



KENTUCKY, US 2020

# SERVER-SIDE RENDERED REACT WITH **TYPESCRIPT, NEXT.JS AND NETLIFY POWERED WEBSITE**

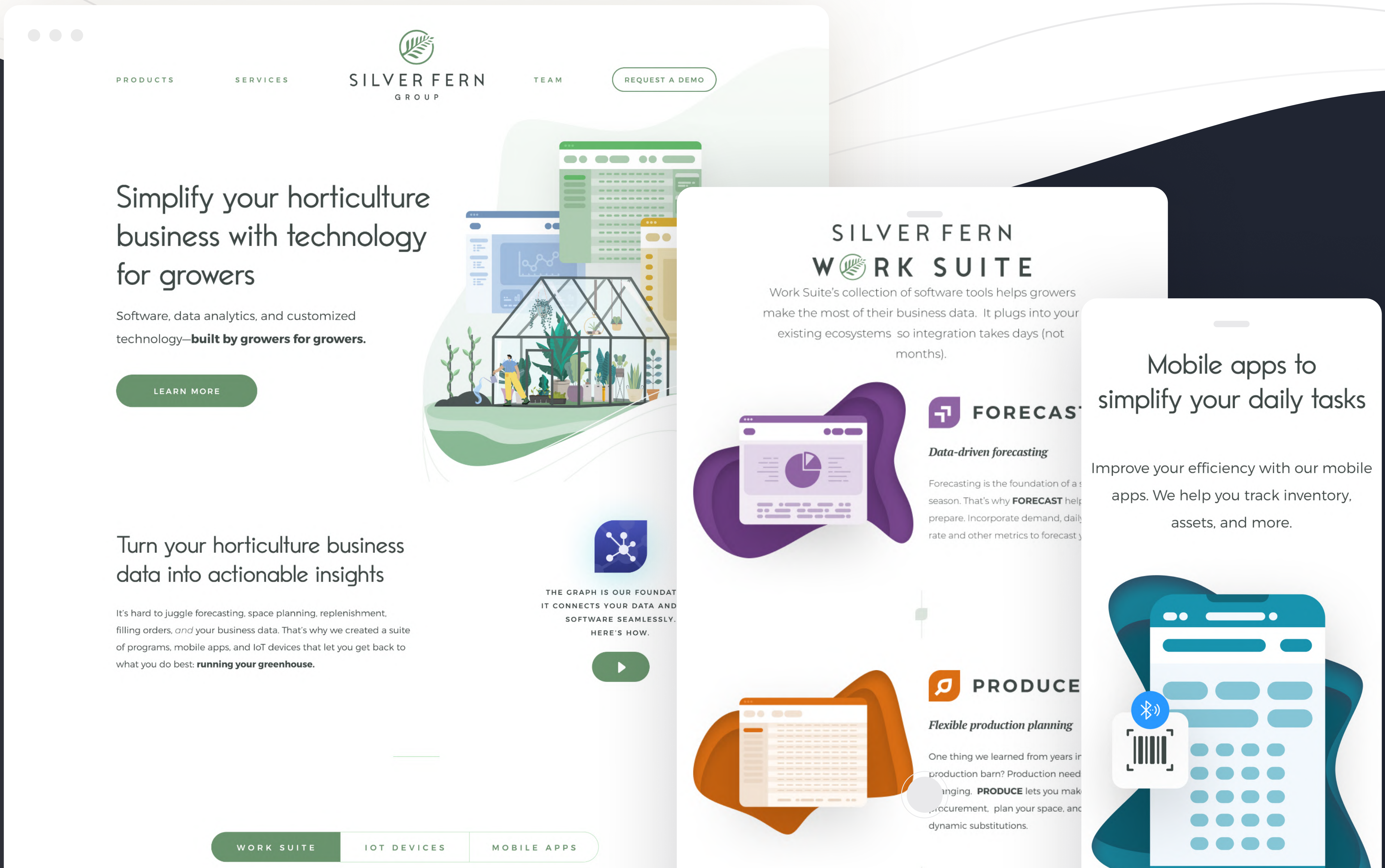
We're talking about state-of-art modern frontend development with pixel-perfect UX and a highly maintainable JS (JavaScript) codebase.



