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DHOFAR INSURANCE

Dhofar Insurance
Corporate Website Revamp
Proposal
2025

https://dhofarinsurance.com/

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72 dpi

Digital Intelligence LLC
Sultanate of Oman

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Executive Summary

The proposal details the development of modern, secure, multilingual, and responsive website that enhances user engagement, integration of key services, and allows Dhofar's internal teams to manage content efficiently through a headless CMS for Dhofar Insurance.

Company Profile

Digital Intelligence LLC, widely known by its brand name 72dpi, is a premier creative communications and digital solutions agency based in Oman. With over 13 years of expertise, we have carved a niche at the intersection of technology, user experience, and brand communication.

At our core, we are driven by digital DNA. Our approach combines full-spectrum website design and development capabilities with storytelling finesse—empowering clients to build strong digital identities that are not only functional but also deeply engaging.

Our experience designing, developing, and managing websites across various sectors like Insurance, Finance & Banking, Automotive, Engineering, Real Estate, and Government has equipped us with the technical expertise, industry insight, and process maturity needed to deliver robust, secure, and user-centric digital platforms—making us well-prepared and experienced to develop the new website for Dhofar Insurance with precision, compliance, and innovation.

We specialize in designing modern, responsive, secure, and user-friendly websites using the latest web technologies such as React.js, Node.js, MongoDB, and Strapi CMS. Our team ensures each solution is tailored to meet business goals, optimize user journeys, and adhere to performance and accessibility standards.

From initial wireframes to final deployment and ongoing support, our process is strategic, agile, and collaborative. Every site we create is optimized for multilingual audiences, SEO, and scalable growth, ensuring longevity and digital resilience.

Reference Websites

https://almadinatakaful.com/	https://www.toyotaoman.com/
https://alizzislamic.com/	https://omanchamber.om/
https://taageer.om/	https://nationalfinance.co.om/
https://www.bahwantravels.com/	https://stsoman.com/

* More websites can be referred upon specific request.

1. Development of UX and UI

The goal is to improve user experience, increase engagement, and ultimately drive conversions through intuitive design and strategic user interface enhancements.

Enhanced User Experience: Streamline navigation, improve accessibility, and optimize user flows to ensure a seamless browsing experience.

Modernized UI Design: Redesign interface elements to align with current design trends, ensuring visual appeal and usability across devices.

Conversion Optimization: Implement design strategies aimed at increasing conversion rates, such as clear calls-to-action and persuasive layout structures.

Scope of Work:

Discovery Phase:
 • Conduct stakeholder interviews to understand business goals and user expectations.
• Perform a competitive analysis to identify industry best practices and opportunities for differentiation.
• Review current website analytic to pinpoint pain points and areas for improvement.

UX Design Phase:
 • Develop user personas and journey maps to guide design decisions.
 • Create wireframes and prototypes for key pages (e.g., homepage, product pages, quote request forms) to visualize the proposed user experience improvements.
 • Conduct usability testing sessions to gather feedback and iterate on design concepts.

UI Design Phase:
• Design high-fidelity mockups based on approved wireframes, incorporating brand identity elements and visual enhancements.
• Ensure responsive design (Mobile first) across various devices (desktop, tablet, mobile) to optimize user interaction and accessibility.
• Create a style guide outlining typography, color scheme, iconography, and UI component specifications for consistency.

Implementation Support:
• Collaborate with development team to ensure seamless implementation of approved designs.
• Provide support during the integration phase to address any design-related issues and ensure fidelity to the proposed UX/UI enhancements.
• Conduct final QA testing to verify design implementation and user experience across all supported browsers and devices.

Post-Launch Optimization:
• Monitor post-launch analytics to measure the effectiveness of design changes.
• Conduct A/B testing on key features to further optimize conversion rates and user engagement.
• Provide ongoing support and recommendations for continuous improvement based on user feedback and analytics data.

2. Development of Sitemap

To develop a clear, user-centric sitemap that serves as the strategic foundation for redesigning the Dhofar Insurance website, ensuring intuitive navigation, improved user experience, and alignment with business goals.

Scope of Work:

Discovery & Research:
• Review of current website structure and analytics.
• Identify key user journeys (e.g., quote requests, policy information, claims, contact).
• Benchmark competitor and industry-leading insurance websites.

