Turn your product into something that sticks
Our company

01. Intro
02. Approach
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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.
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

[Icons for various tools]
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.
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
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
Propose

It’s time for our ideas to shine. We showcase explorations and brainstorms 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
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
Recent searches

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

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

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

Places
- **Province of Barcelona**
  - Spain

- **Barcelona Cathedral**
  - Barcelona, Spain

Accommodations
- **Barcelona Airport Hotel**
  - Barcelona, Spain
<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Address</th>
<th>Distance to City Center</th>
<th>Rating</th>
<th>Verified Reviews</th>
<th>Room Rates</th>
<th>Deals</th>
<th>Booking Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leonardo Royal Hotel</td>
<td>Barcelona</td>
<td>2.5 km</td>
<td>9.2</td>
<td>4,197</td>
<td>$97 - $97</td>
<td>More deals</td>
<td>View deal</td>
</tr>
<tr>
<td>Hotel Arts Barcelona</td>
<td>Playa de la Barceloneta</td>
<td>2.5 km</td>
<td>9.2</td>
<td>4,197</td>
<td>$97 - $97</td>
<td>More deals</td>
<td>View deal</td>
</tr>
<tr>
<td>Petit Palace Boquería Garden</td>
<td>Calle De La Boqueria</td>
<td>2.5 km</td>
<td>9.2</td>
<td>4,197</td>
<td>$97 - $97</td>
<td>More deals</td>
<td>View deal</td>
</tr>
<tr>
<td>Hesperia Presidente</td>
<td>Avinguda Diagonal</td>
<td>2.5 km</td>
<td>9.2</td>
<td>4,197</td>
<td>$97 - $97</td>
<td>More deals</td>
<td>View deal</td>
</tr>
</tbody>
</table>

Gems Hotel
- Room Rates: $324 - €195
- Booking Options: View deal

Circular
- Text: The quick brown fox jumps over the lazy dog
- Room Rates: $324 - €195
- Booking Options: View deal
Properties in Barcelona

*****
Leonardo Royal Hotel
Barcelona • 2.5 km to city center
9.2 Good
4,187 Verified Reviews
$97
Agoda $180
More deals
View all

$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
4,187 Verified Reviews
$97
Agoda $241
More deals
View all

$41/night
Incl. taxes and fees
Booking.com
2-Bedroom Villa
Free cancellation
View deal

*****
Petit Palace Boqueria Garden
Calle De La Boqueria • 2.5 km to city center
$41/night
Incl. taxes and fees
View deal
Leonardo Royal Hotel

Rating: 4.4
Location: Barcelona
Distance to city center: 2.5 km
Very Good
1,797 verified reviews

Price: $112 / night
Incl. taxes and fees
Free cancellation

View deal

Hotel Arts Barcelona

Rating: 4.5
Location: Barcelona
Distance to city center: 2.5 km
Very Good
4,397 verified reviews

Price: $112 / night
Incl. taxes and fees

Agoda

Recent searches:
- Barcelona City, Aug 2 2022 - A
- Barcelona, Jul 2 2022 - J
- Barcelona El F, Jul 2 2022 - J

Places:
- Province of Ba, Spain

Accommodations:
- Barcelona Air, Barcelona, Spain
Making sense of the spaghetti that is business rules engines

A huge hurdle for organizations is growing pains and the overload interdisciplinary communication brings. Fynyo (meaning to instruct) is the solution business leaders need to speak with their engineers.
<table>
<thead>
<tr>
<th>Location</th>
<th>State</th>
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<tbody>
<tr>
<td>Coded</td>
<td>Phoenix RDF</td>
</tr>
<tr>
<td>Not coded</td>
<td>Phoenix RDF</td>
</tr>
<tr>
<td>Archive</td>
<td>Archive</td>
</tr>
<tr>
<td>Pinbox</td>
<td>Archive RDF</td>
</tr>
<tr>
<td>Mailbox</td>
<td>Mailbox</td>
</tr>
<tr>
<td>Name</td>
<td>State</td>
</tr>
<tr>
<td>-------------</td>
<td>--------</td>
</tr>
<tr>
<td>Coded</td>
<td>Phoenix</td>
</tr>
<tr>
<td>Not coded</td>
<td>Phoenix</td>
</tr>
<tr>
<td>Archive</td>
<td>Archive</td>
</tr>
<tr>
<td>Pinbox</td>
<td>Archive</td>
</tr>
<tr>
<td>Mailbox</td>
<td>Mailbox</td>
</tr>
</tbody>
</table>
**Formula**

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

---

**Select option**

- Chip
- Chip
- Chip

---

**Table**

- Neuroscience
- Patient code
- Engineers

---

**April 2020**

- Connections

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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.
Roles
Company codes
Select type
Enter code
Add
GLN
5382192 385283 927 464
NAS
927 423 694629 927 472
PRK
132 434 1 423953 927 593
Node Name-1
Raymundo Fisher
Farmer / Grower / Wholesaler
USA

Node Name-3
Agricola Fresa
Packaging
France

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 America
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

- **Tickets sold**: 74%
- **Sold out events**: 89%

![Revenue graph with data points]

**InYouGo**
Take control of your events

Own your audience and leverage our network to make your event a success.
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 proactively helped us make decisions.”

Laurens Koppers
Founder at Classroomscreen
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.

<table>
<thead>
<tr>
<th>Service</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Identity</td>
<td>$5 - 20K</td>
</tr>
<tr>
<td>UX Research</td>
<td>$5 - 20K</td>
</tr>
<tr>
<td>UX Design</td>
<td>$15 - 35K</td>
</tr>
<tr>
<td>Mobile or Web Application</td>
<td></td>
</tr>
<tr>
<td>- Product Design</td>
<td>$15 - 75K</td>
</tr>
<tr>
<td>- Development</td>
<td>$20 - 75K</td>
</tr>
<tr>
<td>Marketing Website</td>
<td></td>
</tr>
<tr>
<td>- Product Design</td>
<td>$15 - 75K</td>
</tr>
<tr>
<td>- Development</td>
<td>$15 - 75K</td>
</tr>
<tr>
<td>Hourly rate</td>
<td>$110 - 150</td>
</tr>
</tbody>
</table>
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 successful completion.

<table>
<thead>
<tr>
<th>Service</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Identity</td>
<td>3 - 6 weeks</td>
</tr>
<tr>
<td>UX Research</td>
<td>3 - 6 weeks</td>
</tr>
<tr>
<td>UX Design</td>
<td>4 - 8 weeks</td>
</tr>
<tr>
<td>Mobile or Web Application</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Product Design</td>
</tr>
<tr>
<td></td>
<td>Development</td>
</tr>
<tr>
<td>Marketing Website</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Product Design</td>
</tr>
<tr>
<td></td>
<td>Development</td>
</tr>
</tbody>
</table>
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?

<table>
<thead>
<tr>
<th><strong>150 +</strong></th>
<th><strong>4.7 ★</strong></th>
<th><strong>25m +</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Happy clients we worked with on amazing projects.</td>
<td>High client satisfaction rating with 4.7 out of 5.</td>
<td>Monthly views on projects we designed or built.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>450m $</strong></th>
<th><strong>80 %</strong></th>
<th><strong>14 +</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Funding secured by a selection of our clients.</td>
<td>Of our clients return for another project.</td>
<td>Years of experience on digital products</td>
</tr>
</tbody>
</table>
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.

**UX Insights**
Make informed decisions and understand and tailor your market and users properly.

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

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