



digital
gravity

**TECHNICAL &
COMMERCIAL
PROPOSAL**

Document: Website Design & Development

Client: Chestertons MENA

Client POC: Ismail Khan



Overview

Four Mission Control Services

Launch Sequence

Process, Roadmap & Outcomes

Scope of Project

Proposed Solution

OVERVIEW

The background of the slide is a deep space scene featuring the planet Saturn with its rings on the right side. The planet is a reddish-brown color, and its rings are a vibrant blue. A small, dark moon is visible near the bottom of the planet. The sky is dark blue with scattered white stars. In the bottom left corner, there is a large, abstract blue shape that resembles a stylized arrow or a wing.

Explore a concise summary of our major milestones and essential capabilities.

 Introducing Us

At *Digital Gravity*

We are like a team of expert astronauts, critical thinkers equipped with the skills to conquer the digital cosmos. With over 18 years of proven experience, we combine creativity and technology to deliver transparent, ROI-driven solutions. Our mission is to help brands discover their true potential and achieve stellar performance in the digital space.



digital
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 Our Achievements

We're on a *Winning Streak*

 **5000+**
PROJECTS

 **02**
LOCATIONS

 **18+**
YEARS

 **140+**
PEOPLE



Our Esteemed Clients



Our Esteemed Clients

SEPHORA

مكتبة
محمد بن راشد
Mohammed Bin Rashid
Library



Betterhomes.



250+
Prestigious
Clients

The background is a dark space scene featuring a large, reddish-brown planet with prominent blue rings, resembling Saturn, on the right side. A smaller, dark grey sphere is visible near the bottom of the planet. In the bottom left corner, there is a large, stylized blue arrow pointing towards the right. The text is overlaid on the left side of the image.

OUR WORKFORCE

Explore a concise summary of our major milestones
and essential capabilities.

 Leadership Team

DANISH MEHTAB

Chief Executive Officer

Danish Mehtab, CEO, brings 18+ years of expertise in real estate, automotive, FMCG, and more, leading 60+ digital professionals in systems architecture, product development, and project management.



KAMRAN SHAHID

Chief Operations Officer

Kamran Shahid, with nearly two decades in digital, leads 130+ experts as Director of Operations. He combines participative management with strong people skills



UMAIR KHAN

Chief Technical Officer

Umair Khan, AWS-certified CTO, excels in cloud platforms (AWS, Azure), serverless environments, and blockchain projects, blending management skills with technical expertise.



 Leadership Team

SANKET JATAR

Chief Marketing Officer

Sanket Jatar, a seasoned marcomms professional with 30+ years of global experience, specializes in social, digital, branding, and design solutions, driving impactful brand engagements.



NIDA MEHTAB

Chief Strategy Officer

Nida Mehtab Gillio specializes in aligning real estate and workplace strategies with people-centric solutions, driving efficiency, engagement, and cultural connection for seamless, innovative work environments.



DEEPAK LALWANI

Director of Digital Marketing

A results-driven Digital Marketing Manager with 10+ years of experience leading high-impact campaigns for global brands, leveraging data, AI, and innovation to drive growth and engagement.



CONTROL SERVICES

Our Four Mission Control Services ensure seamless operation, advanced monitoring, proactive support, and optimal performance for your systems.

Four Mission Control Services

Digital Strategy & Growth Marketing

- ❖ Search engine optimization (SEO)
- ❖ Search engine marketing (SEM)
- ❖ Social media management
- ❖ Omni channel marketing
- ❖ Content marketing

Emerging Technology

- ❖ Artificial Intelligence (AI)
- ❖ Machine Learning (ML)
- ❖ Blockchain and Distributed Ledger Technology (DLT)
- ❖ Augmented Reality (AR)
- ❖ Virtual Reality (VR)
- ❖ Internet of Things (IoT)
- ❖ Metaverse technology

Resource Augmentation

- ❖ IT Staff Augmentation
- ❖ Technical & Creative Staff Augmentation
- ❖ Digital Marketing & E-Commerce Augmentation
- ❖ Customer Support and Service Desk Augmentation
- ❖ DevOps and Agile Staff Augmentation

Design & Technology

- ❖ UI / UX Design
- ❖ Website development
- ❖ Mobile App development
- ❖ System integration
- ❖ DXP website creation

LAUNCH SEQUENCE

Explore our strategic approach to managing each phase of the project. We ensure every step is executed meticulously for a successful and timely launch.

Prepare Launch Sequence

❖ **Discovery:**
We start by understanding your brand mission, objectives, and target audience.

❖ **Optimization:**
We continuously monitor and optimize our efforts to ensure maximum ROI.

❖ **Strategy:**
We develop a customized strategy tailored to your mission's needs.

❖ **Reporting:**
We provide regular reports and insights through our tailored dashboards to keep track of your mission progress and trajectory.

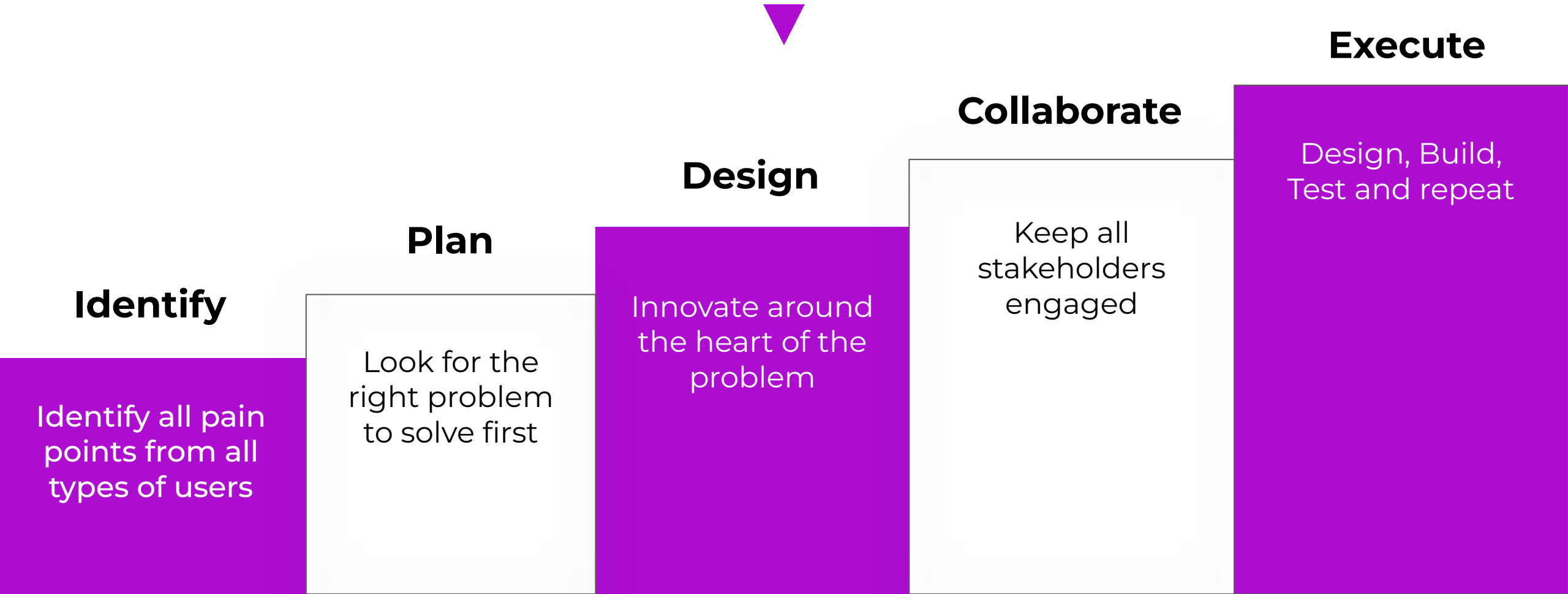
❖ **Execution:**
Our team implements the strategy using best practices and cutting-edge tools.

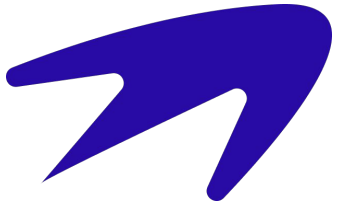
PROCESS, ROADMAP & OUTCOMES

Digital Gravity Studio's

Human-Centered Design

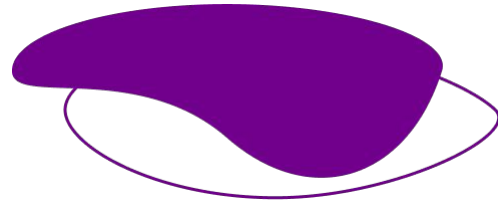
Philosophy





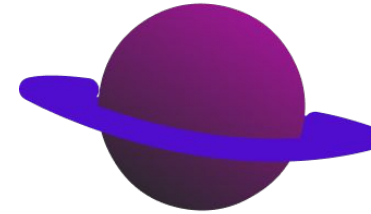
Motivating

We conduct dynamic / virtual sessions involving a wide range of participants to stimulate creative thinking and collaborative efforts.



Co-operative

We enable empowerment through a swift and inclusive design process that integrates input from all organizational levels.



Tailored

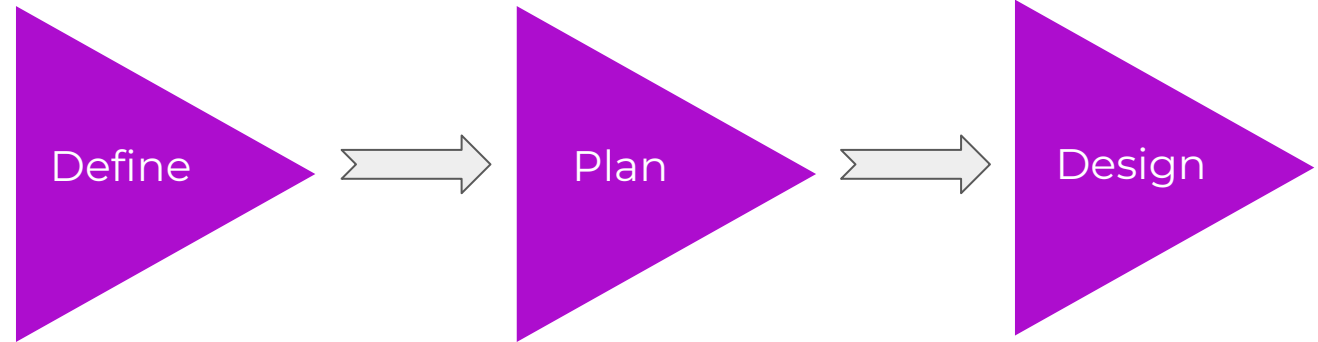
We ensure that the preferences and requirements are prioritized, presenting them with the most pertinent information right away

Experience Design Execution Strategy

Evaluation of Existing User Journeys

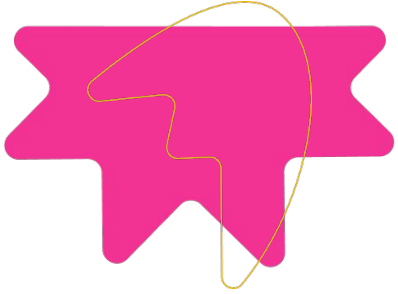
UX Audit or Heuristic Evaluation

Existing Analytical Data / Reports /
Research Data

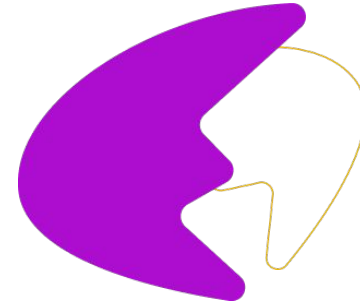


KEY OUTPUTS

- Understanding business needs by meeting stakeholders
- Interface Design Strategy
- Information Architecture
- Validate Solution vs. Original Problem
- Design Handoff (For Developers)



