JML

DIGITAL

Digital presence, built with intent.

Strategy, design and practical technology for businesses and organisations that take the way they present and serve people seriously.

THE JML PERSPECTIVE

For most organisations, the first meeting now happens online.

Before a prospective client calls, a parent enquires, a visitor plans a trip or a partner shortlists suppliers, they look. What they find shapes what they expect.

A considered digital presence does more than look credible. It explains what an organisation does, makes information easy to find, and makes the next step simple, whether that is a call, a booking, a quote request or a purchase.

Many capable organisations are understated online. Their website is dated, their services are hard to follow, enquiries arrive through scattered channels, or their company profile does not reflect the quality of the work. The gap is rarely about ability. It is about how clearly that ability is presented and how easily people can act on it.

We do not begin by assuming every business needs the same website.

We begin by understanding the challenge, identifying the opportunity and determining the digital solution that makes sense. Sometimes that is a refined corporate website. Sometimes it is a booking system, an assistant that answers common questions, or a better company profile.

WHO WE ARE

A digital problem-solving partner, not a page supplier.

JML Digital is a South African digital studio. We bring strategy, design, development and ongoing support together so that organisations can present themselves clearly, communicate well and serve their audiences more effectively.

Our work ranges from focused business websites to larger platforms: destination experiences, booking and enquiry systems, AI-assisted features, portals, online stores and corporate documents. The right combination depends on the organisation, not on a fixed package.

A provider that supplies website pages starts with a template and fills it. We start with the organisation: who needs to understand it, what they need to do, and what will make that easier. Design, content, functionality and support are then planned together, with a clear scope agreed before work begins.

> Not every client needs every capability. Part of our job is to say so, and to recommend what is genuinely worth building.

TEN CONNECTED CAPABILITIES

01	Corporate websites and business platforms
02	Premium digital experiences
03	Custom solutions and web applications
04	AI, chatbots and intelligent automation
05	Booking, enquiry and lead generation
06	UI/UX, strategy and conversion
07	Company profiles and corporate documents
08	Integrations, analytics and technical foundations
09	Management, optimisation and support
10	E-commerce and online stores

DIGITAL CHALLENGES WE HELP ORGANISATIONS ADDRESS

Start with the problem. The solution follows.

These are examples of how we think about the work. Outcomes depend on the organisation, the audience and the scope of each project, and none are guaranteed.

01

The website no longer reflects the business

A structured redesign, a clearer content hierarchy and better user journeys can help the digital presence match what the organisation can do today.

02

Prospective clients struggle to understand the offering

A clearer corporate website, service structure, project portfolio and enquiry path communicate the business more effectively.

03

Enquiries are hard to manage

Structured forms, booking flows, routing and suitable automation can bring order to requests that arrive from many directions.

04

A destination has too much information

Interactive directories, location discovery, events and visitor information can make a large destination easier to explore.

05

Customers need answers after hours

A carefully configured assistant can share approved information and guide people to the right next step.

06

Processes are too manual

Custom workflows and integrations can reduce repetitive work, depending on the process and technical requirements.

07

Capabilities are hard to present professionally

A redesigned company profile or capability statement makes services, experience and value easier to follow.

08

The business is ready to sell online

An e-commerce platform provides a structured way to present products, take orders and support online purchasing.

OUR CAPABILITIES · I

01 Corporate websites and business platforms

Different organisations need different structures, messaging and user journeys. We build websites that present an organisation's services, people, projects and credentials clearly, and that make it easy to get in touch. Redesigns and rebuilds are part of the same work.

- Corporate and company sites
- Professional services
- Construction and engineering
- Energy and infrastructure
- Property and real estate
- Hospitality and lodges
- Schools and institutions
- Churches and ministries
- Healthcare practices
- Logistics and transport
- Consulting and finance
- Industrial and technical
- Retail and service
- Personal brands
- Landing pages
- Multilingual where required
- Redesigns and upgrades

02 Premium digital experiences and destination platforms

Some organisations need more than pages. A shopping centre, a large property development or a hospitality destination is explored, not just read. We plan the experience around how people discover and move through a place or a brand, using strong information architecture, visual storytelling and carefully judged motion.

Our Cradlestone Mall concept, shown later in this profile, demonstrates this thinking. It is a concept, not a commissioned project.

- Mall and shopping centre sites
- Interactive store directories
- Retailer and tenant discovery
- Events and promotions
- Visitor information
- Hospitality and tourism
- Large property developments
- Corporate and institutional experiences
- Custom interactive sites
- Advanced user journeys

OUR CAPABILITIES · II

03 Custom solutions and web applications

When a standard website is not enough, we build tailored functionality around how an organisation actually works: client-facing platforms, portals, forms and workflows, and tools that reduce manual effort and make information easier to reach. Advanced work is scoped against real requirements and technical feasibility before commitment.

