







Welcome to The Omnium – Q2 2024:

Experience at the heart of every client project

In a world where customer expectations are constantly evolving, providing an exceptional experience has become a key differentiator for businesses. From personalized interactions to seamless transactions, every touchpoint along the customer journey contributes to shaping their overall perception.





As we round up Q2 2024, we look over the last three months and the changing face of digital with the fast-paced evolution of AI and the prominence we place on exceptional customer experiences (CX) for all our clients and how businesses can cultivate a customer-centric approach to drive loyalty and satisfaction.

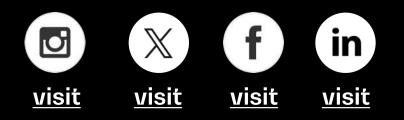
Our teams across brand and digital have been delving into the Why's of our clients' businesses to truly understand why they exist and what they need to succeed. Workshops are our must-have when we kick off any client project. Getting under the skin of why our clients do what they do, is essential for our team to deliver the best possible experience and solutions for all.

We are also excited to share some of the work we have delivered over the last quarter, from creating a brand for a new sports entertainment entity, to creating platforms to grow customer loyalty. We also say hi to the team in Manchester, led by Harrison and get to know him and how he operates better.

We enjoyed showcasing our Arabsat story in Riyadh in May, followed up by a fantastic evening scooping two awards at Transform Awards in Dubai. And our newly appointed Associate Creative Director in Dubai, shares some insight into cultural nuances and the unique effect they can have on design.

So don't go anywhere, there's lots to enjoy. And don't forget to follow us across our socials to stay up to date and informed of new ideas, concepts, innovative solutions, trends and opinions from the team.

Warm Regards Team Omnia



5-14 CLIENT SUCCESS
15-17 MEET THE TEAM
18-20 EVENTS
21-27 PERSPECTIVES
28-29 OFFICE ANTICS





HOW GOVOU cemocratize a 600 vecr-old game and modernize it for the digital age?





Wikit offers a dynamic and exhilarating twist to traditional cricket

Focusing on fast-paced gameplay and explosive hitting. With a format centered around scoring maximum runs in each over, Wikit embraces the ethos of innovation and inclusivity, and welcomes players of all abilities to participate in its electrifying matches, creating an accessible and thrilling environment for both cricket enthusiasts and amateurs alike.

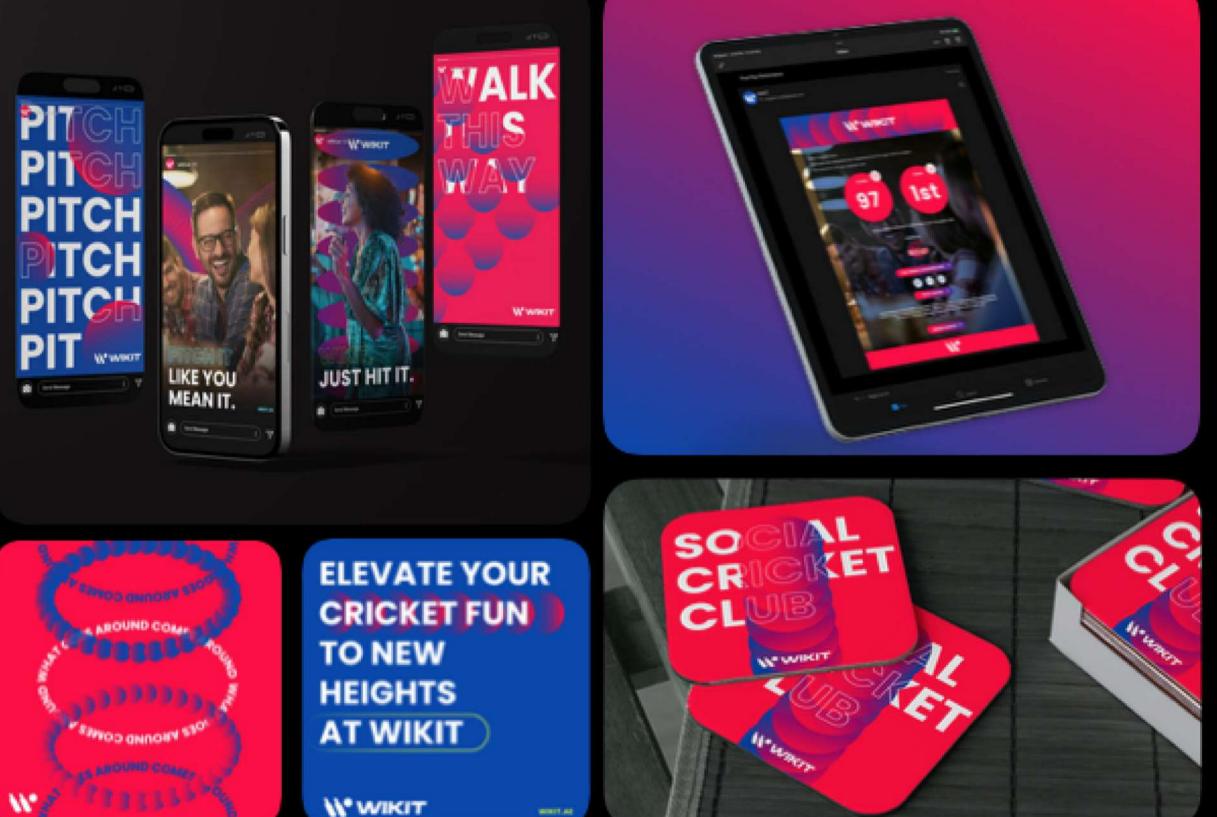
Omnia was tasked with creating the visual identity, assets and brand guidelines for this new sporting entity launching in Dubai. Taking on the big names in the leisure and entertainment arena for market share, with a totally new concept, we had to deliver an exhilarating brand for a standout concept.