Content & Structure Planning:
• Categorize all necessary pages and group them logically (e.g., Products, Claims, Support, About Us).
• Ensure all important services and CTAs are easily accessible.

Sitemap Design:
• Develop a visual sitemap that outlines the website's architecture.
• Ensure scalability for future content and service additions.
• Validate internal linking strategy for SEO and usability.

Review & Approval:
• Present draft sitemap to key stakeholders.
• Collect feedback and finalize the sitemap.

3. Technical Approach

A. Frontend – React.js

The frontend of the website will be developed using React.js, a powerful and flexible JavaScript library known for building fast, responsive, and dynamic user interfaces.

Key Features:

Responsive UI/UX Design: We will create a seamless and intuitive user experience that adapts flawlessly across desktops, tablets, and mobile devices, following a mobile-first design approach.

Multilingual Support: Full integration of Arabic and English language content with right-to-left (RTL) support for Arabic, ensuring cultural and linguistic accessibility.

API-Driven Architecture: The frontend will consume structured data via REST APIs, enabling real-time content updates and faster load times.

Core Pages: Structured navigation and dynamic rendering for essential pages including:
- Home
- About Us
- Insurance Products
- Online Quote Submission
- Claims Submission
- Careers
- Contact Us
- Branch Locator (with Google Maps integration)

B. Backend – Node.js with Express.js

The backend will be built using Node.js and the Express.js framework, offering a robust and scalable server-side environment with efficient handling of concurrent requests and API integrations.

Key Features:

Custom API Development: Secure and scalable RESTful APIs to power all frontend functionalities, including form submissions, user data handling, and dynamic content retrieval.

JWT Authentication: Secure user/session authentication using JSON Web Tokens (JWT) to protect backend routes and administrative access.

CMS & Database Integration: Seamless communication between the CMS (Strapi) and database (MongoDB) for real-time content delivery and user interactions.

Security Protocols: Implementation of best practices including input sanitization, rate limiting, and token-based validation to protect against OWASP top 10 vulnerabilities.

C. Database – MongoDB
We will use MongoDB, a NoSQL database well-suited for modern web applications requiring flexible data structures and high scalability.

Key Features:
Efficient Data Storage: Structured collections for storing customer details, claims data, and career submissions.

Performance-Oriented Design: Indexing and optimization to ensure high read/write performance for large volumes of data.

Secure Data Access: Role-based access and data validation mechanisms to prevent unauthorized access and ensure data integrity.

D. Content Management System – Strapi (Community Edition)
For content management, we will implement Strapi Community Edition, an open-source, headless CMS known for its flexibility and ease of use for both developers and content editors.

Key Features:
Flexible Content Management: Enables Dhofar Insurance's internal team to manage and update website content, insurance products, news, and forms without requiring technical support.

Basic Role-Based Access: Includes a user-friendly admin panel with built-in role and permission management (limited to default roles in the community edition) to control access for content editors and administrators.

API-Driven Delivery: As a headless CMS, Strapi provides RESTful and GraphQL APIs for content delivery to the frontend, ensuring performance, scalability, and ease of integration with modern web technologies.

4. Functional Requirements

The Dhofar Insurance website will be equipped with a comprehensive set of functional features to ensure usability, efficiency, and alignment with industry best practices. These functionalities are strategically selected to support business goals, enhance customer engagement, and streamline internal operations.

Key Functional Components:

Insurance Product Listing: A structured, filterable, and visually engaging presentation of all insurance products and services offered. Each product page will include detailed descriptions, eligibility criteria, downloadable documents (if any), and call-to-action options for inquiries or quote requests.

Quote & Claims Submission: Interactive and user-friendly digital forms for customers to request insurance quotes or submit claims online. Integrated with backend validation, automated acknowledgment, and optional file uploads to support a seamless end-to-end process.

CMS Integration: A dynamic content management system (Strapi) will allow the DIC team to update website content—such as banners, product details, news, and FAQs—without technical intervention. This ensures content freshness and agility in communication.

Admin Dashboard: A secure, role-based admin panel for internal teams to manage content, view form submissions, review quote/claim requests, and configure site settings. The dashboard will provide analytics, workflow tools, and approval mechanisms as needed.