- Custom website functionality
- Web-based business tools
- Customer and enquiry portals
- Client-facing platforms
- Custom forms and workflows
- Process digitisation
- Calculators and interactive tools
- Data and content management
- Third-party and API integrations

04 AI, chatbots and intelligent automation

An assistant is useful when it is built around a business, its approved information and a clear purpose. We configure AI features for specific use cases, and we are direct about what each one can and cannot do. A chatbot does not make bookings, reach private databases or complete integrations unless that has been properly designed and implemented.

- Website chatbots
- Enquiry assistance
- FAQ assistants
- Lead qualification and routing
- Customer support assistance
- Guided service discovery
- Structured enquiry capture
- Workflow automation where suitable

Construction
An enquiry assistant that explains services and directs project enquiries.

Hotel or lodge
Answers to common questions, and guidance towards a booking enquiry.

Shopping centre
Help finding stores or services, where the data and integrations are available.

Professional firm
Routing prospective clients to the right service or enquiry channel.

OUR CAPABILITIES · III

05 Booking, enquiry and lead generation

The distance between discovering a business and taking the next step should be short. We design booking and enquiry journeys that reduce friction for the visitor and bring structure to what the business receives.

- Appointment and service booking
- Consultation requests
- Event and DJ booking
- Reservation enquiries
- Quote request systems
- Structured project enquiries
- Lead generation forms
- Conversion-focused landing pages

06 UI/UX, digital strategy and conversion

Design is a commercial and communication tool, not decoration. We begin with discovery and requirements, then shape the structure, content hierarchy and user journeys before visual design is finalised. Layouts and calls to action are planned for the way people actually use a page, with mobile and accessibility considered from the start.

- Discovery and requirements
- Information architecture
- User journey planning
- UI and UX design
- Content structure
- Mobile-first experiences
- Accessibility considerations
- Brand consistency

07 Company profiles and corporate documents

Some organisations need more than a website. A well-structured company profile, capability statement or proposal supports introductions, meetings and business development. We organise complex company information into a clear narrative with a considered visual hierarchy. This document is an example of that service. The CPhelele Turnkey Projects profile rebuild, shown later, is another.

- Company profiles
- Capability statements
- Profile redesigns
- Corporate presentations
- Business proposals
- Service brochures
- Editorial and document layout
- PDF-ready corporate materials

OUR CAPABILITIES · IV

08 Integrations, analytics and technical foundations

The technical groundwork that lets a digital platform work with the rest of the business. Scope is confirmed in assessment: analytics setup is not a full analytics engagement, and SEO foundations do not guarantee search rankings.

- Analytics setup
- Measurement planning
- SEO foundations
- Search indexing readiness
- Form and enquiry integrations
- Payment integrations
- CRM and business tool integrations where supported
- CMS configuration
- Domain and deployment coordination

09 Website management, optimisation and ongoing support

A website works best when it keeps pace with the organisation. After launch we can maintain, update and improve it, from content changes and technical upkeep to new features. Arrangements are agreed with each client. We do not promise guaranteed performance or absolute security.

- Maintenance and content updates
- Technical support
- Performance optimisation
- Security-conscious practices
- Backup and recovery where provided
- Feature additions
- Hosting coordination
- Platform evolution

10 E-commerce and online stores

For organisations ready to sell online, we design and build stores around clear product discovery, simple checkout and dependable payment and delivery set-up. It is one capability within a broader practice, and we are as comfortable building a corporate platform or a destination site as a shop.

- Store design and development
- Product catalogues
- Cart and checkout
- Payment gateway integration
- Delivery and shipping set-up
- Customer accounts where required
- Storefront content management

INDUSTRY APPLICATIONS

The same capabilities, applied differently.

Built environment and infrastructure

- Construction, civil engineering and infrastructure
- EPC, energy and renewable energy
- Property development and real estate
- Manufacturing, industrial and technical services
- Logistics, transport and supply chain

Destinations, hospitality and events

- Shopping centres, malls and retail destinations
- Hotels, lodges and tourism
- Entertainment, DJs and events
- Sports organisations, clubs and academies

Professional and institutional

- Corporate groups and established businesses
- Consulting and professional services
- Legal practices
- Healthcare and medical practices
- Education, schools and training
- Churches, ministries and nonprofits

Commerce and enterprise

- Retail and consumer businesses
- E-commerce and online commerce
- Agriculture and agribusiness
- Automotive businesses
- Technology and digital businesses
- Other organisations with meaningful digital requirements

WHAT THIS LOOKS LIKE IN PRACTICE

Construction
Capability presentation, project portfolios, tender-supporting credibility material and structured project enquiries.

Shopping centres
Retailer discovery, directories, promotions, events and visitor information.

