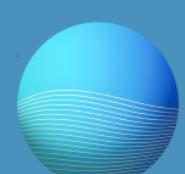


Make wonderful  
memories on luxury  
rentals in Dubai

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**tripzy.ae**



# Contents

03. About Tripzy

04. Tripzy's Objectives

05. The Fix For Tripzy

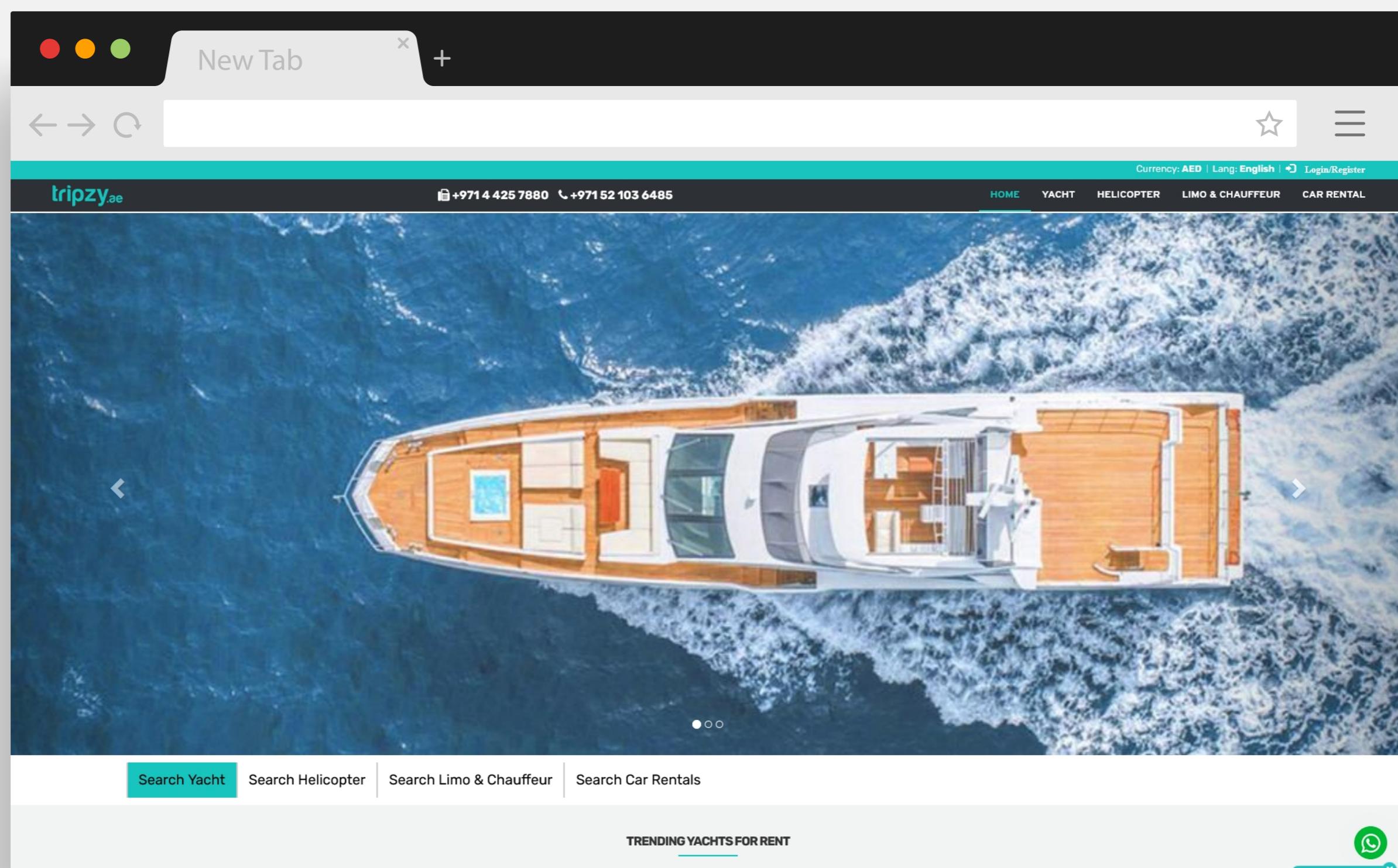
12. Results



# About Tripzy

- Tripzy is a leading luxury ride rental platform in Dubai. The company offers luxury rentals, including cars, yachts, and helicopters.
- Tourists and citizens alike can book their services online and enjoy the best Dubai has to offer.

