

TECHNOLOGY COMPANY WEBSITE REDESIGN

From an information-heavy corporate website to a clearer, more focused technology presence.

Eride Technologies

Technology company building digital platforms across Africa.

eridetech.africa

Context

The existing website contained a significant amount of information about the company, its platforms, industries, and capabilities, but the overall experience felt dense and fragmented.

The challenge was to create a clearer visual and structural direction that could communicate Eride's positioning more confidently and make its offering easier to understand.

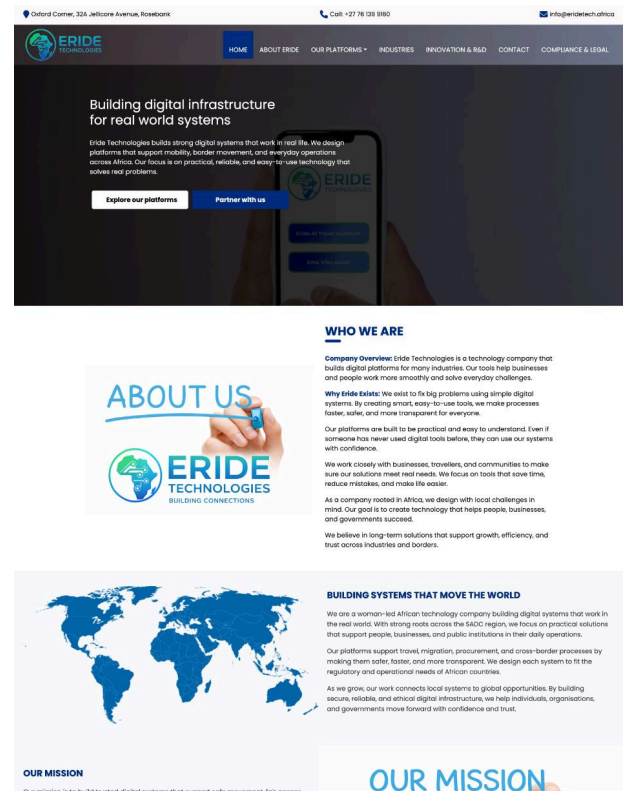
Goal

Redesign the website into a more focused, modern, and user-friendly digital experience that clearly presents what Eride does, who it serves, and how its platforms solve real operational challenges.

