



**crafton**  
MIDDLE EAST

# Company Profile

# About Us

Crafton is a web development company based in Poznan, Poland and Riyadh Saudi Arabia. Throughout 10 years of our professional experience, we have delivered projects for clients from across Europe, USA and the Middle East. Crafton continues to be recognized as one of the top firms in Poland in terms of customer satisfaction. We are highly valued by our clients for our creativity, customer-centric approach and fast delivery time.

We not only design and develop. We engage with our clients in order to understand their business goals and generate impact through high quality web products and services.

I would like to encourage you to go through the details of this proposal and check out our work on [www.crafton.eu](http://www.crafton.eu)

Thank you for your time! I am looking forward to starting partnership with your company.

**Piotr Kulczycki**  
Managing Director



# Saudi Presence – Riyadh Office

5 years ago we decided to open our second office in **Riyadh, Saudi Arabia**, where we work with big part of of Saudi Governmental sector and top corporates as **Crafton Middle East**.

Over the last two years Crafton Middle East managed to deliver **over 60 projects** for large corporations and public entities, including STC Solutions, Ministry of Justice, Bank Albilad, Ministry of Investment, General Ministry of Zakat & Tax and more.

Our local team's focus is on Delivery and Technical Project management side of business. On top of that - every 2 months our team from Poland visits ME Headquarters to organize UX workshops for our Clients.

Crafton Middle East is recognized as one of the leading UX/UI agencies in Saudi Arabia and our projects are very often taken as a benchmark. Our goal is to expand our portfolio in Governmental sector and create world-class projects while understanding the principles of local culture.

**Abdullah Al-Sharqi**  
Managing Director



# The Team

We pride ourselves in our professional and creative team. Our specialists are passionate about what they do and are dedicated to completing each project to the highest standards. Our professional team includes UX specialists, designers, developers, content developers, and project managers. All the projects are delivered entirely in-house with full control over the process and the quality. Every project is overseen by a designated project manager who makes sure that the project scope and goals are met, and that the client is up to date with project progress.

**Piotr**

Managing Director

**Ania**

Head of UX

**Pawel**

Project Manager

**Marek**

Lead Designer

**Damian**

Lead Back-end  
Developer

**Michał**

Lead Front-end  
Developer

# We are from Poland.

The city of Poznan is located in the heart of Europe, just 300km from Berlin and Warsaw and 1.5-hour flight from London. Poznan is a major centre of Polish economy, which is the **fastest developing market** in Europe, being an ideal example of a success story. Since 1989, Poland has increased its GDP per capita by **almost 150%**, more than any other country on the continent.

"They're so great that I almost want to keep them a secret.."

Laura McGeough,  
Microport, United Kingdom

"They're always on time. They always complete the criteria. And they always exceed expectations"

Ayman Abi Abdallah,  
Netvariant, Liban

"They're experts in their area. And they're worth the money."

Marcin Zemczak  
Grupa Azoty, Polska

# And we work globally.

We have worked for international corporations as well as various local companies and start-ups from all around the world, including Saudi Arabia, Kuwait, USA, Canada, UK, Germany, France and many more . As a result, we perfectly understand different needs and expectations.



# Why Crafton?

## Technology fueled by User Experience

We combine cutting-edge technologies with the best User Experience practices. Based on our extensive research processes, we are able to identify the needs of each user group and settle them inside a business context. This way our advanced mobile & web applications, as well as internet platforms, always deliver truly unique experiences.

## Top of the top

Our success is measured by the satisfaction of our customers. For many years Crafton has been ranked among the best web design and development companies by a global market research firm Millward Brown in terms of customer satisfaction. In 2018 we have been listed as one of the best software houses in the world by the Clutch portal.

## International experience

Since 2010 we have worked closely with clients from the Middle East, Europe and the United States. We convert the experience from working on international projects into effects – even though we often work remotely, our best practices allow us to communicate with our clients as if we were always on the spot. In 2016, as a part of our global expansion, we have opened our division in Riyadh, Saudi Arabia.



# Crafton in numbers

We are a team of 50+ professionals, including UX designers, Graphic Designers, Developers and Project Managers. All projects are implemented entirely in-house by our team. Every Client is assigned a project manager who speaks English fluently and makes sure the client is up to date with project status. We have a policy according to which we respond to our Clients' emails within 1 hour during our working hours. Our clients' satisfaction is our central focus. The high level of client satisfaction is reflected in numerous client satisfaction awards we have received. Clients from all over the world appreciate our flexibility, creativity and professionalism, as well as immaculate communication.

