

CASE STUDY

# Transforming ADNOC Gas's Digital Presence

## CLIENT:

ADNOC Gas



ADNOC Gas PLC

## DESIGN AGENCY:

OMNIA

Omnia, Dubai

## BACKGROUND:

Omnia, a leading design agency based in Dubai, undertook a transformative project for ADNOC Gas PLC, focusing on unifying their corporate, investor relations, and IPO websites into a cohesive mega site.

## OBJECTIVES:

- Redesign the existing website
- Streamline User Experience
- Develop a Unified Design System
- Ensure Timely Delivery for IPO Launch





# The Approach

## 1. Research & Strategy:

- I conducted in-depth user research and market analysis to understand stakeholder needs and industry benchmarks.
- I collaborated with the client's team to align design goals with their vision.
- I worked with research team on this phase of project.

## Understanding User Needs and Industry Landscape

At the outset of the project, Omnia recognised the critical importance of thorough research to inform our design decisions. We delved into comprehensive user research and market analysis to gain deep insights into the expectations and pain points of ADNOC Gas PLC's diverse stakeholders.

- **Competitive Analysis:** A comprehensive assessment of competitors' digital platforms was performed to provide a benchmark for performance and identify opportunities to differentiate ADNOC Gas PLC's mega site.
- **Stakeholder Workshops:** Workshops were conducted with key stakeholders from ADNOC Gas to define project objectives, establish success metrics, and outline the overarching design strategy.
- **Strategic Recommendations:** Actionable insights were provided for content structuring, feature prioritization, and user flow optimization based on the research findings.

## Outcome

The research and strategy phase not only provided a solid foundation for our design process but also established a clear roadmap for the entire project. The insights garnered from this phase were instrumental in shaping the subsequent stages, ensuring that every design decision was rooted in a deep understanding of ADNOC Gas PLC's audience and the broader industry landscape.