Seamless Experience
Clear Paths
Micro Interactions
Consistency



Hierarchy
Easy Navigation
Clear Communication
Scalability

OUR PORTFOLIO



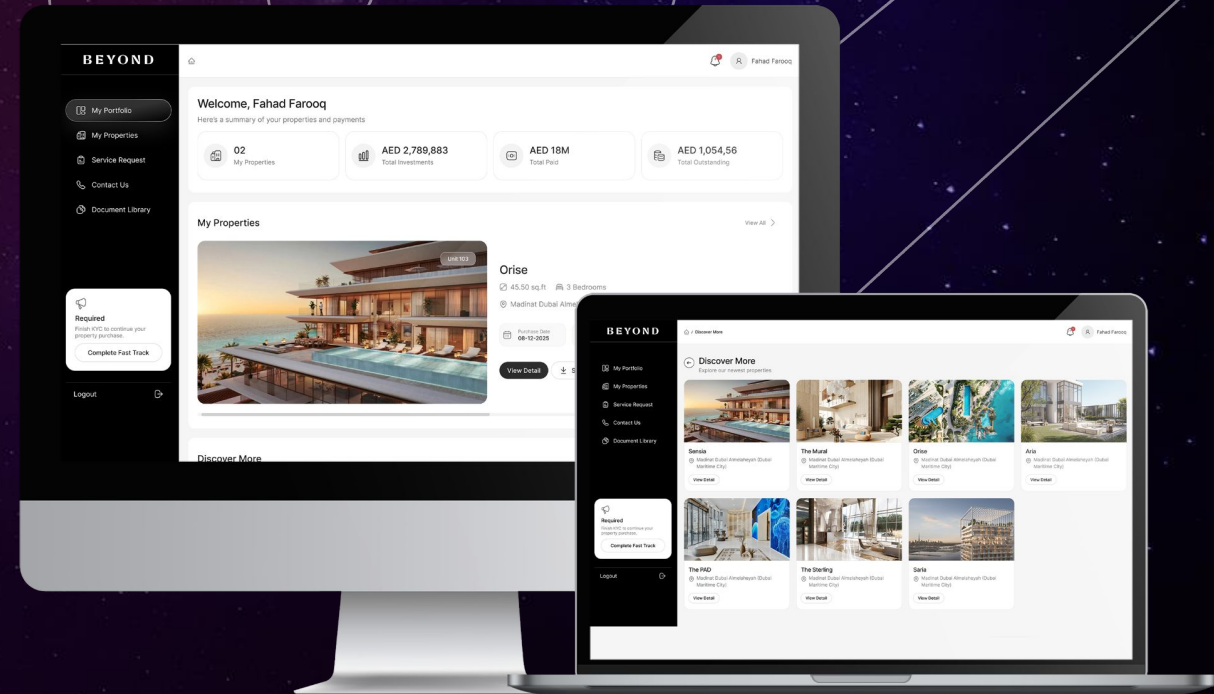
Our full-fledged, immersive and powerful solutions ensure a dynamic and truly fashionable digital experience.

Introduction :

Beyond Properties, a premium real estate brand under the Omniyat Group, focuses on creating modern, high-end residential communities in Dubai's prime locations. Known for their design-driven approach, Beyond Properties delivers luxurious living spaces with exceptional architectural appeal and lifestyle amenities, catering to both investors and homebuyers seeking premium waterfront living.

Our Assignment :

- ❖ Customer Web Portal Design & Development
- ❖ Broker Web Portal Design & Development
- ❖ Integration with Salesforce system
- ❖ Post-deployment Support

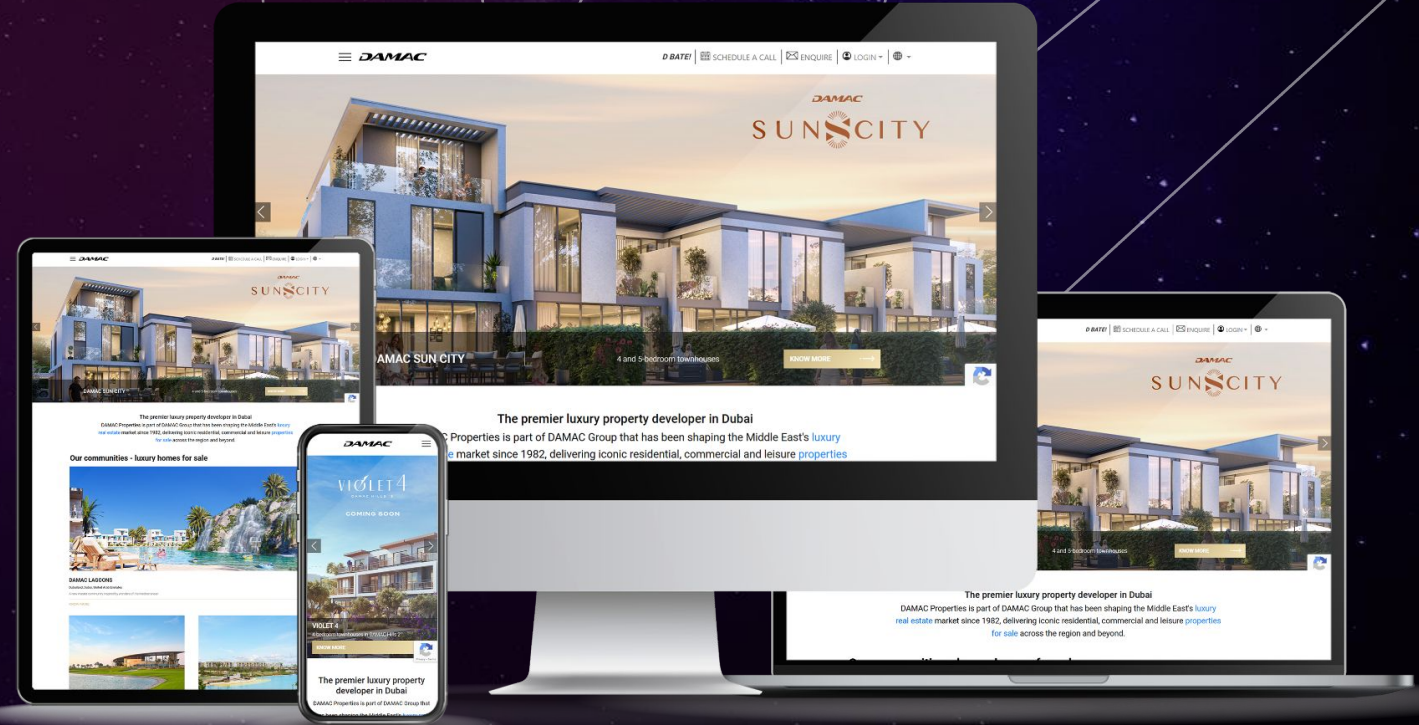


Introduction :

DAMAC Group has been shaping the Middle East's luxury real estate market since 1982, delivering iconic residential, commercial, and leisure properties across the region and beyond.

Our Assignment:

- ❖ Multilingual Website Design & Development
- ❖ Resource Augmentation



Introduction :

Bloom Holding is one of the UAE's leading companies dedicated to the development of modern, sustainable communities in the UAE. We are deeply committed to developing premium real estate and enriching the lives of residents by focusing on four core segments: real estate, education, services and hospitality. Bloom Holding is driven by its vision to go beyond the buyer and investors' expectations – developing new projects that will deliver attractive return on investment whilst also contributing to the economic potential of the UAE.



Our Assignment :

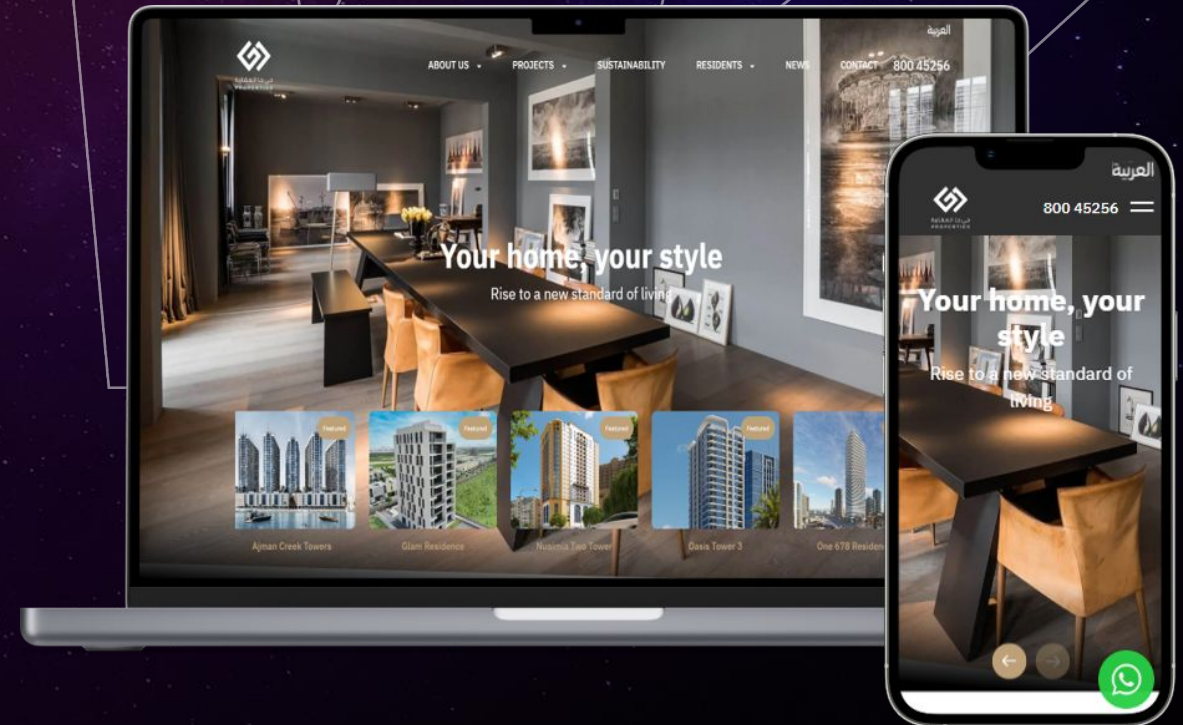
- ❖ Broker Portal Design & Development
- ❖ Integration of Salesforce system
- ❖ Post-deployment Support

Introduction :

GJ Real Estate is one of the most popular names in the local real estate market. Over the last 10 years, they have completed 15 high-end real estate projects in Ajman and Northern Emirates. More than 25 projects by GJ Real Estate are under construction and the company is planning to launch many more in the future.

Our Assignment :

- ❖ Multilingual Website Design & Development
- ❖ English & Arabic Content Development
- ❖ System integration with Oracle & Salesforce
- ❖ Deployment
- ❖ Post Launch Maintenance
- ❖ Digital Marketing

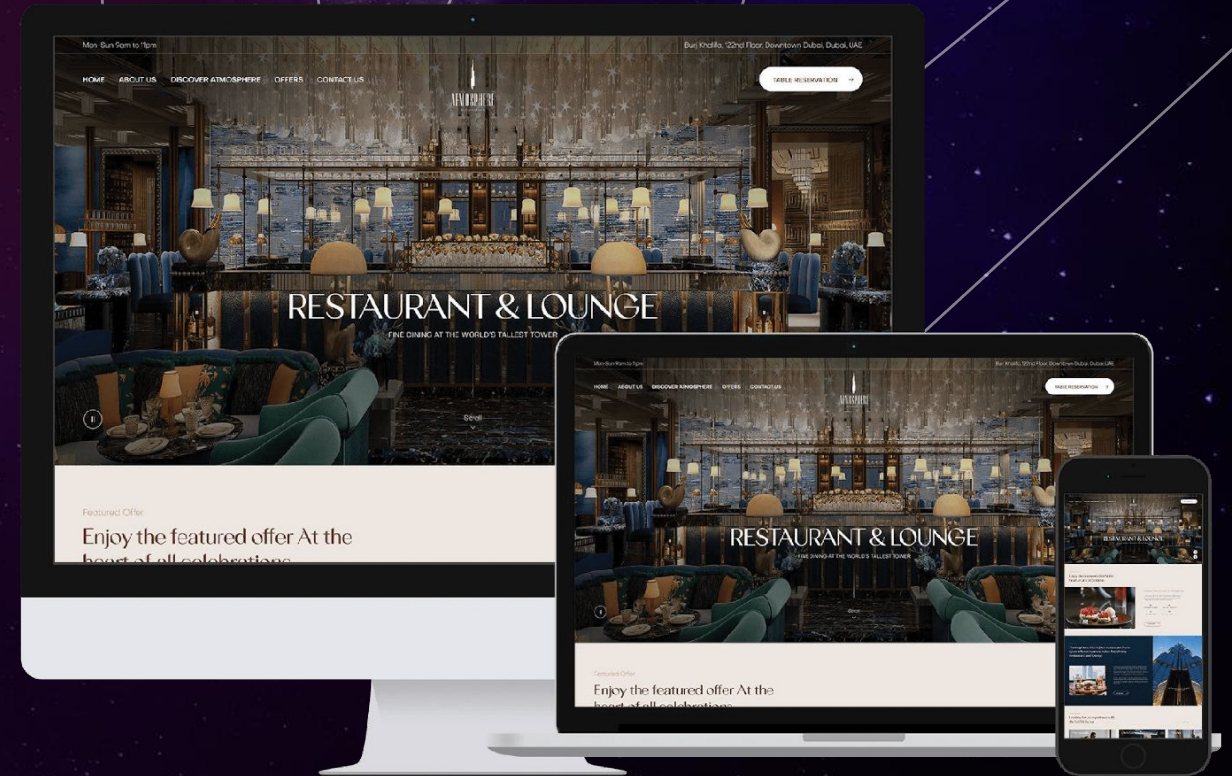


Introduction :

Emaar Atmosphere, located in the world's tallest tower, Burj Khalifa, is an exclusive fine dining restaurant and lounge. Atmosphere Restaurant and Lounge sits 442 metres from the ground on the 122nd floor of the Burj Khalifa, offering guests a true 360° view of Dubai. Thousands of locals and tourists visit this restaurant daily.