YOUR SOCIAL CRICKET HUB!

WIKIT

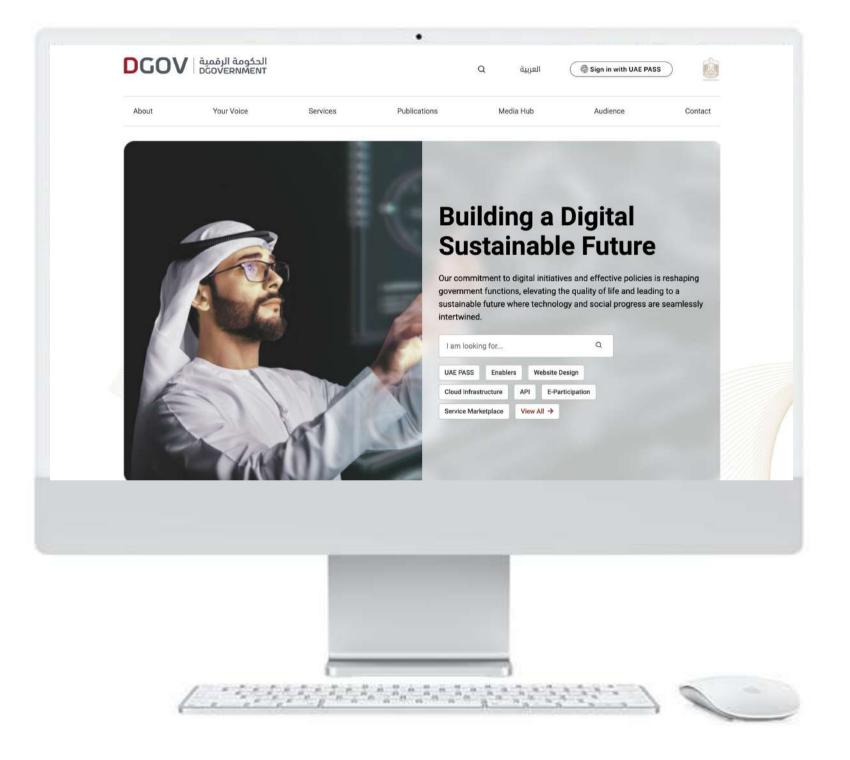




W WIKIT

How do you modernize d data-driven website to create an en joyable digital experience?

DGOV



TDRA DGOV, underwent a website modernization project using the Sitecore platform. The revamp aimed to enhance the user experience, improve information accessibility, and streamline content management.

The new website offers a userfriendly interface, optimized search function, and a clear content structure, allowing visitors to easily find the information and services they need.

It was important to find the right balance between user needs and regulations:

Government websites often have strict regulations regarding content and accessibility. The new website needed to ensure that the platform could meet these requirements while still offering a user-friendly experience.

