

The Digital identity of Helwan University's Platforms

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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 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 requires high efficiency digital platforms. 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