**Silverfern** is an Internet of Things and software startup built by growers for growers. The Kentucky original offers high performance, highly interoperable software, data analytics, and customised technology for horticulture businesses all across the globe.

With their products and services already providing their customers with top-quality experiences, it was time to take their brand to the next level.

The team at Silverfern was launching their first public website, so there was a lot of pressure to build something that would live up to expectations.

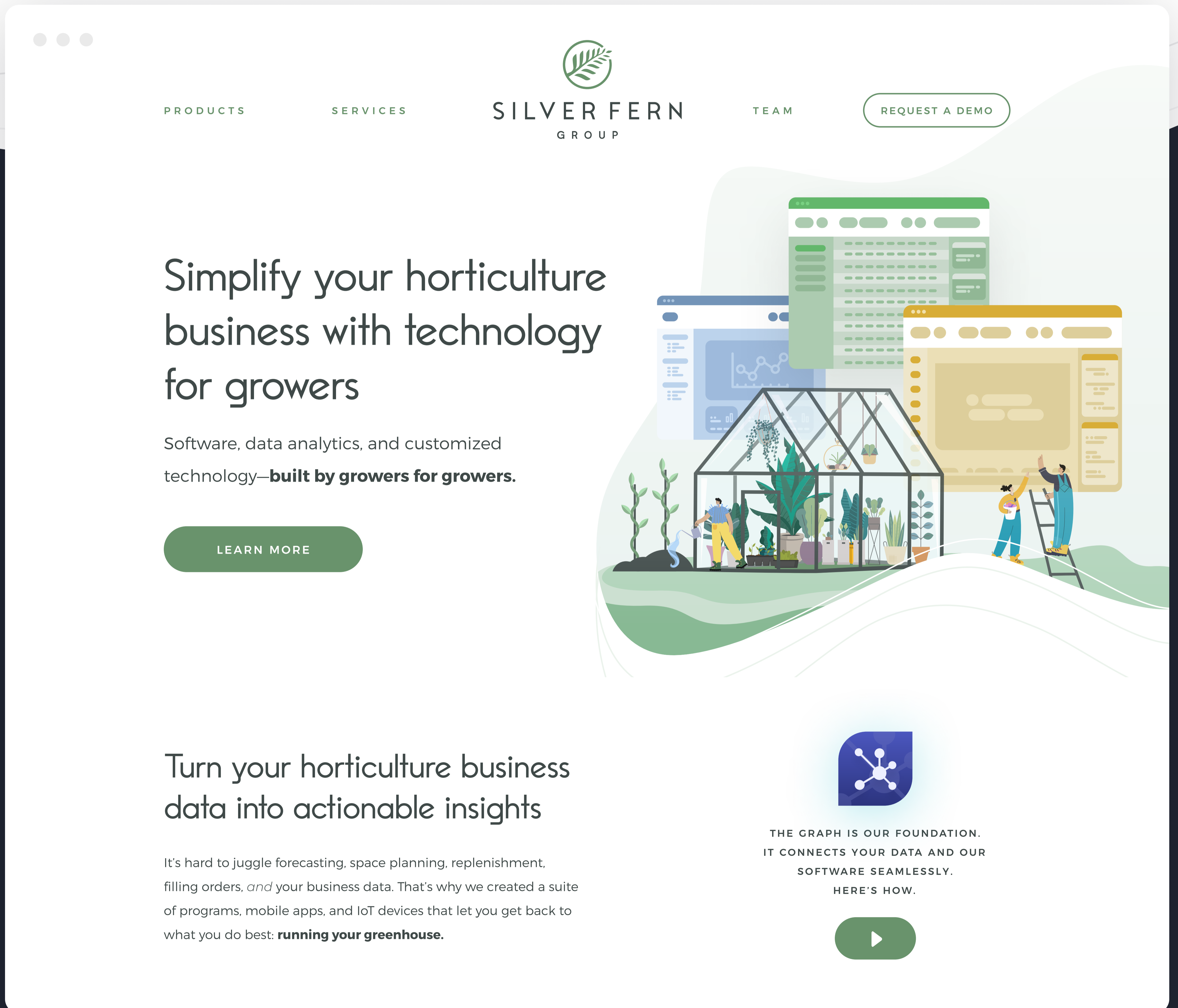


The main challenge was operating on a tight deadline. Investor rounds and business pitches were already scheduled and the website was designed to be the main pitch deck of the team.

