



# Company Profile.

## INTRODUCTION

## A Strategic Digital Agency,

Focusing on creating solutions that drives human behavior and engagement.

Our goal businesses stand out in the digital world using, web strategies, mobile solutions and digital marketing.

We have adapted the human centric design methodology which is divided in three stages.

- Understand
- Visualize
- Realise

**Our vision** is to become an inspirational figure to the digital industry in Africa through the quality of our work and self evident values.



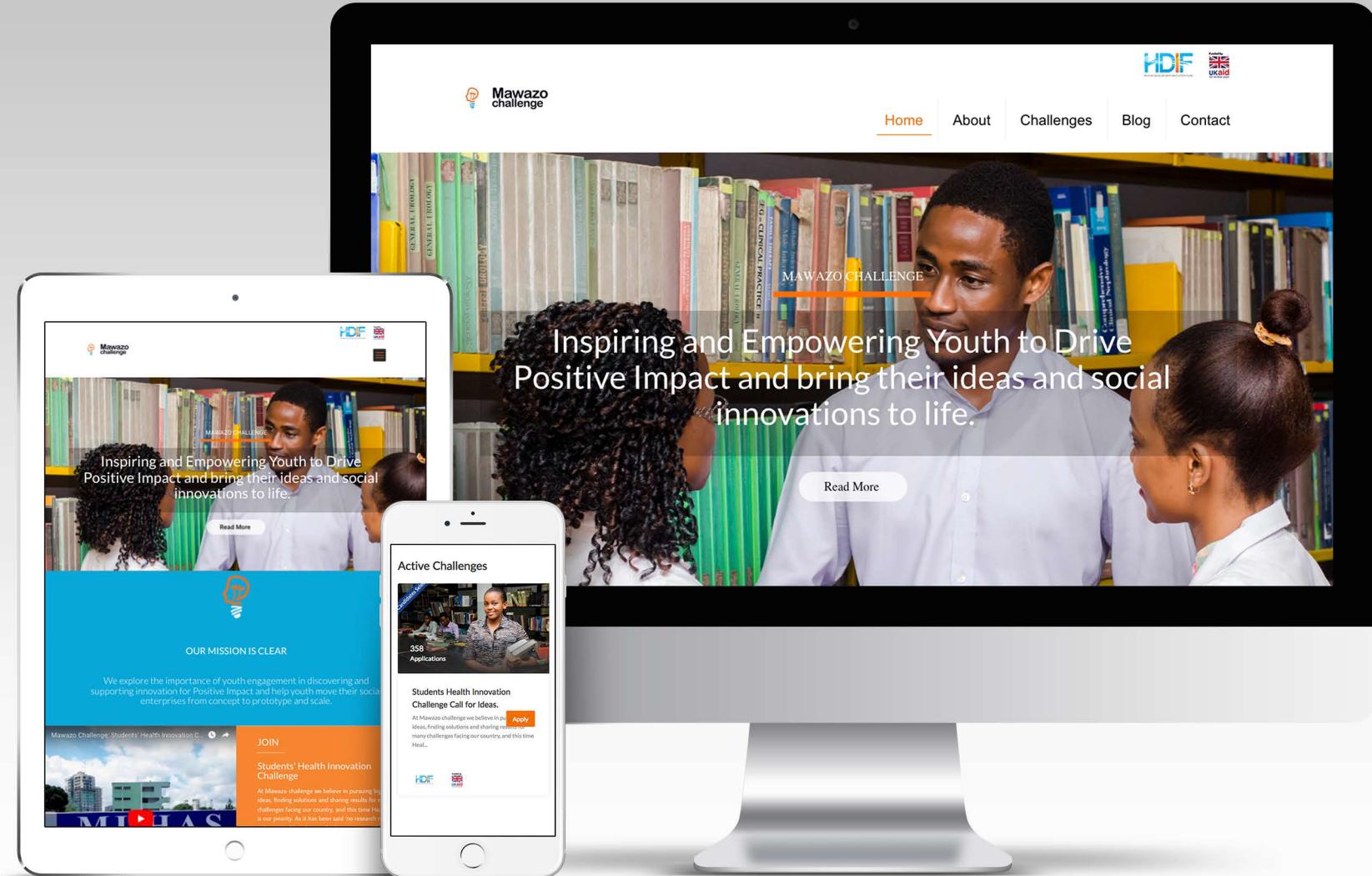
# Website Strategies



More and more is expected of websites; more information, more interactions and wider reach. We know this and are constantly learning about new user behaviors and keeping track of latest digital trends so that your website doesn't just show off your awesome product but also learn and evolves to better relate to your customers needs.

