

# PROPOSAL 1: Design Only Proposal

## 1. Executive Summary

We propose a modern, conversion-focused UI/UX redesign for the Chestertons MENA platform, aligned with premium real estate standards in the UAE market.

The goal is to deliver:

- A clean, high-end user experience
- Improved property discovery and engagement
- Strong mobile-first design
- SEO-friendly layouts that support future SSR implementation

This proposal focuses strictly on design, UX, and prototyping, without development.

## 2. Design Scope (User-facing Pages only)

### Key Pages (Aligned with RFP)

Based on the provided document, we will design:

- Home page
- Properties Page (sale, rent) for commercial and residential
- Property search (filters, sorting)
- Property detail pages
- Services page
- Services detail page
- Agents
- Areas
- Blog
- Blog Detail page
- Mortgage calculator
- Lead capture system

**Note:** Design will only be provided for the user-facing pages; for the admin side, we will use any modern template.

## 3. UX Strategy

### Property Discovery Optimization

- Advanced filtering UX (beds, price, location)
- Map + grid hybrid layout
- Sticky filter interactions
- Mobile-first navigation

### Conversion-Focused Elements

- Prominent CTAs (Call, WhatsApp, Inquiry)
- Lead forms optimized for minimal friction
- Agent visibility across listings

### Content Hierarchy

Clear separation of:

- Property details
- Amenities
- Location insights
- Agent info

## 4. Design System

- **Typography:** Premium serif + clean sans-serif pairing
- **Color Palette:** Based on Chestertons branding (purple/magenta tones)
- **Components:**
  - Property cards
  - Filter modules
  - Forms
  - Buttons & CTAs
  - Navigation system

## 5. Deliverables

- High-fidelity UI designs
- Design system & component library
- Responsive layouts (Desktop, Tablet, Mobile)
- Interactive prototype (for demo)

## 6. Timeline

Phase	Duration
Research & Wireframes	1 week
UI Design	2 weeks
Revisions	1 week

We need Approx 4 weeks for completion (Excluding Public Holidays According to the Pakistan Calendar)

### **Total Cost:**

**USD 2200 (Exclusive of VAT)**

### **1.4 Payment Terms**

We propose a milestone-based payment structure:

- **20%** – Project initiation
- **20%** – Design approval
- **30%** – Development completion
- **20%** – Testing & staging approval
- **10%** – Final delivery & go-live

## 7. Outcome

- Premium real estate design comparable to leading portals
- Improved user engagement
- Ready-to-develop UI aligned with modern frameworks