

The Digital identity of Helwan University's Platforms

Prof. Salwa Mahmoud

Professor of Advertising Design, Dep. of Advertising - Faculty of Applied Arts - Helwan University

dr.salwa67@hotmail.com

Prof. Mona Abutabl

Dean of the Faculty of Applied Arts, October University

Professor of Quality Control Systems, Printing, Publishing & Packaging Dep. Helwan University

monaabotabl53@gmail.com

Researcher. Mohamed Khaled

Researcher, Advertising Department, Faculty of Applied Arts, October 6 University

Mohamedkhaled.gfx@gmail.com

Abstract:

In the era of digital transformation, digital identity has become an important pillar to both communities and businesses with significant impact on social behavior and investment on thoughts. Digital identity is the key to inclusive growth; as opposed to paper-based ID, a digital ID can be authenticated remotely over digital channels. This is used across different social settings allowing for a more interactive environment where businesses and consumers rely on the technology to communicate, interact and exchange information and data. The digital platforms help to unlock communication barriers and enhance social interaction across different sectors and digital platforms, especially education. Keeping up with the international variables and innovations in addition to Helwan university vision in enriching competitive ability and smart services which requires digital platforms with high efficiency. The research at hand aims to shed light on the benefits of investing in digital identity to enhance the user experience within the digital platforms of the university. Designing more current digital platforms will allow for more efficient application of new services, the interaction and exchanging traditional operations with the digital, taking advantage from modern techniques, the ability of forecasting and planning for the future. The methodology of this research included analytical research and testing the experience of Helwan University website users through a survey, which focused on the key value elements of digital identity as identified by the private sector and civil society experts to gain an understanding of user needs. In addition, the color identity of the university was turned into classified digital color identity, and the website and mobile application interfaces were designed.

Keywords:

Digital identity - Advertising Media - Digital platforms - e-learning - Helwan University.

The Research Problem:

The research problem is trying to answer the following questions:

How can we benefit from the digital identity in assuring the efficiency of services that Helwan university provides through digital platforms?

The Research target:

The investment in the digital identity to achieve efficient digital transformation through digital platforms with high efficiency inside the educational institute (Helwan University).

The Research assumption:

This research assumes that employing the digital identity inside the educational institutes (Helwan University) contributes to improving the efficiency of the services provided.

Research limitations:

Spatial limitations (Helwan University), Time limitations (starting from Oct 2019 till the research is finished), Objective limitations (the digital platforms of Helwan university).

Research Methodology:

Analytical research and testing the experience of Helwan University website users through a survey, which focused on the key value elements of digital identity as identified by the private sector and civil society experts to gain an understanding of user needs. In addition, the color identity of the university was turned into classified digital color identity, and the website and mobile application interfaces were designed.

The Results:

- 1- The interfaces of the website and mobile application of Helwan university were designed through the examination of the target and the extent of benefit.
- 2- Through the examination of the inclusiveness of the digital platform, the digital color identity of Helwan university was emphasized with the latter's identity as the use of the classification of colors facilitates providing high-speed services.

3- Through the examination of information security and freedom of choices, solutions were provided to enrich the trust of the user in information security and digital platform protection.

Discussion

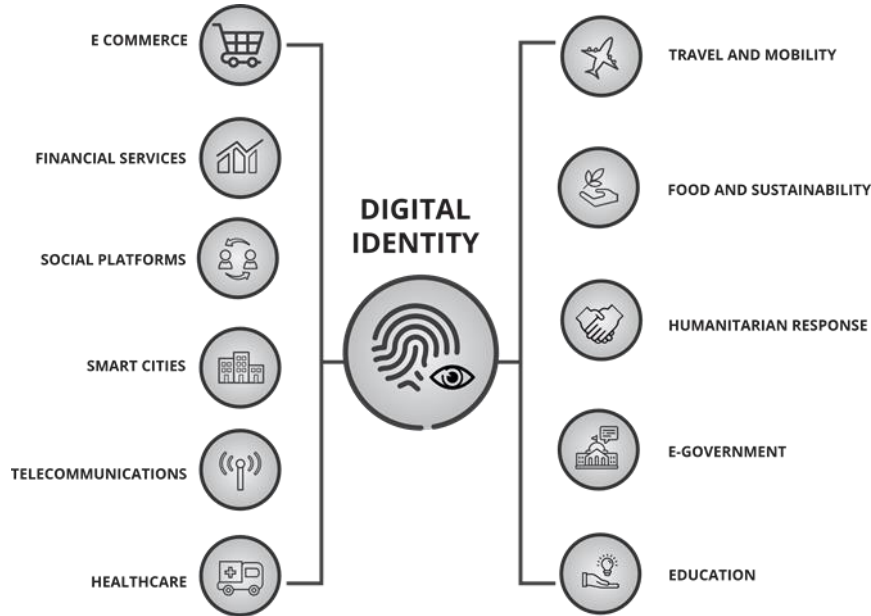
Through the discussion of the results, it was found that what has been reached is a definite result imposed by the circumstances. It was the reason behind the digital direction in education and communication. What helped in reaching these results is the eagerness for the global changes and innovations in education and advertisement in addition to the availability of devices with different specifications and electronic infrastructure.