Multilingual Support (English & Arabic): Fully bilingual interface with right-to-left (RTL) layout for Arabic content. Users will be able to switch languages seamlessly across all pages, ensuring accessibility and inclusivity for diverse audiences.

5. Search engine Optimization (SEO)

Search engine-friendly structure with meta tag management, schema markup, optimized page load times, and clean URL architecture to enhance visibility on Google and other search engines.

Branch Locator:

An interactive map interface powered by Google Maps API, displaying all Dhofar Insurance branches and agents. Users can search by location, view branch details, and get directions directly.

6. Security Considerations

Security is paramount in digital platforms handling sensitive customer and policyholder data. Our solution will incorporate multiple layers of protection aligned with global standards and Oman's data privacy regulations.

Core Security Features:

HTTPS & SSL Implementation: All data exchanges will be encrypted using industry-standard SSL certificates, ensuring secure communication between users and the server.

End-to-End Data Encryption: Sensitive user information (such as claim details or personal identifiers) will be encrypted at rest and in transit, safeguarding against unauthorized access.

CAPTCHA & Bot Protection: Forms will be secured with Google reCAPTCHA to prevent spam submissions and automated bot abuse.

Regular Security Patches & Updates: All third-party libraries, server environments, and core components will be periodically reviewed and patched to protect against known vulnerabilities.

7. Hosting and Deployment:

We recommend using the ODP server, and we will coordinate with ODP to configure the SSL, WAF setup, and automated backups. If the server is provided by Dhofar Insurance, then SSL, WAF, and backup responsibilities will be with client.

Deployment support will be provided.

8. Testing & Quality Assurance (QA)

To ensure a smooth, bug-free user experience across all devices and environments, our team will follow a robust QA strategy combining automated and manual testing approaches.
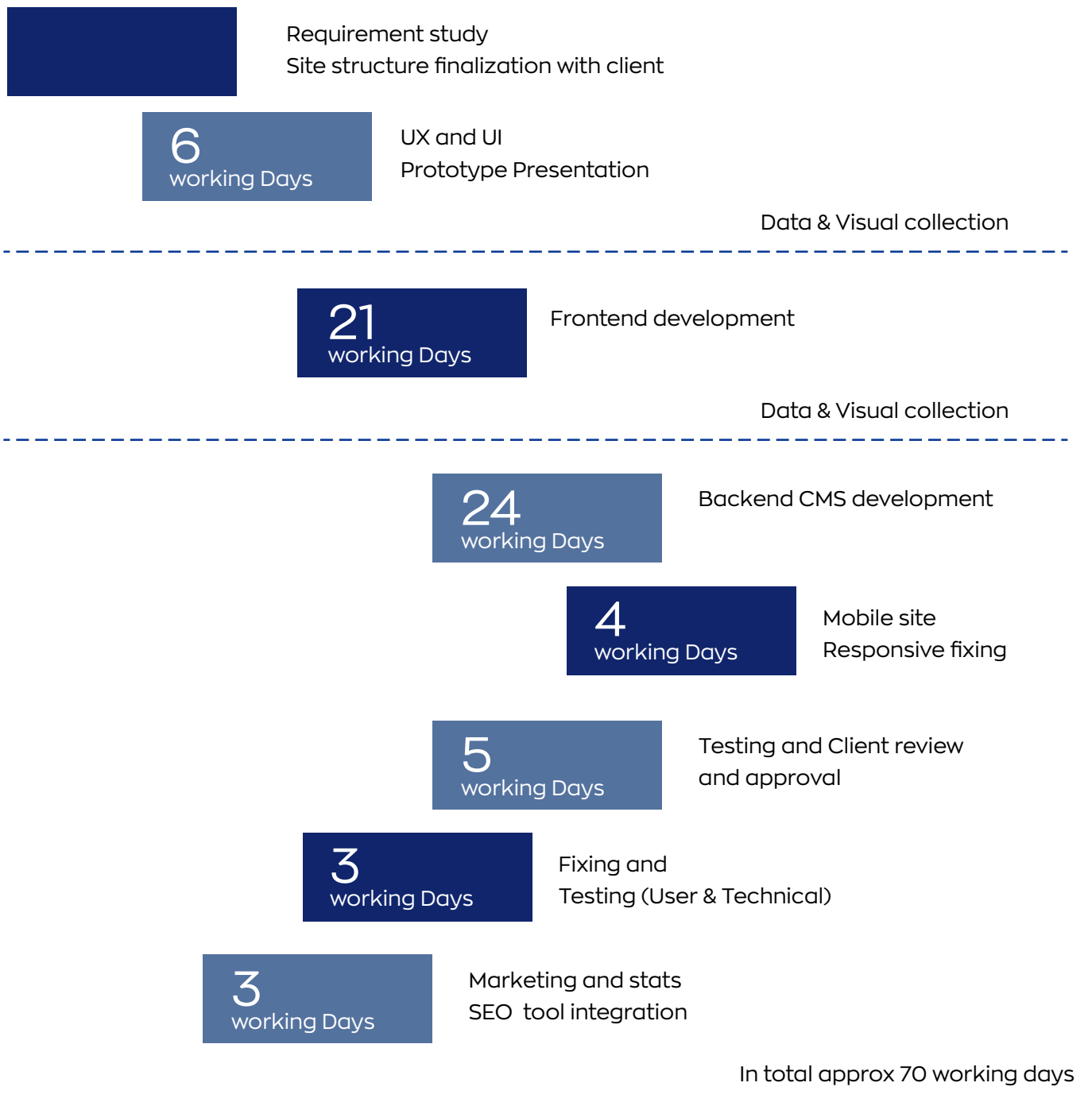
Testing Scope Includes:

