KodeGlobe

A Digital Transformation Company

Our Capabilities

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Email: hello@kodeglobe.com

Portfolio: www.kodeglobe.com/experience/

Welcome!

What will you find inside

01. Introduction
02. What We Do
03. Industries We Serve
04. Testimonials
05. Partial Clients
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KodeGlobe

At Kodeglobe, we propel businesses with strategic innovation, impactful design, and advanced technology. Our curiosity and commitment to excellence ensure exceptional, resonating experiences.

We value openness, transparency, and collaboration, fostering an environment where collective effort leads to surpassing expectations.

As a globally recognized digital agency, our passionate team helps brands reach their potential through bespoke processes, strategies, and solutions.

Empowering your Growth

How can your business transform today's challenges into opportunities for tomorrow's growth?

At Kodeglobe, we specialize in transforming challenges into catalysts for growth and innovation. Our approach is not just about service delivery; it's about solution that empower your business to thrive in an ever-evolving landscape.

What We Do

Tailored Solutions for Every Need

We offer a comprehensive suite of services and solutions, each meticulously crafted to cater to the unique needs of our clients. Our expertise spans across four key domains:

1. Research
2. Design
3. Build
4. Growth

What We Do

Our Services

Our passion lies in creating work that's not only beautiful and efficient, but also deeply aligned with your business goals and the needs of you customers. We achieve this through a variety of service touchpoints, ensuring you reach your objectives effectively.

Research:

- Brand Research
- Brand Strategy
- Heuristic Evaluation
- Design Audit
- Usability Testing
- Ethnographic Research
- Emerging Trends
- UX Research
- Conversion Optimization Audit
- Competitive Benchmarking
- Discovery & Innovation Workshops

Design:

- Product Design
- UX Design
- UI Design
- Interaction Design
- Digital Prototyping
- Brand Design & Rebranding
- Motion Graphics
- Digital Illustrations
- Brand Style Guides
- Collateral, Print & Packaging
- Iconography

Build:

- Website Development
- Android App Development
- iOS App Development
- SaaS Development
- Custom CMS Development
- Cross Platform App Development

Growth:

- Search Engine Optimization (SEO)
- Conversion Rate Optimizations
- PPC Advertising
- Email Marketing
- Analytics, Reporting & Insights
- Engagement & Growth Strategy
- Content Marketing
- B2B Marketing

What We Do

Our Solutions

We understand that the success of any digital initiative is measured by its outcomes. Our solutions are meticulously crafted to not only meet but exceed your specific goals. From enhancing brand presence, to leveraging the latest technology our approach is tailored to deliver impactful results.

05
Brand Growth & Recognition

We drive brand growth and recognition through research-backed design practices. Transition into the digital age with modern solutions that redefine and elevate your brand's operations and recall.

06
Digital Transformation

Future-Ready Operations: Elevate your business by transitioning from legacy systems to a future-ready digital landscape.

06
Mobile App Development

Craft applications that resonate with your audience. At Kodeglobe, we focus on creating tailored, intuitive, and engaging apps for diverse platforms, ensuring seamless user interactions.

06
Ideation & Design Strategy

Vision to Reality: Turn your vision into reality with Kodeglobe's design strategies. We specialize in captivating and converting ideas into tangible, impactful designs.

05
Data Science & Analytics

Informed Decision-Making: Make smarter, data-driven decisions. Harness the power of data science and analytics with Kodeglobe to gain insights and stay ahead in your industry.

06
AI-ML Integration

Automate processes and gain actionable insights with AI and machine learning integration. Kodeglobe focuses on driving efficiency and innovation, propelling your business forward.

07
Website Development

Leveraging our expertise in web development, we have designed and built custom, user-friendly websites, merging innovative design with practical functionality to boost client growth and digital presence.

08
Brand Visibility

We place a high value on communication, ensuring enhanced engagement and interaction for outstanding service

What We Do

Research-Driven Insights

How can we harness in-depth research to understand market trends and customer behaviors, shaping a strategy that is tailored to your specific needs, and drives measurable outcomes.

Building Robust Digital Platforms

How can we leverage technology to build digital solutions that accelerate business performance and innovation?

Innovative Design Solutions

How can we utilizes in-depth research to comprehend market trends and customer behaviors, ultimately shaping a digital value-driven strategy?

