PROJECT DOCUMENTATION

GRID Construction

How an interior design and build company with eighty completed projects got a website that shows them to developers and private clients.

DURATION	PROJECTS SHOWN	MARKETS	STATUS
1 month	80+	Egypt, KSA	Live
Discovery to support	By category	Residential to hospitality	gridconstruction.co

CLIENT	REFERENCE	DURATION
GRID Construction	PD-Ektra_0010	1 month
CATEGORY	**VERSION**	**PREPARED BY**
Websites	1.0	Ektra Tech

IN THIS DOCUMENT

01 Overview 02 The constraint 03 How we found it 04 The solution 05 Modules and features 06 How it works 07 Project steps 08 Screens 09 Delivery timeline 10 Results 11 Support and next steps

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Commercial register 307628

01 OVERVIEW

The project at a glance

GRID is an interior design and construction company working across Egypt and KSA on residential, commercial and hospitality projects. Ektra built its portfolio website: projects by category, key figures, partner brands and a direct path to start a project.

CLIENT **GRID Construction**	KIND OF PROJECT **Portfolio website**	PLATFORM **Web, server rendered**	DURATION **1 month**
DELIVERED BY **Ektra Tech**	STATUS **Live**	MARKETS **Egypt and KSA**	LIVE LINK **gridconstruction.co**

PROJECTS COMPLETED
80+
The site's own key figure

CATEGORIES
3
Residential, commercial, hospitality

WAYS TO START
2
Contact form, WhatsApp

02 THE CONSTRAINT

What held the client back

GRID had more than eighty completed projects and no strong online presence to show their quality to the developers and private clients it wanted to reach.

- **Work nobody could see:** villas, offices and hotels delivered over ten years lived in phones and proposals, not in one place a client could browse.
- **Two audiences:** developers want figures and partners; private clients want to see a finished space and feel the standard.
- **No path in:** a serious enquiry had nowhere to start except a phone number passed by hand.
- **Premium or nothing:** a company selling craftsmanship cannot show it on a template that looks like everyone else's.

03 HOW WE FOUND IT

Discovery

We started from the projects themselves and from the two kinds of people who would judge them.

01 **Sorted the work.** Residential, commercial and hospitality, each project with its city, its year and its story.

02 **Asked the developers' questions.** How many projects, how many years, who has GRID worked with: the key figures and the partner brands.

03 **Asked the clients' questions.** What does a finished room look like, what is the vision, who are the people behind it.

04 **Drew the path in.** Start Your Project on every page, a contact form, and WhatsApp for the conversation most clients prefer.

04 THE SOLUTION

What Ektra built

A premium, image-led website with a filterable project portfolio, key figures, a partner brands section and a clear Start Your Project path with WhatsApp contact.

- Home: a full-screen opening, About GRID with the key figures (projects, years, clients, awards), the vision, featured projects, partner brands and a closing call to action.
- Projects: a portfolio filtered by category, each card with its category, year and city, each project with its own page and story.
- About: the company, its founders' experience across Egypt and KSA, and what it stands for.
- Contact: a Start Your Project form, the phone and email, and a WhatsApp chat button that opens a pre-written message.
- Search engines: titles, descriptions, keywords and social preview images on every page.
- Performance: server-rendered pages with optimised images, so the photography loads fast on a phone.

One design rule: the photography does the talking. Dark, full-bleed imagery, short titles, numbers where they matter.

The stack

FRAMEWORK **React, server rendered**	IMAGES **Optimised per device**	PORTFOLIO **Projects by category**
CONTACT **Form and WhatsApp**	SEARCH **Meta, Open Graph, Twitter**	HOSTING **Managed, HTTPS**

05 MODULES AND FEATURES

What the system holds

What the site holds, page by page.

