

Al Nokba Website

Product Requirements Document (PRD)

Date: 30/1/2026 | Prepared by Omar Sakr | Document version: *First Draft (proposed)*

1) Product summary

Build a trust-first B2B website for AL Nokba that combines two layers in one experience:

- 1) A corporate website that clearly communicates who the company is, what it supplies, and why it's trusted (exclusive OEM partnerships, in-house pulley manufacturing, after-sales service, and warranty up to 7 years), supported by enterprise credibility signals like locations/coverage, portfolio/clients, and clear contact channels including WhatsApp
- 2) A RFQ-first (**Request for Quotation**) catalog layer that lets buyers find parts quickly through category browsing, powerful search and filters, evaluate technical fit via specs & compatibility, add multiple items to a cart-like Quote List with quantities and per-item notes, and submit a single RFQ that generates a clean, structured lead payload for the sales team.

2) Primary user

- Maintenance Procurement Buyer

- Works at elevator maintenance company / contractor
- Often wants a **known part** or a **component category or specific constraints (load, voltage, rope diameter, door type, etc.)**
- Needs: speed, confidence in fit, fast quoting, and Good Price

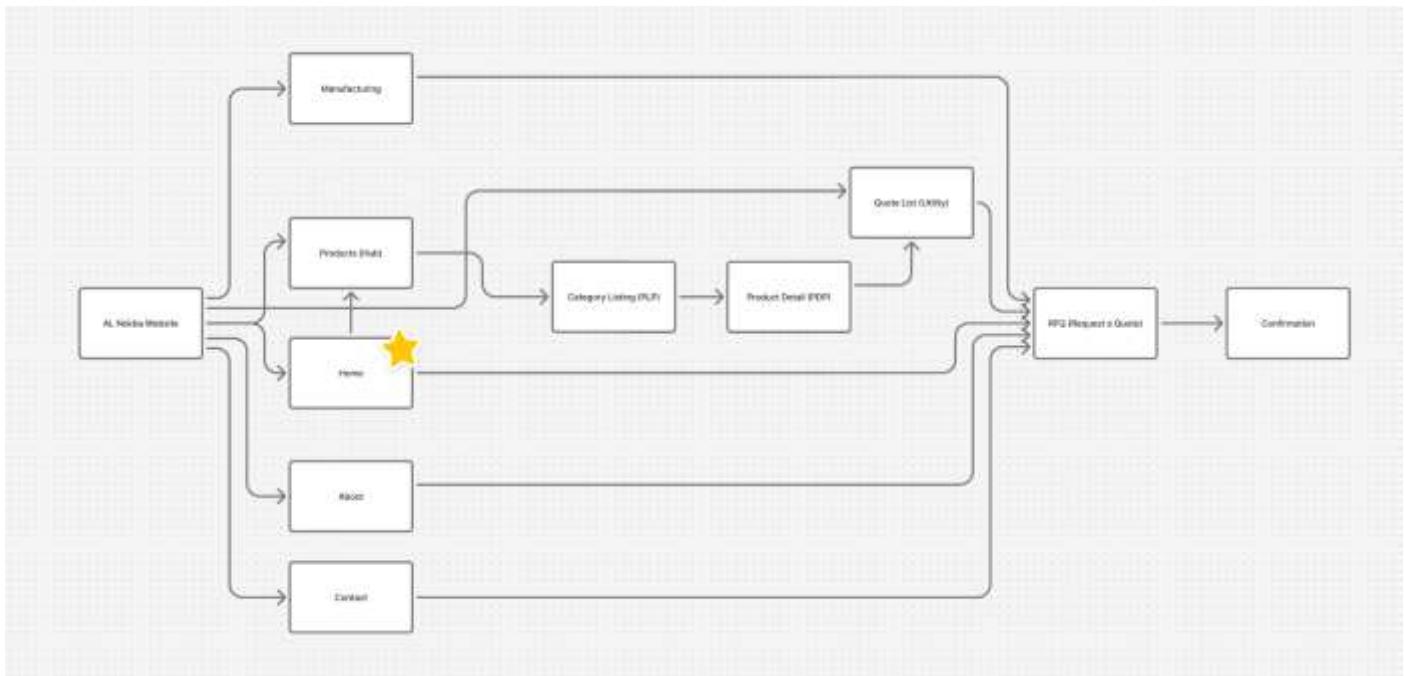
Secondary Users:

- Project managers: - Needs timeline, warranty/service confirmation & price

2) Sitemap, Information Architecture & Navigation

Page	Purpose	Primary CTA (call to action)
Home	Trust + fastest path into catalog (search/category) + brands & partners section	Search / Browse Products / Request a Quote
About US	Company story + differentiators	Contact / Browse Products
Contact US	All channels + address + map + hours	WhatsApp / Call / Send Message
Manufacturing	Showcase in-house pulleys (capability + QC)	Request Quote / Contact Sales
Category Listing	Browse + filter + compare options	View Products
Products	Entry to categories + featured products	Browse Category
Product Detail	Specs & Data sheets	Add to Quote

Quote List	Multi-item quote cart + notes + quantities	Submit RFQ
RFQ (Request a Quote)	Collect company Info + project context	Submit RFQ



