

# BB Agency — product deck

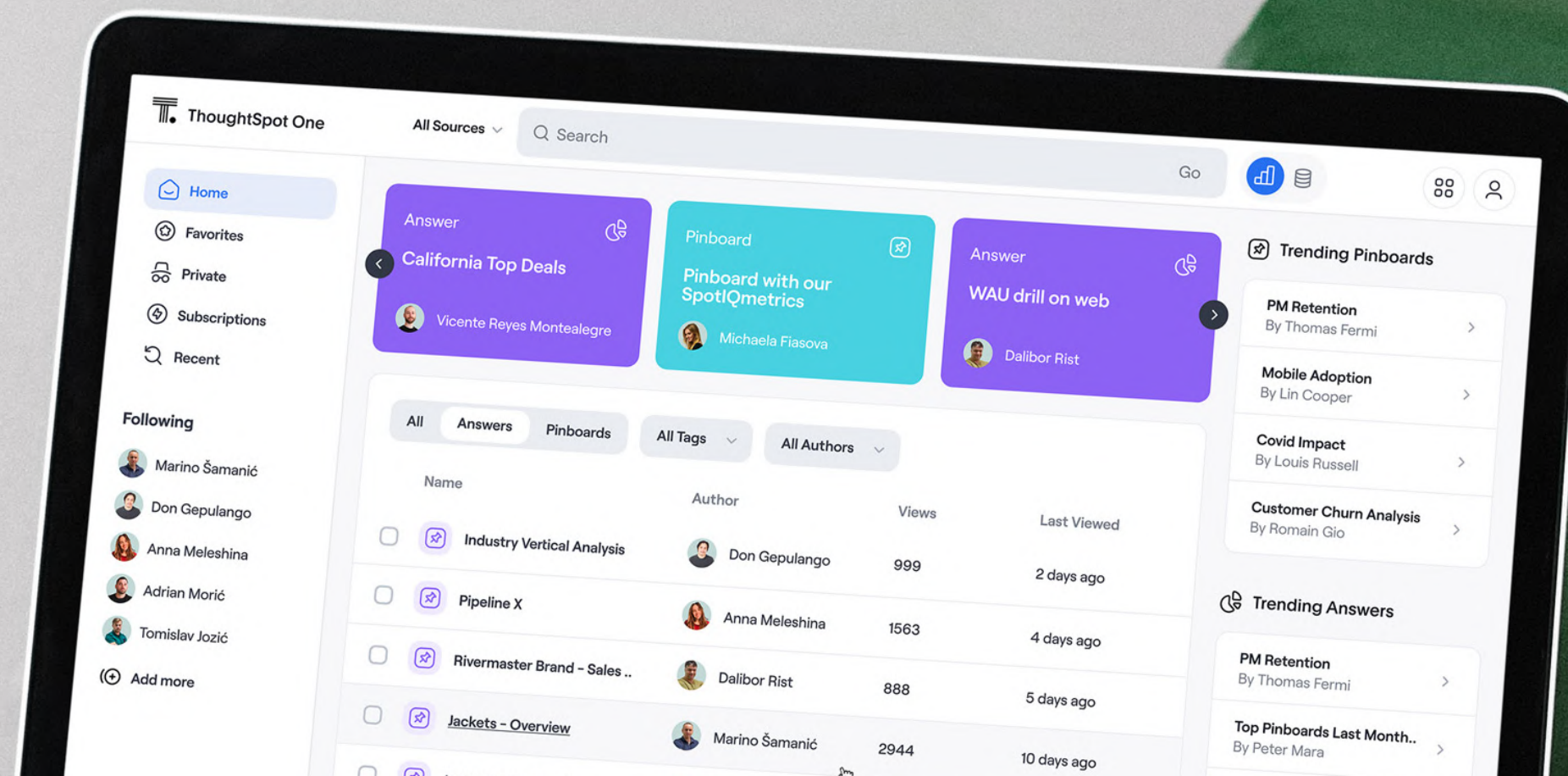
BB Agency crafts holistic, people-friendly digital experiences for inspiring brands. We offer a complete process from discovery, branding, design, launch to post-launch optimization and testing.

Our specialized team of researchers, strategists, designers, developers, and project managers work with streamlined processes to break through organizational roadblocks. We translate research into solutions, crafting thoughtful and unified brands, apps, websites, interfaces and systems.

Our clients are the companies and startups who make the world go round — they treat diseases, move parcels, insure cars, process payments, create jobs, send emails and publish news. Vast and complex businesses like these need digital experiences that are just as people-friendly as they are robust and scalable.

Through challenging core assumptions, we shape the products and services that improve the lives of thousands every single day.

We translate research into solutions, crafting thoughtful and unified brands, apps, websites, interfaces and systems.





BB Agency was founded in 2012 on Island Krk, Croatia. Through the years, what started as a side-gig turned into a fully remote digital agency with more than twenty members and collaborators working together from the United Kingdom, France, Netherlands, Czechia, Bulgaria, Ukraine, Croatia, Lithuania, Philippines, Spain, and Russia, providing a valuable global perspective on our work.

We pride ourselves on our ability to challenge core assumptions, unpick legacy behaviors, streamline complex processes, and shape the products and services that improve the lives of thousands every single day.

We’ve been privileged to work with startups, SME’s, corporations, and fortune 500 companies that have a combined valuation of ~\$250B. Including corporations like Progressive, BNP Paribas, Otsuka Pharmaceutical, Deloitte, and SME’s like ShipBob, Wibbitz, Assembly Payments, Rainmaking, Sendlane, Crisp and Teachable.

20+

Researchers, strategists, designers, and developers working together to create people-friendly experiences.

200+

Digital products we’ve helped shape, optimize, and launch since 2012.

10

Countries represented in our agency, offering a valuable global perspective on our work.



# Approach

We uncover insights and shape brands through a process of exploration and investigation.

We design to simplify. We are fostering a human-centric ideology to achieve lasting solutions.

Backed by modern technologies. We build products that improve functionality, stay reliable, and evolve with time.

Like the world around us and the businesses we work with, our design practice is always striving to improve.



# To make what is digital more human.

Living in a digital age, people's experiences can sometimes feel quite disconnected. That is why our work values the human connection and always has users as the focal point.





### Branding

- Findings and opportunities
- Brand strategy
- Identity development
- Digital and print collateral
- Brand guidelines

### Digital experiences

- Marketing websites
- Digital products
- Mobile apps
- Design systems
- Interactions and animations
- Illustrations and iconography

### Discovery

- Competitive benchmarking
- Customer research and data analysis
- Stakeholder and user interviews
- User flows and customer journey
- Information architecture
- Wireframes and testing

### Engineering

- Front-end development
- Website development
- Product development
- CMS implementation
- Quality assurance

## Who do we work with?

We work primarily with technology SMEs, corporations, and funded startups who develop products in the SaaS, finance, banking, property, healthcare, transport, and communication sectors.

We're proud to say our clients come to us from all around the world.

We mainly work with companies from these countries:

North America - the United States, East, and West coast;

Western and Central Europe - France, UK, and Ireland, Germany, Belgium;

Northern Europe - Denmark, Sweden, Norway;

Australia - Sydney, Melbourne;

United Arab Emirates - Abu Dhabi, Dubai;

We like to collaborate closely with clients, and see the best results when working directly with CEOs, Heads of Marketing, CMOs, and VPs of Marketing, Product or Technology.

We make especially great partners for companies who are growing fast and need a scalable design system, modular CMS and a future-proof brand identity that they can manage internally as their user base grows.

**~\$250B** — combined valuation of companies we've partnered with.

**12** — SaaS products successfully launched in the previous 24 months.

**40-200** — average company size we partner with.

**\$30M** — average funding our clients have before starting the partnership with us.

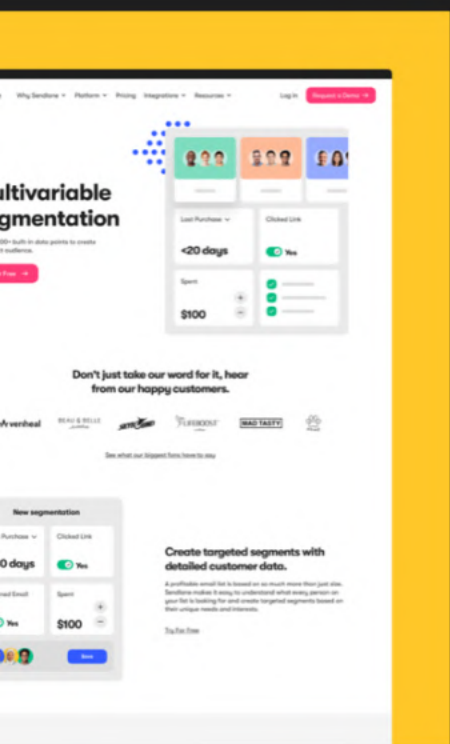
**4 - 6 weeks** — average waiting time until project kickoff.

**\$80K - \$160K+** — average engagement size for 3 to 5 months of work.

# Product Work



# Revitalising the website, product, and brand for a premier automated marketing platform.

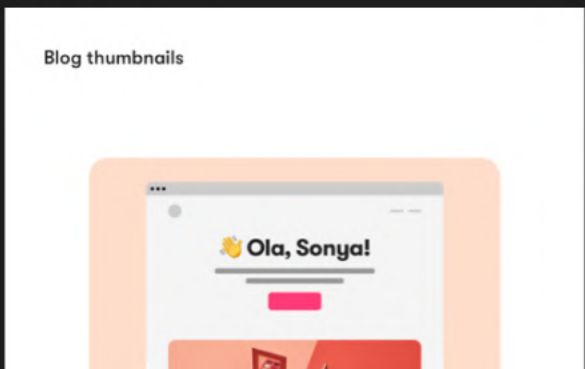
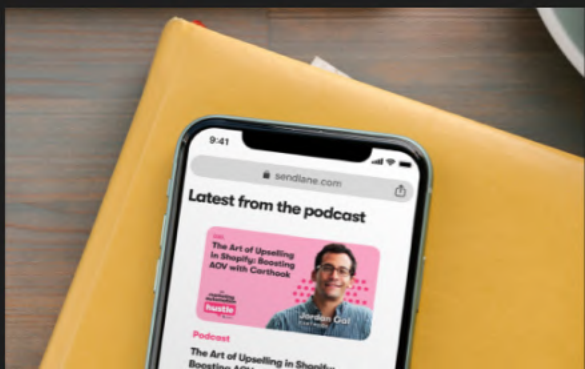
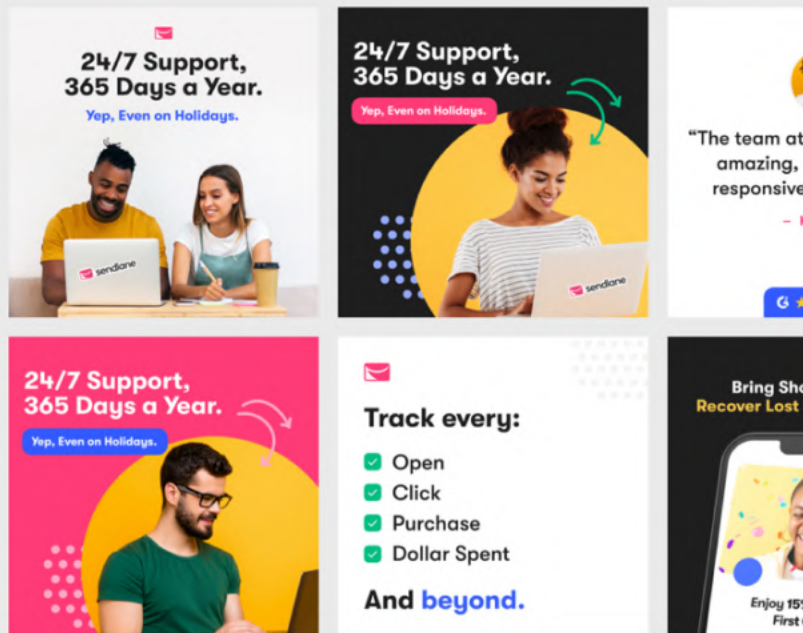


Sendlane —

Revitalising the website and brand for a premier automated marketing platform.



Ads created by Sendlane team



Core value illustrations



We are a team



Channel positivity



Be passionate



## **Sendlane**

Sendlane is a behavior based email marketing automation tool for eCommerce stores.

## **Headquarters**

San Diego, US

## **Industry**

SaaS, Email marketing

## **Company Size**

51 — 200 employees

## **Funding**

\$24.5M

## **Services we provided**

- Visual identity
- UX research
- Website design
- Design system
- CMS integration
- Product design

# The client

Sendlane is an email marketing platform based in San Diego. Founded in 2013, the company has grown to a team of more than 50 people and helps a wide range of ecommerce businesses to get more from their email marketing efforts.

# The problem

As with most b2b cloud software tools, email marketing has become very crowded space. Sendlane had been working hard to deeply understand their customers and created a platform that is uniquely suited to both them and the demands of the ever-growing ecommerce space. But whilst their product was hitting all the right notes with their avid users, CEO Jimmy Kim and his marketing team felt that their own brand and website was vastly underselling their powerful offer — so BB Agency came onboard to help.

# The solution

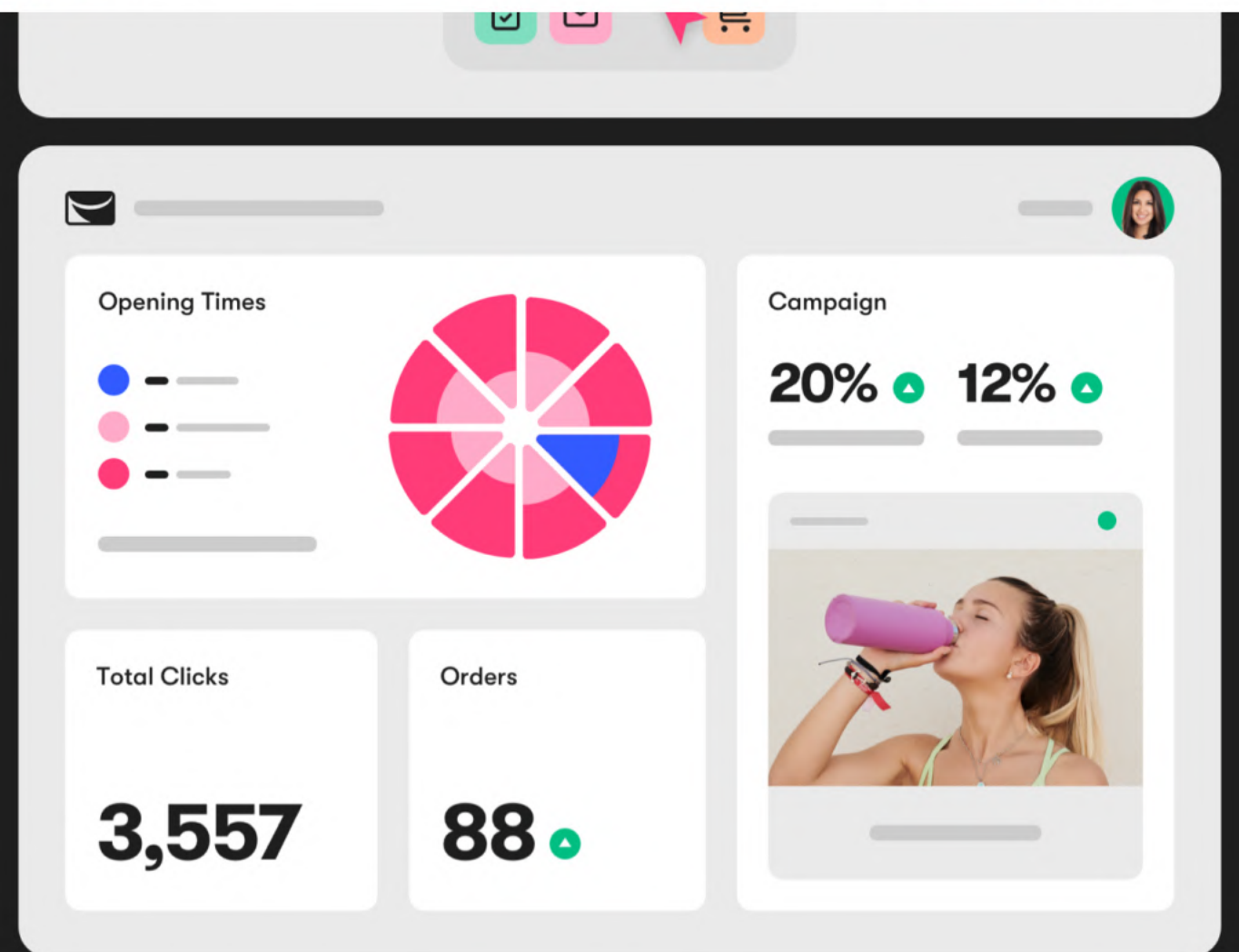
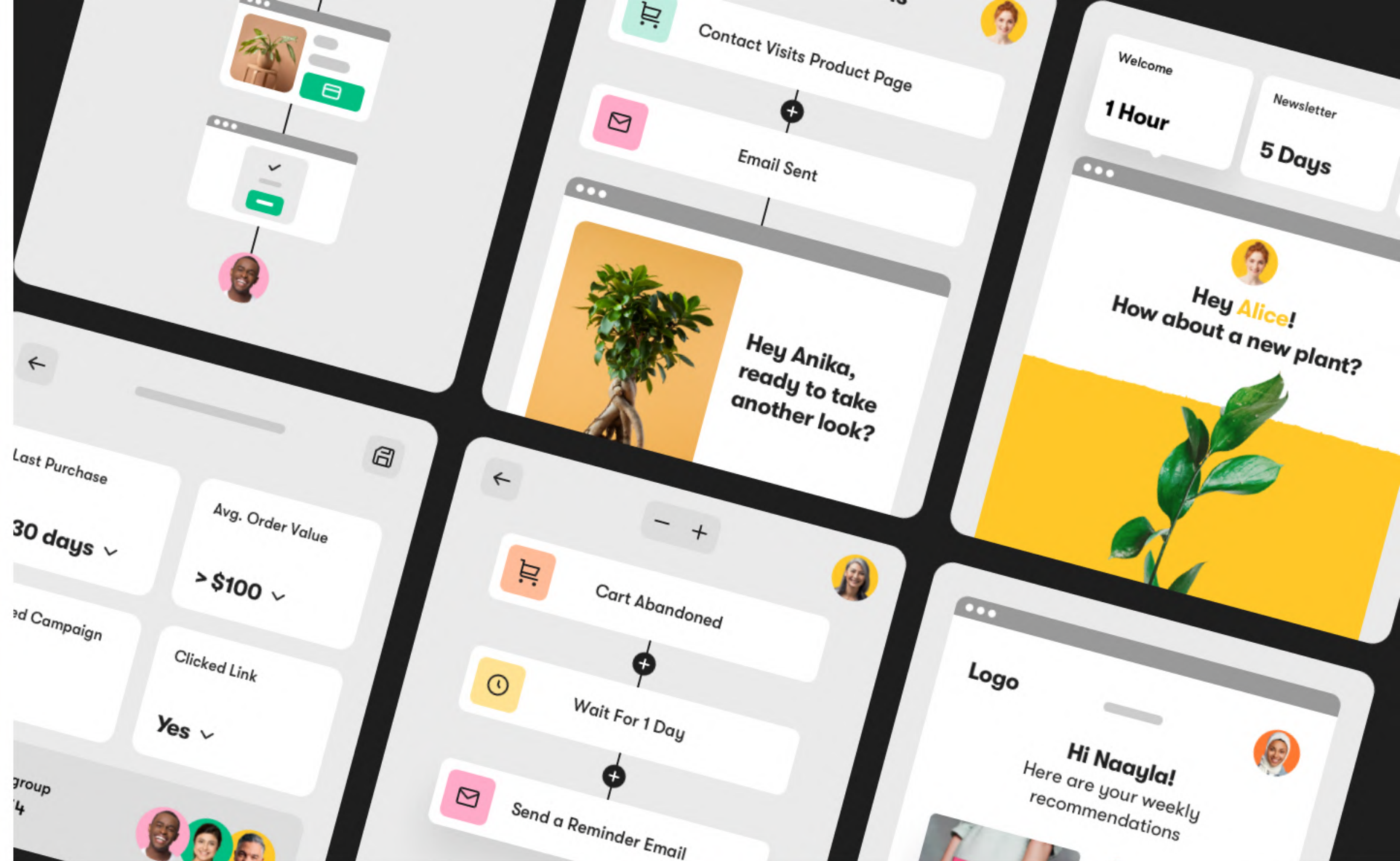
We completed a full rebrand for Sendlane, supported by a brand new website with an optimised user experience and CMS integration.

