



**Silwana Infotech**  
Investing into Innovation

CASE STUDY

# Building a Modern, Creative & Inspiring Website for a Leading Multi-sports Club from Abu Dhabi



**Country**

UAE

**Domain**

IT Services

## CHALLENGE

- A very prestigious and professional football club lead by the Honorary Council in Abu Dhabi , UAE contact with the team Silwana Infotech to design a web portal that was visually consistent, easy to navigate, and engaging. The club being a big name in football in the Middle East, we had a big responsibility — to design a look and feel for the website that would evoke passion and pride in the user. The client wanted a web portal that gave fans complete updates on the club, its players and match statistics. Club events are an important revenue stream, hence the positioning of events needed to be prominent and user-friendly throughout the site.

## SOLUTION

- After fully understanding the requirements, our team of we at Silwana Infotech mapped the journey, prioritized features and incorporated our thoughts and advice into the project. We used high quality, impactful images all around the site to create stunning effects for the football club. The site is mobile friendly, with call-to-action size and positioning adjusted dynamically so it can deliver excellent user experience to all visitors. We added a portal for events at the club, so fans are able to see and explore events happening at the club without having to navigate to another page. Finally, a powerful content management system was implemented so that the club can add their content and update the website very easily. There were last minute changes from the client side, which our expert design team quickly incorporated into the wireframes.

## OUTCOMES

- Our client was delighted with the final result. The football club now has a web portal that delivers a digital experience that is loved by their fans all over. The site provides news about present, past and future sporting events at the club, player profiles, match stats, ticket bookings, and many other features. It is an important revenue stream for the club and reflects everything that it stands for.
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# A Snapshot of Results

- Stunning graphics that attract fans
- Increase brand awareness and promotion for the club
- An information repository for present, past and future sporting events
- Increased fan engagement across devices
- Easy to manage and edit for quick updates
- A source of steady revenue stream

Leverage Silwana Infotech's Website Development Expertise  
for Your Business

**Get in touch with our team**

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## About Silwana Infotech

Silwana Infotech is a market-leading name in global IT services. With headquarters in Dubai, UAE, development centre in India, and presence across 7+ locations, we are spearheaded by a leadership team comprising industry expert, business-technical analysts, and subject matter experts with far reaching experience of more than 2 decades.

Our comprehensive IT services range from software development, product engineering, infrastructure services, and solutions based on emerging technologies like AI, BI, IoT, Blockchain, AR-VR etc. to digital marketing, content creation and resource augmentation. Our technology products include ERP, HRMS, CRMS, and various industry-specific solutions.

As a complete IT partner for enterprises and businesses, we harness advanced technologies to conceptualize, develop, and implement innovative products and solutions that make lives easier. We are proud to be your partner in success!



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