

SERVICES AGREEMENT

Date	2026-04-10
Company Name	Chestertons MENA
Contact Name	Ismail Khan
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Product / Service	Website Redesign
PIXL Manager	Abdullah Osama
Project Code	-

Executive Summary

PIXL Global presents this proposal for the UI/UX design of the Chestertons MENA property portal at chestertonsmena.com. The engagement covers discovery, UX architecture, wireframing, high-fidelity visual design, and a scalable design system across the full public-facing site and the internal admin experience — delivering a complete, development-ready package that any competent development team can execute against.

This is the design-only engagement. Front-end and back-end development, CMS configuration, integrations, and launch support sit in our separate full-delivery proposal and can be engaged concurrently or immediately after design sign-off.

Why PIXL Global

Dubai-based, same timezone, same neighbourhood. We're in JLT — every meeting, sprint review, and approval happens in real-time with zero coordination overhead.

Real estate is what we do. From Omniyat and Eywa to One Broker Group and Allegiance, we've built websites, brands, and digital strategies for developers and brokerages across the UAE. We understand property search UX, lead funnels, and SEO for listings at a fundamental level.



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We've already done the homework. We reviewed your brand guidelines cover to cover, identified specific technical issues, and tailored every section of this proposal to Chestertons.

Relevant Experience

PIXL Global is an award-winning full-service agency delivering brand, marketing, sales, and tech solutions to real estate and hospitality brands across the UAE and beyond. Our real estate web and digital portfolio includes:

Client	Work Delivered
Omniyat	Developer website, brand digital strategy, off-plan project marketing
One Broker Group	Brokerage website, property listing platform, lead generation
Bricks N Woods	Real estate website development, brand identity, digital marketing
Sakani	Property platform development, UI/UX design, listing management
Allegiance Real Estate	Brokerage website, CRM integration, performance marketing
Sukoon	Developer website, project microsites, brand awareness campaigns
Zoya	Real estate brand development, website, social media management
Alserh	Property platform, website design and development
Pearlshire	Developer website (WordPress custom), SMM, brand awareness



Client	Work Delivered
Eywa	Off-plan project website, branding, digital campaign strategy
JW Marriott Residences	Project microsite, digital marketing, lead generation

Key Considerations

A few observations that shape how we'll approach the design:

Area	What It Means For The Design
Benchmark parity	PropertyFinder and Bayut set the functional floor — filter density, map interaction, scan-ability. Chestertons needs to match that floor while looking clearly premium. That's a design problem, not a feature problem.
Category switching	Buy / Rent / Commercial / Off-Plan is the very first decision a visitor makes. If that switch isn't obvious the moment the homepage loads, we've lost them. Homepage hero is the single highest-leverage decision on this project.
Property detail UX	Listings are where leads convert or bounce. The order in which gallery, stats, amenities, location, agent, and enquiry form appear matters more than most agencies realise — and it rarely matches the order a CMS stores them. RERA permit and BRN are trust signals, not compliance footnotes.
Admin as a product	Your team will live in the admin every day — adding listings, working leads, publishing articles, managing agents. If the admin is clunky, everything downstream slows. We treat CMS design as a



Area	What It Means For The Design
	product in its own right, optimised for task speed rather than decoration.
Arabic, not mirrored	Arabic isn't a find-and-replace. Reading flow, form patterns, icon direction, number treatment, and content hierarchy all shift. We design the Arabic experience as a first-class surface.
Mobile as the primary	Property search in this market happens on phones. Filter drawers, map controls, galleries, and enquiry forms get designed for 375px first and scale up.
Lead capture is a design decision	Every template has a primary action — enquire, request a valuation, save a search, message on WhatsApp. Which action goes where, and what it looks like at each scroll depth, is something we think through rather than leave to content.

Our Approach

1. Discovery & UX Research (1 week)

- Stakeholder workshops to map user personas — buyers, tenants, investors, landlords, corporate clients — alongside priority journeys and conversion goals
- Structured walkthrough of your demo build: what's working, what to retain, where the UX needs a rethink
- Competitive UX deep-dive on PropertyFinder, Bayut, and adjacent GCC portals
- Page template inventory, content gap mapping, and CTA opportunities across the public site
- Brand interpretation strategy — translating your palette and typography into a working digital language
- Arabic UX research and localisation groundwork