Migrating Existing Content:

We needed to move a large amount of existing website content to the new platform, which proved complex and time-consuming. Careful planning and data migration strategies were crucial to avoid losing information or disrupting user access during the transition.

Stakeholder Alignment:

With multiple departments and stakeholders with varying needs and priorities, we had to ensure everyone was aligned on the project goals, functionalities, and content approach to ensure a successful outcome.

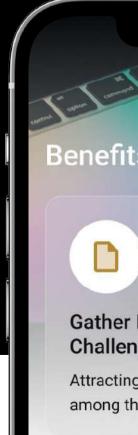
Security Concerns:

Government websites handle sensitive data. Implementing robust security measures within the Sitecore platform to protect user information was a top priority.

Training Staff:

Staff needed training on using the new content management system to ensure they could effectively update and maintain the website post launch.





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Our Process

Omnia conducted in-depth research to understand user needs, limitations of the existing website, and TDRA DGOV's goals. This involved user interviews, reviewing website analytics, and stakeholder workshops. Based on these insights, a project plan with a clear roadmap, timeline, and budget was developed.

We then developed a new information architecture (IA) to logically organize content and improve user navigation. This involved creating user flows, sitemaps, and wireframes. Working collaboratively with TDRA DGOV, we designed a user-friendly interface that aligned with government branding guidelines while prioritizing accessibility.





Leveraging the Power of Sitecore 10.1

The new site integrated existing government databases or systems to ensure seamless data flow. Government security protocols and accessibility standards throughout the development process, were continuously embedded.

Omnia also conducted thorough testing on various devices and browsers to guarantee functionality and a smooth user experience when migrating content.

By leveraging Sitecore 10.1's capabilities, the agency delivered a modern, user-friendly, and secure website that empowers TDRA DGOV to better serve its users and target audience. Following successful testing and client approval, the new TDRA DGOV website was launched. Omnia offered ongoing support for content updates, user training for website staff, and performance monitoring to ensure the website continued to meet user needs.



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- **Enhanced User Experience:** Sitecore's user-friendly interface streamlines content management for government staff, allowing for easier updates and content creation.
- Improved Content Delivery: The platform facilitates a 2 structured approach to content organization, enabling TDRA DGOV to deliver information effectively to users.
- **Omnichannel Experience:** Sitecore 10.1 supports 3 delivering content across various devices, ensuring a consistent user experience on desktops, tablets, and mobile phones.
- Scalability and Security: The platform can handle the Δ demands of a high-traffic government website while adhering to strict security protocols to safeguard sensitive data.

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To see how we can enhance your website's experience get in touch:

Please click here

Personalization Potential: Sitecore 10.1 offers future potential for personalization features, allowing TDRA DGOV to tailor content based on user needs or demographics in the future.

Sitecore Search: This platform is a first to leverage Sitecore's latest search engine, Discover, which is replete with Al capabilities. While this was a first for the client, this was also implemented for the first time in the agency



Harrison Plowright Associate Experience Director

This quarter, we talk with Harrison Plowright, our Associate Experience Director who is based in Manchester, UK. Harrison has been working with Omnia for the last 3 years and leads our design and experience office. He can regularly be seen at our HQ in Dubai, spending time with the team and clients.

We asked Harrison, what's his favorite part of his role and why:

My team and I handle a wide range of UX design projects. Leading our UX initiatives, we work across native mobile apps, web-based applications, and corporate sites across various sectors.

This variety allows us to strategically plan the User Experience for each product. For example, we might take a light approach for a corporate website, focusing on benchmarking and stakeholder interviews, or dive deeper into user testing and detailed journey maps for more complex projects. I love that our work also lets us be creative. Some projects involve ideation sessions to improve audience engagement and create valuable touchpoints where others are more minimal and focused on making the customer journey as seamless as possible.

In addition, I work on our physical experience projects at Omnia. These projects are more unique, like retail design and conference touchpoints, we use our UX skills to deliver tangible Customer Experiences (CX) and create more physical engagement.

I love the wide range of projects we cover within our experience team at Omnia and the collaboration with the team in Dubai.



