

GULF INSURANCE GROUP · SAUDI ARABIA

A new GIG website. Faster. Clearer. In two languages.

This talk covers the design, the CMS, the cost, the timeline, and how we will measure results.

CONTENTS

Five parts

1 The problem with the current website

2 The new design

3 Payload CMS

4 Cost and timeline

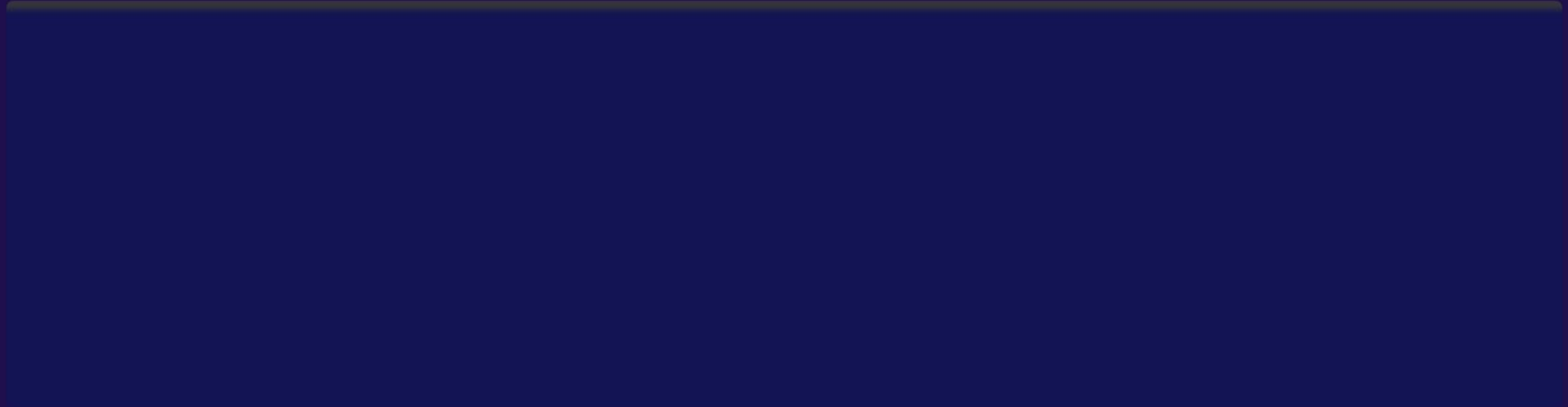
5 PostHog analytics

THE PROBLEM

They want a price for a car, health, travel, or home. They are in a hurry. If the price form is not on the first screen, many people leave.

CURRENT WEBSITE

The top bar shows the company structure. It does not help the visitor start.



Individual, Business, Complaints, Call us, Branches, Search —
then the product.

CURRENT WEBSITE

Four extra steps before a price

1 Choose Individual or Business

2 Open a long product menu

3 Scroll past banners

4 Find the quote form

[Products](#) [Claims](#) [Services](#) [About](#)[Login](#)[Get your price](#)

Cover what matters. In minutes.

Motor, health, travel, home and business — priced in minutes.

Trusted by 1 million+ customers

What would you like to protect?



Motor

From SAR 349



Health

From SAR 179/mo



Travel

From SAR 65



Home

From SAR 249/yr



Motorcycle

From SAR 189



Business

Tailored cover

NEW WEBSITE · FIRST SCREEN

Insure your car in 60 seconds

Title. Six products.
Car plate and phone.

Get your price. All
on the first screen.

Plate or sequence number, and a mobile — priced in a minute.

Sequence no. or plate

4281



Mobile number

05X XXX XXXX

Get your price >

[New policy](#) [Track a claim](#) [Download policy](#)

WHAT WE CHANGED

1 Headline is two lines only: Cover what matters. In minutes.

2 Six products with a starting price

3 Car plate + mobile number + Get your price

4 Call, Login, and Get your price stay in the header

CAR INSURANCE

Insure your car in 60 seconds. Enter plate and mobile. See a price.