Why Kodeglobe Champions Business Transformation?

Embracing the Digital Era: In an age where digital presence is paramount, business transformation is essential for survival. At Kodeglobe, we recognize the need for businesses to evolve, staying agile and competitive in a rapidly changing digital landscape.

Tackling Challenges with Expertise: Our approach to transformation is grounded in our core areas of expertise: research, design, build, and growth. We address key challenges in these domains:

Growth Through Data and Analytics:

In what ways can intelligent data utilization enhance decision making customer acquisition, conversion, and retention, fueling business growth?

Industries We Serve To

Including yours

- Enterprises
- Small & Medium Businesses
- Startups
- E-commerce
- Healthcare & Fitness
- Events
- Social & Dating
- Gaming
- Finance
- Saas
- Education
- Entertainment
- Travel & Hospitality
- On Demand
- Food & Restaurant

What our client's have to say about us

Gartner

They exceeded our expectations with their amazing solution! They delivered a robust CRM tool that streamlines lead management and client interaction, showcasing their team's innovative thinking and practical approach. Highly recommendation of the process and their understanding of what we wanted was way ahead of what we were imagining."

SALES DIRECTOR

PLURALSIGHT

I've had a chance to sit with our CEO this morning, I think you've made us fall in love a little bit! Overall, he loved the work & and all the background research to understand our business, the projects, etc. so you should feel very good about that."

HEAD OF OPERATIONS

DOORDASH

Their articulation of the process and their understanding of what we wanted was way ahead of what we were imagining."

PRODUCT HEAD

momondo

We were impressed by the work culture, documentation, agile methodology, and most importantly, the human capital.

HEAD OF OPERATIONS

Partial Clients

Partnering Success

Coca-Cola
NIKE
Deloitte.
Paytm
HAVELLS
BYJU'S
Kawasaki
PIZZA PAPA JOHN'S
lybrate
Reader's Digest
Gartner
beam
Supreme
COSTA COFFEE
CULT
SPAR
legrand
TAJ
MAX Healthcare
THAI

Our Vision, Our Expertise

We understand that each client comes with a unique set of needs, goals, and vision.

This section is dedicated to showcasing how our expertise aligns perfectly with your specific requirements. We don't just offer service delivery; we offer solutions that are customized to fit your narrative, ensuring that our services are not just effective but also resonate with your unique business landscape.

Tailored Solutions

Tailored Solutions for Every Challenge

01

Challenge

Enterprises face challenges with complex infrastructure, regulatory compliance, and the need for seamless integration with existing systems.

Solution

We provide enterprise-grade web and application based solutions, advanced data analytics capabilities, and system integration services. Our focus is on creating scalable, secure, and compliant solutions that align with the intricate needs of large enterprises.

02

Challenge

Businesses need data driven insights that fuel growth strategies, and bottom line metrics.

Solution

Our research backed methodology ensures that all solutions are benchmarked against the right parameters which are relevant for your business. From planning solutions, to designing and developing them - our reliance on data gathering and analysis is pivotal to our processes.

03

Challenge

Businesses need tailored strategies and dedicated servicing to ensure that their planned goals are met.

Solution

Each business is unique and we understand that. Templatised solutions don't work. We carefully curate all our solutions with the business's end goal in mind to ensure every penny spent with us is attributed to success.

04

Challenge

Juggling multiple vendors for digital growth services leads to complex management and inconsistent strategies.

Solution

One Stop Shop - We consolidate mutiple digital expertise under one roof, streamlining communication, management, and invoicing processes, ensuring cohesive and efficient digital growth strategies tailored to your business needs.

05

Challenge

Navigating brand development, UX/UI design, and data analytics often limits business growth..

Solution

One Stop Shop - We offers expertise in UX/UI design, and data analytics, empowering businesses to focus on their core strengths for seamless growth.

Delivery Process

Discover

1 Client Brief & Requirements Gathering

Initiating with in-depth discussions to comprehend your vision, goals, and specific project requirements.

2 Discovery & Preliminary Research

Conducting comprehensive market, competitor, and user research to gather essential industry insights.

DEFINE & DESIGN

3 Strategy Design & Planning

Formulating a detailed plan that outlines the project scope, timelines, resources, and key performance indicators.