1st

PLACE IN CUSTOMER  
SATISFACTION  
SURVEY \*

128

PROJECTS  
DELIVERED LAST  
YEAR

50+

EMPLOYEES

213

CLIENTS FROM  
18 COUNTRIES

10+

YEARS OF  
EXPERIENCE

8,3

AVERAGE TEAM  
MEMBER'S  
EXPERIENCE IN  
YEARS

\* Millward Brown survey conducted in 2016 among clients of all leading interactive agencies in Poland

# International portfolio

## Brands we work with

During our +10 years journey our main goal was to provide top-notch UX services for international brands. Our 4 offices located in **Poland, Saudi Arabia, Singapore and New York** help us with serving top companies from all around the world. We like to say that Crafton is industry agnostic, as we have worked with companies from all different sectors.



SIEMENS

PORSCHE



Mercedes-Benz



NOKIA



# Process

The process of creating a website usually follows a number of set stages. However, each project is unique, and so we apply agile project delivery to adjust to clients' needs as we go.

## 1. Research

**Defining user types** – understanding the target audience is essential in order to fulfil client's business objectives. The research stage includes creating personas and interviews with users which allows us to understand their needs.

**Audit of the current website** – we analyze users behaviours and identify the most important functionalities in order to establish the pros and cons of the current website.

## 2. Wireframing

**Information architecture** – our aim is to allow every user to navigate through the website intuitively and be able to find any piece of information needed. Predictive analysis of visits allows us to direct users' actions so that business objectives are fulfilled.

**Low fidelity mockups** – the drafts allow us to quickly visualise ideas and make changes.

## 3. User experience tests (optional)

**A/B test** – the main goal of A/B testing is to identify changes that increase an outcome of interest.

**5-second test** – this method allows to discover the first impressions a website triggers. Consequently, it indicates what works properly as well as what needs to be improved.

**Scenario tests** – the real world scenarios allow ensuring the business processes and flows function as needed.



# Process

## 4. Web design

**Desktop design in Adobe XD** – creating the view of the main page is the first step of the whole web design process. To engage the client in the process we always collect and apply feedback. When the home page and the look&feel are approved, we start working on other sub-pages. This process is iterative until the client is satisfied with the output.

**Considering the top global trends** – throughout the design process we keep in mind the recent trends in web design such as interesting typography, functional icons, Parallax Scrolling, fat design etc.

**Ongoing consultations with UX team** – we give UX priority, and so all graphic projects are discussed with UX Specialists on a regular basis.







# The User Experience angle

The user experience (UX) stands for is the interaction users have with a product or a service and the experience they receive as a result. In digital marketing UX is connected with websites, conversions and user behaviors. Well designed UX allows users to find information in a quick and easy way, complete their task without difficulties and to search a website without problems.

Usability testing is a standard way of assessing the degree of user experience design. We evaluate a website by testing it with representative groups of users. Such tests help us improve the overall UX and make a website more user-friendly. Participants complete tasks while an observer watches, listens and takes notes. After such qualitative research we can collect data, analyze it and identify usability problems.

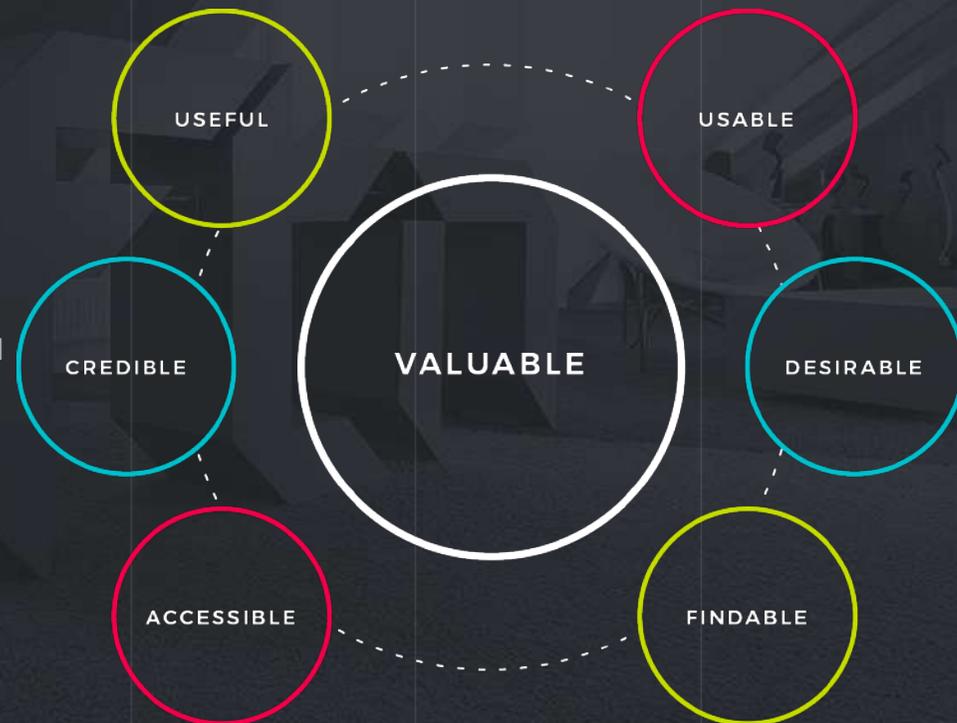
Throughout a project we concentrate not only on appealing layout and high system efficiency, but also on high usability. With each phase of the project we make sure that the product brings joy and satisfaction to users and enhances their experiences. Users satisfaction also naturally converges to meeting the assigned business goals.