Our Assignment :

- ❖ Website Design & Development
- ❖ Deployment

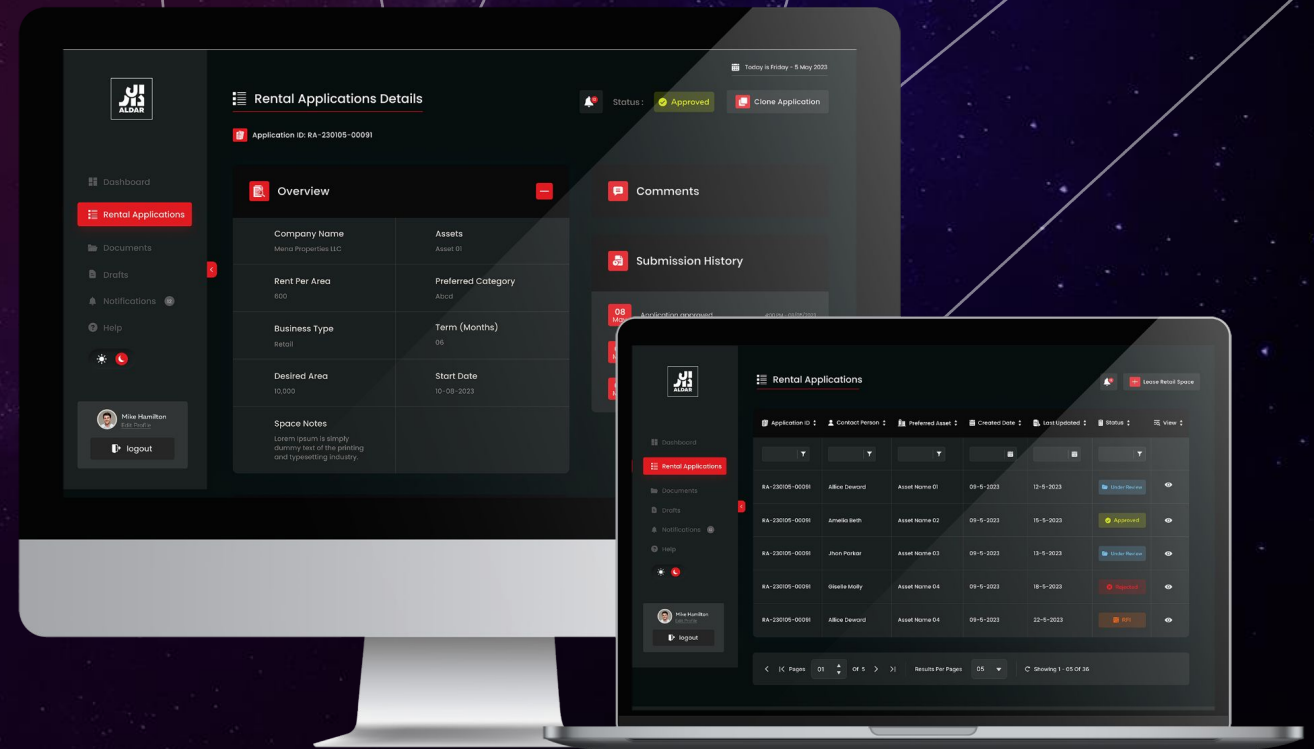


Introduction :

Aldar Properties PJSC is Leading Retail Estate Management, Development and invest Company having Retail, Commercial and residential portfolio in UAE. Aldar Properties PJSC manages 47 Malls, including Yas Mall, WTC Mall, Al Jimi Mall, Al Reem Mall and so on consist of ~700,000 SQM in area.

Our Assignment :

- ❖ Design & Development of the Leasing Leads Submission Portal
- ❖ Integration of 3rd party systems
- ❖ Post Deployment Support



Introduction :

Better Homes helps Emiratis explore property & real estate sector all across the UAE to rent, buy, and sell properties. The renowned property giant approached us to design a user-friendly and responsive website from scratch. Also, Better Homes required branding assistance to establish a compelling online persona.

Our Assignment :

- ❖ Website Design & Development
- ❖ User journey mapping
- ❖ Content Management system based on MVC architecture
- ❖ ERP Integration for Projects & Inventory, Enquiries & Agents
- ❖ Digital Marketing

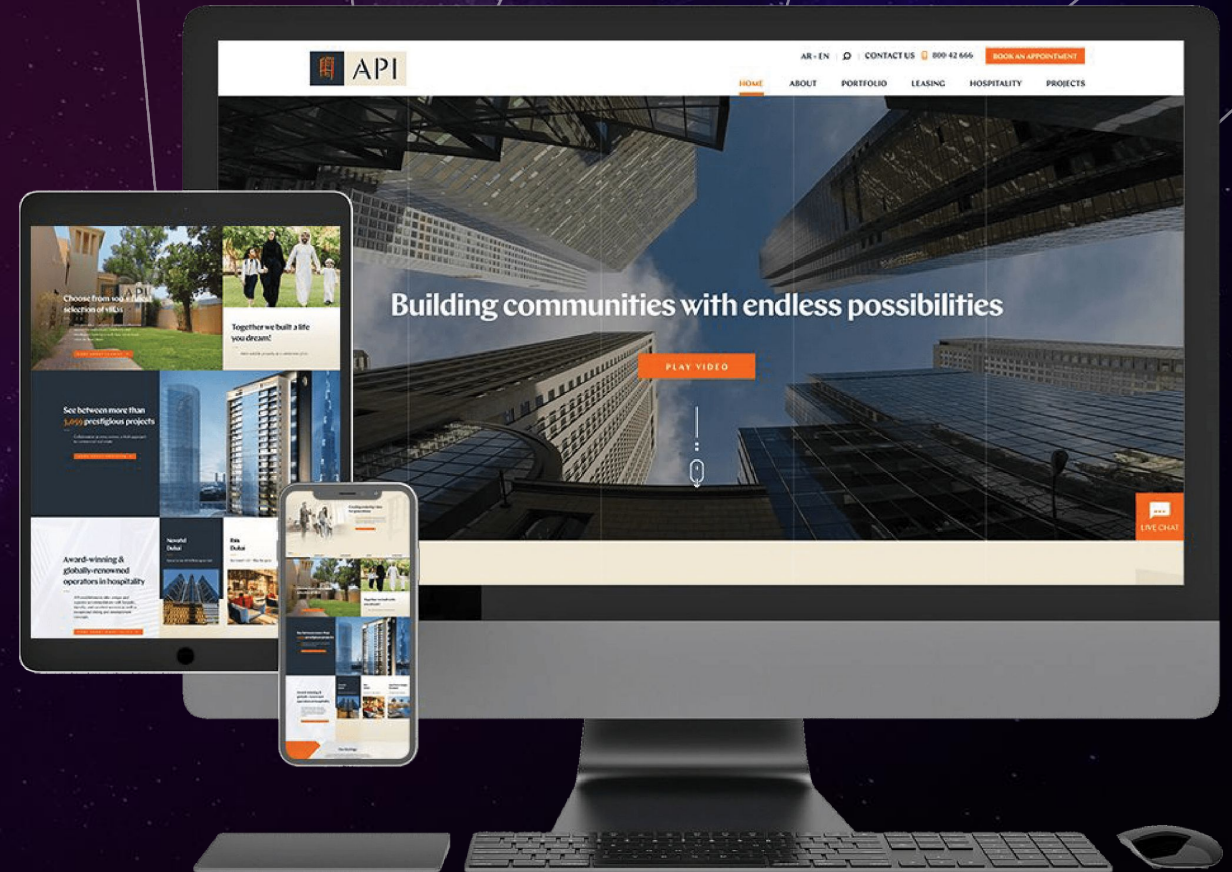


Introduction :

API is a locally established, sole proprietorship Real Estate Developer dedicated to developing integrated urban communities and commercial spaces.

Our Assignment :

- ❖ Multilingual Website Design & Development
- ❖ Deployment
- ❖ Post Launch Support



Introduction :

DEWA is a government-owned mobile app assisting locals to pay bills, manage their water and electricity connections, and monitor their consumption . The local government tasked our team to redo the design of the whole app from scratch and enhance the new screens with modern and sophisticated looks.

Our Assignment :

- ❖ Discovery Sessions
- ❖ UX Audit
- ❖ Understand objectives
- ❖ Compile findings
- ❖ Make recommendations
- ❖ Design of mobile app

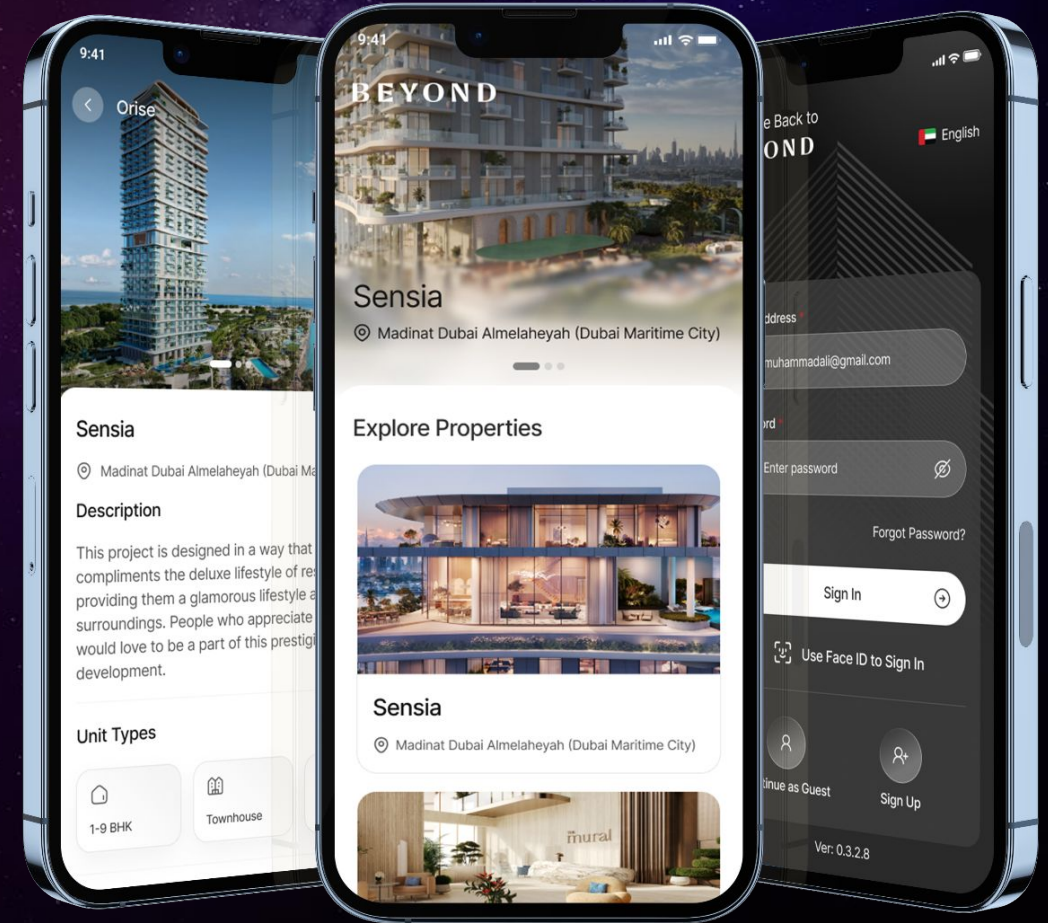


Introduction :

Beyond Properties, a premium real estate brand under the Omniyat Group, focuses on creating modern, high-end residential communities in Dubai's prime locations. Known for their design-driven approach, Beyond Properties delivers luxurious living spaces with exceptional architectural appeal and lifestyle amenities, catering to both investors and homebuyers seeking premium waterfront living.