# Mawazo Challenge

www.mawazochallenge.com



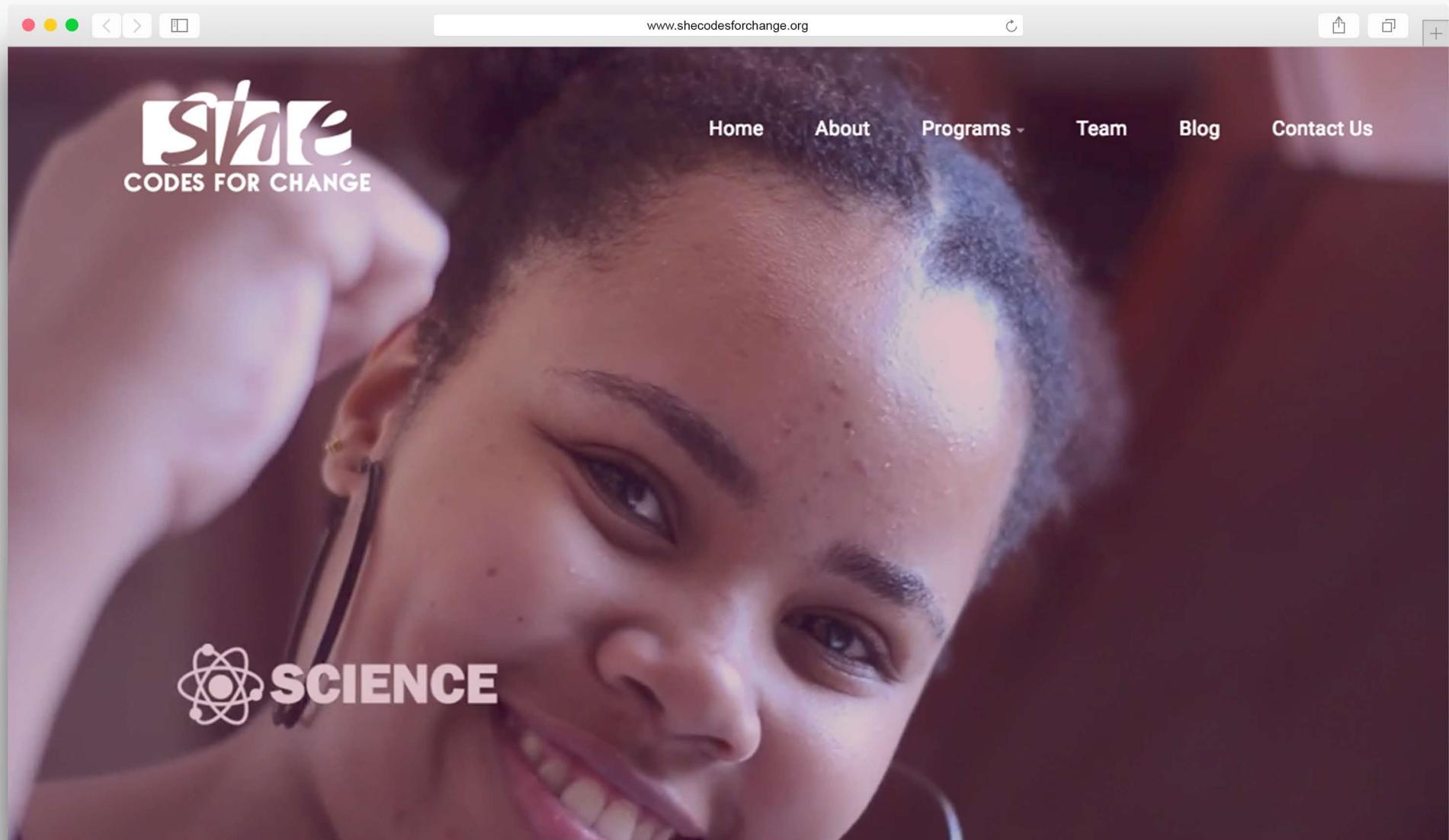
# AMUA ACCELERATOR RESOURCE PORTAL

portal.amua.or.tz

