Case Study Mawaheb MENA

Empowering Freelance Futures

Darine Tleiss

For Freelancers

About Us

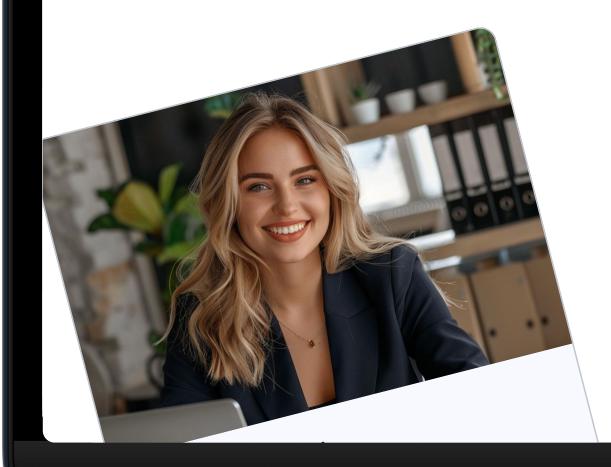
For Employers

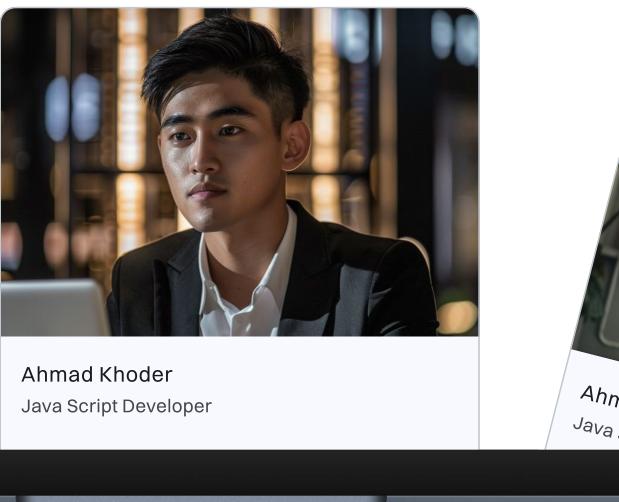
MAWAHEB

Your Gateway to **Digital Excellence**

Contact Us

Mawaheb MENA a platform where you can find top talent, drive innovation, and achieve your business goals.





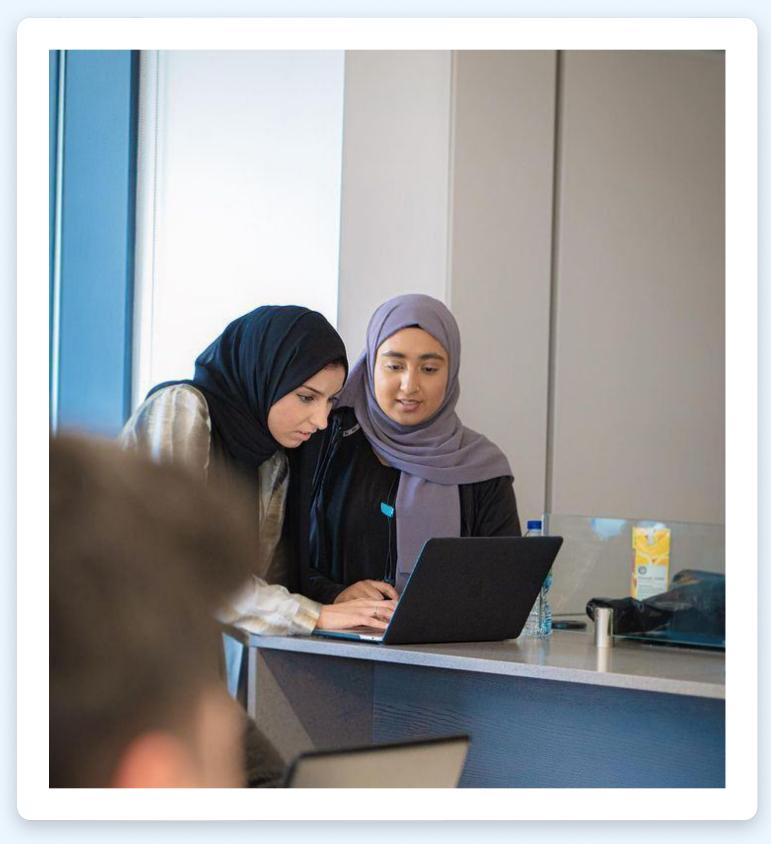


Project Overview

Mawaheb MENA aims to transform the freelance scene in the MENA region. Our platform connects freelancers with clients while focusing on skill development and career advancement. We're committed to empowering freelancers to reach their highest potential and set new standards in the industry.

Role	UX UI designer
Length	2 months
Year	2024





Project timeline

Research 2 weeks

> Wireframing 3 weeks

30 April

Mockups 3 weeks

> Prototyping 1 weeks

24 June

Primary business goals The primary business goals for this project are

Establish a comprehensive verification procedure. Improve skills training and upskilling initiatives. Enhance the algorithms for matching clients with freelancers. Improve brand recognition and build trust

options, easy payments, and a user-friendly barriers are my main challenges.



"

Christina Mansour | 24 yo

As a freelancer from MENA, I want diverse job platform. Limited market access and language