Our Assignment :

- ❖ Discovery Sessions
- ❖ Application Concept & Roadmap
- ❖ Customer Mobile App Design & Development
- ❖ Broker Mobile App Design & Development
- ❖ Integration with Salesforce system
- ❖ Post-deployment Support



Introduction :

GJ Real Estate is one of the most popular names in the local real estate market. Over the last 10 years, they have completed 15 high-end real estate projects in Ajman and Northern Emirates. More than 25 projects by GJ Real Estate are under construction and the company is planning to launch many more in the future.

Our Assignment :

- ❖ Application Concept & Roadmap
- ❖ Multilingual Mobile App Design & Development Including Customer & Agent Views
- ❖ System integration with Netsuite
- ❖ Deployment
- ❖ Post Launch Maintenance

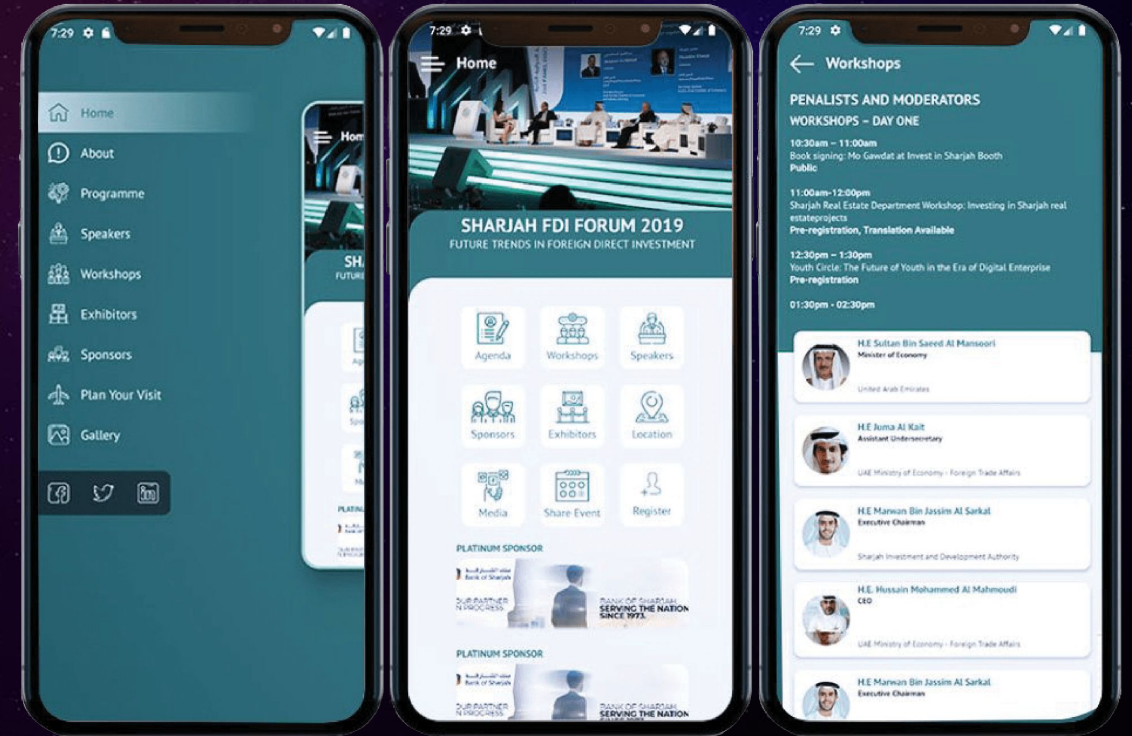


Introduction :

Shurooq is one of the oldest members of our fast-growing clientele. This was our 18th project with Shurooq in which we had a few months to design a responsive website and a cross-platform mobile application. The goal was to ramp up the marketing efforts for the event. It turned out to be a real success in the end!

Our Assignment :

- ❖ Discovery sessions
- ❖ Application Concept & Roadmap
- ❖ Prototype
- ❖ UX & UI
- ❖ Development
- ❖ App Testing & QA



SCOPE OF PROJECT

Understand the comprehensive range of tasks and objectives we aim to achieve. This section outlines the key deliverables and the overall vision driving the project.

Client Overview & Requirements

Chestertons MENA is a leading real estate agency in the MENA region, backed by over 200 years of global expertise. Offering services in residential and commercial sales, leasing, property management, and investment advisory, Chestertons MENA combines local knowledge with an international network to serve investors, developers, and property owners.

The client is looking to revamp their existing MENA region website to a modern and user-friendly outlook.

The Digital Shift in Real Estate

Property seekers have moved online — and global platforms that fail to meet them there are losing clients every day.



95%

of buyers use the internet to search for property



70%+





begin their property journey on a mobile device



3.5s

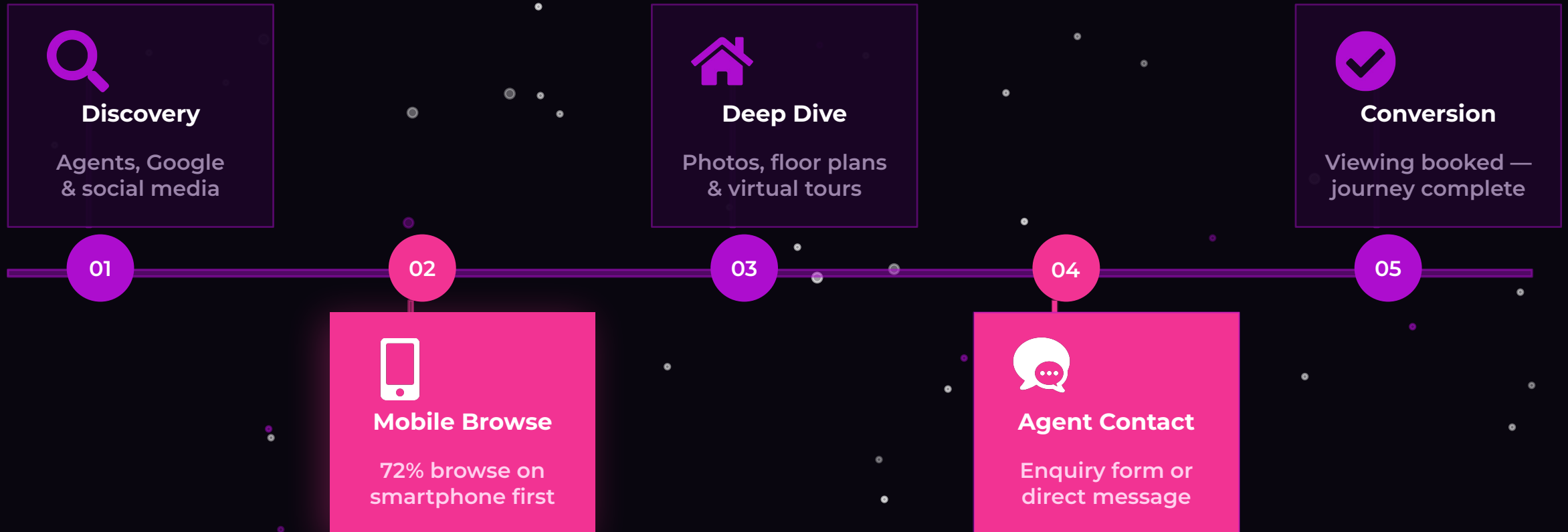
max load time before a visitor abandons a listing

Where the platform stands — and what the revamp solves.

AREA	CURRENT GAP	WHAT WE SOLVE	IMPACT
Page Speed	Average load time exceeds 5s on mobile	Optimise images, implement lazy loading, CDN, and script minification	 High
Mobile UX	Non-responsive layout; hard-to-use filters and navigation on mobile	Mobile-first responsive layouts across all views	 High
Property Search	Limited filters for search	Advanced type, price & lifestyle filtering	 High
Visual Consistency	Inconsistent image sizes, typography, and spacing.	Standardised media specs & intelligent cropping	◆ Medium
Lead Capture	Enquiry forms buried deep in listing flow	Strategic CTAs with contextual agent profiles	 High

The Modern Property Journey

How today's buyers and tenants discover, evaluate and commit to a property.



How We Will Help

A smarter, faster and more intuitive experience - built exclusively for MENA region.



MENA Focused Excellence

A region-first platform built exclusively for the MENA market, with local insights.



Mobile-Led Experience

Designed mobile-first so every buyer or tenant enjoys seamless browsing on any device.



Intelligent Property Search

Advanced filtering by category, property type, price and lifestyle to surface the right listings faster.



Performance & Speed

Optimised load times, CDN delivery and image compression that keeps visitors engaged.



Luxury Brand Elevation

Every detail aligned with Chestertons MENAs' heritage — editorial layouts and premium visual language.



Lead Conversion Focus

Strategically placed CTAs, enquiry flows and agent profiles designed to turn browsers into clients.

Our Approach

Week 1 – 2

01



Discovery

- Stakeholder workshops
- Competitor benchmarking
- Scope of Work and Sitemap definition

Week 2 – 3

02



Design

- Wireframing
- Figma designs
- Usability testing
- Design creation

Week 4 – 8

03



Development

- React.js & Node.js development
- API layer build
- CRM integrations

Week 8 - 10

04



QA & UAT

- Cross-browser testing
- OWASP security QA
- 2 rounds client feedback

Week 11 – 12

05



Launch

- Staging deployment
- Production go-live
- Training + docs

Website Structure, Features & Integrations

Core Sections

- ❖ Home Page with Search Functionality
- ❖ About, Teams, Life at Chesterton, etc
- ❖ Properties Listing & Detail Pages
- ❖ Services Listing & Detail Pages
- ❖ Research & Insights
- ❖ Mortgage Calculator
- ❖ Agent Directory

Lead & Conversion Forms

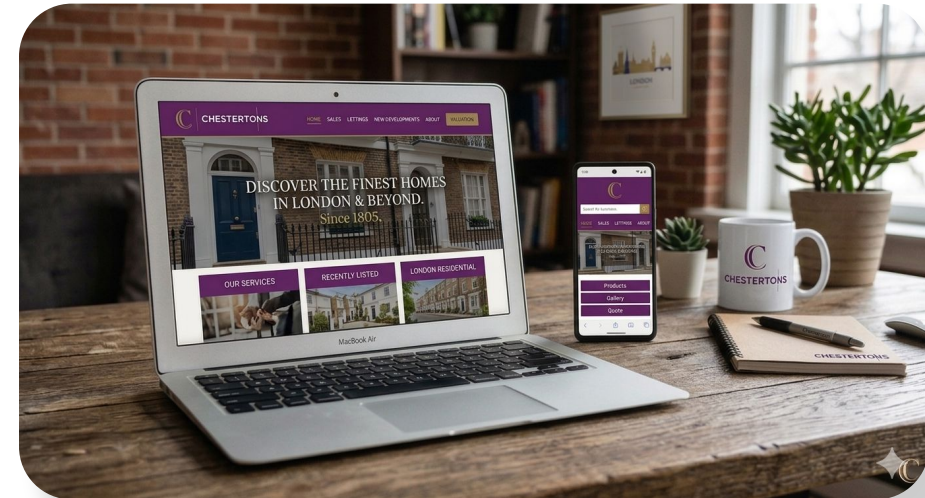
- ❖ Property Enquiry Form
- ❖ Newsletter Subscription Form
- ❖ Career Form
- ❖ Contact Form (General Enquiries)
- ❖ WhatsApp Floating Integration