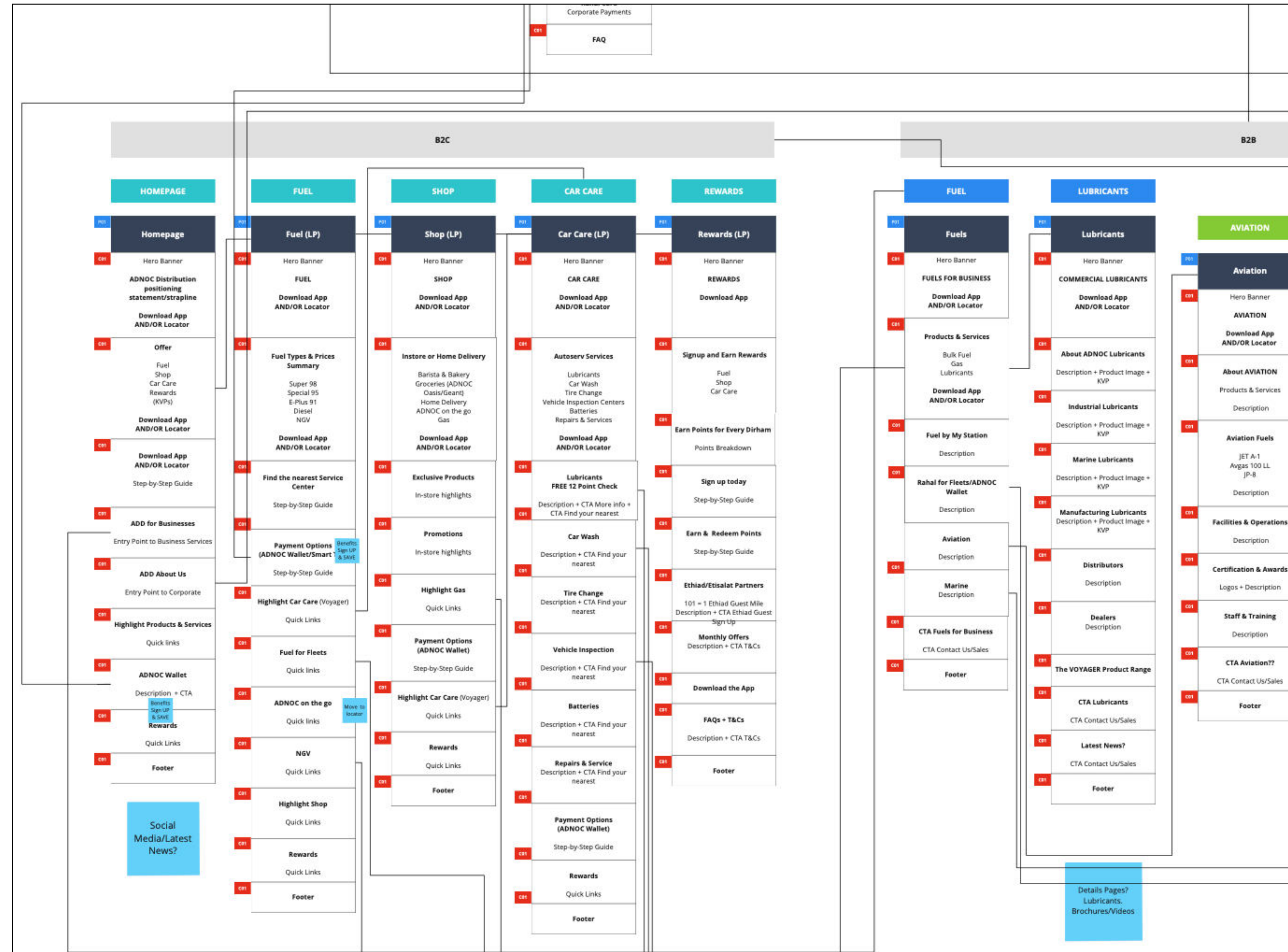




## 2 Information Architecture & Wireframing:

- I crafted a robust information architecture, ensuring intuitive navigation and content accessibility.
- I developed detailed wireframes to visualise content hierarchy and user flow.

Snippet of the final Information Architecture





# Wireframes

Adnoc Logo

Consumer Business Corporate Login UAE

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Who we are

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Leadership

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Sustainability

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Placeholder

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Placeholder

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Learn more

Consumer-Focused, Mobile App

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# 3

## Design System Development:

- I created a comprehensive design system, reflecting ADNOC Gas's brand identity and values.
- I established a dynamic component library for seamless integration across the mega site.

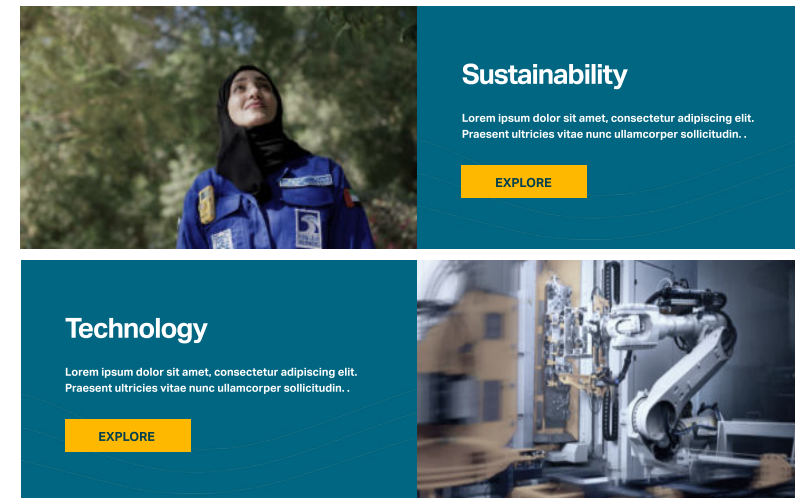
### The component library

The component library played a pivotal role in maintaining design integrity and consistency across the mega site, resulting in a seamless and engaging user experience. It stands as a testament to Omnia's commitment to providing scalable and efficient design solutions for our clients. Below is a snapshot of the component library.

