



Turn your product into
something that sticks

Our company

01. **Intro**

02. **Approach**

03. **Projects**

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05. **Rates and Timelines**

06. **About**

07. **Let's talk**

01. Intro

We're a digital agency with a taste for outstanding products

Yummygum has been delivering top notch digital solutions for over 15 years. We work with amazing companies, ranging from small startups to heavy weight enterprises.

From our office in Amsterdam we design and build amazing digital products.

A selection of our clients

We enjoy being in close contact with decision makers who are passionate about their business or projects.





Story & leadership

In 2009 — almost 15 years ago — both Vince and Leon set out together to make the digital world a more enjoyable place by getting **really good design** into the hands of users. Tasty design, delicious experiences and interestingly flavored codebases. **Yummygum was born.**

Fast forward to today and we're a full-fledged digital agency that still has that very same **drive and motivation.**

Both co-founders are closely involved with clients and their needs while at the same time staying in tune with the team to ensure **seamless communication and high quality results.**



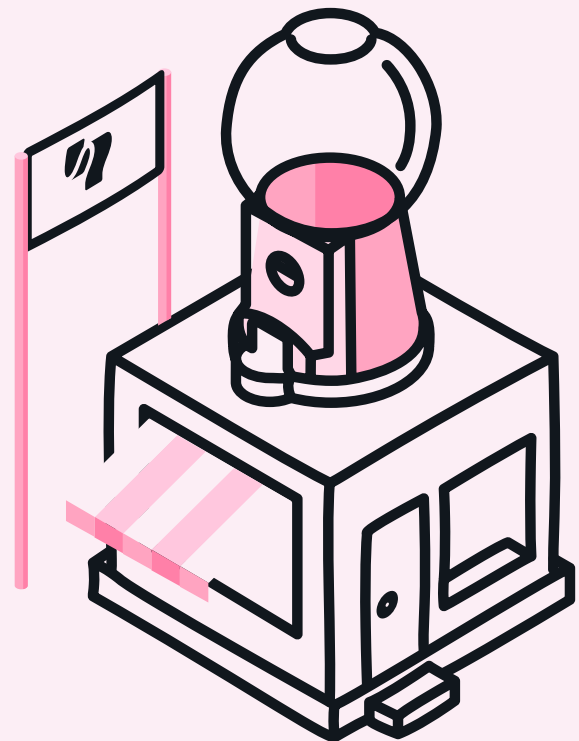
Vince



Leon

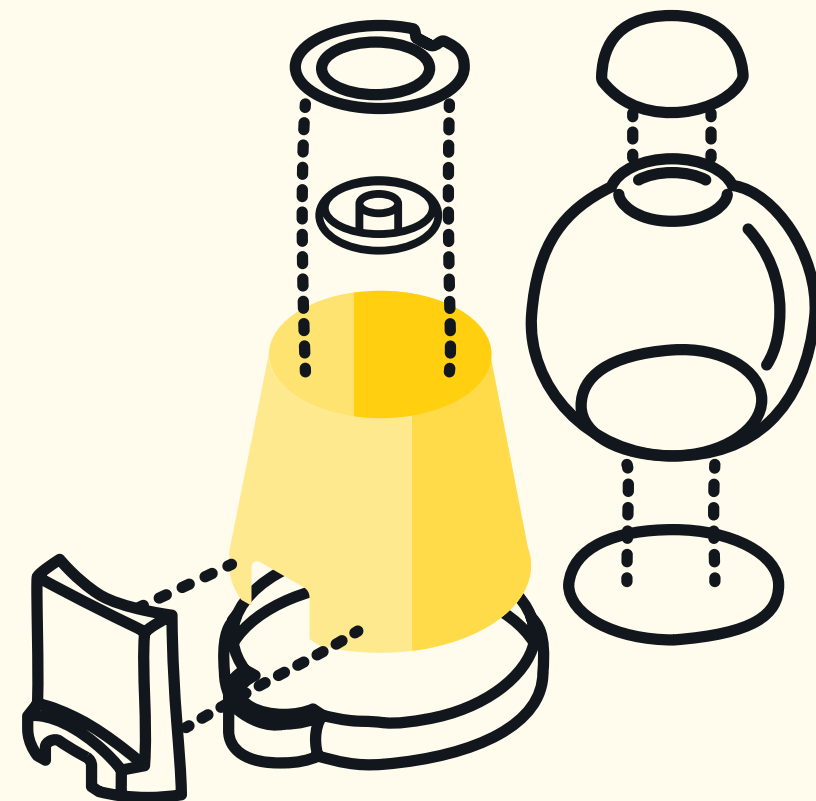
What we do

We're here to help you align, refine, design and build through the following services. We offer our services separately but we also love doing a project start-to-finish.



Branding

We create memorable brand identities that put the spotlight on what makes you special.



UX Design

We do user testing and market research to lay the foundation for any digital product.



Visual Design

We design the most gorgeous digital products using custom made design systems.



Development

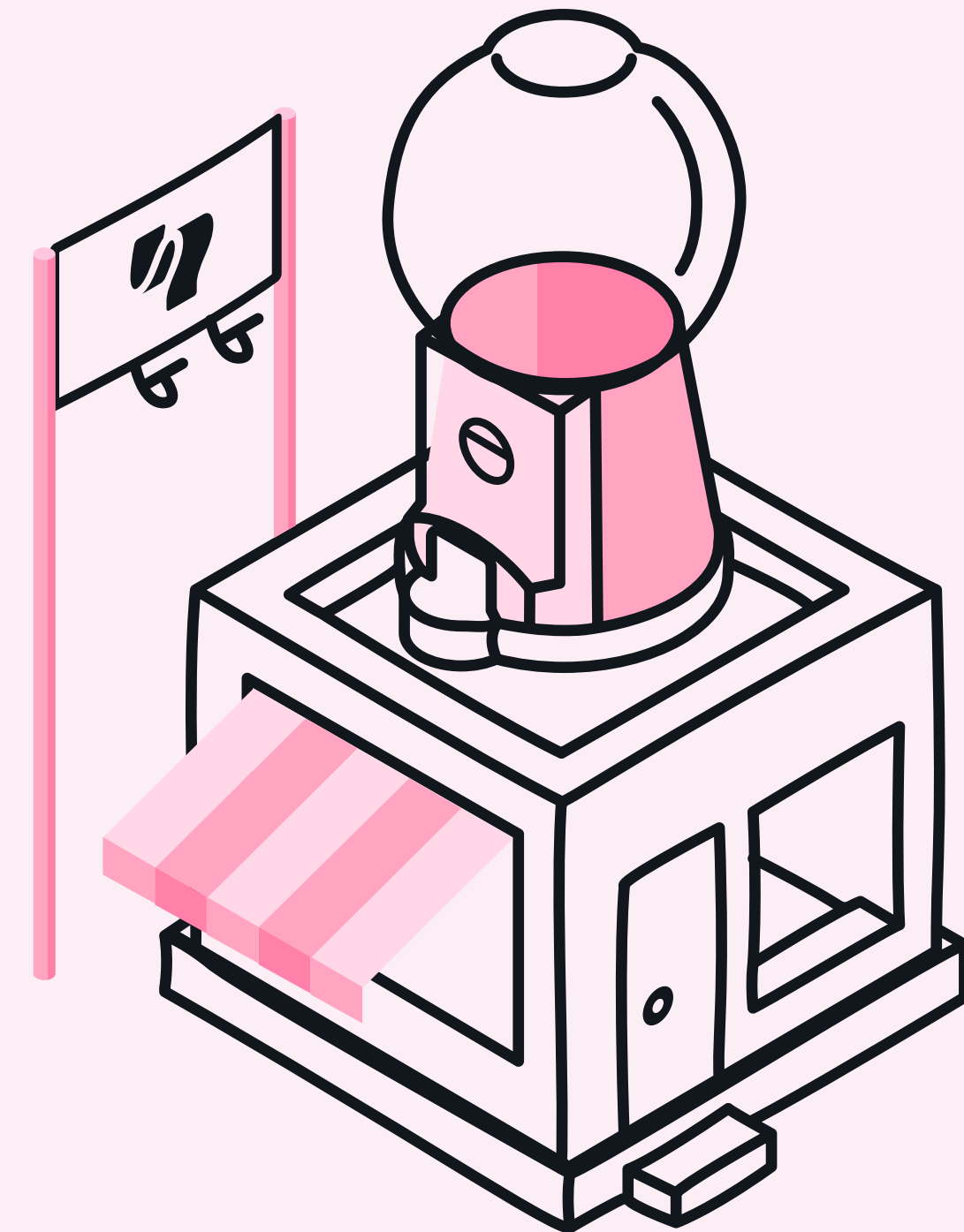
We make products come to life using state-of-the-art tech stacks while writing neat code.

Branding

Go by one dresscode; wear your heart on your sleeve

Some of the things we excel at

- Logo Design
- Brand Strategy
- Brand Book
- 3hrs Brand Sprints
- Brand Collateral
- Visual Identity
- Co-creative Workshops

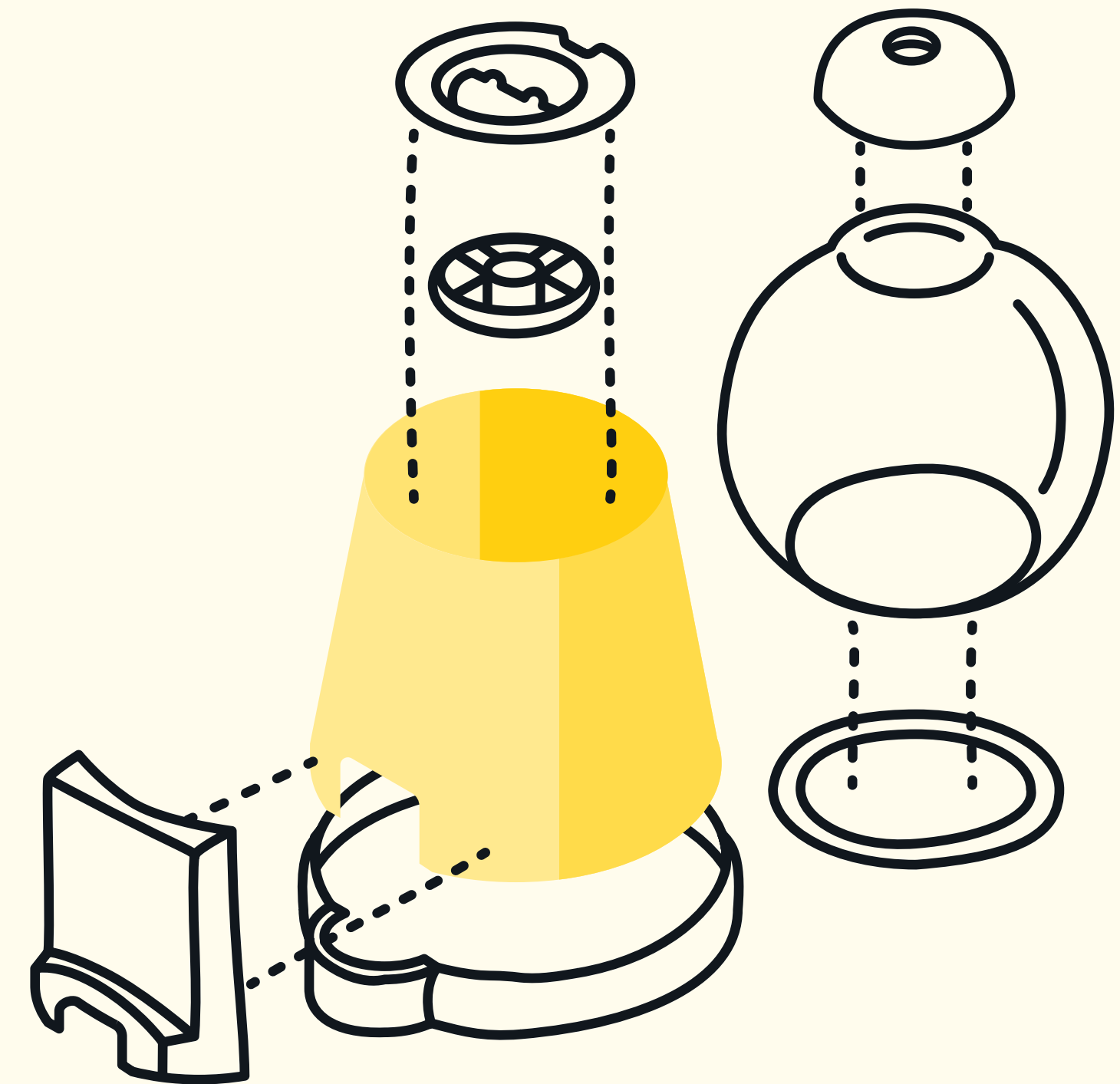


UX Design

We research, we analyze, we design. And then do it again.