News, Insights & Media

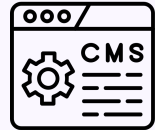
- ❖ Area Guides
- ❖ News & Blogs
- ❖ Press Releases

Integrations

- ❖ Google Analytics
- ❖ Zoho CRM
- ❖ Third Party Map API
- ❖ Social Media

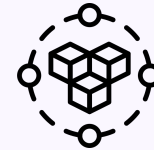


Backend Structure, Features & Integrations



Content Management

Pages, content, media and Menus - all centrally managed



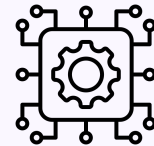
Separate Content Modules

Properties, Services, Agents, News & Blogs, Careers and more



Access & Security

Development Practices aligned with the OWASP Top 10 Security Checklist



Website and User Analytics

Google Analytics

Website Security Measures

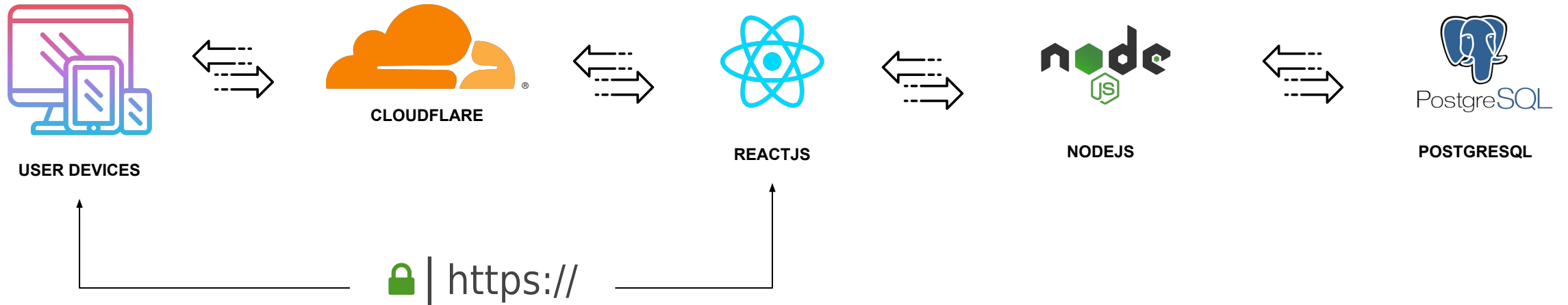
Our security framework integrates robust countermeasures against common vulnerabilities like XSS, CSRF, and SQL Injection to safeguard your web presence.

OWASP Top 10 Checklist Implementation

- ❖ Injection
- ❖ Broken Authentication
- ❖ Sensitive Data Exposure
- ❖ XML External Entities (XXE)
- ❖ Broken Access Control
- ❖ Security Misconfiguration.
- ❖ Cross-Site Scripting XSS
- ❖ Insecure Deserialization
- ❖ Using Components with Known Vulnerabilities
- ❖ Insufficient Logging & Monitoring



Proposed Architecture - Web



- Node
- Caching
- React
- Load Balancer - Cloudflare / AWS
- Firewall - Cloudflare
- CDN Services - Cloudflare

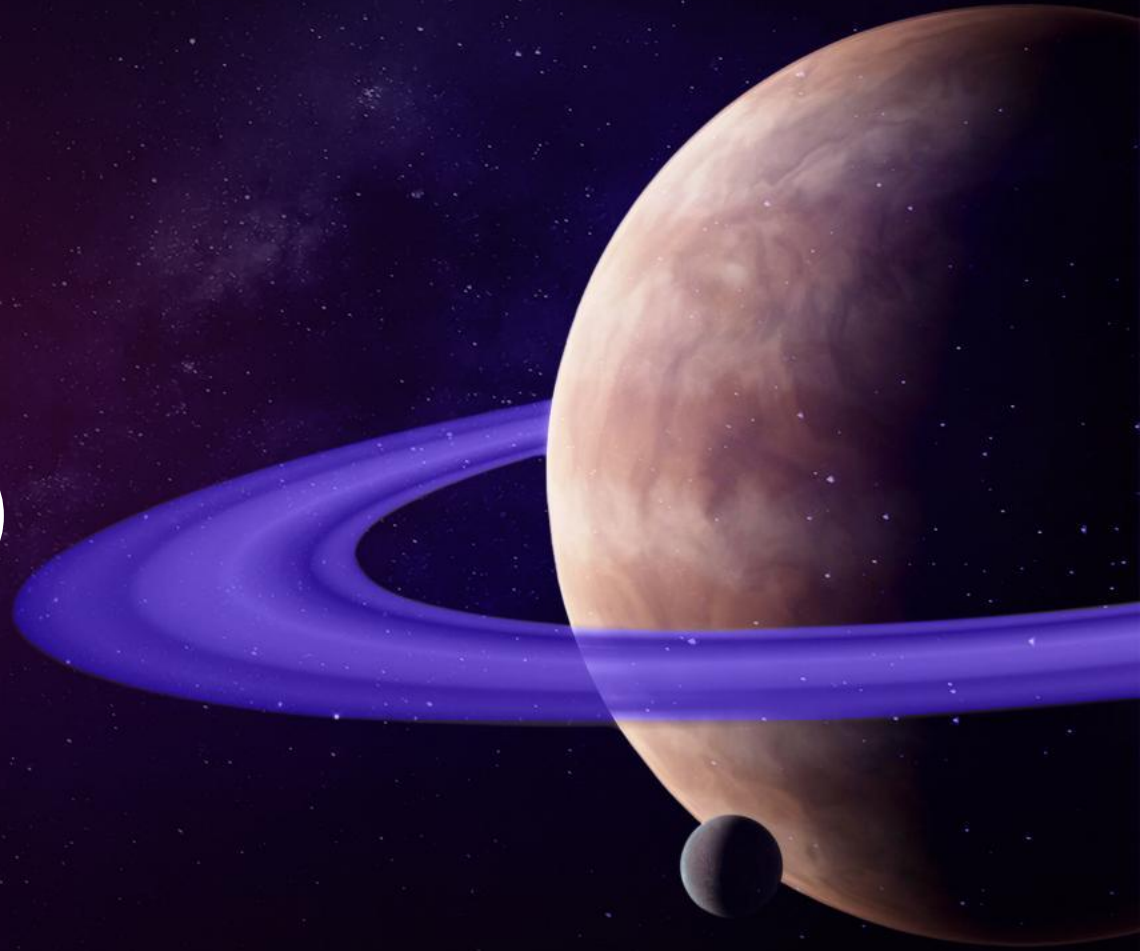
The website will be *Responsive* on the latest versions of the following browsers

- ❖ Google Chrome
- ❖ Microsoft Edge
- ❖ Apple Safari
- ❖ Mozilla Firefox

It will also support the following break points:

- ❖ 1920x1080px
- ❖ 1366x768px
- ❖ 2500x1600px

PROPOSED SOLUTION





WEBSITE FRONTEND

General Deliverables

Analysis	<p>Sitemap and Scope of work document</p> <p>The deliverables mentioned here are high-level. Detailed scope for this project will be determined during the analysis stage and will be documented in our scope of work document keeping within the boundary of deliverables mentioned here and based on the quoted effort.</p>
Technical Architecture	<p>The Website will be built on the following:</p> <p>Backend / Back Server - Node.js Frontend - React.js Database - Postgresql</p> <p>We will be exposing an API from the Back Server / Backend to create an Admin panel using React.js, the Frontend will also be built of React.js and both the frontend and admin panel will be connected to the backend through API's.</p>
Responsive UX & UI	<p>Allows the website to keep its general design and adjust layout according to specific screen size of devices.</p>

General Deliverables

On-Page SEO Implementation	<p>We will implement key on-page optimization best practices on the website, including the setup of canonical tags, website speed optimization, W3C validation, metadata input options, and fixing of broken links. Please note that this service does not include content creation or SEO strategy development; our team will implement the content and metadata provided by the client.</p>
Website Compatibility	<p>Windows Desktop:</p> <p>Windows Laptop (default resolution 1920x1080) & (1366x768):</p> <ul style="list-style-type: none">- Chrome (Latest Version) Version 136.0.7103.94 (Official Build) (64-bit)- Firefox (Latest Version) Version 138.0.4- Microsoft Edge Version 136.0.3240.76 (Official build) (64-bit)- Apple Safari Latest Version: 18.4 <p>Mac Laptop (default resolution 2560*1600):</p> <ul style="list-style-type: none">- Safari (Default Browser, Latest version) <p>Responsive design will be tested on the following devices and browsers:</p> <ul style="list-style-type: none">- Apple iPhone 15 pro - Safari (Default Browser)- Apple iPad 10th Generation: Safari (Default Browser)- Samsung Galaxy S24 (Default Browser)- Samsung Galaxy Tab S9 (Default Browser) <p>Landscape mode will be disabled for the mobile browser.</p>

General Deliverables

<p>Website Security</p>	<p>We will ensure that the solution implements counter measures against common vulnerabilities such as XSS, CSRF, and SQL Injection.</p> <p>We will implement the OWASP top 10 security checklist to the website, which you can also find stated below:</p> <ol style="list-style-type: none">1. Injection2. Broken Authentication3. Sensitive Data Exposure4. XML External Entities (XXE)5. Broken Access Control6. Security Misconfiguration.7. Cross-Site Scripting XSS8. Insecure Deserialization9. Using Components with Known Vulnerabilities10. Insufficient Logging & Monitoring
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General Deliverables

Broken Links	DG will make sure your website will not have any broken link
Spam Protection	In order to prevent any spam from happening on the website, we have clearly mentioned in the forms that the server site and client site validation will be implemented and captcha will also be a part of form.
Hosting Backups	Based on the market, we would suggest the best hosting for you where you will get weekly/monthly backup along with hosting. Once you purchase the hosting, we will implement it.
Hosting	We will provide guidance to the client in selecting a trusted and reputable dedicated hosting partner and will set up the hosting

Design Stage

Discovery, Research & Benchmarking	<ul style="list-style-type: none">- Conduct thorough research on industry trends, competitor apps, and user preferences.- Analyze market benchmarks to identify opportunities and potential challenges.- Gather insights to inform decision-making throughout the design process.
Information Architecture	<ul style="list-style-type: none">- Finalization of Information architecture
Wireframes & Prototype	<p>This will include the following details: Figma style prototype created for 4 - 5 main screens Wireframe jpegs and links to create a clickable version that allows users to navigate through the main flow of the site</p>
Creative Design Concepts	<p>This will include the following actions that Agency will perform:</p> <ul style="list-style-type: none">- Mapping out the key screens of the design in the desktop format in LTR- Chosen screens design in the mobile format in LTR

<p>Home Page</p>	<p>The homepage will consist of a large mesmerizing image-based slider, with a logo and main navigation with a call to action.</p> <p>A Quick Property search bar will be present on the Homepage that will allow the users to quickly search for property (further details about the search could be found under "Quick Search").</p> <p>The Homepage will then have multiple sections each displaying a particular highlight for instance a section displaying information snippets and calls to action to important sections of the website (i.e. About Us, , Featured Properties for Sale, Rent & Commercial, Stats, Featured Services, Featured Insights, Testimonials and Get In Touch Form, etc) with call to action to view more details.</p> <p>Newsletter subscription form & Social media call to actions will be present before the footer section that displays call to actions to various inner sections of the website.</p>
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About Us

About Us & Sub-pages:

- About Chestertons MENA (Content driven page)
- Our Team (Module Defined Below)
- Life at Chestertons (Image Gallery)
- Testimonials (Page Defined Below)

The About page will have following sub-sections:

- About Chestertons
- History of Chestertons (Timeline View)
- Award Winning Firm
- Firm Presence (Third party Map)
- Key Information
- Vision, Mission & Values
- FAQs

All the information on this page will be shown through the following elements:

- Title
- Banner Image
- Description
- Bulleted Points
- Accordions

The header and footer will be carried out from the homepage and will be consistent throughout all the pages of the website.