The company joined Techbay because they wanted a new platform that reflected forward thinking, utilizing the latest web technologies and design trends to stay one step ahead of their competitors.



# Tripzy's Objectives

## **Attracting More Customers**

Despite its large fleet of cars, yachts, and helicopters, Tripzy was low on business.

## **Payments Security**

The company required a secure online payment solution.

## **Luxury Ride Listings**

Tripzy's needed to display their services in an organized manner for the convenience of customers.



# The Fix For Tripzy

Techbay team implemented a large-scale UI analysis as well as full-stack engineering solutions. We assisted the company with design, development, and digital marketing solutions.

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## **UI/UX Design**

The system was designed with seamless functionality and responsiveness based on customer needs.

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## **Full-Stack Engineering**

An efficiently responsive system was developed with a secure payment system.

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## **SEO**

A smart SEO strategy was made that provided the guaranteed results.

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## **Digital Marketing and PPC**

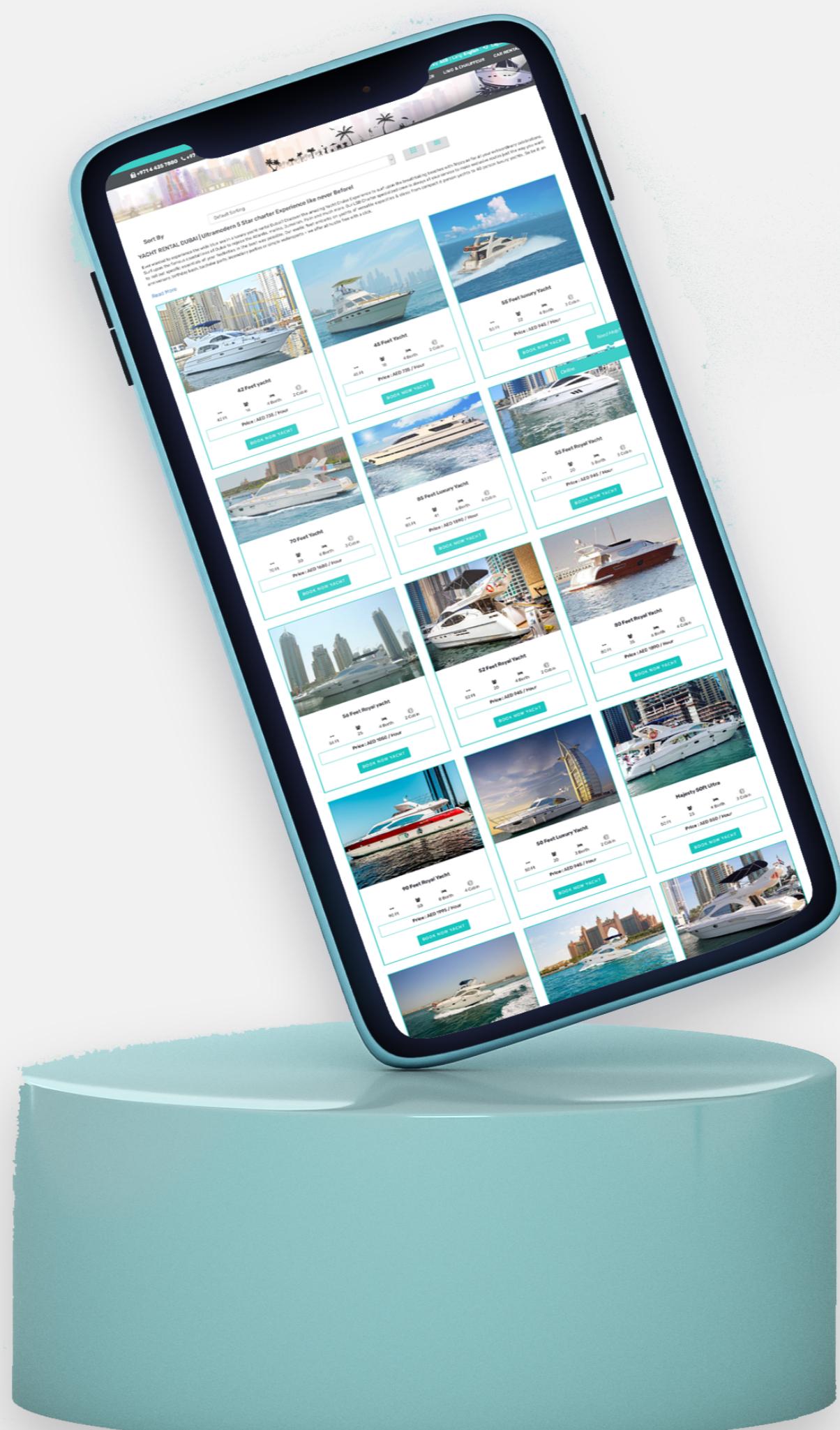
Techbay implemented a PPC and Digital marketing strategy that increased sales and social media engagement.