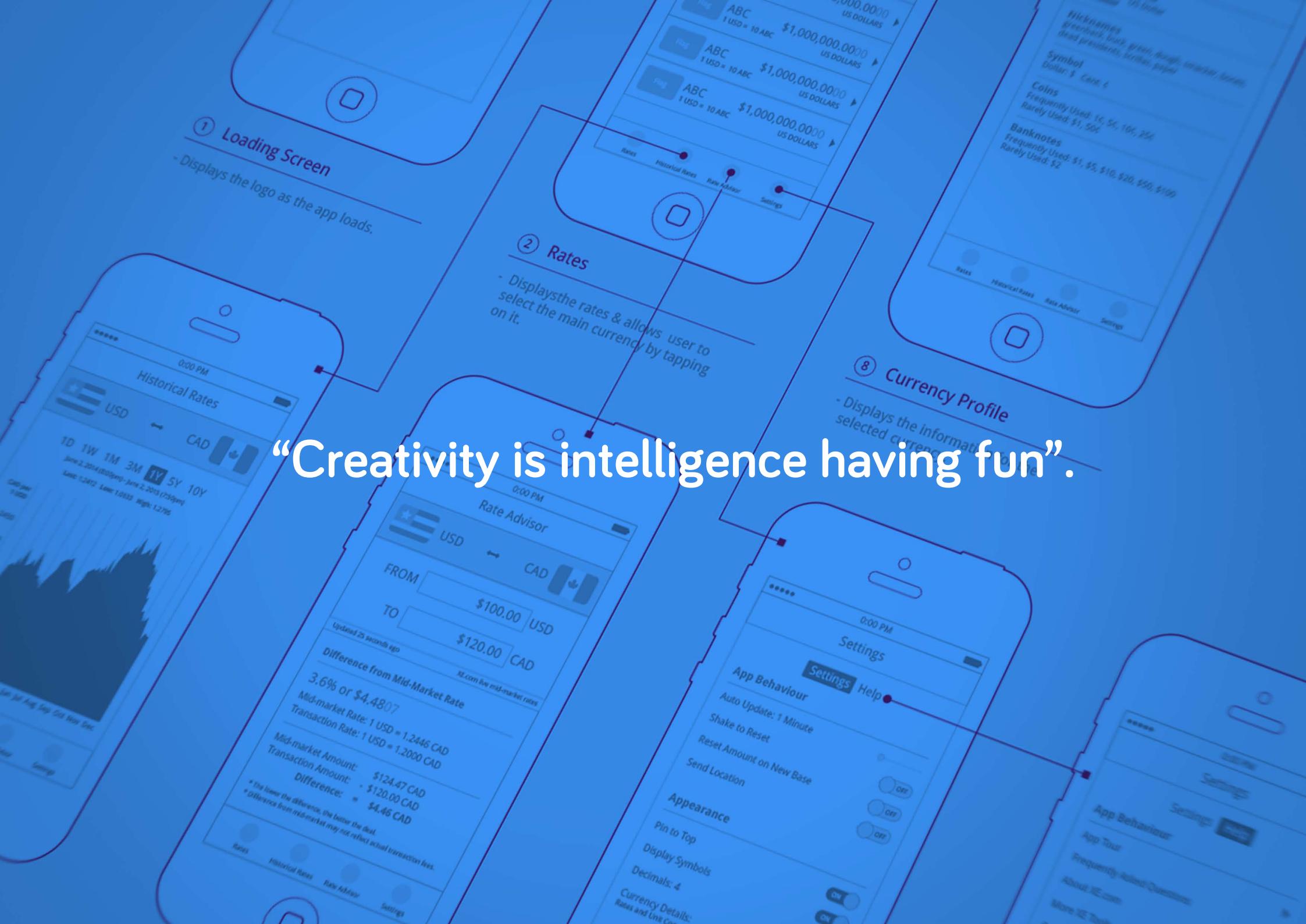


# SHE CODES FOR CHANGE

[www.shecodesforchange.org](http://www.shecodesforchange.org)