Some of the things we excel at

- User Research
- Behaviour Analytics
- A/B Testing
- Usability Interviews
- Information Architecture
- Wireframing
- Co-creative Workshops
- Psychology & Heuristics
- SEO Keywords
- Customer Journey

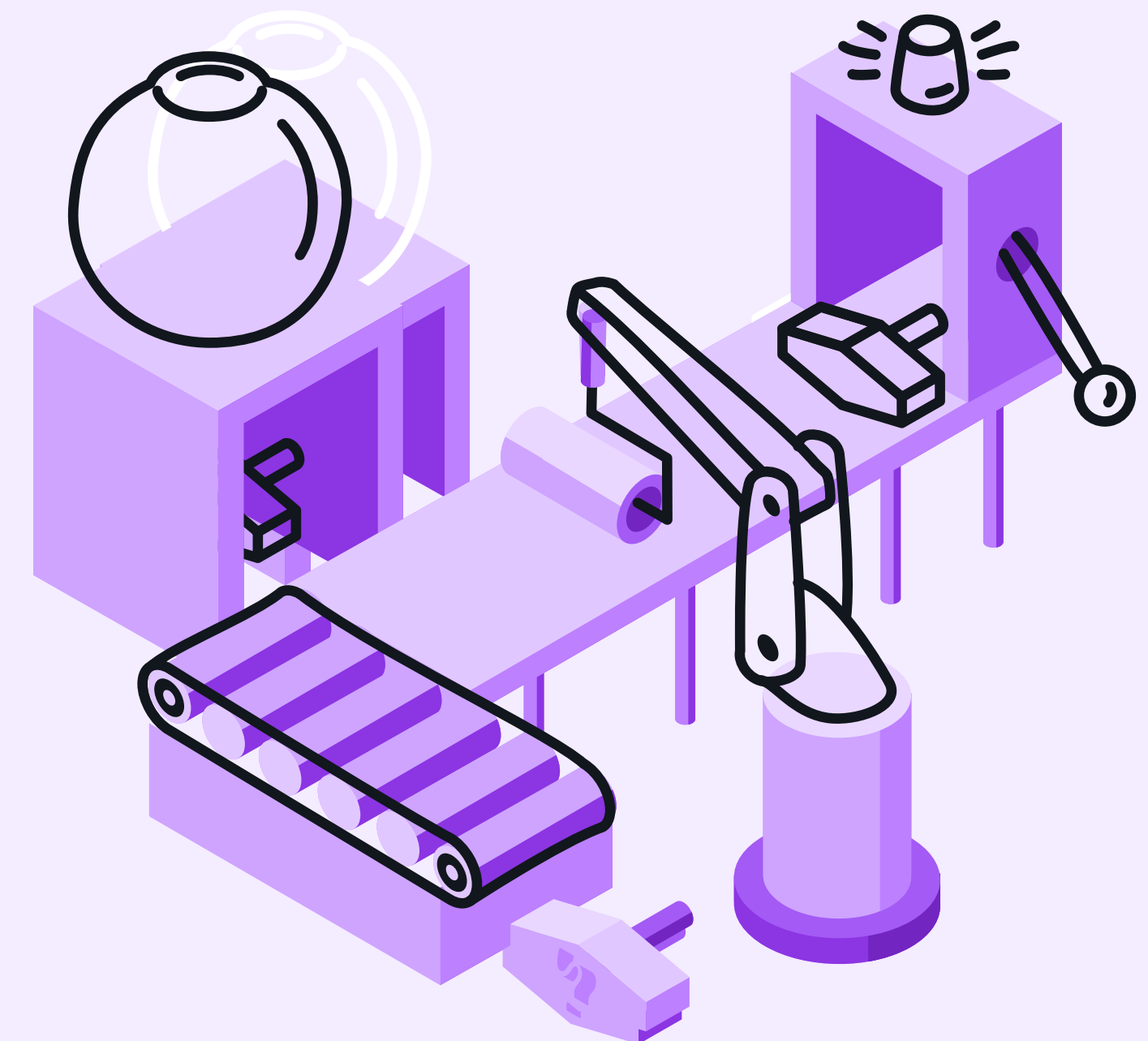


Visual Design

Let's make this world a little prettier. We'll go first.

Some of the things we excel at

- Websites
- Web Apps
- Mobile Apps
- Design Systems
- Company Decks
- Iconography
- Illustrations
- Motion Design
- Clickable Prototypes
- HTML Email Design



Development

A heart for code and an eye for detail and improvement

Some of the things we excel at

- Websites
- Web Apps
- Mobile Apps
- Animations
- Continuous Integration
- Performance Improvements
- Design Systems
- (Headless) CMS Integration
- SEO Optimization
- Integrations

Our Development tools of choice



02. Approach

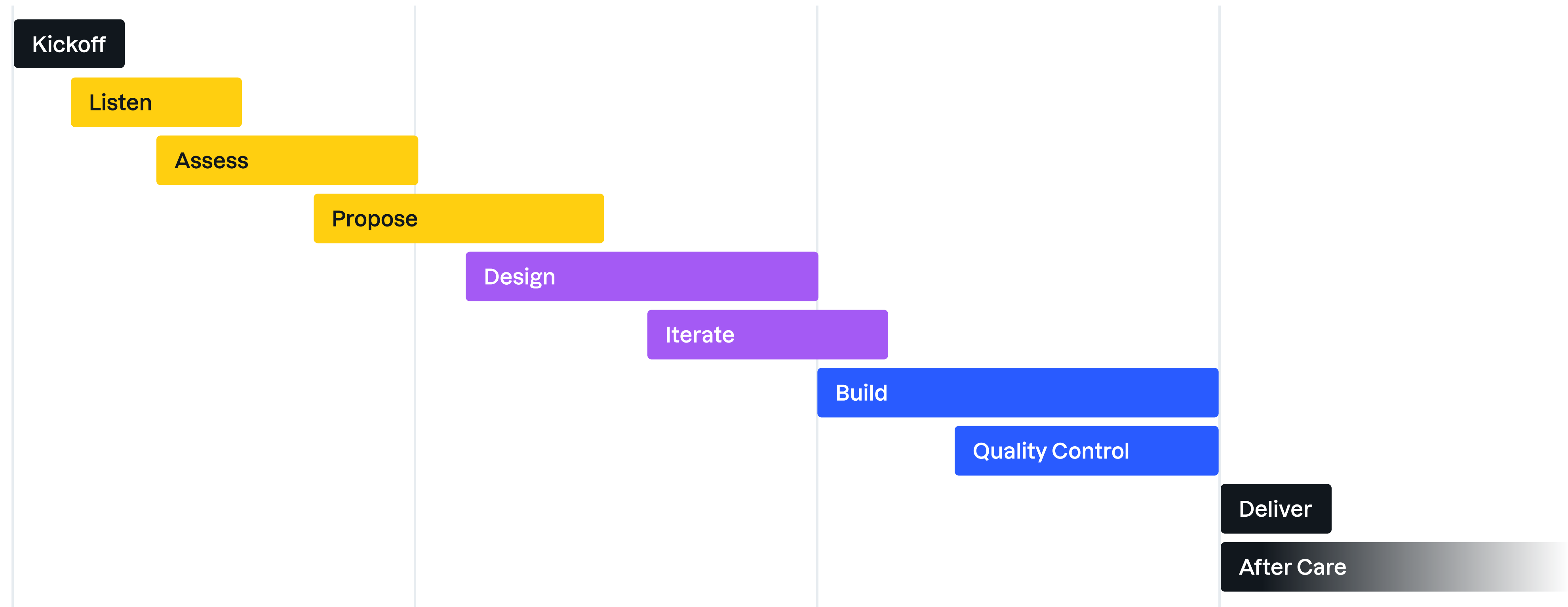
Transparent process

Openness, clarity, and honesty in all stages of the project lifecycle from both parties will be key to a successful project. From planning to execution and delivery — we take you on a ride to success.

Projects are a tight collaboration and we both have an important role to play. We need you to help us make the best.

High level stages of a project

Every project runs through a few stages, this overview gives you an impression of what that looks like.



Process

Kickoff

Before we really dive in, let's get to know each other. You'll meet some of our team, talk through scope and goals. We will create a general alignment and build excitement for all stakeholders.

What happens during this stage?

- Get aligned
- Understand the goals
- Be inspired
- Meet the teams
- Share high level plan



Process

Listen

Before we do the work, we should listen. Where are your challenges, what are your objectives and specific goals?

What can happen during this stage?

- Discuss do's and don't's
- Discuss tech requirements
- Discuss visual likes and dislikes
- Discuss your market
- Get the right input to us
- Understand your wants
- Understand the vision
- Brand Sprint