<p>Our Team Listing Page</p>	<p>This page will display a list of all the key team members. The list will consist of key information shown by the following elements:</p> <ul style="list-style-type: none">- Category (Chairman, Board of Directors, Management, Property Consultants)- Name- Single Image- Designation- Experience- Short Description- Languages Spoken- Email- Phone- CTA to view Details (Opens a Pop-up with Description)
<p>Life At Chestertons Page</p>	<p>This page will show images that will be categorized in albums.</p> <ul style="list-style-type: none">- Albums will be shown in a grid based vertical listing with normal page load pagination.- Clicking on an album will take user to the Gallery page which will list the images in a grid based vertical listing with normal page load pagination.- Clicking on an image will open the image in a pop-up.
<p>Testimonials Page</p>	<p>This page will show the all the customer testimonials. This page will have video testimonials as well as list of written testimonials with star rating. All the written testimonials with star ratings will be fetched from Google Reviews</p>

Properties Listing Page

This page will display a list of all the properties. The page will have 2 types of views i.e list view and map view. The list will consist of key information shown by the following elements:

- Category (Commercial, Residential)
- Type (Buy, Rent)
- Community
- Area
- Title
- Short Description
- Single Image
- Bedroom
- Bathroom
- Price
- Add to Wishlist (Redirects the user to Login / Registration Page)
- Related Properties

Filter and sorting options will also be present on this page for users to be able to view personalized results.

The map view will be a 3rd party interactive map which will show the pin locations of all the properties. Upon clicking any pin, a pop-up will open displaying the brief information of the property. Upon clicking the pop-up, user will be redirected to the detailed page

<p>Properties Detail Page</p>	<p>This page will show the details of the Properties defined by the following elements:</p> <ul style="list-style-type: none">- Category (Commercial, Residential)- Type (Buy, Rent)- Community- Area- Title- Property ID- Description- Image Gallery- Video (Vimeo Hosted)- Key Information- Amenities- Location Map- Features- Price/ Rent- Related Properties- CTA to Enquiry Form- CTA to Call
<p>Mortgage Calculator</p>	<p>A functionality will be developed in order to implement the calculator, client will provide all the details, pricing structure & excel detailing the methodology (formulas) related to establishing this calculator.</p> <p>The calculator will consist of 4 - 5 fields which will help the user specify the results.</p> <p>The user will be specifying details such as Down Payment, Loan Term and etc. Based on what the user will select as the answer the cost will be provided accordingly.</p>

<p>Our Services Listing Page</p>	<p>This page contains the listing using the following elements:</p> <ul style="list-style-type: none">- Title- Single Image- Short Description- CTA to Detail Page
<p>Our Services Detail Page</p>	<p>This page contains the detail description in upto 5 sections using the following elements:</p> <ul style="list-style-type: none">- Title- Banner Image- Description- Bulleted Points- Multiple Images- Countries we serve (redirects to Country detail page)- CTA to Enquiry Form

<p>Agent Directory Listing Page</p>	<p>This page contains the listing using the following elements:</p> <ul style="list-style-type: none">- Name- Single Image- Rating- BRN- Short Description- Experience- Languages Spoken- Email- Phone- CTA to view Details
<p>Agent Directory Detail Page</p>	<p>This page contains the detail description in upto 5 sections using the following elements:</p> <ul style="list-style-type: none">- Title- Banner Image- Rating- BRN- Description- CTA to Contact

<p>Locations</p>	<p>This will not be a page itself but will be a menu item showing having following sub-pages:</p> <ul style="list-style-type: none">- UAE (Content Driven Page)- KSA (Content Driven Page) <p>The above content driven pages will have a single template design. All the information on these pages will be shown through the following elements:</p> <ul style="list-style-type: none">- Title- Banner Image- Description- Services Offered (Grid Card)- Featured Services (Grid Card)- CTA to Enquire Now- CTA Know More (Redirects to relevant service detail page) <p>The header and footer will be carried out from the homepage and will be consistent throughout all the pages of the website.</p>
<p>Enquiry Form</p>	<p>Single form which will allow users to submit an enquiry regarding property or service. This form will collect data, send it to a predefined email address for Admin, push to CRM and save at the backend. Form will have up to 6 - 8 static fields. Form fields will not be manageable via backend. 'Thank you' email will be sent to user upon successful submission. Client side validation and server side validation with server side captcha.</p>

<p>Research & Insights Listing Page</p>	<p>This page contains the listing using the following elements:</p> <ul style="list-style-type: none">- Category (Area Guides, News, Blogs, Research, Press Release)- Title- Date & Time Posted- Short Description- Single Image- CTA to Detail Page
<p>Research & Insights Detail Page</p>	<p>This page contains the detail description in upto 5 sections using the following elements:</p> <ul style="list-style-type: none">- Category (Area Guides, News, Blogs, Research, Press Release)- Title- Date & Time Posted- Banner Image- Description- Bulleted Points- Multiple Images- Videos (Vimeo Hosted)- Related Articles

<p>Careers Listing Page</p>	<p>This page contains the listing using the following elements:</p> <ul style="list-style-type: none">- Title- Date & Time Posted- Short Description- Designation- CTA to Detail Page
<p>Careers Detail Page</p>	<p>This page contains the detail description in upto 5 sections using the following elements:</p> <ul style="list-style-type: none">- Title- Date & Time Posted- Banner Image- Job Description- Bulleted Points- Designation- Department- CTA to Career Form
<p>Careers Form</p>	<p>Single form which will be available on the career page to allow users to submit their information and CV. This form will collect data, send it to a predefined email address for Admin, push to CRM and save at the backend.</p> <p>Form will have up to 10 static fields including CV upload option.</p> <p>Form fields will not be manageable via backend.</p> <p>'Thank you' email will be sent to customer upon successful submission.</p> <p>Client side validation and server side validation with server side captcha.</p>

<p>Content Driven Pages</p>	<p>The following content driven pages are defined below:</p> <ul style="list-style-type: none">- Terms Of Use- Privacy Policy <p>These pages will be defined using the following elements:</p> <ul style="list-style-type: none">- Title- Banner Image- Description- Bulleted Points
<p>Contact Us Page</p>	<p>This will be a content driven page shown by the following elements:</p> <ul style="list-style-type: none">- Title- Description- Office Locations- Contact Us Form <p>A section where Google map to show multiple office locations along with the following text-based information:</p> <ul style="list-style-type: none">- Name- Address- Contact Info

Website Frontend

Contact Us Form	<p>Single form which will allow users to contact for any enquiries. This form will collect data, send it to a predefined email address for Admin, and save at the backend. Form will have up to 5 fields. Form fields will not be manageable via backend. 'Thank you' email will be sent to user upon successful submission. Client side validation and server side validation with server side captcha.</p>
Newsletter Subscription Form	<p>Single form which will allow users to subscribe for newsletters. This form will collect data, send it to a pre-defined email address for Admin, and save at the backend. Form will have up to 2 static fields. Form fields will not be manageable via backend. 'Thank you' email will be sent to user upon successful submission. Client side validation and server side validation with server side captcha.</p>
WhatsApp Link Implementation	<p>Allow users to open a conversation from the website directly to WhatsApp phone number. visitors will be allowed to send a message directly to the pre-defined phone number.</p>
Google Analytics	<p>We will implement google analytics code on the website.</p>
Social Media Icons	<p>Social media icons linking to the company's social media page.</p>



USER DASHBOARD

Website Frontend

Registration	<p>Users will be able to register to the website by providing the details requested by the registration form (6-8 fields). After the registration form is submitted, the user will receive a verification email on the email address they provided while registering with a hyperlink asking the user to click the hyperlink and verify their account.</p> <p>Once verified, users will receive a welcome email telling them that their registration has been successful.</p>
Login	<p>Users will be able to login to their account by providing the email address and password they registered with. A Forgot password call to action will be present on the login screen, which will take them to forgot password screen for password recovery.</p>
Forgot Password	<p>User's forgot password page will allow the users to reset their forgotten / lost password by providing their email address or phone number. The system will verify the email and after verification will send a password reset link to their registered email address or phone number using which they will be able to set a new password.</p>

<p>My Wishlist</p>	<p>This section will display the user all the properties user has added to wishlist, displayed through following elements:</p> <ul style="list-style-type: none">- Category (Commercial, Residential)- Type (Buy, Rent)- Community- Area- Title- Short Description- Single Image- Bedroom- Bathroom- Price- CTA to Detail Page (Redirects to the relevant property detail page)
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WEBSITE BACKEND

Menu Manager	Admin can manage 2 menus i.e. header menu and footer menu. For each menu admin can manage to add pages into menu. There will be a fixed number of items that can be added into parent menu. Maximum depth of menu will be 2 levels.
Pages Module	Admin can manage pages of website using pages module. The pages module will be the base module of site. Admin can select predefined templates for creating the pages.
Our Teams Module	Admin will manage the information from this module using the following elements: <ul style="list-style-type: none">- Select Category (Chairman, Board of Directors, Management, Property Consultants)- Name- Single Image- Designation- Experience- Short Description- Description- Languages Spoken- Email- Phone

Life At Chestertons
Module (Image
gallery)

This module will allow admin to manage the Image Gallery on the website.

Admin will be able to categorize the gallery into albums using the following fields:

- Album Name

Admin will be able to manage gallery using the following fields:

- Select Album
- Image Title
- Description
- Image Upload

Properties Module

Admin will manage the information from this module using the following elements:

- Select Category (Commercial, Residential)
- Select Type (Buy, Rent)
- Community
- Area
- Title
- Property ID
- Short Description
- Single Image
- Bedroom
- Bathroom
- Description
- Image Gallery
- Video (Vimeo Hosted)
- Key Information
- Amenities
- Location Map
- Features
- Price/ Rent

<p>Our Services Module</p>	<p>Admin will manage the information from this module using the following elements:</p> <ul style="list-style-type: none">- Select Country (Global Network)- Title- Banner Image- Single Image- Short Description- Description- Bulleted Points- Multiple Images
<p>Research & Insights Module</p>	<p>Admin will manage the information from this module using the following elements:</p> <ul style="list-style-type: none">- Select Category (Area Guides, News, Blogs, Research, Press Release)- Title- Date & Time Posted- Short Description- Single Image- Banner Image- Description- Bulleted Points- Mutiple Images- Videos (Vimeo Hosted)

<p>Agent Module</p>	<p>Admin will manage the information from this module using the following elements:</p> <ul style="list-style-type: none">- Title- Banner Image- Rating (Manual Entry)- BRN- Experience- Short Description- Languages Spoken- Email- Phone- Description
<p>Career Module</p>	<p>Admin will manage the information from this module using the following elements:</p> <ul style="list-style-type: none">- Title- Date & Time Posted- Banner Image- Short Description- Job Description- Bulleted Points- Designation- Department

Website Backend

User Management Module	The admin will be able to view and manage the listing of all registered users from this module. Upon clicking on each user, the admin will be able to view the detailed information for each user.
Social Media Links Module	Admin will be able to manage links for the social media icons.
Online Form Submission View & Export	<p>Admin will be able to view list of submitted forms and details of each submission for the following forms:</p> <ul style="list-style-type: none">- Newsletter Subscription Form- Enquiry Form- Career Form- Contact Form <p>Admin will be able to filter and sort forms using up to 6 fields. Admin will be able to export the data from the backend in CSV format. Form fields will not be manageable via backend. Client side validation and server side validation with server side captcha.</p>

QA Process	QA process: <ul style="list-style-type: none">- Review of requirements- Functionality Testing- Cross-browser testing
Project Review	When we complete the development, we'll send you the link for review and you will have an option to provide us the feedback, a maximum of two times.
<h2>Content Implementation</h2>	
Content Implementation	We will implement content for the agreed upon 25 - 30 pages in the business requirement sessions.

