Start Point



SERVICE SHEET

Website design

Every page built for one job, on desktop and mobile, in Arabic and English.

v1.0 · November 2026

startpointit.com · +20 101 667 0938

Price on quote · written quote within 24 h

01 ABOUT THE SERVICE

Website design

A website is a chain of visitor decisions. We design the structure first, then every page, then hand over files a developer builds from directly.

Who it is for

- Businesses whose site does not explain what they sell in five seconds
- Launches that need a landing page that converts
- Teams that need Arabic and English done properly, not translated as an afterthought

The problem

Most sites are a list of pages, not a path. Visitors land, cannot find the next step, and leave.

What changes

A structure built around the decisions your visitors make, pages that each do one job, and files your developer builds from directly.

At a glance

01 Structure and sitemap first

02 Landing + inner pages, desktop and mobile

03 Arabic and English, RTL mirrored

04 Dev-ready Figma with components

05 Presentation + 2 revision rounds

AS A PACKAGE

Website package

54 h
Hours

4 weeks
Delivery

Price on quote · written quote within 24 h

Package sheet (PDF)

Deliverables

ITEM	QTY	FORMAT	WHEN
Sitemap and user flow	1	PDF · FigJam	Week 1
Wireframes	5 pages	Figma	Week 1
Landing page, desktop + mobile	1	Figma	Week 2
Inner pages, desktop + mobile	4	Figma	Week 3
Arabic RTL mirror of every page	5	Figma	Week 4
Components, styles and UX notes	1 set	Figma · PDF	Week 4

How we know it is done

- Every page has one main action, visible without scrolling on mobile
- Text contrast meets WCAG 2.2 AA
- Arabic pages are mirrored, not just translated
- Every screen is built from named components a developer can inspect in Figma

Revisions

- A presentation session, then round 1 and round 2, both included.
- Send your notes in one consolidated list within 5 working days.
- A revision is a change inside the approved direction. A new direction is a new request.
- An extra round is 1 hour from your balance, or added to the quote.

Also not included for this service

- Development, hosting and domains
- Copywriting
- SEO campaigns

Process and duration

Getting started: five steps

01
Choose
A project package or a balance of hours. Hour counts are published.

02
Book a call
A short online meeting. We confirm the fit and answer your questions.

03
Your quote
We confirm the scope and send a written quote within 24 h. You approve.

04
Approve and pay
Approve the quote, then pay by card or bank transfer. The invoice lands in your account.

05
Your account
We set up your account after the quote is approved: status, balance and every request in one place.

The work, week by week

Week 1
Structure
Brief, sitemap, user flow and wireframes for all five pages.

Week 2
Landing page
Visual direction on the landing page, desktop and mobile, presentation.

Week 3
Inner pages
Four inner pages, round 1 and round 2.

Week 4
Arabic and handover
Arabic RTL mirror, components, UX notes, Figma handover.

4 weeks

Website package · 54 h

Miss a published date through our fault and 25% of the request's hours return to your balance. Automatically.

Published dates, not estimates

REQUEST SIZE	WORK BEGINS	PRESENTATION	REVISION TURNAROUND
1 – 2 hours	24 working hours	2 working days	24 hours
3 – 8 hours	24 working hours	3 – 4 working days	48 hours
9 – 25 hours	48 working hours	7 – 10 working days	48 hours
Packages and 25+ hours	Agreed schedule	In published stages	72 hours

Conditions

The short version. The full text is in the service catalogue and on startpointit.com/terms.

Included

- A presentation session and 2 revision rounds on every request
- Open source files and 100 % ownership
- One account manager and WhatsApp support
- Official invoice, delivery via Drive or Figma

Not included unless quoted

- Development, hosting and domains
- Copywriting and translation
- Photography and stock licences
- Printing, voice-over, publishing and ad budget

Your side

- Content and assets before kick-off
- One person who approves
- One consolidated list of notes per round, within 5 working days
- Late input moves the delivery date by the same time

Revisions and changes

- A revision is a change inside the approved direction
- A new direction is a new request
- An extra round is 1 hour
- Scope changes are sent in writing with their hours and date, and start after you approve

Payment and cancellation

- Prepaid by card or bank transfer
- Larger packages can be paid in 2 stages, written in the quote
- If you cancel, hours used are deducted, with a minimum of 30 % of the service's hours

Hour credits

- Validity per pack, with one 30-day extension
- Hours move freely between services
- Your rate is fixed for the whole validity
- Credits are not refundable in cash
- Scale and Enterprise: up to 35 % of the balance per month

Ownership and portfolio

- Ownership transfers to you on full payment
- We may show the work in our portfolio unless you ask us not to, in writing

Delay guarantee

- Miss a published date through our fault and 25 % of the request's hours return to your balance, automatically

The trial

- 3 complimentary hours, valid 14 days
- After a 10-minute introductory call
- Any catalogue service up to 3 hours, one revision round
- Once per company

05 BY THE HOUR

By the hour

On an hour balance, every item below is deducted at its published hours, whatever time it takes us.

ITEM	HOURS
Landing page	14 h
Internal page (existing system)	8 h
UX review and report	8 h
Redesign of an existing page	6 h

06

Before your call

Bring these to the 10-minute call and your written quote comes faster.

01 Your current site and analytics, if you have them

02 The one action you want visitors to take

03 Page list and the content you already have

04 Sites you like, and what you like about them

05 Who will build the site, and on what platform

06 Your launch date

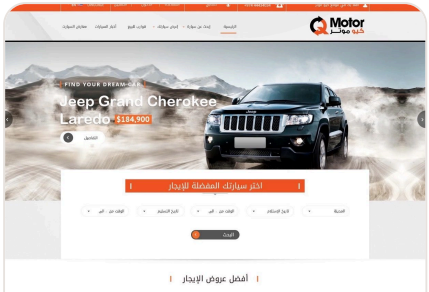
Selected work



Haretna — Identity and Website

Haretna

Scan to open the project



Qmotor Car Rental Website

Qmotor, Qatar

Scan to open the project



Frontline Heroes Office Website

Frontline Heroes Office, UAE

Scan to open the project

Questions

Do you build the site too?

The package covers design. Development is quoted in hours once the design is approved.

How many pages?

One landing page and four inner pages. Extra pages at 8 hours each.

Can you design on our existing website platform?

Yes. Tell us the platform in the call and we design inside its limits.

Next step

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Request a quote · WhatsApp +20 101 667 0938