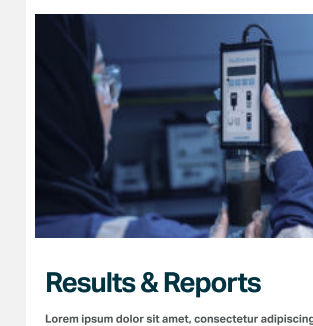
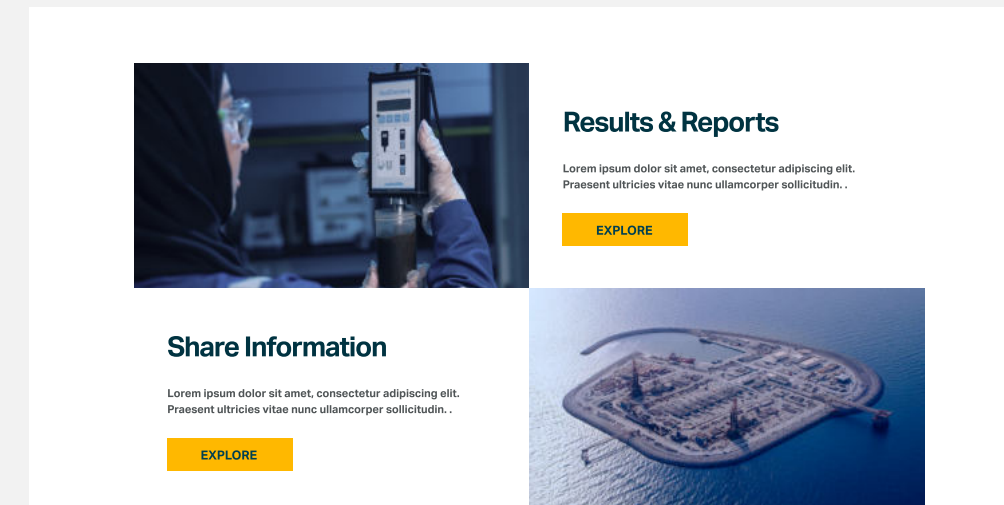
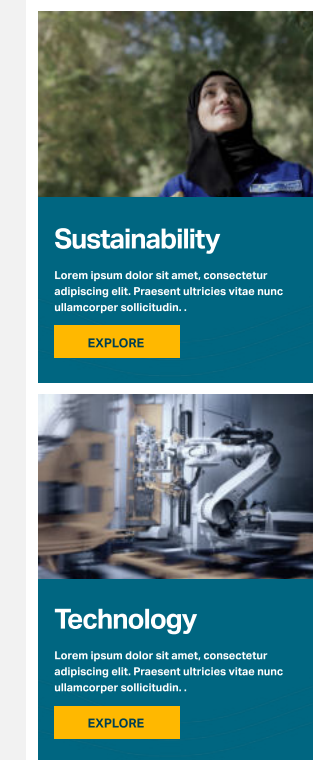
### Content Blocks