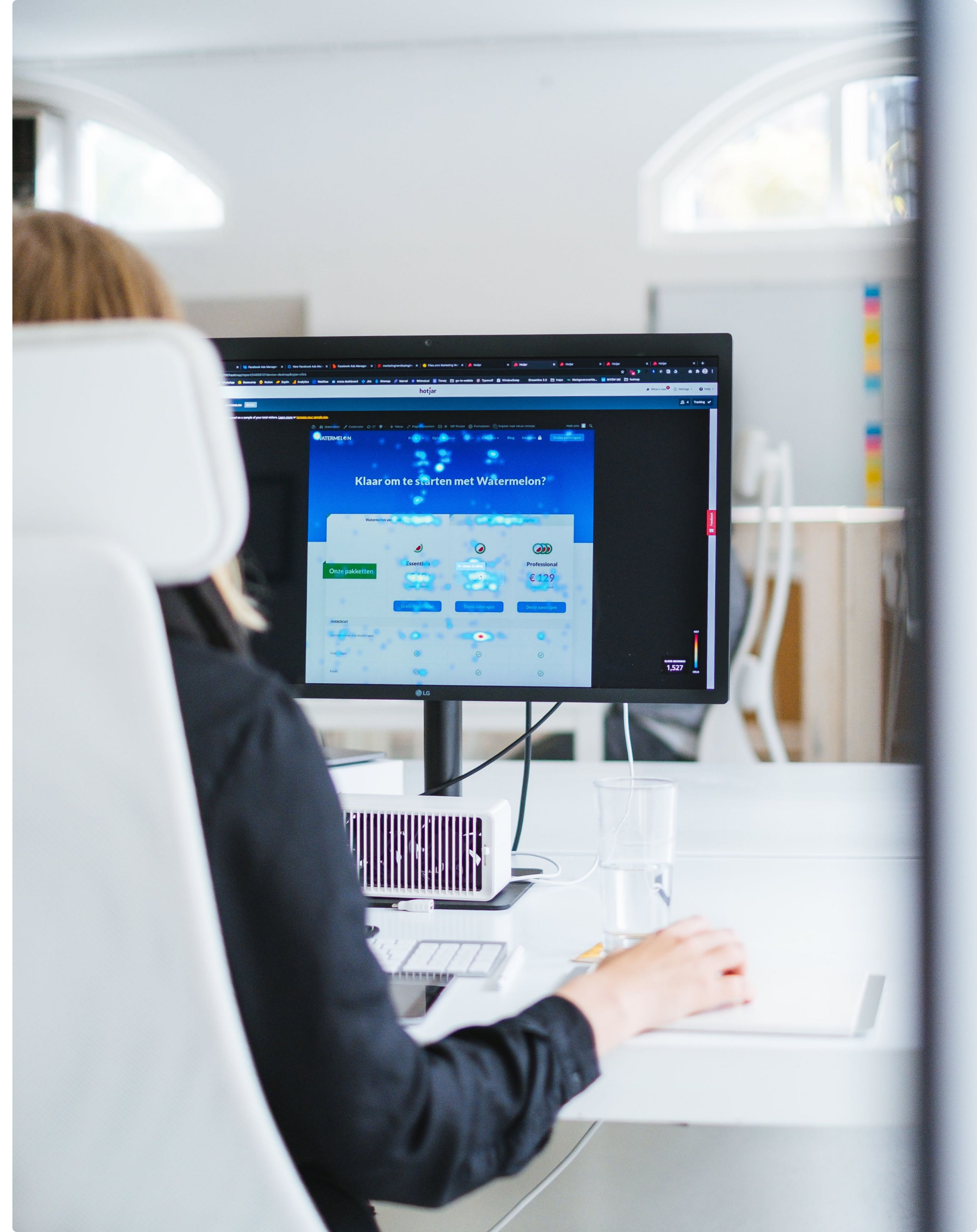
Process

Assess

A big part of the input is there to start research. We're all about making informed decisions and avoid assumptions.

What can happen during this stage?

- User Research
- Competitors and Markets
- Personas
- Information Architecture
- Content Strategy
- Brand Heart



Process

Propose

It's time for our ideas to shine. We showcase explorations and brainstorm on how to solve the challenges, both from a design, development and brand perspective.

What can happen during this stage?

- Brand Concepts
- Wireframing
- Visual Product Style Concepts
- Early Concept Designs
- Structure & Content
- Defined Tech Plan



Process

Design

Pixel perfectness are the key words during this stage. We turn concepts and ideation into practical, usable and final deliverables.

What can happen during this stage?

- Visual Product Design
- Design System
- Brand Guidelines
- Logo + Logotype
- Prototypes
- Motion Design



Process

Iterate

A digital product is never finished, so we incorporate 2 rounds of feedback into our process for every deliverable to improve them even further.

What can happen during this stage?

- Iterate UX Research
- Iterate UX Design
- Iterate Branding
- Iterate Visual Design



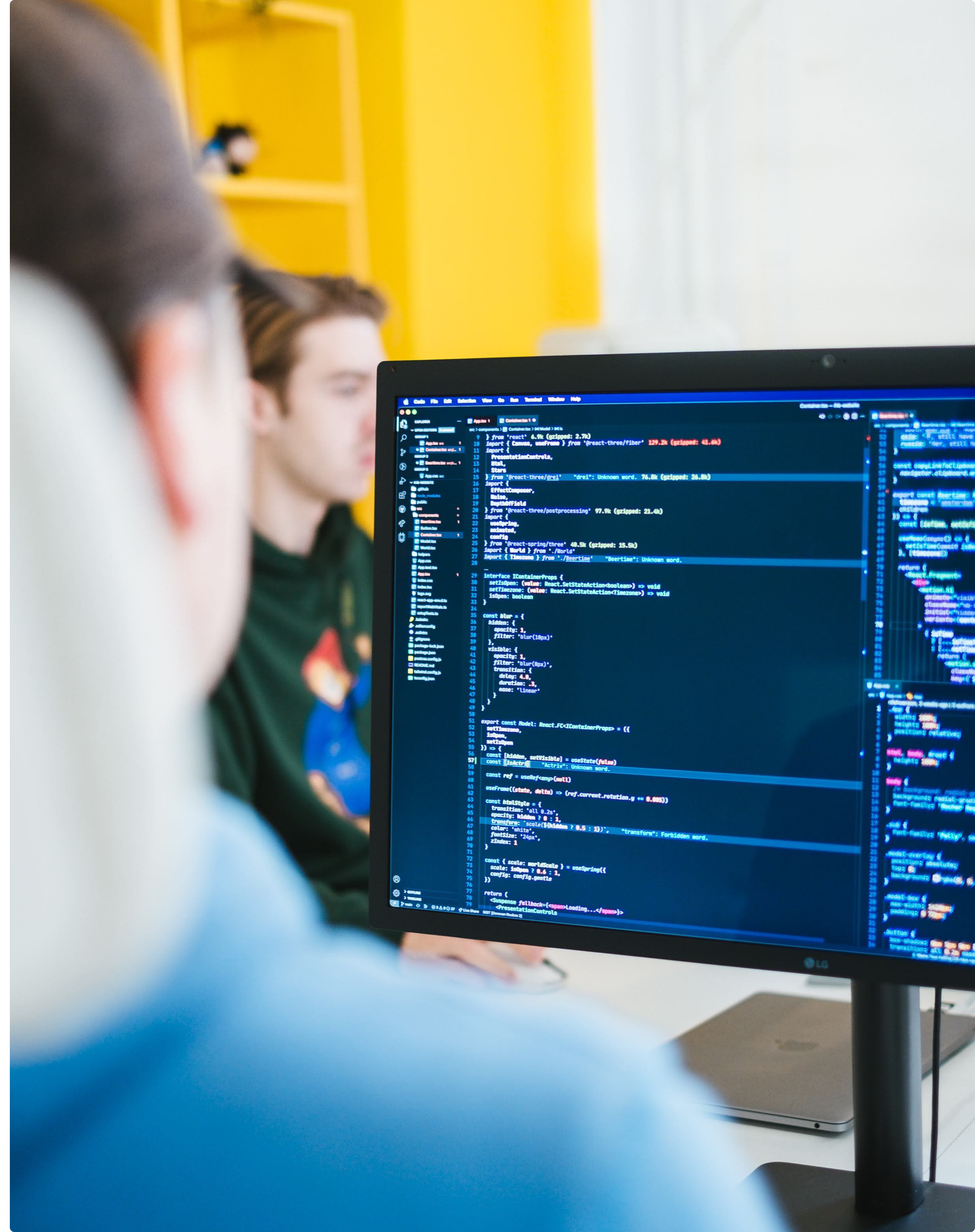
Process

Build

Gorgeous designs are set in stone to make room for development. Building with clean, future-proof code results in well performing digital products on many platforms.

What can happen during this stage?

- Setup dev environment
- Build component library
- Build pages
- Connect APIs



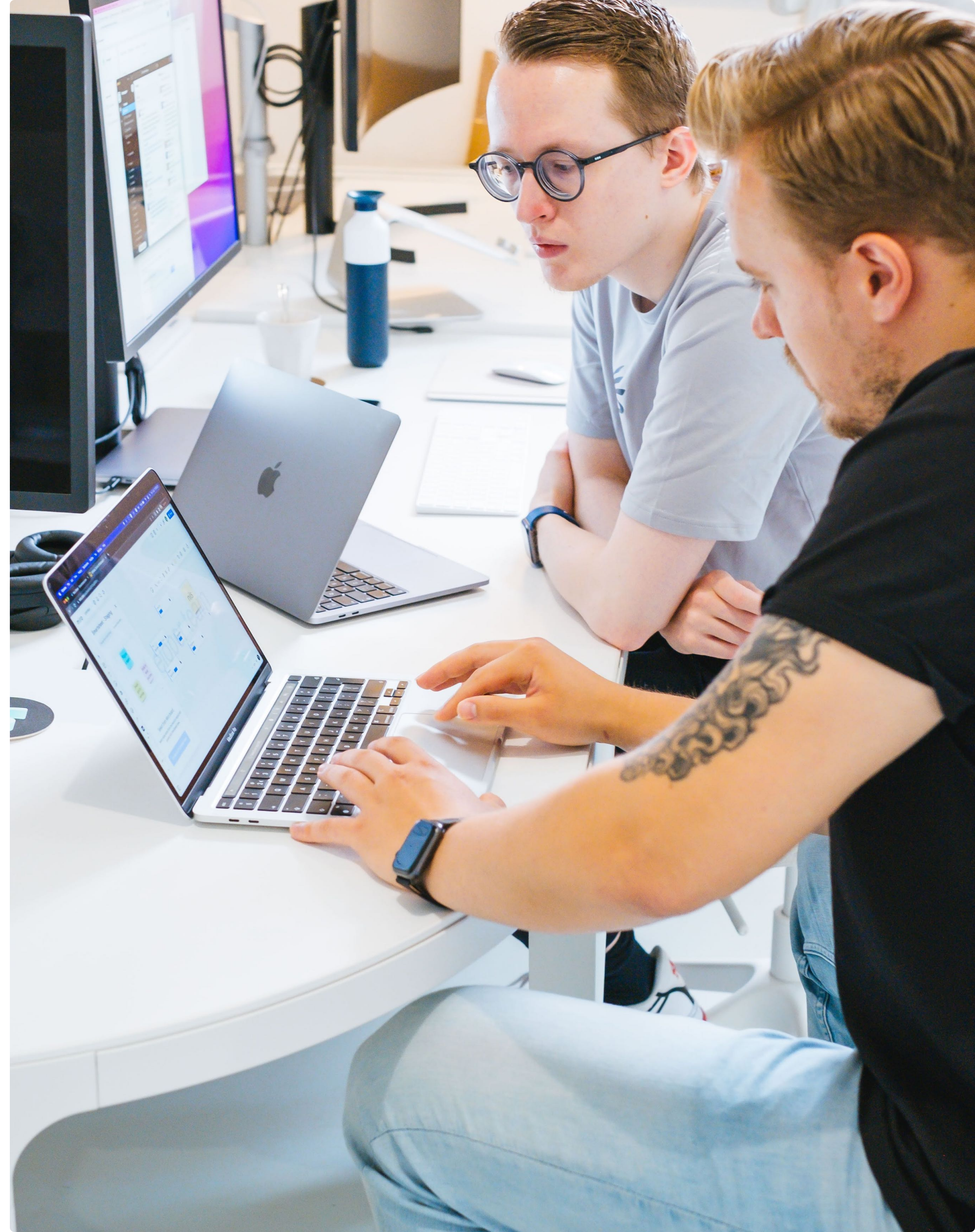
Process

Quality Control

The process for quality control helps achieving the highest possible quality for the end user. We plan multiple tasks to test and fix products we build.

What can happen during this stage?

- User Testing
- Understand the goals
- Optimize for performance
- Cross platform compatibility



Process

Deliver & After Care

The team leads for Branding, UX, Visual Design or Development will join you for a smooth delivery and handoff. Available for questions and additional help for perfect implementation and launch. We prefer a mutual commitment for a long term collaboration.

What can happen during this stage?

- Handoff of design and code
- Opportunity for questions
- Proposal for improvement
- Plan for the future



03. Projects

Projects

Amazing digital products, full stop.

At Yummygum we mix the beautiful with the usable. In our proven process we crystallize what's most important and help users find their way in an appealing User Interface or web experience. We could talk about this all day but we'd much rather show you.