In addition, we've worked closely with their product team to create a scalable and consistent design system. The system encompasses all the modules, components, spacing, color, and typography guidelines.















# Dark Theme

Logotype

Image

Text

None

Alignment

Active

Disabled

Option Selector - Small

Text - 14px Medium

Option Selector Height - 36px

Active Option - White

Inactive Option - White10

Option Selector Tag

Text - 12px Bold

Option Selector Height - 40px

## er with Value Light Theme



# Value Dark Theme

Slider with Value

Text - 14px Medium

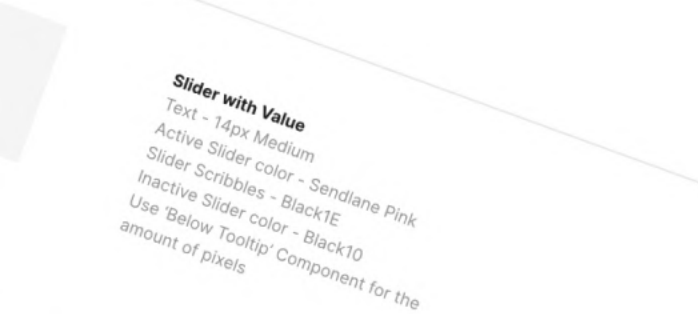
Active Slider color - Sendlane Pink

Slider Scribbles - White

Inactive Slider color - White 10

Use 'Below Tooltip' Component for the amount of pixels

## ight Theme



# Components

Woo Commerce

eCommerce, Lead Generation

Use Sendlane to add your customers to a custom mailing list.

Account Holder Details

First Name

Anna

Last Name

Golschtein

Address

La Gorce Dr 5214

City

Miami

ZIP

303101

State

Florida

Country

United States

Subscriber Activity

122

New Subscribers

572

Deleted/removed

18

Unsubscribed

Subscriber Activity

122

New Subscribers

572

Total Revenue For Period

48

Growth

Tue

Wed

Thu

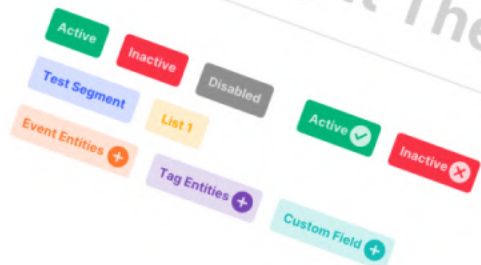
Fri

Sat

Sun

Mon

## Tags Light Theme



Tag

Height - 32px

Text - Inter 12px Bold

Color - /

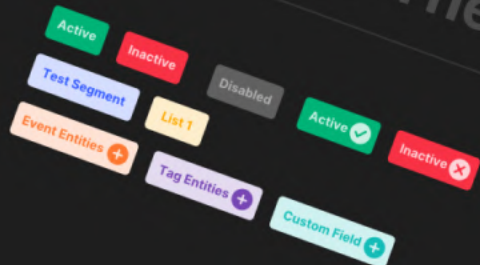
Tag - Icon

Height - 32px

Text - Inter 12px Bold

Color - /

## Tags Dark Theme



Tag

Height - 32px

Text - Inter 12px Bold

Color - /

Red 30

#FDC1C7

Purple 90

#8558BB

Purple 60

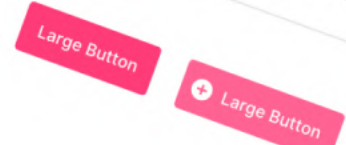
#AE90D2

Purple 30

#D6C7E8

# Buttons

Primary Buttons Light Theme



Large Button - Default

Height - 48px

Text - Inter 16px

Color - Sendlane Pink

Large Button - Hover

Color - Pink 80%

Medium Button - Default

Height - 40px

Text - Inter 16px Medium

Color - Sendlane Pink

Medium Button - Hover No Icon

Color - Pink 80%

Medium Button - Icon

Height - 40px

Text - Inter 16px Medium

Color - Sendlane Pink

Medium Button - Icon - Hover

Color - Pink 80%

## Primary



# 20%

Bounce rate drop on the homepage just 30 days after the launch.

# \$20M

Raised in Series A, 8 months after launching the new website.

[View Case Study](#)

## The Result

Within 30 days after the launch, Sendlane experienced an uptick in everything from trial conversions to demo sign-ups, compared to the old website.

We continue to work closely with Sendlane on growing and optimizing their website and are proud to be a part of their journey towards a \$1B valuation.

We have a fantastic relationship with the team behind Sendlane. We've helped them re-brand, design, and launch their two sub-products called Commerce Roundtable and eCommerce Academy.

“... They’re very experienced and know what they’re doing as designers. If you listen to them, they will help elevate your brand and achieve your goals.”



**Jimmy Kim**

— CEO at Sendlane

Otsuka Pharmaceutical —

# Partnering with healthcare researchers to improve patient communications.



**Otsuka Pharmaceutical**

Holistic healthcare company contributing to people's health worldwide.

**Headquarters**

Tokyo, Japan

**Industry**

Healthcare, technology

**Company size**

40,000+

**Known assets worth**

~\$25.58B

**Services we provided**

- UX research
- Product design
- Prototyping
- Frontend development

# The client

Otsuka is a global holistic healthcare company. Originally founded in Japan in 1921, today their international network comprises more than 150 companies and 40,000 employees across Asia-Pacific, America, Europe, and the Middle East. This long-term partnership saw Balkan Brothers collaborate with Otsuka’s US-based innovation team, who use digital technology to find new ways to improve their clinical trial and research processes.

# The challenge

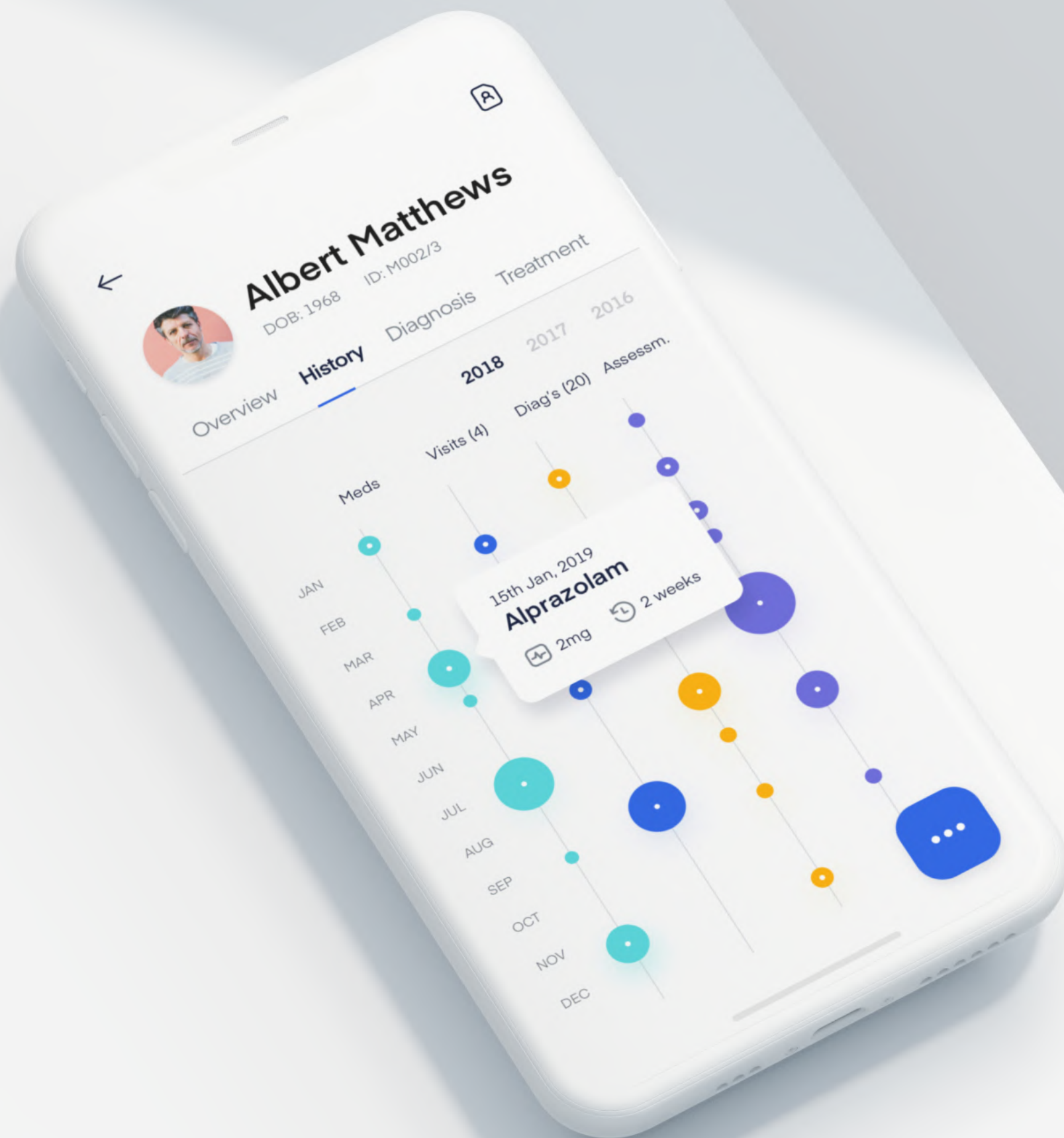
Otsuka’s internal team were missing the skills to bring their vital digital innovations to life. Through research, strategy, designing and prototyping, we partnered with Otsuka over several years to improve their clinician-patient communications and help researchers to do their work safer, faster and smarter.

# The solution

Our partnership with Otsuka resulted in the design and prototyping of four different products, each one helping to solve a different research goal or procedural pain point in the clinical trial process.


**Disclaimer:** Certain aspects of the design work presented here have been modified in order to protect patient privacy. Any health data displayed is fictitious. This showcase does not represent the prodcuts from Otsuka Pharmaceutical in it’s entirety.













 **Good morning, Dr. Anderson**

You have the following upcoming visits today


 Matthew Moore	9:15
 Albert Matthews	9:45
 Ruth Little	10:30
 Eula Turner	11:30

[View All](#)

[Home](#) [Visits](#) [Patients](#) [Settings](#) [Help](#)

Medication Completion **30%** Tasks Completion **65%**

**Upcomming Tasks (1)**

**AUDIT-C →**  
Assigned by Dr. William Anderson  
Due before your next visit:  
28 July, 2019 - 02:00pm 


**Medications (2)**


☒ **Alprazolam (2mg)**  
Today - 08:00am

☐ **Alprazolam XR (5mg)**  
Today - 02:00pm

← Assessments History +


**Current Assesments (2)**

 **Depression** PHQ-9  
Current Status: **Great**

 **Anxiety** GAD-7  
Current Status: **Moderate**

**Previous Assesments (3)** [View](#)

**Drug Use Disorder - DUDIT**  
The drug use disorders identification test, Assigned by Dr. William Anderson


Taken  
28 July 2018 - 03:30pm 


☒ **Cleared - No treatment**


DOB: 1968 ID: M002/3


Overview History Diagnosis Visits


**Action Menu**


 Add Medication

 Schedule a Visit

 Add Diagnosis


 Add an Assesment

 Treatment Recommendation

 Remove Patient

[Cancel](#)


DEC



←

Add new medication

Medicine

 **Alprazolam**

Dose Unit

− 2 + mg

Frequency Per

− 1 + Day

Dispense Amount

**30**


Days in Week


All M T W T F

[Submit](#)

← Assessments History

**Current Assesments (2)**

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Current Status: **Moderate**

**Previous Assesments (3)**

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Taken  
28 July 2018 - 03:30pm

☒ **Cleared - No treatment**





# 4

Successfully launched in-house and market-ready products, during our partnership.

# 3 years

Of ongoing partnership with Otsuka's innovation department from New York, US.

[View case study](#)

## The Result

Building technology for healthcare presents a unique set of challenges. We developed and maintained robust internal processes to ensure we could comply with Otsuka's rightly rigorous legal and data management standards. Yet, this ongoing partnership proves that our core belief in simple, useful and beautiful solutions is a recipe for success no matter what the sector.

We approach every Otsuka project holistically, bringing each prototype up to a market-ready standard complete with bespoke branding, interface design and final development.

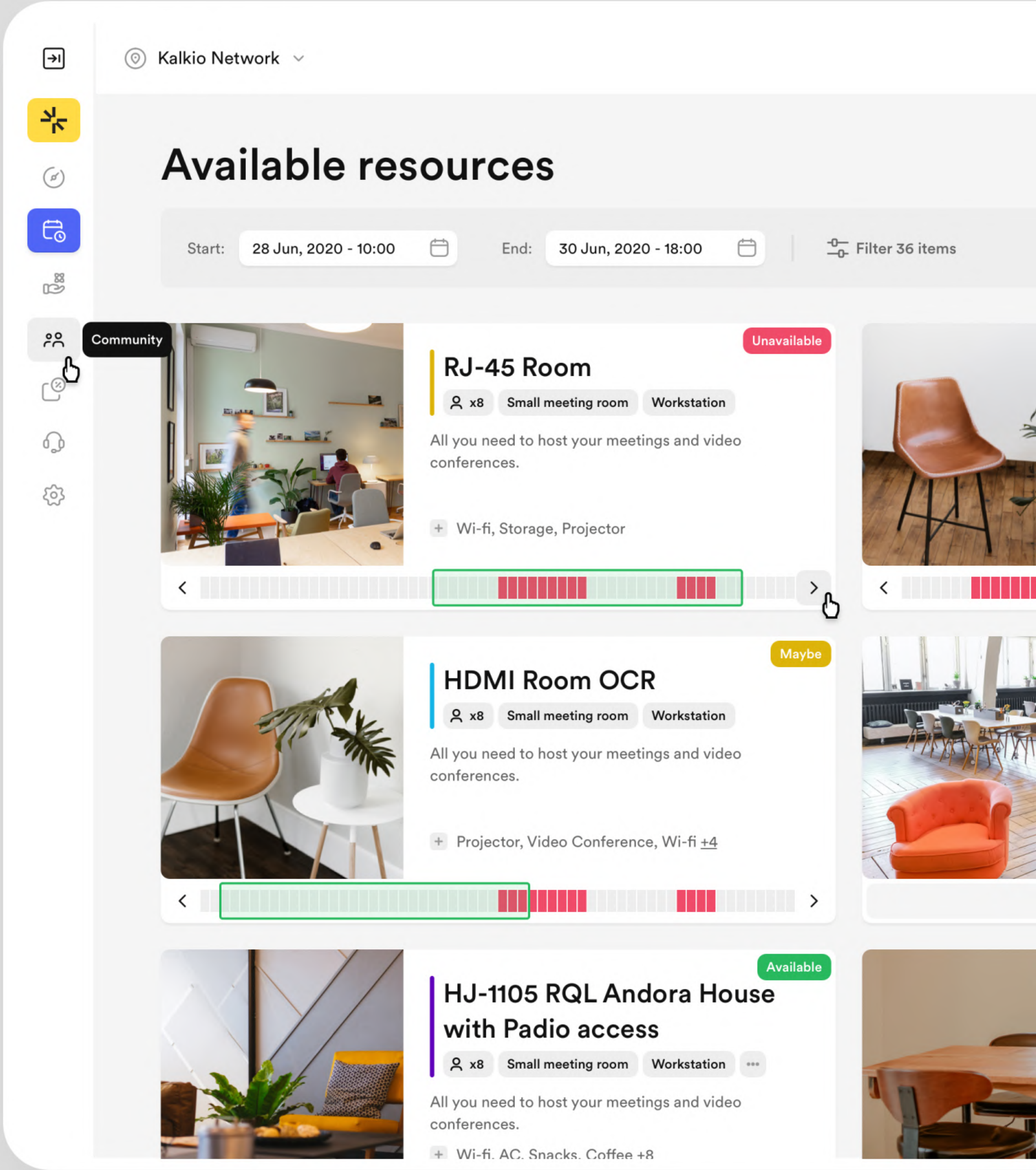
“At Otsuka, we are proud of our commitment to developing innovative solutions. At the heart of our work is addressing mental health disorders and supporting patients and caregivers...”

— Andrew Wright, vice president of Digital Medicine for Otsuka.

Quote given for Otsuka News

Nexodus —

# Product design and system build for the white-label co-working app





## Nexodus

Helping to manage operations and communities in coworking and flexible workspaces since 2012.

## Headquarters

London, UK

## Industry

SaaS, marketing

## Company size

11 — 50 employees

## Services we provided

- UX research
- Product design
- Design system
- Product development

Case Study Coming Soon

# The client

Nexodus is the leading white-label platform to manage and scale up coworking spaces. It helps users automate operations, welcome members safely, enhance their community and manage daily tasks from a central dashboard. Nexodus works with 2000+ workspace operators across 90+ countries.

## How did we help?

- We overhauled user experience on primary flows.
  - We redesigned the platform from the smallest atom to the most complex organism.
  - We developed the front end of the platform using React/Next.js
  - We built a comprehensive Design System to help with scaling the white-label environment.
- 
- We're currently working on the new mobile app.