Careful choice of technology, prioritising features and crafting alternatives scenarios along with clear, constant communication was critical for the project's success.

We defined short sprints with well-defined deliverables, frequent client reviews and complete transparency of the process.

**These were at the heart of the project's success.**



You can see the entire page at:

<https://silverfern.group>

03

EXPERIENCE

The website is a great example of translating complex business processes into a flowing story, that takes an user from a place where he knows nothing about the company to a place where he has a solid understanding of how SilverFern can help his business.

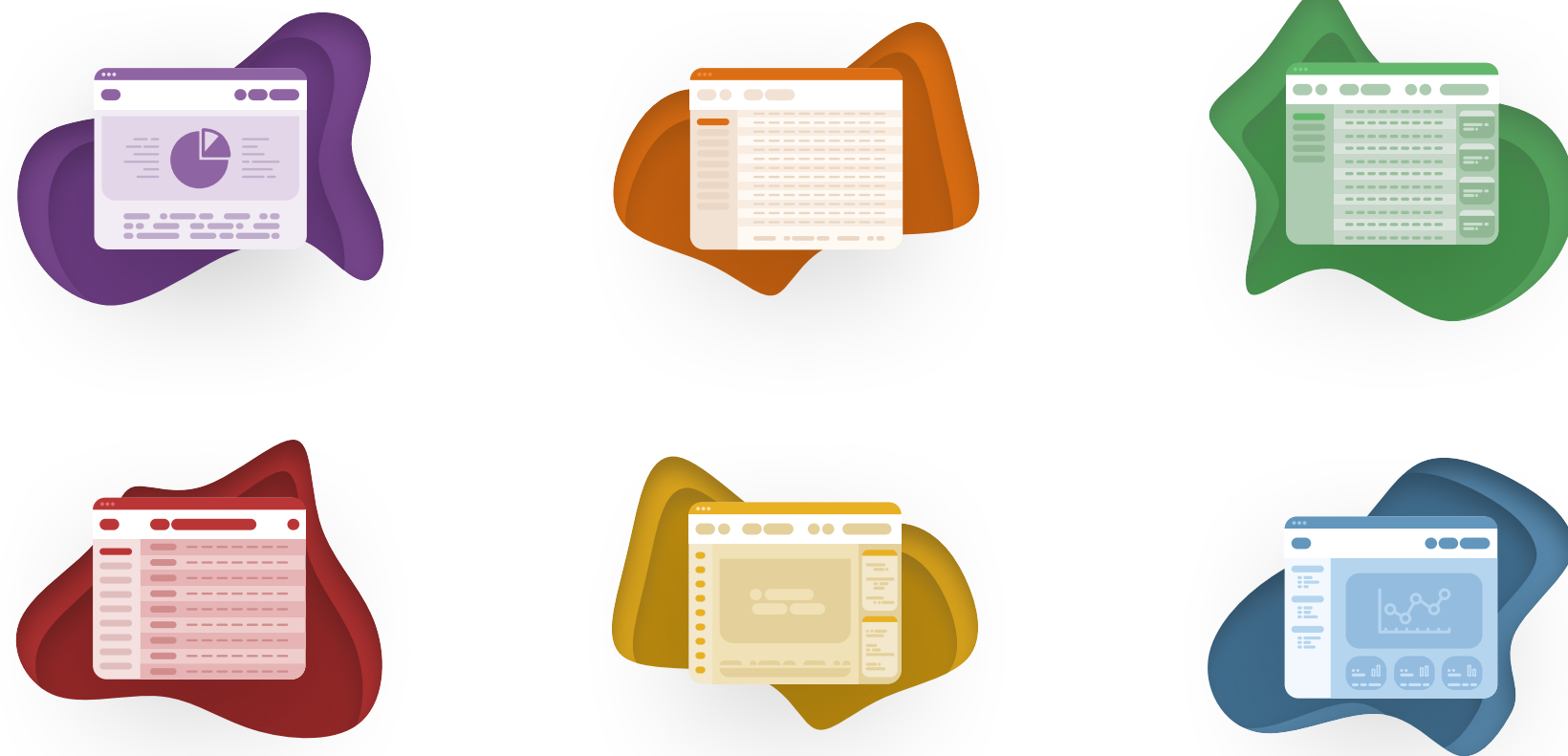
The whole UX (user experience) is a perfect blend between hard, cold data and visual story telling.