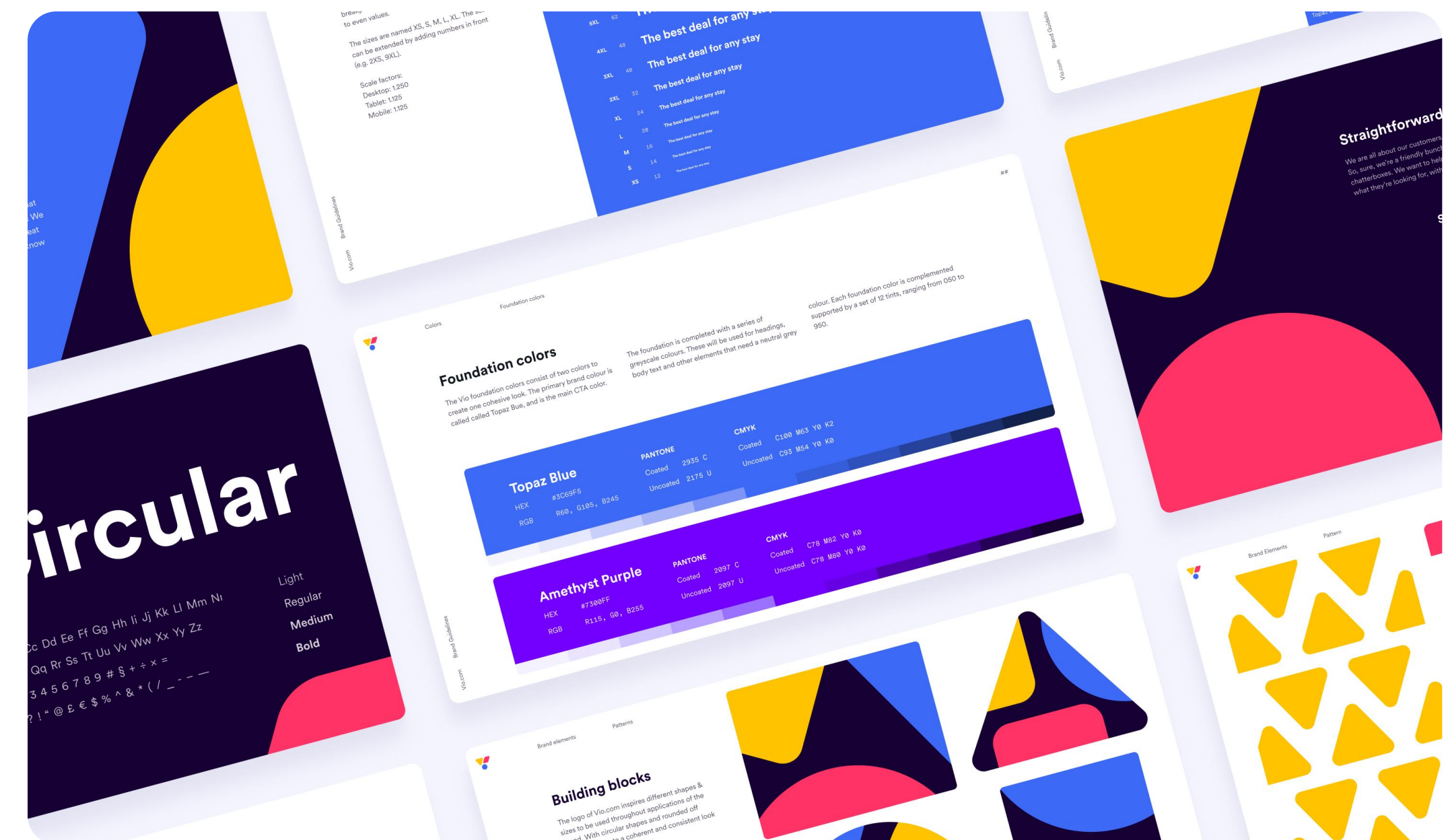


Breathing new life into the world of travel and stays

Facilitating Findhotel's rebirth as Vio.com by suiting them up with a new brand identity that expresses their true 'self'.



Deals in all shapes & sizes



Plus⁺Members
get even better
deals

a better deal.