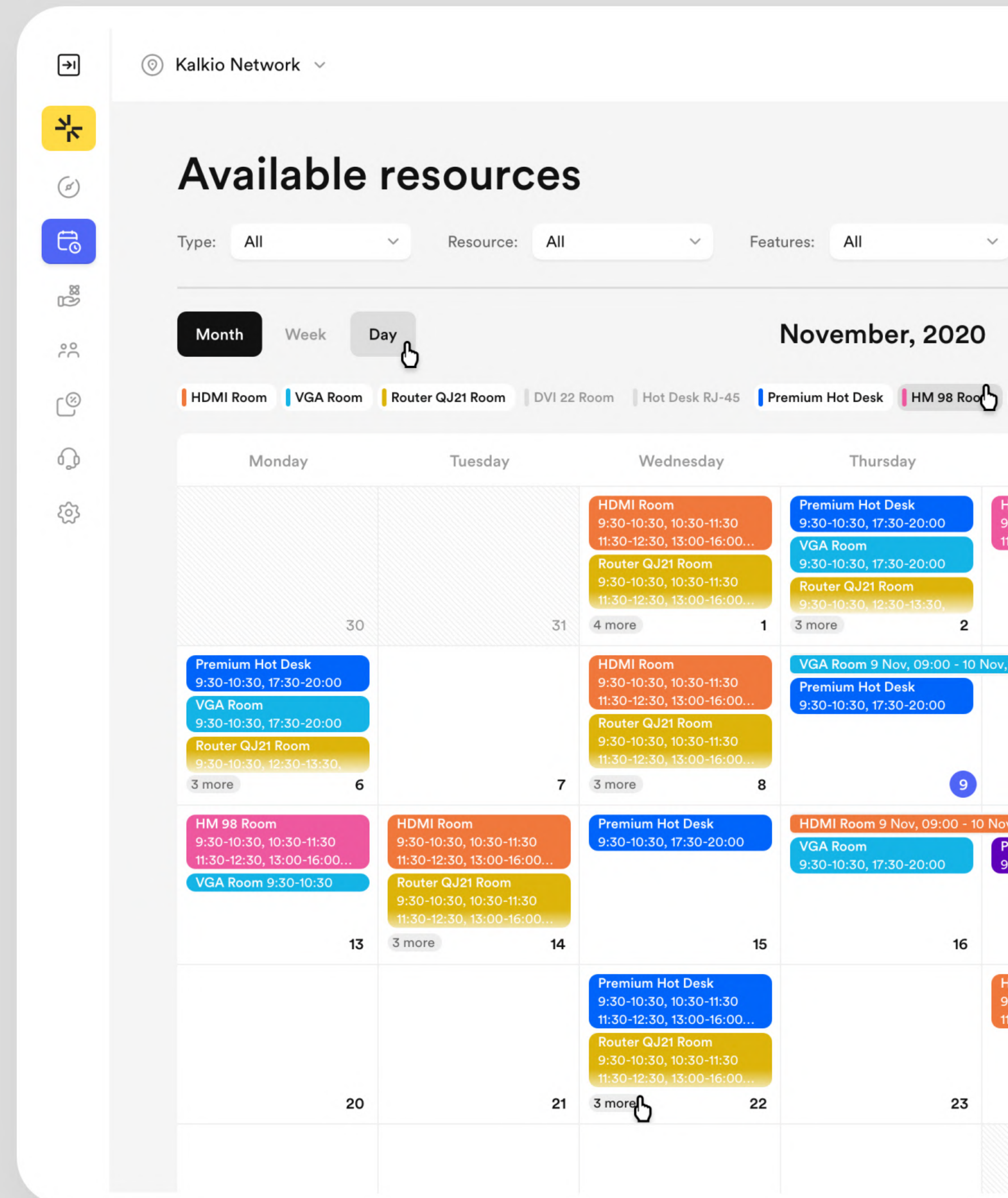
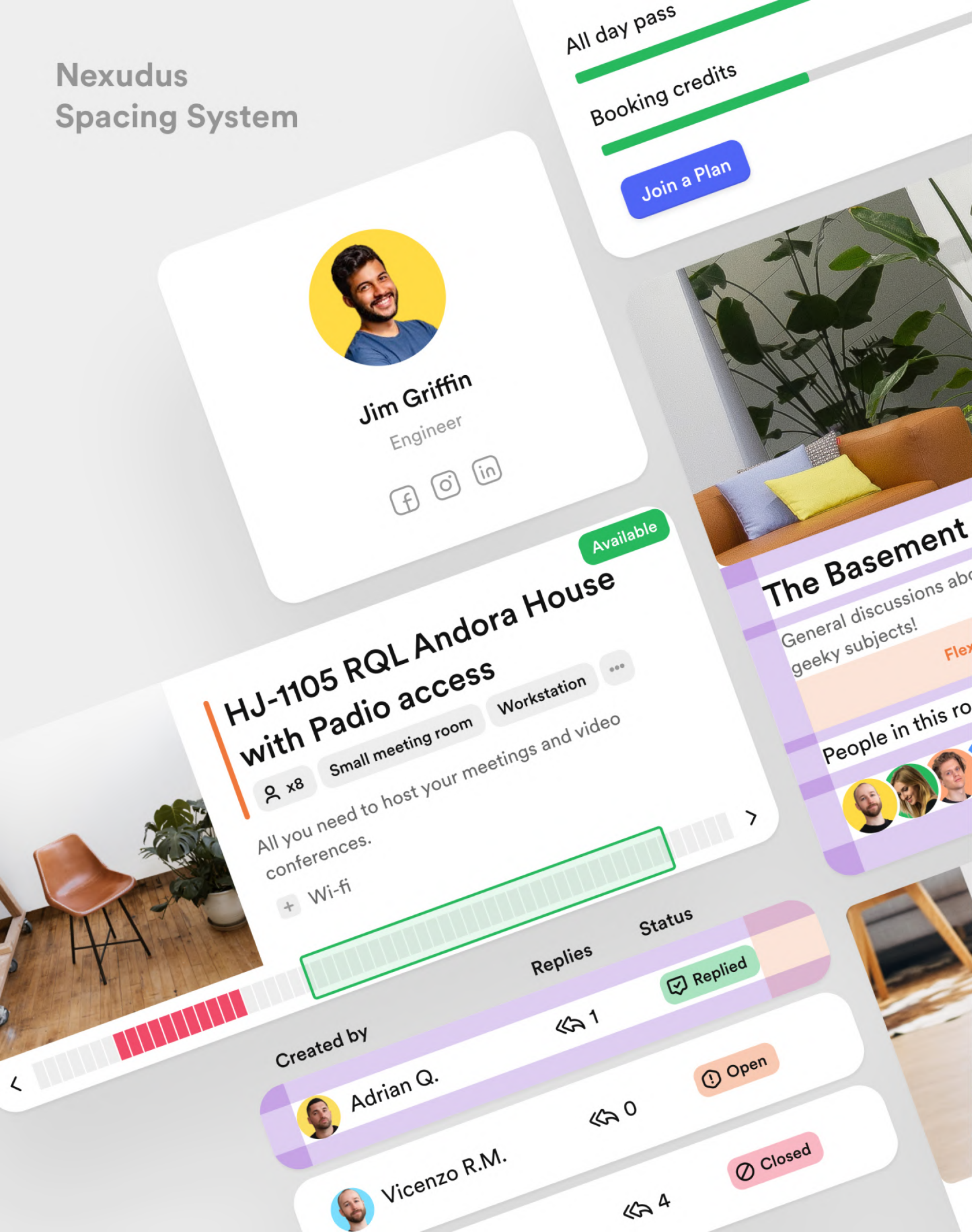
## One interesting point

How do you define a color system for a white-label application? We managed to structure the color system where the users can brand their dashboard by picking a primary color.

Our development team integrated a JavaScript function that automatically changes the text and icon color between white and black based on the contrast level of the primary color. This was done to maintain AA standards of accessibility. All other colors used in the platform are system colors that have been defined with the new design system.



Nexodus  
Spacing System







Community



# Hello Adrian,

This is what we've got for you today.

+ Manage Bookings

Members onsite

26 / 88



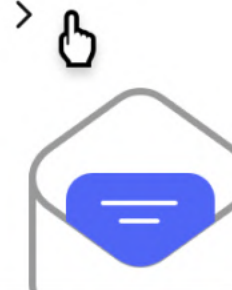
Unpaid Invoices

4



Unread Messages

2



Your Tickets

6



## Upcoming bookings

See all (14)

### HDMI Room

Small meeting room Boardroom

Start Time  
29 Nov 2020, 03:30pm



End Time  
30 Nov 2020, 07:00pm

This booking has not yet been confirmed!

+ Projector (2), Catering

Pending

### RJ-45 Room

Small meeting room Boardroom

Start Time  
29 Nov, 03:30pm



End Time  
31 Nov, 07:00pm

+ Catering

Confirmed

### HJ-11 Hot Desk

Hot Desk Wi-fi

Start Time  
29 Nov, 03:30pm



End Time  
31 Nov, 07:00pm

+ Catering

Confirmed

## Upcoming events



### Design Update #20 — Talking with Damon Heart

Start Time  
29 Nov 2020, 03:30pm



### Company meetup — Project Management Workshop #1

Start Time  
08 Jan 2021, 08:30am

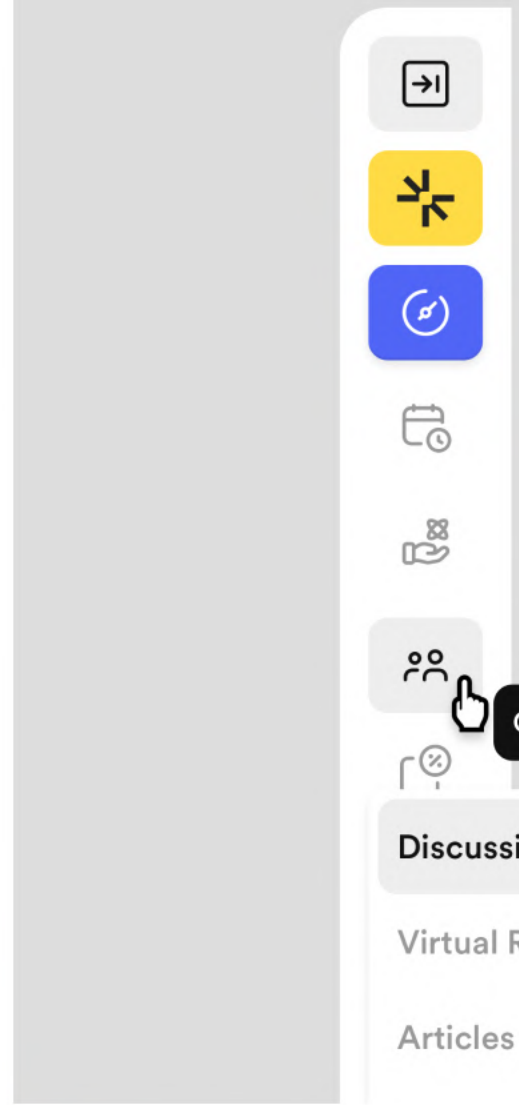
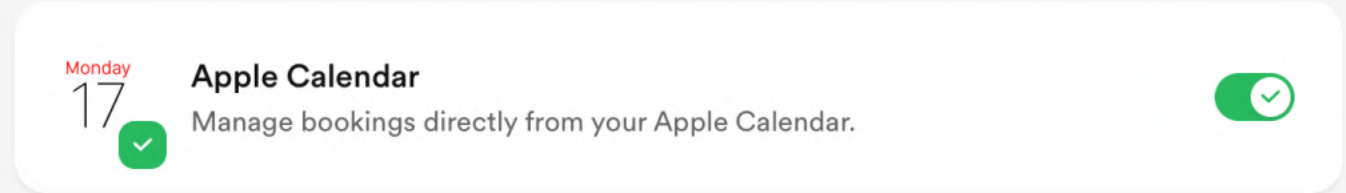
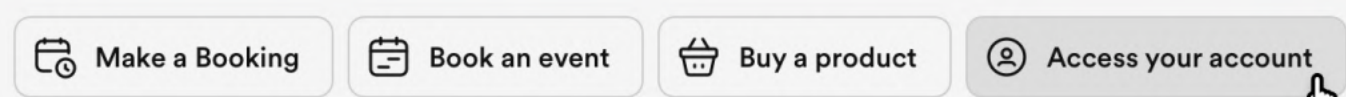
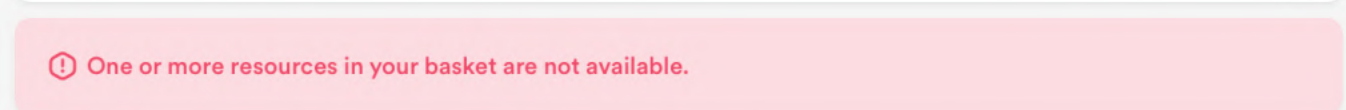
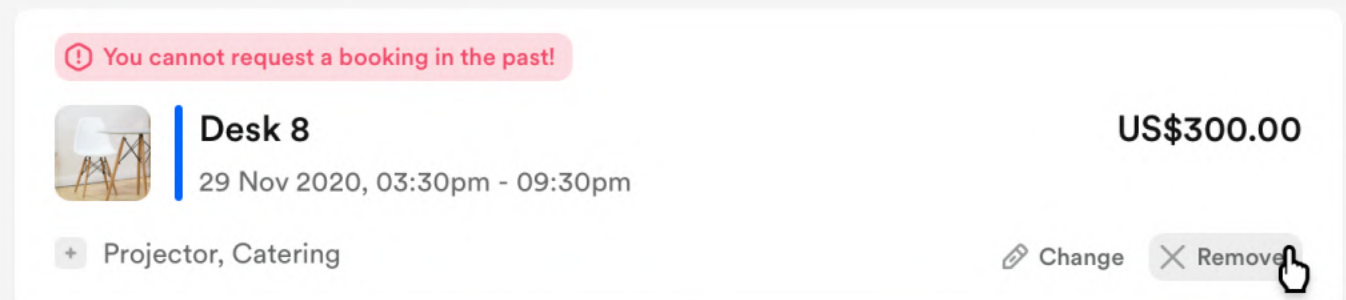
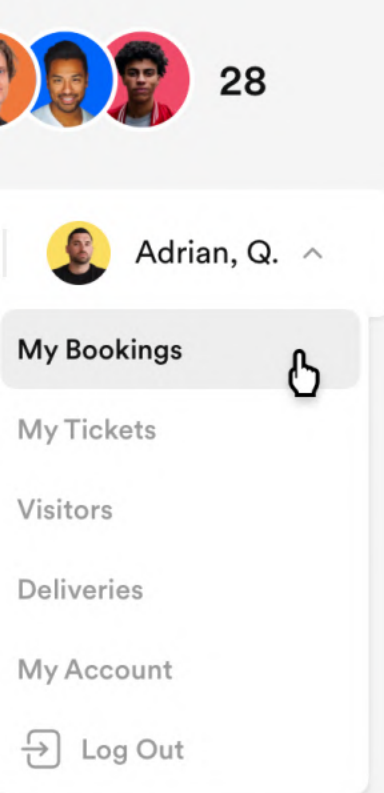
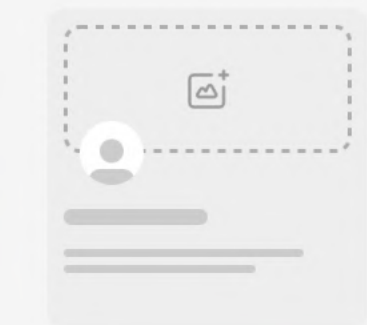
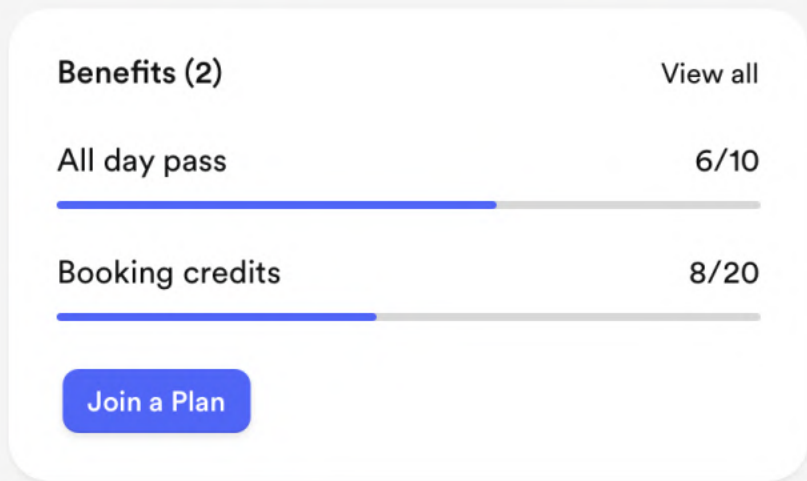
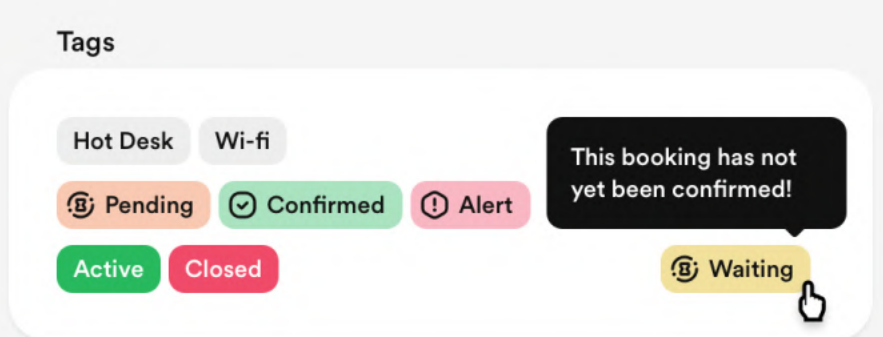
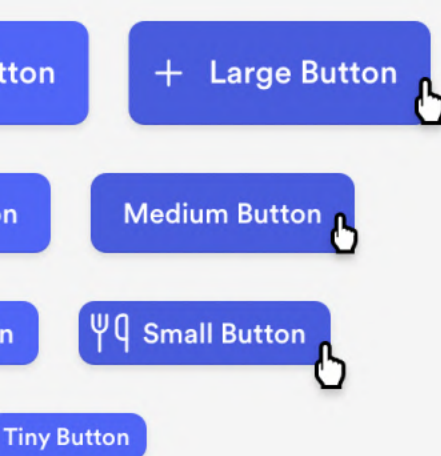
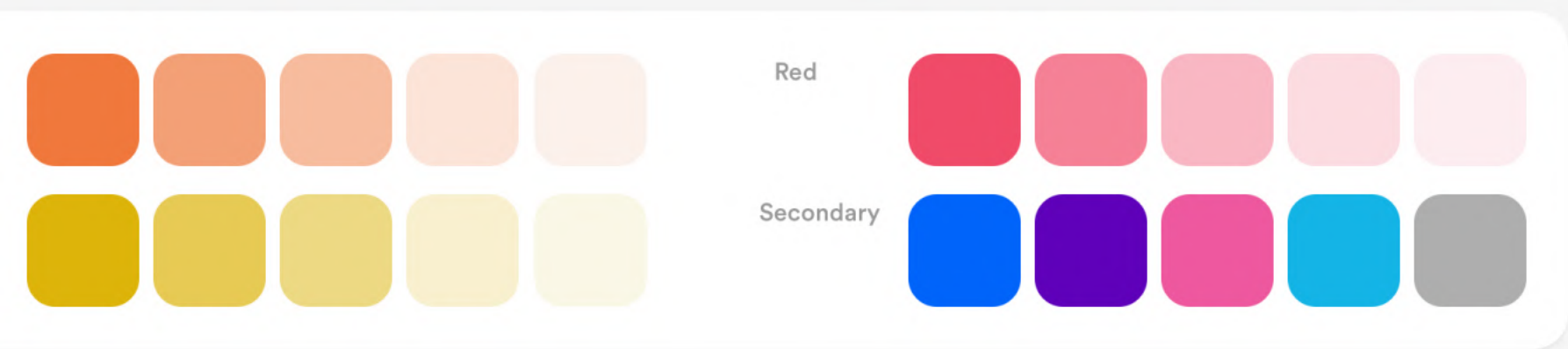
## Hottest discussion boards



