

WEB DESIGN & DEVELOPMENT

Services Overview

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WEB-BASED SOLUTIONS

Whether you're looking for a leading edge corporate website or constructing a complex architecture of web-based enterprise applications, the same fundamentals apply: you need a site that is current, flexible, informative, and designed with the needs of its users in mind.

Visitors come to you for the information they need to make decisions about your products and services. And in today's over-communicated world, the last thing they need is to be faced with a confusing site that doesn't present relevant information in a way that's both visually appealing and easy to read.

The usability, content, and design of your web initiative are all more important now than they've ever been. As more people get online, your potential audience is growing larger –every day. And these users are becoming more and more

demanding. No longer will just "any website" do. To win customers' attention and create competitive advantage, you need a website that is compelling, functional, and highly targeted.

So how can you be sure that you're investing in a web initiative that will stretch your marketing dollars to their limit?

Mideast Solutions can help you be sure. We have a wide range of services that address the needs of website and web application project teams. We will help you eliminate all the problems of a poor online presence and reap all the benefits of a great one. Because there's no question:

A well-designed corporate web presence does give you a competitive edge.



DESIGN & DEVELOPMENT

We will help you deliver maximum customer value and enhance positive corporate awareness by attacking the fundamental web development hurdle—usability.

With over 8 years of online experience, we're among the web's pioneers. We leverage that experience to create sites that work for our customers and for their visitors.

Our creative experts and web developers can help you design or modify your website so that people actually enjoy using it. We'll create a design and framework that conveys the perfect balance of technical perfection, communication, branding, experience, and usability.

Some areas of our expertise include:

- Navigational framework design
- Web application user interface design
- User testing and evaluation
- User requirements gathering and analysis
- Personalized online identity
- Web stylistic standards
- Comprehensive Content Management Systems

Unlike any other communications or marketing medium, your web presence is the one place where the entire identity of your company –its products, services, image, reputation, and quality –is conveyed in a matter of seconds and a few mouse clicks.

Either the entire experience comes together or it doesn't. We can help you make sure that it does.



Our Clients List

A.

Aabsal
Albasco
Alborz Chelic Iran
Ali Nasab Carpet
Aliaf Textiles Co.
Alidar Stones
Arax
Arian Tourist
Aseman Air Lines
Asia Insurance
Azadi Travel Agency
Azar
Azmoon

B.

Bank Melli Iran
Bic
Boozari Lawyers Group
Borj Travel Agency

C.

Chall Electric
Children Protection Org.

D.

Dalahoo Entertainment
Dana Trading Co.
Development Credit Ins.
Dubai Trade Directory

E.

ECC
Esteghlal Grand Hotel
(Hilton)

F.

Fadjr
Fars Ghaleb
Farsin
Fawakeh

G.

G-toys
Goltab Melamin

I.

IAU University Dubai
IEI
IIACO

IOM

Bonyad
Iran Business Digest
Iran Dairy Ind. Co.
Iran Export
(Trade Directory)
Iran Handicrafts Co.
Iran Sea-food Trading
Iran Tourism
Iran Trade
Iranews
ITTO (Tourism Directory)

K.

Kahak
Kavian
Khosh Pak Dry Nuts
Khozestan Cement
Kish Free Zone Org.

L.

Laleh Hotel

M.

Mahdavi
Mann Plast
Map Brothers
Maral Travel Agency
Merrikh Gas
Mideast Power
Mina Gloves
Minoo
Morvarid Porceline
MSA
(Arak Machine Manufacturer)
MyBaby

N.

National Iranian Copper Ind.
National Iranian Gas Co.
Neka Plastics
Nilou Tiles

O.

Owj Travel Agency

P.

Pars Callory
Pars Teb Medical
Instruments
Pars Vaccum

PEIC (Petrochemical
Errection & Instrument)
Pelikan
Pensa
Petrochemical Commercial
Co.
Pharmico
Pishkar
Planning Consultants Co.
Plaska
Poly Acryle
Pooya Travel Agency
Power System Conference
Professional Accountants Ins.

R.

Rahnamoon Sanat
Request Job
Resin Choob Rash
Resin Taj

S.

Sadad Machine
Sayena
Semnan Tiles
Shadmehr
Shilaneh Fish
Shimikaran
Shokooh Afrooz
Social Security Investment
Standard Steel

T.

Taban Electronics Co.
Tam Co.
Tandis
Tarabegin

W.

Weekly Press Digest
World Trade Hub

Y.

Yasouj Floor and Starch
Yazd Wire

Z.

Zarfiran Cookware
Zarrif Mosavvar Moqute
Zarrin Yazd
Zomorrod

Clients Case-Study

IAU University Dubai

www.iau.ae

IAU university website is a simple informative, easy to use web-site that powered with our comprehensive web content management system that gives them very easy web content editing ability without any technical knowledge. Also there is Press Release and faculty members management panel that they can easily add, remove and edit the records.

Social Security Investment Company

www.ssicnet.com

SSICNET website is a dynamic site with multi-language support, that provide information to visitors in two languages. All of contents is easy manageable with a comprehensive content management system. Also there is a extranet members only area in the website.

International Power System Conference

www.psc-ir.com

Kaj Cookware

www.kajcookware.com

Taban Electronics

www.tabanelectronics.com

HOW WE WORK

Quality, One of our primary goals is to design a high quality web both in technical and visual aspects.

Manageability, Our extensive value for our customers is to engineer highly manageable web projects for them. Our web-based content management and authoring application, empowers our clients to perform future modifications and ongoing site maintenance rapidly and easily.

Visibility, In order to capture the largest possible portion of your target audience, your site must be compatible with an array of browser and computer configurations. By creating an extremely visible site, we help you maximize your reach.

Efficiency, No user appreciates extended processing and downloads times. That's why we design each web page and every function with speed and efficiency in mind. A site that is optimized in this way gives users a more enjoyable experience, and thus ties a positive online association to your company.



Audit & Redesign

Take a moment and picture your current website. Is there room for improvement? Is your online home anemic, archaic, confusing, or obscure in any way?

If there's even a remote possibility that your website is less than what it should be, then now is the time to consider a redesign. Visitors to your site form an immediate opinion about your company. It's a well-known fact that on the Net, instant gratification is the norm –and the expectation. If your site isn't equipped to deliver, disappointed visitors will go elsewhere.

Our auditing and redesign team will take your current web presence and transform it into a sophisticated corporate image –

one that maximizes the value it delivers to your target market.

We look at your buyer profiles, interpret their requirements, analyze the usability, content, organization, navigation, and personality of your site, and then develop a series of recommendations for improving your web presence in order to optimize customer experience in every way.

Whether you're building your website from the ground up or simply require some renovations, Mideast Solutions will help you ensure that you're getting the most value from your web initiative possible.



Getting Started

Select from a wide range of services designed to address the needs of website and web application project teams.

Leverage our experience and find out how things like business function, content, design, color, navigation, and technology can combine to optimize the value of your site.

Let our creative experts and web strategists help you design your site from scratch or modify your existing web presence so that visitors actually enjoy using it.

Start reaping the benefits of our manageable, visible, and efficient approach to web design that will tie a truly positive online association to your company.

*For more information about **Mideast Solutions** and the services that we provide, call us at +971 (4) 391 0255 or contact info@mideastsolutions.com*