# User Experience

We try to make the design work and create a valuable website that is:

- **Useful** – fulfilling users' needs, meeting their business goals and offering help when needed.
- **Usable** – easy, simple and clear
- **Desirable** – visually pleasant, engaging users in actions to build long-term relationships.
- **Findable** – enabling fast information and functionality search (through intuitive navigation and locatable content).
- **Accessible** – accessible to different target groups (also to people with disabilities).
- **Credible** – trust-building and creating positive attitude.

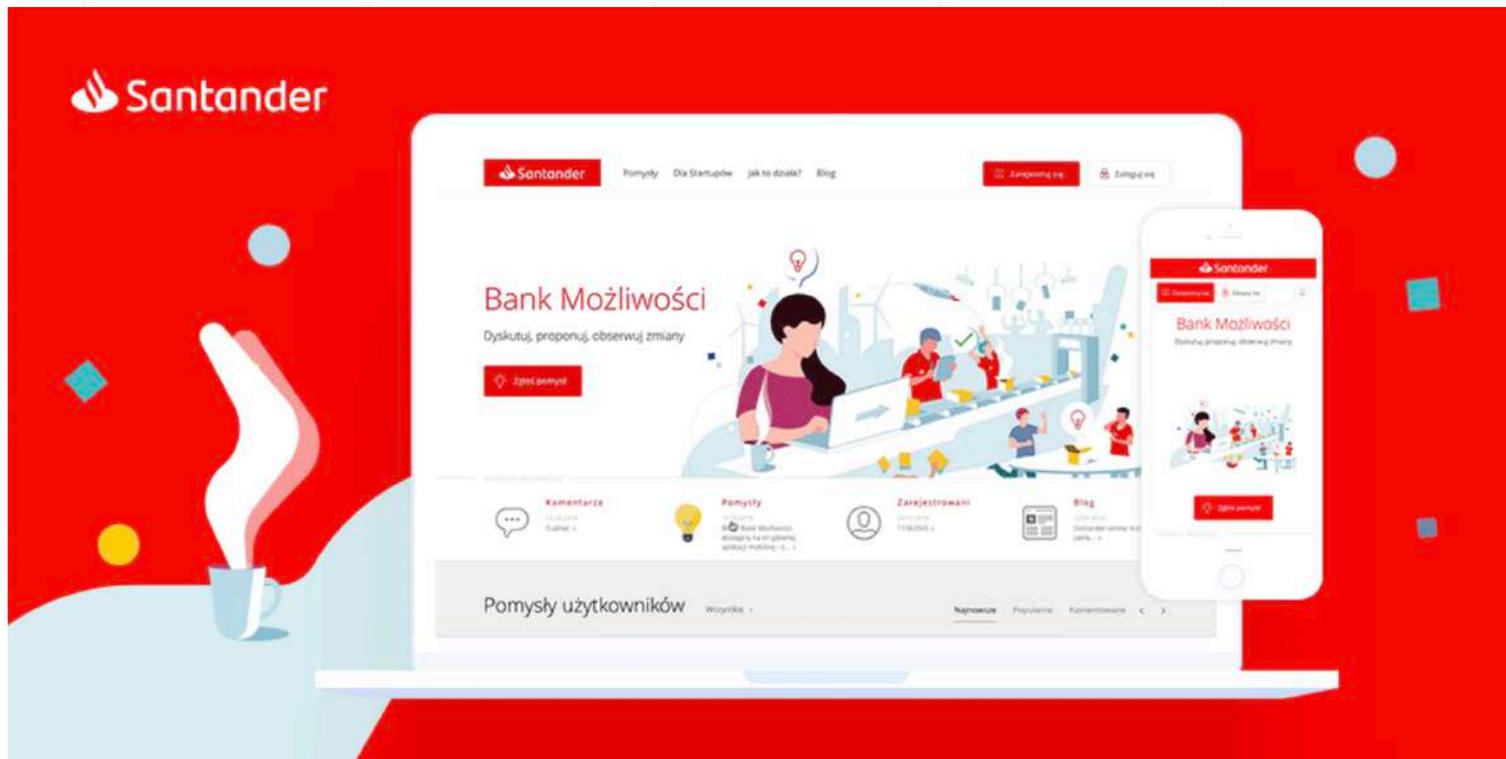


# International Projects – Santander Bank

**Santander Bank** is one of the biggest and most innovative banks in Poland. For our Client we developed UX/UI for entire e-banking system & we developed crowdsourcing platform.

Link: <https://crafton.eu/portfolio/santander-bp>

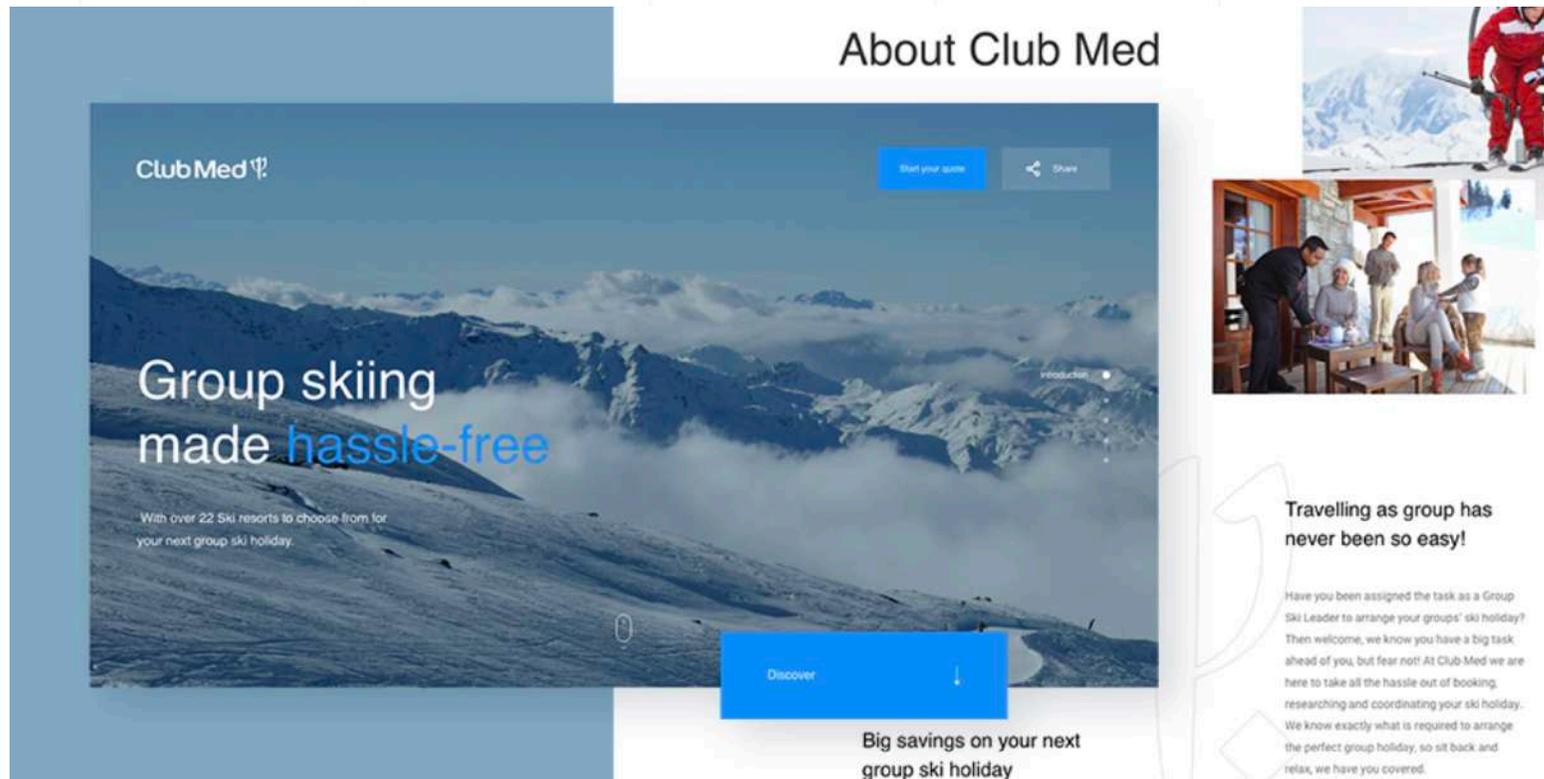
Link: <https://crafton.eu/portfolio/santander>