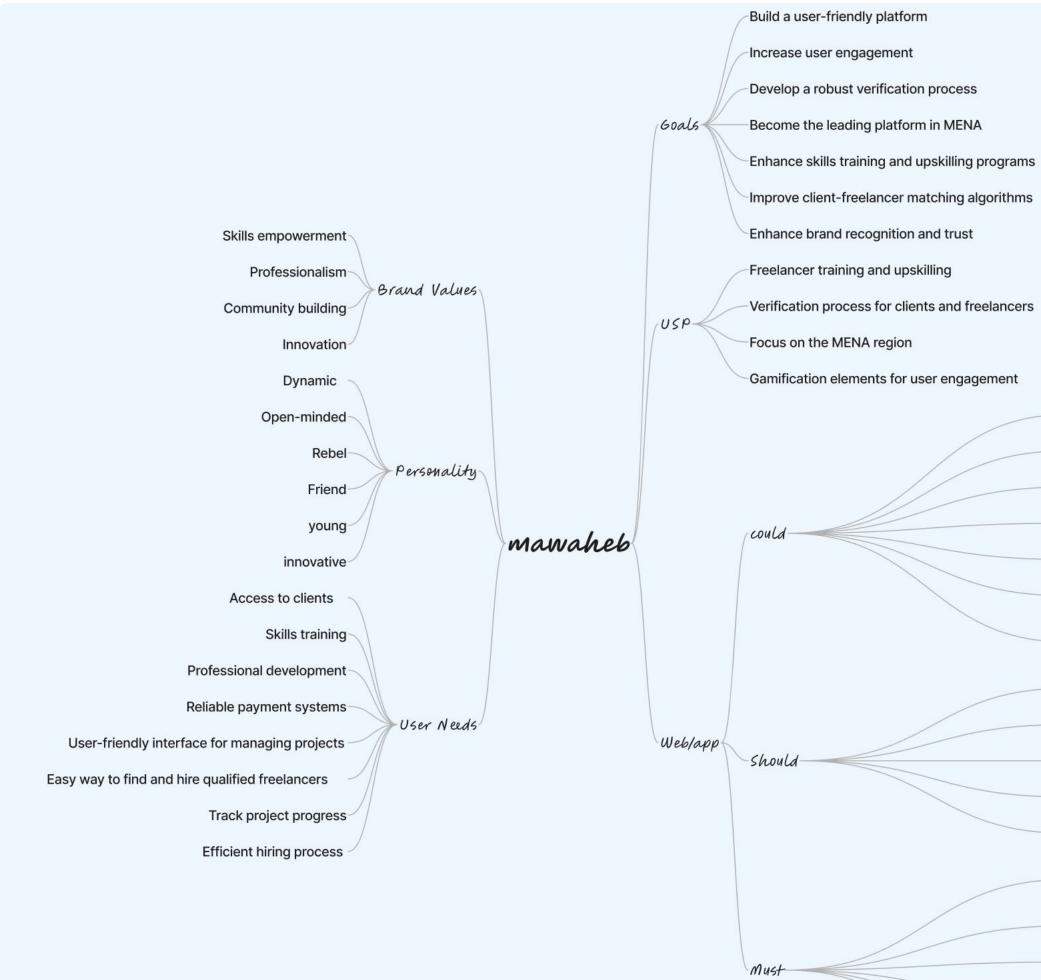
As a business owner needing freelance services, I aim to easily find and hire qualified freelancers, track project progress, and ensure timely delivery of quality work.



"

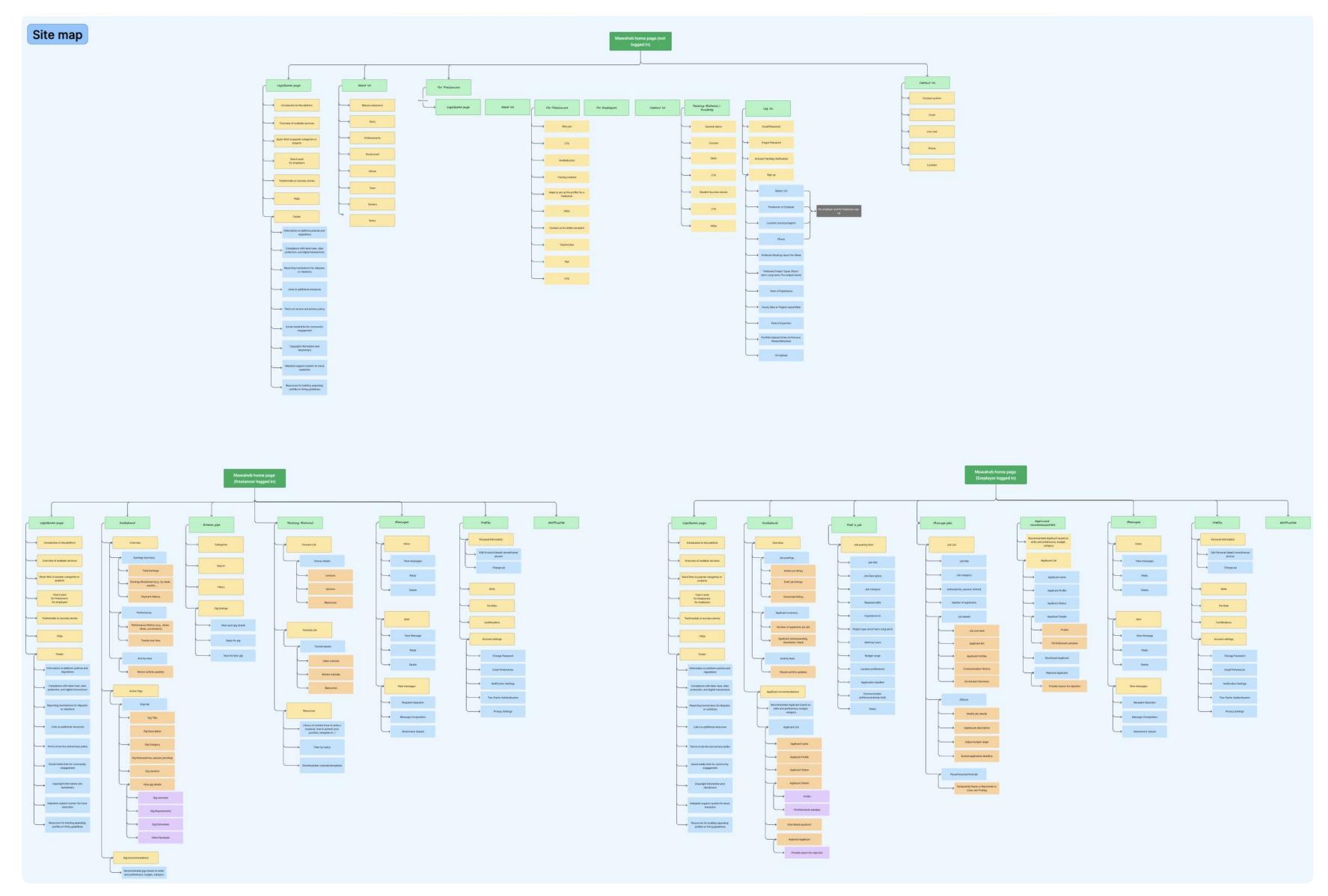
Omar Bin Khaled | 45 yo

Mind Mapping



Blog section with regular updates on industry trends and tips for freelancers
Social media integration for easy sharing and networking
-Virtual job fairs and networking events
 Al-driven job matching and recommendation system
-Loyalty rewards program for frequent users
Integration with third-party tools for project management and collaboration
Virtual reality (VR) or augmented reality (AR) features for immersive training experiences
 Robust search and filtering options for job listings
Detailed freelancer profiles with portfolio showcase
Client reviews and ratings system
Notification system for job alerts and updates
Seamless messaging and communication tools
 Secure payment gateway / Secure escrow system for payment transactions
Responsive design for mobile and desktop users
Comprehensive support and FAQ section
Clear terms of service and privacy policy
 Seamless communication tools for clients and freelancers
Responsive customer support via chat, email, and phone

Information Architecture



Design System

Typography

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Headline Medium - Swit:

Headline Small - Switzer 24/

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Title Medium - Switzer Medium 16/24 . +0.

