

WHO WE ARE

A focused digital product partner for organisations that need more than a good-looking website.

Fern brings business strategy, product thinking, interface design and engineering into one delivery team. We work on digital experiences that need to generate trust, remove operational friction, support sales, improve visibility or create a better way for people to interact with a service.

MISSION

Mission

Turn business problems into useful digital products that help organisations communicate more clearly, operate more efficiently and create better customer or staff experiences.

VISION

Vision

Become a globally trusted African digital product company known for strong design, reliable engineering and practical commercial thinking.

100+

websites designed & built

30+

web applications deployed

20+

AI systems & automations

CORE CAPABILITIES

Strategy, design and engineering around the actual constraint.

01 / WEB

Conversion-focused websites

Corporate websites, campaign platforms and digital experiences designed to improve clarity, credibility, search visibility and qualified enquiry.

02 / PRODUCT

Custom web applications

Client portals, dashboards, workflow systems, internal tools and customer-facing applications built around specific operational processes.

03 / AI

AI systems & automation

Knowledge assistants, conversational interfaces, document workflows and practical AI-assisted processes.

04 / UX

Product strategy & UI/UX

Problem definition, information architecture, user flows, prototypes and interface systems.

05 / GROWTH

SEO & growth foundations

Search-friendly architecture, content systems, performance, analytics and conversion journeys.

06 / DELIVERY

Technical delivery & support

Frontend, backend, integrations, deployment, handover and ongoing product improvement.

We work across sectors where trust, workflows and digital access matter.

Healthcare

Operational platforms, staff workflows and service websites.

Infrastructure & energy

Project-led digital experiences for technical businesses and institutional buyers.

Logistics & freight

Web experiences and operational systems that improve service and workflow visibility.

Finance & commerce

Product ecosystems, commercial websites and workflow tools.

Government, civic & NGO

Digital tools that make information, guidance and services more accessible.

Professional services

High-trust websites, portals and systems for firms selling expertise.

“The interface is visible. The business effect is the point.”

Fern starts with the commercial or operational problem before the technology. That keeps projects focused on what should change for the organisation, customer or team - not just what should be built.

Fast enough to move. Structured enough to trust.

01	Discover	Understand the business problem, users, constraints, stakeholders, current process and definition of success.
02	Define	Turn the problem into a focused scope, information architecture, product roadmap and delivery plan.
03	Design	Make the experience visible early so important decisions happen before expensive implementation.
04	Build	Implement frontend, backend, integrations, content systems and technical workflows with testing throughout delivery.
05	Launch	Deploy, validate, hand over, document and support the product in its live environment.
06	Improve	Use feedback, analytics and operational learning to prioritise the next useful improvements.

Modern web delivery without forcing every problem into the same stack.

Ferrn works across custom application development, content-managed websites, interaction design and managed deployment environments.

Application engineering

React · Next.js · JavaScript · Node.js · Express · Python · PHP · REST APIs

Design & interaction

Figma · GSAP · Webflow · Framer · Rive · Blender

CMS & websites

WordPress · Elementor · Custom CMS · HTML/CSS · SEO architecture

Deployment & infrastructure

Vercel · Netlify · Cloudflare · GitHub Actions · cPanel · Namecheap

Technology follows the business requirement.

We select implementation around reliability, maintainability, budget, integration requirements and the client operating environment.

SELECTED EXPERIENCE

Websites built to make complex businesses easier to evaluate.

LOGISTICS / CORPORATE WEBSITE

Gromzia Ventures

Challenge: Communicate long-standing customs, clearing, forwarding and marine-service credibility more quickly.

Approach: Reframed the experience around service clarity, accreditations, proof, FAQs and direct contact paths.

INFRASTRUCTURE / CORPORATE WEBSITE

M-P Infrastructure

Challenge: Present multi-sector EPC capability without overwhelming institutional buyers.

Approach: Organised the site around sectors, project evidence, geography, sustainability and proof.

ENTREPRENEURSHIP / PLATFORM WEBSITE

Synergix Africa

Challenge: Serve visitors arriving for different programs, funding opportunities, tools and growth resources.

Approach: Built a modular, program-led structure with distinct user journeys and clear calls to action.

SELECTED EXPERIENCE

Digital products designed around workflows and access.

FREIGHT OPERATIONS / WEB APPLICATION

Relay - Freight Revenue Control

Challenge: Delivered loads can remain blocked from invoicing by missing proof, approvals, receipts and mismatches.

Approach: Designed the product around revenue states so operations and billing can see what is invoice-ready, blocked or recoverable.

CIVIC & LEGAL ACCESS / AI CHATBOT

PWAN - EHA AI Chatbot

Challenge: Users may not know the terminology or document structure needed to find relevant civic and legal information.

Approach: Built a conversational AI experience around natural questions, clear prompts and guidance flows.

WEB3 / GROWTH WEBSITE

Insightblitz

Challenge: Establish authority in a market crowded with generic agency claims.

Approach: Structured the narrative around GTM execution, distribution access, partner proof, case studies and team credibility.

Built to support direct engagements, vendor evaluation, tenders and formal RFP processes.

Ferrn is structuring its digital presence and internal systems to make procurement information, capability documentation, policies, project enquiries and formal submissions easier for organisations to access.

Engagement models

Fixed-scope websites · Custom web application delivery
· Phased MVP and product development · Design and engineering support · Ongoing maintenance and iteration

Procurement readiness

Dedicated vendor information page · RFP and tender intake workflow · Company profile documentation · Policies and compliance publishing · Project and case-study evidence

Formal RFP or tender?

Submit project information, procurement deadlines, references and supporting documents at ferrnagency.com/rfp/

CONTACT

Build the system your next stage of growth actually needs.

For website redesigns, custom applications, client portals, dashboards, AI automation, digital product design and formal procurement enquiries.

WEBSITE

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BOOK A MEETING

<https://cal.com/ferrn-agency>

PROCUREMENT

<https://www.ferrnagency.com/procurement/>