# International Projects – Club Med

**Club Med** is a world-leading expert in luxury tourism. We have designed and implemented a number of websites which effectively implement our clients' marketing goals and generate business leads.

Link: <https://crafton.eu/portfolio/clubmed>



The screenshot displays the Club Med website's landing page for group skiing. The main headline reads "Group skiing made hassle-free" in white and blue text against a background of a snowy mountain range. Below the headline, it states "With over 22 Ski resorts to choose from for your next group ski holiday." A blue "Discover" button is positioned at the bottom right of the main image area. In the top right corner of the website interface, there are buttons for "Start your quote" and "Share".

## About Club Med



**Travelling as group has never been so easy!**

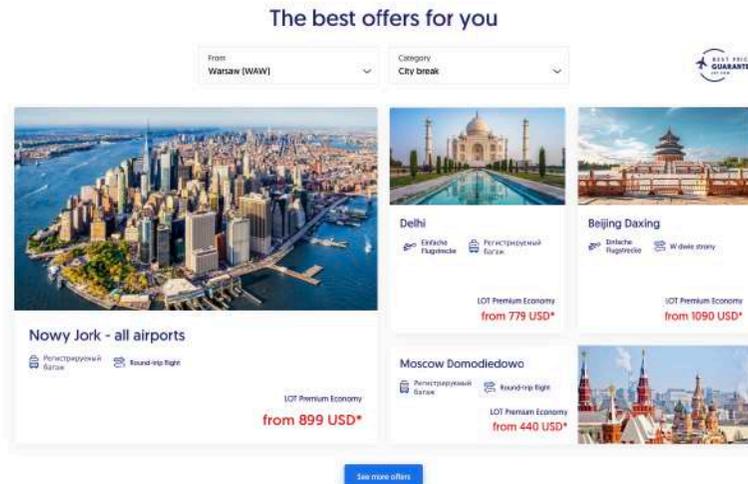
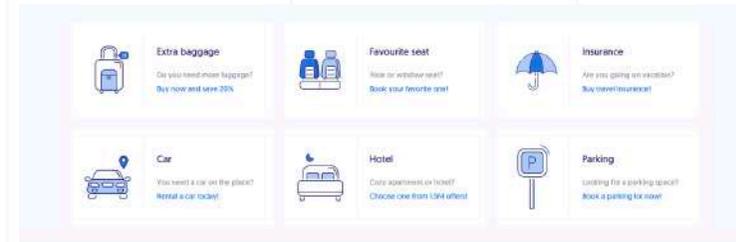
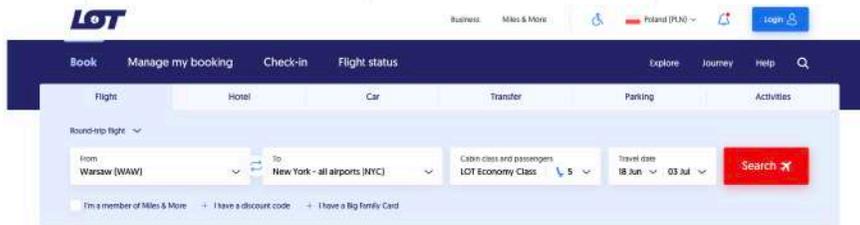
Have you been assigned the task as a Group Ski Leader to arrange your groups' ski holiday? Then welcome, we know you have a big task ahead of you, but fear not! At Club Med we are here to take all the hassle out of booking, researching and coordinating your ski holiday. We know exactly what is required to arrange the perfect group holiday, so sit back and relax, we have you covered.

**Big savings on your next group ski holiday**

# International Projects - LOT Airlines

**Polish LOT Airlines** is one of the biggest national companies in Poland & member of Star Alliance. For our Client we are providing UX/UI and Development services that include managing their main Website and Online presence.

