



Taqweed

Digital agency · Saudi Arabia & the Gulf

PROCESS GUIDE

How we build it with you

Seven clear phases, from first idea to sustained growth. This guide explains what happens in each one, what we need from you, and exactly what you receive — before you sign anything. A client who understands the road gets there faster.

27+

Projects delivered

16+

Brand identities

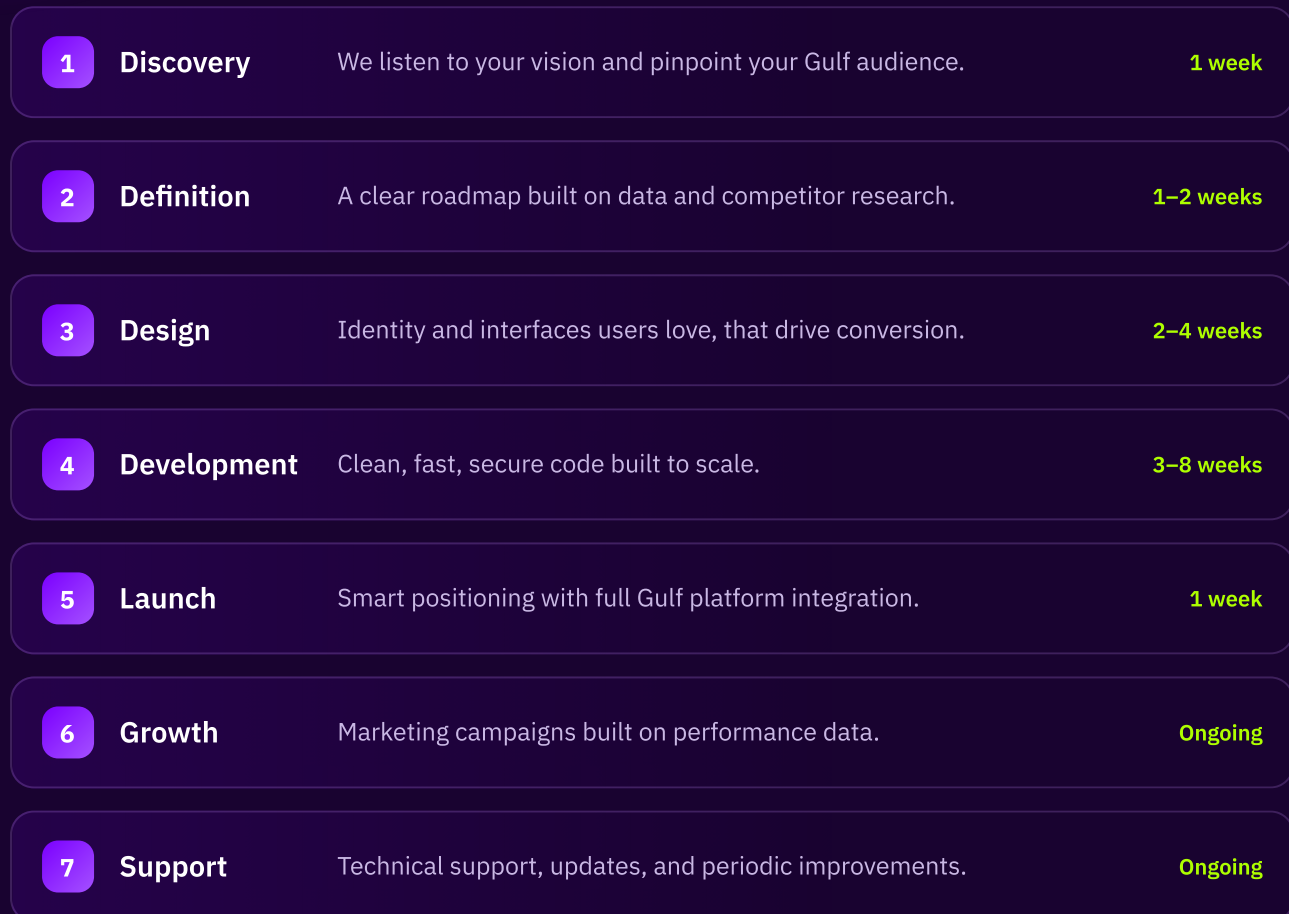
7

Documented phases

8+

Industries served

Most digital projects don't stall because of design or code. They stall because of **missing clarity**: nobody knows what comes next, who decides, or when the work ends. So we run every project the same documented way — and you know it from day one.



