

BB Agency Company Deck

What's inside

① Intro

② Services

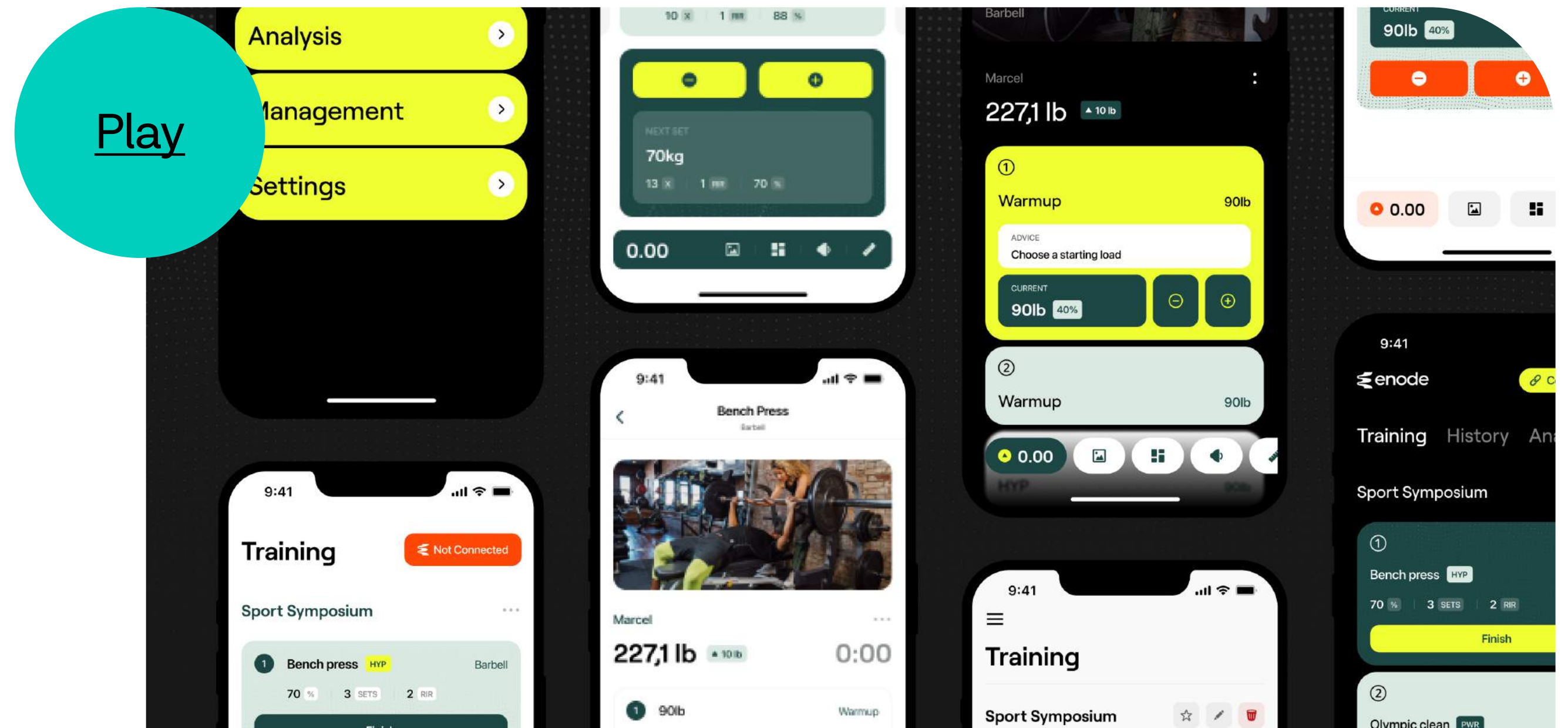
③ Projects

④ About Us

⑤ Prices

Who are we?

We are a partner for digital evolution, merging creativity and technology for holistic growth.



We join forces with companies dedicated to addressing real human needs. Leveraging our full-cycle digital capabilities, we shape brands, experiences, and products that enrich the lives of millions every single day.

PROGRESSIVE[®]

 crisp

 ThoughtSpot

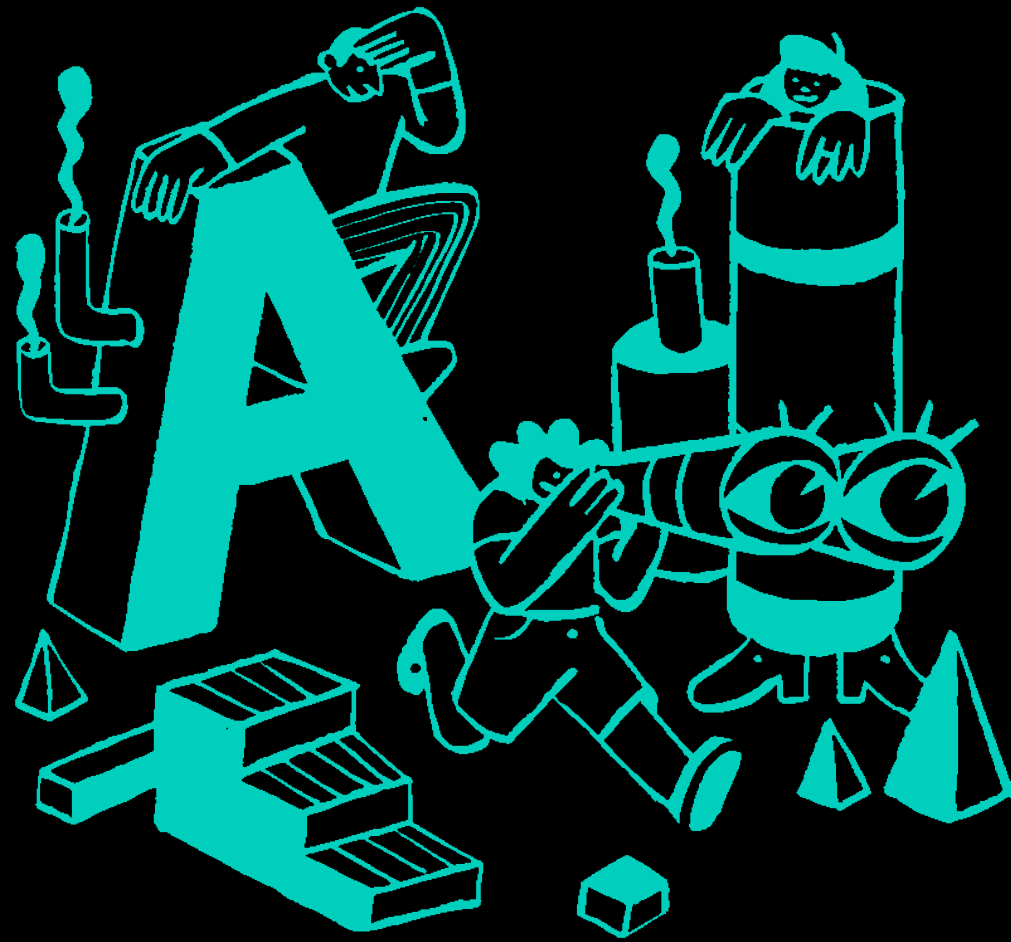
 ShipBob

DESCARTES[™]

aws

teach:able

Deloitte.



Investigate, Deeply

We believe in the power of research. By diving deep into your culture, industry trends, and user needs, we uncover the hidden insights that will inform our strategic approach.



Create, Boldly

Empowered by our deep investigations, we ignite creativity at every turn. From memorable brand narratives, invigorating websites to scalable products, our design work aims to inspire teams and captivate audiences.



Build, Reliably

Through the lens of technology, our designs come to life. We craft dependable and adaptable websites and products, turning ideas into tangible digital realities. We're here not just to meet your present needs but also to challenge and expand your vision for the future.



Improve, Always

We believe in continuous improvement, tirelessly refining and enhancing your digital presence with ongoing analysis and thoughtful optimization.

From Croatian shores to global frontiers

We're an agency founded on the belief that challenging core assumptions unlocks transformative solutions. From our humble beginnings on Island Krk to a global team spanning multiple nationalities, we defy expectations, guided by focus and determination to do our best work.

We believe in learning through doing, embracing the road less traveled, and continually striving to improve. Open communication and mindful listening guide our approach, ensuring we understand, adapt, and push forward in everything we do.



2012

The agency was founded in 2012 by two brothers on the beautiful Island of Krk, Croatia.

40+

Creative thinkers and engineers, all collaborating to make a positive impact on our collective future.

16

Nationalities within our agency, providing a valuable global perspective into our work.

\$2.68b

Funds raised by our clients in the past decade. We like to think we had a small part to play in their successes.

400m

Daily users impacted through the products and brands we've helped shape.

500+

We've had the privilege of working on over 500 projects throughout the years.

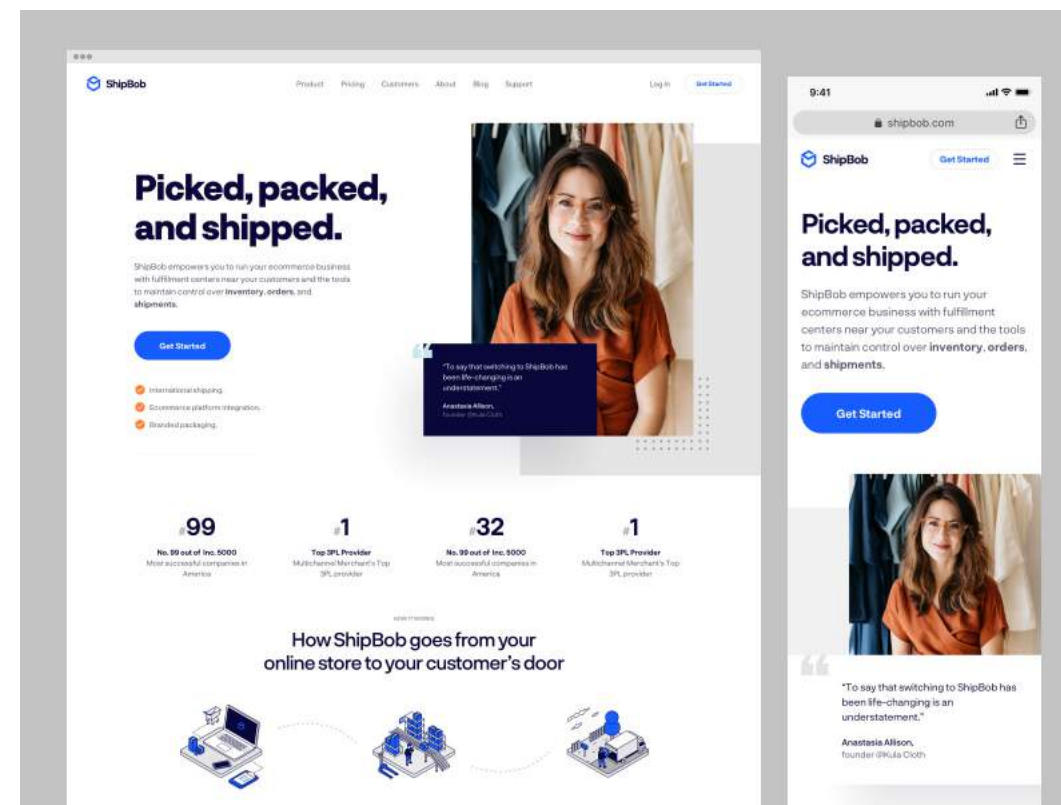
How can we help?

Uniting brand, website, and product under one vision.

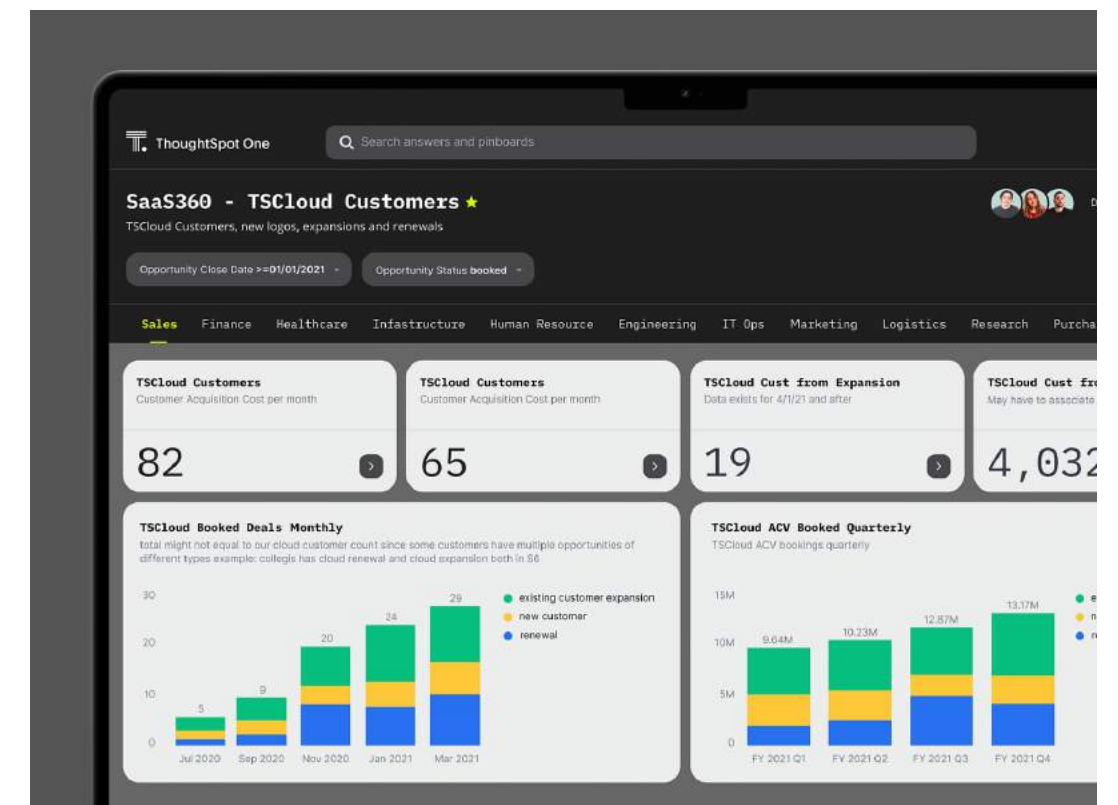
As an agency, we're structured to excel with a holistic perspective. Our strength lies in harmonizing your brand, website, and product, ensuring every touchpoint aligns with the future vision of your company and resonates deeply with those you aim to inspire.



Brand



Website



Product

① Research → Unveiling User Needs

In today's rapidly changing landscape, a deep understanding of customer needs is pivotal. Our research practices challenge assumptions and shine a light on valuable insights. This data forms a foundation for informed decisions, ensuring solutions resonate deeply with users and genuinely cater to their needs.

- Competitor and Market Analysis
- Visual Benchmark
- Analytics Audit
- Usability and Accessibility Review
- Stakeholders Interviews and Workshops
- User Interviews and Surveys
- Research Synthesis

Abandonment Summary
Step 1: Personal Details

First Name: [input]
Last Name: [input]
Email: [input]
Phone: [input]
Address: [input]
City: [input]
Country: [input]
Postcode: [input]
Company: [input]
Job Title: [input]
Referral Source: [input]
Consent: [input]

Additional Information

Report Step

Usability Research Findings and Recommendations

CV Maker

Prepared by Bekim Brothers
October 2019

Google Analytics Report
Audience

Typical user is:

A young man between the ages of 24-34 located in London, who is visiting cvmaker.uk for the first time on a mobile device.

Reporting Period: August 1 - October 31, 2019
Reporting View: cvmaker.uk (Default)

Abandonment Summary

Top Exit Locations

1. Homepage
2. Personal Details
3. History
4. Template
5. Payment (Initial)

The research team investigated these top exit locations to understand why users are exiting.

View Current Abandonment

Google Analytics Report
Retention

Reporting Period: August 1 - October 31, 2019
Reporting View: cvmaker.uk (Default)

Usability Goal
Google Analytics Report
Hotjar Report
Current-State User Journey
User Survey Results
Abandonment Summary
Recommendations
Ideal-State User Flow

Hotjar Report
Homepage

Scroll depth is very poor, with only 25% of desktop and mobile users even seeing the testimonial section. Typically, we would want to see at least 15% of users scrolling all the way to the bottom of the page. This can sometimes be a good sign, for example if they used very quickly found what they were looking for. But in this case, you would only know that the testimonial is a pain associated with it if you scroll all the way to the bottom of the page.