Title Small - Switzer Medium 14/20 . +0.1

Label Large - Switzer Medium 14/20 . +0.1

Label Medium - Switzer Medium 12/16 . +0.5

Body Large - Switzer 16/24 . +0.5

Label Small - Switzer Medium 11/16 . +0.5

Use typography to present your design and content as clearly and efficiently as possible.

Color Guidance

Tonal Palettes

Use color to create meaningful experiences while also expressing hierarchy, state, and brand identity

Display Large - Bespoke Sl

Display Medium - Bespoke Slab 4

Date pickers

Date pickers let users select a date, or a range of dates

Mon, Aug 17

Enter dates

mm/dd/yyyy

End date

Modal Date Picker

Mon, Aug 17

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Cancel OK

27 28 29 30 31

Input Date Picker

Select date

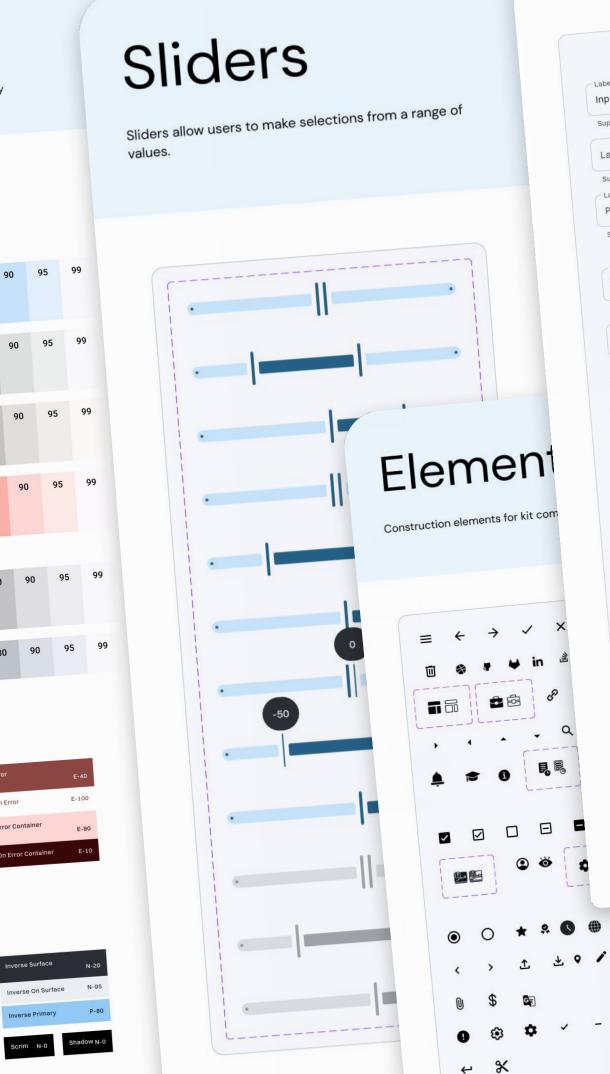
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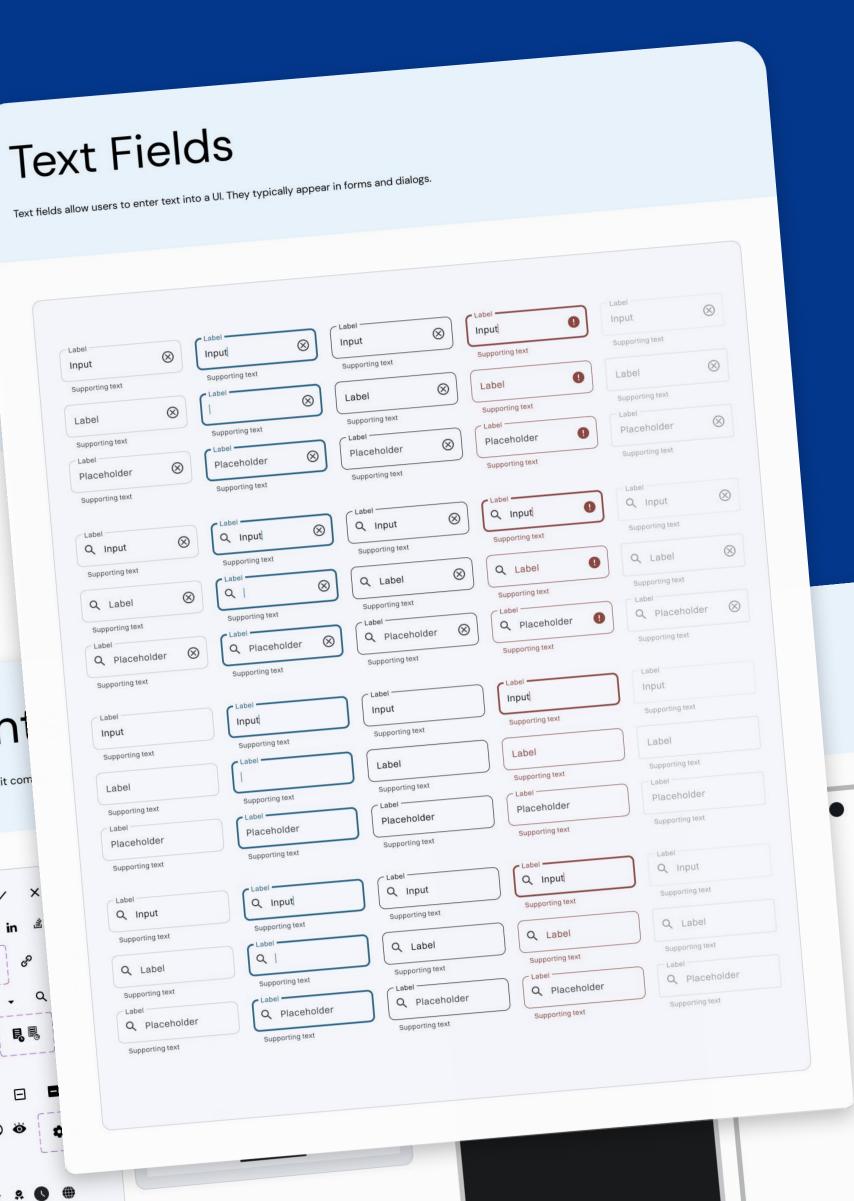
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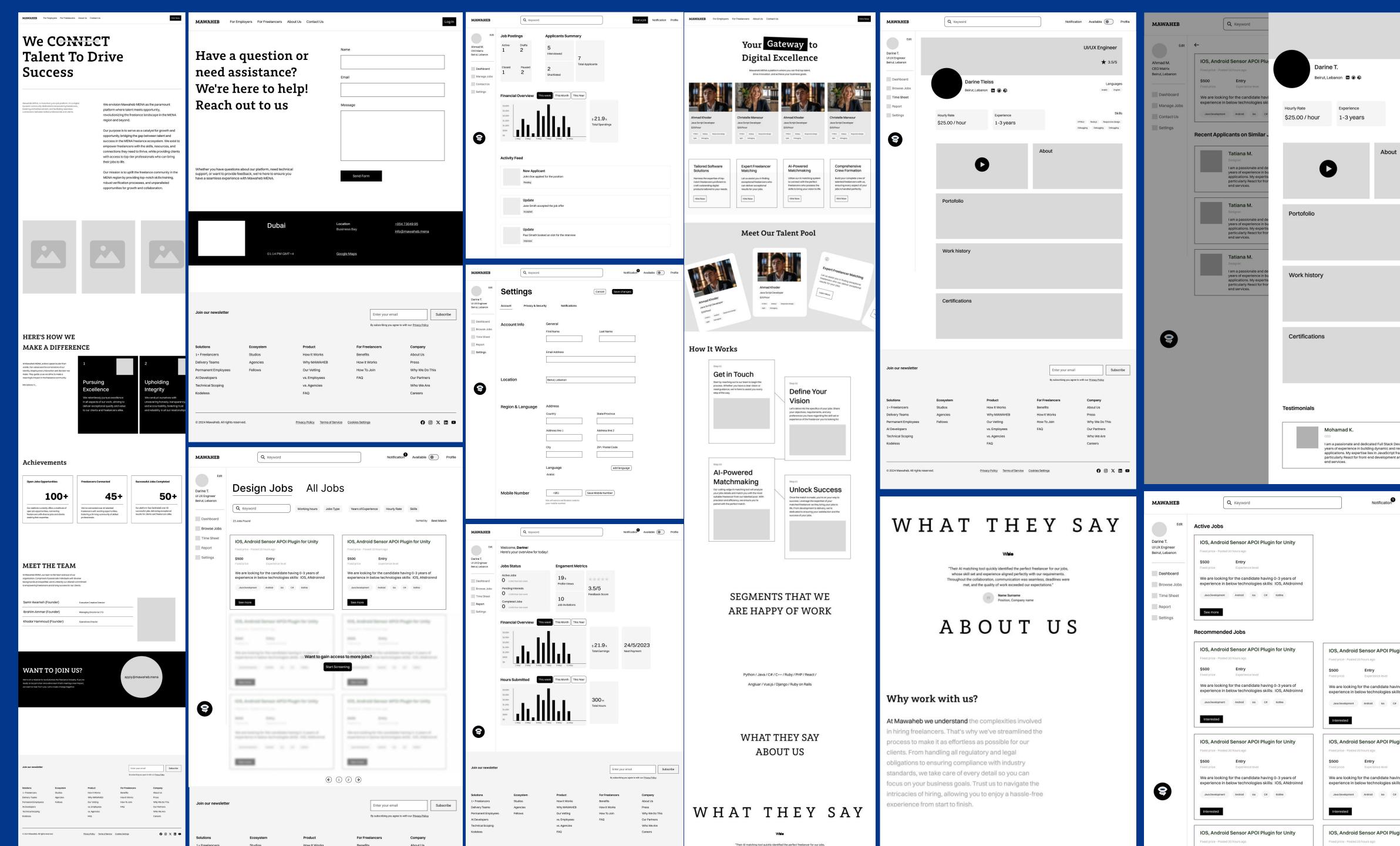
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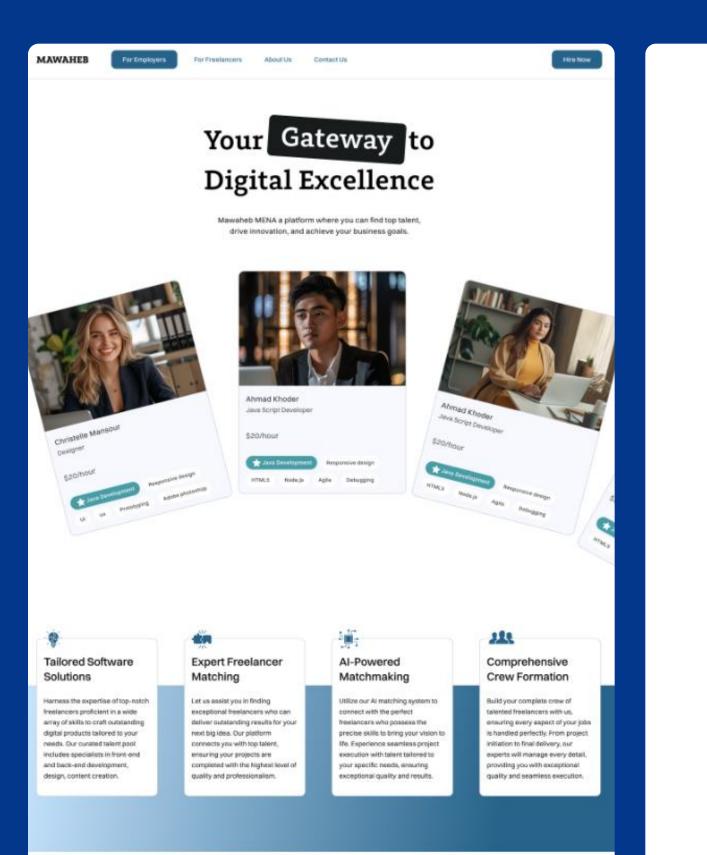






UI UX Engineer ★ 3.5/5
Hire Now!
Skills HTML5 Nodeja Responsive design Debugging Debugging Debugging
Languages Arabic English
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Home Screen



Step 03

AI-Powered Matchmaking

Our cutting-edge Al matching tool will analyze your jobs details and match you with the most suitable freelancer from our talented pool. With precision and efficiency, we ensure you're paired with the perfect match.