4 Schematic Design & Prototyping

Developing schematic designs and interactive prototypes, incorporating client feedback for iterative improvements.

5 Development & Implementation

Executing coding, content creation, and technical integrations as per the design specifications.

BUILD & TEST

6 Testing & Quality Assurance

Conducting extensive functional, usability, and performance testing to ensure product quality and reliability.

7 Delivery & Deployment

Deploying the fully tested and client-approved product, along with relevant documentation and training materials.

DELIVER & SUPPORT

8 Post Launch Support & Maintenance

Providing ongoing technical support, maintenance, and updates to enhance product performance post-launch.

Our Process

A Path to Excellence

At Kodeglobe, we uniquely tailor our approach to each project, ensuring collaboration, innovation, and results. We believe in a partnership approach, involving our clients at every step.

Methodologies: We don't believe that one-size-fits-all; we develop tailored strategies and solutions that align with your specific business goals and challenges.

Tools: Utilizing the latest technology and innovative tools, we ensure that our solutions are not only effective but also ahead of the curve.

Client Involvement: Your insights and feedback are crucial. We work closely with you, ensuring that our solutions align with your vision and business objectives at all times.

Our process is designed to deliver excellence, ensuring that each step we take is towards achieving your business goals.

Case Studies

Up Next

Case Studies

IROS
Healthcare | Brand Strategy | Verbal Identity | Visual Identity | UI/UX | Web Design

17-27

Brand Revamp and Digital Transformation for UAE's First Clinical Research Organization: IROS

G42 Healthcare
Healthcare | Web Design | Web Development | Microsite | Analytics | Landing Page | SEO

28-34

Digital Presence Revamp and Transformation for G42 Healthcare, a leading healthcare giant in the UAE.

Angles
Web Design | Web Development | App Design | App Development

35-37

Designing and Developing the Digital Shopping Experience for Kuwait's leading gifting brand

Ace Plus
E-Learning | Web Development | App Development | Gamification | Game Development

38-40

Interactive Learning Platform Development for Derek O'Brien's Ace Plus.

Introduction

Brand Revamp and Digital Transformation for UAE's First Clinical Research Organization: **IROS**

Scope: Brand Strategy | Verbal Identity | Visual Identity | UI/UX | Web Design

Industry: Healthcare

IROS leads the way in clinical research within the UAE, committed to revolutionizing healthcare. Their vision is to pioneer advancements, enhance patient access, and create a lasting impact.

The recent revamp not only strengthened brand recognition and customer engagement but also led to improved customer retention. Moreover, it unveiled valuable business insights and notably enhanced the return on investment (ROI) through innovative strategic marketing communications and brand messaging.

Background

Unveiling IROS's Transformation Journey

We began the project by gaining an understanding of IROS, the first CRO in the UAE. We pinpointed the primary challenges faced by the current brand identity. This process highlighted the issues we need to address through a new solution, involving the revamping of the brand strategy and the visual identity.

Old Logo & Wesbite

IROS
Insights Research Organization & Solutions

Challenges

- Global Expansion Hindered by Limited Identity
- Weak Brand Recognition Due to Missing Visuals and inconsistent messaging.
- Risk of Merging with Competitors Without Unique Identity
- Inconsistent Brand Image Across Different Touchpoints
- Weak Brand Recognition Due to Missing Visuals
- Challenges in Communicating IROS's Brand Values
- Adapting to market changes proves difficult for IROS due to differing interpretations of the brand among stakeholders.
- Faces Obstacles in Diverse Marketing Adaptation
- Difficulty in Distinguishing IROS from Competitors

Approach to the Solution

Discovery Through guided Workshops

We initiated an in-depth brand discovery workshop to capture the essence of IROS. The insights gained formed the foundation for articulating principles, making it ready for expansion while being firmly rooted in the core values of IROS.

Through these comprehensive interviews, we explored the intricacies of the IROS, including its personality, values, mission, vision, beliefs, and behaviors, etc. This process led to the foundation of a new strategy that clearly communicates the revitalized IROS brand.

Research and Insights

Research Revelations

Following the brand discovery phase, we performed a comprehensive Heuristic Evaluation and Industry Trend analysis to tackle issues such as accessibility in accordance with WCAG 2 standards, scalability, adherence to current design trends, and inconsistencies in visual elements.