Unit and Integration Testing: Individual components (frontend and backend) will be tested in isolation and then integrated to ensure reliable data flow and functionality across modules.

UI & Performance Testing: Rigorous validation of user interface consistency, responsiveness, and load time across various scenarios. This includes performance benchmarking under different network conditions.

Cross-Browser & Mobile Compatibility: Extensive testing across modern browsers (Chrome, Firefox, Safari, Edge) and mobile devices (Android, iOS) to ensure universal accessibility and a consistent look and feel.

9. Timeline & Milestones

The project delivery plan consists of six phases and by 70 days of project approval, we will deliver all the features committed in the feature list.

Requirement study
Site structure finalization with client

6 working Days — UX and UI
Prototype Presentation

Data & Visual collection

21 working Days — Frontend development

Data & Visual collection

24 working Days — Backend CMS development

4 working Days — Mobile site
Responsive fixing

5 working Days — Testing and Client review
and approval

3 working Days — Fixing and
Testing (User & Technical)

3 working Days — Marketing and stats
SEO tool integration

In total approx 70 working days

10. Deliverable Summary

- User Experience Study & Implementation
- Wire-frame Design & 2 Design options (UX and UI)
- Content Management System with Role-Based Access
- Responsive development (Multi device compatible)
- Social Media (Existing Account Integration & Redirection)
- Basic SEO
- Usability Testing and Browser Compatibility Testing
- Standard Security Testing
- Google Analytic / Tracking Code Integration
- Search Engine Submission (Google & Bing sitemap submission)
- Web Hosting performance and bandwidth issue escalation
- Interim Maintenance for existing website
- User & Technical Documentation
- Handover to client with 4 hours training sessions
- 12-months Maintenance Support

Not Included

- Photographic and Oman & Omani related images
- Domain Registration & Renewal and Web Hosting & SSL
- Navigational changes after the Sitemap and Design approval
- Section & Module addition after the plan approval / design approval
- Online Insurance Module development and Maintenance
- Content Writing and Translation

11. Website Maintenance (AMC)

Introduction

To provide maintenance support for Dhofat Insurance Website to ensure that the website is up-to-date and free from any technical issues.

Scope

The scope listed below will be taken care of using the optimal and current technology available and required to achieve the tasks.

