**Proposed Solution**

**C.1 Business Understanding**

Sayyed Sami khadra offices, seeks to enhance its online presence by revamping its existing website into a modern and updated platform that reflects the organization's significance and facilitates audience engagement. The redesigned website will feature a user-friendly interface capable of delivering a large volume of dynamic information and content to its audience effectively.

**C.2 Scope of Work**

The main objective of this project is to digitize Sayyed Sami Khadra news and other material, organize them into categories, and create an intuitive website to make the content easily accessible to a broad audience. Work shall include the following:

1. Website Design

2. Development of back office (CMS)

3. Development of the public site in one (Arabic)

4. Deployment and Training

5. Maintenance and support services

**C.3 Branding and Design Services**

**C.3.1 Branding**

In order to meet the branding and design objectives, our team of designers will work on the theme and layout based on the existing logo, while leveraging the color palette.

Our creative yet systematic approach will ensure a fresh and vibrant visual identity across the range of the customer products and channels. Our team of designers will achieve this goal by:

- Studying design briefs and determining requirements

- Performing brainstorming sessions, and creating design identity to be adopted on all the requested material

- Creating interactive mockups and wireframes that serve as a blueprint to have a well-structured sitemap and the best user experience for all the audiences.

- Discussing and presenting design concepts and using the appropriate colors and layouts for each graphic material.

- Choosing and creating color palette, shapes, types and fonts, illustration and icons according to the general branding concept to design all the branding material such as logo, colors, fonts and styles.

- Creating design layouts for headers, backgrounds, animations...etc.

- Creating all the requested materials by using computer software programs. Adobe's Creative Suite—including Photoshop, Illustrator, InDesign, and more.

## C.4 System Architecture

### C.4.1 Site Map

We will implement the following website structure:

1. **Header:**
   - Logo (Homepage button)
   - Social media links

2. **Materials Gallery:**
   - Directs to the Default feed of categories.

3. **Materials Display Page:** (browsing the documents)
   - Share button (share the link to the page on social media accounts)
   - Download (Directs to the digital version of the materials)

4. **Materials information:**
   - Title of the article/document/photo/video
   - Name of the author
   - Description of the document
   - Subject of the document
   - Format
   - Date of the document

- Additional suggestions for documents below:
  - More or Similar articles/ photos/ videos

5. **Search Bar:**
   - Hashtags and Suggestions below the search bar
   - Show results in the **Articles tab/ Photos tab/ Videos Tab**
   - Sort results by **Topic/ Materials type/ Popularity**
   - **Filters:**
     - Author (multiple selection)
     - Subject
     - File Type
     - Date (date of publication)
     - Location (country/region covered in the materials)
     - Publisher

6. **Footer:**
   - FAQ
   - Social Media Links
   - Contact Us
   - Terms of Use
   - Privacy Policy
   - Copyright Information

**C.5 System Features**

**C.5.1 Functional Features**

**C.5.1.1 Back Office Features**

- Login
- Roles and Permissions
- Reports and Dashboards

- Content Management

- Categories Management

- Materials Management

- Contacts Management

**C.5.1.2 Website Features**

- One Language

- Materials Listing

- Advanced Site Search

- Social Media Sharing

**C.5.2 Non-Functional Features**

- Data management and Structure

- History Tracking and Exception Handling – Audit trail

- Error Handling and user notifications

- Security

- Compatibility with all browsers and Operating Systems

- Responsiveness

- Search Engine Optimization