Step 04

SEGMENTS THAT WE

Python / Java / C# / C++ / Ruby / PHP / React / Angluar / Vue.js / Django / Ruby on Rails

WHAT THEY SAY

ABOUT US

HOW IT WORKS

Get in Touch

Step 01

Start by reaching out to our team to begin the process. Whether you have a clear vision or need guidance, we're here to assist you every step of the way.



Step 02

Define Your Vision

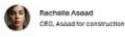
Let's delve into the specifics of your jobs. Share your objectives, requirements, and any preferences you have regarding the skill set or experience of the freelancer you're looking for.



VHAT THEY SA



"Their Al matching tool quickly identified the perfect freelancer for our jobs, whose skill set and experience aligned perfectly with our requirements. Throughout the collaboration, communication was seamless, deadlines were met, and the quality of work exceeded our expectations."



Unlock Success

Once the match is made, you're on your way to success. Leverage the expertise of your matched freelancer as they bring your jobs to life. From development to delivery, we're dedicated to ensuring your satisfaction and the success of your jobs

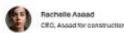


ARE HAPPY OF WORK

VHAT THEY SA

12

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ABOUT US

WHY WORK WITH US?

At Mawaheb we understand the complexities involved in hiring freelancers. That's why we've streamlined the process to make it as effortless as possible for our clients. From handling all regulatory and legal obligations to ensuring compliance with industry standards, we take care of every detail so you can focus on your business goals. Trust us to navigate the intricacies of hiring, allowing you to enjoy a hassle-free experience from start to finish.

FAQS

01 How does your AI matching tool work?

Our Al matching tool analyzes project requirements, freelancer skills, and past performance data to identify the most suitable match for your project. It uses advanced algorithms to ensure precise and efficient matchmaking, saving you time and effort in finding the right freelancer.

FAQS

How does your AI matching tool work?
Our AI matching tool analyzes project requirements, freelancer skills, and past per suitable match for your project. It uses advanced algorithms to ensure precise and time and effort in finding the right freelancer.
What industries do your freelancers specialize in?
How do you ensure the quality of freelancers on your platform?
What if I'm not satisfied with the freelancer's work?
What are your pricing and payment policies?

Still have a questions?

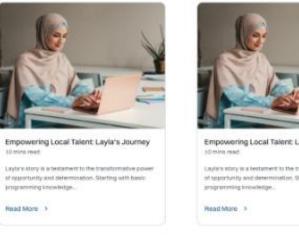
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Product How It Works Why MAWAHEB Our Vetting vs. Employees vs. Agencies FAQ

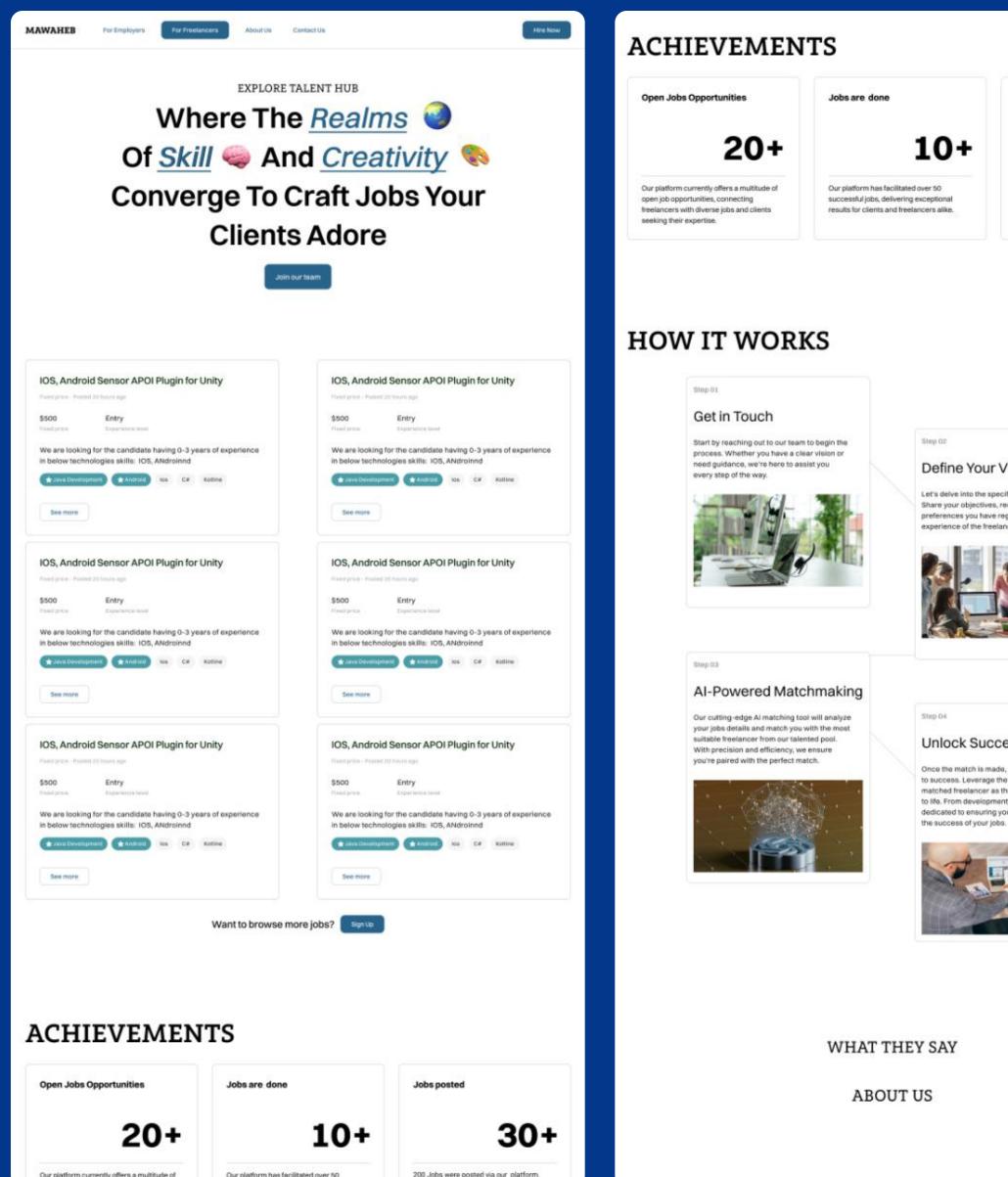
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For Freelancers Screen





Define Your Vision

Let's delve into the specifics of your jobs. Share your objectives, requirements, and any preferences you have regarding the skill set or experience of the freelancer you're looking for



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ABOUT US

WHY WORK WITH US?

