arabic in the app for parents who prefer it

End of document
Version 1.0. An app that turns scattered information into a decision: info@ektra-eg.com.

REFERENCE
PD-EKTRA_0006