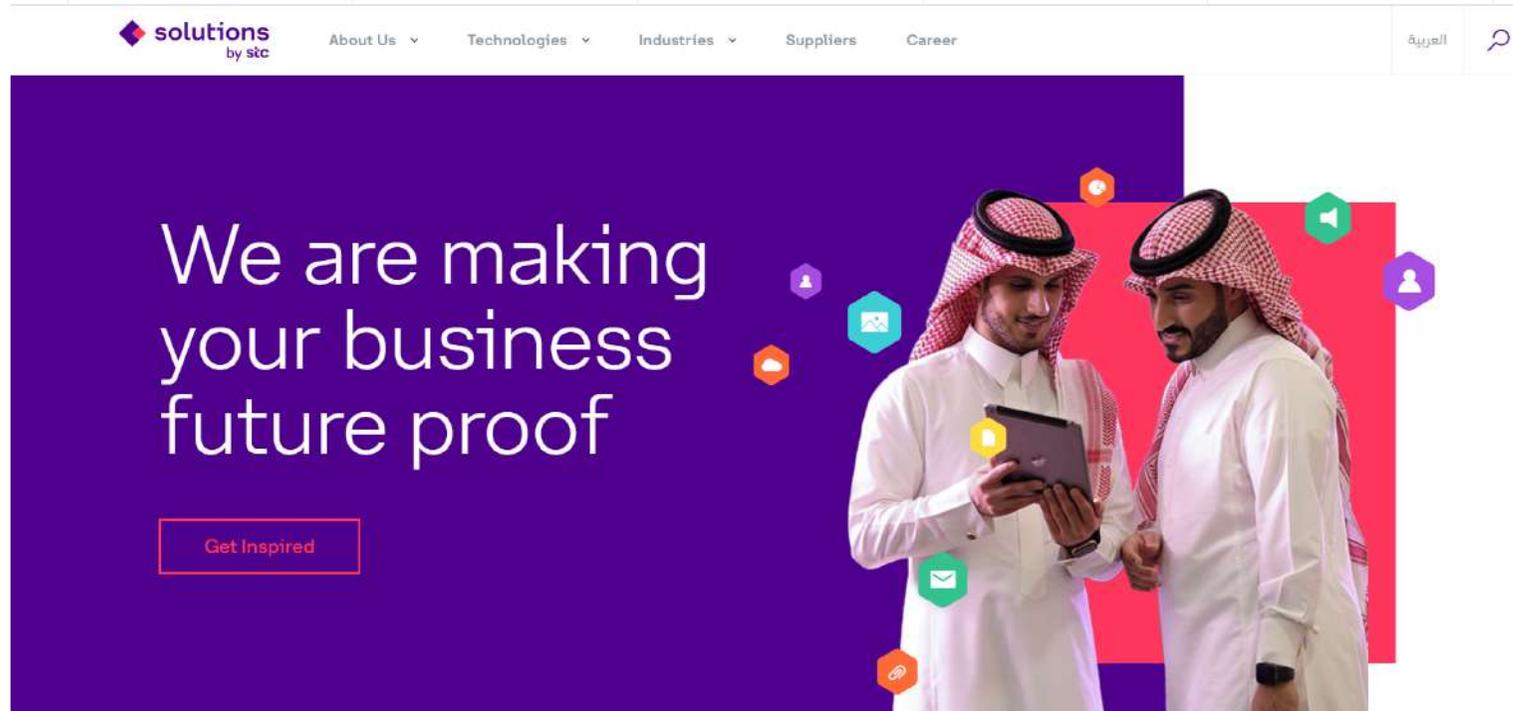
Link: <https://invis.io/UNXG72I5JPS>



# Projects in Saudi Arabia - STCS

**STC Solutions** – For our Client we prepared entire A-Z corporate website that introduces STC's new branding and completely new User-Experience. STCS is one of the most visited and DDOS targeted websites in KSA. Crafton made sure that security of this page is at the highest security standards.