Insure your car in 60 seconds

Plate or sequence number, and a mobile — priced in a minute.

KSA

Sequence no. or plate

A B J

4281

Mobile number

05X XXX XXXX

Get your price >

[It's a new vehicle](#) [Renew a policy](#) [Track a claim](#) [Download policy](#)

PRODUCTS

Show the starting price. Do not hide it.

protect?

 Health From SAR 179/mo	 Travel From SAR 65	 Home From SAR 249/yr	 Motor From SAR 349
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Motor from SAR 349. Health from SAR 179 per month. Travel from SAR 65.

[احصل على سعرك](#)[دخول](#)[المنتجات](#) [المطالبات](#) [الخدمات](#) [عن جي آي جي](#)

احم ما يهملك. في دقائق.

المركبات والصحة والسفر والمنزل والأعمال – السعر خلال دقائق. يثق بنا أكثر
من مليون عميل

ماذا تود أن تحمي؟

الأعمال
تغطية مفضلة

الدراجات
من 189 ر.س

المنزل
من 249 ر.س/سنة

السفر
من 65 ر.س

الصحة
من 179 ر.س/شهر

المركبات
من 349 ر.س

ARABIC

English and Arabic are
equal. The page flips
right-to-left. The car
plate stays left-to-right.

اللوحة أو الرقم التسلسلي، ورقم الجوال – السعر خلال دقيقة.

أمن سيارتك في ستين ثانية

رقم الجوال
05X XXX XXXX

KSA

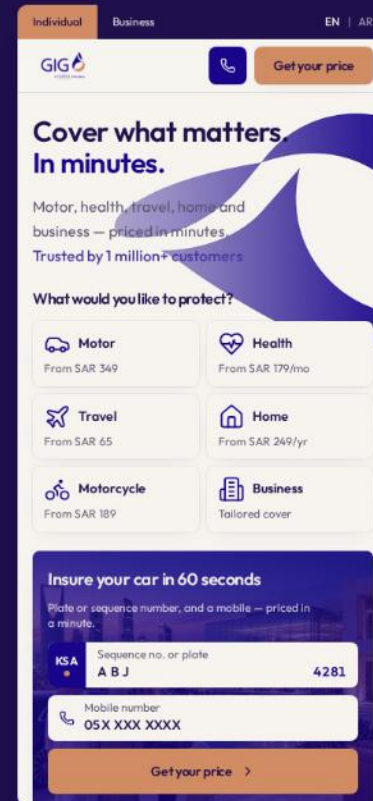
الرقم التسلسلي أو اللوحة
أ ب ج

4281

مركبة جديدة جدد وثيقة تابع مطالبة حمل الوثيقة

PHONE

Same idea on a small screen:
products first, then the price form.



The image shows a mobile app interface for GIGI insurance. At the top, there are tabs for 'Individual' and 'Business', and a language selector for 'EN' and 'AR'. The GIGI logo is in the top left, and a 'Get your price' button is in the top right. The main heading is 'Cover what matters. In minutes.' followed by the text 'Motor, health, travel, home and business — priced in minutes' and 'Trusted by 1 million+ customers'. Below this is a section titled 'What would you like to protect?' with six options: Motor (From SAR 349), Health (From SAR 179/mo), Travel (From SAR 65), Home (From SAR 249/yr), Motorcycle (From SAR 189), and Business (Tailored cover). At the bottom, there is a section titled 'Insure your car in 60 seconds' with the text 'Plate or sequence number, and a mobile — priced in a minute.' Below this are two input fields: 'Sequence no. or plate' with the value 'KSA A B J 4281' and 'Mobile number' with the value '05 X XXX XXXX'. A 'Get your price' button with a right arrow is at the bottom.

Individual Business EN | AR

GIGI Get your price

Cover what matters.
In minutes.

Motor, health, travel, home and
business — priced in minutes
Trusted by 1 million+ customers

What would you like to protect?

Motor
From SAR 349

Health
From SAR 179/mo

Travel
From SAR 65

Home
From SAR 249/yr

Motorcycle
From SAR 189

Business
Tailored cover

Insure your car in 60 seconds
Plate or sequence number, and a mobile — priced in
a minute.