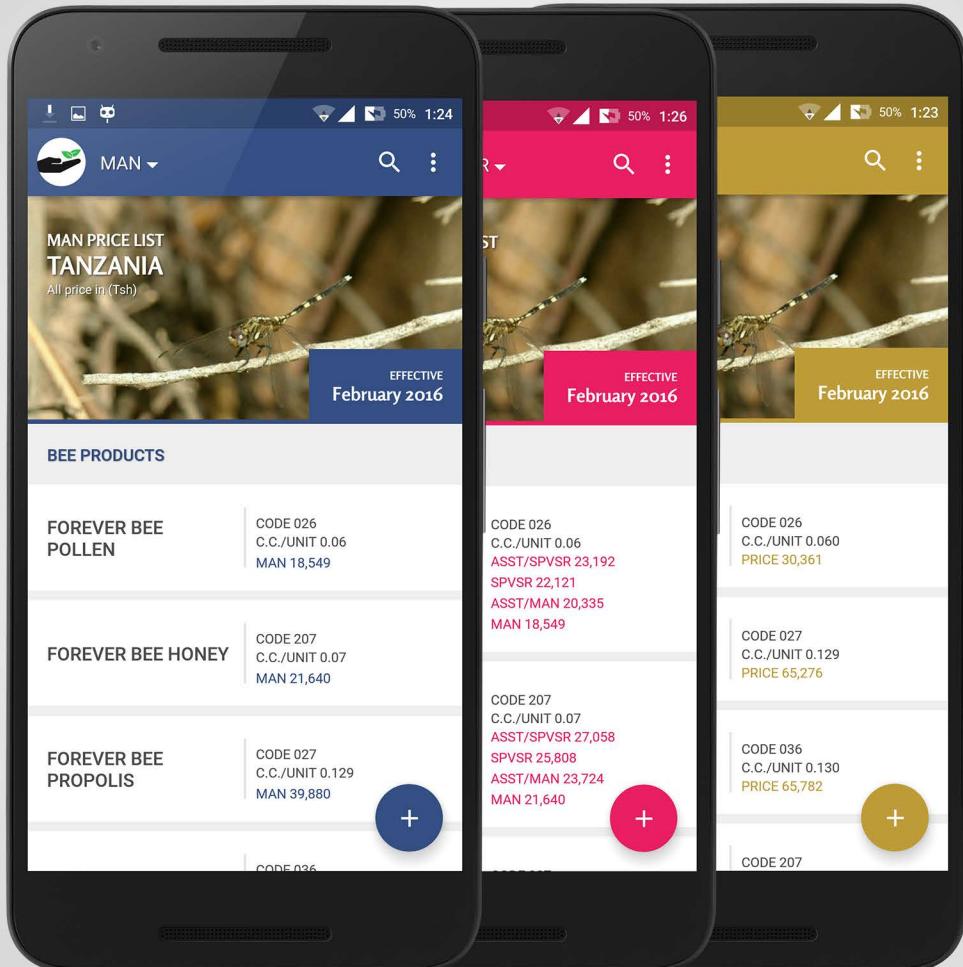
Expose more girls in Tanzania to STEAM careers and amplify their  
impact in Africa and the world at large.



# Mobile Applications

ANDROID | iOS | USSD

We adhere to the highest design principles to ensure that your mobile application is a solid and successful, We don't just build apps, we build businesses. The result is a thought-through product that can hit the market harder than your competitors.