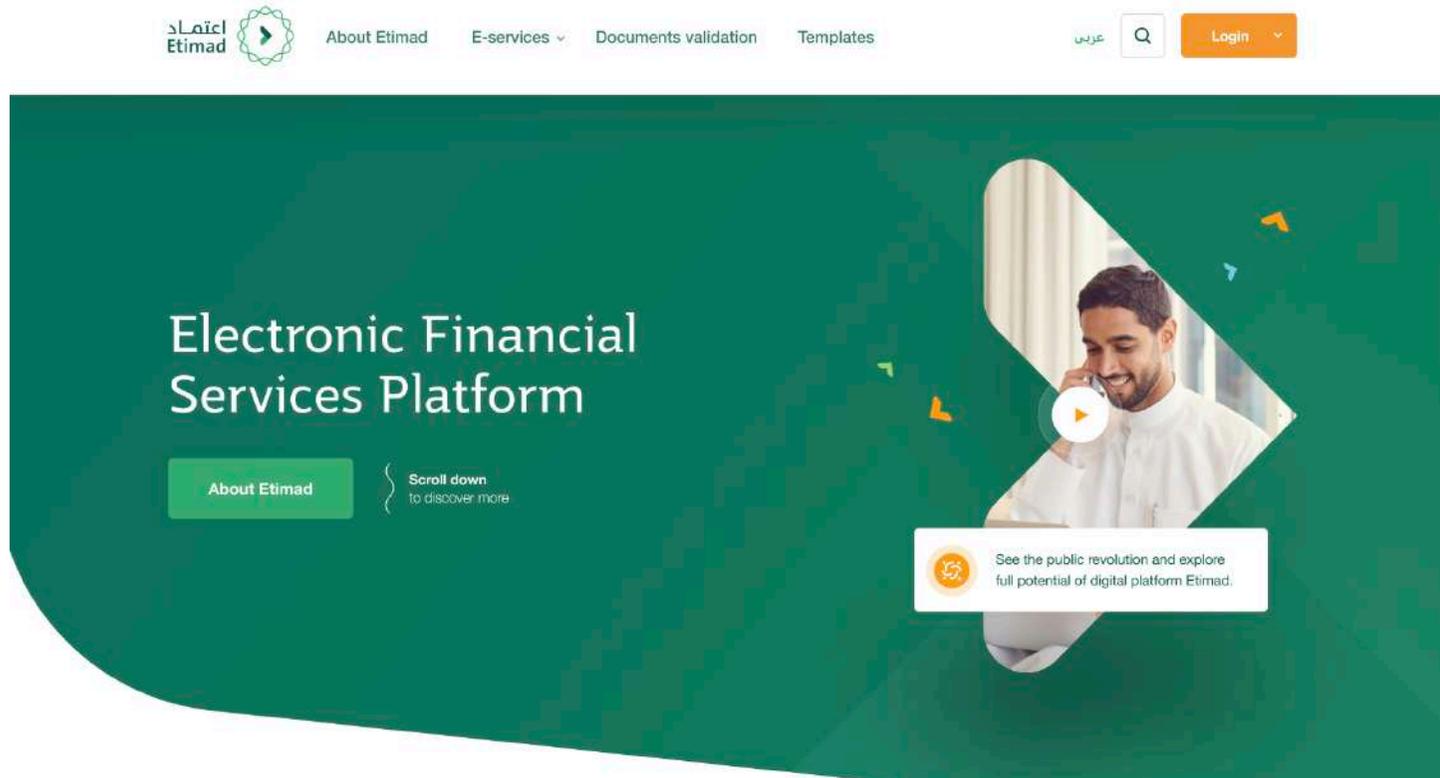
Link: <https://www.stcs.com.sa/>



# Projects in Governmental Sector - Etimad

**Ministry of Finance** – As a part of our Partnership agreement with Thiqah, we are developing UX/UI for Etimad platform, which is an electronic financial services platform allowing different financial e-services.

Link: <http://etimad.sa>



# Projects in Governmental Sector – MoI

**Ministry of Investment** – For our Client we prepared a website that is targeted to international investors and presents MOI’s sectors of investment. Interactive form allows users to become an investor with just 3 simple steps.

Link: <http://sagia.beta.crafton.pl/views/home.php>



# Projects in Governmental Sector – MOJ

**Ministry of Justice** – For our Client we are preparing Web & Mobile Najiz application that will transfer all MOJ services to the digital form. Thanks to this platform Citizens will be able to have all e-services in one place.

Link: <http://najiz.beta.crafton.pl>



# Projects in Governmental Sector - GAZT

**General Authority of Zakat & Tax** – For our Client we are developing External website and Intranet portal for employees based on Sharepoint.

Link: <https://gazt-internal.beta.crafton.pl/>

Quick links ▾ Library ▾ About GAZT ▾ Latest from GAZT ▾ Contact

Hello  
Abdullah Al-Sharhrani!

Today is **Tuesday, 13 November**  
(Ath-Thalatha, Rabi' Al-Awwal 4)

Message of the day  
"Good health is a crown worn by the healthy, than only the ill can see."