Hospitality
Room and facility information, booking enquiries and guest assistance.

Education
Institutional information, admissions enquiries, and parent or student resources.

Professional services
Service explanations, trust-building content, consultations and enquiries.

Churches and organisations
Service information, event communication, community resources and enquiry systems.

These sectors show where the capabilities apply. They are not a claim of completed projects, specialist credentials or regulatory expertise in each sector.

HOW WE WORK

A clear route from first conversation to launch.

01 **Discover**
Understand the organisation, its situation, objectives, audiences, constraints and the outcome it wants.

02 **Define**
Set priorities, scope, functionality, deliverables and the proposed digital direction.

03 **Propose**
Present a suitable solution with clear deliverables, commercial terms and a practical plan.

04 **Design**
Develop the structure, user journeys, content hierarchy and visual direction, with review at agreed points.

05 **Develop**
Build the approved solution and its functionality.

06 **Test and prepare**
Review the experience, test relevant functionality, resolve issues and prepare for launch.

07 **Launch and support**
Deploy the agreed solution, hand it over properly and agree any ongoing maintenance or future development.

Working principles

- Requirements are understood before a solution is recommended.
- Scope and deliverables are agreed before delivery begins.
- Proposals are transparent about commercial expectations.
- Communication is direct, throughout.
- Functionality, integrations and limitations are discussed honestly.

The workflow adapts to the size and complexity of each project. Revisions, support and handover arrangements are defined in each proposal rather than assumed.

SELECTED WORK · I

Work across sectors, labelled honestly.

Live websites and completed projects are shown as such, and concept work is always identified as a concept. Descriptions reflect what can be verified from each live site or project record.

LIVE WEBSITE

Agape International Ministries

Ministry and community website

aimza.co.za

CATEGORY

Organisation website, church and ministry

VERIFIED SCOPE

A multi-page site for a South African ministry: home, about, history, ministries, annual year plan, resources, media and connection pages, with a plan-a-visit journey.

FEATURES PRESENT

Event page with schedule, venue and speaker information; an online registration form with attendance options; service times, contact details and directions.

BUSINESS NEED

Giving members, visitors and international audiences one clear place for information, events and registration.

LIVE WEBSITE

VantaShield

Online store

vantashield.co.za

CATEGORY

E-commerce, personal safety products

VERIFIED SCOPE

A branded online store with product pages, a catalogue organised by use, brand story, FAQs and policy pages.

FEATURES PRESENT

Cart and checkout through a payment provider, delivery and returns information, product video, and a delivery-interest map. Clear regulatory notices accompany the products.

BUSINESS NEED

Presenting a considered brand and range with enough information to buy with confidence.

SELECTED WORK · II

LIVE WEBSITE

Phara Africa Group

Corporate website, construction

pharaafricagroup.co.za

CATEGORY
Corporate and business website, holding company

VERIFIED SCOPE
A website for a newly established holding company whose first operating division is building construction, with a project enquiry route.

FEATURES PRESENT
Divisional positioning under a group brand, and a path for prospective clients to start a project enquiry.

BUSINESS NEED
Establishing a credible group presence that can grow with additional divisions.

Detail shown here is taken from the site's published description. A fuller case study can follow with project screenshots.

LIVE WEBSITE

Nexterior

Projects and consulting website

nexterior.co.za

CATEGORY
Corporate website, interior fit-out, construction and facilities services

VERIFIED SCOPE
A corporate platform presenting the company, its seven service disciplines, a case study section, team and contact information.

FEATURES PRESENT
Filterable case studies, a consultation booking form with time slots, and a separate quote and enquiry form.

BUSINESS NEED
Presenting a service-heavy business clearly to corporate clients and giving them an easy way to start a conversation.

SELECTED WORK · III

COMPLETED

Jumo Trading

Business website

Domain to be confirmed

CATEGORY

Business website

SCOPE

A business website designed and built as a complete digital presence for the brand, from structure and visual direction through to launch.

BUSINESS NEED

Giving a trading business a professional, consistent presence for clients and partners.

Live address to be added when confirmed for publication.

COMPLETED

CPhelele Turnkey Projects

Corporate document design

Corporate document, not a website

CATEGORY

Company profile, a corporate document rather than a website

SCOPE

An existing company profile from 2020 rebuilt into a modern, premium presentation. The organisation's established information was preserved and reorganised into a clearer structure and visual hierarchy.

BUSINESS NEED

Presenting an established turnkey projects business more professionally in meetings and introductions.

Demonstrating breadth

Taken together, the work above spans a community organisation, an online store, two construction-sector businesses, a trading company and a corporate document. The scope, features and tone were different in each case, because the need was different.

SELECTED WORK · IV · CONCEPT DEMONSTRATION

CONCEPT DEMONSTRATION

Cradlestone Mall

Concept demonstration. Not a commissioned client project.