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# Design (UI/UX)

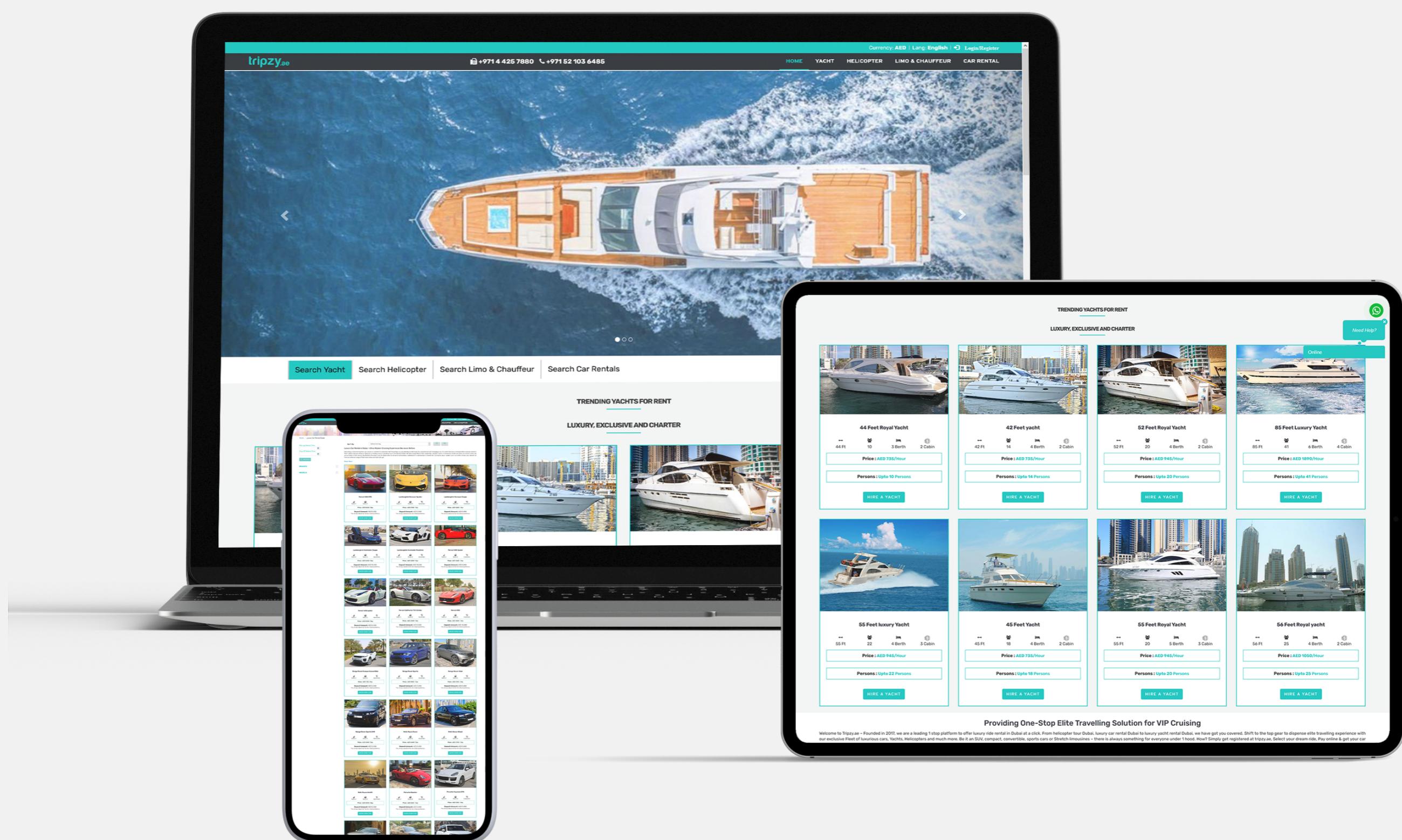
Our vision was to create something special for this project so we looked into new techniques and trends for the UX/UI.

