**Tamkeen Care**

**Business Overview:**

Tamkeen Care is Saudi Arabia's first clean technology maintenance service. They aim to provide repair and preventive maintenance services to keep the electronics running at their best. Their motive is to make technological appliances up and running as they play an integral part in everyday life. Through their services, they give expert advice on ways to use the technology with confidence. Likewise, they help their stress-free from maintenance headaches. At TamkeenCare, customers can get their electronic appliances repaired fast.

**Project Overview**

The App Founder was impressed by the novelty of a business idea that reinforced the sustainability of the environment. The thought leaders of the App Founder shared a clear vision with TamkeenCare and took the project on board. The team was engaged from the beginning to help TamkeenCare display its uniqueness through its website and mobile application.

As a full-service agency that provides creative solutions for maintaining digital presence across the business, our goal was to build out a strong web development strategy that would maintain an uncluttered user experience.

**Phase 1:**

**Identification of the Problem**

In our interview with the team from TamkeenCare, we were able to better understand the goals for this project. Our target for this project was to help build easy to use interface, manage easy navigation, cater to the services requirement daily updates, ensure a protected payment gateway, and create an excellent user experience. We collaborated with the stakeholders to make sure we captured their vision for this project and created a mockup of how we thought it should look. We started unraveling some of the features of the application. These features were spread out across three different views (UX Strategy, building with Programming languages, and Test & Launching phase).

We spent the following days working to document a proposal for them, which outlined who the stakeholders were, what they wanted from their site, the applications existing functionality (and limitations) and outlined some approaches to where we could take it to.

**Phase 2:**

* **Mood Board:**

Once we had all of this information, we created some really rough sketches to show them what we thought the interactions would look like. During the interview, we also focused on pain points and needs. The drivers came from several places: those big, those small, those supported and unsupported. We captured and documented them all and then built a board that looked more like an outline for a novel than a traditional project sequence.

* **UX Strategy:**

With the kickoff meeting out of the way, we moved into the design phase. This wasn't a particularly complicated website and application project, so everything was done in-house. The design process sped along quickly because all of the stakeholders were very clear about what they wanted by way of functionality and user experience. We picked an attractive color scheme to complement their membership cards, designed their corporate identity-inspired UI, created mockups of each page, sketched out possible interactions, and recorded screencasts of every workflow.

Once we define and established the structure of the site through wireframes, we had fun applying intentional styles to them. During the design phase, we also applied selected colors, fonts, and imagery styles to the site to give it a great interface and set the stage for a strong brand. The design is composed of a certain tone and character that was not yet evident in the wireframes. The intention behind the styles is to give the site a clean contemporary look by making it minimal, inviting, and easy to navigate.

* **Build:**

After the designing phase was completed, we built our website using the following languages and tools to address all the technical issues that may arise during the services-dedicated development site. Such as Code ignitor was used for making the website dynamic along with the PHP framework. While Laravel was used for the back-end development using API as an interface between Code Ignitor and Laravel. To keep the customers connected through mobile OTP service Unifonic was employed in a company with Google Firebase. As per the mobile application development, React-Native was the main language that was employed. The other languages that were part of the programming phase were HTML, CSS, JavaScript, and Ajax. The site was built to be compatible with Windows 2000 and later versions. However, the site purports to be Windows Vista ready, and it should therefore work perfectly on any machine capable of running Vista, Linux, and Mac OS. In comparison, the application can be run on both Android and IOS compatible mobile devices.

**Phase 3:**

**Test & Launch**

Once the launch was completed, we were able to return to the site to verify everything was running smoothly. We did this by making sure old listings remained online and that there were no errors or conflicts with the content management system. We also spent time working on the user flow and the site's experience/use. We focused on the design development, implementing copywriting to headings, sub-headings, H1s, H2s, and more. We worked on a strong responsive site design that testers instantly found easy to navigate, and the search function was the simplest and clean we have seen. We tested our site through various devices for assessing its responsiveness. Before going live, we also went through an extensive pre-launch website design and development checklist to ensure everything was working fine and in place. All went well, and on (INSERT MONTH +YEAR), the site went live.

**Results:**

Once we completed and launched our website, we tracked the TamkeenCare services orders were improved 200%. As the customers' needs were catered to through active customer engagement strategies, the site analytics improved as well. Furthermore, the site architecture is being updated on a daily basis to keep bugs away from the website, and users have a frictionless experience when they use either the website or the application. In addition, there have been more than 1000 downloads on android alone.

**About App Founder:**

Our award-winning team of developers and designers has an incredible ability to produce a site with workability and functionality that is simply heads above the competition. We bring a client-driven, user-friendly experience to each web development project while revolutionizing the market with state-of-the-art usability and conversion innovations. In addition to usability, our developers pay close attention to web standards, compatibility, and customer-centric approach.