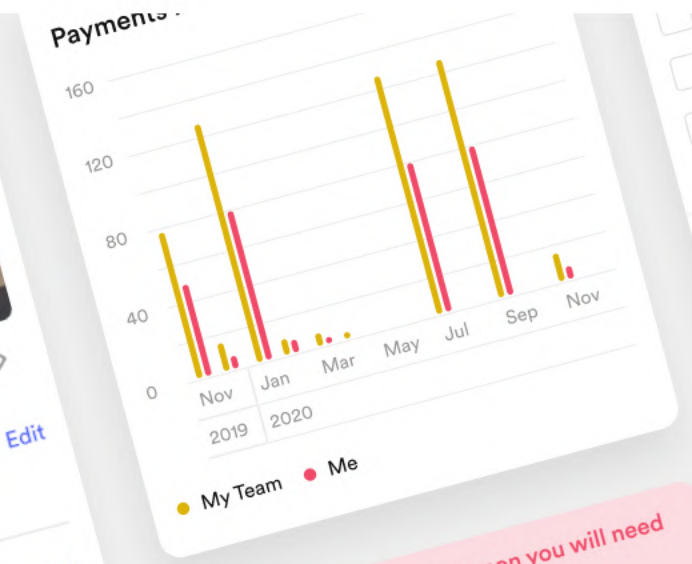
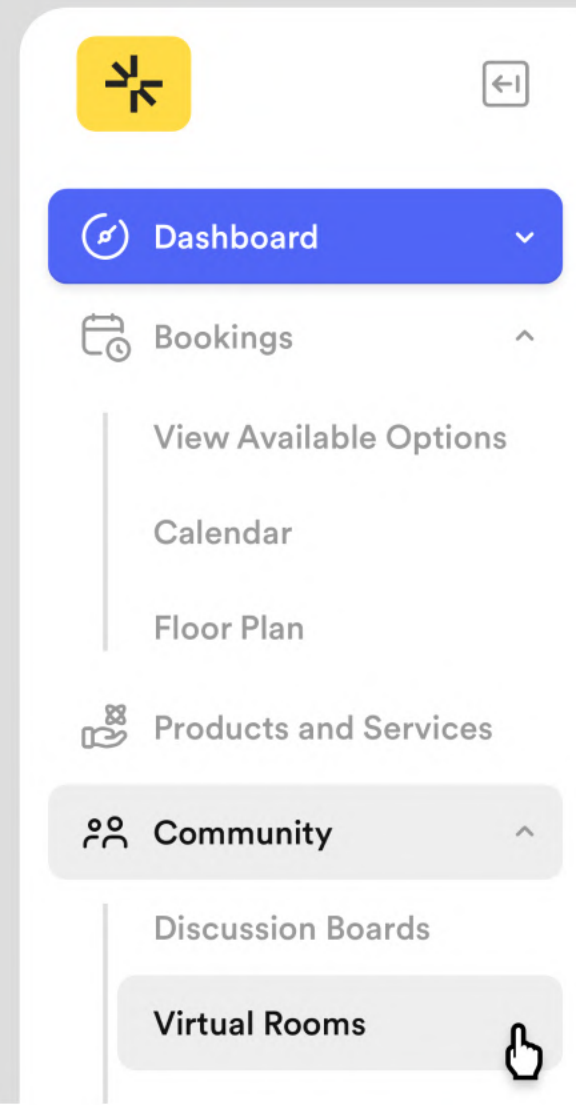
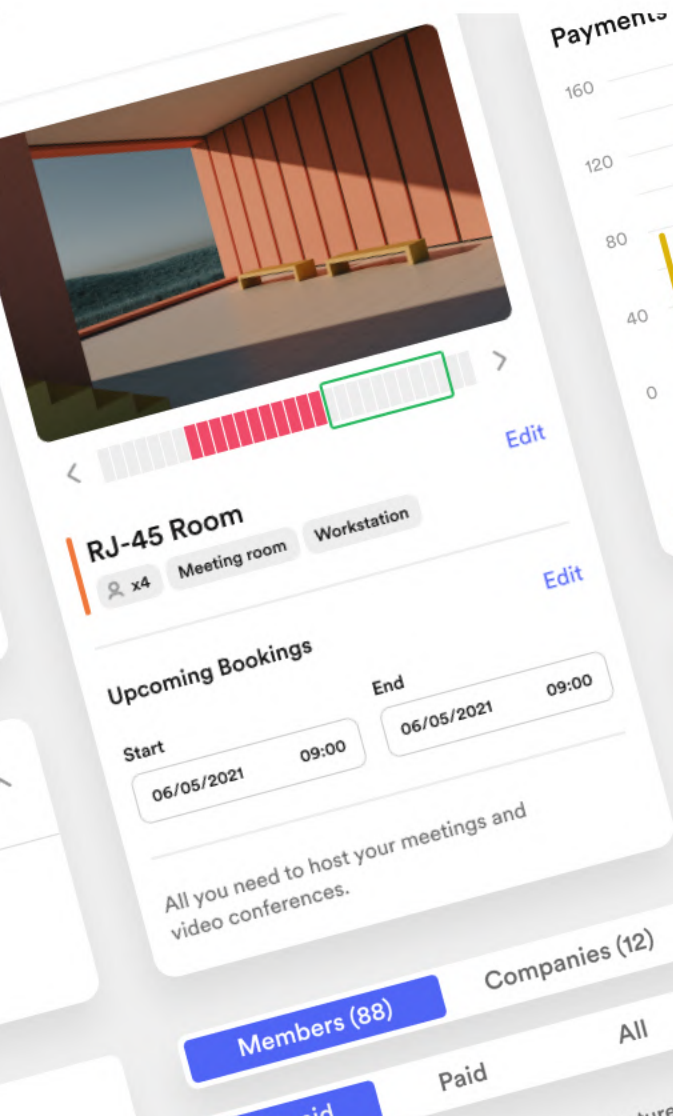
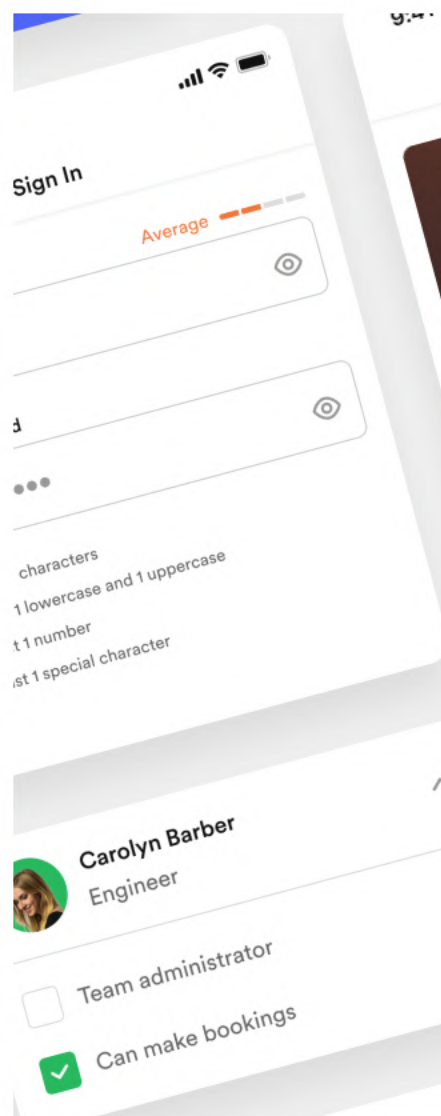
Michaela Walton

I think we need to integrate an outdoor pool in our backyard lounge area

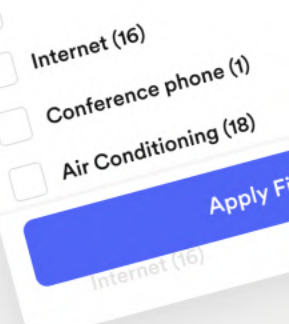
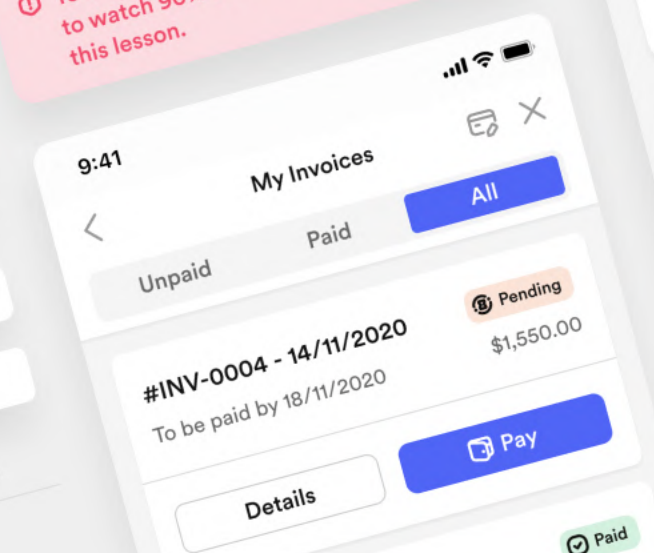




Community



To move to the next lesson you will need to watch 90% of the 1 videos in this lesson.





BNP Paribas —

# Helping one of the world's largest banks better serve their largest clients.





## BNP Paribas

French international banking group. It is the world's 8th largest bank by total assets.

## Headquarters

Paris, France

## Industry

SaaS, marketing

## Company size

200K+ employees

## Known assets worth

~\$2,040B

## Services we provided

- UX research
- Product design

[View case study](#)

# The client

BNP Paribas is one of the world's largest banks, operating in 72 countries and serving more than 30 million users daily.

# How did we help?

Together with SugarCRM, we quickly got up to speed with BNP Paribas' challenge. Their existing dashboard for sales teams was rigid and slow – preventing them from accurately capturing and managing the complexities of large clients.

Our brief was to give sellers the ability to view client hierarchies, create their own “overlays” on top, and then easily share with other members of the sales team.

We brought a fresh perspective on how to deliver a faster and simpler user experience, and successfully introduced a new user interface to showcase large corporations and their hierarchy in a more modular, user-friendly way.

We're hugely proud of our partnership with SugarCRM, and our role as their external design team.

Thanks to their intuitive research and planning, we were able to get to the right solution quickly – solving specific UX and design issues for one of their largest global clients.



Axa Global Group  
Hierarchy consisting of 72 sub groups



+ Follow

Actions

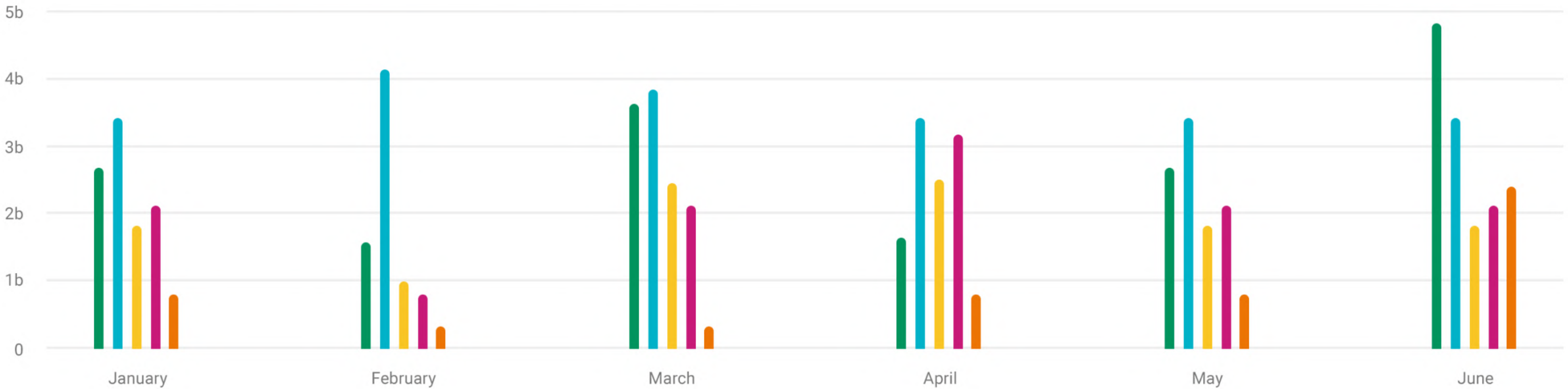


Overview | Hierarchy | People | Products | Metrics | Cross Relation | Customer Journey

Projected Sales Revenue by Markets

Last 6 Months

Tehnology Economy Marketing Healthcare Research & Development



2 day delay  
Schedule a Meeting with  
Isabelle Kocher



1 Year Anniversary  
It's Axa's anniversary.  
Send email



Reminder  
Schedule a Meeting with  
Isabelle Kocher



2 day delay  
Schedule a Meeting with  
Isabelle Kocher



+3



AXA

Axa Global Group

Hierarchy consisting of 72 sub groups

☆

+ Follow

Actions

...

🗖

Overview

Hierarchy

People

Products

Metrics

Cross Relation

Customer Journey



Axa Global Group

1290 Avenue of The Americas  
New York, NY 101040105  
United States

RELATIONSHIP

Client

BUSINESS TYPE

Insurance Company

WEBSITE

<http://www.axa-equitable.c...>

OFFICE PHONE

+12125541234

DESCRIPTION

AXA is a French multinational insurance firm headquartered in the 8th arrondissement of Paris that engages in global insurance...

[Show More](#)

Account Spending

- 38% Marketing
- 12% Not Assigned
- 28% Financial Advisory
- 22% Corporate



[Last 30 days](#) Last 90 days Last 180 days

COMMUNICATION NUMBERS

2/6 13/15 122/131

LAST CALL REPORT

Call Reports

We discussed feedback on current services and AXA's strategic initiatives for 2017. Mapped to their banking and financial requirements

[Show More](#)



On 7 January 2017, with Tanmaya V. (Bnp) and Paul G. (Axa)



Client Notifications

View All



New Press Release - [View](#)



S&P Rating Updated - [View](#)



Jack Collins wants to follow Axa



KYC Overdue in 2 months



Paul Dupont logged a Call Report



Reminder - Call Isabelle Kocher to confirm affiliate pricing



Contract signed by Axa Global Group. [View Document](#)

[+ Add Task](#)

PRIMARY CONTACT



Isabelle Kocher  
Director

[isabellek@axa-equitable.com](mailto:isabellek@axa-equitable.com)

+12334561235

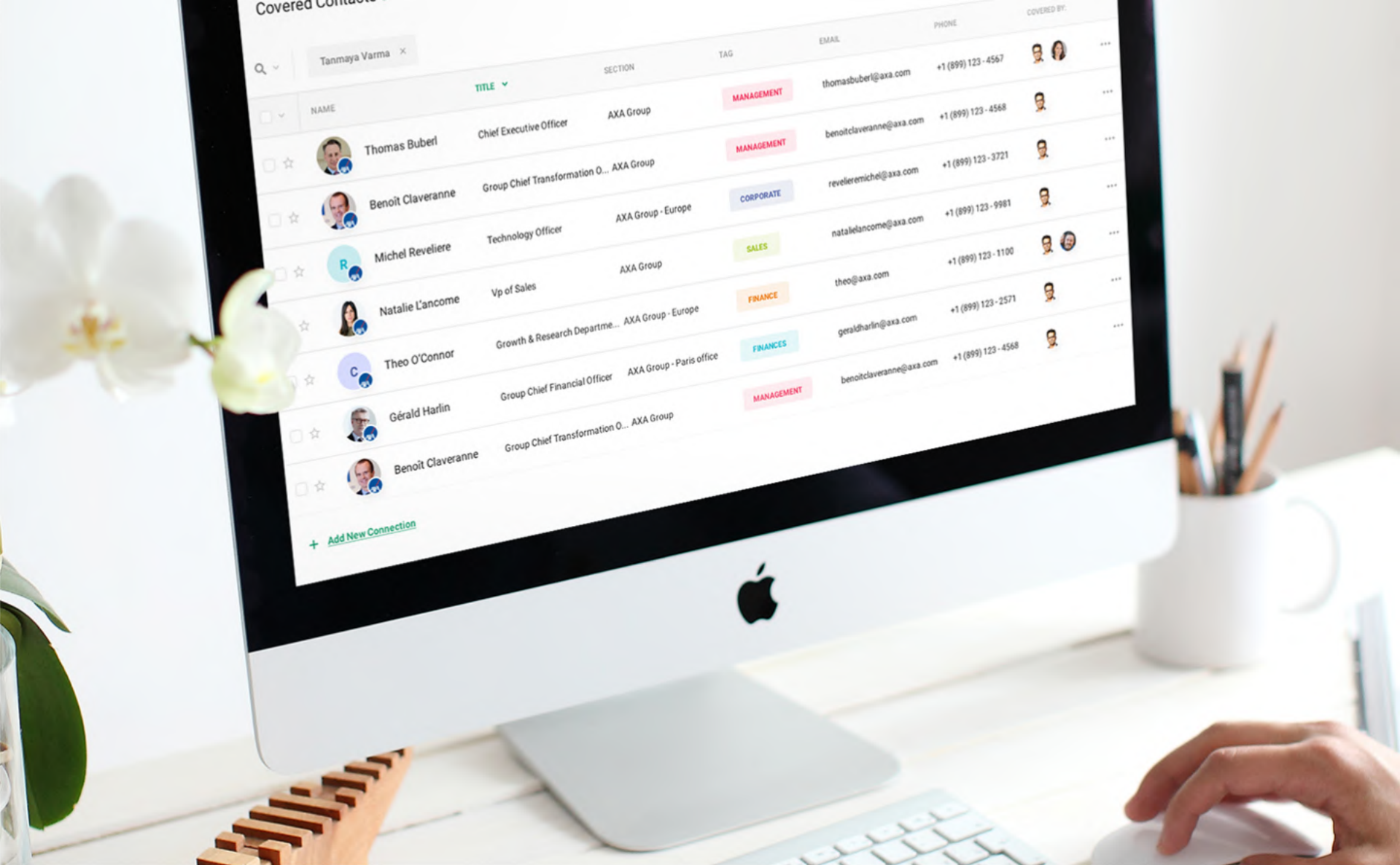
ASSIGNED TO



Tanmaya Varma  
Sales

[tanmaya@bnp-paribas.com](mailto:tanmaya@bnp-paribas.com)

[View Coverage Team \(26\)](#)



▼

Clients

▼

Contacts

Opportunities

Leads

Calendar

Reports

Documents

...

🔍

Search

🔔

👤

Tanmaya V.

+

AXA

Axa Global Group

Hierarchy consisting of 72 sub groups

☆

+ Follow

Actions

...

🗖

Overview

Hierarchy

People

Products

Metrics

Cross Relation

Customer Journey

Corporate Structure

100%

100%

21%

Axa Insurance Holdings

Paris, France

6

2

HUMAN RESOURCES

Axa Insurance Holdings

Paris, France

82

31

Contacts 1,944

🔍

Axa Insurance Europe

Axa Insurance France

NAME

TITLE

SECTION

EMAIL

Tanyama Varma

President

Axa Insurance Europe

tvarma@s

Jenna Q. Ribery

Vp of Sales

Axa Insurance Europe

jennaqrib

Paul Harbach

Senior Product ...

Axa Insurance Europe

pharbach

Christopher Hicks

Senior Product ...

Axa Insurance Europe

pharbach

Paul Harbach

Senior Product ...

Axa Insurance Europe

pharbach

Christopher Hicks

Senior Product ...

Axa Insurance Europe

pharbach

Paul Harbach

Senior Product ...

Axa Insurance Europe

pharbach

Christopher Hicks

Senior Product ...

Axa Insurance Europe

pharbach



Coverage Team



- All (46)
- Relationship (12)
- Global Markets (4)
- Corporate Banking (1)
- ECM (3)
- Risk (4)

RELATIONSHIP MANAGER

Tanmaya Varma

Sales

+ 6 Connections

Roxana Craciun

Risk

+ 9 Connections

Charles Hicks

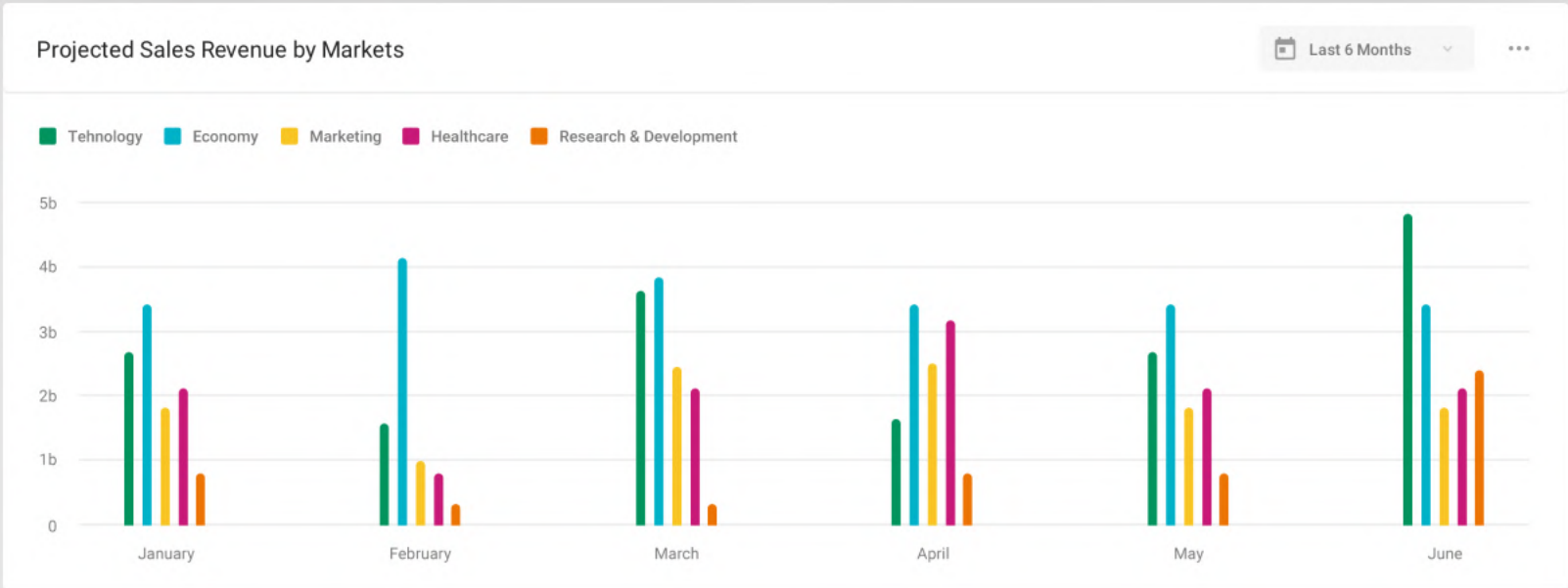
Legal

+ 2 Connections

Natalie J. R.