Recent searches

🕒 **Barcelona City Centre** Area
Aug 2 2022 - Aug 9 2022, 2 Guests, 1 room

🕒 **Barcelona** City
Jul 2 2022 - Jul 19 2022, 2 Guests, 1 room

🕒 **Barcelona El Prat Airport** Area
Jul 2 2022 - Jul 19 2022, 2 Guests, 1 room

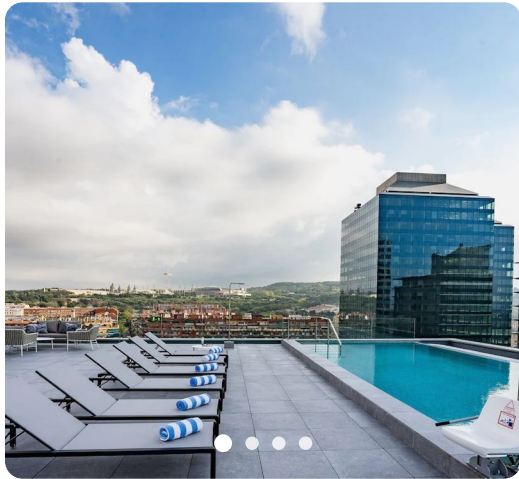
Places

📍 **Province of Barcelona** Area
Spain

📍 **Barcelona Cathedral** Area
Barcelona, Spain

Accommodations

🏨 **Barcelona Airport Hotel** Property
Barcelona, Spain



★★★★★

Leonardo Royal Hotel

📍 Barcelona • 2.5 km to city center >

9.2

Good

4,197 Verified Reviews

Vio.com

\$97

Agoda

\$180

More deals

View all

\$41 / night

incl. taxes and fees

Booking.com

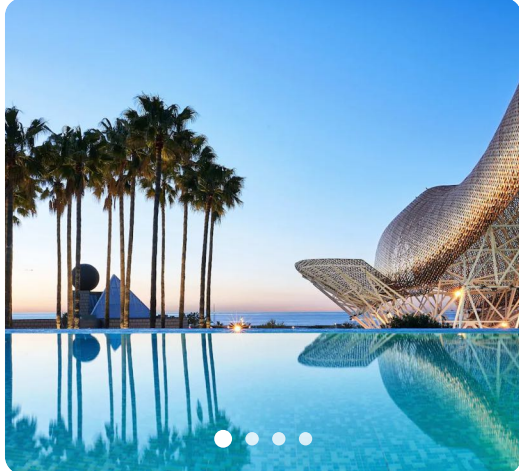
2-Bedroom Villa

✓ Free cancellation

View deal

Properties in Barcelona

Sort by Best match ▾



★★★★★

Hotel Arts Barcelona

📍 Playa de la Barceloneta • 2.5 km to city center >

9.2

Very good

4,197 Verified Reviews

Vio.com

\$97

Agoda

\$241

More deals

View all

\$41 / night

incl. taxes and fees

Booking.com

2-Bedroom Villa

✓ Free cancellation

View deal



★★★★★

Petit Palace Boquería Garden

📍 Calle De La Boqueria • 2.5 km to city center >

9.2

Very good

4,197 Verified Reviews

Vio.com

\$97

Booking.com

\$240

More deals

View all

\$41 / night

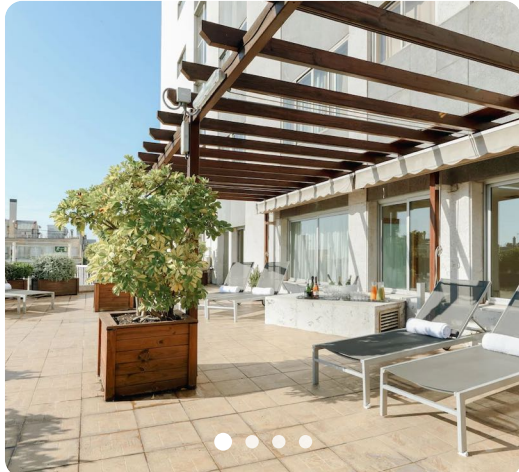
incl. taxes and fees

Booking.com

2-Bedroom Villa

✓ Free cancellation

View deal



★★★★★

Hesperia Presidente

📍 Avinguda Diagonal • 2.5 km to city center >

9.2

Good

4,197 Verified Reviews

Vio.com

\$97

Agoda

\$160

More deals

View all

\$41 / night

incl. taxes and fees

Booking.com

2-Bedroom Villa

✓ Free cancellation

View deal

Circular

The quick brown fox
jumps over the lazy dog

\$324
€195

Gems Hotel



Free cancellation

All

Hotels

Apartments

Features

Star rating

Price

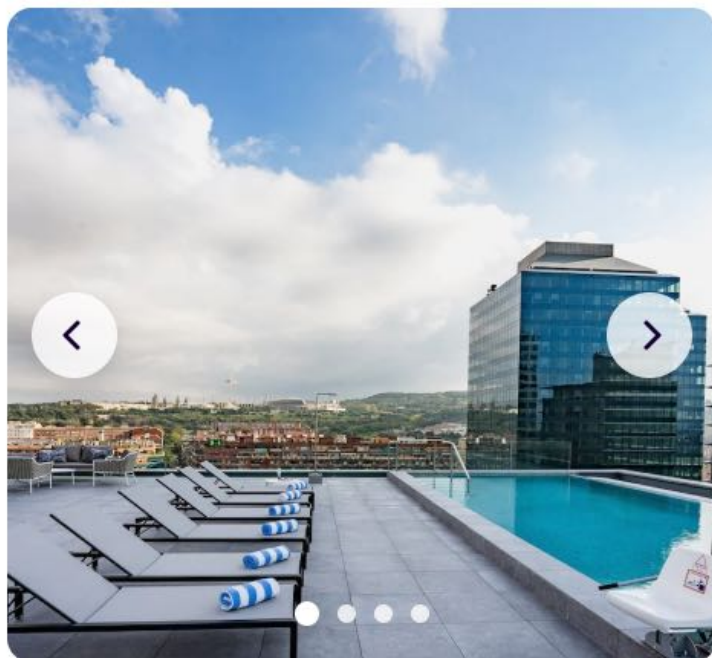
Guest rating

Themes

All filters

Show map

Properties in Barcelona



★★★★★

Leonardo Royal Hotel

Barcelona • 2.5 km to city center >

9.2 Good
4,197 Verified Reviews

Vio.com
\$97

Agoda
\$180

More deals
View all

Sort by Best match ▾

\$160 / night

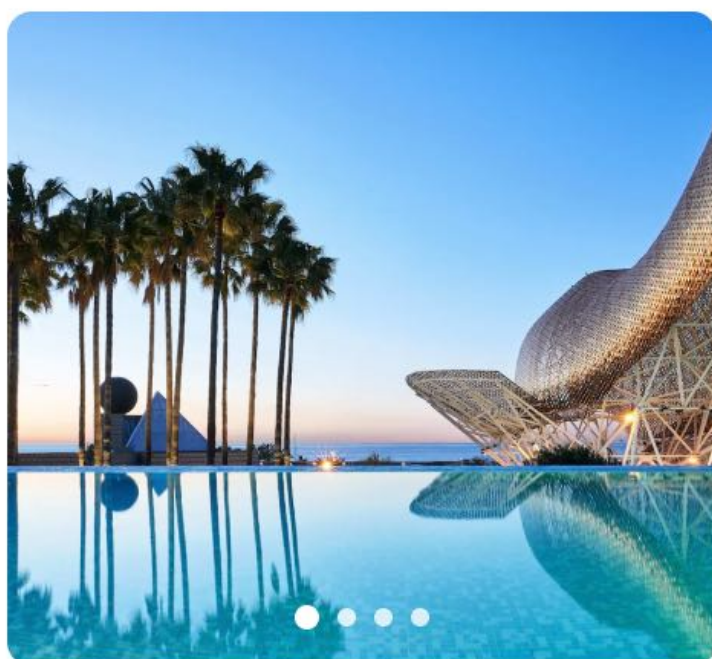
incl. taxes and fees

Booking.com

2-Bedroom Villa

✓ Free cancellation

View deal



★★★★★

Hotel Arts Barcelona

Playa de la Barceloneta • 2.5 km to city center >

9.2 Very good
4,197 Verified Reviews

Vio.com
\$97

Agoda
\$241

More deals
View all

\$41 / night

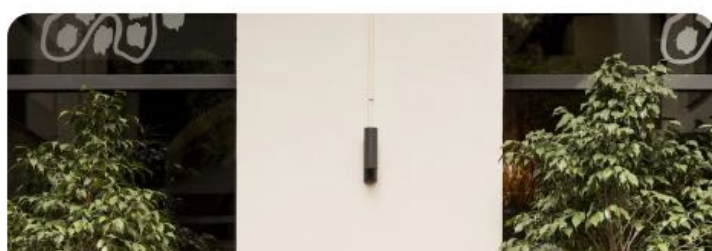
incl. taxes and fees

Booking.com

2-Bedroom Villa

✓ Free cancellation

View deal



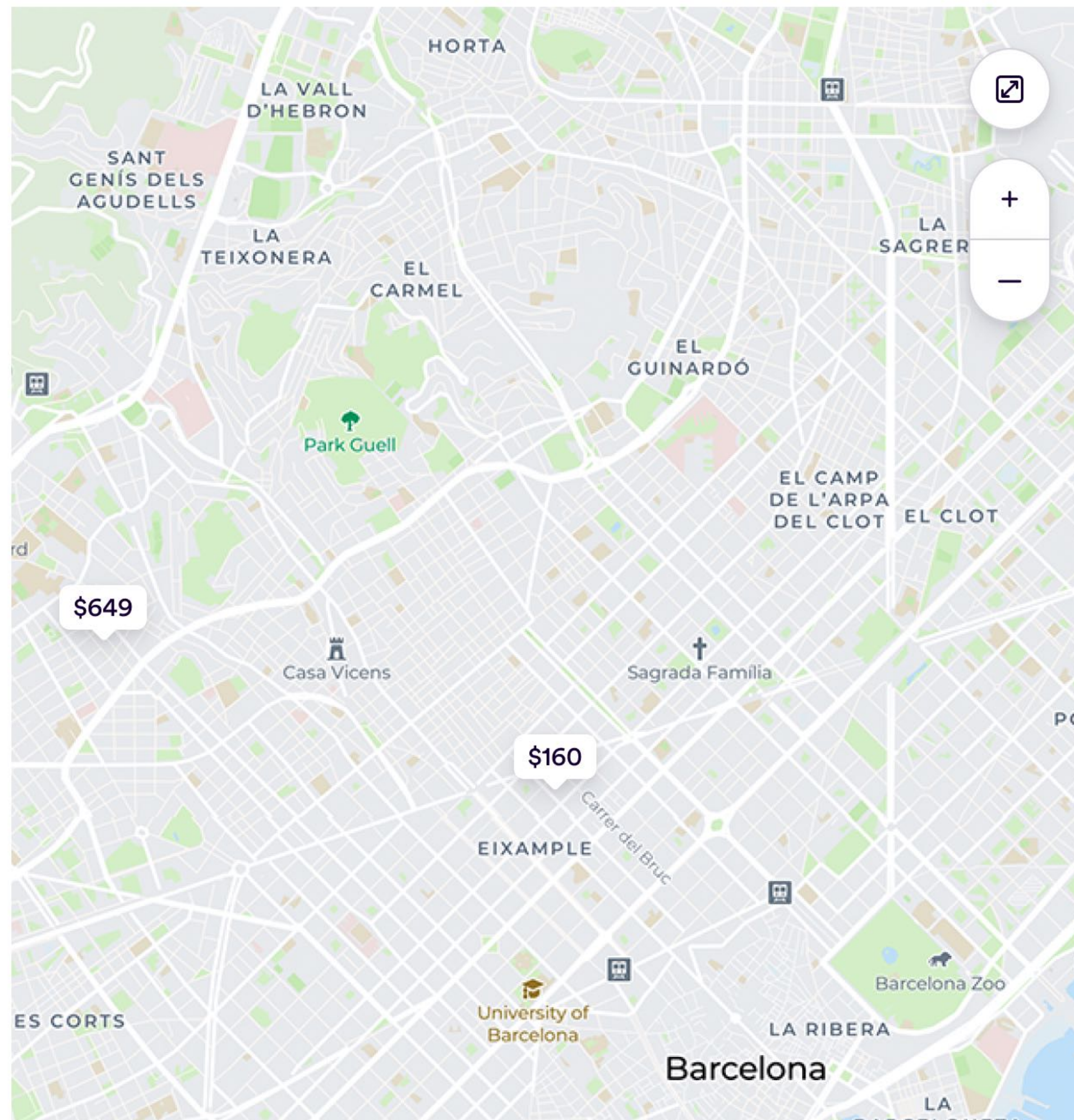
★★★★★

Petit Palace Boquería Garden

Calle De La Boqueria • 2.5 km to city center >

\$41 / night

incl. taxes and fees





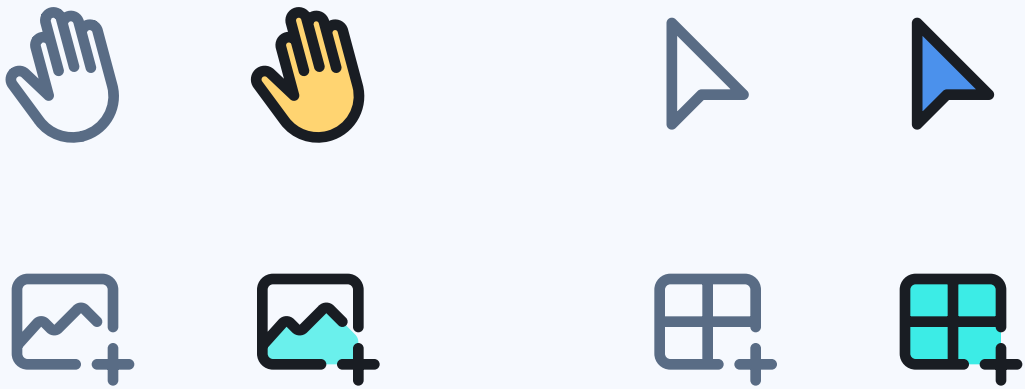
Fyngo

Making sense of the spaghetti that is business rules engines

A huge hurdle for organizations is growing pains and the overload inter-disciplinary communication brings. Fyngo (meaning to instruct) is the solution business leaders need to speak with their engineers.

⋮ Actions

Location	State
Coded	Phoenix RDF
Not coded	Phoenix RDF
Archive	Archive
Pinbox	Archive RDF
Mailbox	Mailbox



Fyngo

Menu

Builder

Table

Search

Filter

Groups

All

Neuroscience

Actions

Selection

Pan

Table

Property

Icons

Used to select objects and edit, move or resize them.

Actions

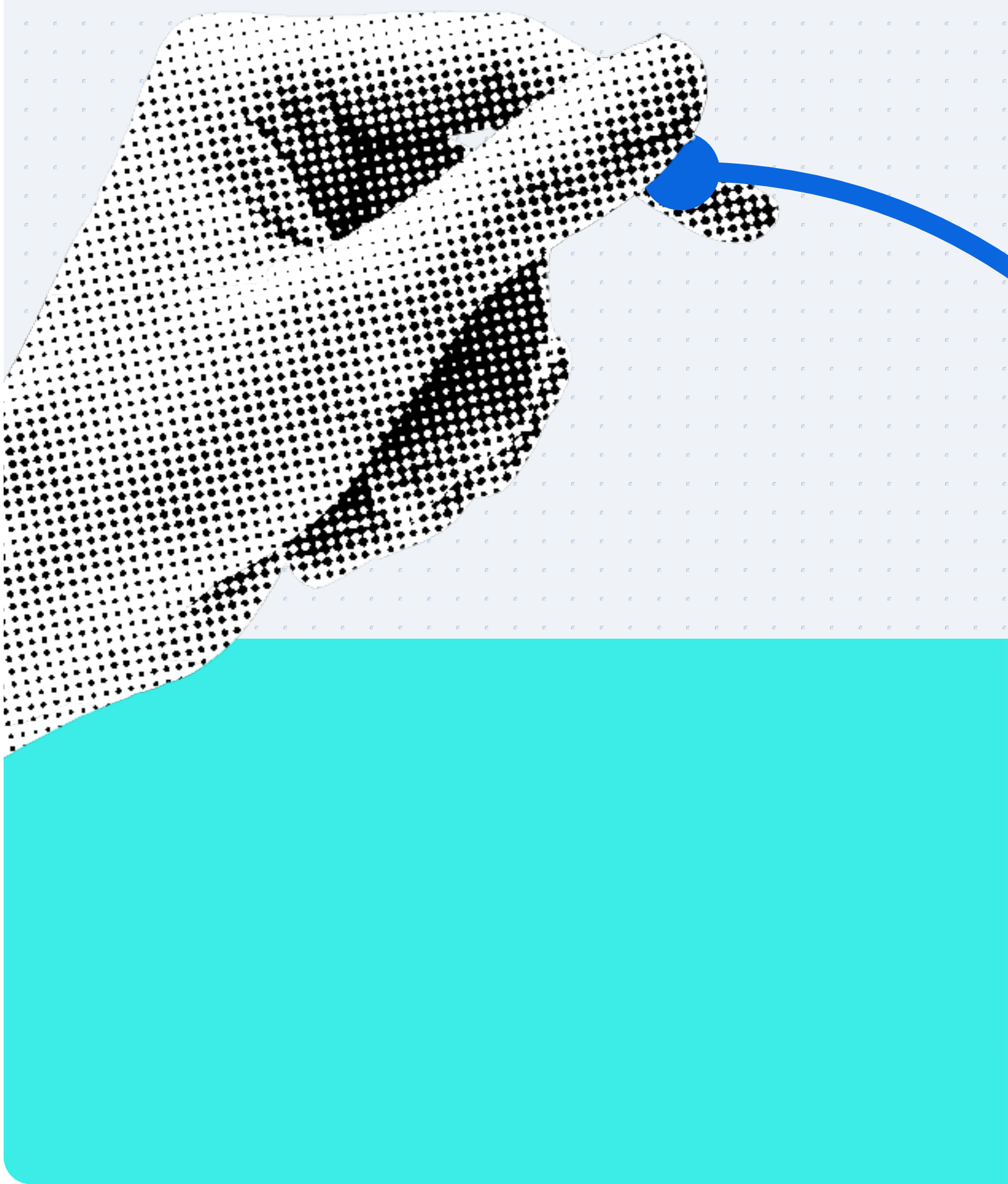
Location	State
Coded	<div>Pheonix</div> <div>RDF</div>
Not coded	<div>Phoenix</div> <div>RDF</div>
Archive	<div>Archive</div>
Pinbox	<div>Chip</div> <div>Chip</div> <div>Chip</div>
Mailbox	<div>Mailbox</div>

AND

Select property ty


And

Cancel




All > Neuroscience > Actions


Name	State	State	Relational Database	Formula
Coded	Phoenix RDF	22/06/2021	RDF Phoenix Third Party	=IF(AND(patientcode="not coded in phoenix",patientcode="in archive")visible)
Not coded	Phoenix RDF	22/06/2021	RDF Phoenix Third Party	=IF(AND(patientcode="not coded in phoenix",patientcode="in archive")visible)
Archive	Archive	22/06/2021	RDF Phoenix Third Party	=IF(AND(patientcode="not coded in phoenix",patientcode="in archive")visible)
Pinbox	Archive RDF	22/06/2021	RDF Phoenix Third Party	=IF(AND(patientcode="not coded in phoenix",patientcode="in archive")visible)
Mailbox	Mailbox	22/06/2021	RDF Phoenix Third Party	=IF(AND(patientcode="not coded in phoenix",patientcode="in archive")visible)




Selection




Pan



Table



Property



Icons

Select option

⋮

Chip

⋮

⋮

Chip

⋮

⋮

Chip

⋮

⋮ Formula

Show OR Path

IF

Order payment

State

is

Paid

AND

Product items in stock

State

greater than or equal to

THEN

Order: Status

State

is

Ready for shipment

Neuroscience > Patient code Engineers

-

100%

+

Connections

< April 2020 >

M	T	W	T	F	S	S
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

ImpactBuying[®]

Fostering transparency in global supply chains

A refined user experience and visual overhaul for one of the biggest supply chain management platforms in the Netherlands.

