



A High AI-Q[™]
Company



Transforming Retail Tenancy Operations with a Unified Hub

A solution to replace fragmented, paper-heavy workflows with a unified digital hub to streamline lease management and sales reporting for Saudi Arabia's leading lifestyle centers.

Overview

- Engineered a unified responsive web and mobile ecosystem that digitizes the end-to-end tenancy lifecycle for admins and tenants.
- Replaced physical signatures and scattered email threads with automated approval workflows, integrated POS data collection, and role-based dashboards.
- Achieved a 60% faster task completion rate and a 70% reduction in paper-based processes, with an 85% adoption rate within the first quarter.



Client

The client is a leading developer and operator of high-end lifestyle destinations in Saudi Arabia. Managing an extensive portfolio of malls, they support a diverse ecosystem of global and local retail tenants, mall managers, and leasing administrators.

Challenges: From Paper Trails to Digital Hubs

- **Operational Fragmentation:** 90% of workflows—including lease approvals and service requests—were manual, relying on physical signatures and endless email threads.
- **Broad User Spectrum:** The platform needed to accommodate tech-savvy mall administrators while remaining accessible to tenants with limited digital experience.
- **Data Complexity:** Managing massive volumes of lease agreements, financial records, and occupancy analytics required high-performance data organization.
- **Device Diversity:** Users required seamless access across office desktops, leasing kiosks, and mobile devices while on the mall floor.

QBurst Solution: The Unified Tenant Central

QBurst adopted a "digitization with empathy" approach, mapping end-to-end workflows to ensure the platform balanced operational power with everyday usability.

- **Role-Based Ecosystem:** Designed distinct, permission-based dashboards for super admins, leasing managers, and tenants to ensure data security and relevance.
- **Automated Lease & Sales Workflows:** Integrated POS and accounting systems to automate sales data collection, reducing manual errors and approval delays.
- **Intelligent Data Visualization:** Leveraged dashboards and charts to provide real-time insights into revenue trends, occupancy, and mall performance.
- **Scalable Design System:** Developed a robust component library and established interaction rules to maintain a consistent feel across desktop and mobile interfaces.

An Inclusive Design Approach

- **Progressive Disclosure:** Applied minimalist layouts that show essential information upfront, revealing advanced functions only when needed to prevent user overwhelm.
- **In-Context Guidance:** Built intuitive onboarding flows and help triggers to support users with varying levels of technical proficiency.
- **Responsive Architecture:** Implemented a "mobile-friendly" strategy that ensures 100% functionality on smartphones for on-the-go management.
- **Workflow Mapping:** Conducted deep stakeholder interviews to transform complex manual processes into streamlined digital task flows.

Outcome

Metric	Before	After (Tenant Central)
Workflow Speed	90% manual	60% faster task completion
Sustainability	Heavy paper usage	70% reduction in paper processes
User Adoption	N/A	85% adoption in 3 months
Support Overhead	High ticket volume	30% fewer support tickets
Data Integrity	Error-prone manual entry	Validated, automated collection
Communication	Fragmented emails	Dedicated tenant-admin messaging hub
Real-Time Visibility	Limited insights	Live KPI tracking for faster decisions