User Training	We will arrange 2 training sessions of 2 hours duration to provide necessary usability training to the end users.
Technical Documentation	We will provide below technical documents. <ul style="list-style-type: none">1) Scope of work2) Sitemap3) Project Plan
<h2>Installation & Configuration</h2>	
Staging Deployment	We will deploy website on a staging environment
Production Deployment	We will deploy the website to a live server and have a smoke testing to make sure that the website is in perfect working order.

Assumptions

1. Vimeo paid version will be required from client.
2. Backend will be in standard default design in English, no branding based customization.
3. We will be designing templates only in design stage.
4. Website will be developed in English language.
5. All the content to be implemented will be provided by client.
6. All designs will be created in English language only
7. Agency will map out following key screens:
 - 10 - 11 Screens in the desktop format in LTR
8. Client will buy the hosting
9. The documentation and APIs necessary for the integration of Google Reviews, CRM systems and Third Party Map will be provided by the client.
10. The CRM will only be integrated to push all the forms available on the website.
11. The timeline given below is a tentative/indicative time frame and does not factor delays, approval timeframes, etc. Detailed project plan will be develop during the analysis phase.
12. 5 days a week Estimated timeline provided is based on our resources effort. Holidays are not included. Estimated timeline does not include client feedback and approval.
13. For Additional Features, Whatsapp Business API is not available directly from META and has to be procured from any 3rd party vendor. DG will suggest the best 3rd party vendor for this. Client will procure the API and provide to DG.
14. For Lighthouse CI pipeline, client has to ensure that production and staging environments are same.

Out Of Scope

The following points are outside our scope of work for this engagement, and will not be covered for any project, phase, or step during the initiation, pre-planning, planning, execution, and/or closeout phases, unless officially communicated otherwise

1. Providing hardware and software licenses.
2. Content enhancement, maintenance, and administration during and after solution deployment other than the content migration agreed in the scope
3. User guide documentation for public users.
4. Supporting browsers other than the mentioned in Browsers & Operating Systems Supported.
5. Mobile Application implementation.
6. Any requirements not stated in this proposal are considered out of scope.
7. There is no disaster recovery implementation for this project but if you require it then this will be charged separately.
8. Integration with systems other than the mentioned in Integration section.
9. Vulnerability Assessment / Penetration testing is not included, however provided the bugs, we will fix it.
10. Content Migration is not covered
11. The scope of this proposal does not include the setup, provisioning, or cost of creating the hosting infrastructure.



ADDITIONAL FEATURES

Deliverables

Arabic (RTL) Language Support	Frontend	<ul style="list-style-type: none">- Implement a full RTL layout across all pages: property listings, search filters, and blog posts.- Ensure that all public-facing elements such as buttons, text, and content are mirrored to suit RTL reading patterns.- Enable language toggle between English and Arabic, ensuring that text content switches seamlessly between languages
	Backend	<p>Configure the CMS to allow content editors to manage both Arabic and English content independently.</p>
Real-Time Property Map Search	Frontend	<ul style="list-style-type: none">- Integrate Third party map for interactive property maps on the property search page.- Provide real-time property clustering: as users zoom in or pan, listings should dynamically update based on the map area.- Ensure synchronization between the map, grid view, and list view with seamless transitions and filter state management.- Implement server-side rendering (SSR) for map-based property details to ensure SEO-friendly content
	Backend	<ul style="list-style-type: none">- Set up Third party map integration for dynamic property location data, including latitude and longitude.- Ensure that the database queries dynamically fetch property data based on map boundaries to populate the map correctly

Deliverables

Property Comparison Tool	Frontend	<ul style="list-style-type: none">- Allow users to select up to three properties for side-by-side comparison.- Include key property details in the comparison: price, size, bedrooms, bathrooms, amenities, location, and agent contact.- Provide a clear, easy-to-read table layout with sortable and filterable columns for comparison.- Enable users to compare properties interactively and dynamically with no page reloads
Saved Search Alerts	Frontend	<ul style="list-style-type: none">- Allow registered users to save search filters and set alerts for new listings that match their criteria.- Users should be able to manage saved searches and receive notifications via email when new matching listings are posted.- Provide a user-friendly UI to manage saved search preferences
	Backend	<ul style="list-style-type: none">- Integrate SendGrid or AWS SES for sending automatic email notifications when new properties that match a saved search are listed



Deliverables

Off-Plan Project Microsites	Frontend	<ul style="list-style-type: none"> - Enable dedicated microsites for off-plan developments with the following features: <ul style="list-style-type: none"> • Payment plan calculator, displaying various payment options and schedules. • Developer brochure downloads (PDFs). • Unit availability and status (e.g., available, sold out). • Lead capture form specific to the off-plan project (for collecting interest). - Create a clean, branded layout for each microsite to maintain Chestertons MENA's brand identity.
	Backend	<ul style="list-style-type: none"> - Add a Microsite content type in backend with fields for project information (e.g., brochure, available units, payment plan). - Ensure lead data from the microsite form is captured and routed to the appropriate sales team or CRM
WhatsApp Business API Integration	Frontend	<ul style="list-style-type: none"> - Integrate WhatsApp contact options within lead inquiry forms across the platform. - Create automated WhatsApp message workflows so that, upon form submission, the agent receives a notification with the lead details (property inquiry).
	Backend	<ul style="list-style-type: none"> - Integrate WhatsApp Business API to send automatic WhatsApp notifications to agents when a new inquiry is submitted. - Ensure that the API integration can handle multiple properties and agents for inquiries

Deliverables

Property Valuation Request	Frontend	<ul style="list-style-type: none">- Design a dedicated valuation request form to be embedded within the platform. The form should capture:<ul style="list-style-type: none">- Property address, type, size, and owner contact details.- A submit button that routes the valuation request to the Chestertons MENA valuations team.- Ensure a smooth user experience with clear guidance and validation for required fields.
	Backend	<ul style="list-style-type: none">- Set up a Valuation Request form within backend to capture and store the submitted data.- Route submitted requests directly to the valuations team via email or within the CMS
Lighthouse CI Performance Pipeline	Backend	<ul style="list-style-type: none">- Set up an automated Lighthouse CI pipeline that tests Core Web Vitals (LCP, INP, CLS, TTFB) on every deployment.- Integrate performance tests into the CI/CD pipeline (e.g., GitHub Actions, Jenkins) so that any deployment failing to meet performance targets triggers an alert.- Ensure performance optimization across all pages based on Lighthouse CI results before promoting builds to production

COST & TIMELINE

This section elaborates the cost & timeline of Digital Gravity's professional services

Project Financials

Particulars	Cost in AED	Timeline
English Website Design <ul style="list-style-type: none">• Requirement Gathering & Planning• UX Design• Handover	AED 20,000/-	5 - 6 Weeks

Particulars	Cost in AED	Timeline
English Website Development <ul style="list-style-type: none">• Requirement Gathering & Planning• Development• QA• Production Deployment	AED 46,000/-	8 - 9 Weeks

Particulars	Cost in AED	Timeline
English Website Design & Development <ul style="list-style-type: none">• Requirement Gathering & Planning• UX Design• Development• QA• Production Deployment	AED 55,000/-	11 - 12 Weeks

Project Terms - Website Design

Payment Schedule	Amount	Milestone
1st Payment	50%	On Contract Sign Off
2nd Payment	50%	On Design Sign Off and Before Delivery of Final Files

Project Terms - Website Development

Payment Schedule	Amount	Milestone
1st Payment	50%	On Contract Sign Off
2nd Payment	50%	On Development Sign Off of English Website and Before Production Deployment

 Project Terms

Payment Schedule	Amount	Milestone
1st Payment	40%	On Contract Sign Off
2nd Payment	20%	On Home Page Design Sign Off
3rd Payment	20%	On Inner Design Sign Off Before Start of Development
4th Payment	20%	On Development Sign Off of English Website and Before Production Deployment

Maintenance Support

Warranty

DG will cover (4) a four-month bug-free warranty period for all solution components starting from the production deployment.



**ADDITIONAL
FEATURES
COST**

Project Financials - Additional Features & Requirements

Particulars	Cost in AED	Timeline
<ul style="list-style-type: none">• Arabic RTL• Real Time Property Map Search• Property Comparison Tool• Save Search• Off-Plan Microsites• Property Valuation Form• WhatsApp Business API Integration• Lighthouse CI Performance Pipeline	AED 38,000/-	8 - 9 Weeks

Note:

- *The above cost includes the cost for one micro-site only. Additional microsites will be developed for AED 12,000 per microsite*
- *The micro-site will be managed through the same backend as of the main website.*

PROJECT MANAGEMENT METHODOLOGY

Project Management & Development Methodology

Introduction

Digital Gravity has its own methodology in project management which is based on PMI's (Project Management Institute) & Agile methodology. Digital Gravity customized the methodology in a way to secure the success of the project and to ensure meeting the Client expectation in providing a high-quality service.

****Note: The project Management in this project is for Internal build team not for the client.***

Agile Methodology

- Digital Gravity's belief in working closely with our clients is the heart of delivering a successful project so it has adapted Agile Development for collaboratively collecting, testing & verifying requirements with our customers. An Agile approach allows us to respond quickly to market trends and business priorities keeping our solutions & services at the fore of technological & operational innovations.
- Agile Development is widely accepted as an iterative and collaborative approach to development.
- At the center of each Scrum project is a backlog of work to be done. This backlog is populated during the planning phase of a release and defines the scope of the release.
- During a sprint, the team has a daily meeting called a scrum. Each team member describes the work to be done that day, progress from the day before, and any blocks that must be cleared. To keep the meetings short, the scrum is supposed to be conducted with everyone in the same room—standing up for the whole meeting.
- When the backlog has been implemented, the team then performs integration testing, training, and documentation as necessary for product release.

Agile Methodology

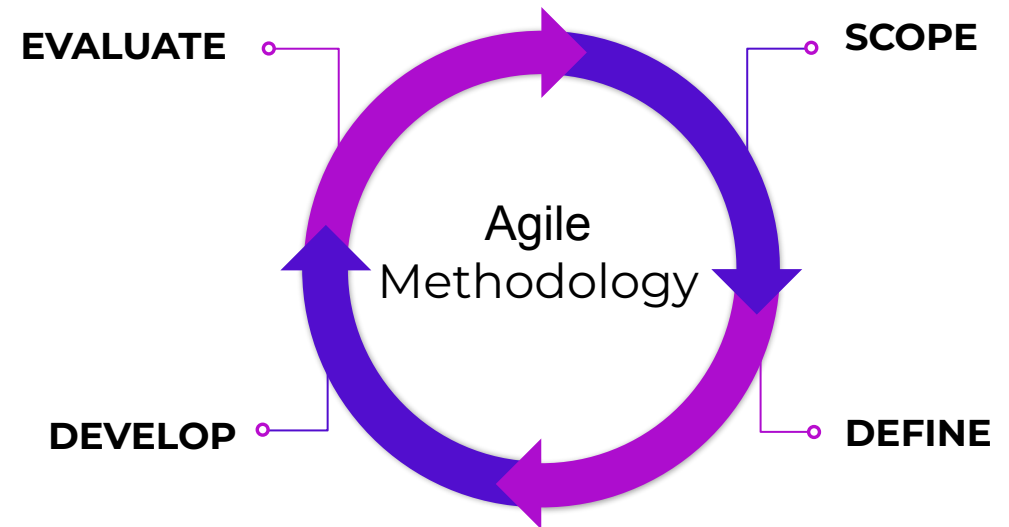
After the team completes the project scope and high-level designs, it divides the development process into a series of short iterations (Sprints) of 2-3 weeks to maintain collaboration momentum and result oriented process. This provides greater visibility of product functionality throughout the projects, building a sense of confidence and trust between Client and the delivery team.

Each Sprint aims to implement a fixed number of backlog items. Before each sprint, the team members identify the backlog items for the sprint. At the end of a sprint, the team reviews the sprint to articulate lessons learned and check progress.

Digital Gravity's adoption of Agile Methodology

has resulted in:

- Faster delivery.
- High quality requirements.
- Highly collaborative.
- Rapid system adaptation based on timely feedback.