MODULE	WHAT IT DOES	STATUS
P1 Home	Opening, About GRID with key figures, vision, featured projects, partner brands, call to action	Live
P2 Projects	The portfolio filtered by residential, commercial and hospitality; category, year and city per card	Live
P3 Project page	The project's pictures and story	Live
P4 About	The company, the experience, the vision	Live
P5 Contact	Start Your Project form, phone and email, WhatsApp chat	Live
P6 Partner brands	The developers and groups GRID has worked with	Live

Features worth a line

- Key figures on the home page
- Category, year and city on every project card
- Filter the portfolio by category
- Start Your Project on every page

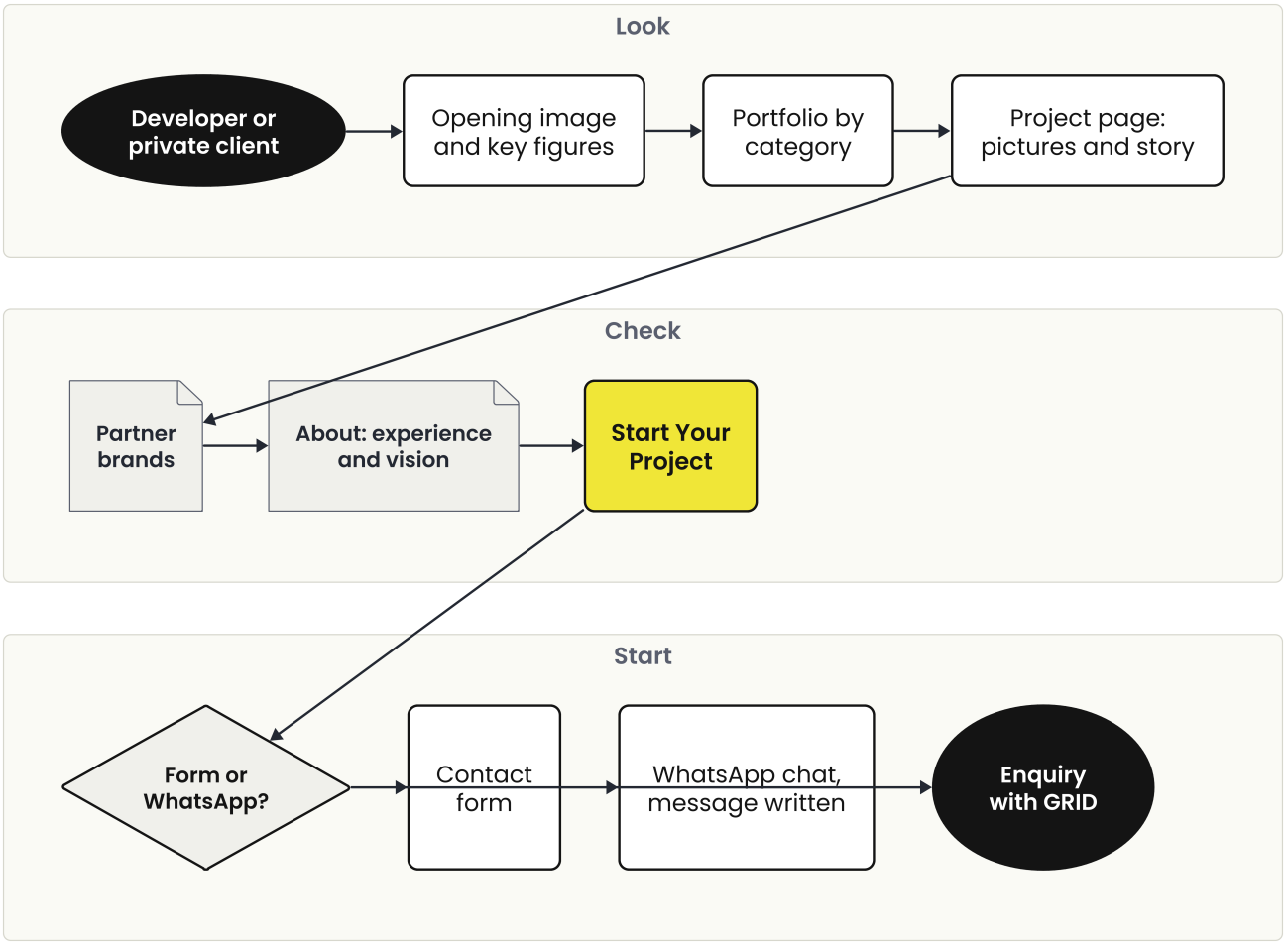
- WhatsApp opens with the message written
- Social preview image per page

06 HOW IT WORKS

The flow, start to end

A visitor judges in seconds and decides in minutes: the site shows the work first and keeps the way in one tap away.