ImpactBuying[®]

Create supplier

Supplier

Location

Contact

Roles

Roles

Company codes

Select type



Enter code

+ Add

GLN

5382192 ×

385283 ×

927464 ×

NAS

927423 ×

694629 ×

927472 ×

PRK

1324341 ×


423953 ×

927593 ×

Supplier profile

Product specifications

×



Eastgate Ltd.

3891 Ranchview Dr. Richardson,
California 62639

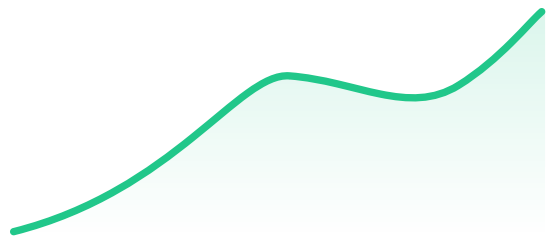
View profile

COMPLIANCY SCORE

▲

9.6

+4%



Role

Farmer / Grower / Wholesaler

Product class

Fruit

▼ Filter

👁 View

True-code	Internal Code	Name	
35015601021	40591204901	Melon Industries	(
35015601021	40591204901	Van Dijk B.V	A
35015601021	40591204901	The Berlin Catcher	E
35015601021	40591204901	London's Fish	L

Filter on

×

Select filter

▼

Filter on...

+ Add

Location

Afghanistan

×

Armenia

×

Netherlands

×



✓

▲

Supplier name

Supplier metadata

✓

▲

Supplier name

Supplier metadata

✓

▲

Supplier name

Supplier metadata

▲

Supplier name

Supplier metadata

4 selected



Home

Data requests

Identified risks

Libraries



Search



Go back to Data Requests

+ Submit Data Request

Supplier

Product

List

Node

Map

Hide UI

100%

Supplier profile

Product specifications

Identified risks



1. Node name

Node title

Node Name-1

2. Supplier details

Supplier name

Raymundo Fisher

Address line 1

4429 Flinderation Road

Address line 2

Enter address line 2

City

Chicago

Postal code

60601

Region

Illinois

Country

United States of Amercia

Node Name-1

Raymundo Fisher

Farmer / Grower / Wholesaler

USA

Node Name-3

Agricola Fresa

Packaging

France





Taking back control of events and put visitors first

The industry of events and ticketing is in constant motion and InYouGo is disrupting its status quo. Redefining the industry standard and elevating experiences for organizers and attendees.

Top Insights



Once in Concert

Has reached 70% of all tickets sold

Sold out 30/06/2023



Cats

Ticket purchases have spiked after recent positive reviews in a popular publication

Sold out 30/06/2023



Phantom of the Opera

Ticket sales have decreased by 50% since last week. Perhaps consider decreasing the prices?

Revenue

Filter

Event is This year ×

All dates ×



74%

Tickets sold



89%

Sold out events



£2500

£2000

£1500

£1000

£500

£0

Apr 1



Take control of your events

Own your audience and leverage our network to make your event a success.

[Sign up](#) >

InYouGo

DashboardEventsOrders

Marco
Event host

Manage events

Add event

Upcoming events (14)Past events (6)

Filter

Event is Once in Concert xStatus is Draft x

☒ Draft events

☐ Published events

☐ Updated events

Event type

LARGE EVENT

Venues

Events

Harry Potter and the

The Book of Mormo...

☒ Once in Conert

☐ Mathilda

☐ Wicked

☐ The Phantom of the Opera

InYouGo

DashboardEventsOrders

Manage events

Upcoming events (14)Past events (6)

Date(s)	Performances	Locations	Status	
<div>Upcoming events (14)Past events (6)</div>				
12/03/23 - 12/04/23	88x Matinee • 88x General	The London Palladium	Updated	Edit >
2/04/23	88x Matinee • 88x General	The London Palladium	Draft	Edit >
12/03/23	88x Matinee • 88x General	The London Palladium	Published	Edit >
12/03/23 - 12/04/23	88x Matinee • 88x General	The London Palladium	Updated	

Marco
Event host

Publish Event

Images

Date type can't be changed after published

Large series of events and venues

Timed entries

DURATION

Choose...

Occurs

Weekly

Cancel

Save & continue

DashboardEventsOrders

Marco
Event host

Once — in Concert

General infoEvent datesLocationTicketingImages

← Back

Manage dates

MAIN EVENT

Once in a Concert

The London Palladium

SINGLE EVENT

OTHER DATES

The London Palladium

12/05/23

10:00-10:30

SINGLE EVENT

13/05/23

10:30-11:00

SINGLE EVENT

Wigmore Hall

12/05/23

10:00-10:30

SINGLE EVENT

13/05/23

10:30-11:00

SINGLE EVENT

+ Add Date

About the event

Event title

Once in Concert

Event description

B

I

U

≡

↻

↕

Placeholder

P

Body

H

Heading 1

Categories

What type of event are you hosting?

Main category

Choose...

Sub category

Choose...

These changes will override selections made for other dates

Featured information (Optional)

What info would you like to feature at the top of the page?

Cancel

Save & continue

InYouGo

← Back

Manage dates

MAIN EVENT

Once in a Concert

The London Palladium

SINGLE EVENT

OTHER DATES

The London Palladium

12/05/23

10:00-10:30

SINGLE EVENT

13/05/23

10:30-11:00

SINGLE EVENT

Wigmore Hall

12/05/23

10:00-10:30

SINGLE EVENT

13/05/23

10:30-11:00

SINGLE EVENT

+ Add Date

Once —

General info

Euro

Early bird

€ 36.00

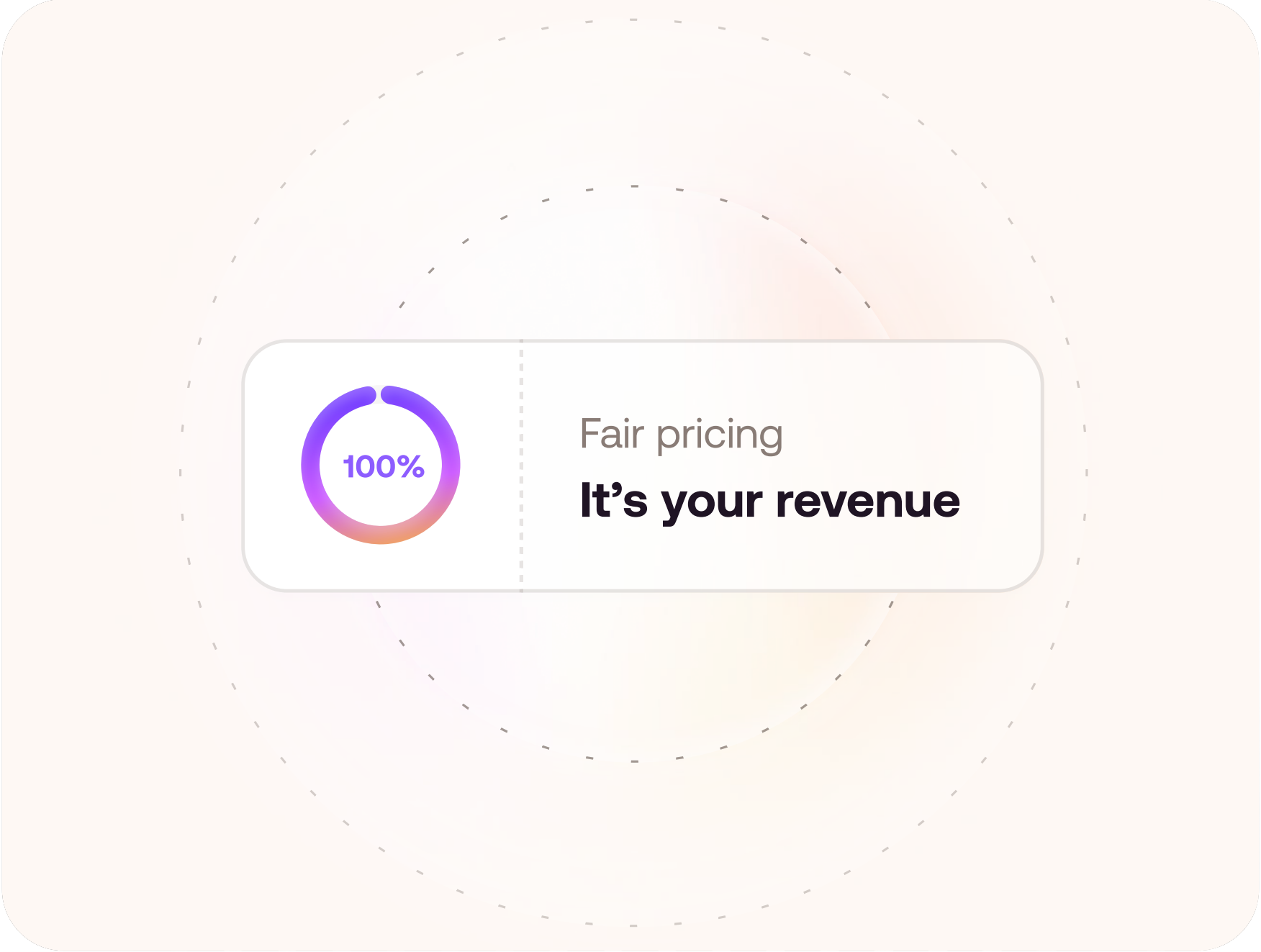
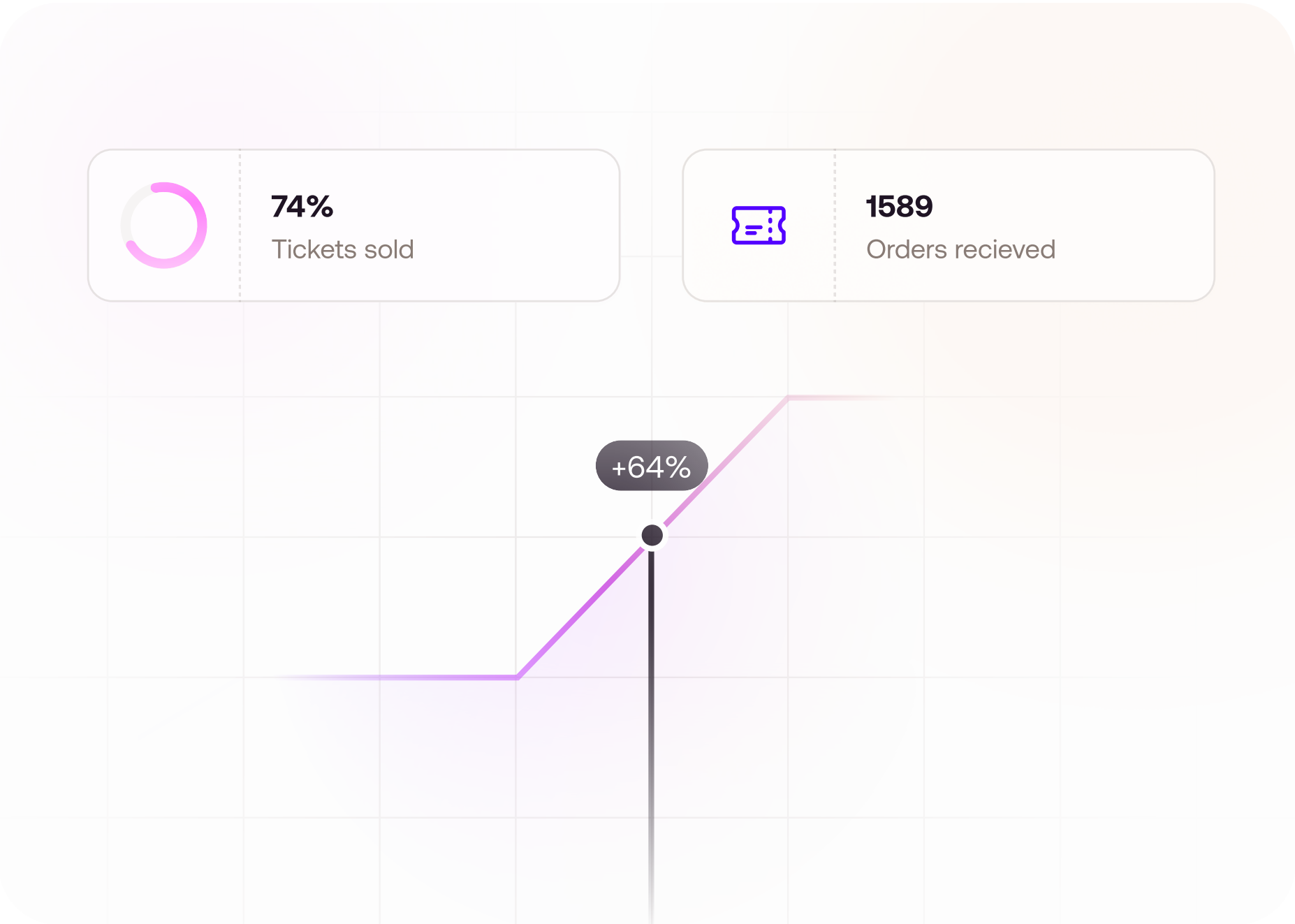
Untitled