KSA Sequence no. or plate 4281
A B J

Mobile number
05 X XXX XXXX

Get your price >



A clear shelf of protection

Every product sits in the open — with a starting price, a plain-language benefit, and nothing hidden behind a menu.



Motor

Aman Comprehensive

Own damage up to sum insured, SAR 10m TPL, off-road and windscreen.

1,190

from SAR

Maak Third Party

Mandatory TPL SAR 10 million — the cover the Kingdom requires.

349

from SAR

Maak Plus

Third-party liability with a 10,000–15,000 own-damage allowance.

590

from SAR

Maak Two

Two-wheel cover with optional roadside and personal accident.

189

from SAR



Health

Individual medical

Clinic and hospital network, with telemedicine in the app.

179

SAR / month

Family medical

One policy for the household, including child vaccination at home.

—

tailored

Visit visa medical

Emergency medical cover for visitors entering the Kingdom.

80

from SAR

Group medical

Workforce health for companies — network, pharmacy, home care.

—

for employers

AFTER THE FIRST SCREEN

A simple list of products and prices. Then claims, the app, and customer stories.

PAYLOAD CMS

We need a CMS so the homepage stays this clear after launch.

If we only ship a static page, new banners will be added. The first screen will become crowded again. Payload is the tool that stops that.

WHY PAYLOAD

- 1 Written in TypeScript. The content model is code. Fewer mistakes.
- 2 We host the database in Saudi Arabia if we need to.
- 3 English and Arabic live on the same record. One price. Two texts.
- 4 Free licence. We pay for servers, not per user and not per language.
- 5 We can lock the first screen in the content model. Editors cannot add a second hero.

COST

\$175–265k

Range. Higher if the quote API is slow or old.

18 weeks

From start to public launch.

Included

Homepage, product pages, CMS, Arabic, quote link, PostHog, launch.

Not included

Core policy system, rating engine, mobile app rebuild.

COST DETAIL

WORK	USD
Plan the content model	18k
Build the website from this design	52k
Payload CMS, Arabic, preview	46k
Connect quote, login, branches	28k
Move content and test both languages	22k
Access, speed, search, redirects	16k
PostHog setup	10k
Launch and training	14k
Buffer 15%	31k
Total	237k

TIMELINE · 18 WEEKS

W1-2

Plan

Content model. First-screen rule.

W3-6

Homepage

Build the real page from this design.

W7-10

Flows

Quote, products, claims, app.

W11-14

Quality

Arabic, tests, PostHog.

W15-18

Launch

Move traffic. Watch numbers. Fix.

If we start in October, we can launch in February. Ramadan is a content change, not a rebuild.

DONE MEANS

- 1 The price form is on the first screen, in English and Arabic, on phone and desktop.
- 2 A marketer can change a starting price without an engineer.
- 3 PostHog shows: visit → product → start quote → get price.
- 4 Arabic layout and access tests run automatically.

POSTHOG

Google Analytics counts page views. PostHog tells us where people stop.

We will see if they click a product, if they type a plate, and if they get a price. Then we watch a recording of the people who stopped.

THE MAIN PATH WE WILL MEASURE

1. Open the homepage

2. Click a product

3. Type plate or mobile

4. Click Get your price

5. See a price

6. Buy the policy

WHAT WE WILL TEST

Button words

Get your price vs Get a quote. We keep the one that gets more prices.

Product order

Motor first vs other order. We keep the one people use.

Default language

Arabic first vs browser language. We keep the one with more completed quotes.

Privacy

Hide plate, mobile, and ID in recordings. Host in the EU or in Saudi Arabia if legal asks.

Four decisions

Keep this first screen as the rule.

Budget about \$220,000 and 18 weeks.

Use Payload CMS, hosted in Saudi Arabia if needed.

Turn on PostHog before launch, not after.

[Products](#)[Claims](#)[Services](#)[About](#)[Login](#)[Get your price](#)

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