We wanted to know what Harrison believes is the key to delivering successful outcomes for all our clients::

I believe stakeholder interviews and vision workshops are vital to achieving successful outcomes for our clients. No matter what the project size, we always start with these in order to:

1. Understand the Client Vision: We spend time with our clients to understand the high-level vision of why they are doing the project.

2. Ensure Success and overcome Challenges: These workshops help us understand any success metrics which we should aim to meet or any challenges to overcome, as well as any opportunities which have not been covered.

3. Collaborate and Brainstorm: Workshops encourage collaborative brainstorming, leading to more value-add solutions that might not emerge in a traditional meeting setting.

4. Build Trust and Relationships: Regular interaction through workshops helps build stronger relationships and trust between the client and the team.

5. Create Efficiency: They allow for immediate feedback and iteration, ensuring that ideas and solutions are refined in real-time to better meet client needs.

Tell us what you like doing on the weekends or in your spare time?

I live with my wife Hannah, and we are currently buying our first home. I enjoy going to restaurants and dining at different places, both Manchester and Dubai are amazing places for all kinds of food.

I play football every Wednesday evening, ether at the local football club or when in Dubai at the sport centre near our office. I'm not very good though for someone who plays so often.

I started my career in retail / shop design, so I've worked for brands such as Puma, JD-Sports, Manchester City Football Club and Under Armour. It has fueled my unhealthy passion for spending all my money on sneakers, my favorite pair currently Being Jordan SB Dunks.

And finally, we asked Harrison, What's the key to making your work/life balance successful?

It's important to remember that design is amazing as a profession, however it does come with a hustle culture where people work hard and over long hours. But to be a great designer you need time to think, reflect and experience things. If you are always working you won't get these opportunities, so it's important to take the time for self-development and growth to ensure the passion stays alive.









Transform Live was all about conversations and sharing case studies from some of the best in the region. We had a great time talking with delegates at the roundtable sessions and understanding their frustrations and challenges in the fast-paced environment today's brands are operating in.

We shared the Arabsat story from regional satellite provider to one of the largest global communications and space solutions providers. Launching a new Saudi brand to the world - Arabsat needed to shift their positioning to ensure its continued relevance in the market. Omnia developed a powerful new proposition around Enabling a world of Infinite Possibilities, and Empowering Futures that evolved the company into the future of communications and space solutions.





We spent an enjoyable evening at the Transform Awards MEA 2024, at the stunning Mandarin Oriental Hotel in Dubai. The evening showcased some of the talent and outstanding work delivered over the last year and Omnia were delighted to come home with three awards, for our work with Arabsat and Dhai Dubai – the Emirati light art festival which was held at Expo City in January of this year. Congratulations to everyone involved in these brand deliveries.



Best visual identity from the travel and tourism sector

Expo City Dhai Dubai Light Art Festival nd OMNIA



Bassel Kanounji, Associate Creative Director, Omnia

How cultural nuances drive design thinking, a case in practice.

Having worked in the UAE for over 15 years, I have designed for many brands, all with a variety of interesting cultural nuances and target audiences. We are increasingly interconnected yet beautifully diverse and the significance of cultural nuances in design thinking cannot be overstated.

Design, as a multifaceted discipline, goes beyond aesthetics; it encapsulates the essence of human experience, reflecting values, beliefs, and societal norms. Understanding the intricate interplay between culture and design thinking is pivotal in creating meaningful, inclusive, and impactful solutions.

Shaping Perspectives through the cultural lens

Culture serves as a lens through which individuals perceive the world. It encompasses a spectrum of elements including language, customs, traditions, and socio-economic structures. These facets profoundly influence how people interact with products, services, and environments. Deeply rooted in every aspect of human life, including design, culture shapes people's perceptions, preferences, and behaviors towards design elements such as color, symbols, and forms. For instance, while red symbolizes luck and prosperity in Chinese culture, it signifies danger in Western cultures. Understanding these contextual differences helps designers craft designs that communicate effectively across cultural boundaries

Diversity Drives Innovation

Cultural diversity fuels innovation by offering endless perspectives and insights. Design thinking thrives on empathy, a fundamental component that enables designers to understand and address user needs effectively. Designers can delve deeper into the intricacies of users' lives, unveiling unmet needs and enhancing the user experience and interaction with design.

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Communication styles, social norms, and technology adoption vary across cultures, affecting how users engage with products and services. We as designers must consider these cultural factors when designing interfaces and interactions to create seamless and intuitive user experiences for diverse audiences.