Recommendations:

- 1- The adoption of a clear strategy toward the digital identity with support to the digital transformation in the society in alignment with Egypt vision 2030.
- 2- Designing and creating digital platforms for the institute that achieve convenience, speed and inclusiveness in providing digital services through digital identity.
- 3- Making sure of the availability of E-learning programs inside educational institutes, and it is accessible by all people.

- 4- Protecting the privacy and information security that ensures the efficiency of the digital identity of the platforms.
- 5- Developing the digital identity of the platforms in Helwan university with ensuring the efficiency of services, saving time and effort and achieving sustainable development

Figure 1: Identity in everyday lives



The elements of designing user-centric digital identity:

The previous table is a measure of the quality of Helwan university website design as an electronic platform to clarify the digital identity to use this scale, and its indicators were divided into a group of elements that will be fulfilled through the items of the questionnaire prepared for that.

| SECURE | OFFERS CHOICE | USEFUL | INCLUSIVE | FIT FOR PURPOSE | Num |
|------------|----------------------|---------------|--------------------|-----------------|-----|
| Secure | Protects user rights | Portable | Accessible | Accurate | 1 |
| Auditable | Transparent | Interoperable | Universal | Sustainable | 2 |
| Do no harm | User-managed | Responsive | Non-discriminatory | Unique | 3 |

The questionnaire results:

Questionnaire results for Helwan University website:
implementation:

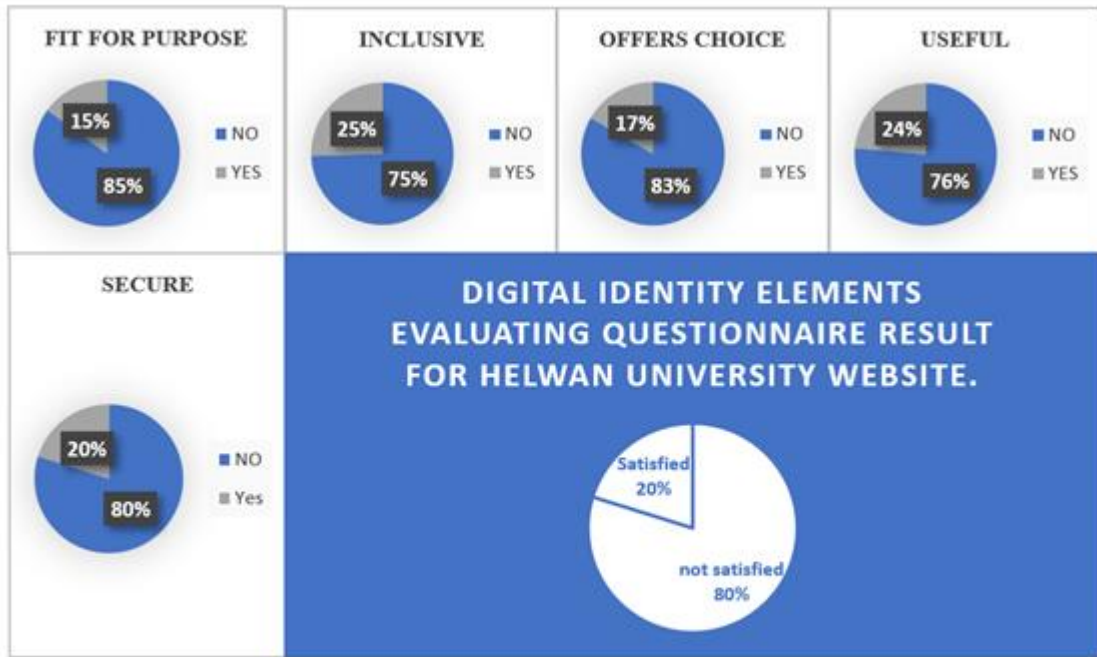


Figure 2

Showing in percentages Digital identity elements evaluation for Helwan University website.