€ 36.00

Regular

€ 36.00

+ Add ticket



< Back

State Draft ×

Book now

+

-

Once in concert

The London Palladium

12/03/23 - 16/03/23

Starts at £30

Expo

AI & Big Data Expo

The London Palladium

12/03/23 - 16/03/23

Starts at £30

Aeonik

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

04. Testimonials

“Yummygum helped us tell the Watermelon tale through a brand new branding. Besides, they also walked the walk with a professional design process, a dedicated team and open communication.

No nonsense, just hard work! They show that they care. As a result: we’ve got an outstanding new conversational website!”



Marieke Mutsaerts

Marketing at Watermelon

“Yummygum makes things that look amazing, but their ability to really dig into the underlying problem is what impresses me.”



Scott O'Reilly

Owner at Spider Strategies

“We're very happy both with the results as well as with their entire process. The team listened to our needs and pro-actively helped us make decisions.”



Laurens Koppers

Founder at Classroomscreen

05. Rates and Timelines

Rates for our services

Every project will be estimated by hand to find the best possible budget for any client.

On average our projects run between \$25,000 - \$85,000 in about 1-3 months time.

Our invoicing is flexible too, we offer fixed prices, split terms, hourly rates and monthly retainers.

Brand Identity	\$ 5 - 20K
UX Research	\$ 5 - 20K
UX Design	\$ 15 - 35K
Mobile or Web Application	
└─ Product Design	\$ 15 - 75K
└─ Development	\$ 20 - 75K
Marketing Website	
└─ Product Design	\$ 15 - 75K
└─ Development	\$ 15 - 75K
Hourly rate	\$ 110 - 150

Average timelines

Usually our projects take about 1-3 months to complete.

On each project you will have a dedicated Project Manager that owns the process and keeps you in the loop. Through milestone planning we work our way — in an agile manner — to succesfull completion.

Brand Identity	3 - 6 weeks
UX Research	3 - 6 weeks
UX Design	4 - 8 weeks
Mobile or Web Application	
└─ Product Design	6 - 12 weeks
└─ Development	6 - 12 weeks
Marketing Website	
└─ Product Design	6 - 12 weeks
└─ Development	6 - 12 weeks

06. About

Our approach

Adding delight

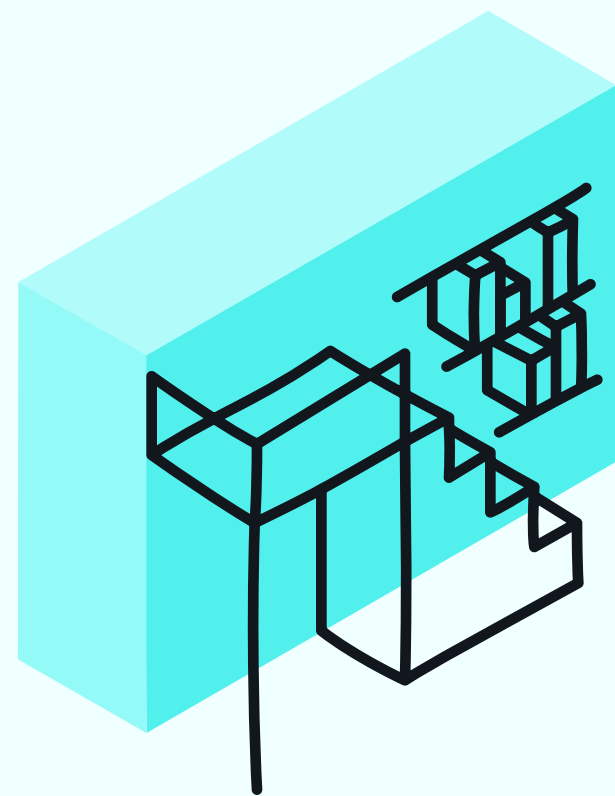
At Yummygum we want to create helpful, intuitive delightful experiences for people. People who (briefly) touch base with your brand. People who hear of your company for the first time. People who use your digital product.

We believe the best way to do this is by approaching projects as a collaboration. You know everything about your business, we know what it takes to turn an idea into an impactful brand or digital product that leaves a lasting impression. In the blink of an eye.



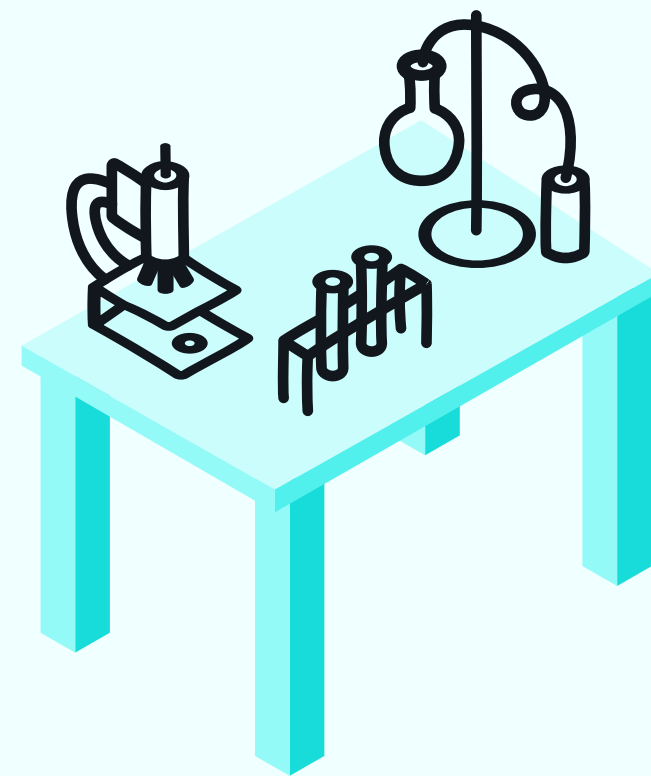
Our Core Values

Our DNA is shaped with 4 core values which we breathe every day and put into our work.