1. **Content Updates / Other Activities**
   - Managing CMS website
   - Content changes (such as About page, product page, Downloads and News).
   - The update will be executed in English & Arabic language website
   - Image Changes (Simple maintenance and/or addition of graphics provided by the Client to an existing web page)
   - Menu Changes (Navigational changes are part of AMC within same architecture)
   - Page Addition (The addition of new pages, follow the current website theme)
   - Modify / Remove Forms
   - Add / Modify / Remove Media contents (Images, YouTube Videos & PDF's)
   - Add / Modify Meta tags
   - Add / Modify / Remove Services Packages

2. **Daily Activities**
   - Downtime Monitoring (Third party Subscription under AMC)

3. **Quarterly Activities**
   - Web Page verification
   - Form submission test

4. **Server Coordination**
   - Coordination with server service provider when required
   - Application / Server monitoring (If required)

5. **SEO support on organic way**
   - Meta description (Content from Client)
   - Code update for Organic SEO

6. Service and Support Time:

• Providing maintenance services mentioned above, during the official working hours from Sunday to Thursday from 8 AM to 5 PM.
• On Demand support for Non-Working Hours will be charged additionally per man hour RO 20/-

Turnaround Time

1. Content Update : Within 24hrs
2. Adding New Page / Section : 24hrs to 48hrs

Terms & Conditions (AMC)

1. 3 total Man days per month
2. Server issue, capacity & downtime should be handled by the server team
3. Maintenance activity begins on confirmation of the proposal with an LPO
4. Server Access, Control Panel, CMS Login, FTP & Google Analytics details of the website should be provided after proposal confirmation
5. Content creation or copy writing: This proposal does not include generating or revising website content.
6. Graphic design: The scope does not cover the creation or modification of graphic elements, such as logos or banners.
7. Search engine optimization (SEO): The proposal does not involve implementing specific SEO strategies or conducting keyword research.
8. Website redesign or major overhauls: If a complete redesign or significant structural changes to the website are required, it falls outside the scope of this proposal.
9. Third-party integrations or API development: Integrating external services or developing custom APIs are not included in this proposal.
10. Content management system (CMS) customization: Extensive customization or development work on the underlying CMS platform would generally be considered beyond the scope of website maintenance.
11. Any new scope like additional forms, modules or existing module changes will be charged based on the quantity of the scope. The cost is RO 80 (per man-day for coding), RO 120 (per man-day for creative & design)
12. The AMC covers only content update and high level maintenance. Security testing and fixing not included
13. A 70-day free support period will be provided for the current website (interim period maintenance) covering content updates on existing pages and structure.

12. Cost

Website development	OMR
www.dhofarinsurance corporate website development (English / Arabic)	**4800.000**

- UX, UI - Design, Coding and development
- SEO and Security fixing
- Upto 40 pages per language

VAT 5%	**240.000**
Omani Rial Five thousand and forty	**5040.000**

Website development AMC	OMR
12 months Website maintenance	**2880.000**

- 3 man days
- @ OMR 240

VAT 5%	**144.000**
Omani Rial Five thousand and forty	**3024.000**

Optional:

Cookie Consent	**40.000**

- Languages: English and Arabic
- 100,000 pageviews/month - Period : 1 year

Maps, Social Media Feed plugin	**122.500**
- Languages: English and Arabic - 92 Apps pack - Period : 1 year

Photoshoot
Photoshoot Up to 4 hours	**200.000**

Content Writing and Translation
- English content writing and Arabic Translation per page @ **RO 10**

Plus VAT@5%

Payment terms
25% on Proposal approval, 25% on Design stage , 25% Coding and testing, 25% on website launch

Kannan Murali
Director, Digital Intelligence LLC

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13. T&C and Warranties

Terms and Conditions

1. The above offer is valid for a period of 30 days from the date of submission.
2. The system supplied will carry a warranty of three months from the date of Installation. All warranty clauses mentioned in Warranty clause shall be applicable.
3. Work begins on confirmation of the project with requirement document and an LPO or project acceptance letter along with the initial payment, requirement document and development contract signoff.
4. Draft requirement document will be provided on project confirmation.
5. A detailed development timeline will be finalised and signed during the System Analysis Phase / Requirement Document finalization.
6. Client shall abide by the intellectual property rights of the software provided by 72dpi.
7. The test environment management is not included after the website launch. The test Environment setup and management can be executed in additional cost if required.

Warranties and Change Request Process

- The development solution is warranted against software bugs for a period of three months.
- Warranties are applicable only on the software part. No warranties for the hardware supported with the system.
- In case of problems arising because of the external environment to the system, warranty of the system shall not be applicable. Any support required in this case shall be chargeable.
- Any further change, new enhancements will be treated as Change Request and will be charged extra as per mutual agreement.