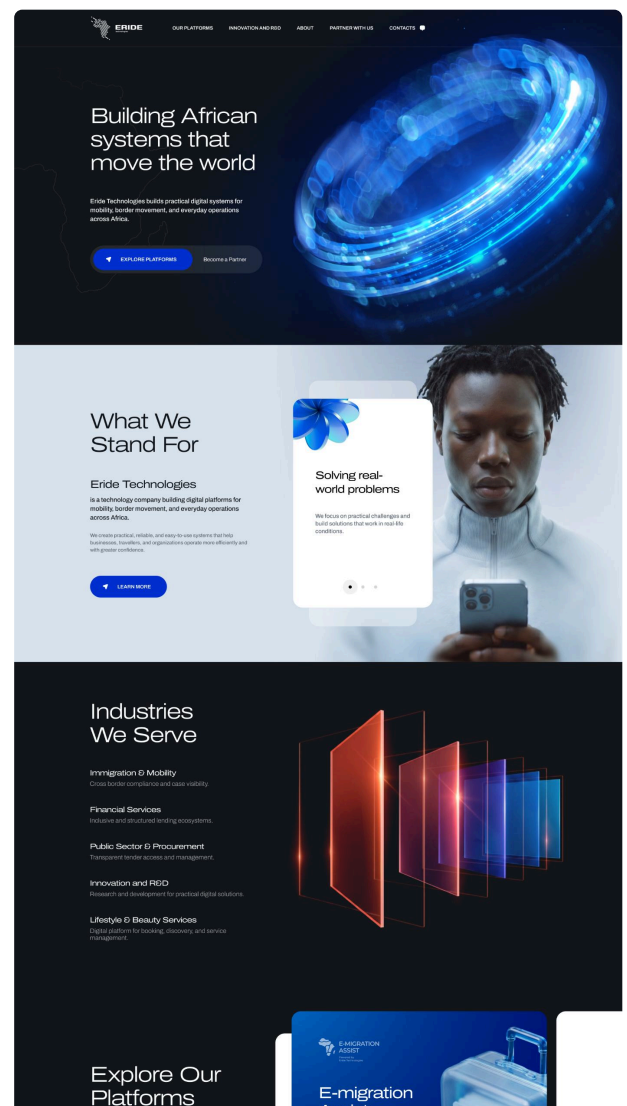
Focus

- clearer company positioning and messaging
- stronger homepage hierarchy
- easier presentation of industries and platforms
- clearer separation between company, platform, and partnership content

Before



After



BEFORE

An informative but dense corporate website

The previous homepage provided extensive information about Eride Technologies, its mission, platforms, industries, innovation work, and partnerships.

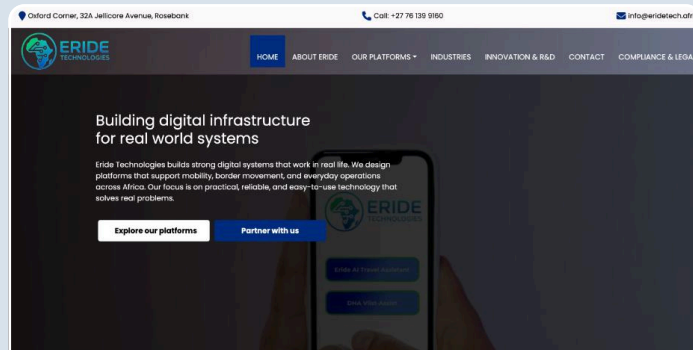
However, many sections carried similar visual weight, making it harder for visitors to quickly understand the company's main proposition and identify the most important information.

Weaker first impression

The hero introduced the company's capabilities, but the positioning was broad and did not establish a strong, memorable technology story immediately.

Limited content hierarchy

Company information, platforms, industries, R&D, app promotion, and partnership content were presented in a relatively similar visual format, reducing distinction between primary and supporting information.



WHO WE ARE

Company Overview: Eride Technologies is a technology company that builds digital platforms for many industries. Our tools help businesses and people work more smoothly and solve everyday challenges.

Why Eride Exists: We exist to fix big problems using simple digital systems. By creating smart, easy-to-use tools, we make processes faster, safer, and more transparent for everyone.

Our platforms are built to be practical and easy to understand. Even if someone has never used digital tools before, they can use our systems with confidence.

We work closely with businesses, travellers, and communities to make sure our solutions meet real needs. We focus on tools that save time, reduce mistakes, and make life easier.

As a company rooted in Africa, we design with local challenges in mind. Our goal is to create technology that helps people, businesses, and governments succeed.

We believe in long-term solutions that support growth, efficiency, and trust across industries and borders.

Dense content structure

Long text sections and multiple content blocks created a high information load and made the homepage more difficult to scan.



BUILDING SYSTEMS THAT MOVE THE WORLD

We are a woman-led African technology company building digital systems that work in the real world. With strong roots across the SADC region, we focus on practical solutions that support people, businesses, and public institutions in their daily operations.

Our platforms support travel, migration, procurement, and cross-border processes by making them safer, faster, and more transparent. We design each system to fit the regulatory and operational needs of African countries.

As we grow, our work connects local systems to global opportunities. By building secure, reliable, and ethical digital infrastructure, we help individuals, organisations, and governments move forward with confidence and trust.

OUR MISSION

Our mission is to build trusted digital systems that support safe movement, fair access, and good governance across Africa. We focus on practical technology that helps people, businesses, and governments work better within clear rules and policies.

Through platforms such as emigration assist services, eMALI, and eTender Track, we help simplify complex processes like travel, migration, procurement, and service delivery. Our systems are designed to reduce delays, improve transparency, and support informed decision-making.

We are committed to responsible innovation, with strong attention to data ethics, regulatory compliance, and public trust. By building technology that respects the law and the people it serves, we aim to strengthen institutions and support sustainable development across the region.