#### Primary Grid Block

Desktop

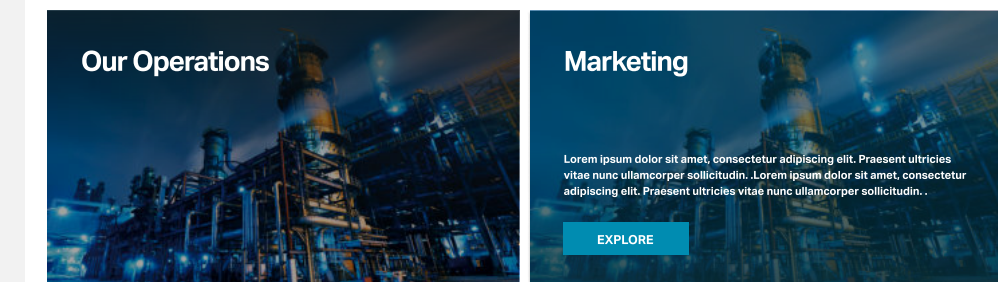


Mobile

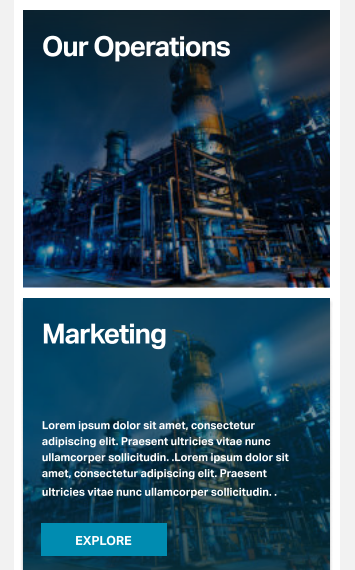


#### Secondary Grid Block

Desktop



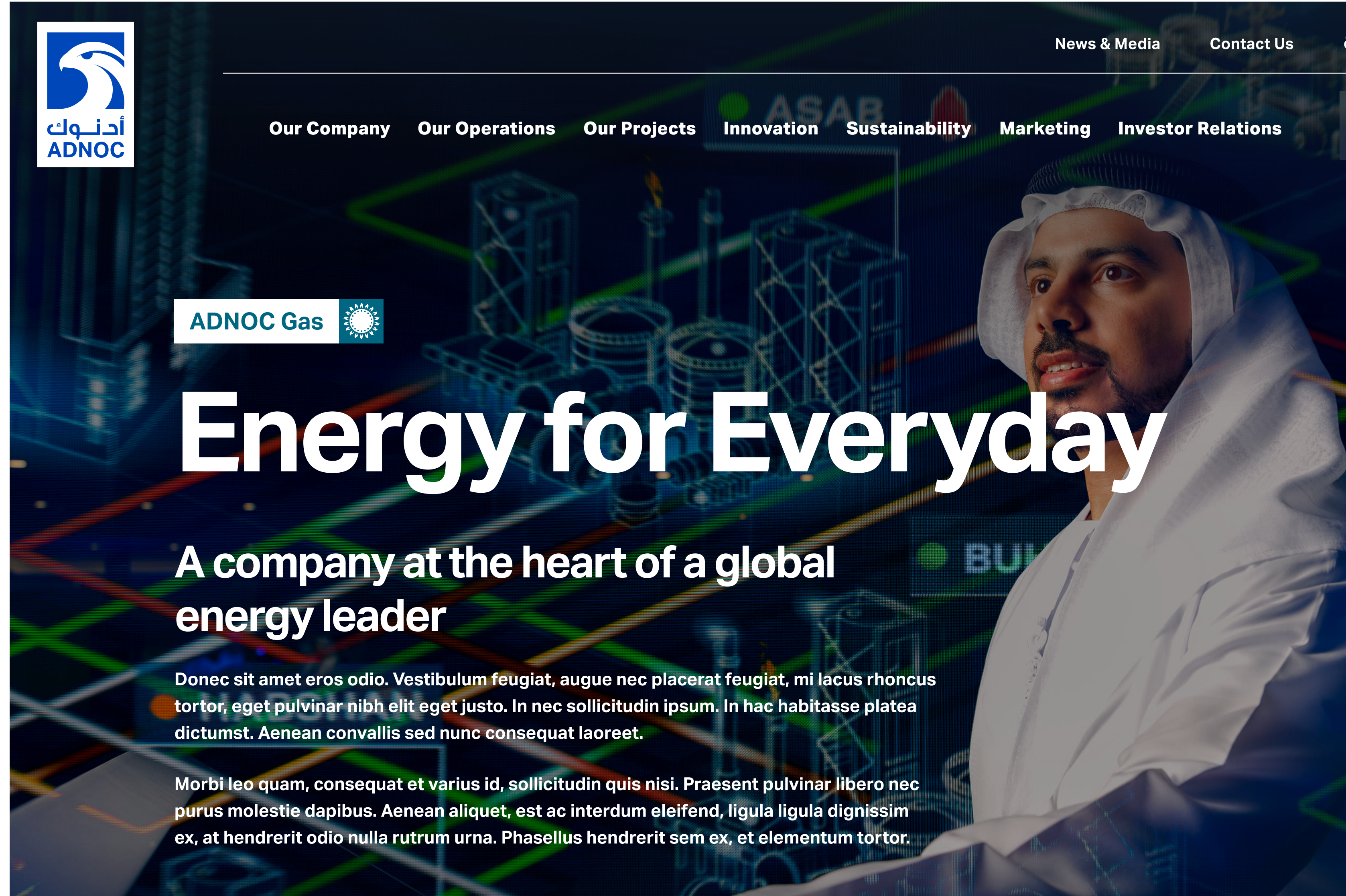
Mobile





## 4. Prototype & User Testing:

- I built interactive prototypes to simulate user interactions and gather valuable feedback.
- I conducted iterative usability testing to refine the user experience.







# ADNOC Gas

## A World-Class Energy Leader

ADNOC Gas is a large-scale, integrated gas processing company and a subsidiary of ADNOC, one of the world largest integrated energy companies.

As a leading global gas player with access to capacity of around 10 billion standard cubic feet of gas per day (bscfd), we serve a wide range of domestic and international customers with an expanding portfolio of products. We supply around 60% of the UAE's gas needs and export natural gas and related products to a diverse customer base in over 20 countries.

**+10**  
bscfd  
Gas processing capacity

**5.9**  
mtpa  
Liquified Natural Gas (LNG) production capacity

**+3,260**  
KM  
Gas pipelines across the UAE

**~60%**  
UAE gas requirements met by ADNOC Gas

ADX: ADNOCDIST	
17/08/2021 13:59	
Last Price	4.49
Open	4.38
High	4.49
Low	4.36
Volume	17,879,923
Previous Close	4.38
Change	+0.11 / +2.51%
Data delayed at least 15 minutes	



# ADNOC GAS Investor Relations

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High	17,879,923	20/01/2022 12:35	Previous Close	17,879,923	Low	+4.38	17,879,923	Change	17,879,923	Open	17,879,923	High	17,879,923
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Home / Investor Relations

ADNOC Gas

## Investment Case

The IPO is also an opportunity for domestic and international Qualified Investors, ADNOC Group employees and the UAE public, including any eligible citizen or resident, to own a share in a company with a unique growth opportunity and superior financial performance relative to its regional and global peers.