The three things that delay projects most — and how we avoid them

Late content

Copy and images arrive late and design stops. We request them in phase two, not the week before launch.

Too many approvers

Conflicting feedback from several people. We agree on a single approver from the start.

Scope creep

Additions surface mid-build. Scope is documented in writing, and any addition is costed in time and money first.

No black box

You know your project's status at any moment. Every phase ends in a tangible output you review and approve.

Decisions with reasons

Every design and technical call comes with its rationale. If we can't justify it, it's the wrong call.

You own everything

Source files, code, and full IP transfer to you on final payment.

1 Discovery

≈ 1 week

We start by listening, not pitching. We learn your business model, your audience in the Gulf market, and what success means to you in numbers. We leave this phase with shared understanding — or we tell you honestly that we're not the right partner.

WHAT WE NEED FROM YOU

- A one to two hour discovery session
- Your commercial goals and success metrics
- Any existing data or analytics
- Three to five competitors you watch

WHAT YOU RECEIVE

- A written discovery summary
- Audience and segment definition
- Agreed success metrics
- An initial scope of work

2 Definition

1–2 weeks

We turn understanding into a plan: competitor research, market analysis, and the structure of your content and screens. This is where we decide what ships in version one and what waits — because a project that tries to do everything never launches.

WHAT WE NEED FROM YOU

- Review and sign-off on the roadmap
- Setting priorities together
- Available content (copy, images, data)

WHAT YOU RECEIVE

- A phased roadmap with dates
- Documented competitor analysis
- Information architecture and screen map
- Final scope and quotation

3 Design

2–4 weeks

We design identity and interface together so look and experience form one system. We build Arabic-first — not a Latin layout flipped later. And before a line of code is written, you get an interactive prototype you can try yourself.

WHAT WE NEED FROM YOU

- Two review rounds with consolidated notes
- Sign-off on the visual direction
- Existing brand assets, if any

WHAT YOU RECEIVE

- Two to three visual directions
- Complete interfaces (mobile and desktop)
- A testable interactive prototype
- Documented design system with true RTL

4 Development

3–8 weeks

We write clean, fast, scalable code — not templates assembled from plugins. We work in weekly increments you see on a live staging link, so you never wait two months to see progress. Performance and security are part of the build, not a later phase.

WHAT WE NEED FROM YOU

- Reviewing the weekly increments
- Access to systems we integrate with
- Final content
- Payment and shipping accounts when needed

WHAT YOU RECEIVE

- A staging link updated weekly
- A dashboard you manage your content from
- Payment, shipping and invoicing integrations
- Cross-browser and device testing

5 Launch

≈ 1 week

Launch is not uploading files. We review speed, SEO, security, and local compliance before we press the button. Then we stay with you through the first days, watching and resolving anything that surfaces.

WHAT WE NEED FROM YOU

- Final approval before publishing
- Domain and hosting credentials
- An agreed launch date

WHAT YOU RECEIVE

- A signed-off pre-launch checklist
- Analytics and measurement setup
- Training for your team on the dashboard
- Full handover of source files and rights

Ready for the Saudi market

Mada and local payment gateway integration, ZATCA e-invoicing, and PDPL data-protection compliance.

Genuinely Arabic

Correct RTL direction, licensed Arabic typefaces, and numbers and dates formatted properly — not a surface translation.

6 Growth

Ongoing

A site that isn't measured doesn't improve. We track visitor behaviour and conversion rates, then propose improvements grounded in data rather than taste. Marketing campaigns are optional and built on the same foundation.

WHAT WE NEED FROM YOU

- A short monthly performance review
- An advertising budget, if you want campaigns

WHAT YOU RECEIVE

- A periodic performance report with numbers
- Improvement recommendations, prioritised
- A/B tests on the critical pages

7 Support

Ongoing

We don't disappear after handover. Support contracts cover security updates, backups, uptime monitoring, and fault resolution, at a service level agreed in writing.

WHAT WE NEED FROM YOU

- Choosing the support tier that fits
- A single channel for requests

WHAT YOU RECEIVE

- Security updates and backups
- Uptime monitoring
- Monthly development hours per your tier

Ready to start discovery?

Book a free thirty-minute consultation. We'll review your idea and give you a straight opinion plus an indicative price range — with no obligation.

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