FROM A FIRST LOOK TO A PROJECT ENQUIRY



01 **Look.** The opening image and the key figures set the standard in the first screen.

02 **Browse.** The portfolio by category; a project page with its pictures and story.

03 **Check.** The partner brands and the about page answer who GRID has worked with and who is behind it.

04 **Start.** Start Your Project: the contact form, or a WhatsApp chat that opens with the message written.

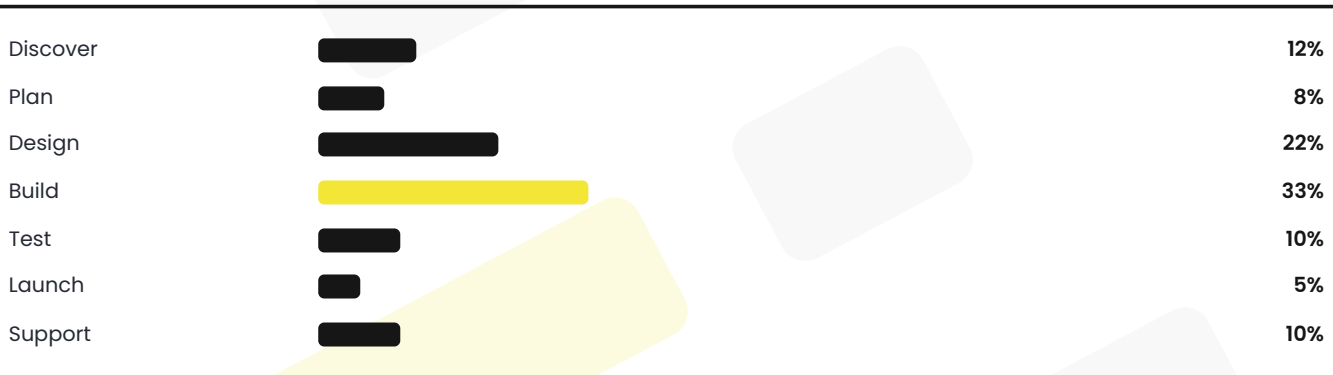
07 PROJECT STEPS

1 month, seven phases

Every Ektra project runs the same seven phases; here is what each one did for GRID Construction and the share of the 1 month it took.

PHASE	WHAT WAS DONE	SHARE	TIME
01 Discover	Sorted the projects into three categories Listed the figures and partners developers ask about	12%	4 days
02 Plan	Page list, project data model Hosting and domain plan	8%	2 days
03 Design	Dark, image-led layouts for home, portfolio and project pages Phone first, then desktop	22%	7 days
04 Build	Server-rendered site with optimised images Portfolio filter, project pages, contact form, WhatsApp	33%	10 days
05 Test	Every page at phone, tablet and desktop widths Form and WhatsApp paths tried end to end	10%	3 days
06 Launch	Domain, HTTPS, search engine previews Content loaded for the featured projects	5%	1 day
07 Support	Projects added as they complete Figures updated with the company	10%	3 days