We understand that our visitor's time is precious, therefore, the website empowers the user by providing tools like a smart navigation, that brings him directly to the place of interest. The content is structured along a modular design that is clear and concise. Call to actions are placed to help conversions and drive visitor action.

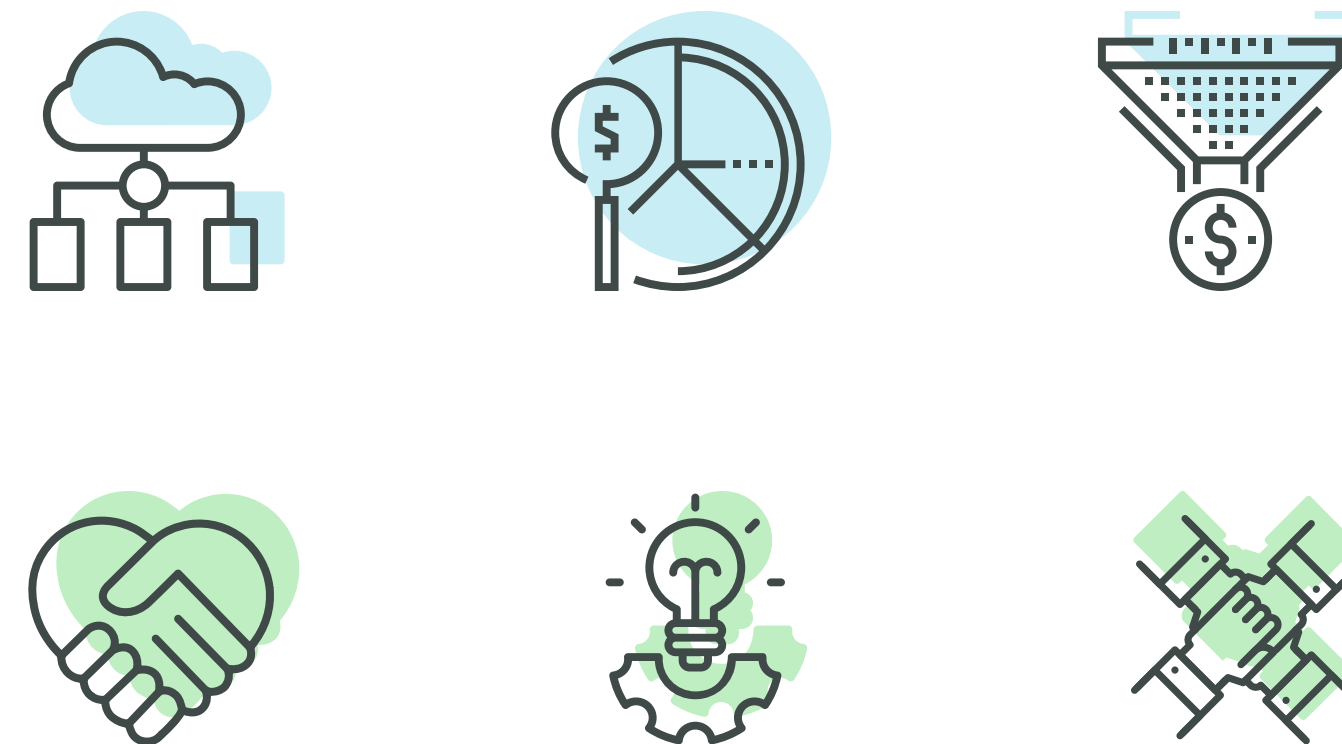


The business has already built a strong brand, but we found lots of places where we could step in and make small but important adjustments. We also updated the color palette which would allow us to build semantically rich user interactions and iconography.