OUR MISSION



OUR PLATFORMS

We provide trusted digital platforms to support safe movement, fair access, and efficient service delivery across Africa. Our tools are practical, easy to use, and designed to fit local regulations.

From Immigration Assist and eMALI to eTender Track and other digital immigration systems, we simplify complex processes for individuals, businesses, and government agencies. Our platforms streamline applications, approvals, and records management, helping to reduce delays, improve transparency, and ensure full compliance with regulations. By connecting people and institutions through smart, reliable technology.

We focus on responsible innovation with strong attention to data ethics, regulatory compliance, and public trust. Every platform we create is designed to strengthen institutions and serve people effectively.

E-migration Assist

Immigration & mobility guidance and case management infrastructure.

eMALI

Fintech platform connecting lenders and borrowers with structure and records.

eTender Track

Tender discovery and procurement infrastructure.

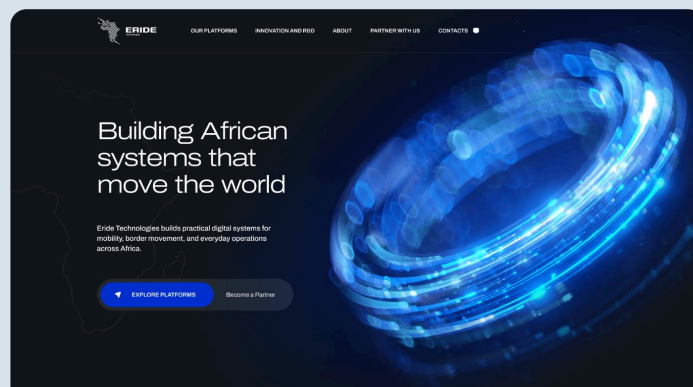
AFTER

A clearer technology story built around systems, platforms, and partnerships

The redesign transformed the homepage into a more structured and visually distinctive experience. Instead of presenting every piece of information with equal emphasis, the new design creates a clearer narrative: what Eride stands for, the industries it serves, the platforms it builds, and how organizations can work with the company.

Stronger positioning

The new hero leads with “Building African systems that move the world,” immediately establishing the company’s geographic focus, ambition, and technology-driven proposition.



What We Stand For

Eride Technologies is a technology company building digital platforms for mobility, border movement, and everyday operations across Africa.

We create practical, reliable, and easy-to-use systems that help businesses, travelers, and organizations operate more efficiently and with greater confidence.

LEARN MORE



Clearer content hierarchy

The homepage is divided into distinct sections for company positioning, industries, platforms, and partnerships, making the overall story easier to follow and scan.

Clearer industry positioning

The new Industries We Serve section presents Eride’s key areas of expertise in a clearer, more structured way. It helps visitors quickly understand the sectors the company serves and the range of solutions it can support.

Industries We Serve

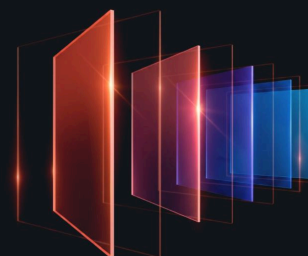
Immigration & Mobility
Cross-border compliance and case visibility

Financial Services
Inclusive and structured lending ecosystems

Public Sector & Procurement
Transparent tender access and management

Innovation and R&D
Research and development for practical digital solutions

Lifestyle & Beauty Services
Digital platform for booking, discovery, and service management



Explore Our Platforms

We build trusted digital platforms that simplify complex processes across mobility, immigration, tenders, and public services in Africa.

Our tools help individuals, businesses, and institutions reduce delays, improve transparency, and stay compliant with local regulations.



Better platform presentation

Eride’s digital products receive stronger visual prominence through a dedicated Explore Our Platforms section, helping visitors understand that the company operates a portfolio of practical digital solutions.

THANK YOU FOR YOUR TIME

*If relevant, I'd be glad to discuss similar website
and UX/UI redesign work for your business.*

Book a call <https://calendly.com/radian-slovenia>

LET'S CONNECT



Anastasiia Fadeeva 

Website Growth Partner for Marketing Teams