2. UX Architecture & Wireframes (2 weeks)

- Finalised information architecture for both the public site and the admin



- Wireframes for every public template — Homepage, Property Search, Property Detail, Services, Agent Directory, Agent Portfolio, Area Guides, Blog (listing + article), Mortgage Calculator, Saved Properties, Login/Register
- Wireframes for the full admin — Dashboard, Properties, Agents, Blog, Leads CRM, Area Guides, Settings
- Mobile, tablet, and desktop wireframes for every template, drawn mobile-first
- Property search UX worked through in detail — sticky filters, URL-driven state, grid/map/split view toggle, real-time map clustering
- Off-plan microsite template with payment plan calculator, gallery, and dedicated lead capture
- Property comparison UX, up to three properties side-by-side
- CTA placement mapped to user journey stages
- User flow documentation for the conversion-critical paths

3. UI Design & Design System (2 weeks)

All design aligned to the Chestertons MENA brand system: Primary Purple #6c207e, Deep Purple #611d73, Magenta CTA #e2388c. Typography: Noto Serif for display, Open Sans for body and UI.

- High-fidelity Figma designs for every wireframed template, public and admin
- A scalable design system: buttons, cards, forms, navigation, property tiles, filter controls, CTA modules, map UI, iconography, spacing and grid tokens
- Arabic variants for all core public templates, designed natively
- Off-plan microsite UI including the payment plan calculator
- Property comparison UI
- Individual agent portfolio page design
- Interactive prototypes for the key flows
- Responsive specs for mobile, tablet, and desktop
- Developer handoff: component specs, spacing tokens, colour variables, typography scale, Tailwind-ready design tokens
- Two rounds of revisions per template with structured feedback cycles

4. Revisions & Handoff (1 week)

- Final revision rounds and stakeholder sign-off
- Developer-ready handoff package and Figma library organisation
- Asset export in all required formats



Deliverables

Deliverable	Details
Discovery Report	Workshop outputs, competitive analysis, user personas, content audit findings
Site Architecture	Revised information architecture covering every public route and every admin module, with user flows
Wireframes	Low/mid-fidelity wireframes for all public and admin templates across mobile, tablet, and desktop, annotated with UX rationale
UI Designs	High-fidelity Figma designs for every template across breakpoints, in both English (LTR) and Arabic (RTL)
Design System	Component library in Figma — buttons, cards, forms, navigation, tiles, filters, CTAs, icons, tokens — ready for Tailwind implementation
Admin CMS Designs	Full UI designs for the admin: Dashboard, Properties, Agents, Blog, Leads, Areas, Settings
Prototypes	Interactive clickable prototypes for the key user flows
Handoff Package	Developer-ready specs — component documentation, spacing, colours, typography, responsive rules, interaction notes

Timeline

Phase	Duration	Milestones
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Phase	Duration	Milestones
Discovery & UX Research	1 week	Kickoff, workshops, competitive audit, demo walkthrough
UX Architecture & Wireframes	2 weeks	Architecture sign-off, wireframe approval
UI Design & Design System	2 weeks	Design concepts, full component library, final sign-off
Revisions & Handoff	1 week	Final revisions, developer handoff package
Total	6 weeks	

Commercial Proposal

All fees in AED, excluding VAT.

Deliverable	Hours	Cost (AED)
Discovery, Workshops & Audit	8	2,400
UX Architecture & Wireframes	48	14,400
UI Design & Design System	52	15,600
Prototyping & Handoff	20	6,000
Project Management	12	3,600
Total	168	AED 42,000

Included

- All discovery, UX, UI design, and design system work detailed above
- Wireframes and high-fidelity UI for every public route and every admin module



- Arabic design variants for all core public templates
- Off-plan microsite template, property comparison UI, agent portfolio page, mortgage calculator, valuation form — all within the UI design scope
- Two rounds of revisions per template
- Interactive prototypes for the key user flows
- Developer-ready handoff package with full component specifications
- Project management and stakeholder coordination

Not Included

- Front-end or back-end development (covered in our separate full-delivery proposal)
- CMS configuration and third-party integrations
- SEO implementation, infrastructure setup, hosting, or deployment
- Content creation — copy, images, property data, and agent assets come from your side
- Web font licensing — none required, Noto Serif and Open Sans are both free via Google Fonts

Service	Net Cost	Net Cost with Management Fee	Total with VAT	Project Duration	Payment Terms
Website Redesign	AED 42,000	AED 42,000	AED 44,100	5-6 Weeks	75% Advance 25% On Project Handover

Signature & Client Approval

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