This website offers further information on ADNOC Drilling, its strategy and leadership, its Environmental, Social & Governance (ESG) ambition, the IPO timeline and information on how to invest in the IPO. For any questions that are not answered on this site or in the FAQs, please get in contact through the Contact Us section.

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ADNOC GAS Investor Relations

Investment Case

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February 15, 2023

### First Middle East LNG Cargo to Germany Successfully Delivered by ADNOC

Landmark cargo follows inaugural ammonia shipment and builds on longstanding strategic bilateral...

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January 10, 2023

### ADNOC's New World-Scale Gas Processing, Operations and Marketing Company Established

Natural gas will play a critical role as lower carbon-intensity fuel for the energy transition...

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November 28, 2022

### UAE President Chairs ADNOC Board of Directors Meeting

Board directs ADNOC to pursue a Net Zero by 2050 ambition to support UAE's drive towards net zero...

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## Our Chairman

## Results & Reports

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# Our Operations

ADX: ADNOCDIST	
17/08/2021 13:59	
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Data delayed at least 15 minutes

Home / Our Operations

## Our Operations

ADNOC Gas was formed as part of the consolidation of the operations of ADNOC Gas Processing and ADNOC LNG and became operational on 1 January 2023 as a new world scale company, to be responsible for operations, maintenance, and marketing across ADNOC's downstream gas processing, LNG, and industrial gases businesses.