Cradlestone Mall did not commission this work and has not endorsed it. We created it independently to show the kind of premium digital experience JML can propose for a major retail destination.

DEMONSTRATED IN THE CONCEPT

- Premium destination presentation with a full-width video hero
- Interactive, searchable store directory with detail views
- Events and promotions presentation
- Visitor essentials and practical information
- Responsive, mobile-first layout
- Considered motion and visual storytelling

PROPOSED CAPABILITY, NOT BUILT

- AI-powered visitor assistance, where the store and visitor data and integrations are available
- Live tenant and event data connected to a content management system
- Further destination features agreed with the mall operator

Proposed items are shown to illustrate direction. They would be scoped for feasibility and agreed with a real client before any commitment.

What it demonstrates

That a shopping centre can be more than a directory of shops: a place people explore on their phones before and during a visit, with information organised around how they actually use it.

Relevant to

Shopping centres and retail destinations, large property developments, hospitality and tourism, and corporate or institutional organisations with a lot of information to organise.

WHY JML

Why a serious organisation might choose to work with us.

We would rather earn confidence through how we work than through claims. These are the principles we hold ourselves to.

01

Business-first thinking

The work starts with what the organisation needs to achieve, not with a template.

02

Breadth of digital capability

Websites, design, documents, enquiries, bookings, assistants, integrations and e-commerce, brought together coherently.

03

Tailored to the organisation

Scope, structure and features are chosen to suit requirements, budget and technical feasibility.

04

Professional presentation

Visual quality, information architecture, usability and brand consistency are considered together.

05

Practical technology

AI, integrations and automation are introduced when they make sense for the use case.

06

Direct collaboration

Clients understand the direction, deliverables and next steps, and can give feedback at appropriate stages.

07

Long-term thinking

A project considers future needs, maintenance and opportunities to improve, not only the immediate deliverable.

08

Honest recommendations

We recommend what is appropriate, rather than adding complexity for its own sake.

ENGAGEMENT AND COLLABORATION

Every project begins with a conversation.

01

A conversation

Tell us about the organisation, the challenge or the opportunity. There is no need to arrive with a finished brief.

02

Discovery

We discuss goals, audiences, requirements and which capabilities are relevant, and say plainly where something may not be worth building.

03

A tailored proposal

You receive a proposal covering scope, approach, deliverables, timeline, commercial terms and support arrangements.

04

Agreement and start

Once scope and terms are agreed, work begins and communication continues at agreed points through to launch.

CLEAR ABOUT SCOPE

Not every feature is part of every project. Each solution is shaped around the organisation's requirements and agreed before work begins. Costs, timelines and support are agreed for each project. We do not publish fixed price lists, because the right solution differs for every organisation.

Shaped to each project

- Corporate and business websites
- Booking and enquiry systems
- Company profiles and documents
- Analytics and SEO foundations
- Maintenance and support
- E-commerce and online stores

Assessed before commitment

- Advanced portals and web apps
- AI assistants using your own content
- Connections to accounting or CRM tools
- Payment gateways and merchant accounts
- Formal security or compliance needs
- Specialist copy or photography

JML DIGITAL REFERRAL PARTNER PROGRAMME

Good connections create opportunities.

JML welcomes approved partners who can introduce businesses and organisations with genuine digital requirements. Approved partners make legitimate introductions. JML evaluates and manages the opportunity, and qualifying projects can generate a once-off commission.

Who can take part	Approved referral partners only. Participation requires approval and acceptance of the written partner agreement.
Commission	10% once-off commission on eligible project revenue actually received by JML.
Registration	Referrals are registered manually and accepted in writing.
Referral protection	A standard 90-day period from written acceptance, subject to the programme agreement.
Payment	Within 14 calendar days after commission becomes payable under the programme terms, subject to valid payment details and any required documentation.
Not included	Monthly hosting, maintenance and subscription fees, unless separately agreed in writing. Existing clients, duplicate leads, active negotiations and unrelated projects are also excluded.

What JML handles

Consultations, proposals, pricing, project contracts, development, delivery and the client relationship.

What partners agree to

Partners must not promise unauthorised prices, features or delivery dates on JML's behalf.

Commission is not guaranteed. It depends on an accepted referral converting into a project and on eligible payments being received by JML.

To ask about becoming an approved partner, contact us at info@jmldigital.co.za or on +27 78 991 4328.

LET’S TALK

Every organisation has different digital needs. Let’s understand yours.

We welcome conversations about corporate websites, digital platforms, custom functionality, AI-enabled solutions, company profiles and other digital requirements. Bring a challenge, a requirement or an opportunity, and we will take it from there.

WEBSITE
jmldigital.co.za

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Interested in the Referral Partner Programme? Ask us about becoming an approved partner.

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