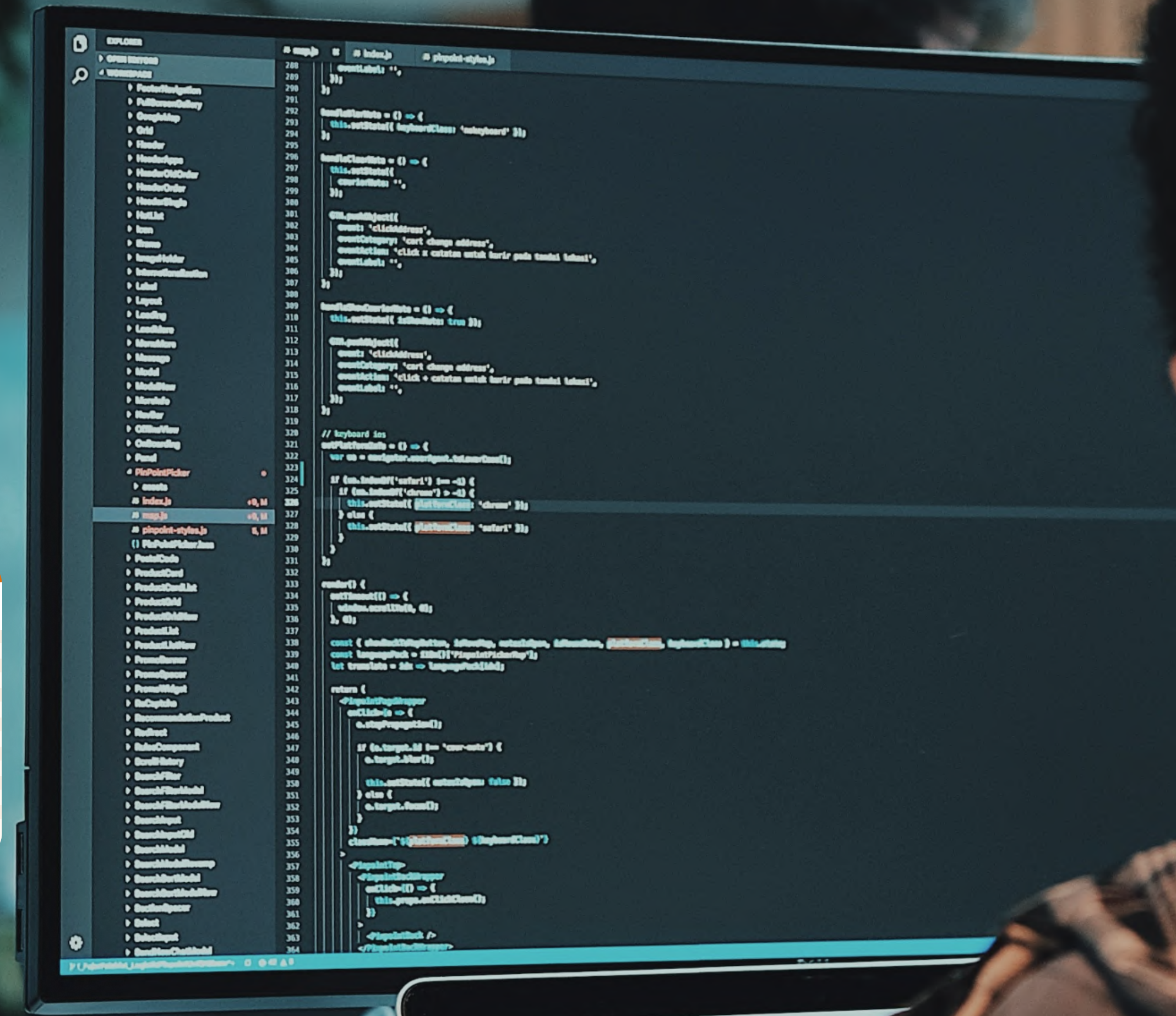
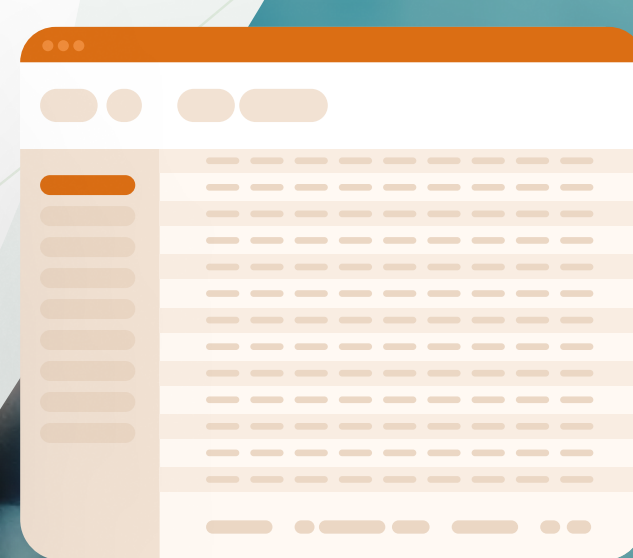
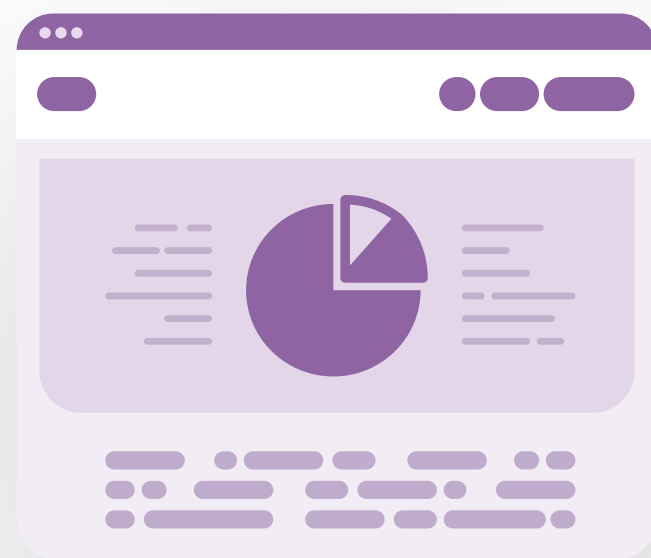
ILLUSTRATIONS