GM Products

0 Connections



LAST MEETING

34 Days

REVENUE TARGET

£1.7b

YTD REVENUE

£377m

▼ 2.77%

CURRENT PIPELINE

£281m

▲ 6.08%

Assigned to

Vanessa Christie

VP of Sales

+12125541234

7 DAYS AGO - CHRIS OLIVER

We talked about improving cross communication using #slack

Integrate Slack

NOTIFICATIONS

Pending Agreement Papers

Due in 8 days

Opportunity Level

80%

Axa Insurance Holdings

Paris, France

31

CORPORATE

Axa Insurance Paris Office

Paris, France

21

Axa HR Department

Paris, France

2

HUMAN RESOURCES

Axa Insurance Paris Office

Paris, France

128

9:41

We discussed feedback on current services and AXA's strategic initiatives for 2017. Mapped to their banking and financial requirements

Show More

On 7 January 2017, with Tanmaya V. (Bnp) and Paul G. (Axa)

COMMUNICATION NUMBERS

2/6

Events

13/15

Meetings

122/131

Calls

Account Spending

38% Marketing

12% Not Assigned

28% Financial Advisory

22% Corporate

Last 30 days

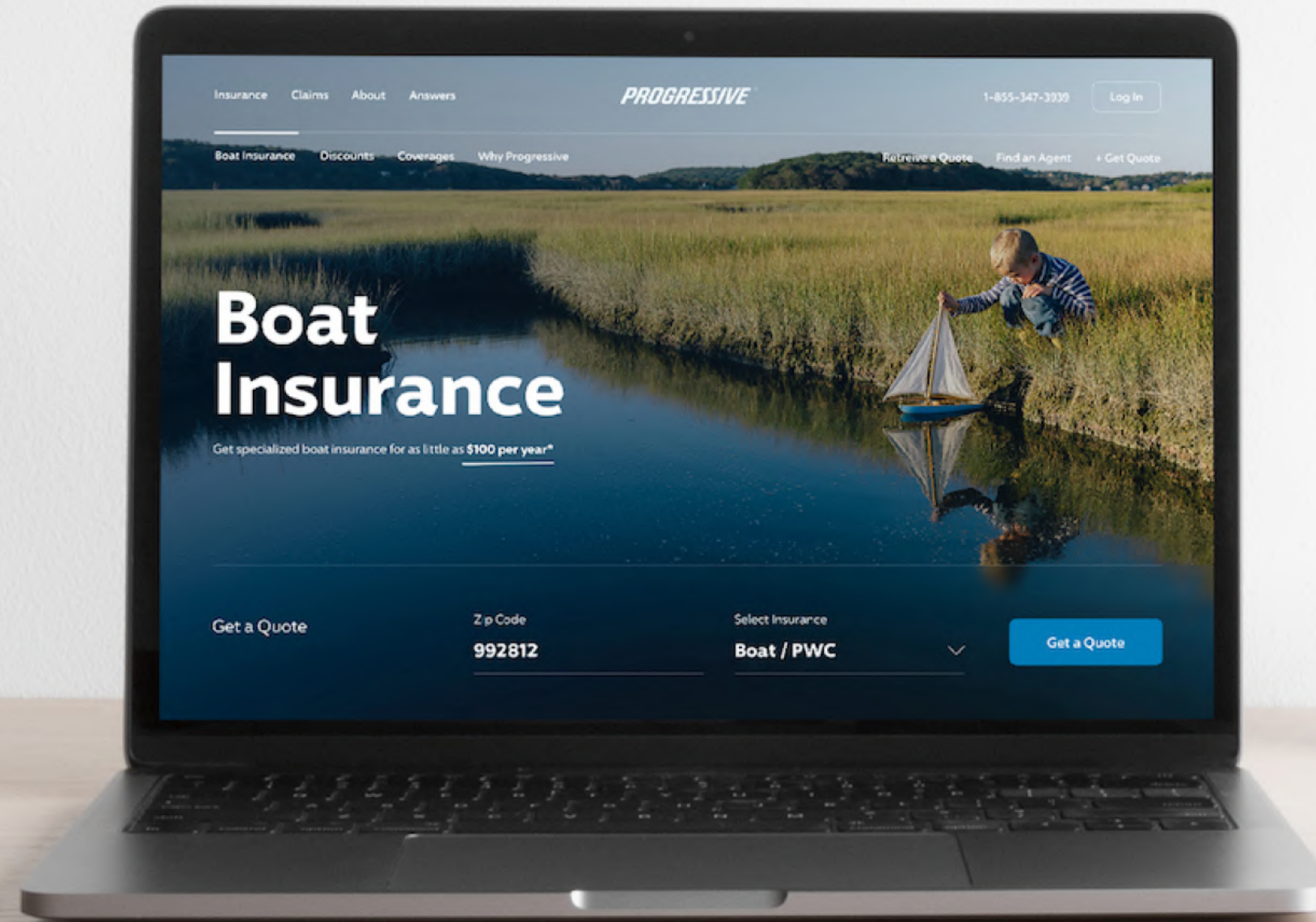
Last 90 days

Last 180 days



Progressive Insurance —

# Streamlining the digital experience for one of the biggest insurers in the US.



**Progressive**

With 80 years of experience and 40,000 employees Progressive is the third largest auto insurer in the United States.

**Headquarters**

Mayfield Village, OH,  
USA

**Industry**

Insurance, Insurtech

**Company Size**

40,000+

**Known value**

~\$54.26B

**Services we provided**

- Product design
- Prototyping
- Frontend development

# The client

Established in 1937, Progressive is one of the largest insurance companies in the US, providing car, home, life insurance and more to millions of customers in every state.

# The challenge

Progressive invited us to join forces with their in-house teams to reinvent one of their most critical (and complicated) digital infrastructures — the quotation engine. Progressive wanted to improve the user experience of obtaining and managing quotations for both employees, agents and customers.

# The solution

Acting as an extension of Progressive’s team, we worked to design, test and iterate hundreds of different UX and UI solutions for both the internal agent-facing and customer-facing quotation interfaces.



Menu 01 - 510px height, 16pt font

Insurance

Claims

About

Answers

1-855-347-3939

Log In

Vehicle & Recreational

ATV

Auto

Boat

Classic Car

Golf Cart

Motorcycle

Save More with Snapshot!

Home & Property

Condo

Flood

Homeowners

Homeshare

Mobile Home

Renters

Bundle Auto+Property

Everything Else

Auto Financing

Auto Refinancing

Business

Car Shopping Service

Commercial

Electronic Device

Health

Home Financing

Home Refinancing

ID Theft

Life

Mexico Auto

Pet

Travel

Umbrella

Wedding & Event

View All Insurance Products

Menu 02 - 476px height, 16pt font

Vehicle Insurance

Home Insurance

Specialist

Claims

1-855-347-3939

My Account

VEHICLE INSURANCE

Car

ATV

Classic Car

Motorcycle

PWC

RV/Trailer

RECREATIONAL INSURANCE

Boat

Golf Cart

Segway

Snowmobile

Custom Bundle & save up to \$899 per year

Bundle your Auto with Home and Save an extra 10%

✓ Home

+ Home + Auto

10%off †

Get a quote now

>

Navigation 05 - 100px height, 16pt font

Insurance

Claims

About

Answers

1-855-347-3939

→ Log In

+ Get Quote

Navigation 06 - 90px height, 16pt font

Insurance

Claims

About

Answers

1-855-347-3939

Log In

Navigation 07 - 84px height, 16pt font

Insurance

Claims

About

Answers

1-855-347-3939

My Account

Create your own custom insurance bundle in 2 min

18 million+ people trust Progressive to insure something they love.

Auto & Property bundle and save an extra 5% on auto!†

Property

Auto

Motorcycle

Boat

Rv Trailer

See All

Progressive Answers

Easy guides to everything Insurance

See Experience

Auto + Property

Exactly what you will be covered for

Bundle & Save

#1 in Motorcycle

Starting from \$75 Per Year

Get Motorcycle

Create your own custom insurance bundle and save upto \$399 per year

To Start just Your Base Pack

Property

Auto

Motorcycle

Rv Trailer

Boat

More

Show me how it works

From Hamsters to The Hamsters

Products from Progressive

Check out our other products and services.

Select a product to get a quote:

# What do you want to insure?



Over 18 million people trust Progressive to insure something they love.



That's no surprise because we're the third largest auto insurer and the #1 motorcycle/specialty RV insurer.‡

Find an Agent >

Retrieve a Quote >

## Bundle & save up to \$899 per year

Bundle your Auto with Home and  
**Save an extra 10%**

✓ Home

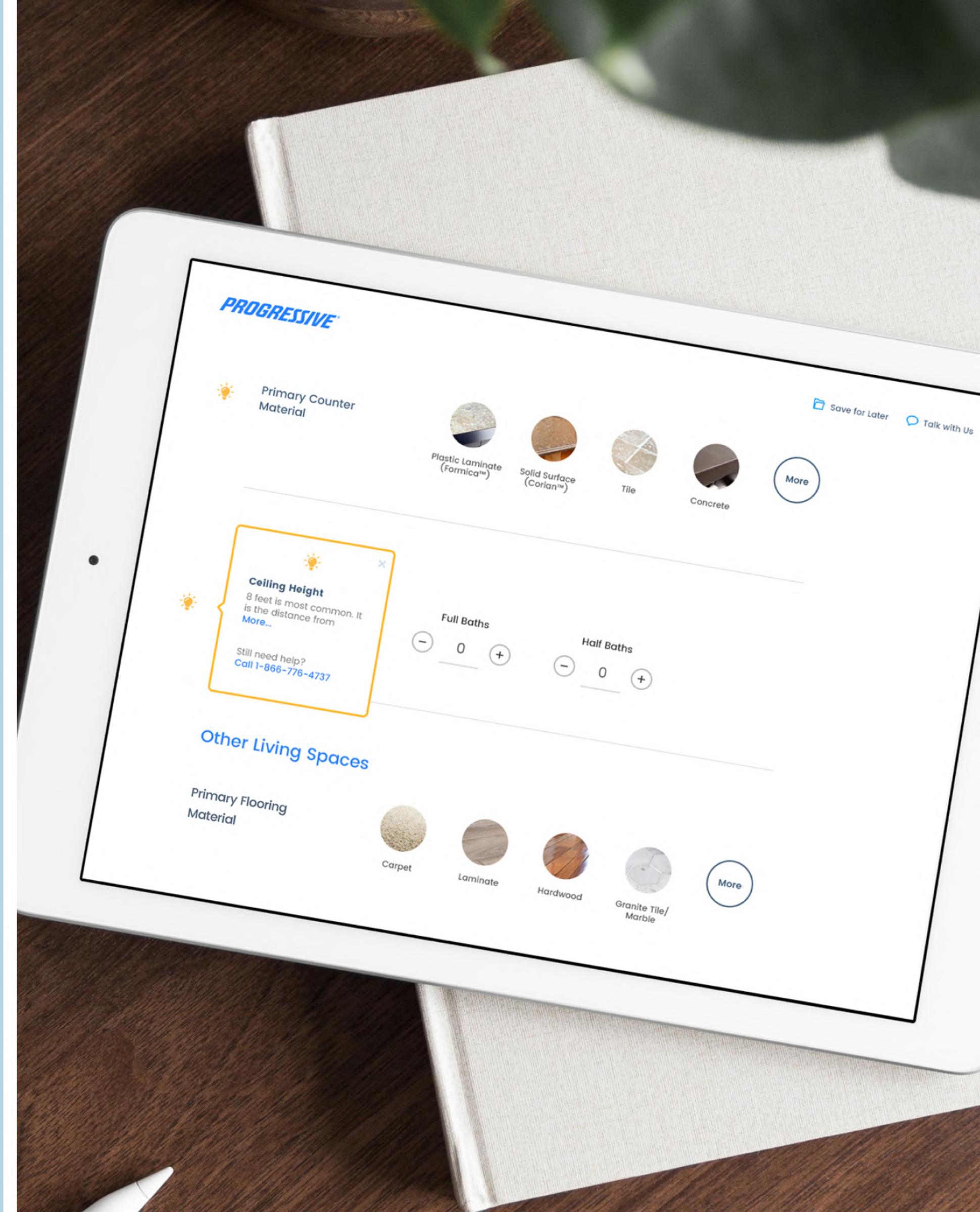
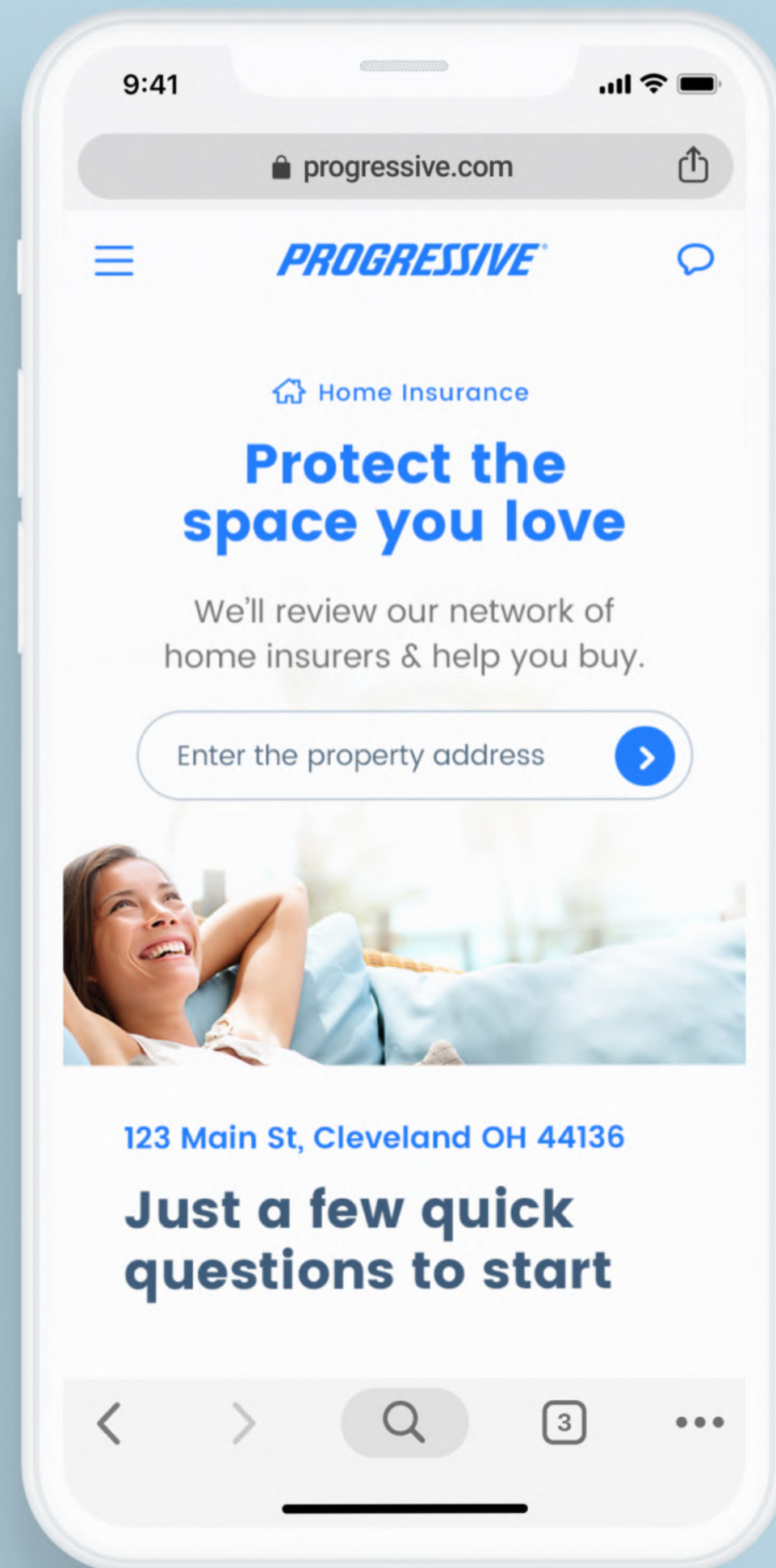
+ Home + Auto

