

Stikcon.sa CTO Blueprint

A product, platform and engineering blueprint for responsive, dynamic Saudi-first digital experiences.

AI-native platforms. Enterprise-ready foundations. Clear path from MVP to GCC scale.

The purpose of the Stikcon digital platform

Stikcon.sa is the commercial front door for an AI venture studio and product-development partner. It must turn credibility into qualified conversations while making each solution understandable for Saudi and GCC decision makers.

The website is designed as a responsive, bilingual experience that brings together venture portfolio, product services, Digital Twin, AI BOQ and a direct enquiry path. The blueprint makes the public website a foundation for future lead management, client portals and AI-assisted service delivery.

Design principles

Saudi-first	Arabic/English ready, mobile-first, culturally appropriate content and locally relevant buyer journeys.
Outcome-led	Show industry problems, proof points and clear calls to action before technical complexity.
Composable	Use reusable product modules so new ventures, pages, forms and integrations can launch quickly.
Trusted by design	Security, privacy, role controls and measurement are built in from the earliest implementation phase.

Primary website outcomes

1. Position Stikcon as a credible AI and MVP partner. 2. Convert visitors into properly qualified enquiries. 3. Present a scalable portfolio without confusing the customer journey. 4. Establish a reusable foundation for client portals, vendor workflows and product launches.

One operating system. Many industry products.

A modular architecture lets Stikcon launch focused solutions while reusing common identity, design, data and intelligence capabilities.

0 1	Experience layer	Responsive bilingual web, client portals, supplier portals, mobile-ready workflows and WhatsApp-first service journeys.
0 2	Product core	Modular capabilities for MVP delivery, BOQ, Digital Twin, AI agents, CRM, marketplace, workflow and analytics.
0 3	Intelligence layer	RAG knowledge base, document extraction, forecasting, AI copilots, human approval queues and evaluation controls.
0 4	Data and integrations	Secure API gateway connecting CRM, email, WhatsApp, payments, suppliers, BIM/CAD, IoT and enterprise systems.
0 5	Cloud and security	Saudi-ready deployment choices, RBAC, encryption, audit trails, backups, observability and privacy controls.
0 6	Delivery and growth	Discover, MVP, pilot, measured rollout, integrations and enterprise scale across the Kingdom and GCC.

A fast, accessible and conversion-led public experience

The public site should remain simple for visitors and robust behind the scenes. The page structure is optimized for mobile browsing, decision-maker trust and fast navigation.

Hero	Immediately establish Stikcon's role and regional relevance.	Short AI-first proposition, two calls to action, lightweight visual motion and localized headline variants.
Ventures + services	Make the portfolio understandable without overwhelming the visitor.	Reusable venture cards, service taxonomy, sector pages and data-managed content when the portfolio expands.
Proof sections	Explain Digital Twin and AI BOQ products in business language.	Use diagrams, use cases, benefits and gated downloadable materials for qualified lead capture.
Contact + AI assistant	Turn interest into structured, actionable enquiries.	Validated form, email/CRM routing, qualification fields, consent text and AI FAQ with handoff to a human.

Responsive rules

Mobile is the default operating mode: readable typography, 44px+ touch targets, compressed assets, keyboard-accessible forms and low-friction contact options. Desktop expands the storytelling, comparison content and management views without changing the information hierarchy.

Pragmatic technology for fast delivery and safe growth

The stack is intentionally lean for early releases, with a clear upgrade path when Stikcon products need higher volume, enterprise integration or sector-specific compliance.

Frontend	Next.js / React, TypeScript, responsive component system, accessible semantic UI.	Shared design system, multilingual content service and dedicated application shells for products.
Backend	API routes / server functions, modular domain services and typed API contracts.	Dedicated services, queue-based jobs, event-driven workflows and versioned public APIs.
Data	PostgreSQL, object storage, managed migrations and data retention rules.	Warehouse or lakehouse for analytics, governed data products and integration connectors.
AI	LLM gateway, prompt/version tracking, retrieval store, human approval for sensitive outputs.	Evaluation suite, domain fine-tuning where justified, model routing and cost observability.
Operations	Vercel or equivalent edge hosting, monitoring, error tracking, CI/CD and backups.	Saudi-region deployment option, WAF, SIEM integration, DR drills and SLO-based operations.

Build trust into every customer journey

Security is not a later add-on. Every new Stikcon product should begin with a lightweight architecture review, data classification and clear ownership for access, operations and incident response.

Identity & access	Role-based access, least privilege, MFA for administrative users and separation between customer tenants.
Data protection	Encryption in transit and at rest, protected secrets, database backups, retention rules and secure deletion procedures.
AI governance	Approved use cases, data boundaries, prompt and output logging where appropriate, evaluation and human escalation paths.
Operational resilience	Monitoring, alerting, deployment rollback, vulnerability patching, incident playbooks and tested recovery objectives.

Delivery governance

Each product release has a named business owner, technical owner, measurable success criteria, security review and launch checklist. Early pilots should capture user feedback, conversion data, cost-to-serve and service reliability before the next scale decision.

A controlled path from launch to GCC scale

0-30 days	Foundation	Brand system, responsive public website, CRM capture, analytics, enquiry routing, content governance and launch baseline.
30-90 days	MVP and pilot	Priority product MVP, pilot customer workflow, role design, feedback instrumentation and weekly release cadence.
3-6 months	Integrations	Payments, WhatsApp, supplier or enterprise integrations, document extraction and automated operating workflows.
6-12 months	Scale	Multi-tenant controls, stronger data platform, enterprise security depth, sector playbooks and GCC market expansion.

Leadership dashboard

Commercial: qualified enquiries, conversion rate, sales-cycle duration and customer acquisition cost. Product: active pilots, activation, task completion and feature adoption. Engineering: release frequency, error rate, availability and time to restore. AI: task success rate, escalation rate, cost per completed workflow and user satisfaction.

Next decision

Select the first revenue-critical product journey, define one pilot customer profile, map its workflow and launch a measurable MVP in a 90-day delivery window.

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