ICONOGRAPHY



The team at Silverfern is a highly technical group of individuals. Since they already had a team that would have to integrate with the website at some point, we had to choose a technology stack familiar to their engineers. The choice was obvious and a good fit for our project: React with TypeScript server rendered by Next.js.



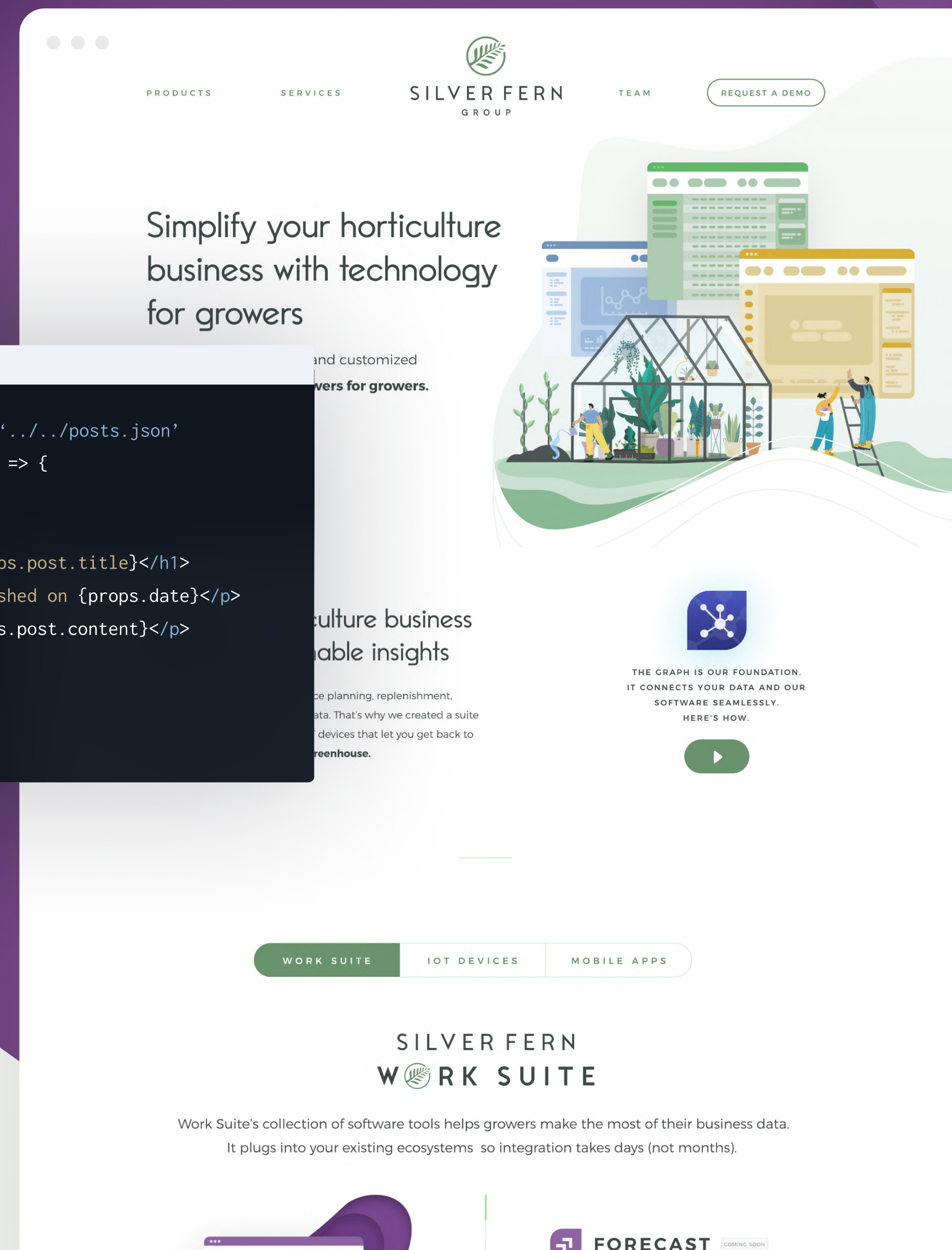
06  
FRONT-END

From our experience, quality micro-interactions and smooth animations are some of key points to creating a fantastic UX (user experience). Therefore we spent a lot of time getting these right.

The website was built on top of Vercel's Next.js in order to take advantage of the SEO boosting capabilities of server-side rendering. All that on top of React 16.0.13 (latest as of the time of development), with TypeScript as our favorite flavor of typed JavaScript.

We used SCSS as our flavor of choice CSS pre-compiler, accessible ARIA HTML5 to create the frontend.

```
1 import posts from '../posts.json'
2 const Post = props => {
3   return (
4     <div>
5       <h1>{props.post.title}</h1>
6       <p>Published on {props.date}</p>
7       <p>{props.post.content}</p>
8     </div>
9   )
10 }
```



All content was optimized for a smooth mobile experience without sacrificing any of the desktop functionality and because the website is mostly static, the result was a blazing fast website that's simply a joy to use.