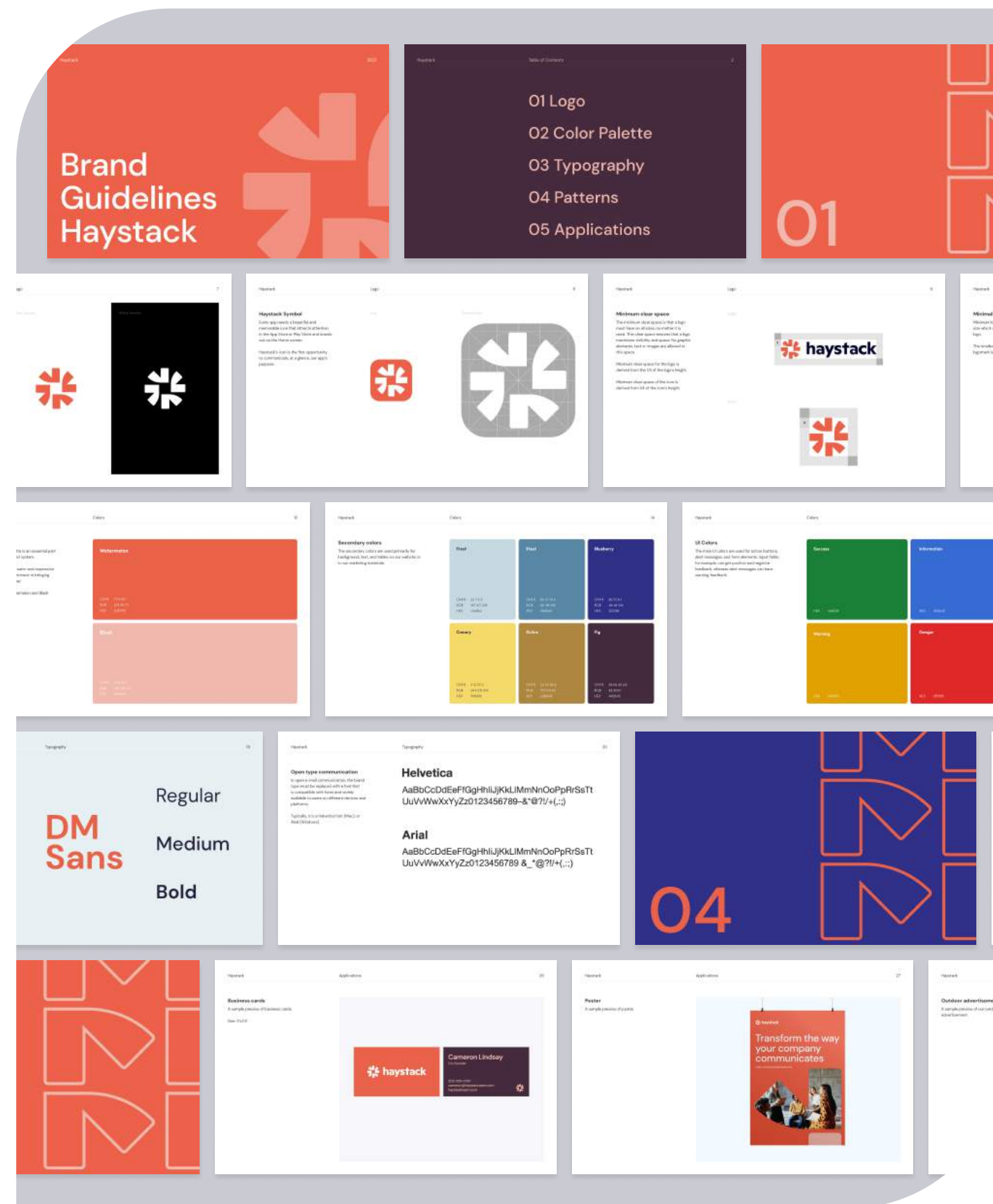
Engagement with the homepage is heavily impacted by the sticky scroll depth. While the majority of activity surrounds the primary navigation elements and the 'Create your CV' button, there is some activity around the testimonial and examples suggesting that users would engage even more if that content were higher on the page.

Mobile Note: Most users on the UK site explore via mobile device and the current homepage is as long on mobile that Hotjar had to truncate it. Strong recommendation to identify useful content to users and shorten this page drastically.

Full Screen

Usability Goal

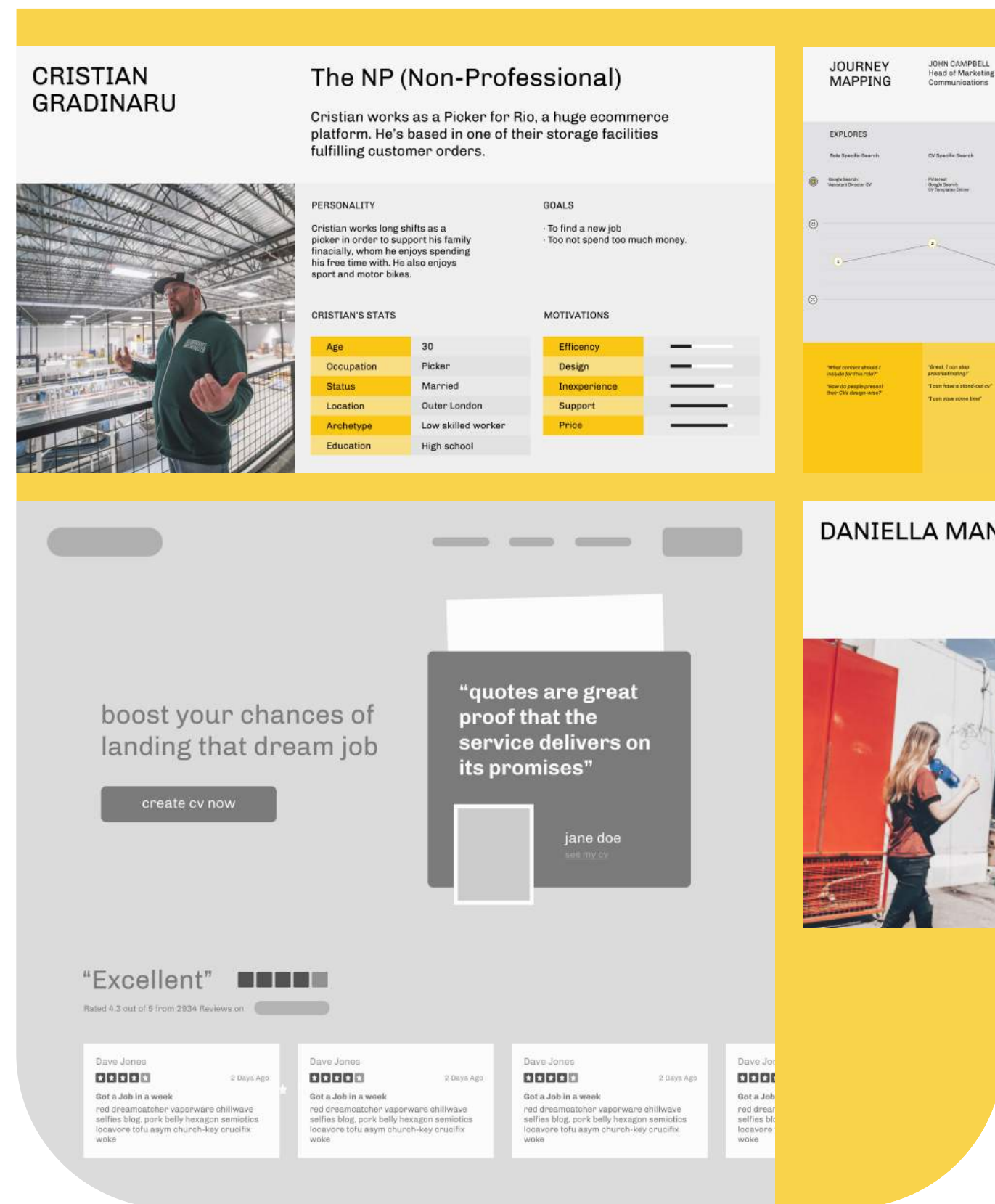
Users are able to quickly and easily create and pay for a beautiful and effective CV/resume.



② Branding → Crafting Narratives

Brands shape perceptions, create connections, spark emotions, and move worlds. More than logos, they embody the heart and soul of your company. We help evolve brand identities, be it a new brand, guiding its evolution, or giving it a visual uplift. Our approach ensures your brand remains authentic, speaks to the heart, and aligns with both your audience and those you hope to inspire.

- Naming
- Brand Strategy
- Communication Strategy
- Copywriting
- Visual Identity
- Marketing Materials
- Brand Motion System
- Brand Guidelines



③ User Experience → Simplifying Interactions

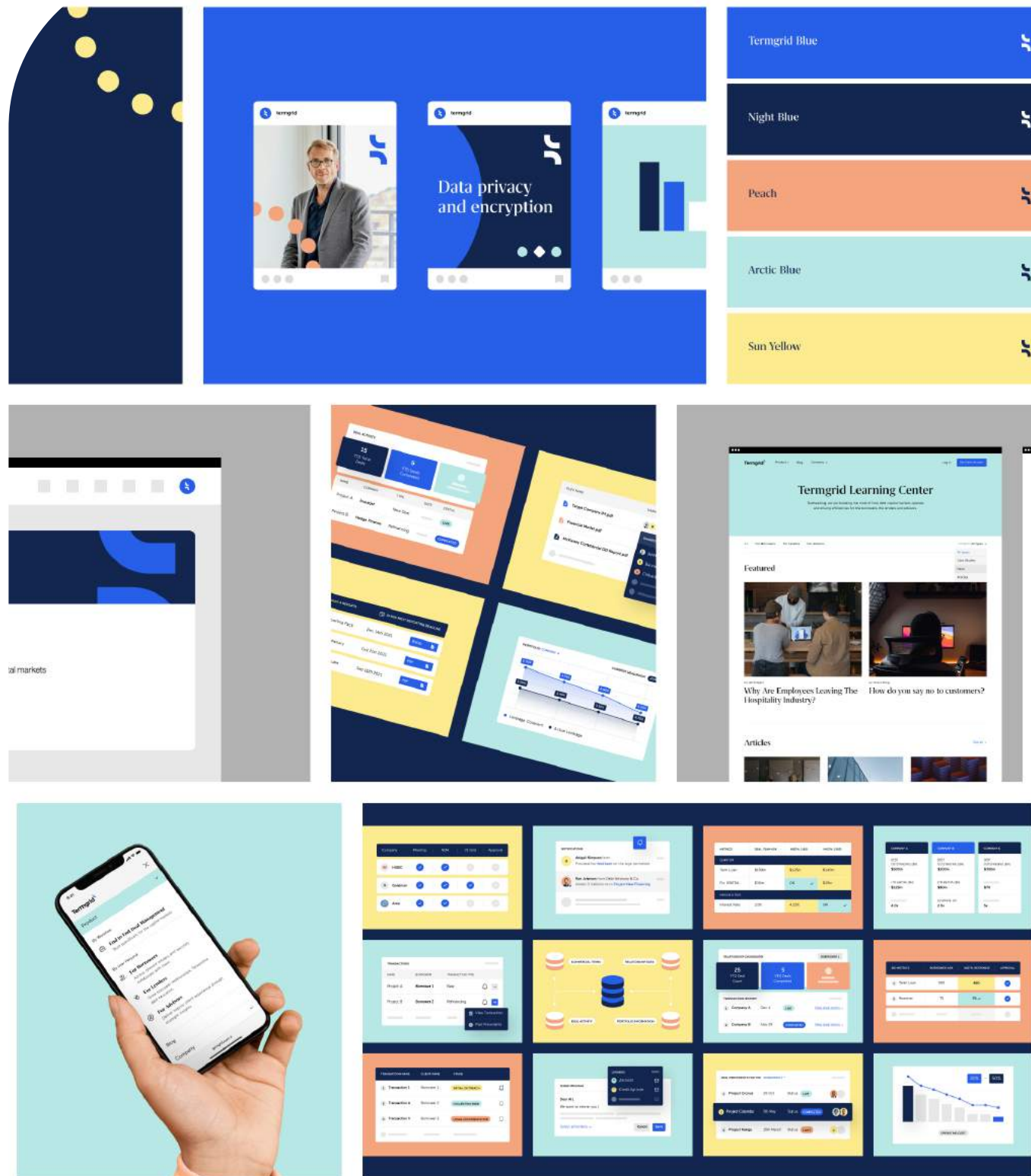
In an increasingly complex world, easing user interactions becomes essential. We design intuitive journeys, flows, and narratives that transform everyday tasks into simpler, more manageable experiences. By prioritizing genuine human needs, we not only enhance satisfaction and loyalty but also ensure your business continues to meet its objectives effectively.

- Customer and User Persona
- User Story and Flow
- Customer Journey Map
- Value Proposition Canvas
- Sitemap and Informational Architecture
- Content Inventory and UX Writing
- Wireframing
- User Testing

④ Interface Design → Harmonious Experiences

At its core, interface design is the delicate balance of form and function, a symbiosis of aesthetics and usability. But it's more than just creating visually appealing layouts; it's about ensuring that every interaction is meaningful, intuitive, and delightful. Through a considerate process, we craft design languages and holistic systems that not only amplify your brand's voice but also knit together your brand, website, and product into a singular, harmonious experience.

- Design Language Development
- Website Design
- Product Design
- Interaction and Motion Design
- Design Systems and Guidelines
- Creative Direction
- Prototyping





⑤ Development → Engineering for Growth

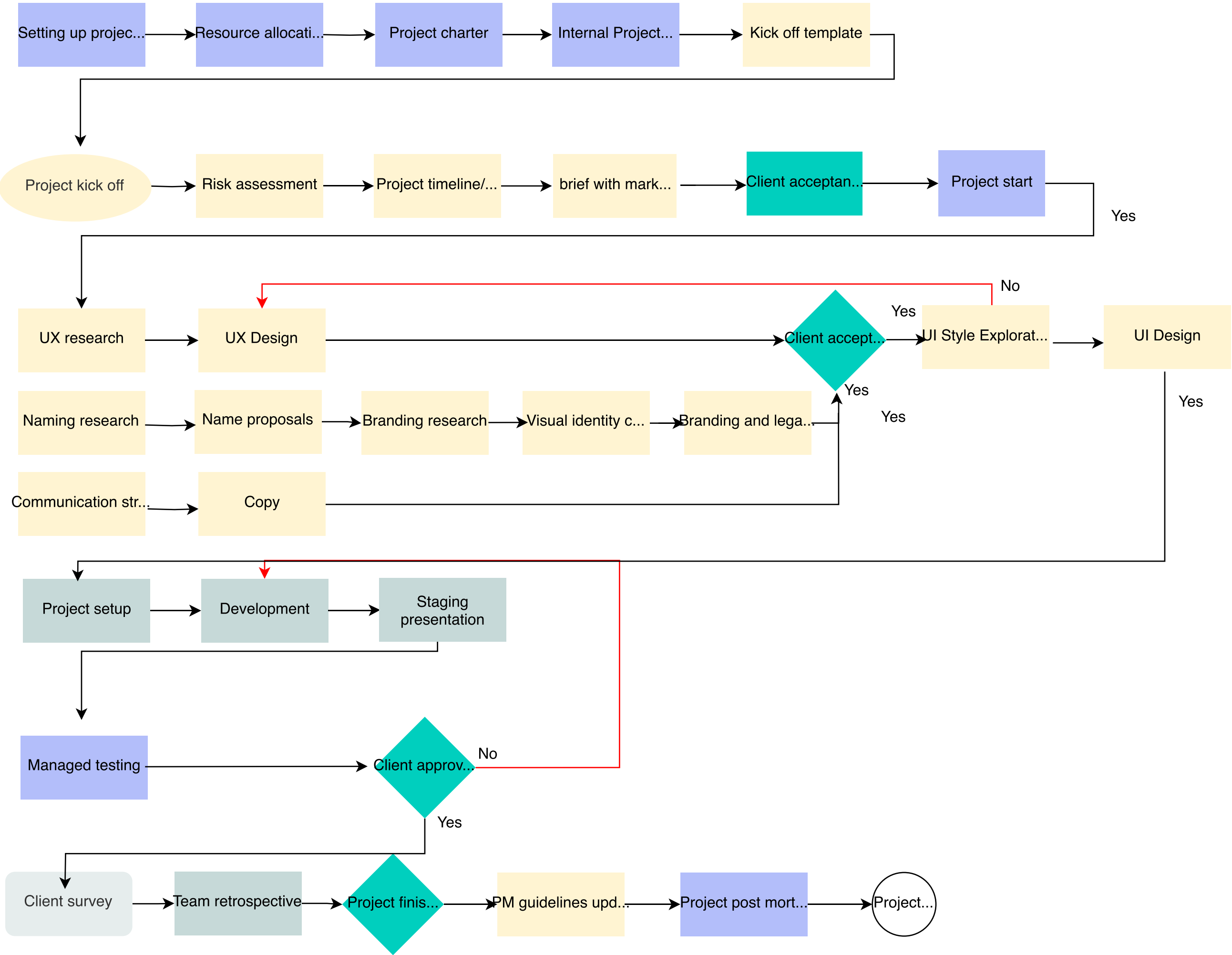
In the digital world, development is about more than functionality; it's about embedding your brand experience into every digital touchpoint while ensuring adaptability and accessibility. We create scalable platforms with intuitive interfaces, optimal performance, and high standards of accessibility. More than a website or product, we deliver an easy-to-manage environment that empowers your team, fuels your growth, and seamlessly incorporates your brand experience.

- Front-end Development
- Back-end Development
- CMS Implementation
- Quality Assurance
- Accessibility
- Interaction and Motion

Standard project diagram

While every project or partnership we undertake is distinct, we believe in structured clarity.

Presented here is our standard full-cycle process for a website build, encompassing branding, research, UI design, and development. Consider it our blueprint, adaptable to your unique requirements and aspirations.



Long-term Allies

We're in it for the long haul, not just a one-time project. Building deep, lasting relationships allows us to truly understand and anticipate your needs. Beyond being just a service provider, we become an extension of your team, ensuring that our solutions continually resonate with your brand's evolving journey.

Holistic Excellence

We don't believe in silos. By looking at the bigger picture, our holistic approach ensures every aspect of your project is cohesive and resonates with your audience. From strategy to execution, we amplify results by ensuring that all facets of our service work harmoniously towards your goals.

Collective Journey

Your success is our success. From the initial brainstorm to the final implementation, we work hand in hand, celebrating every milestone and navigating challenges together. This collective journey ensures that every decision made is a shared triumph.

Continuous Evolution

The digital landscape is ever-evolving, and so are we. Through continuous learning and a commitment to evolution, we ensure our solutions are not only relevant today but are poised to meet the needs of tomorrow. Always improving, we're ready for whatever the future holds.

Adaptive Retainers

As your brand grows and evolves, so do our services. We understand that change is the only constant in the business world. Our adaptive retainer model ensures we're always in step with your needs, providing you the agility to pivot and capitalize on new opportunities.

Creative at our Core

Creativity is in our DNA. It's not only about sparking visual delight and telling compelling brand stories, but about seeking opportunities where others might see roadblocks. Our creative approach consistently finds avenues to address genuine human needs, ensuring we'll always pave a way forward, no matter the challenge.

\$75m

IMMO's record-setting \$75 million Series B is the largest for a proptech in Europe.

\$6.7m

Ternary successfully secured in its Seed Round, following the launch of their new brand, product, and website.

200m

200 million daily users relish communicating with their clients using the new Crisp product suite.

\$268m

Total funds raised by ShipBob after the new brand and website launch.

\$674m

Funds raised by ThoughtSpot, with \$100m post our collaboration on their product.

3.5x

Boost in scheduled demo calls with qualified leads, 6 months after the new Sendlane website launch.

Selected Case Studies

ThoughtSpot

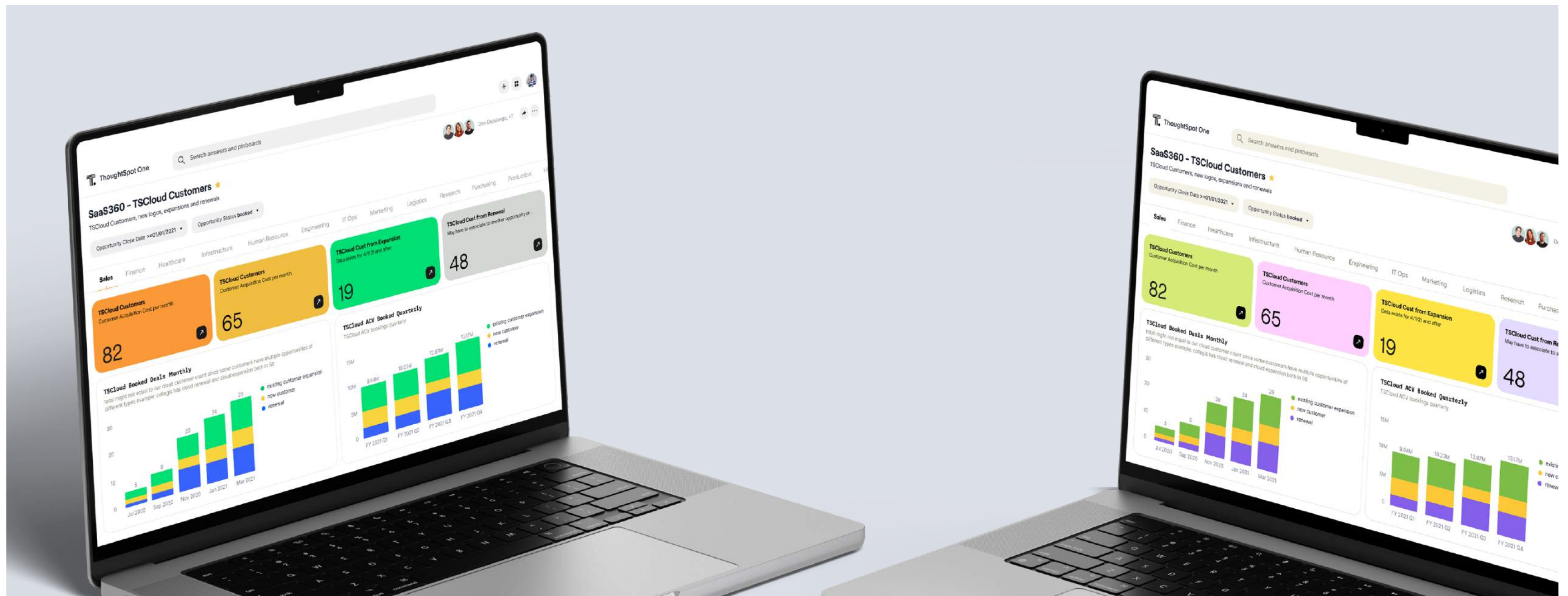
Elevating the product experience of the world's most famous data analytics tool.

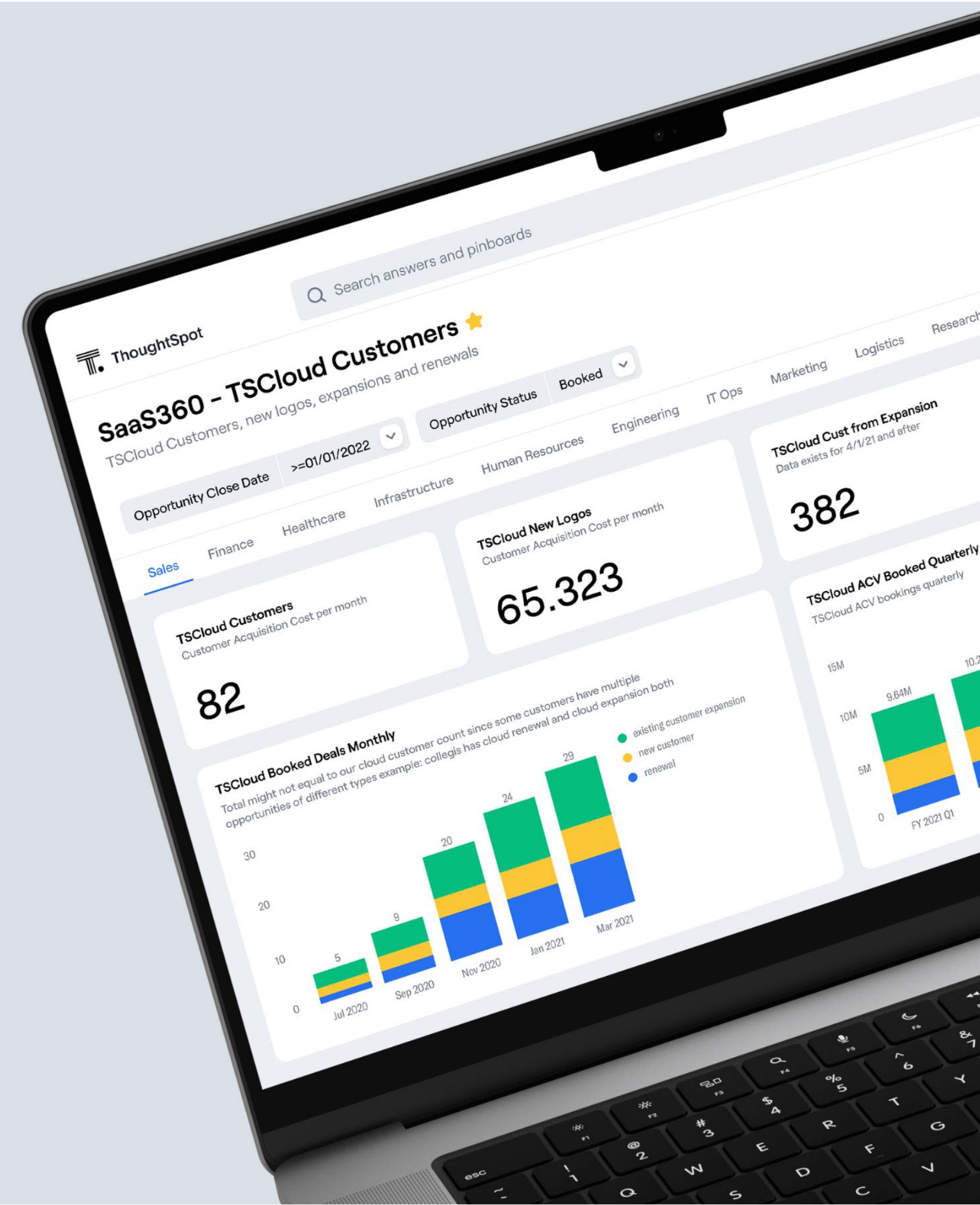
How did we help:

Product Innovation

Research

Interface Design





Share



Name, email address of user, or group name

Comma Separated

Add

☒ Send notification ☐ Add message (optional)

Previously shared with



All Group (+999)

Can view



Growth

Can edit

Copy Link

Cancel

Share

Pin to pinboard



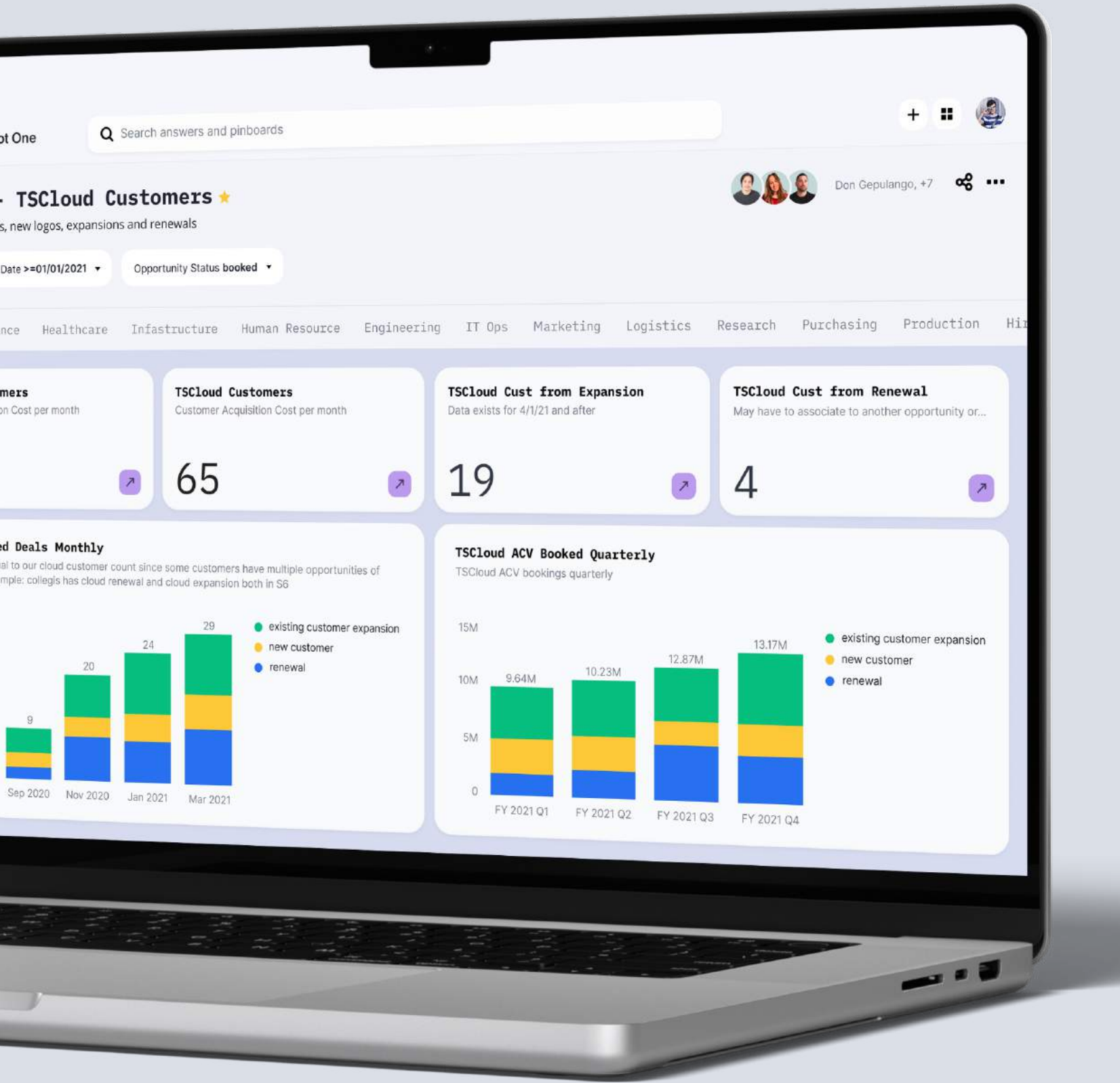
Total Opportunity ACV by Account Name

Add description

All pinboards

Create pinboard

Search Pinboards



ThoughtSpot One All Sources Search

Home Favorites Private Subscriptions Recent

Following

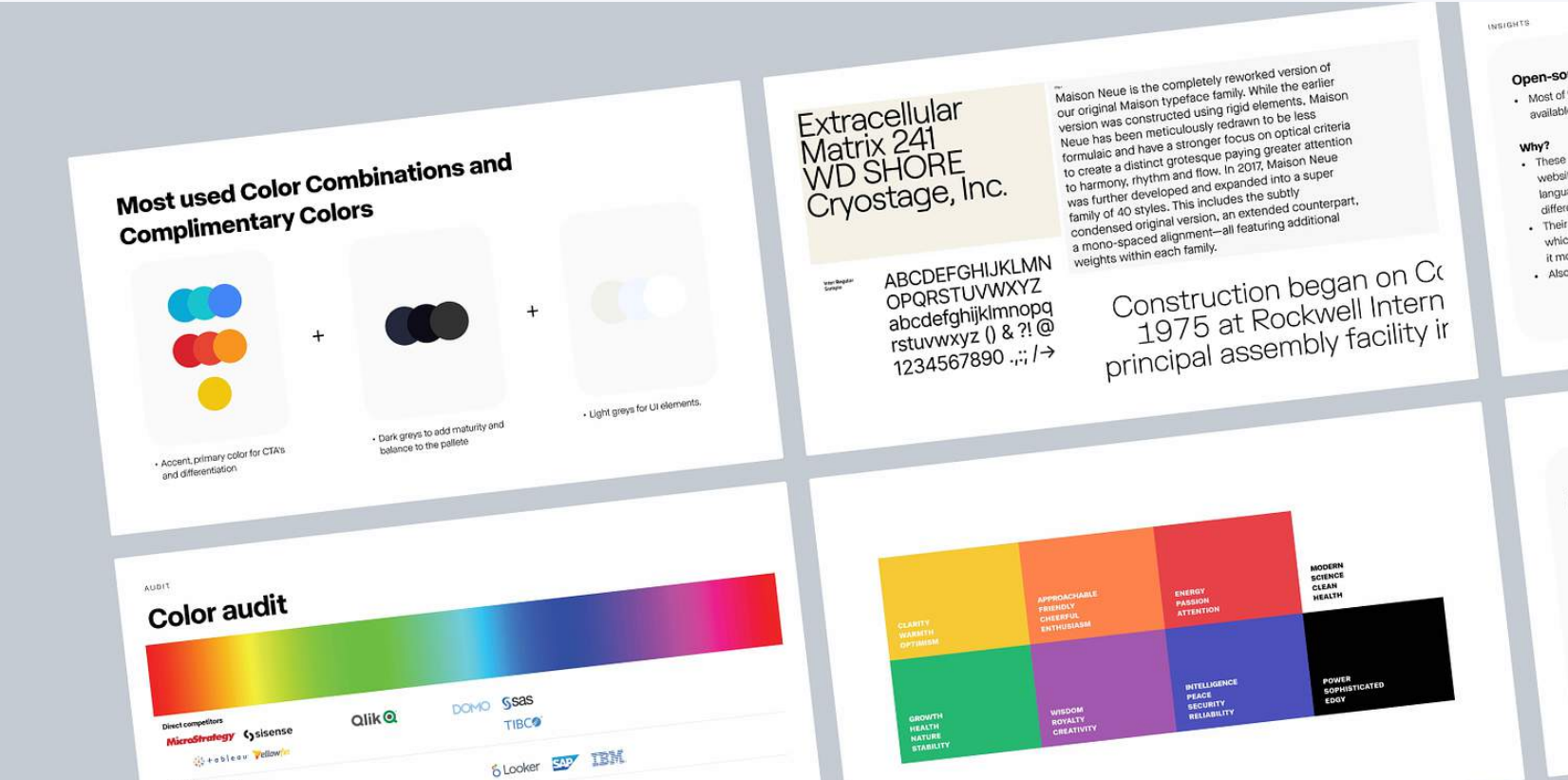
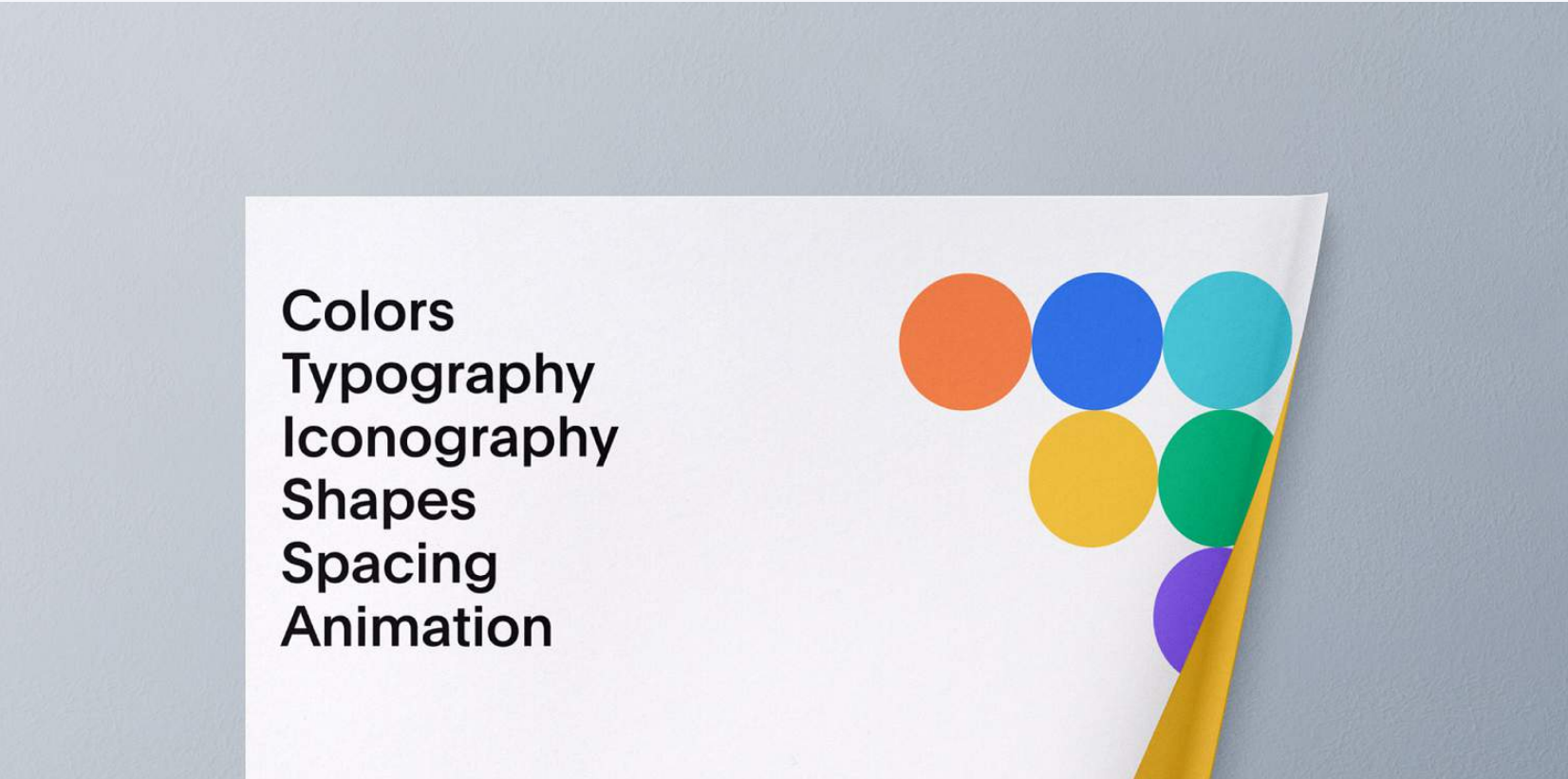
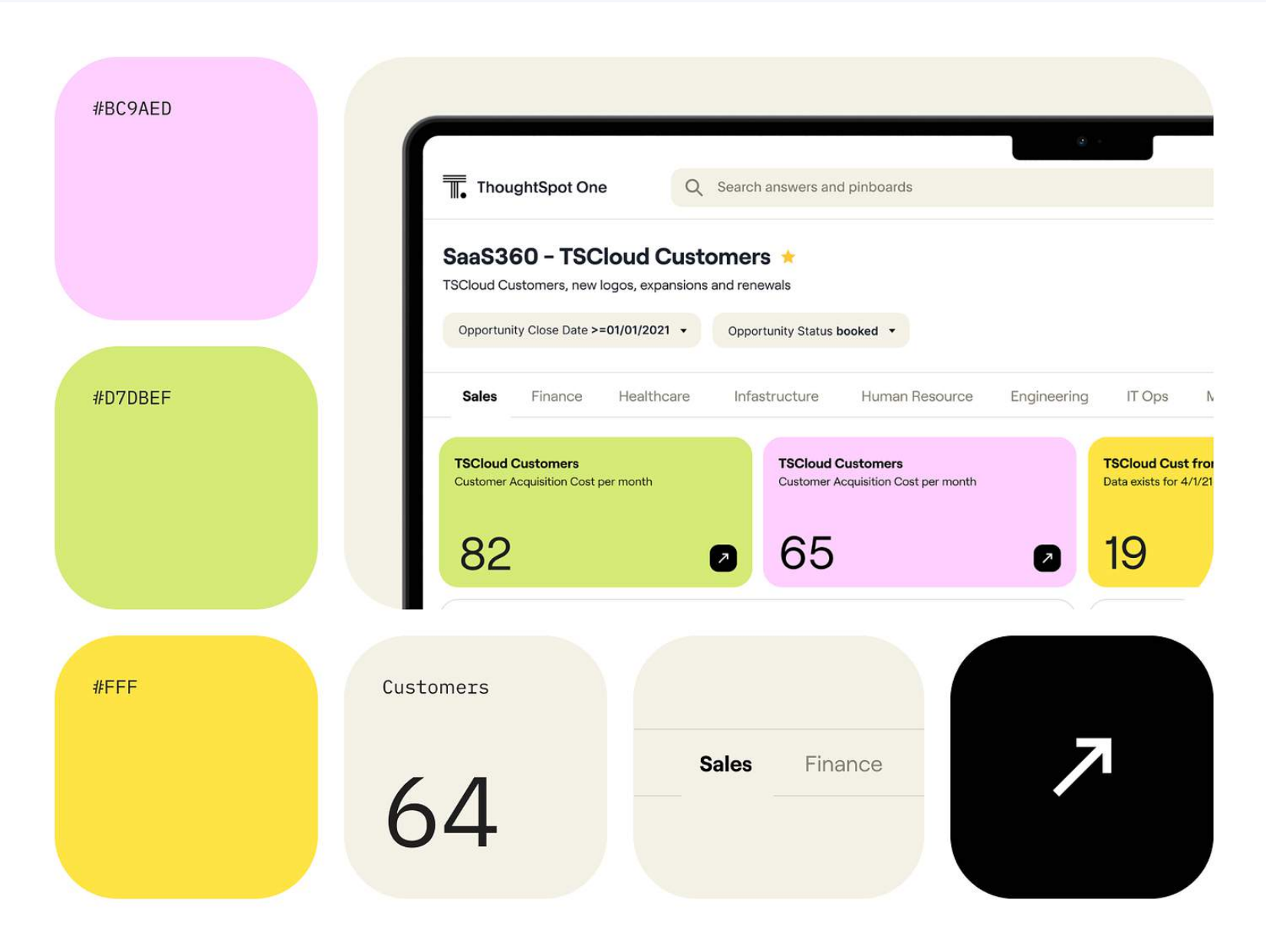
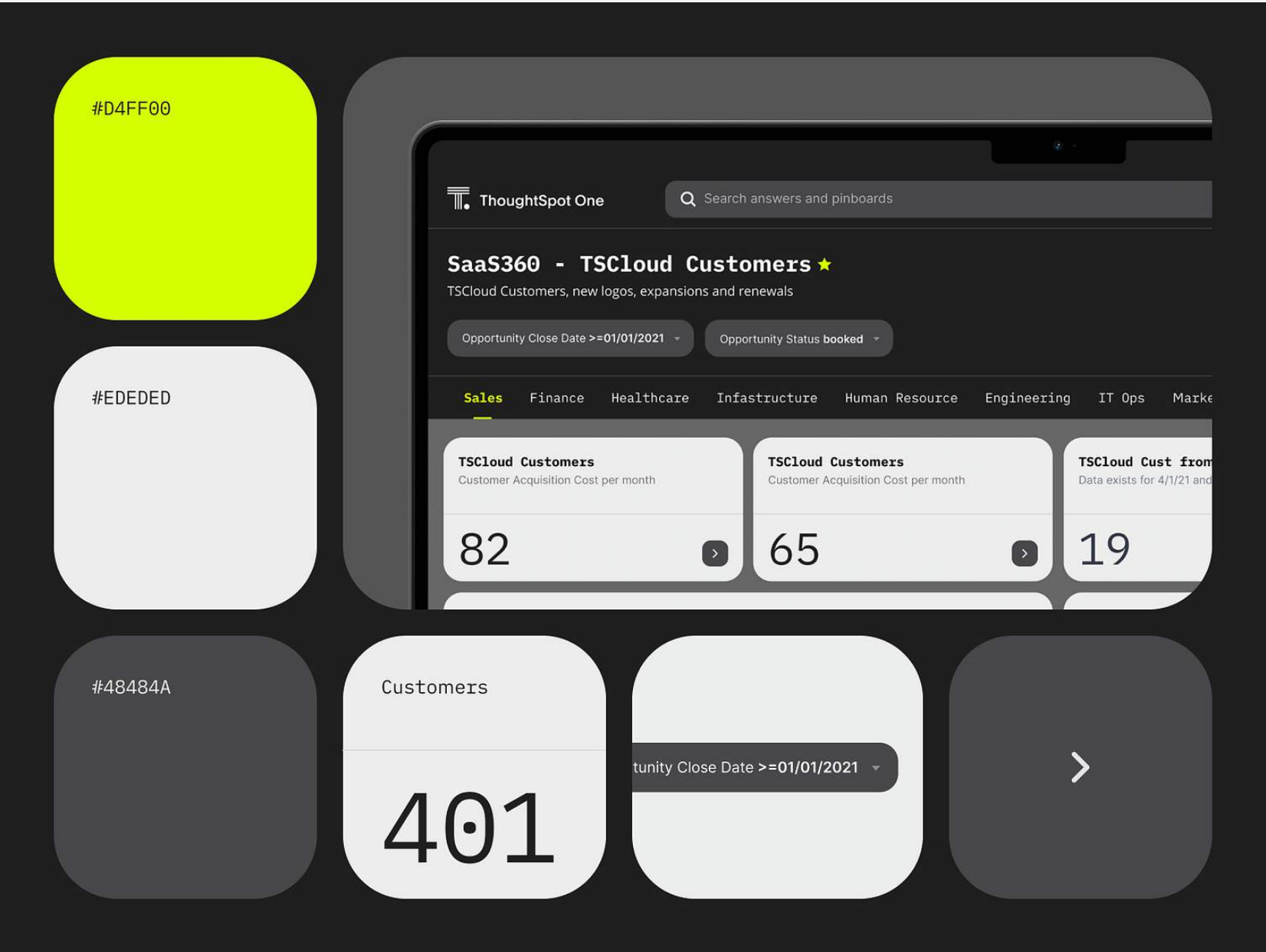
- Marino Šamanić
- Don Gepulango
- Anna Meleshina
- Adrian Morić
- Tomislav Jozić
- Add more

Answer California Top Deals Vicente Reyes Montea..

Pinboard Pinboard with our SpotIQmetrics Michaela Fiasova

All Answers Pinboards All Tags All Authors

	Name	Author	Views
<input type="checkbox"/>	Industry Vertical Analysis	Don Gepulango	999
<input type="checkbox"/>	Rivermaster Brand - Sales ..	Anna Meleshina	888
<input type="checkbox"/>	Rivermaster Brand - Sales ..	Marino Šamanić	2944
<input checked="" type="checkbox"/>	Jackets Sales Monthly	Matej Justic	888
<input type="checkbox"/>	Jackets Sales Monthly	Tomislav Jozić	888
<input type="checkbox"/>	Jackets Sales Monthly	Vicente Reyes Mon..	888



Strategic Product Visioning

ThoughtSpot's continuous aim to deliver a unique and instantly recognizable experience that highlights smartness, novelty, and sophistication led Bob Baxley, SVP Design at ThoughtSpot, to reach out to BB Agency for close collaboration with the main goal to help take the product experience a leap forward.

BB Agency offered ThoughtSpot an external set of eyes to help their design team with the discovery of new approaches to the visual appearance and the structural order of the tool, find the edge of the possibilities within the current visual identity, and help question their current design decisions.

The Results

After an extensive collaboration with the ThoughtSpot team, we managed to deliver a wide variety of visual directions and structural changes that provided the design team with fresh ideas that could help take the user experience of the ThoughtSpot product a leap forward.

[View Case Study](#)

Enode

A new powerful and agile look to training analytics.

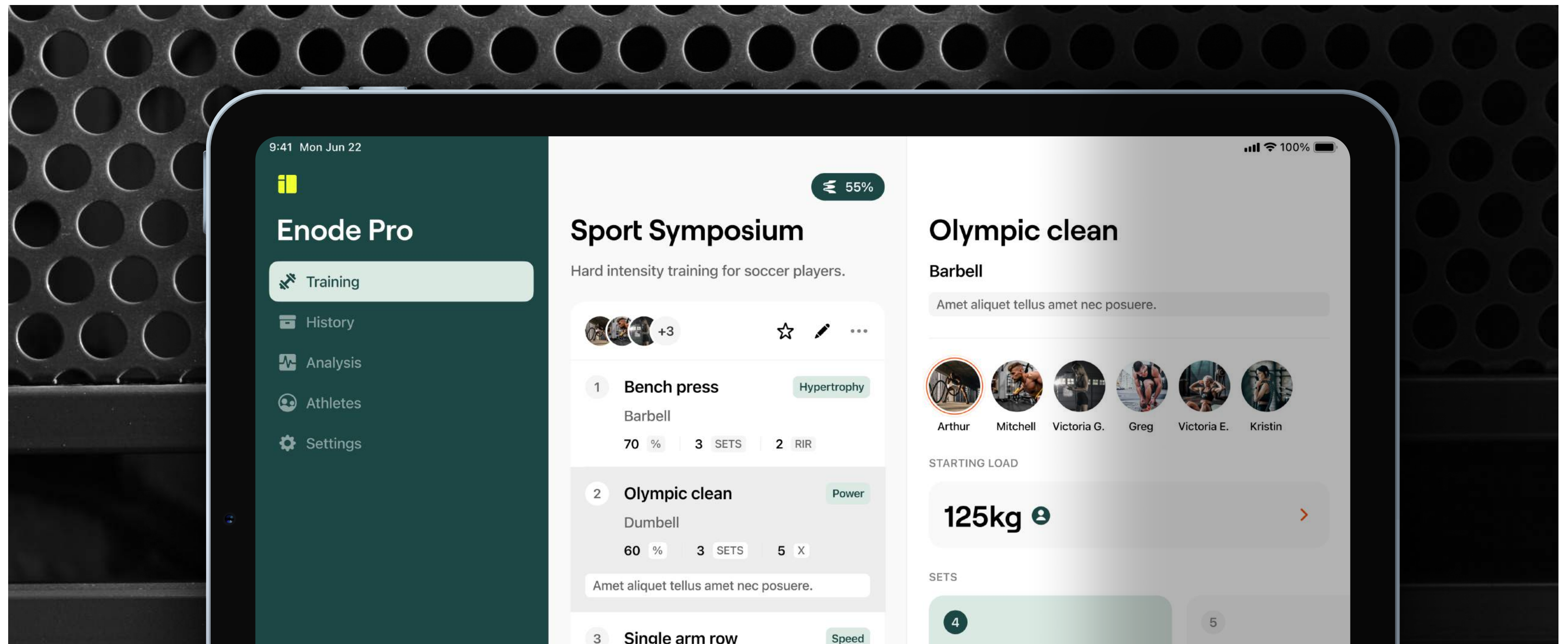
How did we help:

Brand Strategy & Naming

Visual Identity


Animation System

Interface Design



enode^{PRO}

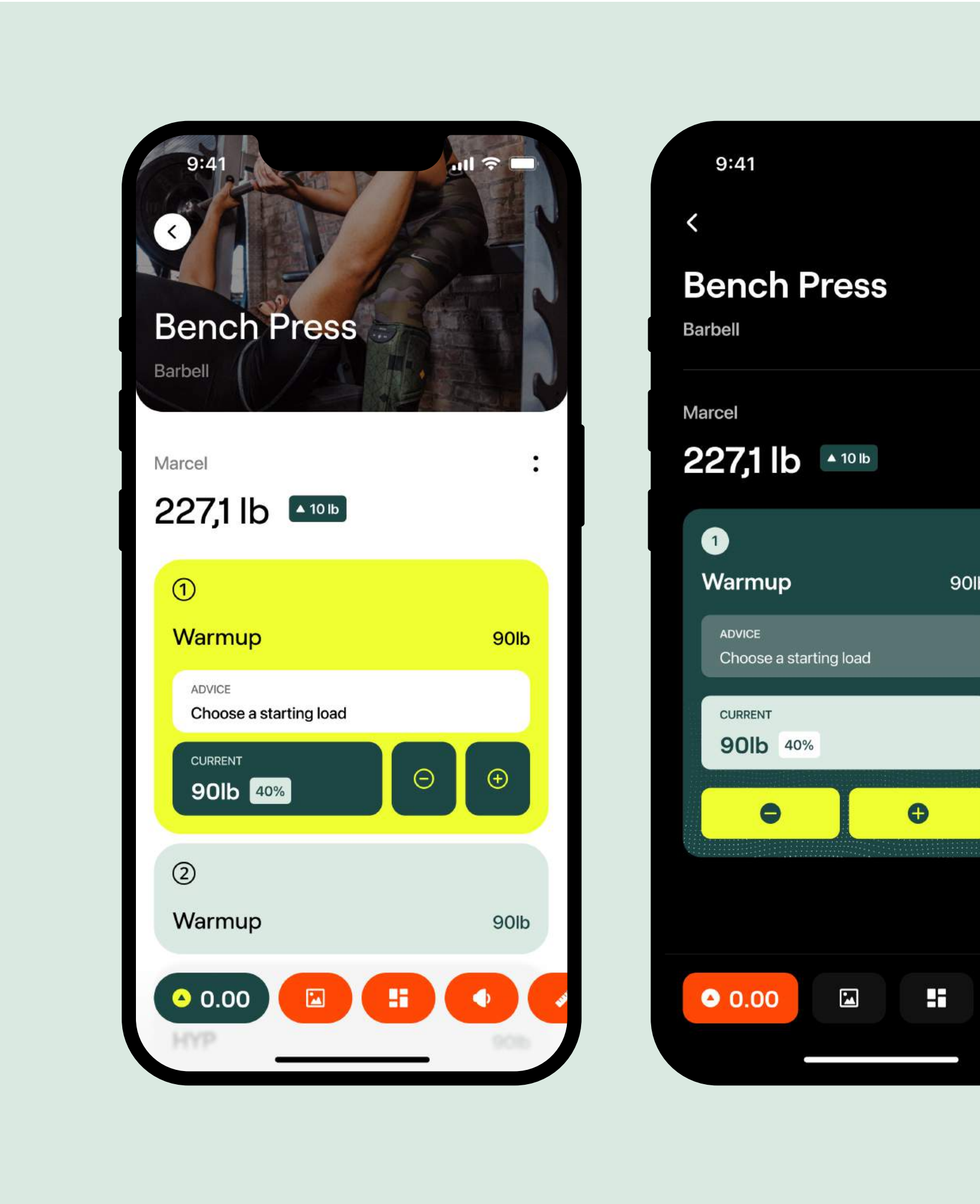
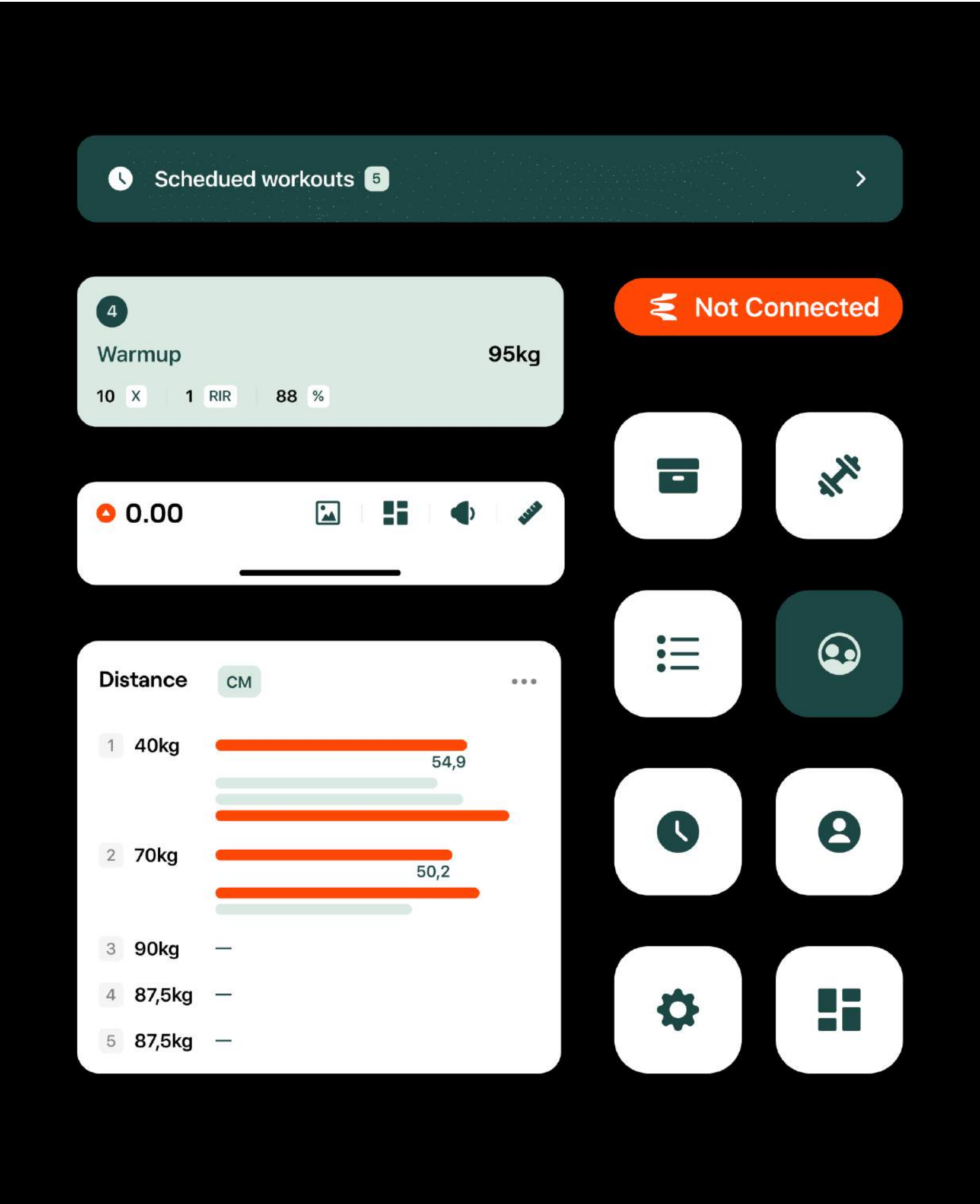
enode^{ONE}

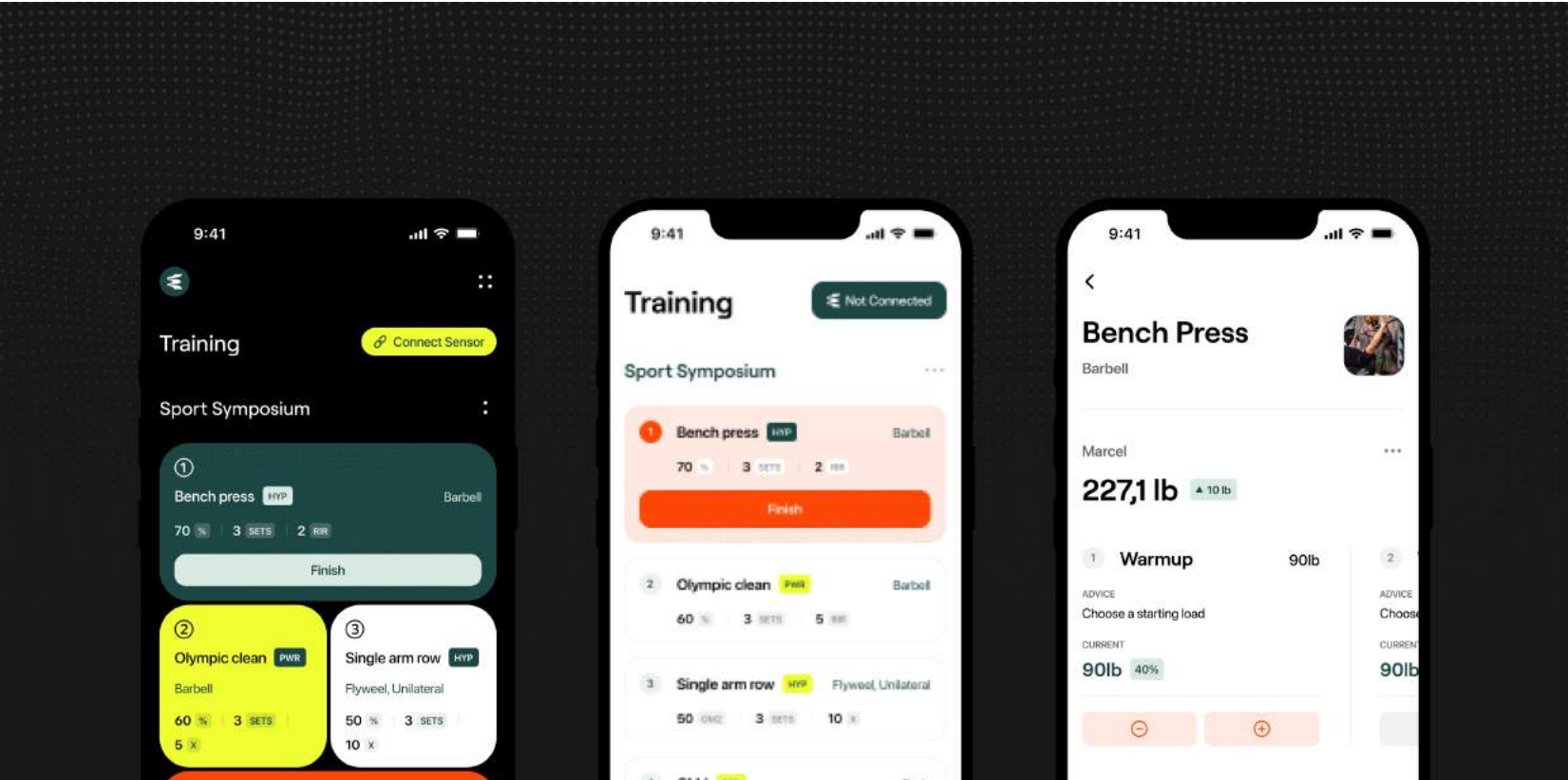
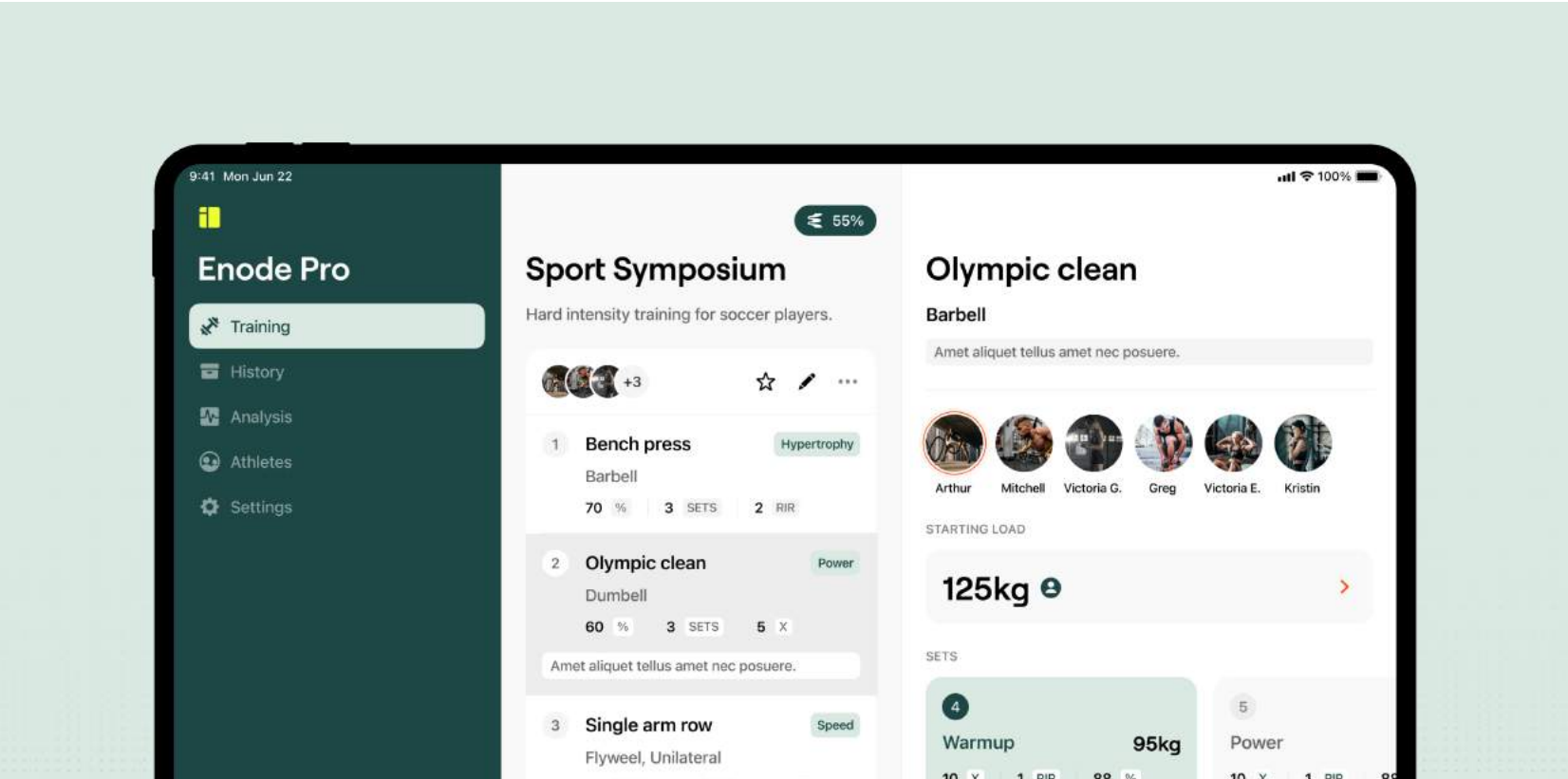
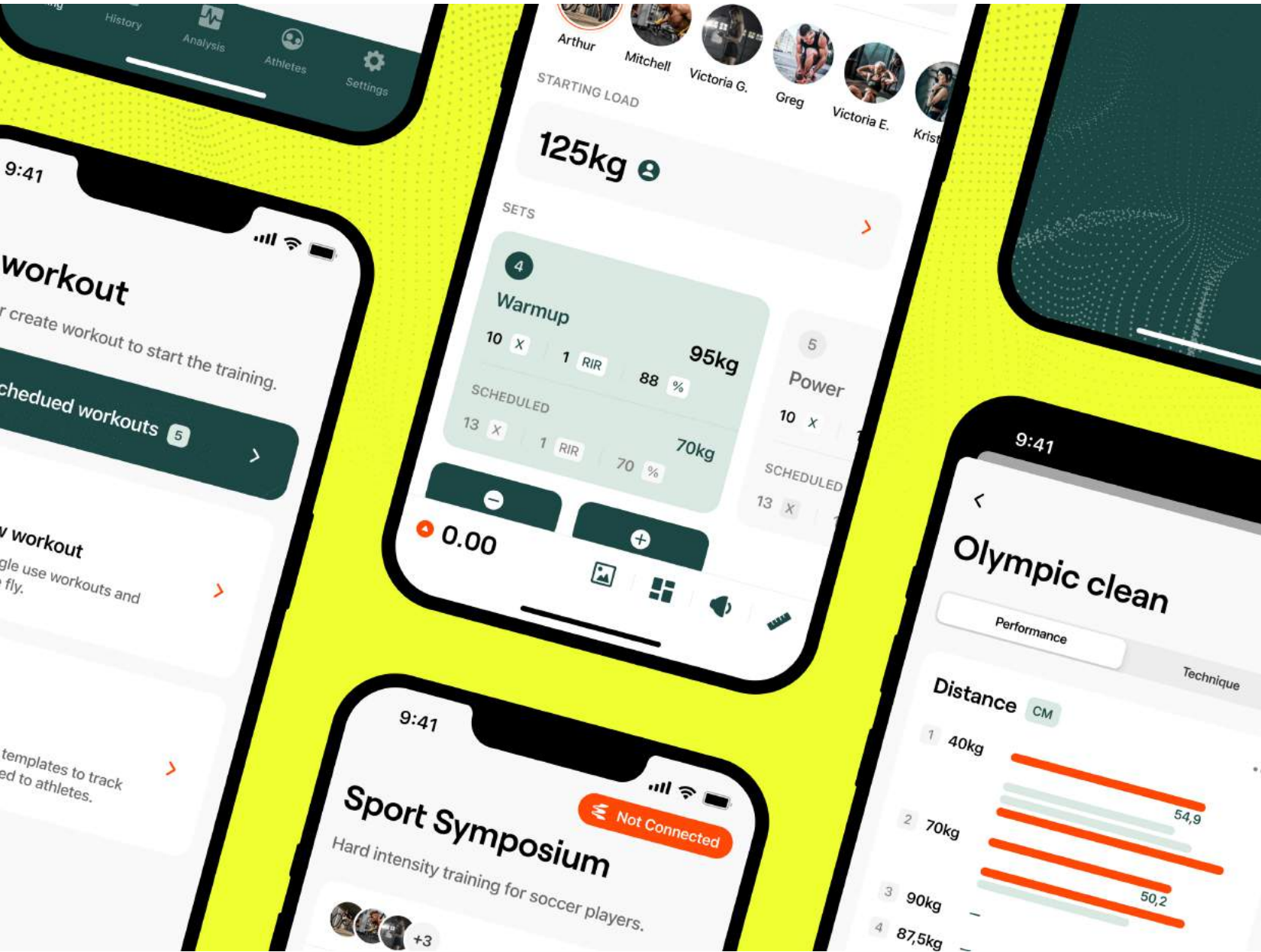
 enode

Measure.
Analyze.
Adapt.
Improve.



enode.ai





A smarter way to train

Training apps are everywhere, but training apps can't know how an athlete feels on a given day. Overtraining and overtraining are real problems, so Enode had an idea - create training recommendations and goals based on analyzing your movement data.

Enode previously existed as Vmax, working mostly with athletes and fitness studios in Germany and some areas of the US. They were ready to make a big leap and expand to new markets with a completely new brand to reach their goals. So we gave them a hand - a new name, visual identity, UI redesign, animations, and the legal protections to raise the bar and make their brand equally good as their app.

The brandbuilders

Enode Apps are a crucial part of their product. The redesign process had to be perfect, so we worked closely with the Enode Team, and through a creative approach, fresh ideas, and a lot of testing, we made sure that their new brand was highly recognizable on every screen! But, we also had to make sure that the information and data provided by the app were clear and intuitive for the users, and we did just that through a collaboration of our branding and UI team - in the end, the judges gave it flying colors!

[View Case Study](#)

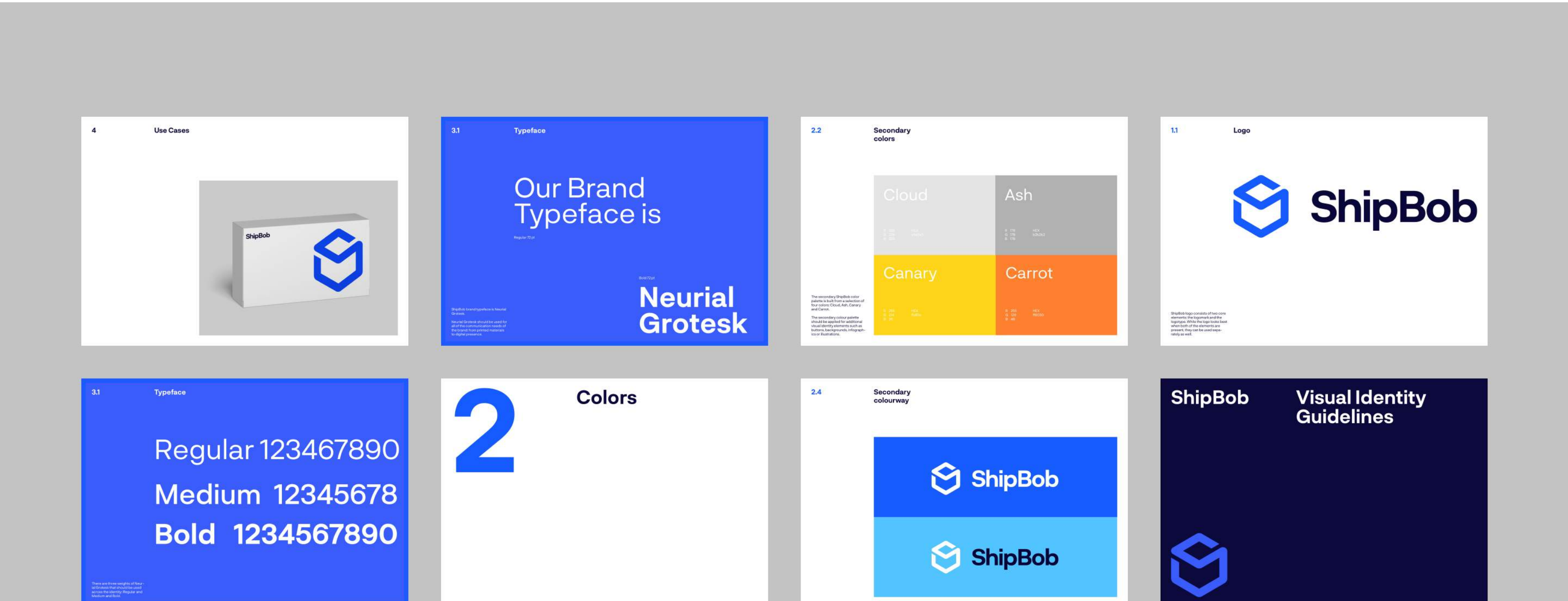
ShipBob

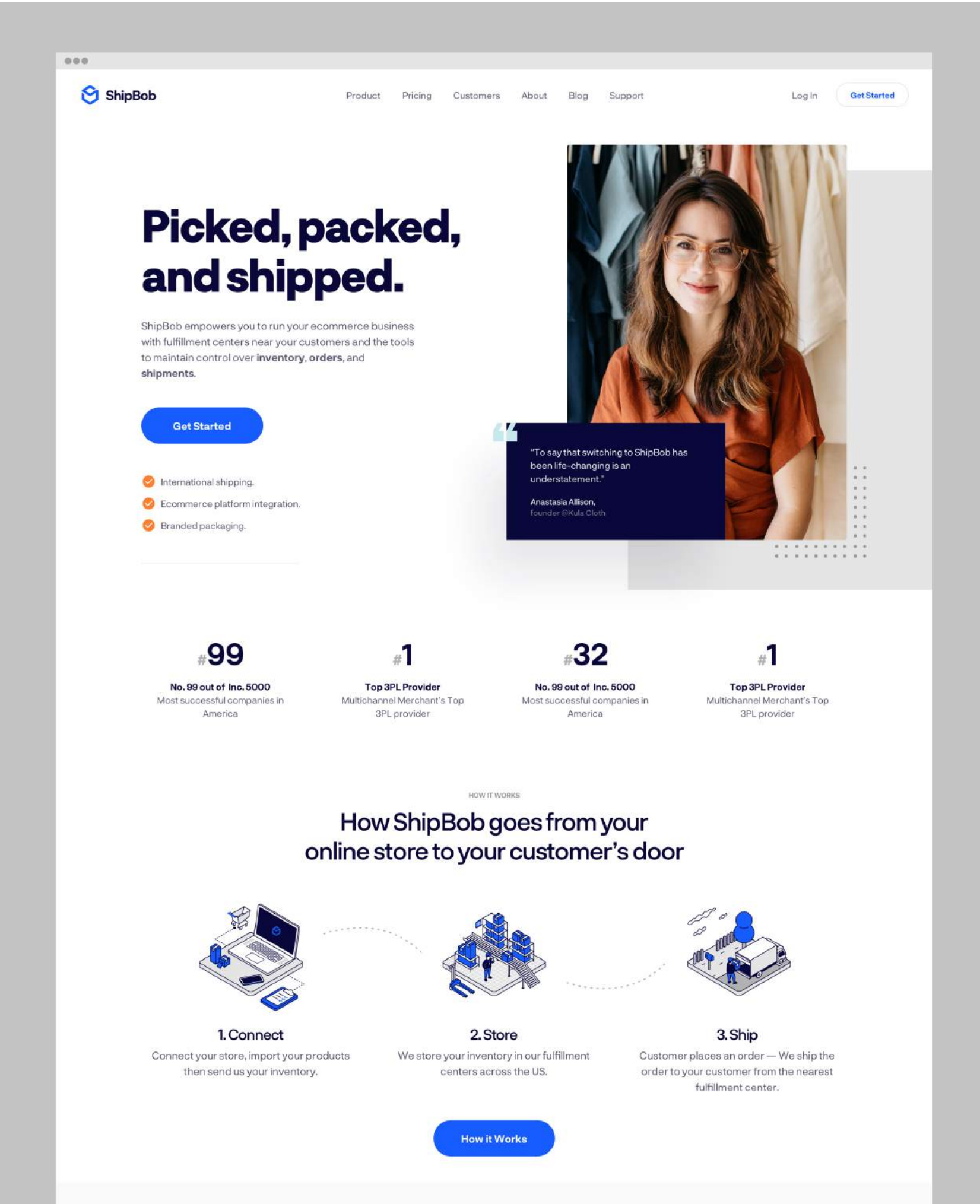
Building a scalable brand for ShipBob, the \$1B valued shipping logistics provider.

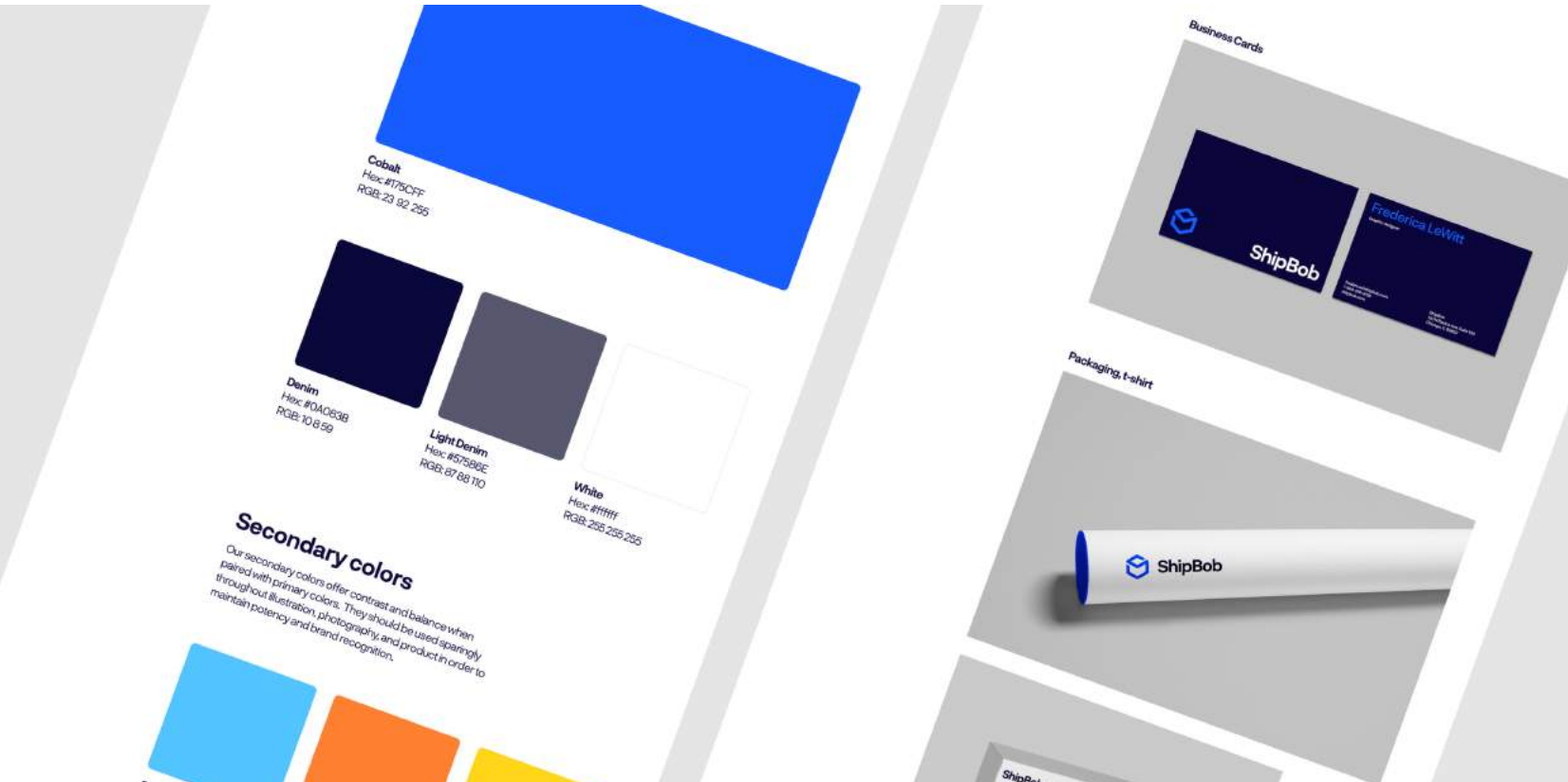
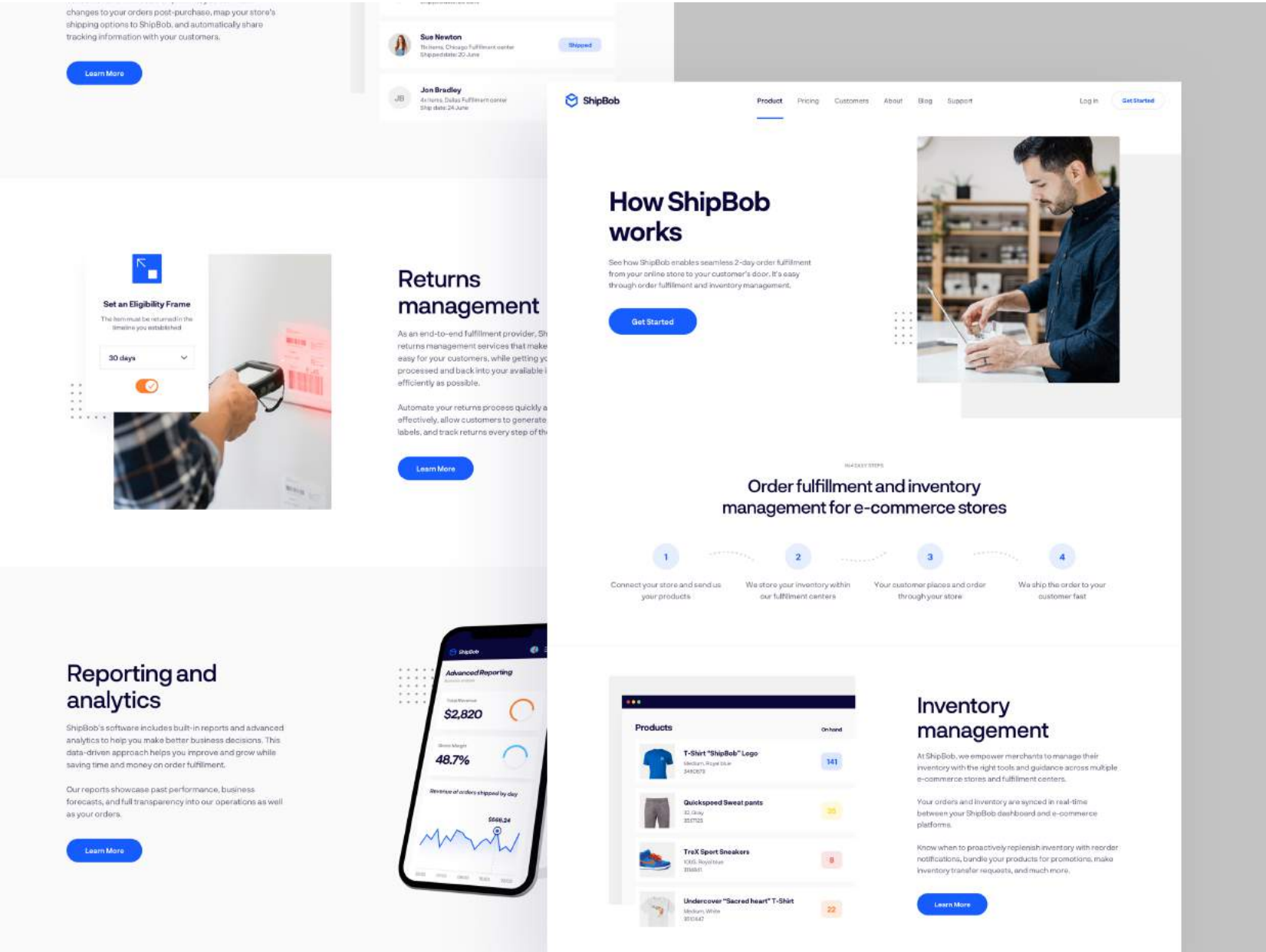
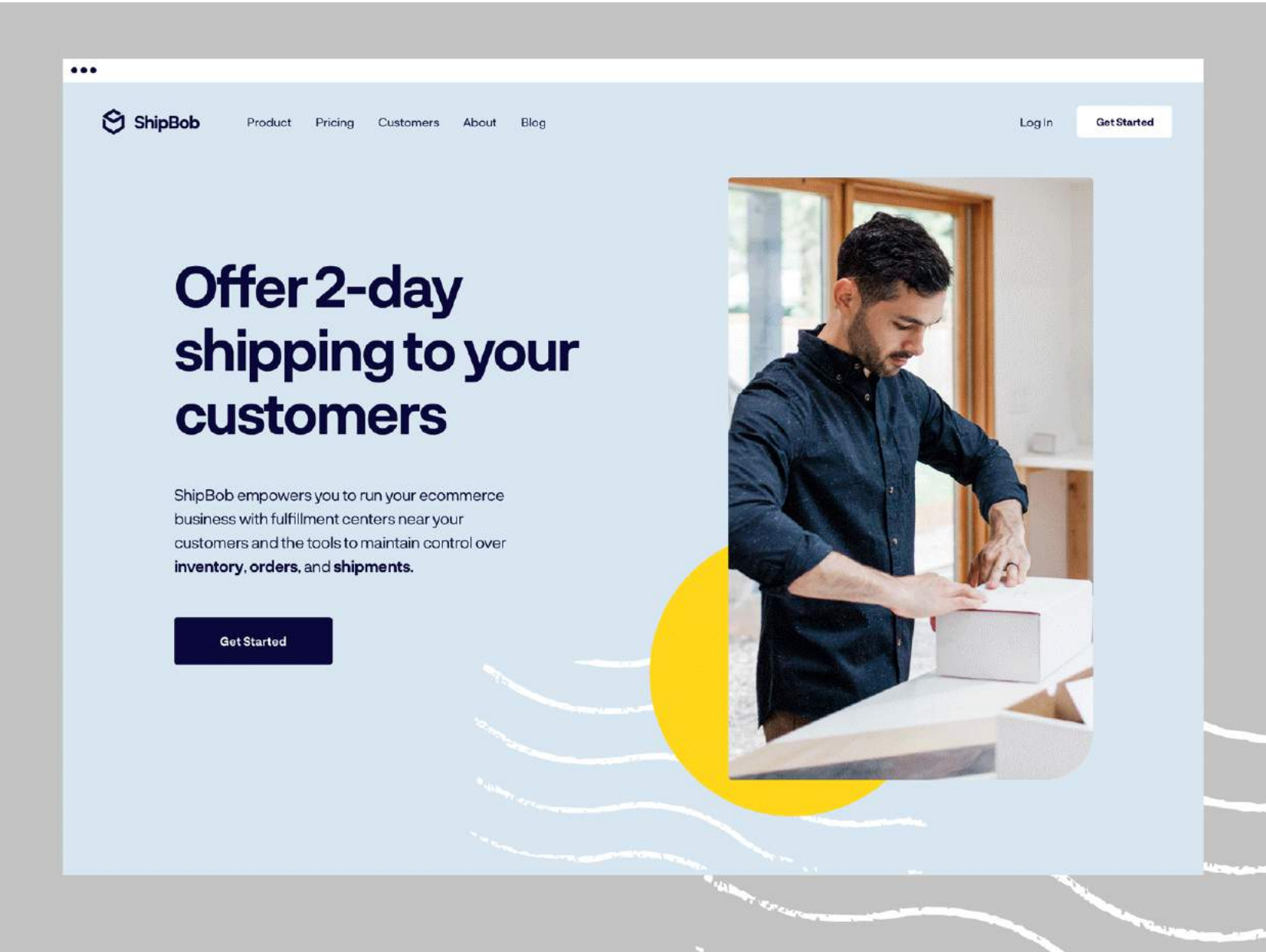
How did we help:

Visual Identity

Website & CMS







Evolving the Brand

ShipBob's existing brand was selling them short. Having secured \$62.5m in total funding, the time was right to rebrand and to better communicate ShipBob's personality and story.

They wanted to bring to the fore their sense of warmth, emotion and the real connection to their customers that you don't typically see in the logistics category. Functionally, they needed to create a more cohesive experience across their website, increase conversions and create more flexibility for their internal teams.



\$268m raised by ShipBob post our collaboration

“The positive feedback from our customers and prospective customers on the website was instantaneous, but it was the data on conversion rates that I focused on. We actually saw a 27% lift in conversion rates blended across all traffic sources.”

Casey Armstrong, CMO at ShipBob

[View Case Study](#)

CVMaker

Researching new ways to help people land their dream jobs.

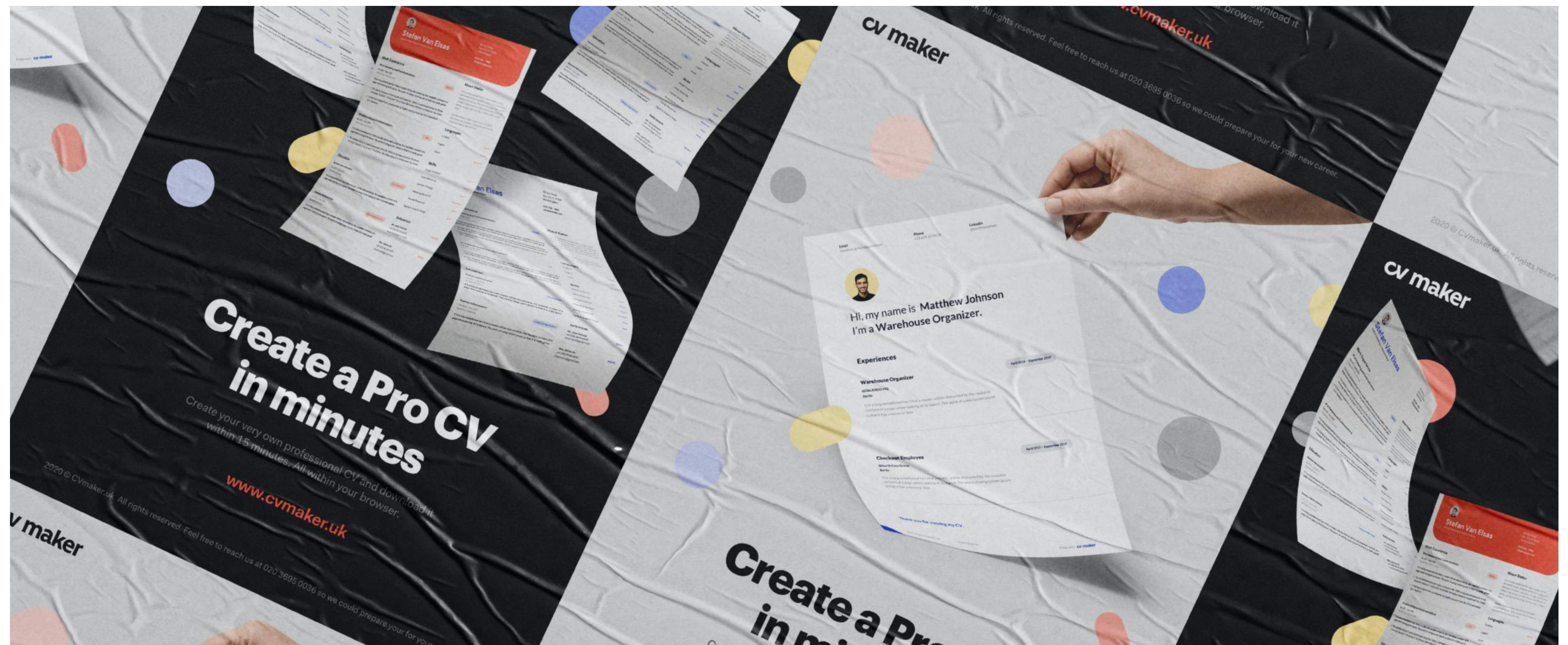
How did we help:

Branding

UX Strategy

Website & Design System

Product Design



cv maker

ServicesCV ▾Cover Letter ▾Resume ▾PricingBlog

Log InGet Started

Create your CV like a pro

Create your new CV today using CV Makers all-new intelligent resume creation platform. All within your browser.

Create CV Now

★★★★★

Excellent, 4.4 on

★ Trustpilot

Jonathan Casey,
Carpenter

Build CV's with ease, all within your browser.

We'll help you at every step of the career journey.

Create a professional resume and matching cover letter and download it within 10 minutes.

Be the first to receive relevant vacancies based on your experience and skills.

Organize and send all your applications. Receive notifications after reading by the employer.

2Colors

2.1 Primary colors

Our primary brand palette consists of four colors: Blue, Orange, Yellow and Black. These colors should be used most extensively.

Blue

RGB: 51 79 220

HEX: #334686

CMYK: 82 72 0 0

Orange

RGB: 242 97 76

HEX: #F2514c

CMYK: 0 77 72 0

Yellow

RGB: 255 235 11

HEX: #FFB00F

CMYK: 14 87 0 0

1.1 Logotype

Our logo is built on the notion that every CV is highly personalized and unique. To reflect the idea of personalization, our logo consists of two parts: handwriting-inspired "CV" part and more conventional-looking "maker" part.

Combining two visually different styles allows us to create a visual identity which is personalized, yet professional at the same time.

cv maker

2.3 Backgrounds

The logo can be used on any of the specified colours. But it is recommended to keep the background colors limited to the primary ones.

cv maker

cv maker

4.5 Favicon

Create a professional cv - quickstart - cvmaker.uk

cv maker

3.2 Graphik

Graphik comes in three weights: Regular, Semibold and Bold.

Three weights

Re
Se
Bo

Abandonment Summary

Step 1: Personal Details

First Name

John

Last Name

Campbell

Address

123 Main Street

City/Town

London

Country

United Kingdom

County

Greater London

Postal Code

EC1A 1BB

Phone Number

020 1234 5678

Driving License

Valid

Nationality

British

Gender

Male

Age

30

Education

High School

Occupation

Marketing Executive

Status

Married

Location

Outer London

Archetype

Low skilled worker

Education

High school

Next Step

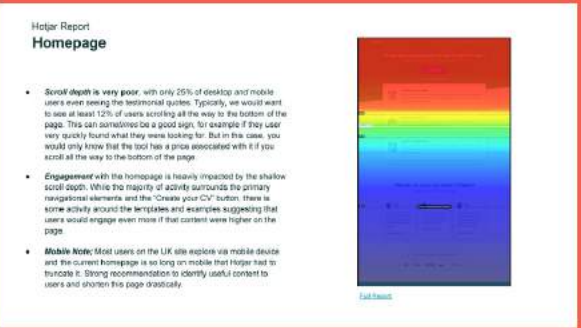
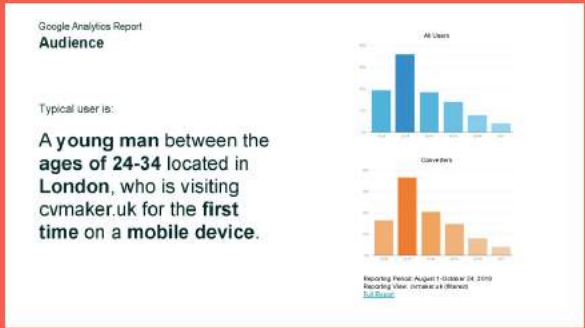


Usability Research Findings and Recommendations

CV Maker

Prepared by: Usability Research
October 2019

- Usability Goal
- Google Analytics Report
- Hotjar Report
- Current-State User Journey
- User Survey Results
- Abandonment Summary
- Recommendations
- Ideal-State User Flow



Usability Goal

Users are able to quickly and easily create and pay for a beautiful and effective CV/resume.



MOTIVATIONS

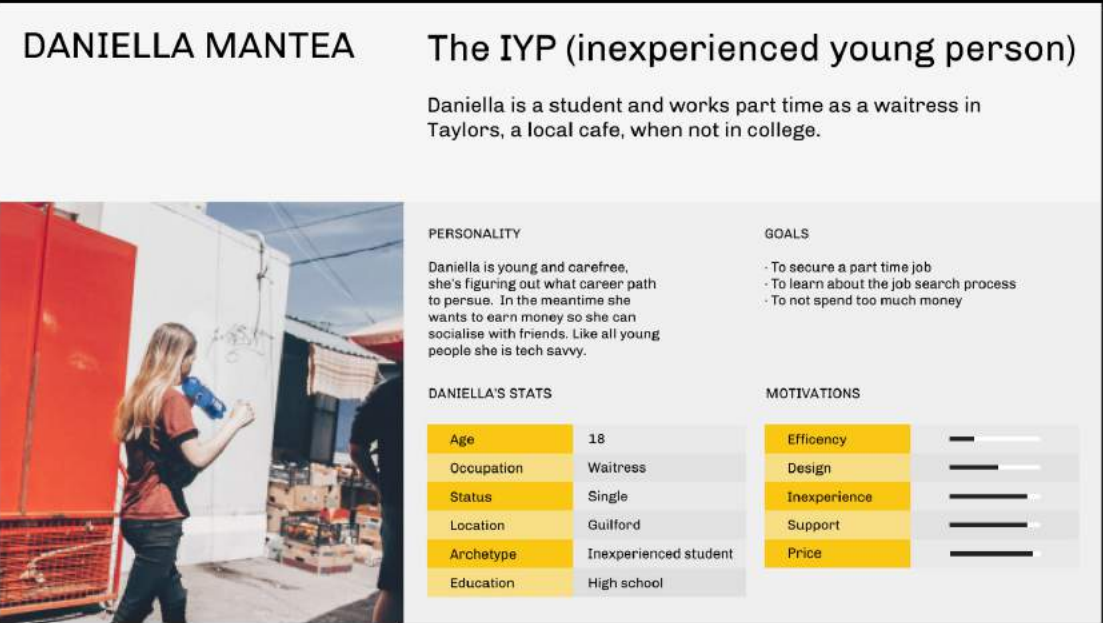
Efficiency

Design

Inexperience

Support

Price

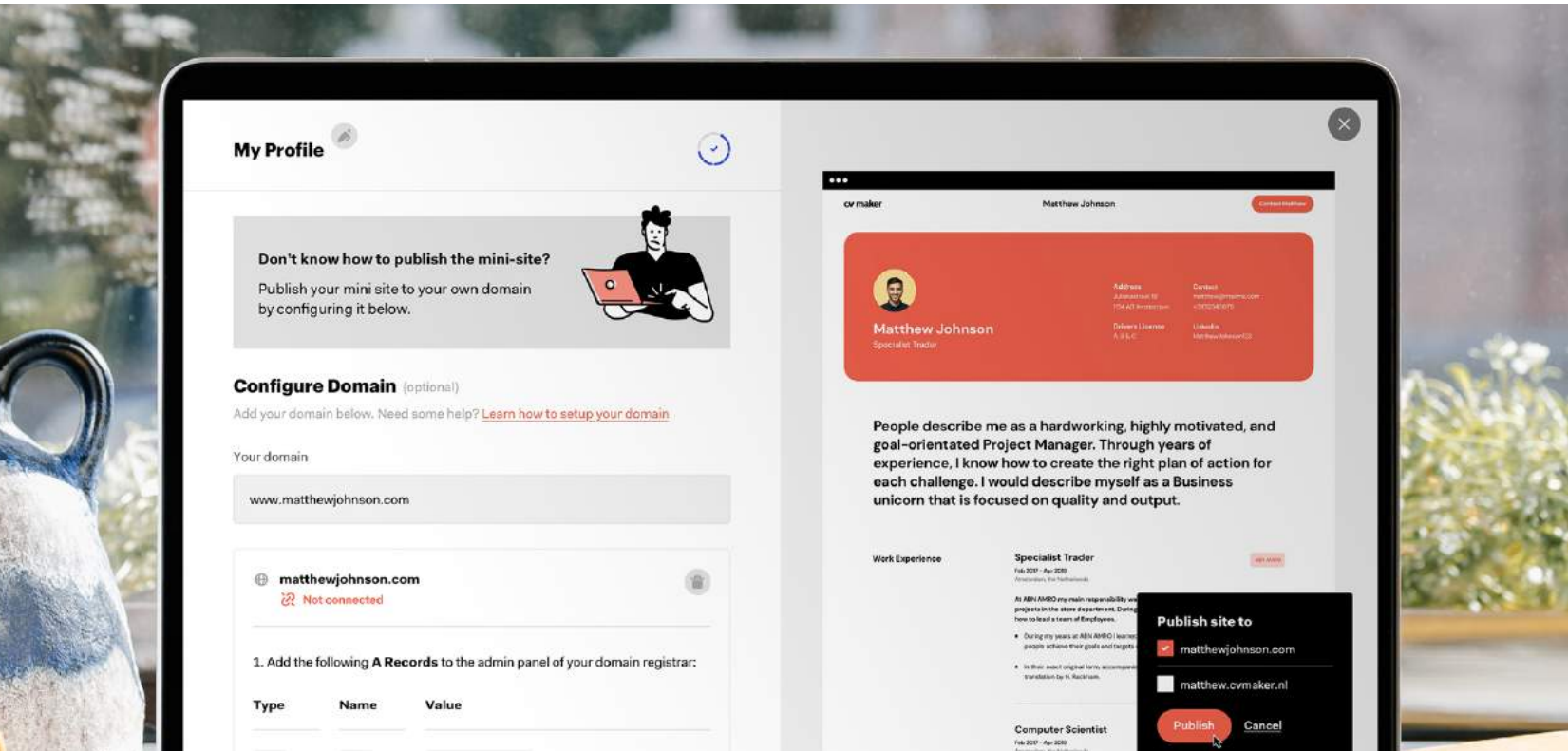
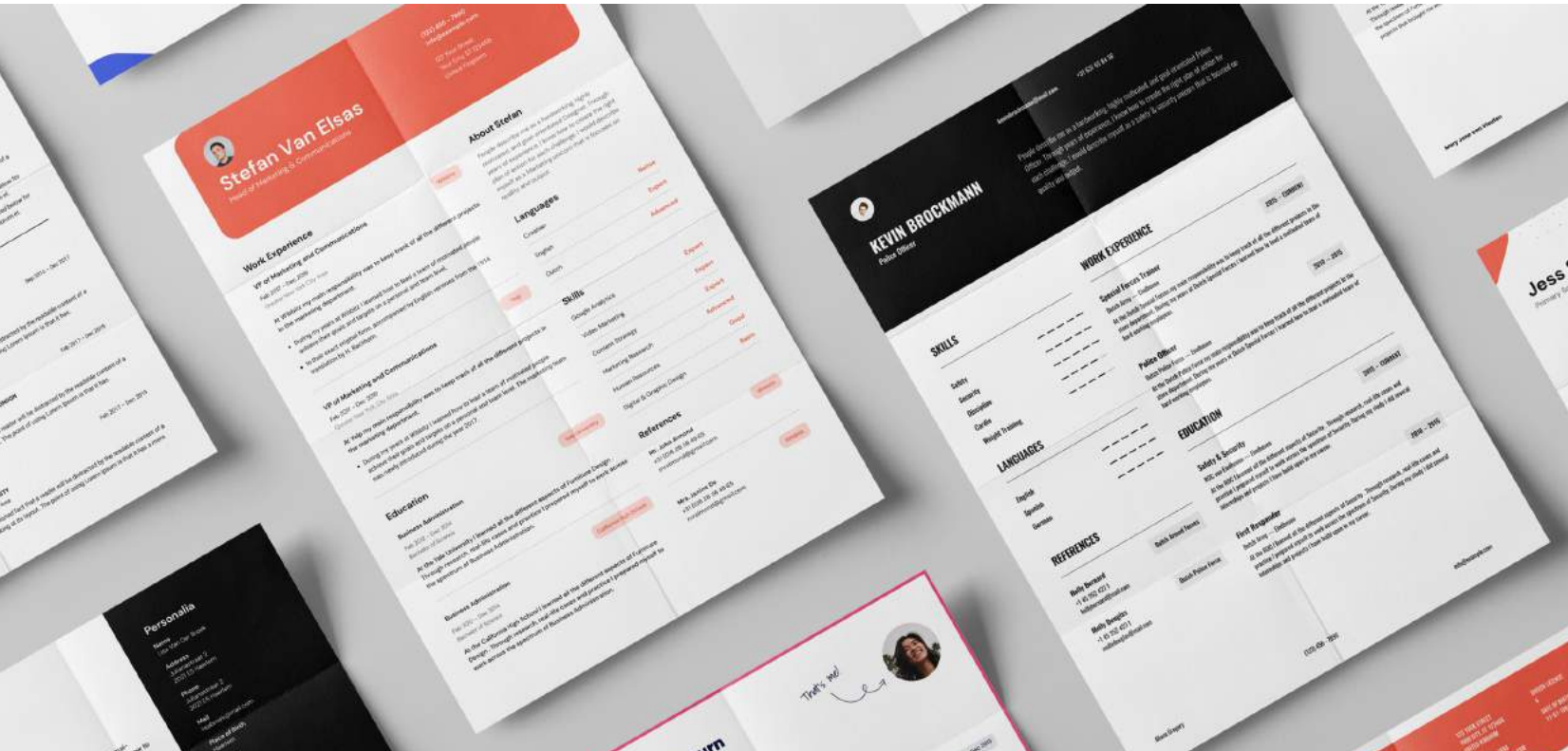
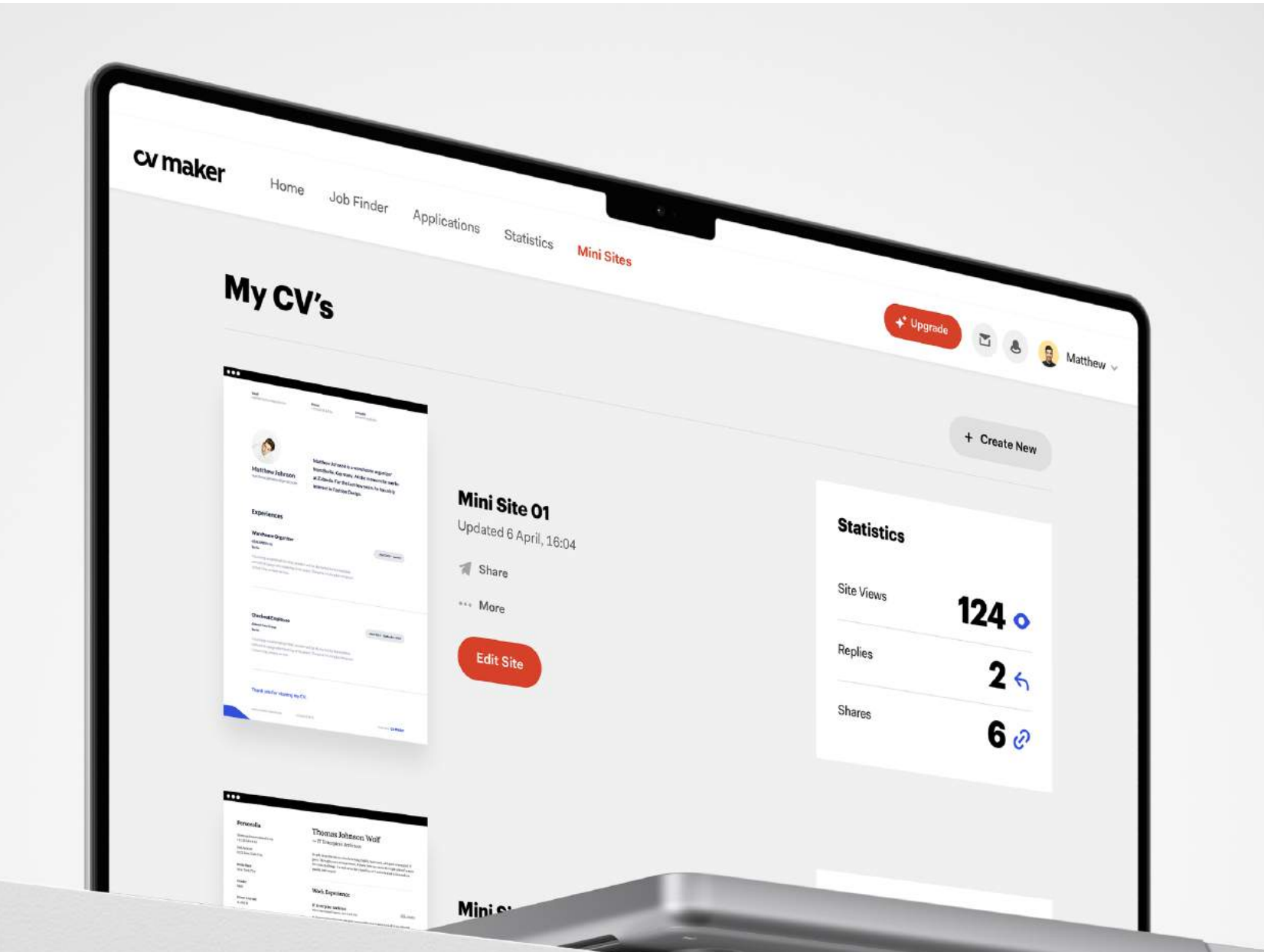
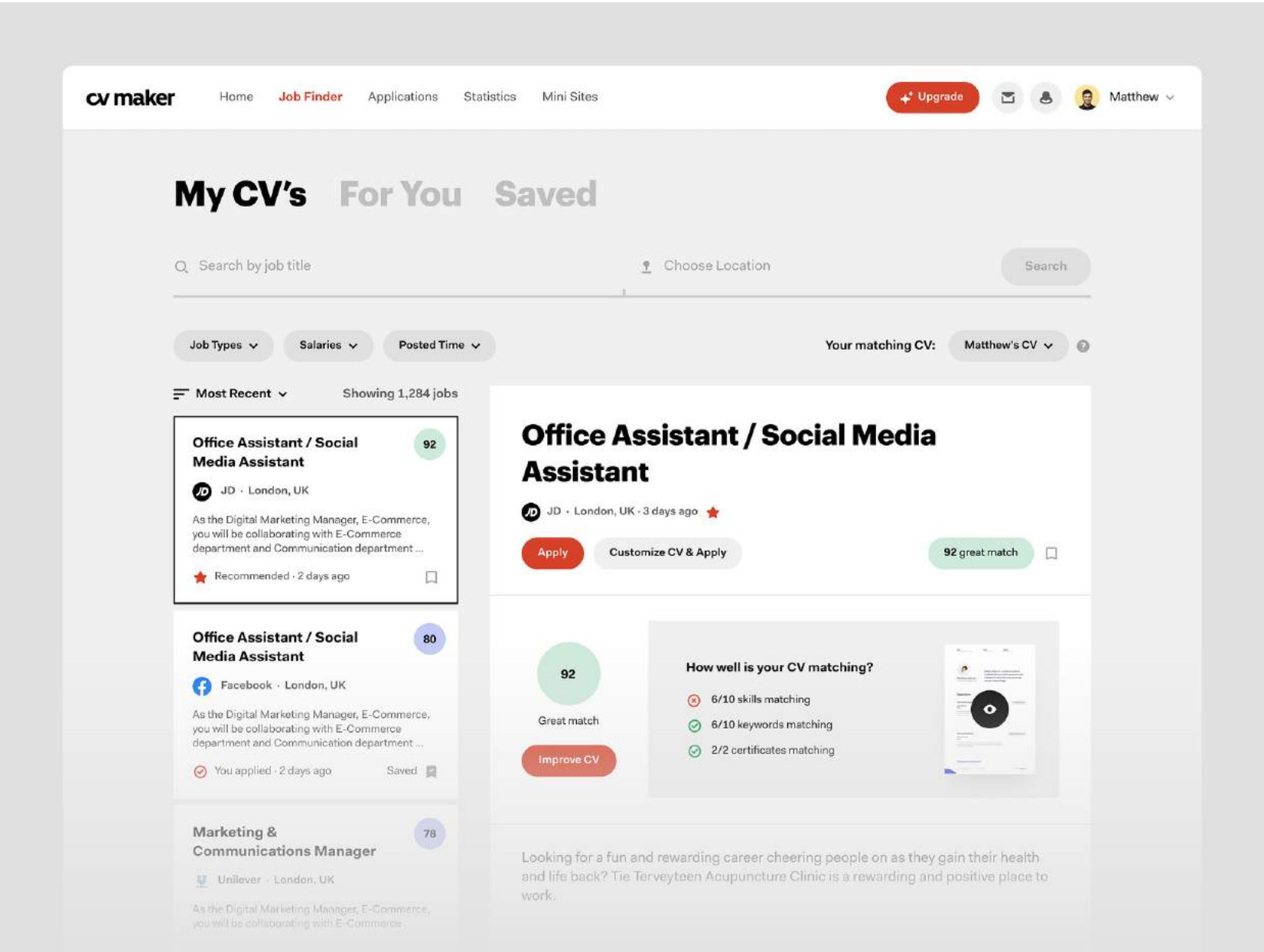


USER INTERVIEWS

“

People my age don't tend to have CVs, they know about them, but don't know how to do them.

JOURNEY MAPPING	JOHN CAMPBELL Head of Marketing & Communications	SCENARIO	NEEDS
		Although happy in his current job, John is always looking for opportunities to progress his career. He has found an Assistant Director role to apply for and needs to both update and tailor his cv for the role.	<div><div>To Update Existing CV</div><div>To Be Efficient With His Time</div><div>To Create a Stand Out CV</div></div>
EXPLORES			
Role Specific Search	CV Specific Search	Exploring Market	Exploring CVMaker
<div><div>Google Search: 'Assistant Director CV'</div><div>Google Search: 'CV Templates Online'</div></div>	<div><div>Pinterest</div><div>Google Search: 'CV Templates Online'</div><div>CV Templates Online'</div></div>	<div><div>Google Search: 'CV Templates Online'</div><div>CV Templates Online'</div><div>CVMaker Homepage</div></div>	<div><div>CVMaker Homepage</div></div>



Strategic brand and product development

CV Maker approached BB Agency to help them stand out from the crowd and create a more memorable brand experience. Initially, this meant a visual identity refresh and update — but after our extensive UX research and testing revealed some enormous opportunities for improvement in their product, we got to work on a building the totally new CV Maker, head-to-toe.

Synthesizing our customer research and usability data, we defined a series of key insights for CV Maker and recommendations for how to improve the overall user experience, the core functionality of the product, the pricing model and the brand look and feel.

We designed a new visual identity, CV Maker platform, website, CV templates, and a comprehensive design system for all touchpoints.



4 year partnership on CVMaker

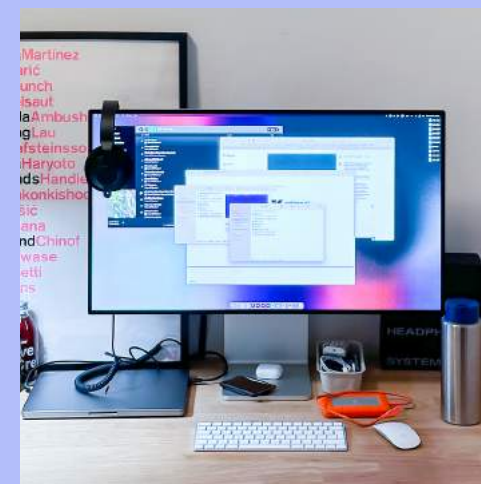
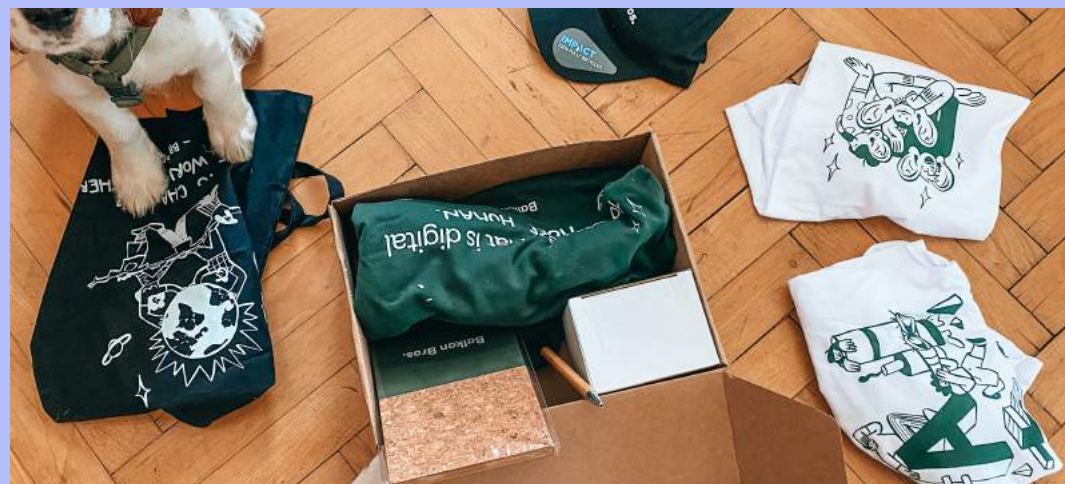
“We’ve had a great experience working with BB Agency. Their workflow is very structured and professional. They focus not just purely on design but also deeply on UX/UI components. Highly recommend if you want the best looking design for your product!”

Stefan Van Elsas, Founder and CEO at CVMaker

[View Case Study](#)

We're Remote- Natives

From the tranquil shores of our island roots to our global network of dynamic minds, we're committed to making a positive impact on our collective future.



BB's Org Structure

40+

Creative thinkers and engineers, all collaborating to make a positive impact on our collective future.

16

We have 16 teams spread across 3 main departments with a focus on improving cross-department collaboration.





Maintaining a culture across the globe

Our agency is a global network of creative minds, each embracing their unique culture and infusing it into their work. From tranquil island shores to the heart of urban landscapes, our team's diverse backgrounds come together to shape our holistic approach. Our remote culture fosters openness, a willingness to learn, and a curious nature.



Challenge Core Assumptions

At the heart of our journey lies this singular idea. We believe that by bravely questioning our own and our clients' assumptions about their brand, website, and product, we can uncover new solutions and ideas. While some might assume we could not run a thriving digital agency from a Croatian Island, we continue to challenge this particular assumption every single day.



Learning Through Doing

We approach every problem with an open mind, and sometimes finding the best solutions means taking the road less traveled. Embracing experimentation, venturing into the unknown, or even stumbling occasionally is all part of the process. Because every step, even the missteps, deepens our understanding and hones our craft. Learning by doing—it's how we grow.



Focus and Determination

When we say yes to a project, it's because we truly believe in it. Our commitment means giving it our all, every time. If there's a way to improve, streamline or make something better, we'll pursue it, even if it means stepping out of our comfort zone. For us it's not about meeting expectations, it's about our determination to create something that truly resonates with people.



Listen Smart

We take an open-door approach to communication, with both our clients and each other. Every voice is important, and we're never too busy to listen. To us, listening smart goes beyond just hearing words—it means understanding without barriers of ego, being mindful to perspectives and insights, and always being open to change and growth.

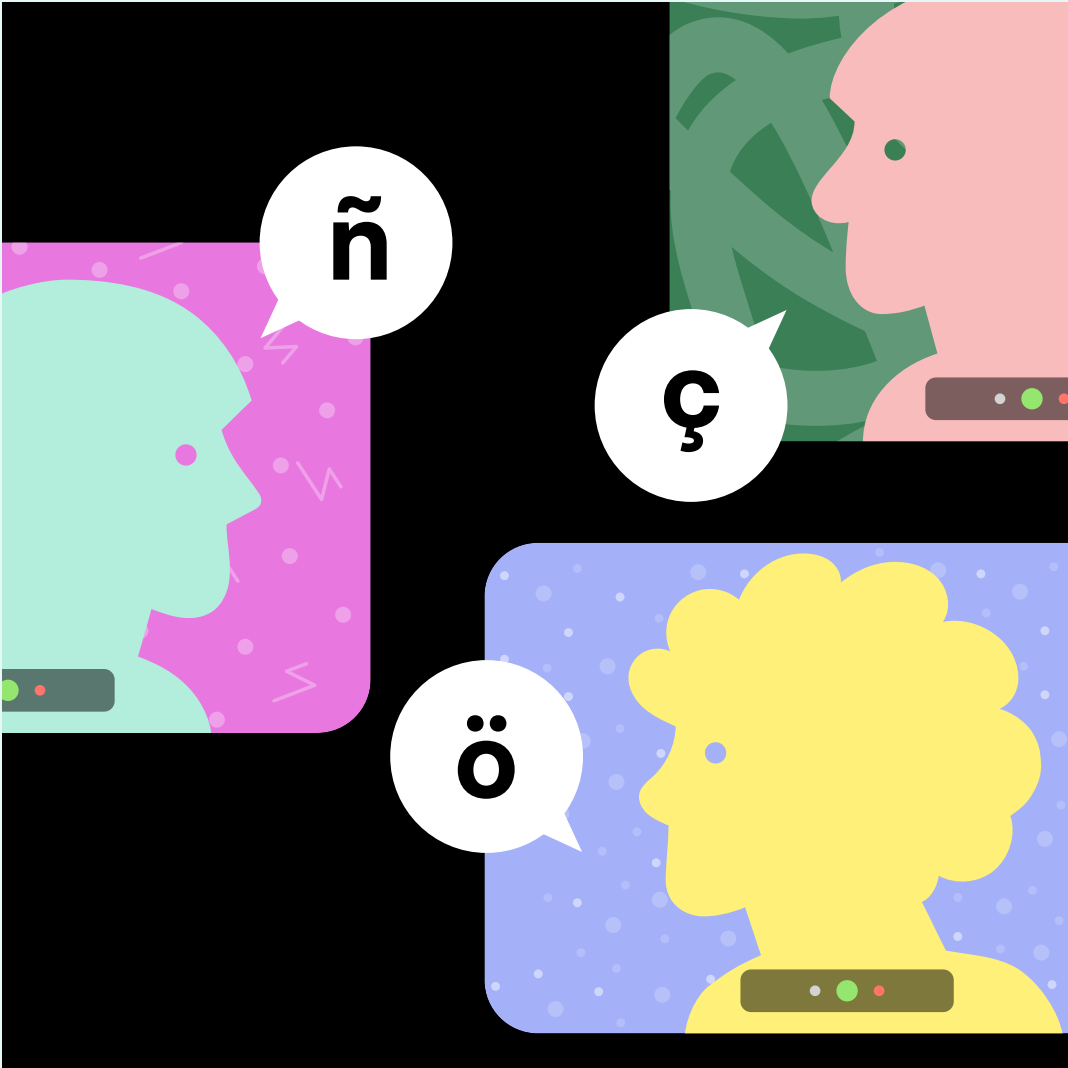
How do we manage our remote culture?



BB Team

How our remote team tackles productivity

Culture



Ana Tomasic

Why workplace diversity matters more than ever?

Culture Dribbble



Filip Justic

What remote working means to us

Culture

Pricing Card

Average Rates for our Services

Average rates →

Explore our average rates for various services. Remember, these are just starting points. Our sales team will personalize each estimate to align with your goals and budget.

What sets us apart?

Our full-cycle approach, where we synergize branding, website, and product creation. For the best outcomes, we encourage engagements structured on a retainer basis, ensuring we set a clear and collaborative roadmap from the get-go.

Flexible billing

Our billing is as dynamic as our solutions. We offer fixed project fees, hourly rates, and both monthly and yearly retainers across research, design, and development services, giving you the flexibility you need.

Service	Avg. Duration	Avg. Price
Brand Strategy	6 to 12 weeks	\$25 - 75k
Visual Identity	4 to 8 weeks	\$16 - 28k
Brand Narrative	4 to 8 weeks	\$12 - 24k
Marketing Collateral	2 to 4 weeks	\$6 - 12k
Animation System	2 to 4 weeks	\$6 - 12k
UX Research	2 to 4 weeks	\$10 - 20k
Marketing Website (Design)	6 to 16 weeks	\$18 - 48k
Product (Design)	8 to 32 weeks	\$12 - 96k
Marketing Website (CMS Development)	6 to 16 weeks	\$18 - 48k
Product (Development)	8 to 32 weeks	\$12 - 96k
Hourly		\$100/h

Let's collaborate on what matters to you

Contact us to discuss business opportunities, or just to say hello.

Visit our website <https://bb.agency/>

or send an email info@bb.agency

Balkan Bros.

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The End