10% off †

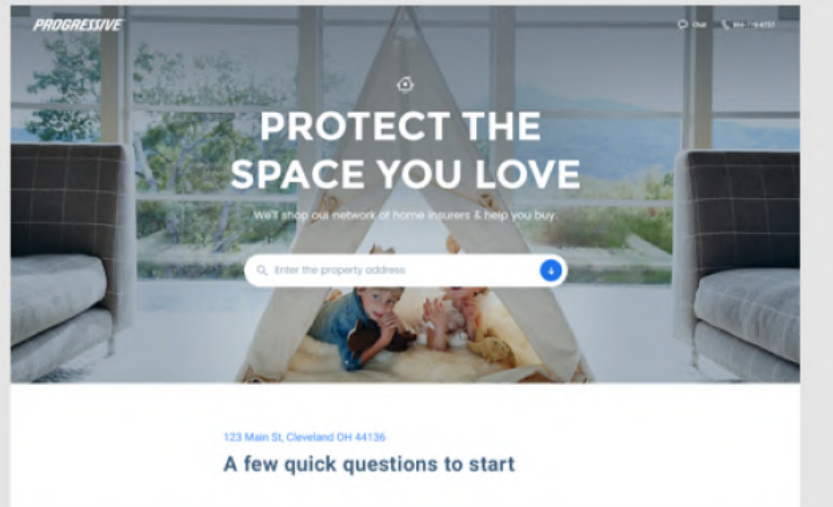
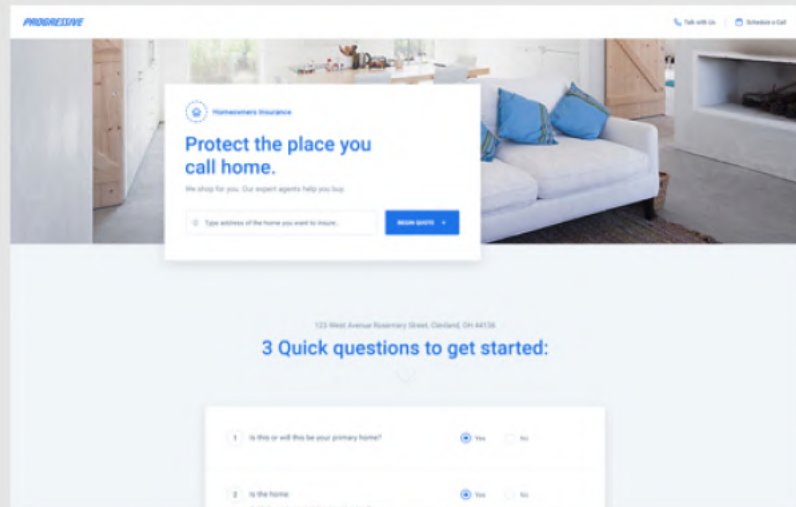
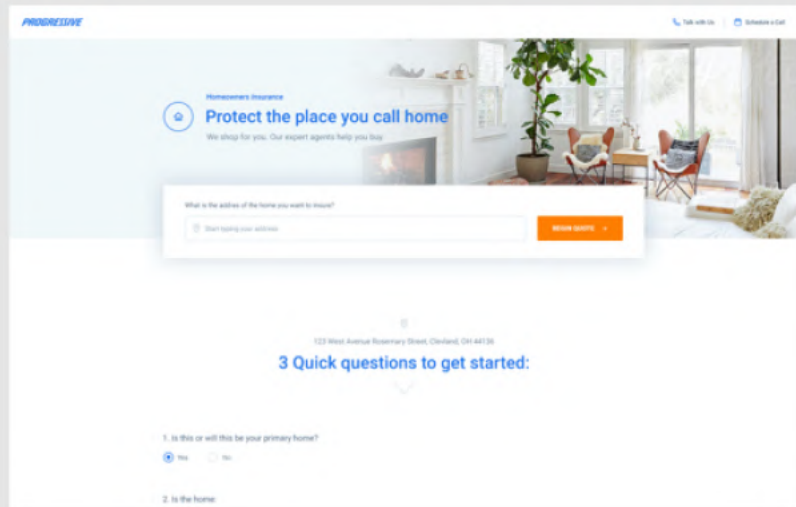
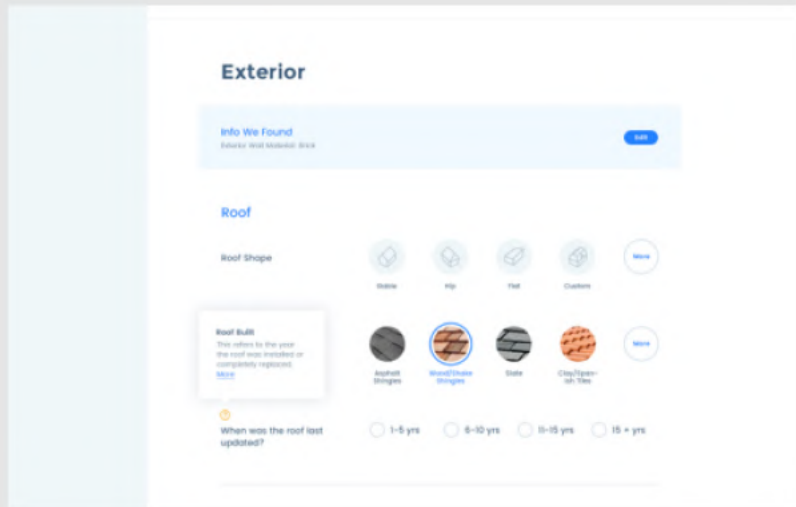
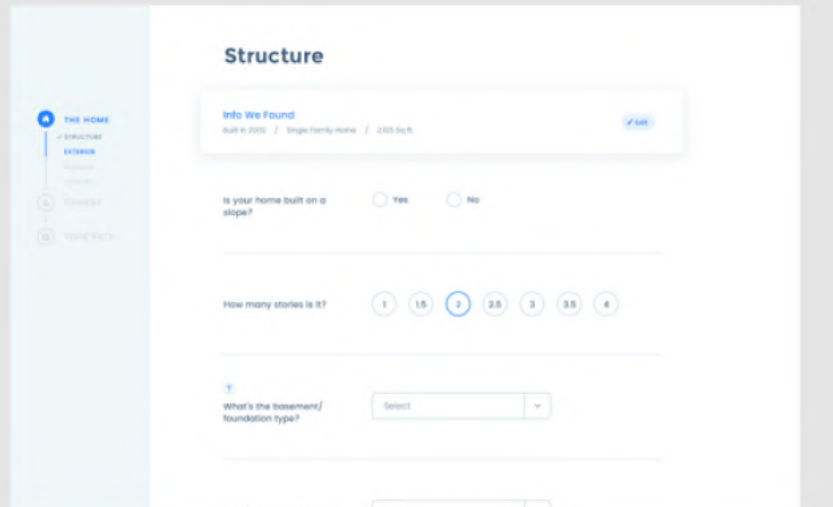
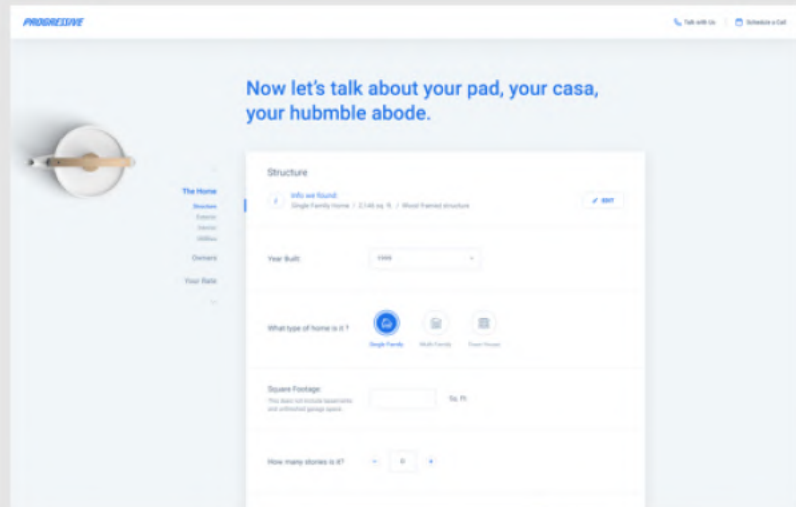
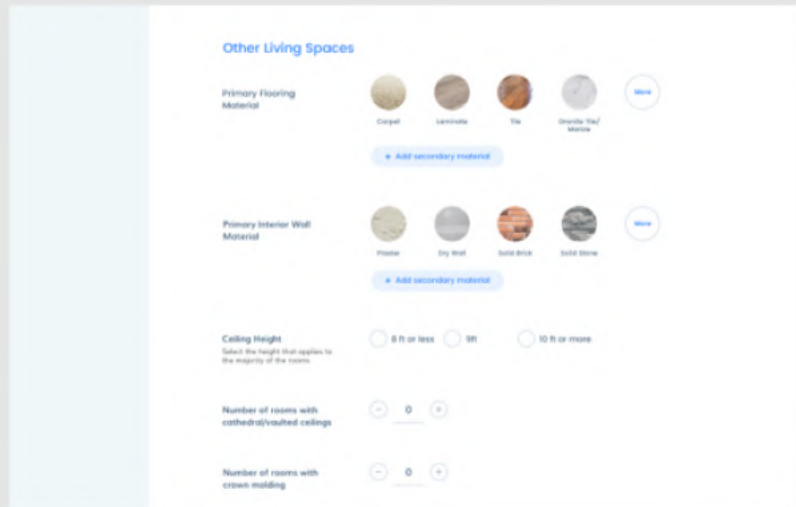
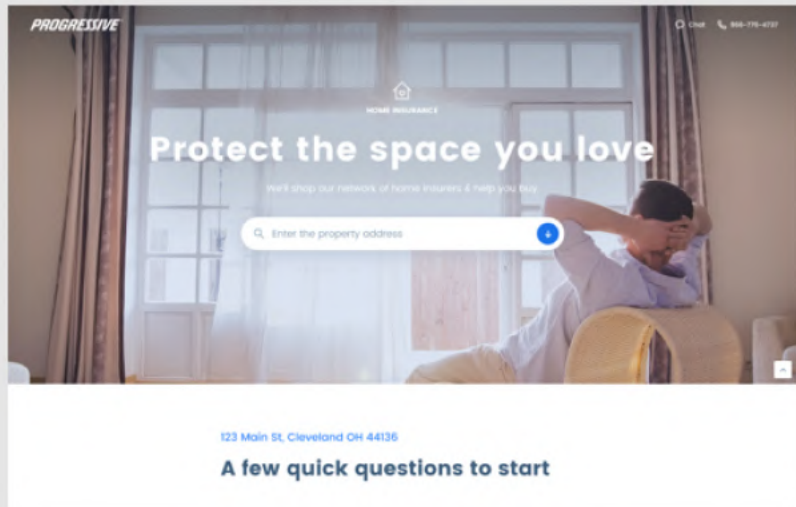
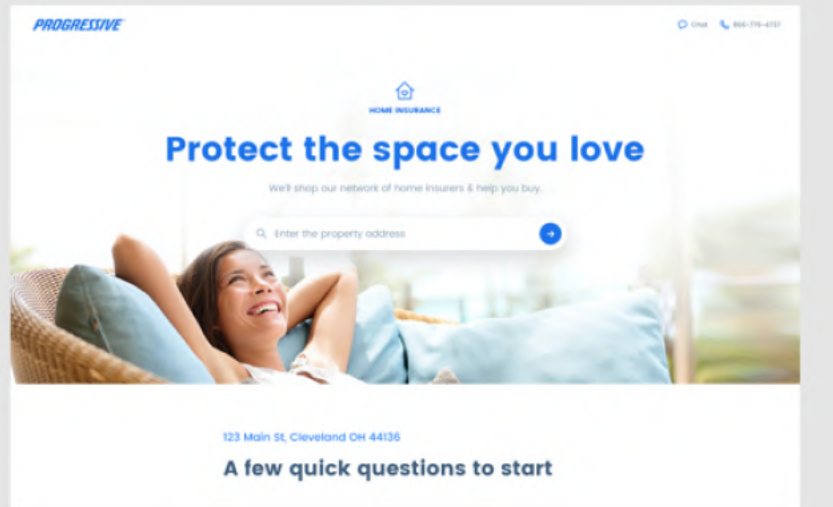
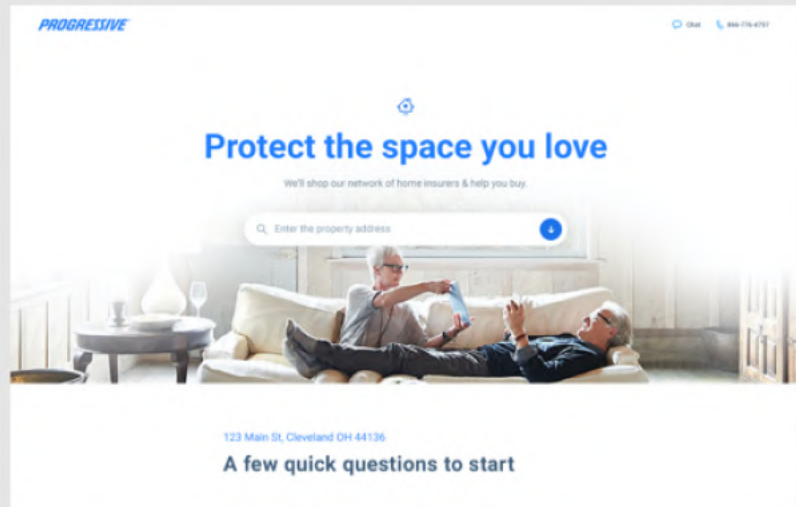
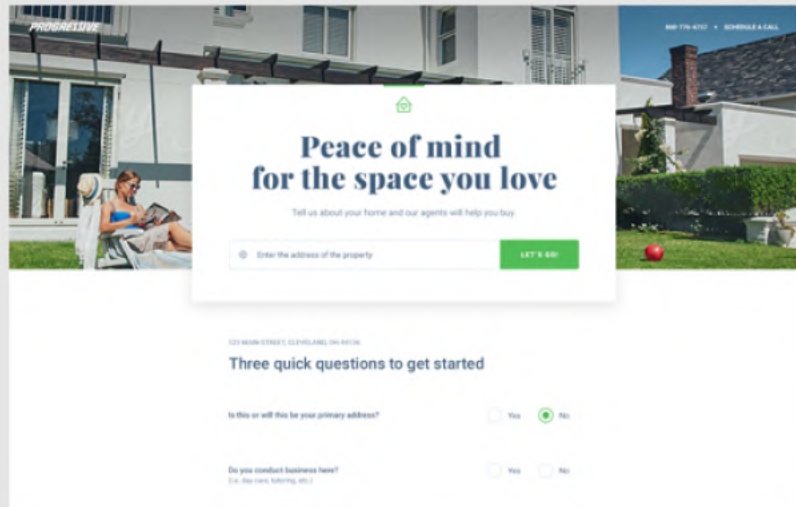
Get Quote Auto + Home













# 90%

Satisfaction rate during user tests and focus groups.

# 30.000

Agents using the quoting app daily.

# 5 years

Ongoing partnership with Progressive's product and design teams.

[View Case Study](#)

## The Result

Progressive are known to pride themselves on the quality of their digital experiences. This, coupled with insurance being such a complicated product and with so many users to consider, rigorous testing and iterative design was absolutely essential to the success of our work in this partnership. User testing and focus groups across the board reported a 90% satisfaction rate with our solutions.

“We've done user testing and focus groups for the designs created by Balkan Brothers. The results show that, nine times of ten, their work is outstanding.”

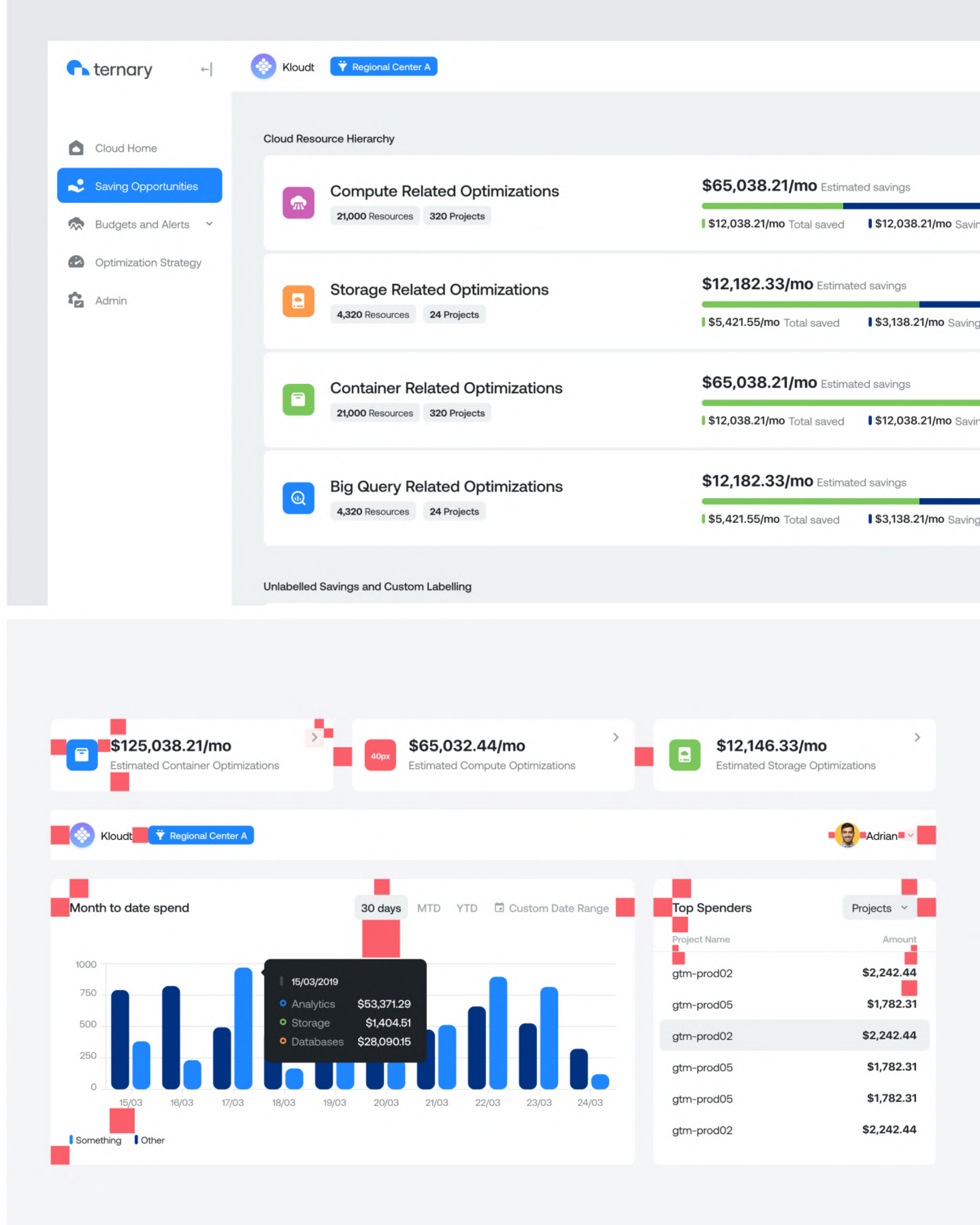
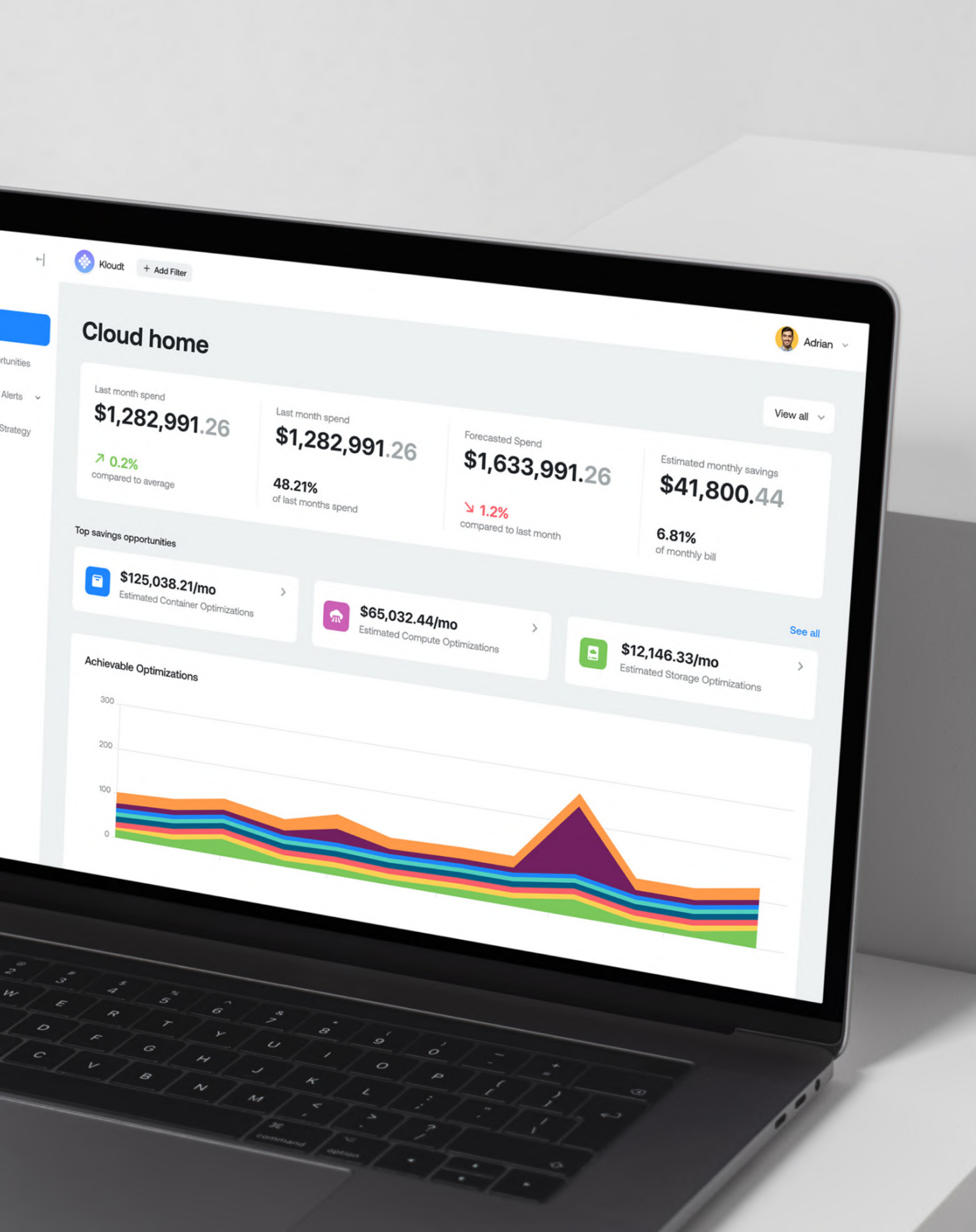


**Tom Nolan**

— Experience design & Innovation leader at Progressive Insurance

Selection of various  
projects







★★★★★

Increase confidence with TrustPilot reviews

Integrations

Some kind of short description can go here to better explain the recommended task.