We empower freelancers with the tools, resources, and opportunities to succeed. Our diverse range of jobs spans various industries, allowing freelancers to choose what fits their skills and passions. We foster a collaborative environment where professionals can connect, share ideas, and learn. With skills training, a supportive community, and a transparent process, we ensure freelancers find the best-fit jobs with ease.

FAQS

01	How does your AI matching tool work?	News
	Our AI matching tool analyzes project requirements, freelancer skills, and past performance data to ide suitable match for your project. It uses advanced algorithms to ensure precise and efficient matchmaki time and effort in finding the right freelancer.	
02	What industries do your freelancers specialize in?	+
03	How do you ensure the quality of freelancers on your	

About Us Screen

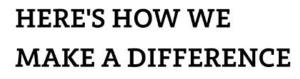
MAWAHEB For Employers For Freelancers About Us Contact Us

WeCONNECT Talent To Drive Success

Mawaheb MENA, is more than just a job platform; it is a digital dynamic community dedicated to empowering freelancers, fostering skill enhancement, and facilitating seamless connections between skilled professionals and clients. We envision Mawaheb MENA as the paramount platform where talent meets opportunity, revolutionizing the freelance landscape in the MENA region and beyond.

Our purpose is to serve as a catalyst for growth and opportunity, bridging the gap between talent and success in the MENA freelance ecosystem. We exist to empower freelancers with the skills, resources, and connections they need to thrive, while providing clients with access to top-tier professionals who can bring their jobs to life.

Our mission is to uplift the freelance community in the MENA region by providing top-notch skills training, robust verification processes, and unparalleled opportunities for growth and collaboration.



At Mawaheb MENA, actions speak louder than words. Our values are the cornerstone of our identity, shaping every interaction and decision we make. They guide us as we strive to make a meaningful impact in the freelance community.

We believe in...

Hire Now

Pursuing Excellence

We relentlessly pursue excellence in all aspects of our work, striving to deliver exceptional quality and value to our clients and freelancers alike.

ACHIEVEMENTS

20+

Open Jobs Opportunities



Our platform currently offers a multitude of open job opportunities, connecting freelancers with diverse jobs and clients seeking their expertise.

We've connected over 45 talented freelancers with exciting opportunities, fostering a thriving community of skilled professionals.







MEET THE TEAM

At Mawaheb MENA, our team is the heart and soul of our organization. Comprised of passionate individuals with diverse backgrounds and expertise, we're united by our shared commitment to empowering freelancers and driving success for our clients.

Samir Awarkeh (Founder)	Executive Creative Director
Ibrahim Ammar (Founder)	Managing Director & CTO
Khodor Hammoud (Founder)	Operations Director

HERE'S HOW WE MAKE A DIFFERENCE

Join our newsletter

Solutions

1 + Freelancers

Delivery Teams

Al Developers

Kodeless

Permanent Employees

Technical Scoping

Our platform currently offers a multitude of open job opportunities, connecting freelancers with diverse jobs and clients seeking their expertise. We've connected over 45 talented freelancers with exciting opportunities, fostering a thriving community of skilled professionals. Our platform has facilitated over 50 successful jobs, delivering exceptional results for clients and freelancers alike.

Upholding Integrity

unwavering honesty, transp and accountability, fostering and reliability in all our relati

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Samir Awarkeh (Founder)	

Ibrahim Ammar (Founder) Managing Director & CTO

Executive Creative Director

Operations Director

Khodor Hammoud (Founder)

Successful Jobs Completed

30+

Our platform has facilitated over 50 successful jobs, delivering exceptional results for clients and freelancers alike.

WANT TO JOIN US

We re on a mission to revolutionize the freelance industry If you're ready to be part of an innovative team that's making a real impact, we want to hear from you. Let's create change together.



Enter your email

 Ecosystem
 Product
 For Freelancers

 Studios
 How It Works
 Benefits

 Agencies
 Why MAWAHEB
 How It Works

 Fellows
 Our Vetting
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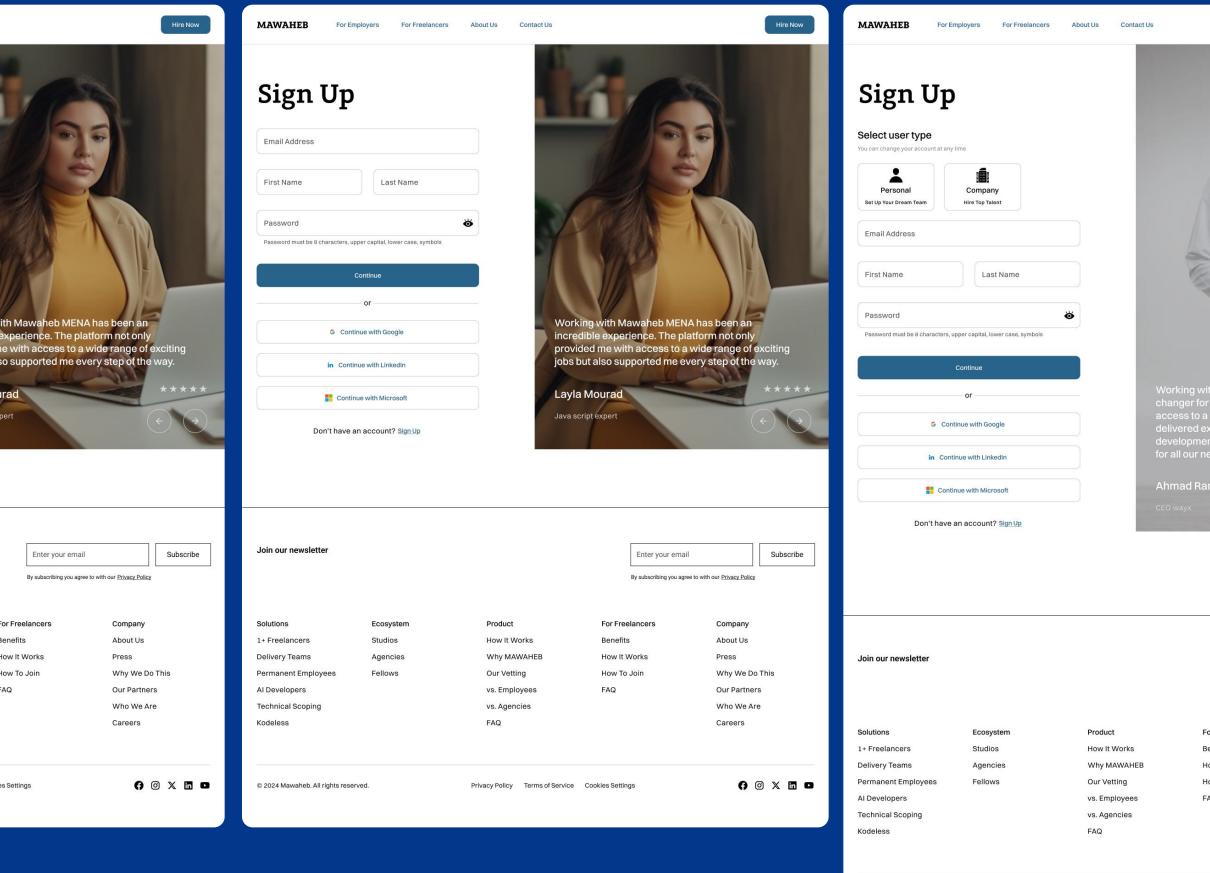
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Freelancer Sign up