By using a creative concept based around the aesthetic of ‘luxury’, we designed the website with dynamic modern page layouts. We implemented alternative ways of representing vehicle grids and built a booking section where candidates could book the ride they wanted online. We wanted to create a design that left a lasting impression on users. Through careful selection of a color palette and object placement, Techbay created a masterpiece. The site replicated the luxury image of the brand and promised users an immersive experience from the get-go.



# Web Development

1. Techbay Solutions provided Tripzy with a website that flawlessly showcased their luxury rentals while simplifying the process of bookings and payments.
2. For this purpose, open-source PHP language was used with an HMVC coordinator to increase code modularity, aid reusability, and to make a better separation of concerns.
3. Third-party integrations were added to improve the overall functionality of the website.
4. Different design variations and templates were produced for the pages within the website. Wireframing and daily feedback sessions were critical in refining the web development.



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"The UI and UX design developed by the Techbay team has allowed us to attract customers. The design is responsive and has helped in increasing our customer database."

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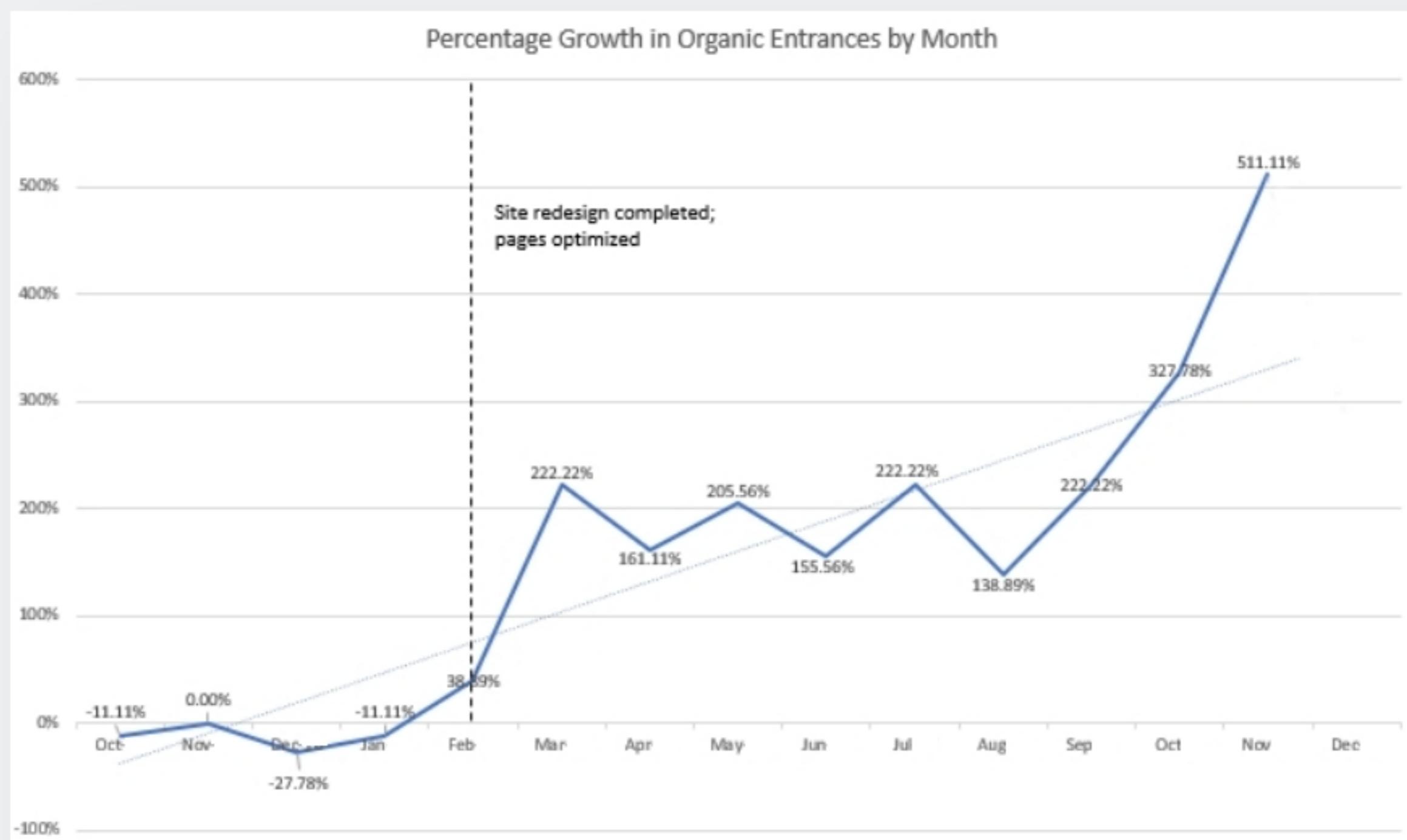
Marwan Pirzada

CEO at Tripzy

# Search Engine Optimization

Tripzy aspired to get high ranks in the Google search engine. Techbay experts developed and implemented a solid strategy for search engine optimization that got them those ranks in the Google search. Our carefully orchestrated strategy included:

- Complete SEO Audit of the website
- Use competitive keywords for ranking
- Create a diverse backlink portfolio
- Create SEO optimized landing pages
- Write SEO optimized content



# PPC

PPC is one of the key methods of increasing sales rapidly, and Techbay used this to Tripzy's advantage. We developed ads that increased sales overnight. To boost sales we implemented the following strategies:

- Ran ad campaigns on multiple platforms including Google ads, Facebook and Instagram.
- Launched a remarketing campaign
- Wrote compelling, benefit-rich ad copy
- Used display ads, search ads and retargeting ads.