ADNOC's gas businesses trace their heritage back to the 1970's and the vision of UAE's Founding Father, the late Sheikh Zayed Bin Sultan Al Nahyan, to minimize flaring and monetize gas associated with Abu Dhabi's growing oil production.



## Gas Processing

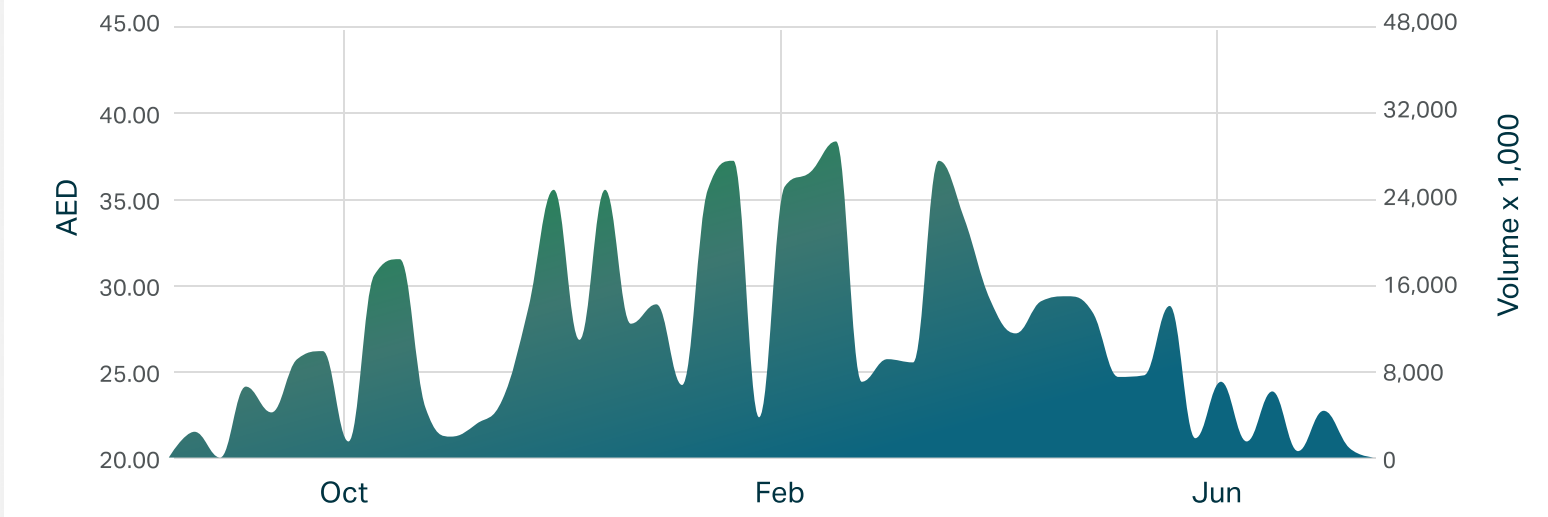
ADNOC Gas

## Factsheet

Market: Tadawul Symbol: 1150 ISIN:SA122050HV19 Industry: Banks

Guided by the International Council of Chemical Associations (ICCA) and the Responsible Care® Global Charter, ADNOC Chemicals, ADNOC Petrochemical, and ADNOC Gas Processing are committed to continuously improve Health, Safety and Environmental performance across the entire value chain. By following the guiding principles of Responsible Care®, companies must communicate with stakeholders about their products and the processes they employ to manufacture and supply safe and affordable products that bring tangible benefits to society.