Business Sign up



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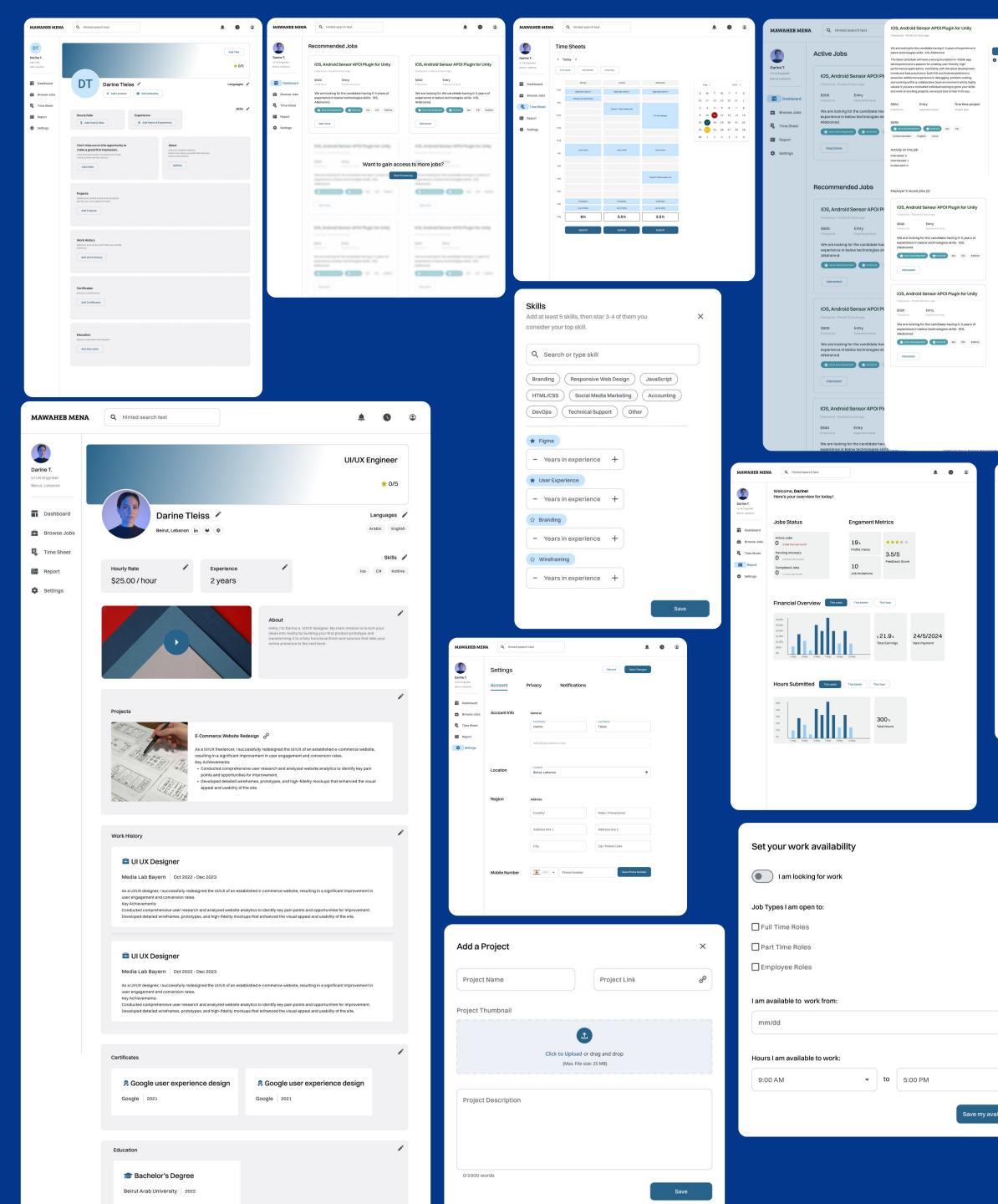
For Freelance Benefits How It Work

