



# Khaleej Times: Revolutionising News Consumption

Khaleej Times, the UAE's premier news website, has partnered with Centric, a leading digital solutions provider, to transform the digital news landscape. This collaboration aims to create a modern, user-friendly platform that redefines news consumption across the region, setting new standards in online journalism whilst maintaining the trusted editorial excellence that readers expect.

# The Challenge: Building Tomorrow's News Platform

## User Experience Priority

Creating an intuitive interface that allows seamless content discovery and engagement across all devices and platforms.

## Modern Technology Integration

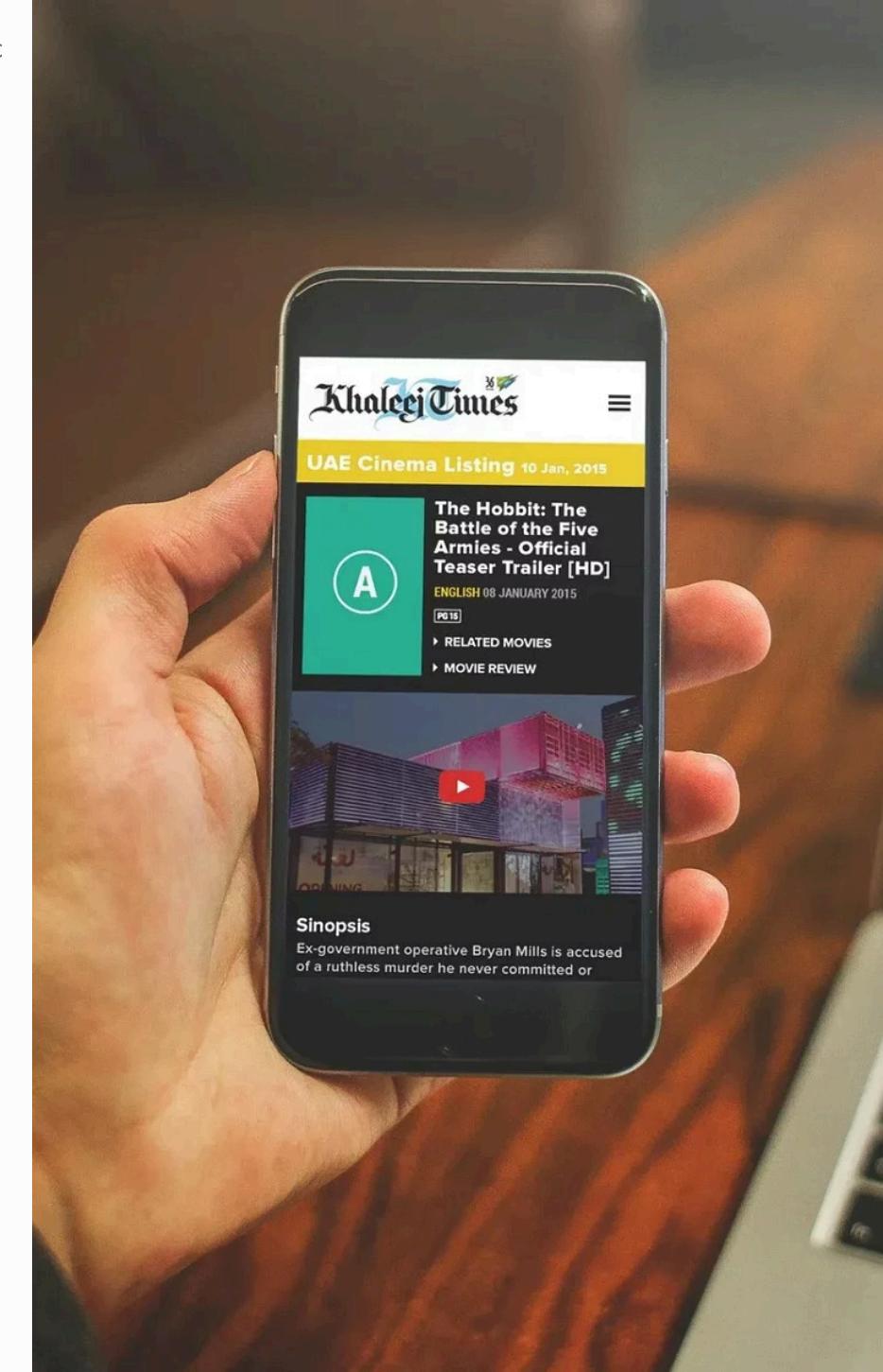
Implementing cutting-edge technologies to ensure responsive design and optimal performance for diverse user needs.

## Brand Credibility Enhancement

Developing a visually appealing platform that reinforces Khaleej Times' position as the UAE's leading news authority.

Centric collaborated proactively with Khaleej Times to analyse user behaviour patterns and identify opportunities for improvement. Through comprehensive research and strategic planning, we identified key areas where technology could enhance the traditional news consumption experience, ensuring readers could access vital information quickly and efficiently.

