

Case Study

Website Development & Redesign





About Authentik

Authentik provides track-and-trace solutions to both the government and private sectors including lubricants, pharma, food, FMCG, education and the manufacturing industry. The solutions offer digital transformation using the right tools and market expertise to strengthen anti-counterfeiting strategies and optimize supply chain logistics for the manufacturers.



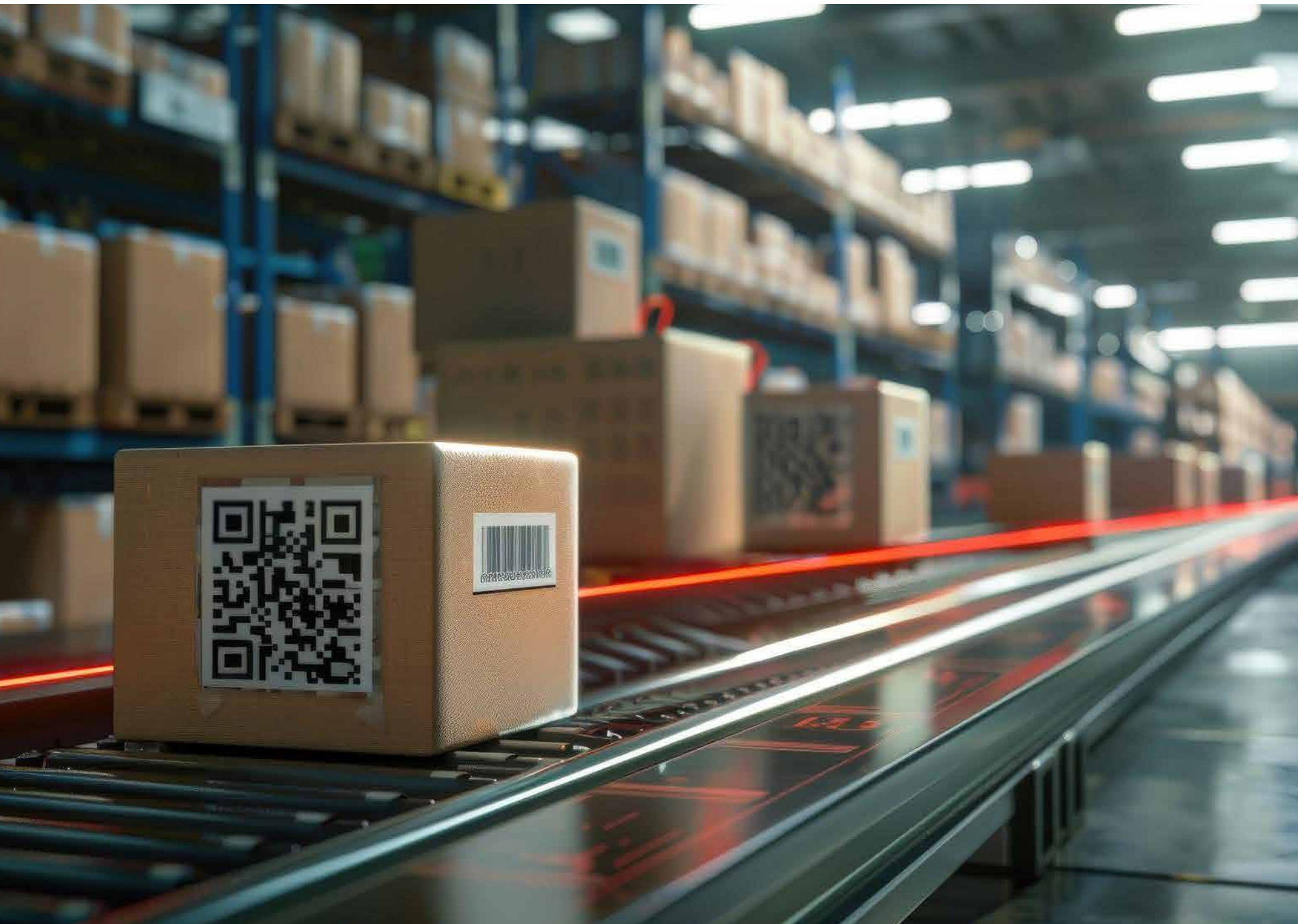
Challenges

The existing website's design lacked a modern aesthetic, failing to reflect the company's cutting-edge track-and-trace solutions. It had minimal visual appeal, with no engaging animations or interactive elements to capture the audience's attention or explain complex solutions effectively. Moreover, the content was not concise or structured, making it hard for users to understand the benefits of the company's services. Poorly structured content and technical issues resulted in lower organic traffic.



Solution

TDF introduced a clean, modern layout with a focus on visual storytelling, aligning with the company's innovative brand image. We further implemented simplified navigation with a structured menu and logical content hierarchy, enabling users to quickly access information about industries served, solutions, and success stories. Additionally, our content team created concise, benefit-driven content that clearly communicated the company's value proposition.





Previous Website Design





Redesign by TDF





Conclusion

The collaboration with our digital agency has successfully equipped Authentik Solutions with a high-performing website. A visually appealing and modern layout strengthens client trust and credibility. The addition of visuals, animations, and clear navigation reduces the bounce rate for our client. Simplified messaging helps their users understand the solutions easily, leading to better-informed inquiries.