2.1) Home

- Hero: "Elevator parts supplier in KSA – exclusive OEM partners"
- Search bar (dominant) + "Browse Categories"
- Trust strip: Exclusive partners logos + "Warranty up to 7 years" + "After-sales support"
- Category grid (top 6-8)
- In house pulleys
- "Why AL Nokba" (3 cards): Exclusivity / Manufacturing / Service & Warranty
- Featured OEM brands + country badges
- Proofs: client logos, location (Riyadh), response time promise, Reviews
- CTAs: Browse Products, Request a Quote, WhatsApp

2.2) About

- What we do
- Exclusivity & partnerships
- Quality & sourcing process
- CTA: Browse Products / Contact Sales

2.3) Contact Us

- Phone, email, address (Riyadh), map
- WhatsApp CTA (persistent)
- Contact form (non-RFQ general inquiries)
- CTA: WhatsApp / Call / Send message

2.4) Manufacturing Page

- Hero Section – “In-House Pulleys Manufacturing”
- Capabilities Overview
- Manufacturing Process
- Quality Control
- Where These Pulleys Are Used (Profile Clients) + Reviews
- Strategic differentiation vs competitors.
- RFQ Entry Section
- CTAs: Request a Quote (primary) & Contact Sales (secondary)

2.5) Products

- Category list + short descriptions
- “Shop by brand” row
- “Need help finding a part?” (Support)
- **CTA:** Browse category

2.6) Category Listing

Top of the page

- Category title + short helper text
- Search within category
- Filters (left drawer on mobile)
- Result count
- Sort

Product cards

- Product Image + Name
- Brand + country badge
- key specs
- Add **to Quote** (primary)
- Warranty label

2.7) Product Detail

- Gallery + key identifiers (name, part number, brand, origin)
- Primary actions: Add to Quote, Request a quote
- Full specs table (long Description)
- Downloads (datasheet, manuals)
- Warranty & after-sales panel
- Related products (same system)

2.8) Quote List (cart-like)

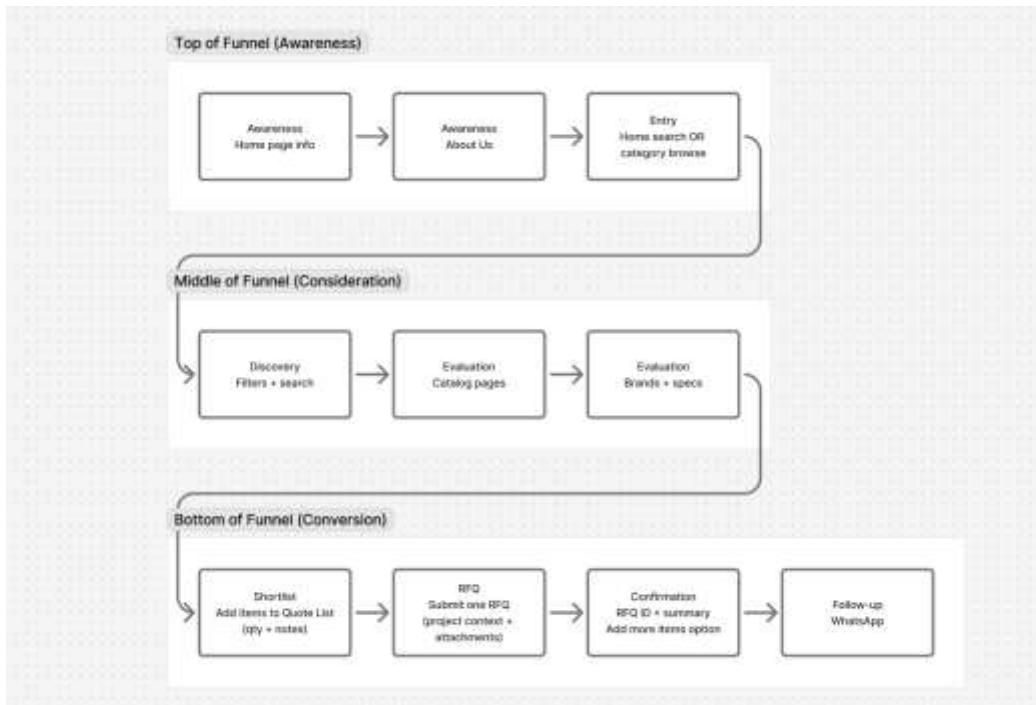
- Table: product, part number, brand, qty, remove
- Submit RFQ Button (Opens a RFQ Page)
- **Trust:** "Sales responds within X business hours

2.9) RFQ page

- Submitter Information Form
- Attachments
- Submit RFQ Button

3) User Journey & Conversion Flow

- 1) Entry: Home search or category browse
- 2) Discovery: Filters & search
- 3) Evaluation: Brands & specs
- 4) Shortlist: Add items to Quote List (qty + notes)
- 5) RFQ: Submit one RFQ with project context + attachments
- 6) Confirmation: RFQ ID + summary + "Add more items" option + WhatsApp follow-up



What is next?

- **After the Draft Approval we will continue working and the rest of the requirements to complete the product Requirements and moving on with designing the Actual UI.**

Points to be Discussed

- **Creating Landing Pages for the Partners brands.**
- **Categories Architecture**
- **Admin Side Dashboard**
- **Level Content Control**
- **Filters & Sorting**
- **Core Messages (ex, best quality, cheapest prices, Most reliable ...etc)**
- **Prices & availability**