Competitive benchmarking exercises were executed to guarantee that the results remain relevant and stay ahead of industry standards. This not only enhanced information discovery but also improved the information presentation architecture, surpassing industry-leading players.

The culmination of these efforts is aimed at ensuring that the revamped identity and website are meticulously curated to address and rectify all identified issues, delivering a brand that stands out.

Strategy Solution

Our solution is deeply rooted in the core brand values identified through workshops

After intensive workshops, we defined the brand's foundational values, paving the way for a new positioning with the tagline 'Catalyzing Breakthroughs.' This emphasizes IROS's unique role as a transformative force in the UAE healthcare industry.

The creation of a comprehensive brand strategy centered on values ensures a clear, unified brand message, fostering a strong connection with the audience and guiding consistent decision-making for a cohesive brand identity.

Design Solution

Our new logo highlights collaboration.

Keeping the four values – Innovation, Collaboration, Commitment, and Precision – at the center, the new IROS brand elements create a impactful and meaningful brand image.

Our logo distinctly highlights collaboration at its core, blending with our primary brand color of turquoise and the typeface Cabinet Grotesk. IROS's visual identity strikingly emphasizes the contemporary nature of the brand.

Primary Typeface

Cabinet Grotesk

AaBbCc
123@#?

Primary Color

Turquoise

Secondary Colors

Green

Blue

Violet

Brand Idea

Catalyst

Aligned with the brand positioning, the central theme for messaging and visual elements is "Catalyst." This concept uniquely situates IROS as a catalyst for transformative breakthroughs, advancements in drug development, and addressing unmet needs in untapped regions, accelerating healthcare transformations in globally .

This led to the creation of a visual element named "Formix," which encapsulates the essence of the brand idea, emphasizing collaboration, innovation, discovery, and progress.

Website Design & Development

Transforming the Experience

Explore the digital essence of IROS through our meticulously crafted website screens, seamlessly blending innovative design with user-centric functionality for an intuitive online journey and improved user experience.

Brand in Action

Brand in Action

IROS
An M42 Company
Catalyzing Breakthroughs

Introduction

Digital Presence Revamp and Transformation for **G42 Healthcare,** a leading healthcare giant in the UAE.

Scope: Web Design | Web Development | Microsite | Analytics | SEO | Landing Page

Industry: Healthcare

Revamping G42 Healthcare's digital landscape, we merged advanced web design, development, and cutting-edge analytics to elevate their online presence.

For Arab Health, we crafted a specialized G42 Healthcare microsite, enhancing user experience with QR access and efficient appointment scheduling. This strategic initiative heightened G42's digital reach, optimizing landing pages and tailoring SEO to boost web visibility, resulting in increased traction and business discovery conversions.

G42 Healthcare Website

Unveiling the Challenges

Our journey with G42 Healthcare commenced with an in-depth analysis of their existing brand identity. We identified key challenges and pinpointed areas needing improvement. This understanding led us to devise a new strategy, focusing on a complete redesign and development of their website

- Slow page loads, excessive scripts/ plugins.
- Current site partially aligns with G42 branding guidelines.
- Outdated design and content fail to effectively portray the brand.
- Issues with typography, grid, icons, leading to poor layout.
- Lacks depth and contains redundant messaging.
- Banner images cut off, iconography not aligned with G42 identity.
- Style inconsistency and formatting disrupt user experience.
- The current website does not provide a comprehensive understanding of the brand offerings.

and many more...

Old Website

G42 Healthcare Website

Crafting Healthier Futures Online

After the redesign, we achieved fast load times and a sleek user interface, highlighting the brand's innovative ethos. The site now boasts a responsive, modern design aligned with the parent company's identity, featuring optimized content for improved SEO rankings that enhance online visibility and user engagement.

G42 Health & Arab Health

Interactive Microsite Success

Challenge: Enhancing user accessibility and engagement with G42 Healthcare's online resources during Arab Health event.

Solution: Developed an engaging, easy-to-use microsite with quick QR code access, key information, downloadable content, and appointment scheduling features.