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# Our Solution: Comprehensive Digital Transformation

## UI/UX Design Excellence

Crafting an intuitive user interface that prioritises content accessibility and visual hierarchy, ensuring readers can navigate seamlessly through breaking news, features, and multimedia content.

## Advanced Web Development

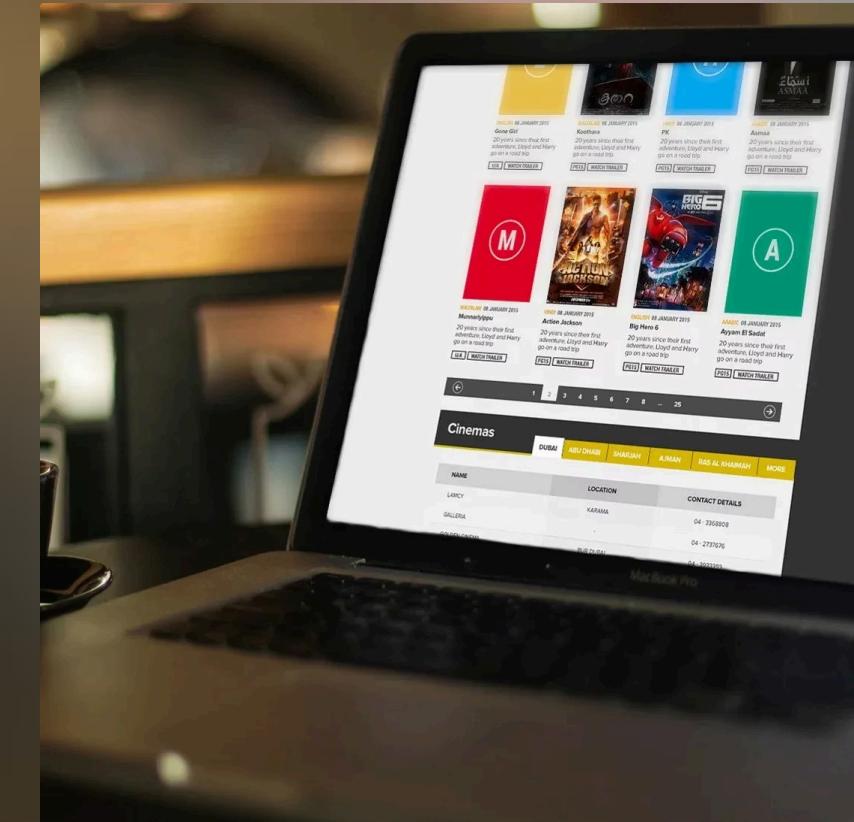
Building a robust, scalable platform using modern web technologies that deliver exceptional performance across desktop, tablet, and mobile devices.

## Strategic Website Redesign

Implementing a complete visual overhaul that reflects Khaleej Times' editorial authority whilst embracing contemporary digital design principles.

Leveraging industry best practices and data-driven insights, Centric implemented a comprehensive solution that transforms how users interact with news content. The redesigned platform combines aesthetic appeal with functional excellence, creating an environment where readers can effortlessly discover, consume, and engage with quality journalism.

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# Exceptional Results: Measurable Impact



# User Engagement Increase

Significant improvement in reader interaction and content consumption across all platform sections.



# Bounce Rate Reduction

Substantial decrease in users leaving the site immediately, indicating improved content relevance and user experience.



# Growth Achievement

Significant increase in average time spent per session, demonstrating enhanced user engagement and content quality.

The website redesign delivered transformational results that exceeded expectations. User engagement metrics improved dramatically, with reduced bounce rates and increased session duration demonstrating the platform's enhanced appeal. The dynamic and responsive design successfully expanded Khaleej Times' digital reach whilst strengthening brand credibility in the competitive news market.

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# Partnership Success: Setting New Industry Standards

## Enhanced User Experience

Streamlined navigation and visually appealing interface design captivate visitors, driving higher page views and meaningful interactions with editorial content.



## Measurable Growth

Significant improvements across all key performance indicators demonstrate the platform's success in meeting modern reader expectations and business objectives.



## Future-Ready Platform

The redesigned website positions Khaleej Times as a forward-thinking news organisation, ready to adapt to evolving digital journalism trends and reader preferences.

This successful partnership between Khaleej Times and Centric exemplifies how strategic digital transformation can revolutionise traditional media consumption. The project sets a new benchmark for news website design in the UAE, demonstrating that exceptional user experience and editorial excellence can work harmoniously to create platforms that truly serve their communities.

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## Connect with Us!

Ready to transform your brand's digital presence? Partner with Centric to create impactful campaigns that resonate with your audience.

Ready to transform your brand's digital presence? Partner with Centric to create impactful campaigns that resonate with your audience.

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**Address:** 1801 Main St, Suite 1300, Houston, TX 77002



**Email:** [hello@centricdxb.com](mailto:hello@centricdxb.com)



**Phone:** [+971 4 4487 321](tel:+97144487321)