Collaborative environments where individuals from different cultural backgrounds intertwine, enriches the design process, leading to more holistic solutions that resonate with a broader audience.

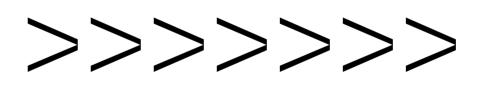
Navigating Cultural Sensitivities

Over half of our team at Omnia are native Arabic speakers – which is indispensable when designing for GCC brands. Actively engaging with diverse user groups and seeking feedback throughout the design process, allows us as designers to avoid the risk of cultural misinterpretations and ensure the solutions are culturally resonant and respectful.

The values and beliefs of different cultures, significantly influence design thinking. Aesthetics also play a crucial role in design. What may be visually appealing in one culture might not be perceived the same way in another. For instance, minimalist designs are often associated with Western aesthetics, while intricate patterns and vibrant colors dominate many Eastern designs. Designers need to align their approaches with these underlying values to create designs that resonate with the target audience

Embracing Cultural Complexity in Design

Language and symbols equally carry profound cultural meanings that influence design communication. As designers, we must be mindful of linguistic and symbolic nuances to ensure designs convey the intended message accurately. For example, using culturally relevant symbols and metaphors can enhance the accessibility and relatability of a design to its target audience.



Creating a brand identity for Dhai Dubai **Light Art Festival**

I recently led the design team in creating a brand identity for this pioneering initiative, which was aimed at empowering and showcasing local Emirati artists specializing in the medium of light. The festival highlighted the diversity of artistic practices but also underscored Dhai Dubai's commitment to promoting the unique cultural identity of Dubai on a global stage.

When creating the brand identity, it was essential for us to consider how the brand's visual elements reflected the Emirati culture and heritage. We used the festival's overarching statement "Light influences Life" to develop a brand identity that would stand out and fit the festival's spirit, whilst retaining the heritage of the Emirati culture.

The new identity encapsulates the profound connection between the spiritual and material worlds. In Arabic culture and art, light also holds symbolic significance. The day is marked by rituals, the call to prayer often taking place in the soft glow of early morning or in the transition between daylight and twilight, symbolising a shift from the physical world to a spiritual realm and providing a moment of peace and serenity.

Sustainability and Ethics – shaping a better world through design

Finally, we mustn't forget the importance of sustainability and ethical considerations. Cultural perspectives on sustainability and ethics influence design decisions. Cultures with a strong environmental consciousness may prioritize eco-friendly materials and practices in design, while others may prioritize functionality and affordability.

Cultural nuances permeate every facet of design thinking, from ideation to execution. meaningful, inclusive, and impactful. By fostering cultural empathy, embracing diversity, and navigating sensitivities with diligence, designers can harness the transformative power of cultural elements to shape a better, more inclusive world through design.



The art and architecture of this region are renowned for their exquisite use of light and shadow, so we introduced geometric patterns, intricate arabesques and beautiful stained-glass elements into the designs – showcasing the core of how light filters through sacred spaces evoking a sense of awe and wonder.

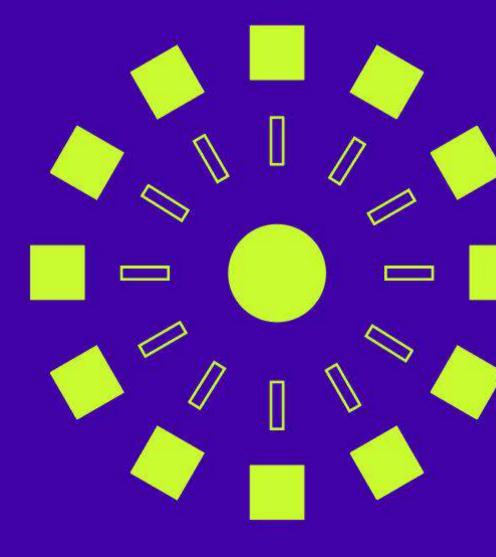
Designers need to navigate these cultural nuances to develop sustainable and ethically responsible solutions that align with the cultural values and priorities of the intended end user.