### ADNOC

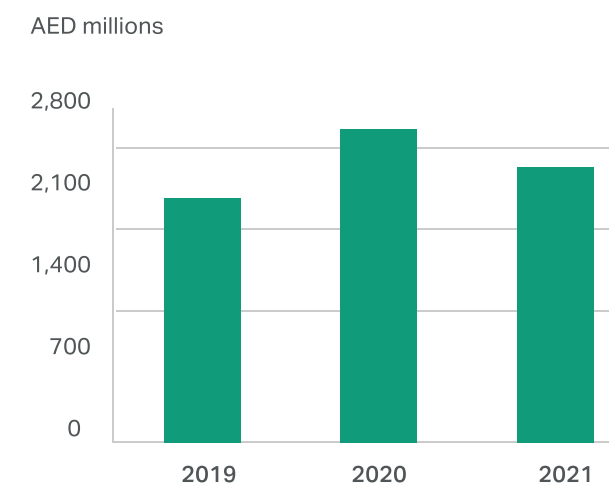


### Shara Data

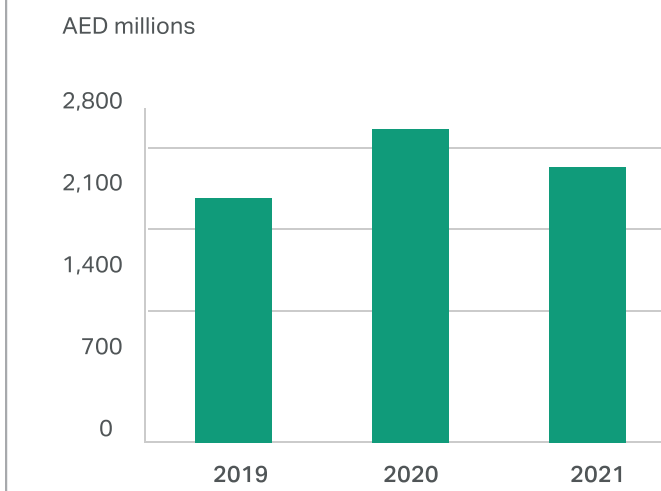
28/06/2022

	AED	Volume
Previous Close	34.25	2,000.00
Change (%)	0.88	Market Cap (Mn) 68,500.00

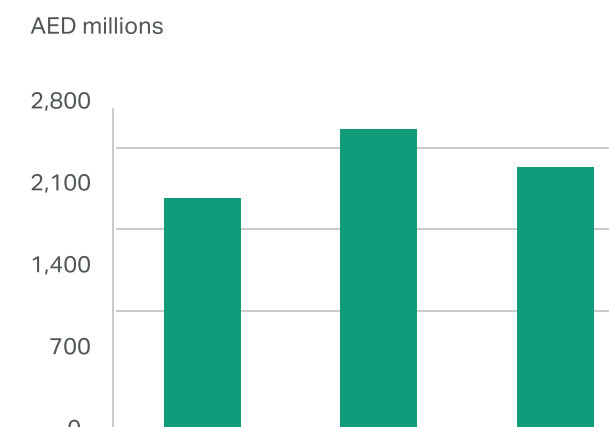
### Net Income



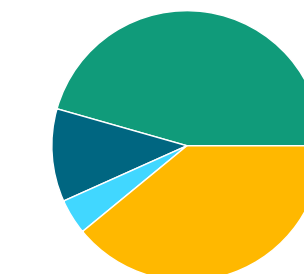
### Total Assets



### Customers' Deposits



### Total Operating income by segment 2021



- 60.0% Retail banking
- 34.0% Corporate banking
- 34.0% Treasury

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## Results

The mega site launch was a resounding success, coinciding with ADNOC Gas PLC's historic IPO. The Abu Dhabi Securities Exchange (ADX) saw the largest IPO of the quarter globally, raising \$2.5 billion. The IPO was oversubscribed 58 times, with shares trading 19% higher than the listing price of AED2.37.

## Impacts

- Strengthened ADNOC Gas PLC's digital presence, garnering positive feedback from stakeholders.
- Demonstrated Omnia's ability to deliver high-impact, complex projects with precision and excellence.

