

Scope Document - Mantik

About Client

Mantik is a business consulting company based in Dubai, UAE. The company provides innovative strategies and solutions to expand and grow the businesses within the small to medium scale industry by delivering to their clients measurable results through business transformation.

The deliverables will be provided to

- Amal Shabib - Digital Business Transformation Expert and co-owner of Mantik

The above mentioned shall have the final approval for all the deliverables of this project.

Mission Statement

The company's mission statement is stated below:

"To help our clients achieve growth and successful futures through creative, sustainable and innovative transformations to their organization."

Our Team

This project with Mantik will be handled by The Concept Geeks team to propose and develop a strategy to increase brand awareness and client engagement through the Mantik website.

The Concept Geeks are as follows:

- Andre Malebran Tapia
- Azadeh Selahvarzi
- Charmi
- Miriam Tumpalan
- Nga Ting Chan
- Zahra Sakr

Target Audience

Mantik defined small to medium enterprises (SMEs) as their main target market. Below are the six industries they have determined:

1. Urban Planning
2. Real Estate
3. Industrial Manufacturing
4. Retail and Consumers
5. Engineering and Construction
6. Forest, paper, and Packaging

Key Issues

Mantik is a business solutions company and their website should build trust, gain clientele and expand their visibility and reach to the appropriate market. Some of the key issues mentioned by the client are:

- Lack of brand awareness to their intended market
- Increasing visibility and reach to generate higher customer traffic to the website
- Improve interactivity within the site
- Enhance the site content by providing viable details and information to highlight the benefits when working with Mantik

Opportunities

1. Mantik wants to gain a greater presence with its potential clients, highlighting values such as trust and work between its experts and clients. With Mantik's project

experiences, their SEO website could be optimized with better distribution of content in sections related (i.e. **Leaders' thoughts, Blogs**).

2. The website does not have a defined line of content, but generally, in a few clicks, the system meets the **Help and Documentation** principle. An analysis of Personas will help create a clear navigation system.

3. The site is not overloaded with information and follows clear reading patterns. Thus the site complies with the principle of **Provide Flexible and Efficient Use** as well as the **Provision of User Control and Freedom**.

4. The mobile version is friendly and quick to use, although some fonts are altered causing things like the company's logo to change.

Deliverables

In order to generate strategic design proposals that increase the awareness of Mantik's website, we will develop the following deliverables during the coming weeks:

1. Personas / Research

User research of the target audience will be part of the personas to analyze the preference of potential users.

We will define the actions to conduct this research with the advice and projection of our strategic partner for the project, Centennial College.

Personas will be built based on the current customers and the areas that the company is offering its services.

2. Current State Analysis

We will perform an analysis on Mantik's website based on the identified needs of users that will be determined in the Persona research. The Current State Analysis will be used to identify the present strengths, weaknesses and opportunities of Mantik's website as well as its usability based on design Heuristic principles.

3. Competitive Analysis

We will analyze competitor websites and focus on areas we believe can be implemented on Mantik's website. Six competitor websites will be analyzed and we will focus on design, number of steps, content types and amount of navigation items to measure the competitiveness.

4. Recommendation

Based on our research and evaluation, we will come up with high level proposals and recommendations to improve and address the key issues identified by Mantik. The recommendations will be based on the results of the evaluation that the Current State Analysis and Competitive Analysis will deliver.

*The deliverables of this project will have **two iterations** in these forms:*

- 1. First Iteration - Initial project deliverables submitted to the client.*
- 2. Second Iteration - Revised project deliverables submitted to the client for approval incorporating their feedback after the first iteration.*

Timeline:

The deliverables will be given to the client during the specified dates on this project scope.

Personas	Early March
Current State Analysis	Mid March
Competitive Analysis	Late March
Recommendation	Early April
Final Presentation	Mid April

The dates will be updated as the project progresses and the client will be informed of the specific due dates.

Project Budget:

To provide Mantik the best output and with well-analyzed evaluation, each team member will contribute **twenty (20)** working hours to achieve the completion of this project.

Team Member	Hours	Total
Andre Malebran Tapia	20	20
Azadeh Selahvarzi	20	20
Charmi	20	20
Miriam Tumpalan (Yam)	20	20
Nga Ting Chan (Camille)	20	20
Zahra Sakr	20	20

Success Criteria & Expected Outcome

The client can assess that the objectives of this project has been reached through these:

- Have a clear understanding of what their website should contain
- Recognition of possible implementations on the website
- Auditing of their website based on the team's evaluation
- The team has been transparent and clear on the processes and directions to implement the recommendations and suggested strategies

Weekly updates will be done to ensure continuous communication between the team and the client during the period of project development. The main contact person of The Concept Geeks is Zahra Sakr and her email is zsakr1@my.centennialcollege.ca. Any work not included in this project scope document is excluded from project deliverables.

The main contact person of Mantik is Amal Shabib and her email is amalshabib@mantik-me.com

Both parties confirm and accept the scope of this document on project deliverables stated herein.

Signature: _____

Name: Amal Shabib

Title: CEO & Founder Mantik FZCO

Date:

Signature: The Concept Geeks

Name: The Concept Geeks

Title: Representatives of The Concept Geeks

Date: