Turn your product into something that sticks
Our company

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07. About
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 build memorable brands 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.
02. 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.
Play our showreel
Rethinking an IT consultancy firm brand to be out of this world

We helped Tuple reach for the stars with a redesigned, expressive brand to match their ambitions for years to come.
// Plugin setup

const {
  lighthouse,
  pally,
  prepareAudit
} = require('cypress-audit')

module.exports = (on, config) => {
  on('before:browser:launch', prepareAudit(lighthouse, pally, config))
}

on('task', {
  lighthouse: lighthouse,
  pally: pally
})

// Integration test

it('Audits PAGE', () => {
  cy.visit('/')
  cy.lighthouse({
    performance: 90,
    accessibility: 100,
    'best-practices': 100,
    seo: 100,
    pwa: 100
  })
})
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
Area
Barcelona

J ul 2  2022 - J ul 19 2022, 2 G uests, 1 r oom

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
Properties in Barcelona

Leonardo Royal Hotel
Barcelona - 2.5 km to city center

* * *
9.
2.
4.937 Verified Reviews

$97
Agooda
More deals
View all

$97
More deals
View all

More deals
View all

Viola

Hotel Arts Barcelona
Plaza de la Barcelona
2.5 km to city center

* * *
9.
2.
4.937 Verified Reviews

$97
Agooda
More deals
View all

$97
Agooda
More deals
View all

Viola

Petit Palace Boqueria Garden
Calle De La Boqueria
2.5 km to city center

* * *
9.
2.
4.937 Verified Reviews

$97
Booking.com
More deals
View all

$97
Booking.com
More deals
View all

Booking.com

Hesperia Presidente
Avinguda Diagonal
2.5 km to city center

* * *
9.
2.
4.937 Verified Reviews

$97
Agooda
More deals
View all

$97
Agooda
More deals
View all

Viola

Circular
The quick brown fox jumps over the lazy dog

Gems Hotel
فندق الجوهرة
نفس رعنان

$324
€195

The quick brown fox jumps over the lazy dog
Circuar
Connecting a world-class music artist with his fans

From research to style direction to design and development; the whole nine yards. We created a brand new official artist website for DJ and music producer Martin Garrix.
CONCEPT: LAYERS

#SYMBOLISM #DISTANT

ON STAGE

#FANS #ARTISTS #FRIENDS

OFFSTAGE

#PERSONAL #FAMILY #ESSENCE

Martijn

Desert

“Fresh air for the creative vibes”

Everyone needs a bit of help

Angels

VIBES

Summer 2019

Typography

Typography is the art of achieving=""2">
HOW CAN WE HELP YOU?

We receive a lot of mail from all over the world, to better help you please tell us something about yourself.
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.
<table>
<thead>
<tr>
<th>Location</th>
<th>State</th>
</tr>
</thead>
<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>
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<tr>
<td>Pinbox</td>
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<tr>
<td>Name</td>
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<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>
The image contains a screenshot of a user interface with various elements labeled as follows:

- Select option
- Chip

The interface seems to be part of a software or application, possibly related to patient care or medical records. The interface includes:

- A table with columns labeled 'Neuroscience', 'Patient code', 'Engineers', and 'Connections'.
- A calendar for April 2020 with dates ranging from 1 to 30.
- A formula section indicating conditions for order status:
  - Order payment state is 'Paid'
  - AND
  - Product items in stock state greater than or equal to
  - THEN
  - Order status state is 'Ready for shipment'

The interface appears to be an interactive dashboard or form, possibly for managing patient data or order statuses in a medical or technical context.
03. 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
“During the initial branding project we found Yummygum to be an agency with lots of experience in branding and detailed icon design. Their team listened to our needs and pro-actively helped us make decisions. We worked together again at a later stage to create our marketing website, our key touchpoint and reflection of who and what Classroomscreen is, from scratch.

They impressed us again through their technical knowledge as they built the new website using our preferred tech stack and implemented a user friendly CMS. The same CMS now allows our marketing team to take things to the next level.”

Laurens Koppers
Founder at Classroomscreen
04. Services
Services

What we do on the daily

No matter how big your company is, as you expand and reach new highs you’ll want an agency to have your back. One with a process that has proven itself over and over again. That’s us. We’re here to help you align, refine, design and build through **Branding**, **UX Design**, **Visual Design** and **Development**.
Branding

We build memorable brands that put the spotlight on who what makes you special.
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 do user testing and market research to lay the foundation for any digital product.
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
We design the most gorgeous digital products using custom made design systems.
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

We make products come to life using state-of-the-art tech stacks while writing neat code.
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
05. 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 your 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'ts
- 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
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
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
06. 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>
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<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>

**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 successful completion.

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Timeline</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>- Product Design</td>
<td>6 - 12 weeks</td>
</tr>
<tr>
<td>- Development</td>
<td>6 - 12 weeks</td>
</tr>
<tr>
<td>Marketing Website</td>
<td></td>
</tr>
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<td>- Product Design</td>
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</tr>
<tr>
<td>- Development</td>
<td>6 - 12 weeks</td>
</tr>
</tbody>
</table>
07. 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.
Ready?
Let’s talk.
Our office lies beside the canals of Amsterdam

Our minimal and functional approach in aesthetic is felt in our office too. Feel free to visit our office by boat.

Our address
Jacob van Lennepkade 334H
1053 NJ Amsterdam
The Netherlands
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?

Start a project ➔
Get started now ➔
Email us directly ➔
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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