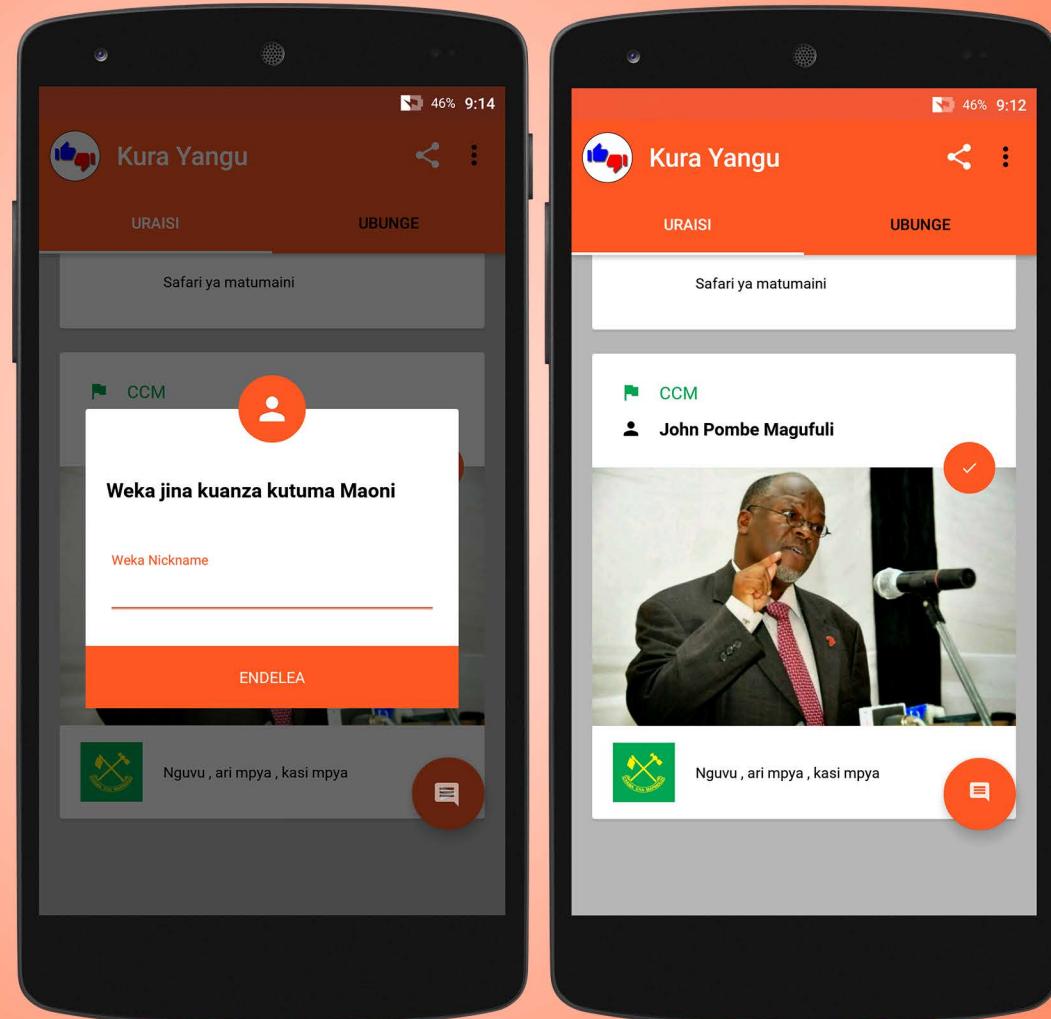


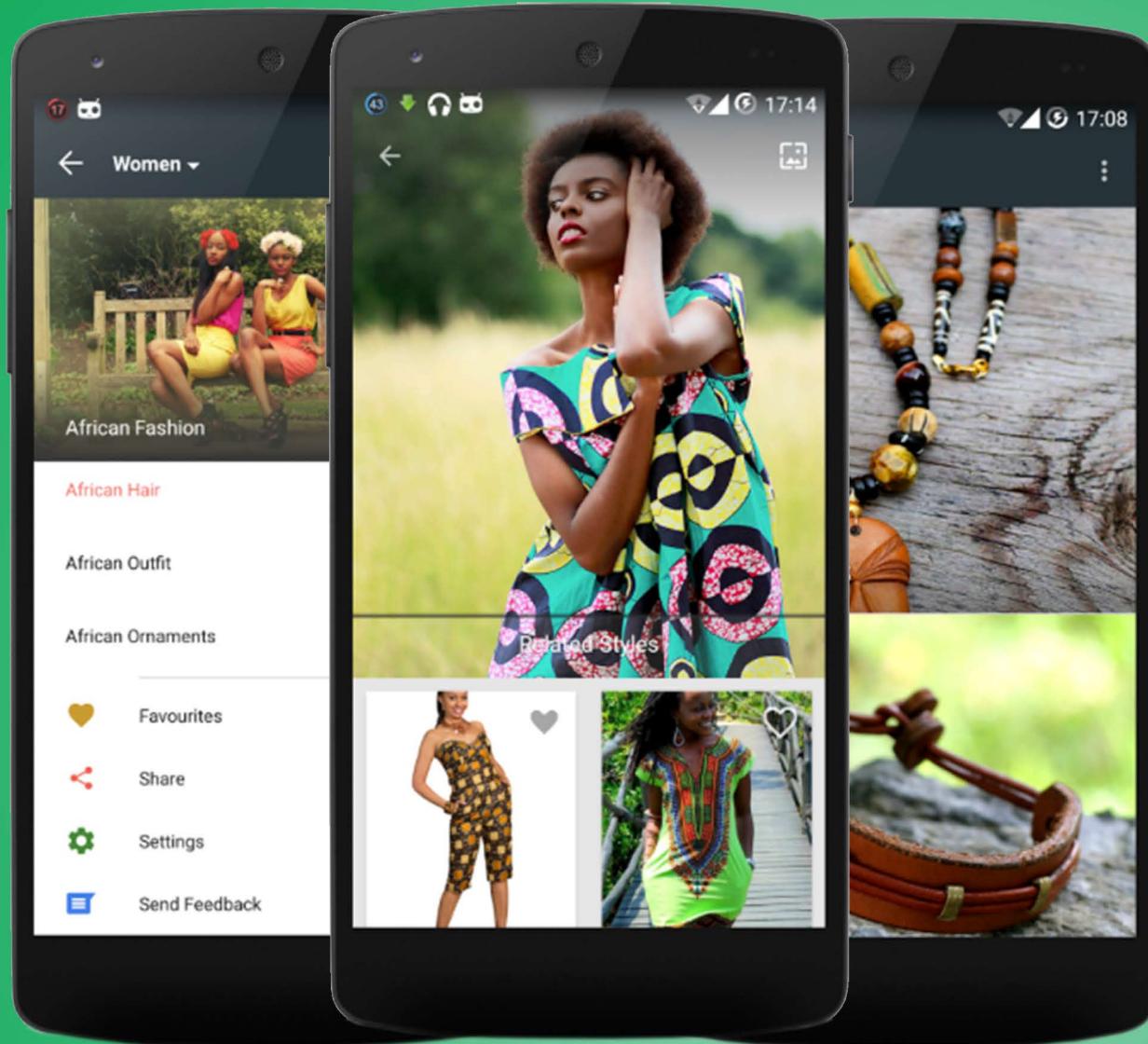
## Biashara Plus App

BiasharaPlus app enables you to get all current product price listings for forever products on your hand, there is no need to carry along leaflets for price listings any more, you can now get it straight from your smartphone.

# Kura Yangu App

A mobile opinion poll app  
for Tanzania general election  
2015.