Communication Model



Status Meetings & Reports

- Virtual status meeting to be held every week
- Status reports to be delivered via email after every status meeting.

Review

- Key action points to be defined before meetings
- Action items to be reviewed during the meeting

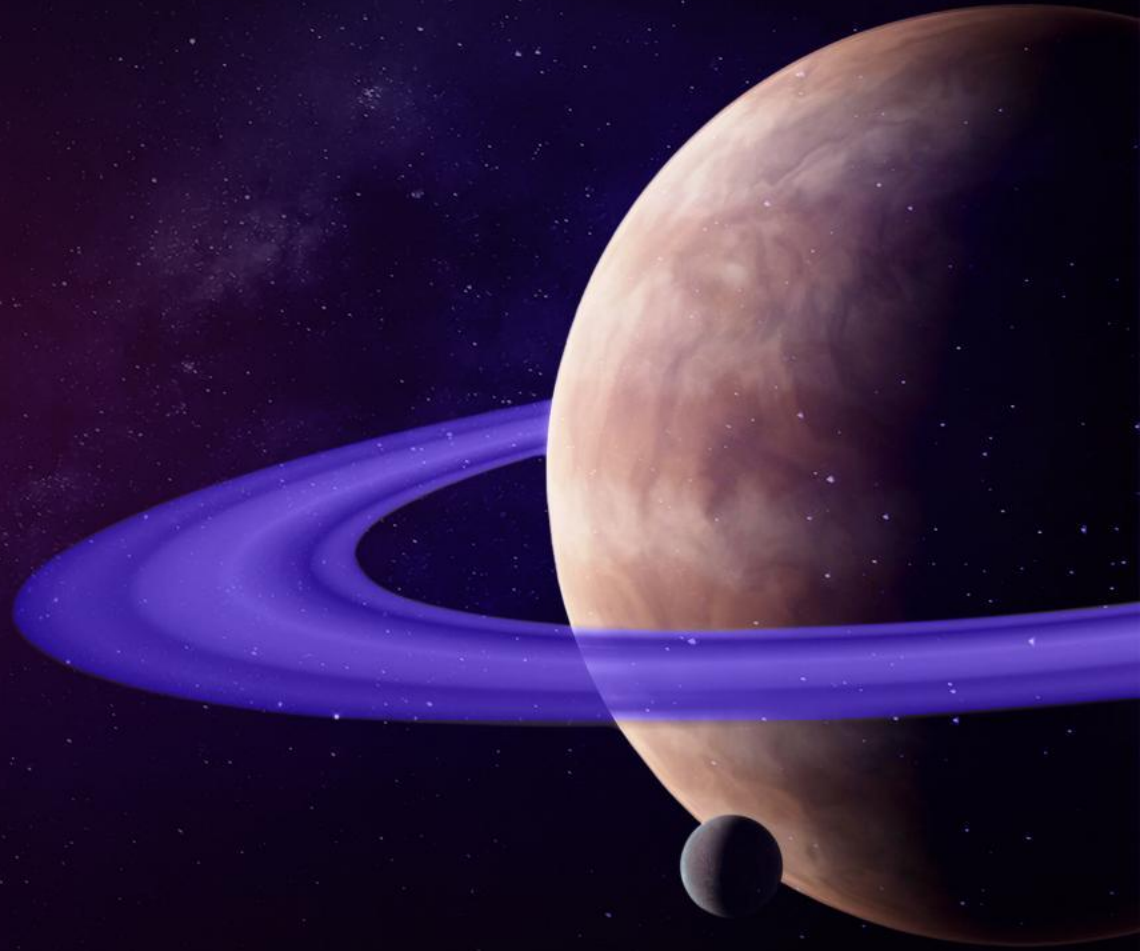
Deliverables Confirmation

- DG's Project Manager to issue approval emails/sign off for all deliverables at their respective stages

Project Plan Updates

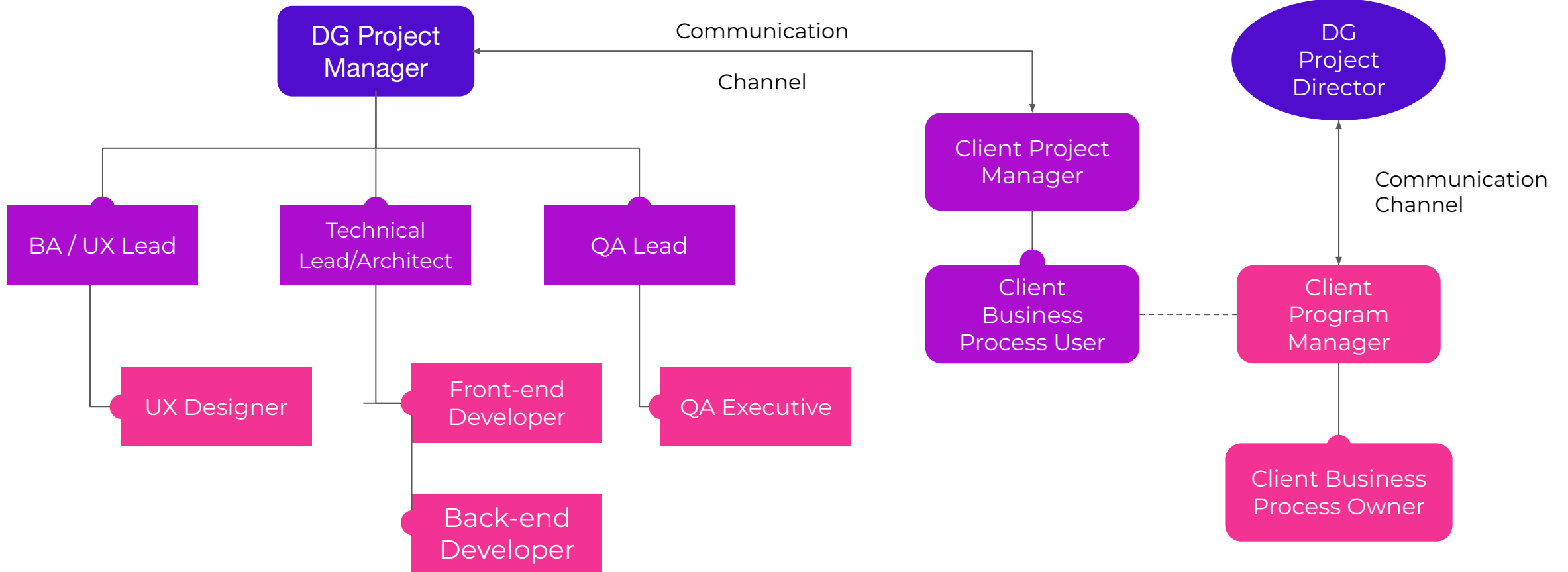
- Project Plan updates to be sent every week and will be discussed in project status meeting.

PROJECT TEAM



 Proposed Team Chart

Steering Committee



Project Manager

A seasoned computer science professional with 10+ years of experience in project management and quality assurance, he has a proven track record of delivering projects on time and within budget. With a Bachelor's degree in Computer Science, he possesses strong technical expertise and a deep understanding of software development and testing methodologies.

Currently serving as Head of Project Management at Digital Gravity, he leads cross-functional teams, ensuring seamless project execution and delivery. Previously, he honed his project management skills at IOMechs and played pivotal roles as a Software Quality Assurance Lead and Engineer at Digital Gravity, upholding high-quality standards throughout the software development lifecycle.

Known for his problem-solving skills, adaptability, and commitment to excellence, he thrives in collaborative environments, effectively balancing multiple priorities to meet dynamic project requirements. He remains focused on driving innovation and contributing to organizational success in the ever-evolving tech landscape.

UI / UX Lead

An accomplished designer with over 8 years of experience, our UI/UX Lead brings a strong blend of creativity, technical proficiency, and user-centered thinking to every project. Specializing in UI/UX design, social media creatives, graphic design, and advertising, he has successfully delivered intuitive and visually compelling digital experiences for clients across the US, UK, and UAE.

Holding a Bachelor's degree in Computer Science from the University of Karachi, he leverages a diverse skill set that includes interaction design, wireframing, prototyping, storyboarding, and high-fidelity mockups. His proficiency in design and development tools such as Figma, After Effects, Visio, HTML5, and a wide range of graphic design software enables him to bridge the gap between visual aesthetics and functional design seamlessly.

His multidisciplinary approach, attention to detail, and strong understanding of user behavior make him an integral part of our creative and digital delivery team—consistently contributing to solutions that are not only beautiful but also impactful and user-friendly.

UI / UX Designer

With over 4 years of experience, our UX Designer brings a strong focus on creating user-centered digital experiences that are both functional and visually engaging. Specializing in UX design, wireframing, prototyping, and user research, he has successfully crafted intuitive designs for a wide range of clients in the US, UK, and UAE.

Holding a Bachelor's degree in Computer Science from the University of Karachi, he combines technical expertise with a deep understanding of user needs. Skilled in tools such as Figma, Adobe XD, and other design software, he excels at transforming complex requirements into clean, user-friendly interfaces that drive positive user interactions.

His approach is rooted in a commitment to usability and seamless user flow, ensuring that every design not only looks great but also enhances the overall user experience. With a keen eye for detail and a passion for problem-solving, he plays a key role in delivering impactful and functional designs that resonate with users across platforms.

Frontend Developer

With over 12 years of exceptional experience in UI development, he is a passionate advocate for creating websites that embody the unique identity of each business. He firmly believes that a company's essence should be clearly reflected through its digital presence, and his expertise lies in transforming this vision into intuitive, visually captivating designs, seamlessly translated into clean, responsive HTML5, CSS3, and SCSS code. His deep proficiency in Bootstrap, Ajax, GULP, Grunt, and ensuring W3C validation guarantees websites that are not only visually stunning but also functional and scalable.

Throughout his distinguished career, he has worked with numerous high-profile clients across various industries, delivering exceptional digital experiences that seamlessly blend design and functionality. Some of his notable clients include ADIB, GITEX, University of Sharjah, Aldar, Ruya Bank, the Federal Tax Authority, and the Federal Demographic Council. His work has been instrumental in shaping the online presence of these leading organizations, ensuring that their websites not only look aesthetically pleasing but also provide seamless user experiences, high performance, and easy scalability.

His expertise extends to front-end development frameworks and tools, including Angular, jQuery, React, and Next.js, enabling him to build dynamic, interactive, and efficient user interfaces for modern web applications.

Backend Developer

He holds a Bachelor's degree in Computer Science and brings 10 + years of hands-on experience with Node and its leading frameworks. A fast learner who thrives on mastering new tools, she balances strong time-management skills with a proactive, solutions-driven mindset equally effective as a collaborative team player or an independent contributor.

Throughout his career, he has worked with numerous high-profile clients across various industries. Some of his notable clients include Ruya Bank, GPS, Gulf Business Machines, Tech Access, Global Catering etc.

Fluent in software design patterns, data structures, and algorithms, he builds component-based, real-time systems that perform reliably at every stage of the SDLC. His versatility and commitment to clean, maintainable code make him a valuable asset on any backend project.

SQA Lead

A dedicated IT professional with over 8 years of experience in Software Quality Assurance, he brings deep expertise in Agile testing methodologies, test case design, business analysis, and backend automation using Selenium WebDriver. His skill set spans API testing (SOAP/REST), web microservices validation, and GUI test automation, ensuring precision and reliability across diverse testing layers.

With a strong track record across domains such as HRMS, CRM, CMS, eCommerce, and ERP systems, he has successfully led QA efforts for both web and mobile platforms. Proficient in tools like Lambda Test, Katalon Studio, Selenium, JMeter, Appium, and Postman, he combines technical know-how with leadership capabilities to drive high-quality, business-aligned solutions. His ability to align QA strategies with project goals makes him an invaluable asset in delivering robust and scalable digital product

 Proposal Acceptance

We, Chestertons MENA, hereby confirm our acceptance of this proposal, following which a detailed service agreement outlining all terms will be provided for signature.

Authorized Person Name & Signature

Date

Authorized Person Designation

Company Stamp

Thank you

for going through our proposal

Please feel free to reach out to our team for any queries you may have regarding this proposal;