2 Days

RL16

★★★★★

Be social - Sell your stock directly on Instagram

Marketing & Sales

Some kind of short description can go here to better explain the recommended task.

1 Days

TJ12

Increase confidence with TrustPilot reviews

Custom Task

15 December, 2019  
Started date

20 December, 2019  
Estimated delivery

Delivery: within 5 days

James Terry  
Assigned to

Verify

...

Increase confidence with TrustPilot reviews

Integrations

17 December, 2019  
Estimated delivery

Started: 15 December, 2019

James Terry  
Assigned to

In Review

...

Get a complete store audit by our marketing expert

Custom Task

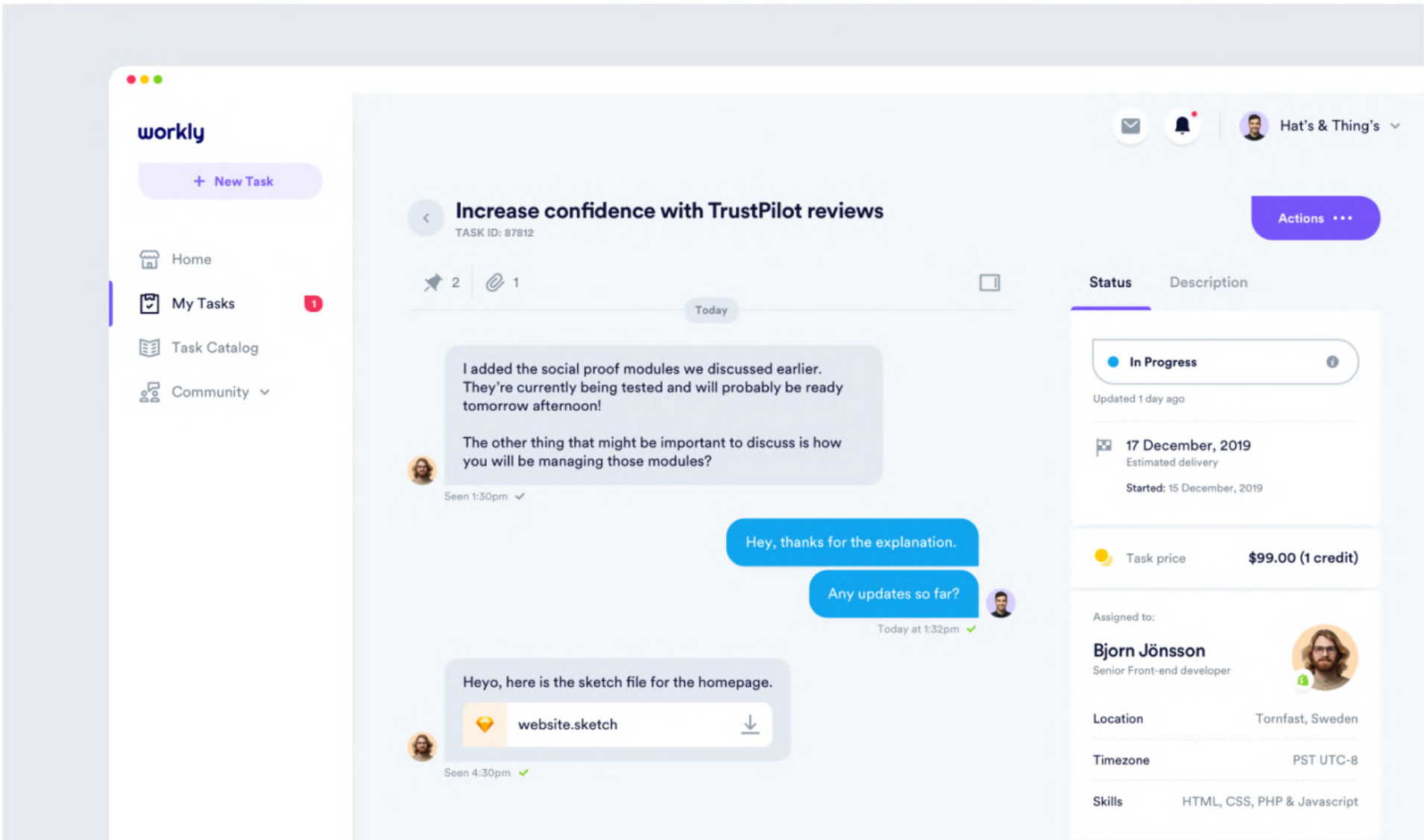
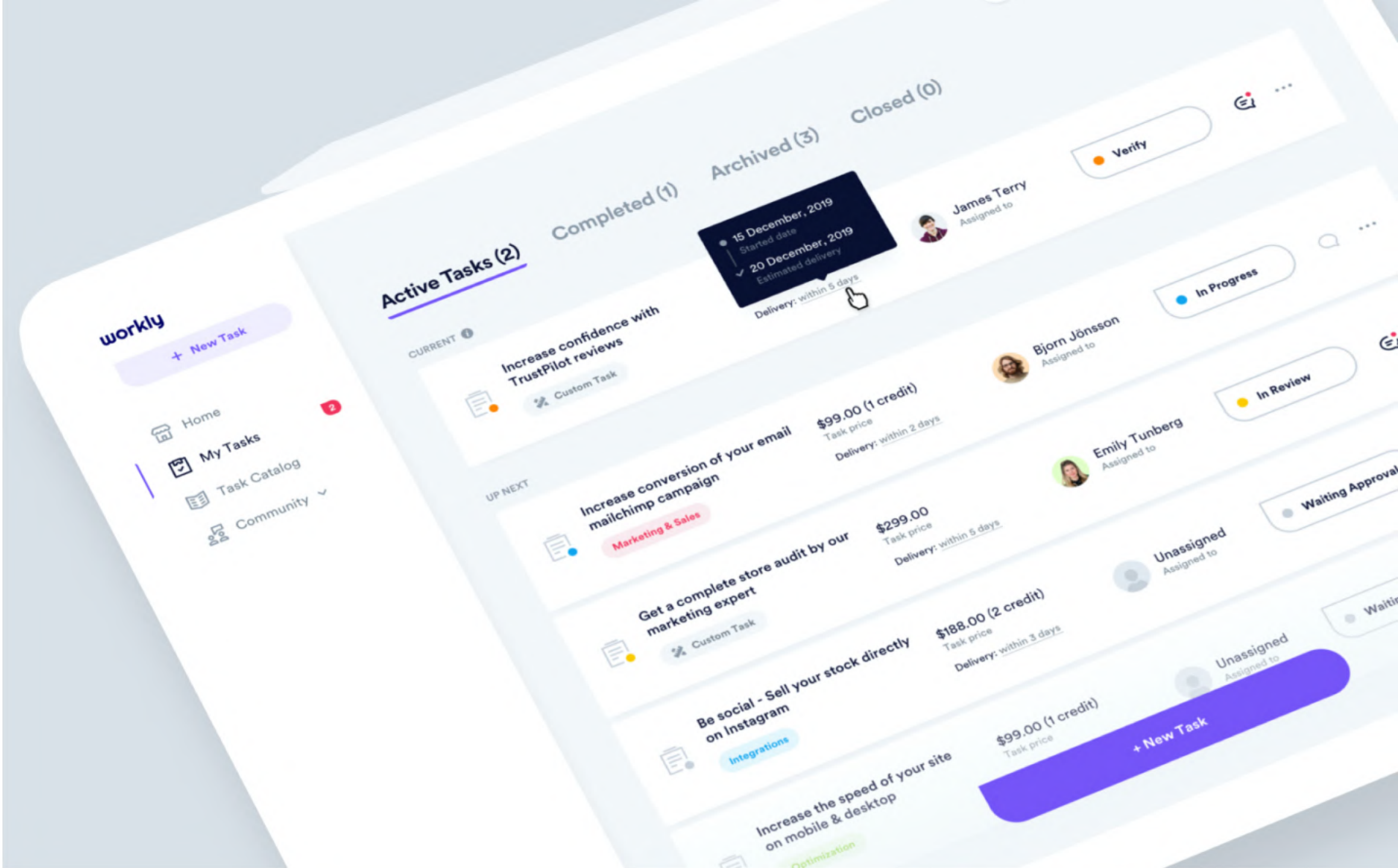
\$299.00  
Task price

Delivery: within 5 days

Emily Tunberg  
Assigned to

In Review

...





Audemars Piguet Storefront

Contacts

Mark Washington

360

Profile

Purchases

Visits

Services

Opportunities

Status

9.1

Mr. Mark Washington

\$6,374,291

English - US

4 Boulevard de la Foret, 1002 Monaco, Monaco

mark.washington@gmail.com

+1(880)123-4567

Watch Collection (6)

26153OR.OO.D088CR.01

Purchased 27.04.2018 in AP Trieste

\$523,470.00

26153OR.OO.D088CR.01

Purchased: / in Rolex Italy

/

26153OR.OO.D088CR.01

Purchased 27.04.2018 in AP Trieste

\$523,470.00

Boutique Visits

24 June 2014, 10:00am - 11:30am

Came in for a Service of 26153OR.OO.D088CR.01

Not working properly

26153OR.OO.D088CR.01

Contacts

Royal Oak Offshore Tourbillon

26421SF.OO.A002CA.01

27.04.2018 - Purchased in AP Trieste

\$523,470.00

Mark Washington

Owner

Ana Flisova

AP Store Manager (hold by)

Scheduled Service

12 JUN

Regular Warranty Checkup

AP Boutique New York, 12 Jun 2018 - 10:30am

Assigned to Kristof Scholman

Previous Visits







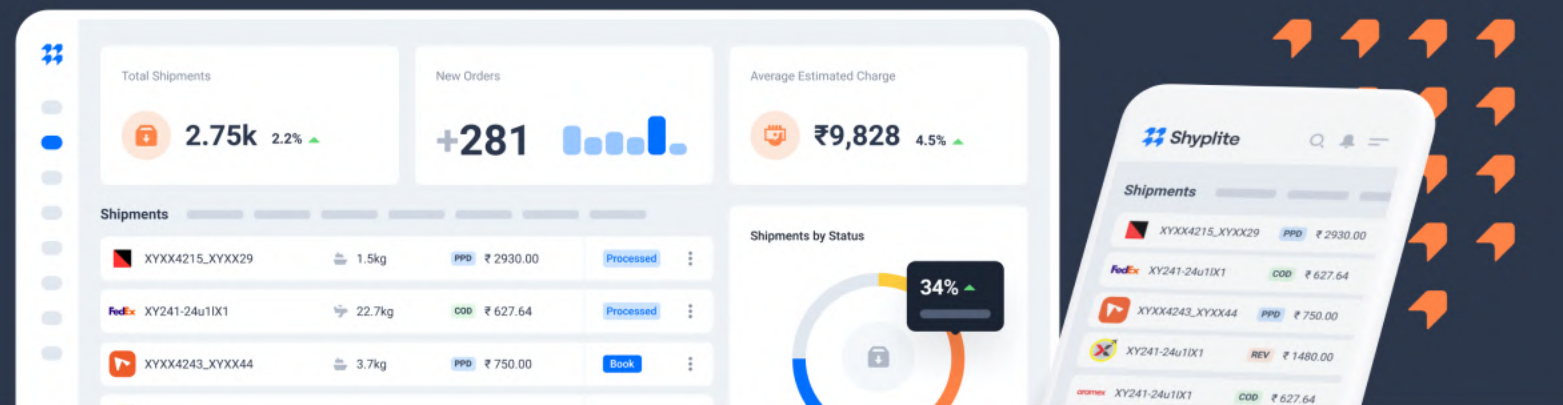
Features Integrations Pricing Blog Track Sign In [Get Started](#)

# Single dashboard for all your shipping needs

We enable businesses to automate their logistics and increase shipping efficiency by providing a single window platform integrated with multiple carriers.

[Get Started for Free](#)

No subscriptions. No annual fees. No lock-ins.



SECONDARY

Default

Hover

Inactive

With Icon

Default

Hover

Inactive

With Icon

## Colors

Primary

Blue  
0657DA 33B9FF 66A8FF 99C3FF CCE2FF E0E5FF

Orange  
F5AD6E F7C292 FAD4B7 FCEBDB FEF5ED

Secondary

Purple  
9383EB C6A3F0 D9C1F5 ECE3FA F5E9FC

Green  
83DF93 A2E7AE C1EFC9 E0F7E4 E9F8F1

Yellow  
FFD763 FFE18A FFE8B1 FFF5D8 FFFAEB

## Shyplite Design System

This is a short style guide for Shyplite, displaying their typography and color systems.

## Typography

Roboto

— AaBbCcGgJjZz  
012345678

## Grids

AWB	Order ID	Carrier	Center Remark	Customer	NR Date	QPS Count	Seller Remark	Action	Status
938418478960	BF2074	FedEx	Lying at Station Returned	Sareesh Vaidyam 8847348650	09-08-2020 10:25 am	2	Please RTG 09-08-2020 11:25 am	Select	Delivered
938418478960	BF2074	Agnesbears	Lying at Station Returned	Sareesh Vaidyam 8847348650	09-08-2020 10:25 am	8	Please RTG 09-08-2020 11:25 am	Select	RTG - Delivered



=

## Support

Active (6) Closed (211)

### #241 Issue with Delivery

04/09/2020, 09:20 AM

AWB: 126318028397

### #204 - Status of some DZ, DL and XB shipments showing Delivered

04/09/2020, 09:20 AM

AWB: 126318028397

2

### #241 Issue with Delivery

04/09/2020, 09:20 AM

AWB: 126318028397

### #201 - AWB not assigned

04/09/2020, 09:20 AM

Shipment: 4485879865

### #204 - Status of some DZ, DL and XB shipments showing Delivered which are actually RTO

04/09/2020, 09:20 AM

Shipment: 4485879865

6

+ New Ticket

AWB: 126318028397

## #204 - Status of some DZ, DL and XB shipments showing Delivered

Case: Wrong Address Correction Charges • AWB: 126318028397



Harpreet Bhatia

The shipment with the AWB 126318028397 did not show up.



Soni Shukla

Hi Harpreet Bahtoa, The weight dispute is registered and it is currently under investigation with us. Kindly make payment to clear the Invoice. Please feel free to reach out to us for any queries.