Analytics

Insightful Analytics, Enhanced Engagement

Arab Health Microsite

- Challenge: Need for detailed user interaction tracking.
- Solution: Implemented comprehensive Google Analytics for in-depth visitor, download, and booking analysis.

Omics Landing Page

- Challenge: Required deeper insights into user behaviors on the page.
- Solution: Integrated advanced Google Analytics to closely monitor and collect user activity data.

EGP Platform

- Challenge: Complexities in data integration and accurate capture.
- Solution: Corrected integration errors, ensuring robust and comprehensive data analysis for stakeholders.

**All data presented in the slides below is authentic and accurate.

Search Engine Optimization

Soaring SEO Success

Challenge: Boosting organic search visibility and Google rankings for G42 Healthcare.

Solution: Launched an intensive SEO campaign, including keyword research, content and site optimization, and a dynamic link-building strategy, which skyrocketed organic traffic from 916 to over 16,000 in nine months, surpassing targets and placing ten keywords in Google's top ten.

Our commitment was to have 10 keywords out of 25 ranked within the top 10. **Delightfully, we've exceeded expectations with all 10 keywords now within the top 10, and an impressive 5 of them holding the top position.**

We successfully achieved our target of delivering 10,000 sessions through organic search within six months. **By the end of this period, we had surpassed our goal, reaching over 16,986 sessions via organic search.**

**All data presented in the slides above is authentic and accurate.

Landing Page

Omics: Lead Capture Excellence

Challenge: Capturing leads and facilitating brochure downloads for G42 Healthcare's Omics unit.

Solution: Developed an engaging landing page for user interaction and lead generation, linking form submissions to brochure access, boosting Omics unit's informative outreach.

Introduction

Designing and Developing the Digital Shopping Experience for Kuwait's leading gifting brand: **Angles.**

Scope: Web Design | Web Development | App Design | App Development

Industry: E-commerce

Navigating Kuwait's e-commerce market, a gifting store aimed to enhance its online presence and shopping experience. Our transformation resulted in a streamlined mobile application and responsive website, offering easy navigation, secure transactions, and personalized features.

This led to a significant increase in AOV, CLTV, and Conversion rate metrics. The revamp broadened the store's market reach, increased revenue, profits, and brand affinity, making it a competitive player in Kuwait's e-commerce landscape.

Website Design & Mobile App Design

Paving the Path to Success

Challenge: Angles store faced challenges with limited online reach and a complex shopping experience.

Solution: To address these challenges, we developed a streamlined mobile application and responsive website. This transformation enhanced user experience with easy navigation, secure transactions, and personalized features, ultimately broadening the store's market reach.

The outcomes included a substantial increase in Average Order Value (AOV), Customer Lifetime Value (CLTV), and Conversion rate metrics. Additionally, the revamp significantly increased revenue, profits, and brand affinity, establishing the store as a leading player in Kuwait's e-commerce landscape.

Angles KW
https://www.angleskw.com
Contact
Help
Login
EN
HOME
ALL PRODUCTS
SALES
NEW ARRIVALS
ALL COLLECTIONS
BLOG
Discover Stylish Product For Your Living Room
From KWD 14.40
Deals
Discover Now
7/13
Popular Categories
View All
Decoration items
Perfumes
Pillows
Flowers
Custom Products
Popular Collection
Stationary Items
40% Off deal
Toys
Buy Toys Starting From
Gift bags
Buy Gifts Starting From

HOME
ALL PRODUCTS
SALES
NEW ARRIVALS
Get Access To Your Orders, Wishlist And Recommendations
Get Started
Sign up with Google
Sign up with Facebook
Email
Password
Confirm Password

Introduction

Interactive Learning Platform Development for Derek O'Brien's **Ace Plus**.

Scope: Web Development | App Development | Gamification | Game Development

Industry: E-Learning

Ace Plus, an e-learning platform where interactive gaming enriches children's education. Designed to engage and educate, Ace Plus transforms learning into an exciting adventure.

This case study delves into how Ace Plus is redefining educational technology, blending fun with learning for kids.