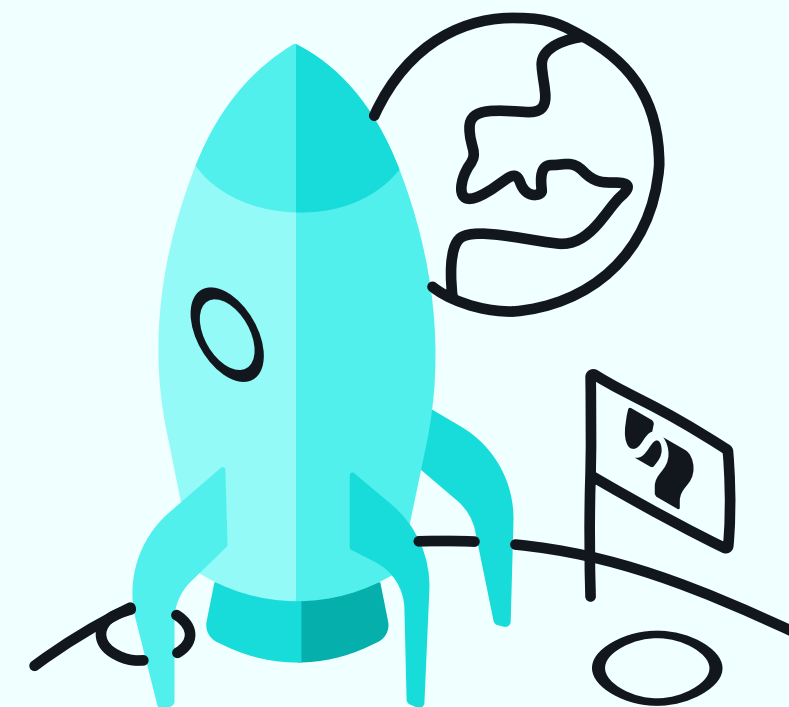
Advance

**Never stop
learning**



Eager

**Grasp every
opportunity**



Excellence

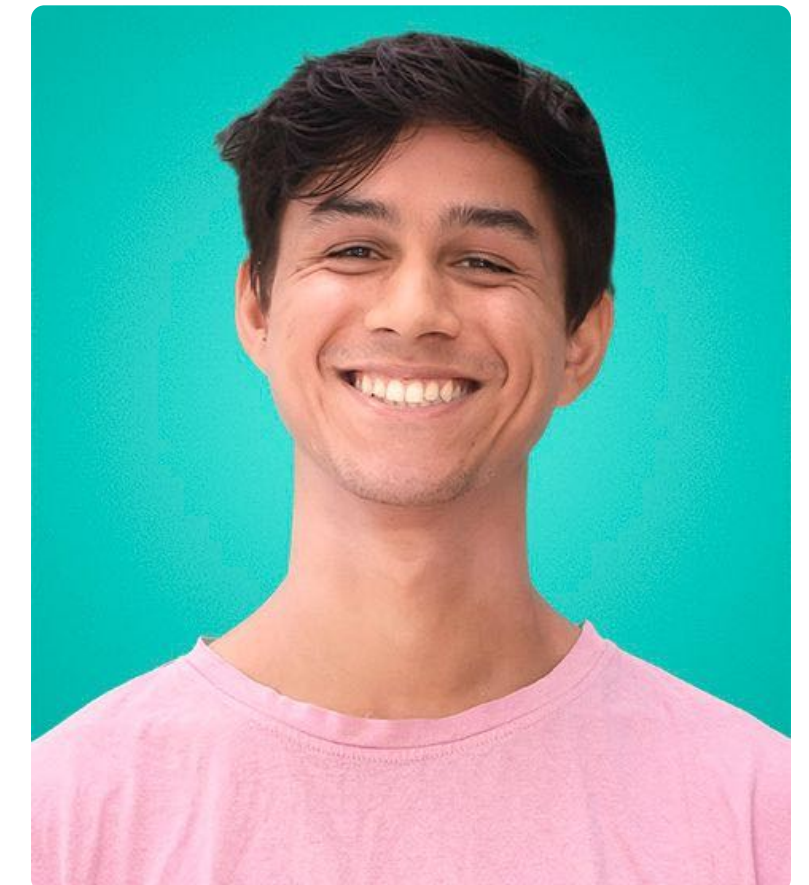
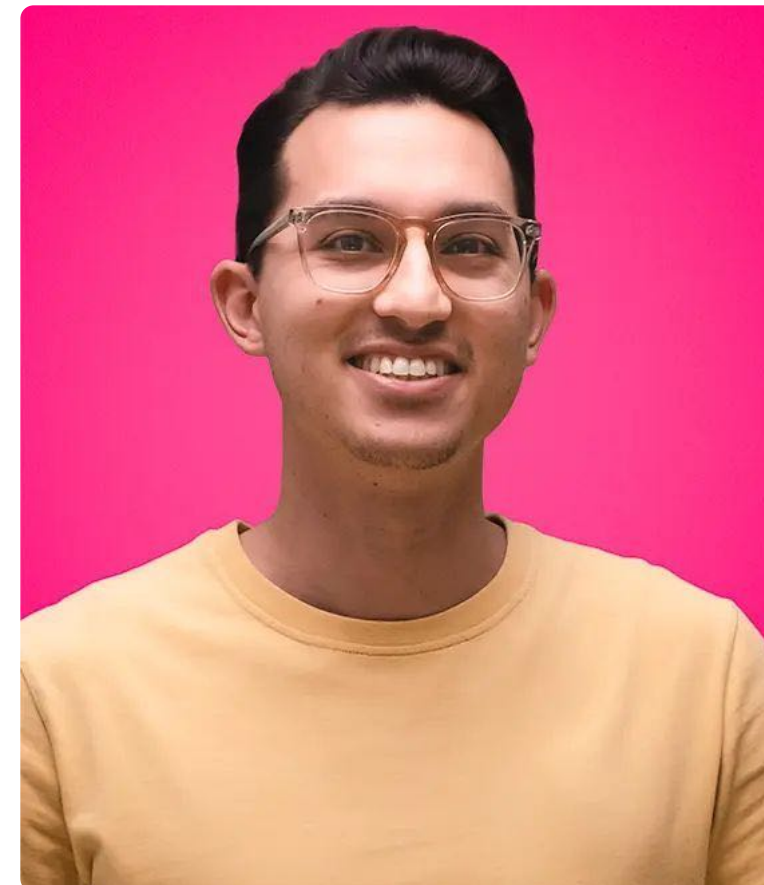
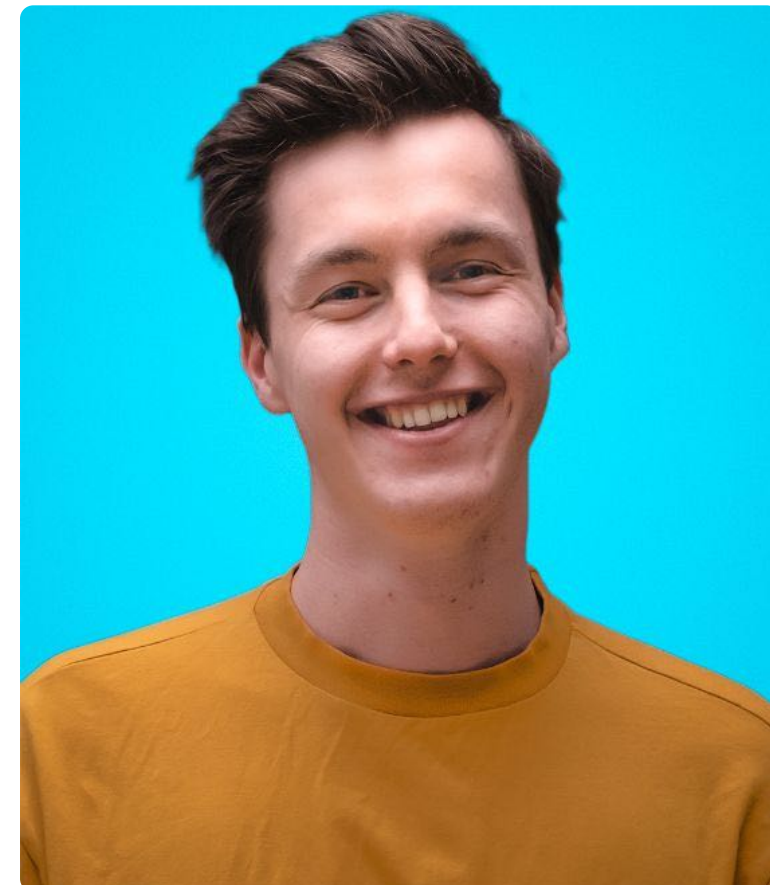
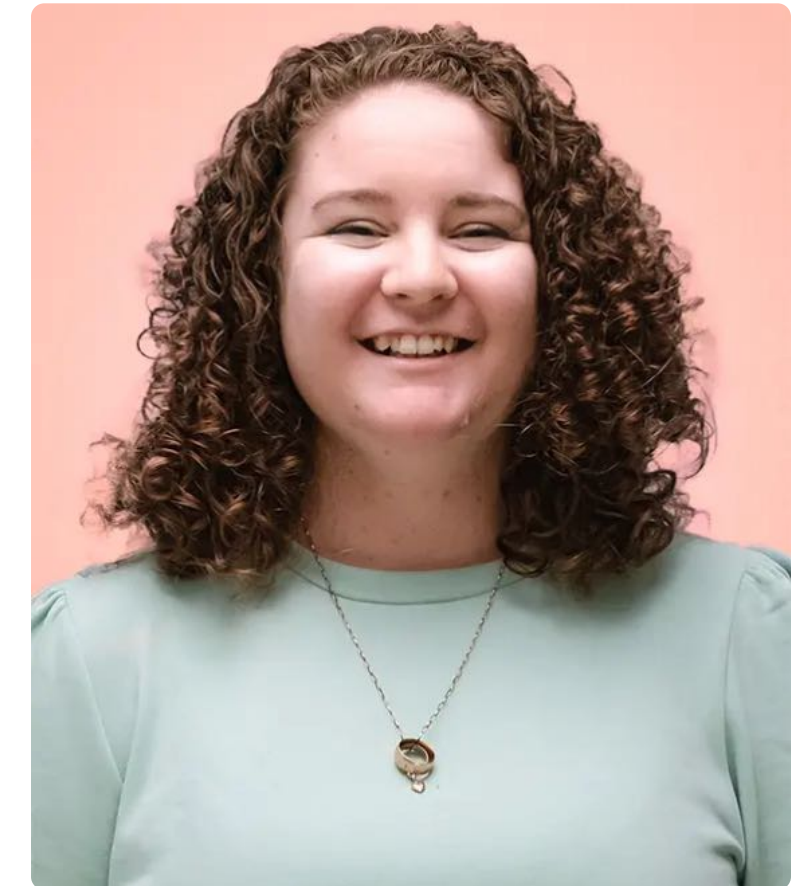
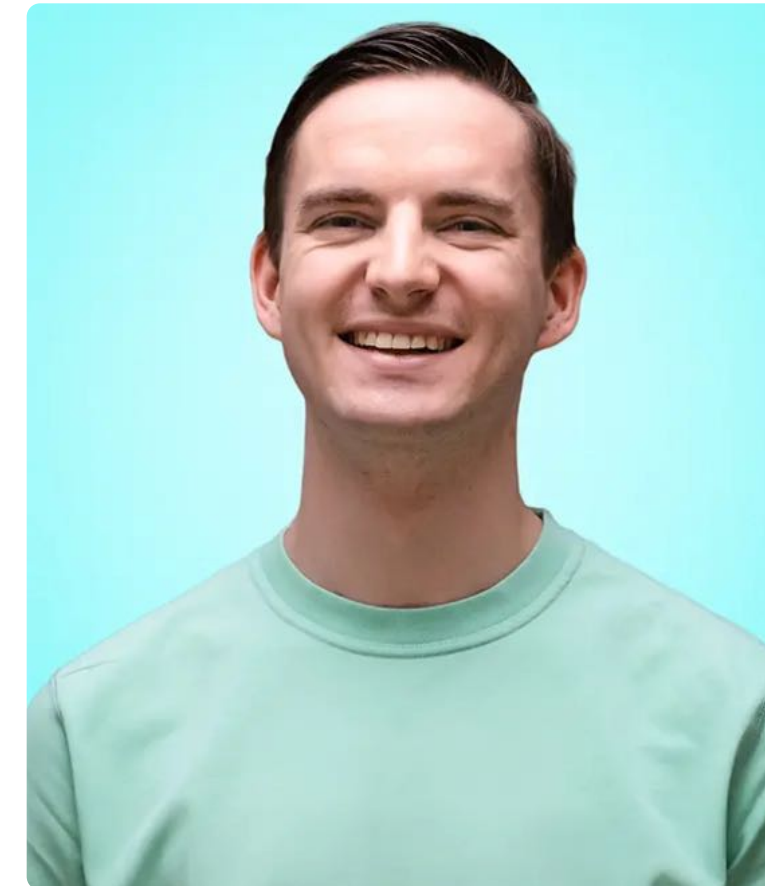
**Add the cherry
on top**



Joy

**Let's make
something!**

Your new team of experts



Results in the numbers

Many successful projects lie in the past, are you next?

150⁺

Happy clients we worked with on amazing projects.

4.7[☆]

High client satisfaction rating with 4.7 out of 5.

25m⁺

Monthly views on projects we designed or built.

450m^{\$}

Funding secured by a selection of our clients.

80[%]

Of our clients return for another project.

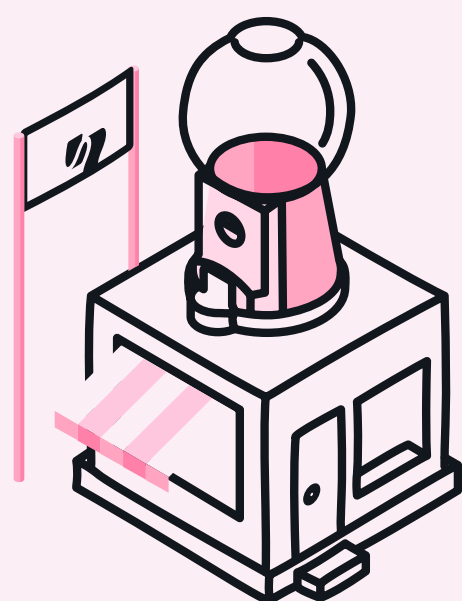
14⁺

Years of experience on digital products

07. Let's talk

We're ready!

Now you know who we are, and what we do really well. Shall we talk about your next project?



Brand Identity

A new and memorable brand that sticks. Let's research, get creative and create it for you.

[Start a project](#) ↗



UX Insights

Make informed decisions and understand and tailor your market and users properly.

[Get started now](#) ↗



Product Design

Gorgeous design is essential to get happy users and successful products.

[Email us directly](#) ↗



Build Products

Ready to bring your idea to life, or take your product to the next level?

[Get in touch](#) ↗



Vince loves to hear your ideas

"I enjoy translating your thoughts to our diversely skilled team for the best results"

— Vince

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