How To Join

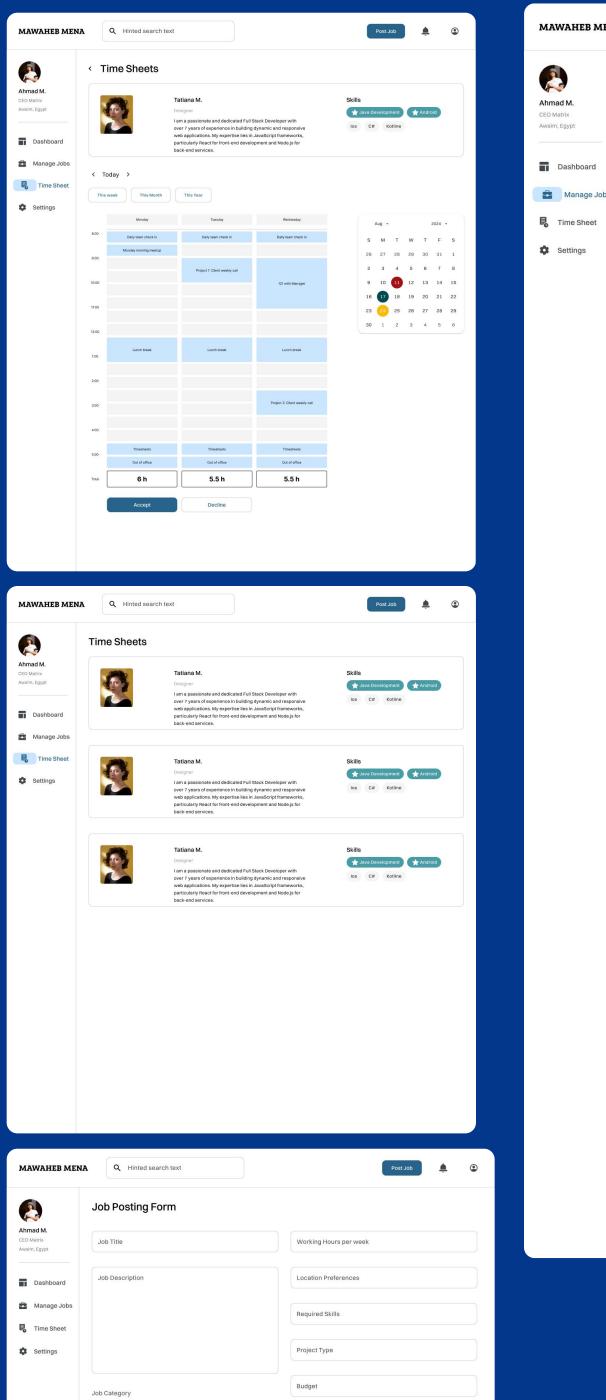
About Us Press Why We Do 1 Our Partner Who We Are Careers

Company

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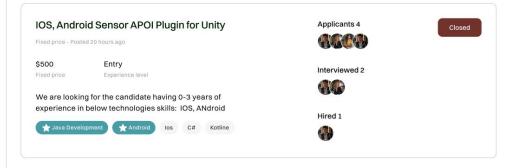
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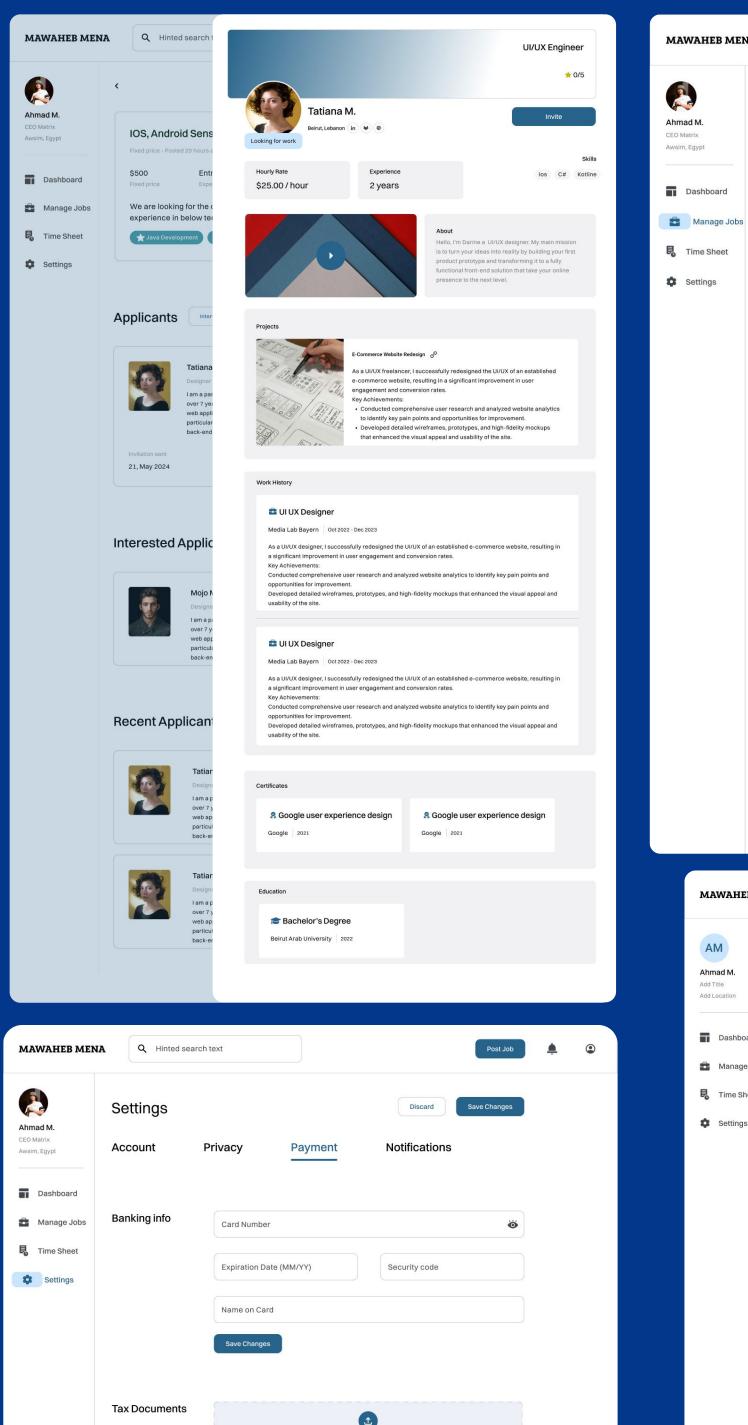
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	2	Tatiana M. Designer I am a passionate and dedicated Full Stack Developer with over 7 years of experience in building dynamic and responsive web applications. My expertise lies in JavaScript frameworks, particularly React for front-end development and Node.js for back-end services.	Skills Java Dave Ios C#	Nopment Android Kotline
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		Mojo M. Designer I am a passionate and dedicated Full Stack Developer with over 7 years of experience in building dynamic and responsis web applications. My expertise lies in JavaScript frameworks particularly React for front-end development and Node.js for back-end services.	ve los C#	evelopment Android
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Thank you

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