Regards,

Soni Shukla  
Team Shyplite  
+91-9643318580



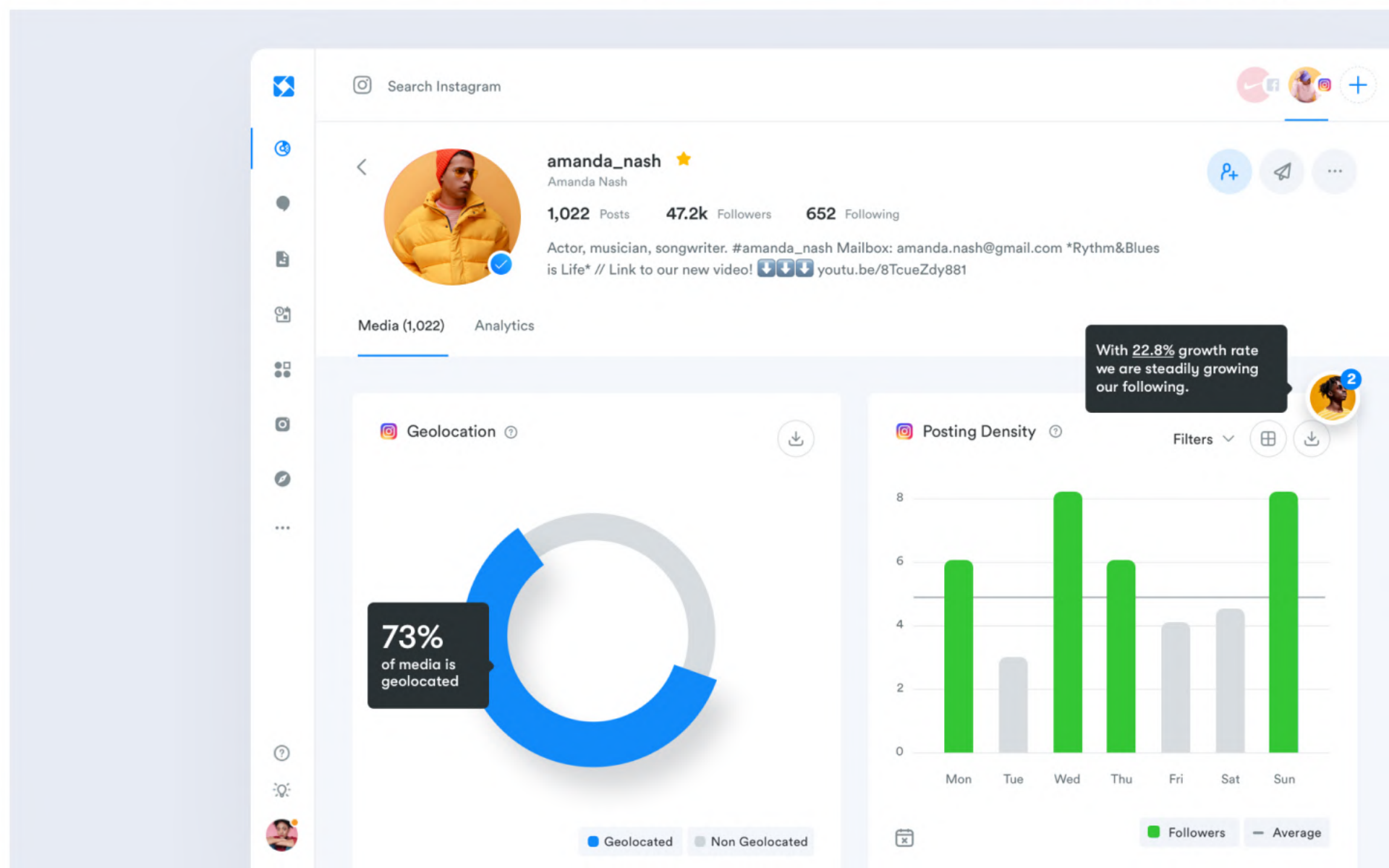
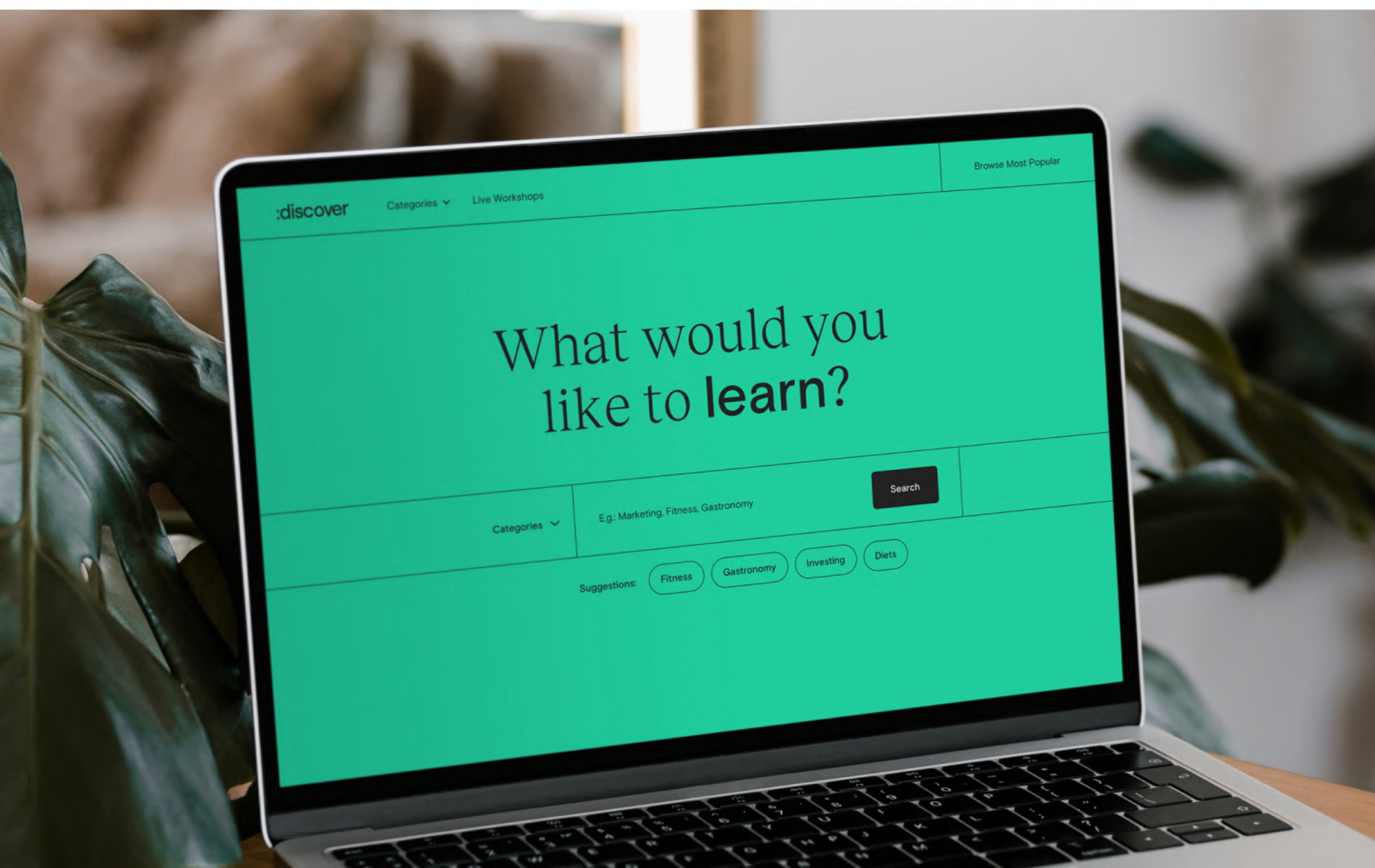
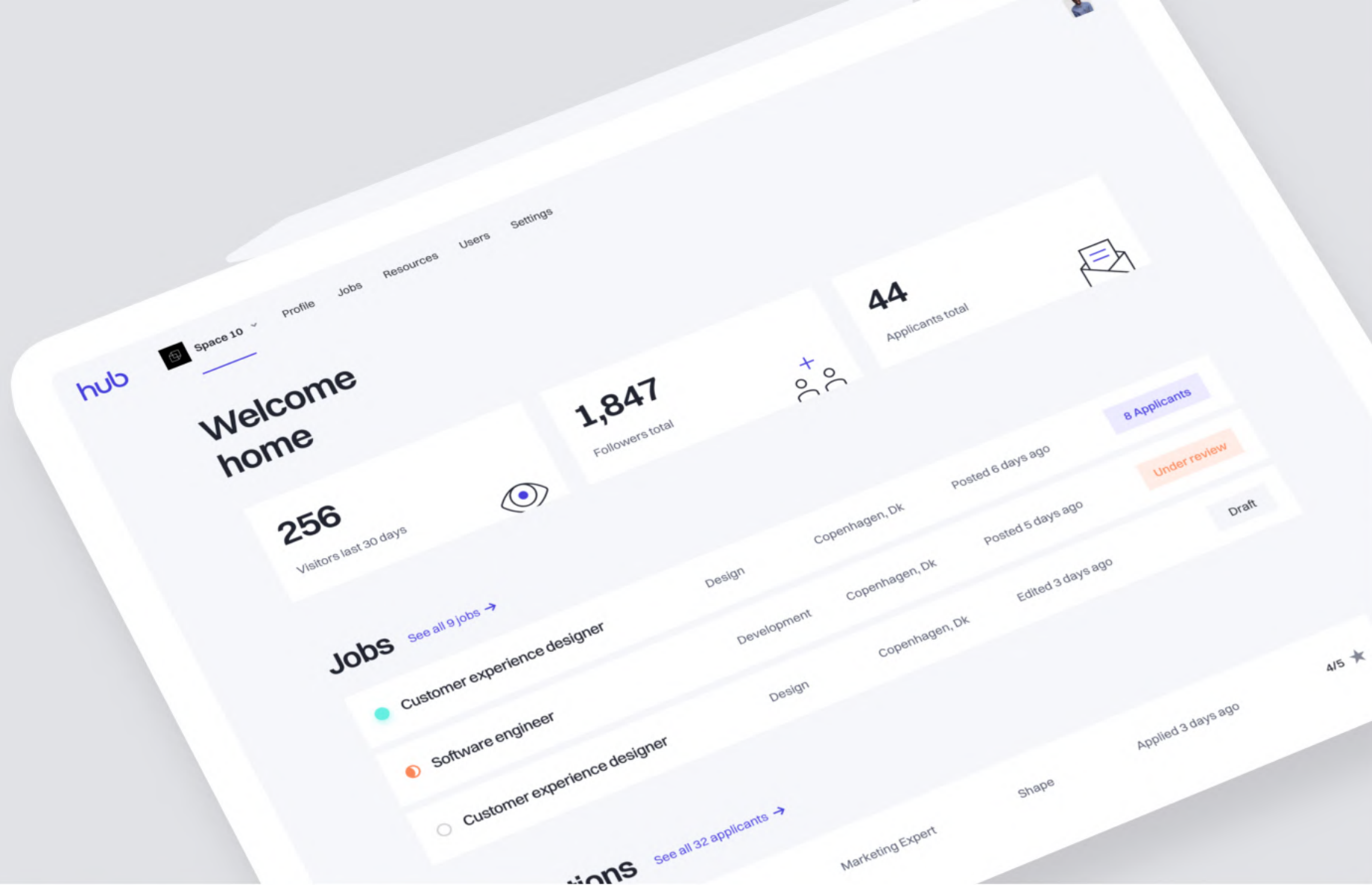
Harpreet Bhatia

Thanks for the response, i'm attaching a ledger pdf to know what you think.

2841 Ledger.pdf

Type in your message ...







The results  
we deliver



# 90%

Satisfaction rate during user tests and focus groups for **Progressive Insurance** agent quoting app.

# 106%

Increase in conversion rate on the new **Wibbitz** website comparing 3 months before and after launch.

# 4.2m

Project views we gathered across our social networks for showcasing **The Hub's** new brand and platform.

# 13%

For the Black Friday launch of the **Teachable Discover** marketplace, first-time purchases grew from 1.7% to 13%.

# \$29m

Raised by **Made Renovation** since we started working with them while they were an early-stage startup.

# \$268m

**ShipBob** raised in total after launching the new brand and website.

# 51%

Additional increase in conversion rate 6 months after launch, due to continuous optimizations on **Wibbitz** website.

# 10m

Registered users are enjoying the **Iconosquare** web app and its new responsive design system.

# \$20m

**Sendlane** raised in Series A, just 8 months after launching the new brand and website.

How we deliver results?

## Global perspective

We have members and collaborators working together from the United Kingdom, France, Netherlands, Czechia, Bulgaria, Ukraine, Lithuania, Philippines, Russia, and Croatia, providing a valuable global perspective on our work.

## Research-based

We conduct quantitative and qualitative research to uncover key insights, define user flows, optimize customer acquisition, and educate our design process.

## Collaborative effort

It's a collaborative effort that requires focus from both sides. To ensure the best results, we expect clients to dedicate a point person or a small team to be actively involved with the project.

## We're niche

We work primarily with SMEs, corporations, and funded startups who develop products in the SaaS, finance, banking, property, healthcare, transport, and communication sectors.

## Holistic approach

Our research and discovery process educates how we define brand strategies, customer experiences, and structure CMS environments.

## We'll challenge everything

We're research-based, which sometimes means challenging the underlying assumptions behind a product, website, or brand.

## Dedicated teams

We have small and focused teams dedicated to each project. Throughout the project, you will have a single point of contact to guide you through the project lifecycle.

## Weekly sessions

You can expect to have a constant line of communication with your dedicated team and weekly calls to review progress and updates.

## Well defined client fit

With a niche set of services, we have a great understanding of where, how, and with whom we provide the best results.

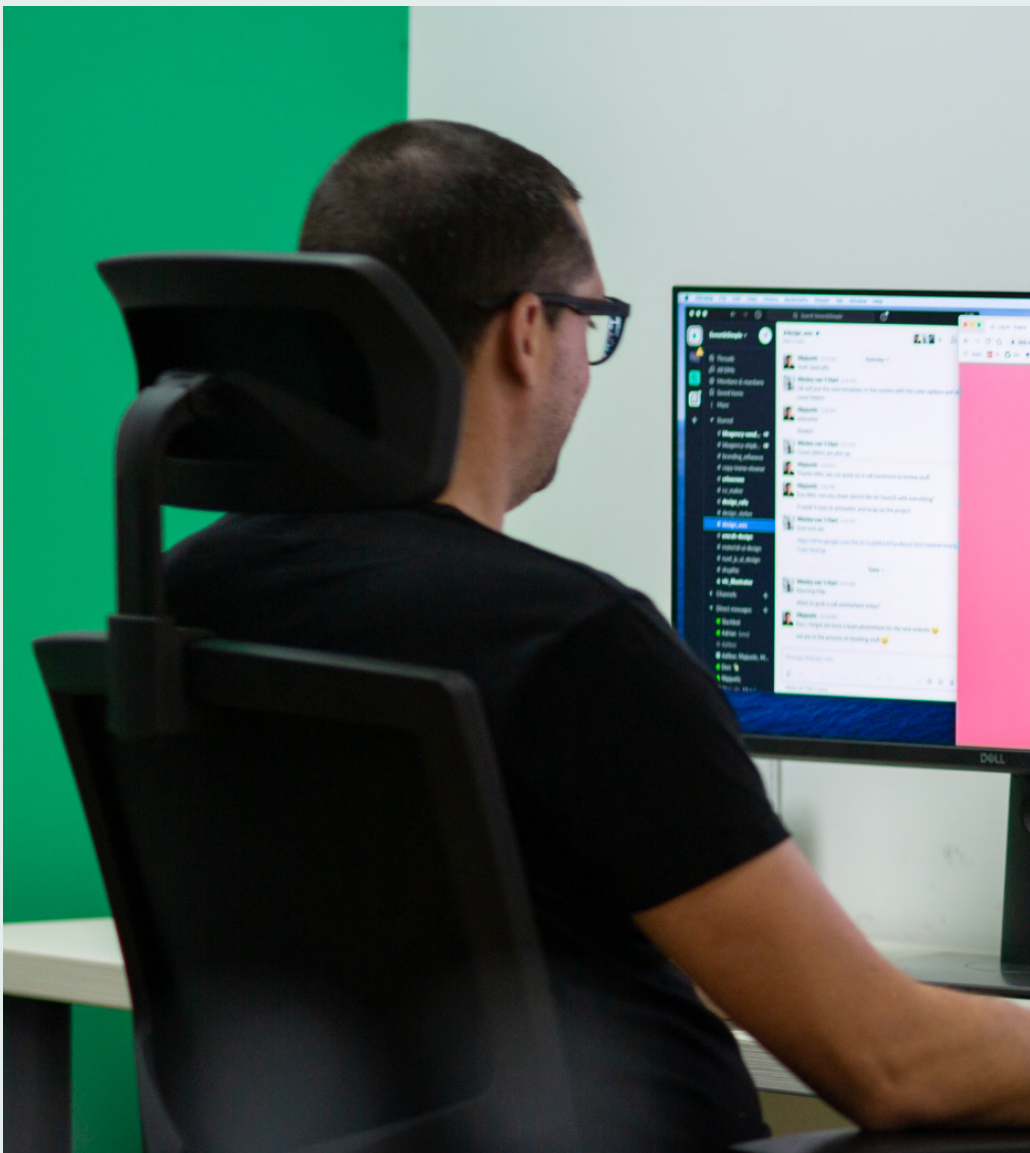


# Agency

We've got Vicente, Tomislav, Anna, Adrian, Wesley, Filip, Zrinka, Marino, Donny, Ivan, Lucas, Matej, Stephan, Dalibor, Galya, Ana, Alex, Nikola, Vincentas, Ana, Giannis, Sasha, Sarka, Julia and Michaela to challenge core assumptions, unpick legacy behaviours, streamline complex processes, and shape the brands of tomorrow.

With human-centric design at the core of our principles, we depend on the varied perspectives and life experiences of our team to help us build products for the many.







## Challenge core assumptions

This idea remains the starting point for everything we do. We unlock new solutions by challenging both our client's — and our own — assumptions about a product, an audience, and what is possible. This idea was born out of the very foundation of our agency.

Many assumed we could not run a successful digital agency from a Croatian Island — we continue to challenge this particular assumption every single day.

## Focus and determination

We carefully consider every project we take on, because when we commit, we always bring 110%. If we see a way to make something smarter, faster, better, we'll always push for it (even when it makes our job that bit harder!). We're driven by a desire to build great experiences shaped by data, and sometimes that means going above and beyond the brief.

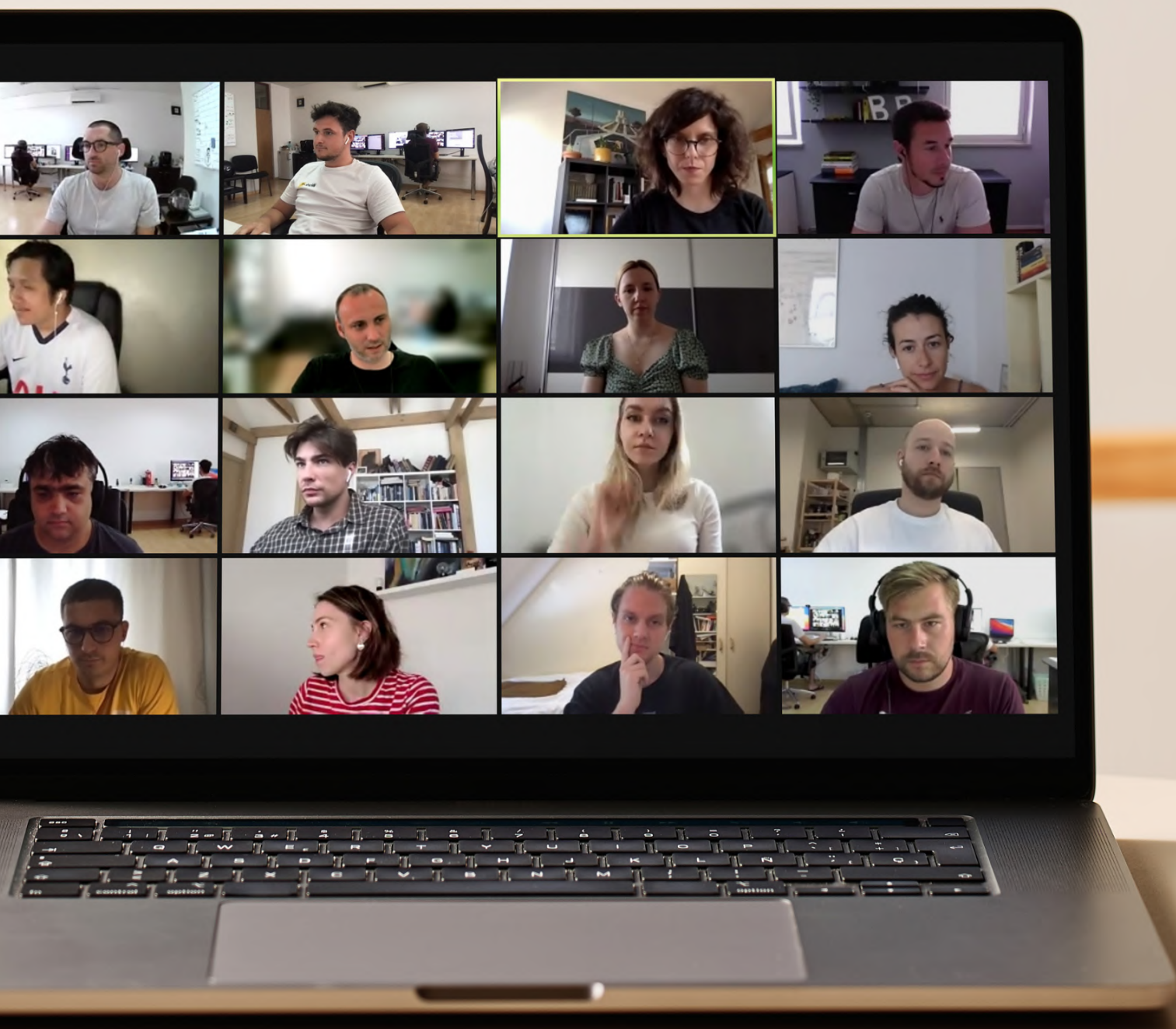
## Learning through doing

We approach every problem with an open mind, and sometimes finding the best solutions means taking the road less travelled. We're not afraid to experiment, to try new things or make mistakes along the way. Learning through doing keeps us sharp.

## Listen smart

We take an open-door approach to communication, with both our clients and each other. Everyone's feedback is valuable, and we're never too busy to hear it. Listening smart is not just hearing, it's taking the time to truly understand, without ego, and be willing and ready to adapt.





# Maintaining a culture across the globe

## Working remotely

For us, remote work is fundamental to our business model and our way of life. We have globally scattered teams collaborating across time zones while maintaining a physical central office on the Island of Krk, Croatia. This works for us because we take the time to build long-term relationships, only working with people that align with our core values and company culture.

## Communication

Communication is integral to running a successful remote creative team. We've found that transparency, clear expectations, and constant communication are the pillars of successful teamwork. We've integrated daily stand-ups, weekly 1-on-1s, multiple checkpoint meetings, and culture meetings where we discuss our day-to-day lives, weekend plans, projects, and improvements to our work processes.

Selected clients



We have a 5+ years ongoing partnership with Progressive to help build a quote management system for agents and homeowners.



Working closely with the design team at ThoughtSpot, the big data analytics platform, to research, inform and reinvigorate the product experience.



We've helped Sendlane, the marketing automation tool with a refreshed branding, user interface, product, website, and CMS development.



We launched Deloitte's in-house product named Semoss to help simplify big data management.



We had an extensive partnership with Otsuka Pharmaceutical's innovation department to test and publish multiple healthcare apps.



To help BNP Paribas manage their largest clients with more than 150,000 employees, we created concepts and visuals for customer communication solutions in partnership with Sugar CRM.



We've helped ShipBob, the \$1B valued shipping logistics provider, with a refreshed branding, website, and CMS development.



A partnership where we work closely with Teachable to redesign and reengineer the Teachable experience from top to bottom.



# Services and rates

Services and rates

You can find the list of our average rates for each type of service.

We have a MEF (minimum engagement fee) in place, which means all projects start at \$50,000. Over the years, we’ve discovered this is the minimum figure that allows us to provide all our clients with a consistently high standard of work across multiple services.

We can onboard smaller projects if it makes sense from a business perspective; however, this is not a standard practice.

Our average engagement is usually around \$80,000 - \$160,000 for 3 to 5 months of work. It is typically a combination of services, including visual identity, UX research, UI design, CMS development.

We offer our clients several dynamic billing structures, including fixed project fees, hourly rates, monthly and yearly retainers for research, design, and development services.

Service	Average rate
Visual identity	\$15 - 50k
Brand guidelines	\$5 - 15k
Digital or print collateral	\$10 - 25k
Animation	\$5 - 10k
Illustrations & Iconography	\$5 - 20k
User Experience Research (1 month sprint)	\$10 - 20k
User Interface Design (1 month sprint)	\$15 - 30k
CMS Development (Wordpress or Webflow)	\$40 - 100k
Hourly	\$100/hour - blended rate





For additional inquiries,  
please contact us at  
[info@bb.agency](mailto:info@bb.agency)

Or just visit [www.bb.agency](http://www.bb.agency)

Thank you.

Through challenging core assumptions,  
we shape the products and services  
that improve the lives of thousands  
every single day.

**Balkan Bros.**

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Šetalište Sv. Bernardina 6D, 51500 Krk, Croatia

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