Share of the duration

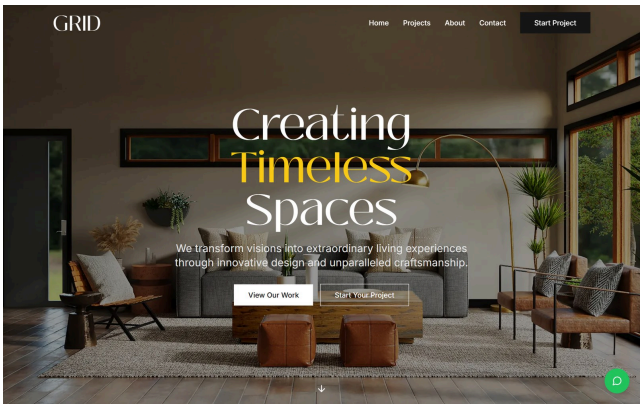


08 SCREENS

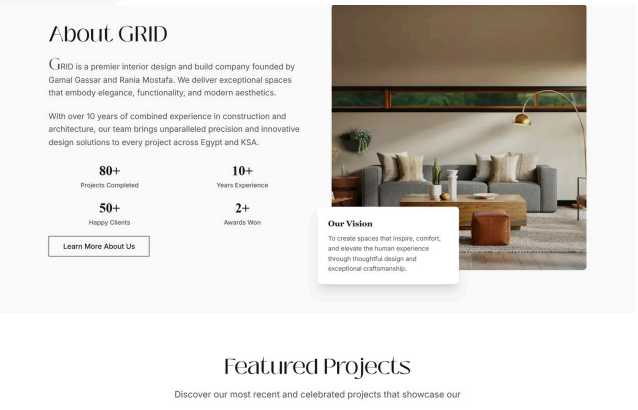
Real screens

Real pages of the live site, on a desktop and on a phone.