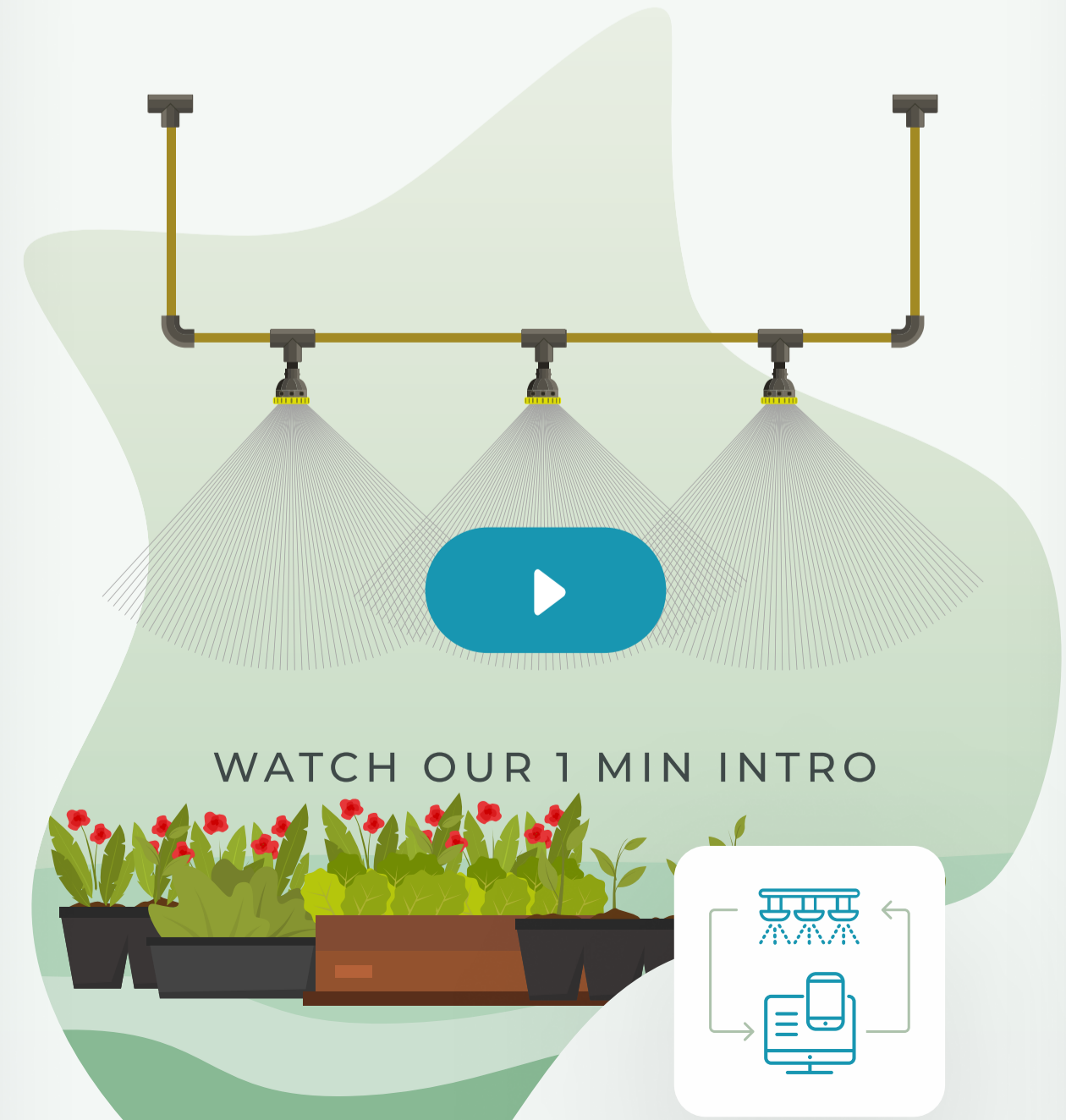


Simplify your horticulture business with technology for growers



### IoT Devices

IoT devices combine hardware and software, so you can control greenhouse equipment from your web browser or mobile device—anywhere, anytime.



### FREQUENTLY ASKED QUESTIONS ABOUT THE IOT DEVICES

*Does Silver Fern help with installation?*

*Will your IoT devices talk to my existing systems?*

*Will I have access to the data the IoT devices collect?*



08  
OUTCOMES

“THEY’RE EXCELLENT. THE TEAM WAS FLEXIBLE UPFRONT. WE HAD A TIGHT TIMELINE, AND THEIR TEAM ACTUALLY UNDER PROMISED AND OVER DELIVERED.

**THEY DID A PHENOMENAL JOB. IT’S HARD TO COME UP WITH CRITIQUES BECAUSE WE FELT VERY WELL TAKEN CARE OF.**

KEVIN SHORT  
Co-Founder, SilverFern