What do you want to see now? Latest From GAZT → My Workspace → E-services → Departments →

Hi, Abdullah ▾ عربي

Currently in Jeddah ▾

21°C

Today's praying times

6:04 11:38 14:45 17:11 18:41

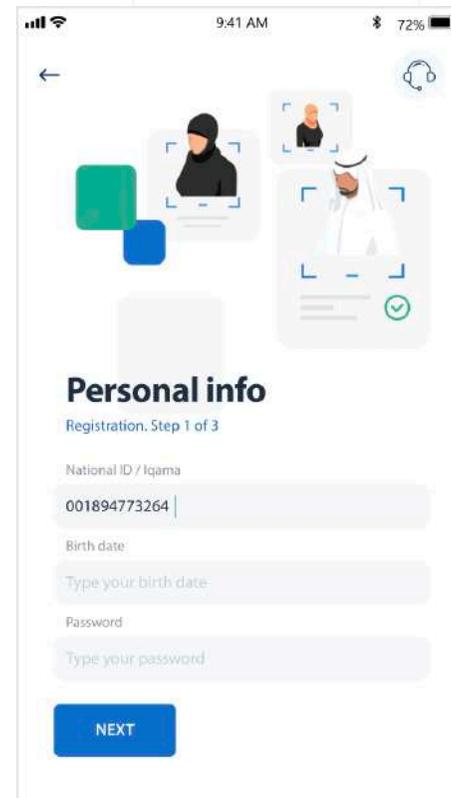
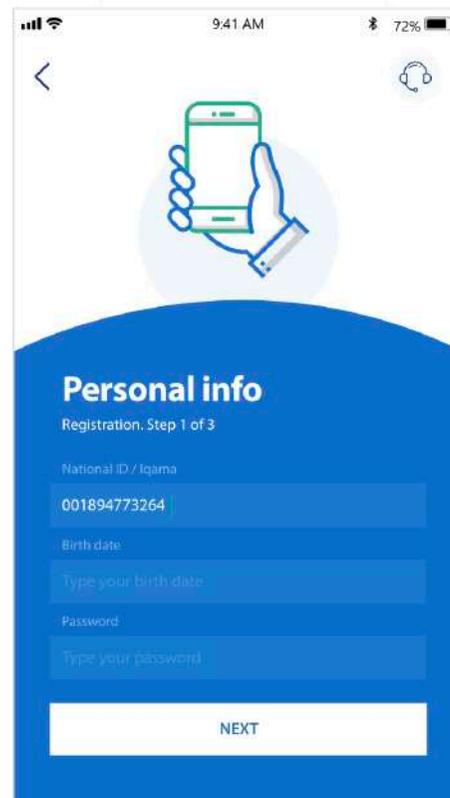
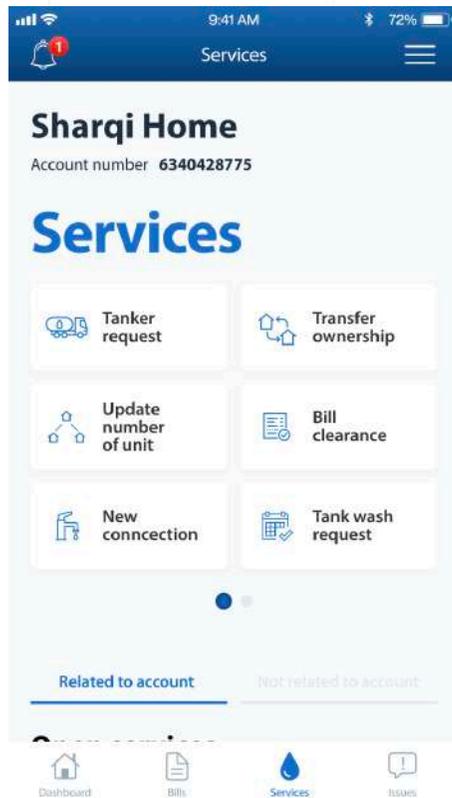
Last week's attendance → +7 hours

+2h +5h

4 Nov 5 Nov 6 Nov 7 Nov 8 Nov

# Projects in Governmental Sector – NWC

**National Water Company Mobile App** – For our Client we are preparing Web & Mobile application that will transfer all NWC services to the digital form. Mobile App's main goal is to reduce visits at NWC's HQ and enable all e-services with just a few clicks.



# Contact Us!

**crafton**



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