GRID CONSTRUCTION, AS DELIVERED

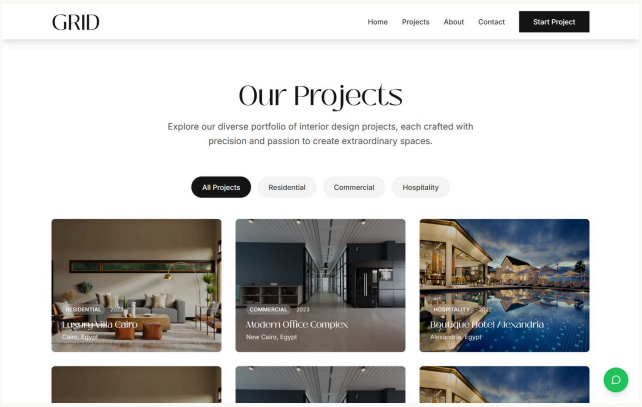


Home: the opening

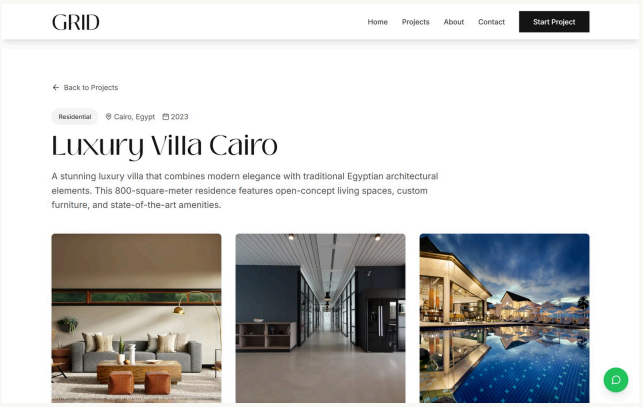


About GRID with the key figures

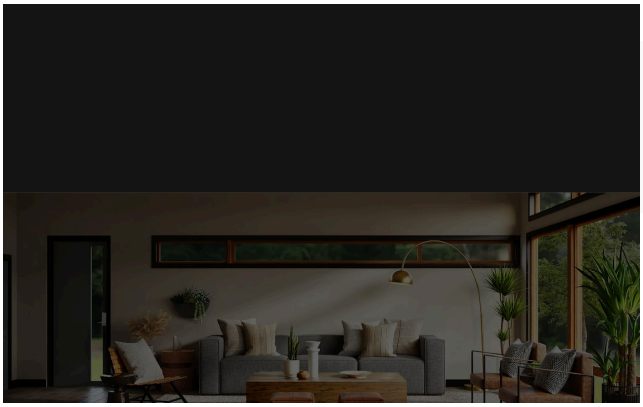
GRID CONSTRUCTION, AS DELIVERED



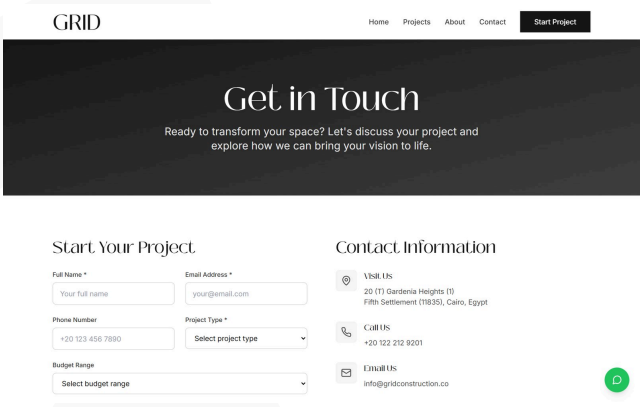
The portfolio by category



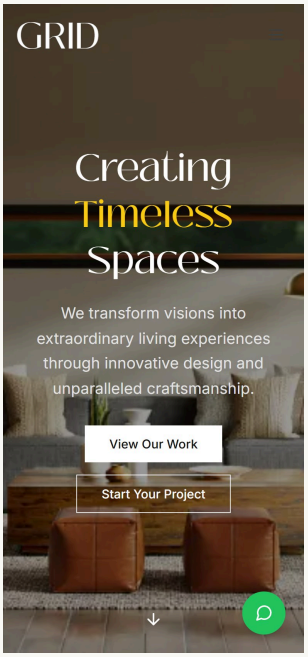
A project page



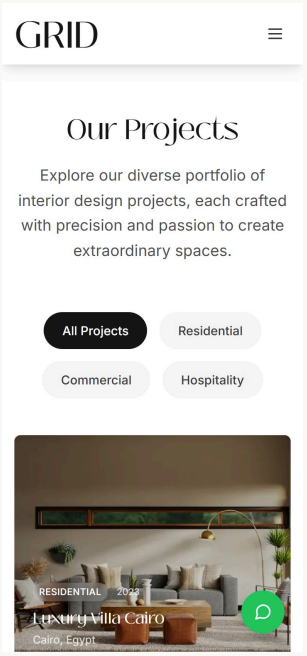
The partner brands



Start Your Project



Home on a phone



The portfolio on a phone

09 DELIVERY TIMELINE

30 days end to end

The 1 month, phase by phase, from the first conversation to the first weeks in use.

DAYS 1 TO 4 **Discover**
Content map and the two audiences' questions.

DAYS 5 TO 6 **Plan**
Scope and release plan.

DAYS 7 TO 13 **Design**
A premium look approved on real photographs.

DAYS 14 TO 23 **Build**
The site, page by page.

DAYS 24 TO 26 **Test**
Fast, whole, reachable.

DAY 27 **Launch: go-live**
The portfolio public.

DAYS 28 TO 30 **Support**
A portfolio that grows with the work.

10 RESULTS

What changed

GRID's work is now where a developer or a private client can see it, with a way in on every page.

- More than eighty projects presented by category, with key figures and partner brands beside them.
- A Start Your Project path from every page, by form or by WhatsApp.
- A premium look that matches the standard of the work.

> Enquiry counts are the company's own and are not published.

11 SUPPORT AND NEXT STEPS

After launch

The site grows with the portfolio.

- **Projects:** new projects added with their pictures, category, year and city as they complete.
- **Figures:** projects, years, clients and awards updated with the company.
- **Reach:** search engine previews and social images kept current.

Next steps

- An Arabic twin of the site for the KSA market
- Case pages with before and after pictures for flagship projects

End of document
Version 1.0. A portfolio that shows the work: info@ektra-eg.com.

REFERENCE
PD-EKTRA_0010