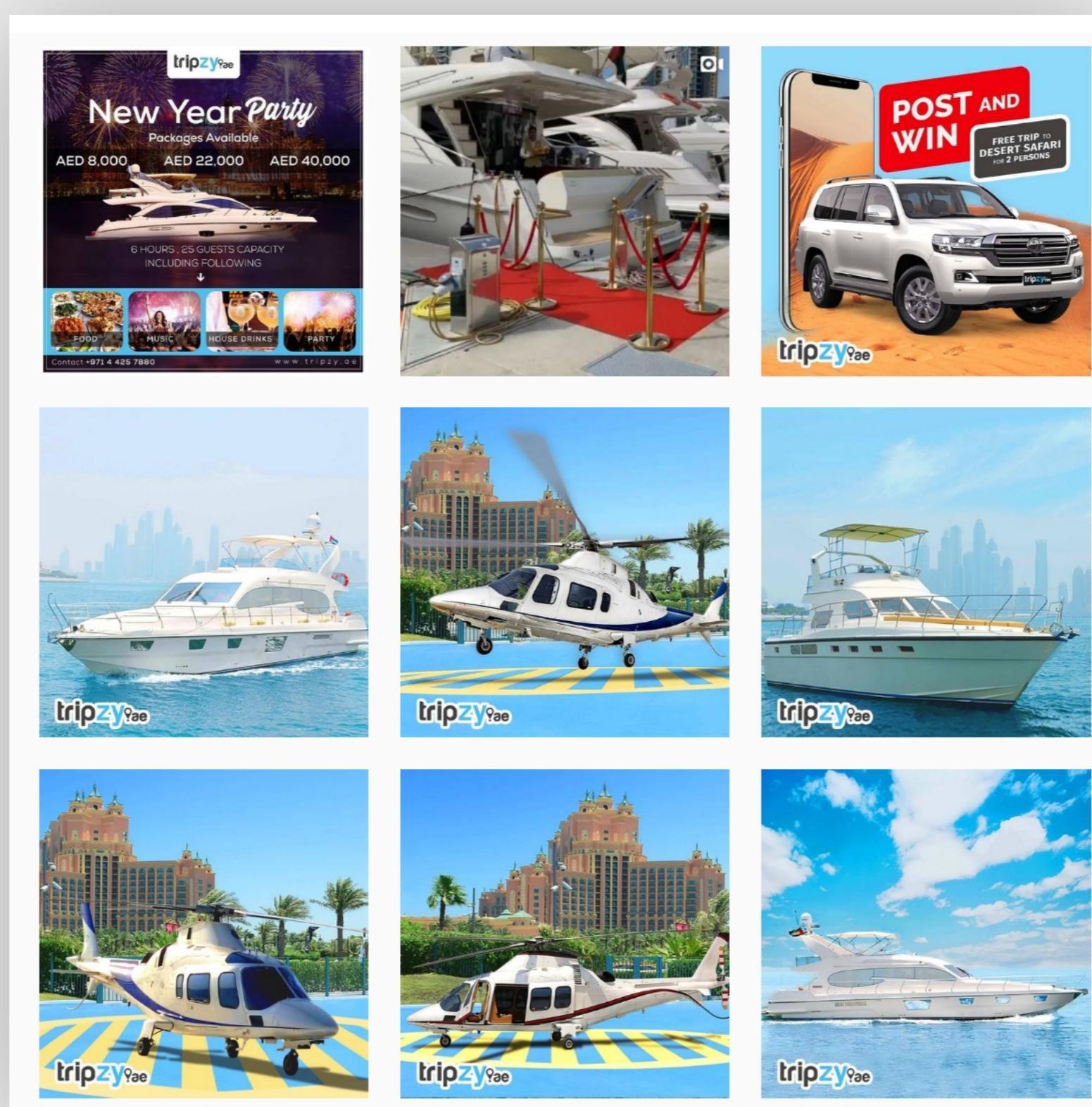


# Social Media Management.

Social media is a great tool to reach the masses and create connections with them. To help Tripzy create a social media presence that attracted a wide range of users, Techbay executed a well thought-out plan:

- Setup social channel on platforms including Instagram, Tripzy, LinkedIn, Facebook and YouTube
- Carry out competitor analysis to investigate market trends
- Create a monthly content calendar for each social platform
- Audit results every end of the month

Through our well-strategized social media plan, people reached out to the company, engaged with the content and overall Tripzy made its place in users' feed.



# Results

Techbay Solutions was able to address all of Tripzy's concerns. Overall, the project proved successful for Tripzy as it helped the company increase their clientele and expand their business.