1- Color identity classification

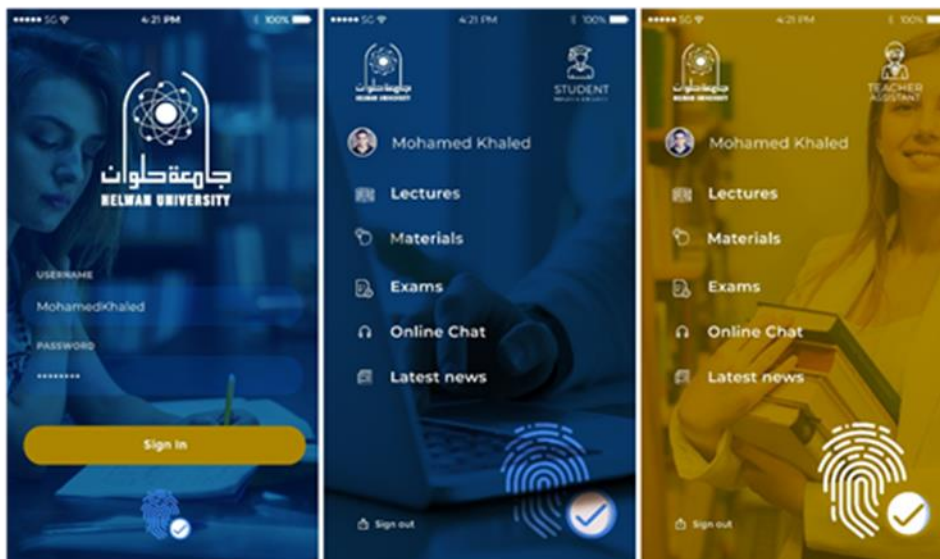


Figure 4

Mobile Application design for Helwan university

2- Mobile Application Design

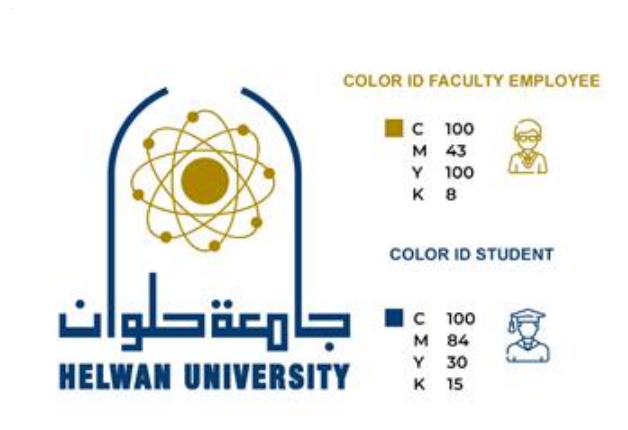


Figure 3

Color identity classification for Helwan university

3- Website interface Design:



Figure 5

Website Design Interface for Helwan University

References:

- 1- Aieda Mustafa, Global scientific platforms and their role in promoting scientific research communication between researchers, The 10th International Scientific Conference, 2019
- 2- Imam Mohammad Ibn Saud Islamic University, Definition of e-learning, Ministry of education, Kingdom of Saudi Arabia, Accessed: 29 Oct 2020
https://units.imamu.edu.sa/deanships/elearn/announcements/Pages/E-learning_Project_article_08_03_1438.aspx

- 3- Oxford Dictionaries, s.v. “identity,” Accessed Sept 22, 2019,
<https://www.oxfordlearnersdictionaries.com/definition/english/identity>
- 4- McKinsey Global Institute Analysis, World Bank, ID4D, We Are Social Global Digital Report 2018, ITU, WDI, Findex,2018
- 5- Ana Sequeira, Ana Rebelo, Helder P. Oliveira, João - MobBIO: A Multimodal Database Captured with a Portable Handheld Device - Faculdade de Engenharia, Universidade do Porto, Porto, Portugal – 2015
- 6 - Kevin J. O'Brien (2005) 'Smart card: Invented here', the New York Times, Accessed: 20 June 2020 <https://www.nytimes.com/2005/08/10/world/europe/smart-card-inventedhere.html>
- 7- Owen Bowcott (2008) 'ID card design revealed by home secretary', The guardia, Accessed: 20 June 2020
<https://www.theguardian.com/politics/2008/sep/26/idcards.civilliberties>
- 8- King Abdelaziz University, 'QR CODE', Accessed: 18 Jun 2020
<http://www.kau.edu.sa/pages-QR-Code.aspx>
- 9- ID2020 Alliance Partners (2020), ' that digital ID as the four P's ', Accessed: 20 Jun 2020
<https://www.nytimes.com/2005/08/10/world/europe/smart-card-inventedhere.html>
- 10 - World Economic Forum September 2018, Identity in everyday lives, Identity in a Digital World A new chapter in the social contract, Accessed: 28 Jun 2020
http://www3.Weforum.Org/docs/wef_insight_report_digital%20identity.Pdf
- 11- World Economic Forum September 2018, five elements of good identity, Identity in a Digital World A new chapter in the social contract, Accessed: 29 Jun 2020
http://www3.Weforum.Org/docs/wef_insight_report_digital%20identity.Pdf
- 12- Jakob Nielsen December 2017, A 100-Year View of User Experience, Accessed: 30 Oct 2020 <https://www.nngroup.com/articles/100-years-ux/>