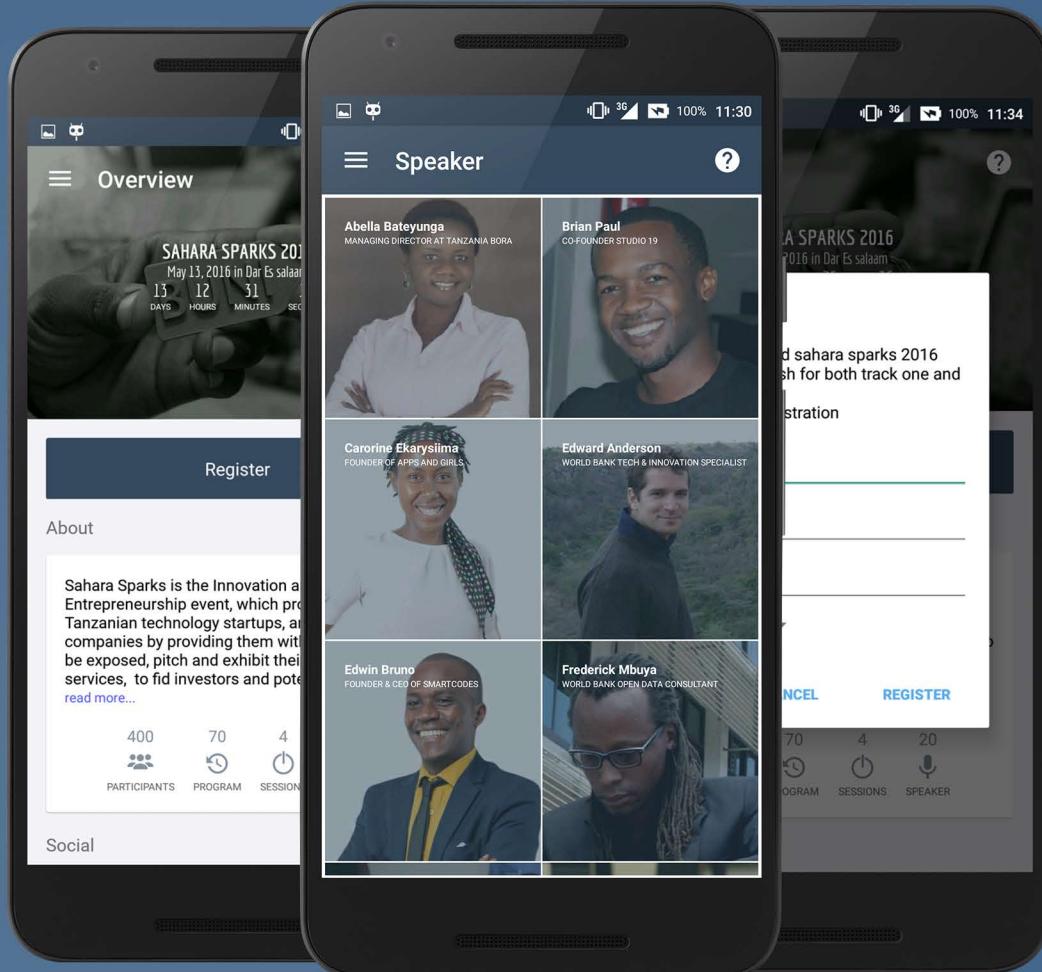


## African Fashion

We created African Fashion to connect African fashion lovers all over the world to local fashion designers. With African fashion app we're listed as Pivot East 2015 Finalist.

# Sahara Sparks App

The official Sahara Sparks app was built to help you navigate the conference, whether you're attending in-person or remotely.



# Digital Marketing

STRATEGY | S.E.O | EMAIL MARKETING V| SOCIAL MEDIA | CAMPAIGNS

Reaching customers is crucial for business growth, and companies large and small are constantly looking for ways to reach new customers while keeping current customers continuously interested. At IPF we focus on making sure customers interested in what you offer find you and stay with you.



## OUR APPROACH

At the agency we have adapted the human centered design approach and it is a thing we live through all stages in any project we do, the process is broken into three simple steps.

Understanding the problem is the key, We focus the needs what are the pain points, opportunities of the problem and together with our client we design a simple and yet applicable solution.

Then we visualize, taking those insight from the previous stage and visualize them through the design of "User Interface" and "User Experience", we make custom designs starting with paper sketches.

In realizing stage we bring those visual designs to life through prototype, beta products and get something we can actually begin to iterate based on users' behavior, market feedback until we have that product that user will be happy and comfortable to use.

## LETS GET STARTED

Whether you want to work on your mobile application, website strategies or digital marketing for your company, we're all about exceptional results. Let's get started today.

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