Technology Used

OS: Linux | Android: KOTLIN | Backend: Node JS | Database: MySQL 5.5 | Front-end: Angular JS & React JS

Website , Mobile, & Game Development

Developing Ace Plus: A Learning Game Changer

Challenge: Derek O'Brien & Associates is a well recognised edu-tech organisation run by Hon. Member of Indian Parliament Mr. Derek O'Brien. The challenge was to remove the physical limitation of their team comprising of world-class teachers, in reaching young adults and children.

Solution: We strategised for an e-learning platform that seamlessly integrates educational content with engaging gaming elements. Our development expertise ensured a captivating and effective learning experience, showcasing our ability to blend human experience with cutting-edge technology for a better educational future.

Carrier 9:41 AM 42%
Search
Learn
Play
Recommended Games
Game title
Word Game
5 Levels
Game title
Word Game
5 Levels
Confidence Builders
Home
Courses
Games
Stories
5 Levels
5 Levels
Improve Your English

Carrier 9:41 AM 42%
Confident Reader
Focus: High level of interactivity, Interaction with peers and qualified teachers.
5 Sets
5 Live Sessions
3:12 Hrs
START
Download Course
What you will learn
Achieve: Life Skills - How to behave at home, in school and on the road.
Confidence: Reading correctly, clearly and with expression: words, sentences, paragraphs, role play
English: Correct pronunciation, story comprehension

ACEplus
Beginner

More brands that have experienced our power packed solutions.

Mobile App Re-Design

DOORDASH

Revamped for Enhanced Conversions

Challenge: Updating DoorDash's UI/UX to retain customer focus in the fast-growing food delivery market. Analyzed user data to identify areas for improvement.|

Solution: Streamlined DoorDash's order process, adding cuisine filters and simplifying steps.

These changes boosted conversion rates by 34%, giving DoorDash a competitive edge.

Website & Mobile App Design and Development

momondo

Simplifying Travel Choices

Challenge: Streamlining the overwhelming task of comparing flights, hotels, and car rentals into a user-friendly experience.

Solution: Developed Momondo's website and mobile app to efficiently compare travel options, focusing on a seamless UI/UX. Leveraging extensive data sources, Momondo stands as a leading travel search engine, guiding users smoothly through their travel journey from planning to post-trip.

Mobile App Development

ClassDojo

Connecting Schools and Homes

Challenge: Enhancing communication between parents and teachers, enabling them to participate actively in their child's school life and stay updated with real-time progress.

Solution: ClassDojo, a unique classroom tool, connects parents and teachers. It features individual student profiles with avatars where teachers can assign points based on activities and performance. Accessible via computer or mobile devices, it keeps a record of student progress, accessible to parents, teachers, and students.

Website & Mobile App Design and Development

eventbrite

Ticketing Made Easy

Challenge: Overhauling the traditional, cumbersome ticket buying process for Eventbrite's diverse event management needs.

Solution: Created a streamlined website and mobile app for Eventbrite, enhancing event browsing, creation, and promotion. Our design research and benchmarking ensured a seamless experience. Using Django and MySQL, we built a robust platform for independent event management and ticket sales.

Website Design, Mobile App Design

Lifesum

Revolutionizing Healthy Living

Challenge: Creating an app to help users manage their nutritional needs and lifestyle choices efficiently in a data-heavy world.

Solution: Designed Lifesum, a minimalist app offering comprehensive health solutions. Our approach included strategic consulting, extensive benchmarking, and combining web and mobile app development. The result is a user-friendly platform that simplifies tracking food, calories, and exercise, significantly impacting users' daily health management.

Website Design and Development

PROTEST

Elevating Sportswear Online

Challenge: Designing an impactful website for Protest.eu to showcase their sportswear line and enhance user experience.

Solution: Crafted an intuitive, visually appealing website for Protest.eu, tailored to effectively display their sportswear collection and improve customer engagement.

Website Design and Development

FEELUNIQUE

Simplifying Beauty Shopping

Challenge: Feelunique required a distinctive and user-friendly e-commerce website in the crowded online beauty market.

Solution: Developed a streamlined, visually appealing website for Feelunique, enhancing user experience and ease of navigation for their beauty product range.

Website Design & Development

trulia

Effortless Property Finding

Challenge: Developing a user-friendly website for easy home rental and buying, streamlining the property search process.

Solution: Crafted an intuitive website with advanced search capabilities and clear listings, enhancing the experience for property seekers.

Thank You

KodeGlobe