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MATTAR BIN LAHEJ

ENCAPSULATING THE PROFOUND CONNECTION ** BETWEEN THE BETWEEN THE SPIRITUAL AND MATERIAL ** ** WORLDS



View the work here

By Harrison Plowright, Associate Experience Director, Omnia

Demystifying UX and CX – Let's look at the key differences:

- There's a lot of buzz around different types of experiences, but one thing is clear, EXPERIENCE is more crucial than ever for brands.
- UX and CX can be broken down into the different purposes they serve and the level of work involved differs between project, so it's important to understand how they relate to each other.
- All clients will often define their key audiences as customers; however all users are customers but not all customers are users.

Tricky?

Let's understand the difference in order to create the best, value added experience possible.

User Experience (**UX**) is all about the interaction between users and products like websites, native applications or web platforms.

UX applies to the interaction with said product and the immediate impression users get when they navigate an app, click buttons, or scroll through content. A great UX means the interface is simple, seamless, and enjoyable to use without much effort.

UX design focuses on creating a logical and visually pleasing app or digital experience that users love interacting with and allows them to complete flows or tasks within the product.

On the other hand, **Customer Experience** (**CX**) encompasses much more of the full experience.

True customer experience is about how you define a customer journey end-to-end.

To do this we consider the full journey every customer experiences, when interacting with the brand. The idea is to create a holistic mapping achieved by optimizing every touchpoint and channel of interaction between the customer and the brand. In simple terms CX is a much more 'umbrella thinking' for the experience and relationship between customer and brand.

The goal of CX is to build trust and satisfaction, enhancing users' overall perception of your brand and business while making tasks easier and more seamless to complete. To do this we gather an understanding at a much deeper level of your business, for example, this may include reviewing 'how setting up a bank account' flows but not only understanding the digital application or UX but also understanding where the user may need to visit a branch, share or sign physical documents and ensure that this set up flow mirrors online (or on app), to in-store at a kiosk, or when assisted by a staff member on a video call or in person.

In essence, UX is a component of CX. The way users interact with your product contributes to their overall impression of your brand however ensuring your customer experience also meets this expectation is key. This is where many brands fall down, but the likes of AirBnB and Nike capitalise the market we see today.

The most seamless experiences are not just a single digital application but are well thought through from start to finish to meet customer needs, every interaction and expectation to reduce time spent on task and deliver something truly special and value driven from your brand.

We always start with our projects customer experience at the forefront, then tailor this to define your user experience (UX) to ensure you meet standard which is essential for today's modern brand.

Omnia have a talented team of UX and CX experts who will navigate your digital experiences and use proven business strategies to define and create the best experience for your customers or clients.

To see how we can enhance your website's experience get in touch:

Please click here



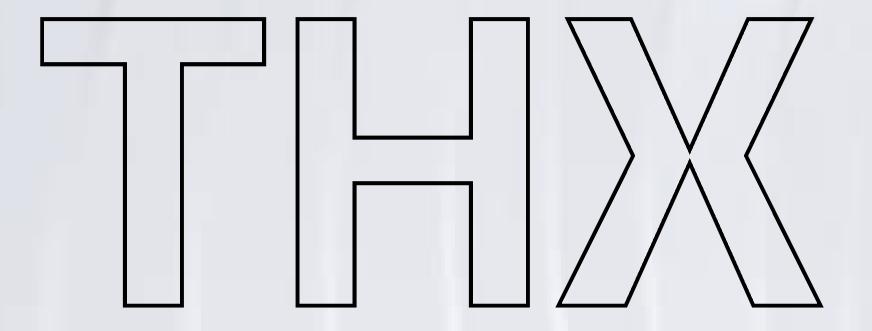
Celebrating the impact of hard work at Omnia

We are delighted to share some of the promotions we have awarded over the last quarter:

Harrison Plowright – Associate Experience Director Sara Fotayeh – Group Account Director Bassel Kanounji – Associate Creative Director







WE HOPE YOU ENJOYED ABSORBING THE ENERGY, EXCITEMENT AND HARD WORK OMNIA HAVE COLLECTIVELY EMBRACED THROUGHOUT Q2, IN THIS ISSUE OF THE OMNIUM.

IF YOU WOULD LIKE TO GET IN TOUCH TO HAVE A CHAT OR ASK US ANYTHING, PLEASE CONTACT US, WE'RE ALWAYS HERE TO HELP.

GET IN TOUCH