

Case Study

aswaaq

www.aswaaq.ae



Industry

Retail Store

Partner

Citytech Software Private Limited
15A Ramesh Mitra Road
Kolkata 700 025
India
www.citytechcorp.com

Mr. Mohsin Ali
Phone +91 33 24851678
Fax +91 33 24851679
mohsin@citytechcorp.com

Background

Established by the Dubai Government and Sheikh Mohammad Establishment, aswaaq LLC is recognized as one of the trusted retailers in UAE. aswaaq manages and operates supermarkets and retail community malls that combines the spirit of a bazaar and gives a feeling of an outdoor market located at the heart of communities. Each community mall is complemented with a tailor-made assortment of retail shops to meet the different needs and demands of the surrounding communities such as pharmacies, beauty saloons, stationaries, restaurants banks and others.

Goals

aswaaq needed a corporate website with bilingual support and enhanced user experience so that they can remain one-step ahead of their competitors.

Theme and Design: to use innovative theme and design that is in sync with the latest UI trends.

Responsive Design: Fast loading of the website is preferred so that visitors are able to access the desired information quickly. The Design was build keeping this in mind so that the users experience on any device, mobile and tablets, is unique.

Improved Usability and Navigation: Analyzing the current trends and general navigation tweaks and incorporating the same here.

User Accounts: Give extra benefits to registered website users.

Ongoing Maintenance and Development Support: Providing yearly round support and maintenance to keep the website in perfect shape.

Easy-to-update Content Management system

Customized features: Career Opportunity module and Leasing Opportunity module.

Challenges

The main challenge faced while developing the two module - Leasing Opportunity and Career Opportunity.

Leasing Opportunity module allows the website visitors interested in leasing space from aswaaq.

There is a messaging feature for logged in users, using which they can send message to the concerned admin. Concerned person can login to the admin panel and view all the submitted forms.



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Solution:

Custom web-parts were created for Career Opportunity module using Kentico API. A custom module was also created for the Admin panel to view submitted applications. Used Kentico default Form to create the Leasing Opportunity Module and a few more inbuilt web parts to display saved forms. For messaging user Kentico Messaging web parts has been implemented.

Result:

The Newly designed website with its clean and uncluttered look and feel enables the visitors easy access to all necessary information.

User-friendly experience with rich functionality and navigation guarantees the visitor with unique experience which keeps them coming back for more every time they browse the website.

The user was free to choose between the language according to location and preference. Multi-lingual capabilities of the framework with translation workflow was effectively used to customize this feature.

After developing the new website, their traffic improved and also the page views improved in the later days by 40%.

Key criteria for selecting Kentico:

Kentico was the clear choice for aswaaq as it offered the following:

- Ability to create workflows for multiple content editors
- Multi-lingual capabilities with translation workflow.
- Ease of use of web content management system and easy content scheduling
- Ability to meet growing needs of aswaaq easily and quickly

