

webfeeling

Agency Pitch Deck 2023_



Innovation is Often an Exercise in Reducing Complexity

ABOUT US

Webfeeling is **not just another Digital Product Design Agency**; we are a dynamic and talented multicultural team driven by a relentless passion for tackling new challenges and transforming ordinary experiences into extraordinary achievements.

Founded in 2022 as a brand of UX Design Island, **Webfeeling** strives to establish itself as an iconic referent in the field, harnessing the power of customer experience design to craft web applications that consistently deliver exceptional conversion outcomes.



Words that Drive Us Forward

Let Our Testimonials Speak for Themselves.

"They are a team that transmits passion. Webfeeling faces challenges with outstanding professionalism, desmonstrating excellent efficiency and creativity".



David Cremades
Marketing Director / From The Bench

"They were always very well focused on the objectives. The creativity in integrating the solutions that solved our problems is worth highlighting".



Andrés Pinate
Marketing Director / Vectalia Group

"They have an excellent capacity to respond to all the requirements made. very professional, perfect treatment, and absolute trust".



Antonio Galiano
CEO / Mystery Shopping

"They enrich all projects with creativity. They have remarkable abililty to interact, understand problems, and offer solutions".



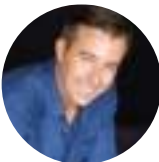
Marisa Moreno
Founder & Director /
Illice Universal Logistics

"They have been our guides and mentors during our digital transformation, turning the weaknesses of out business into opportunities".



Dr. Diego Mira
Founder & Medical Director /
MultiClinic Maisonnave

"Webfeeling infuse creativity into every project, showcasing a remarkable ability to engage, comprehend challenges, and provide effective solutions."



Carlos de Ory
Founder / Top 100 Creatives by Forbes

What we best do

Meticulously Crafted Solutions for Positive Impact



MARKET ANALYSIS

Stop throwing darts in the dark!

Boost conversion rates and become the master of your domain with in-depth research and data collection from users and competitors.

- Data-Driven Business Decision
- Anticipate Market Challenges
- Cost Efficiency

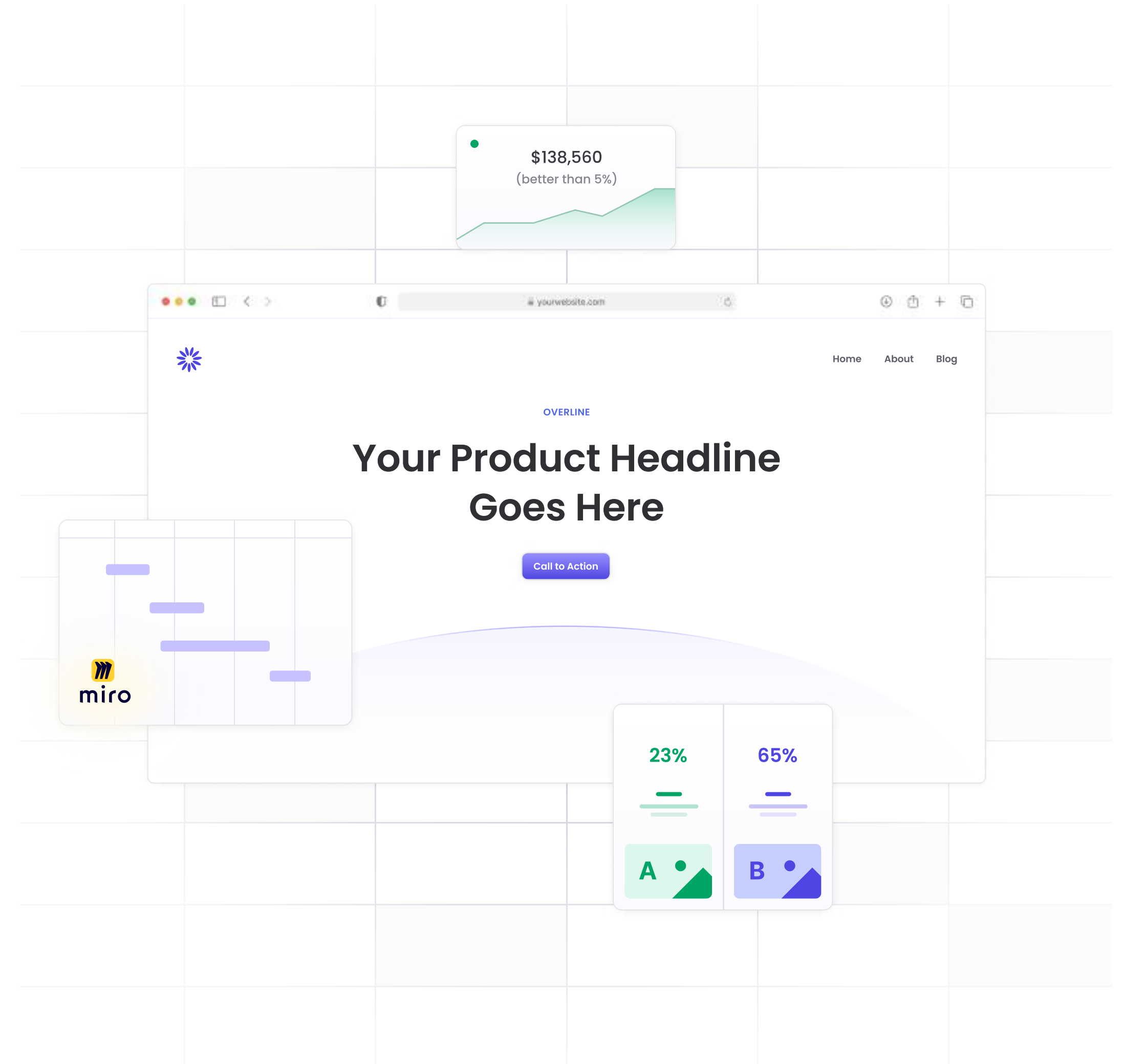


WEB STRATEGY

Your website is more than just a digital address

From seamless navigation to captivating visuals, we'll ensure every element of your website aligns with your business objectives.

- Clear Project Plan
- Long-term Business Growth

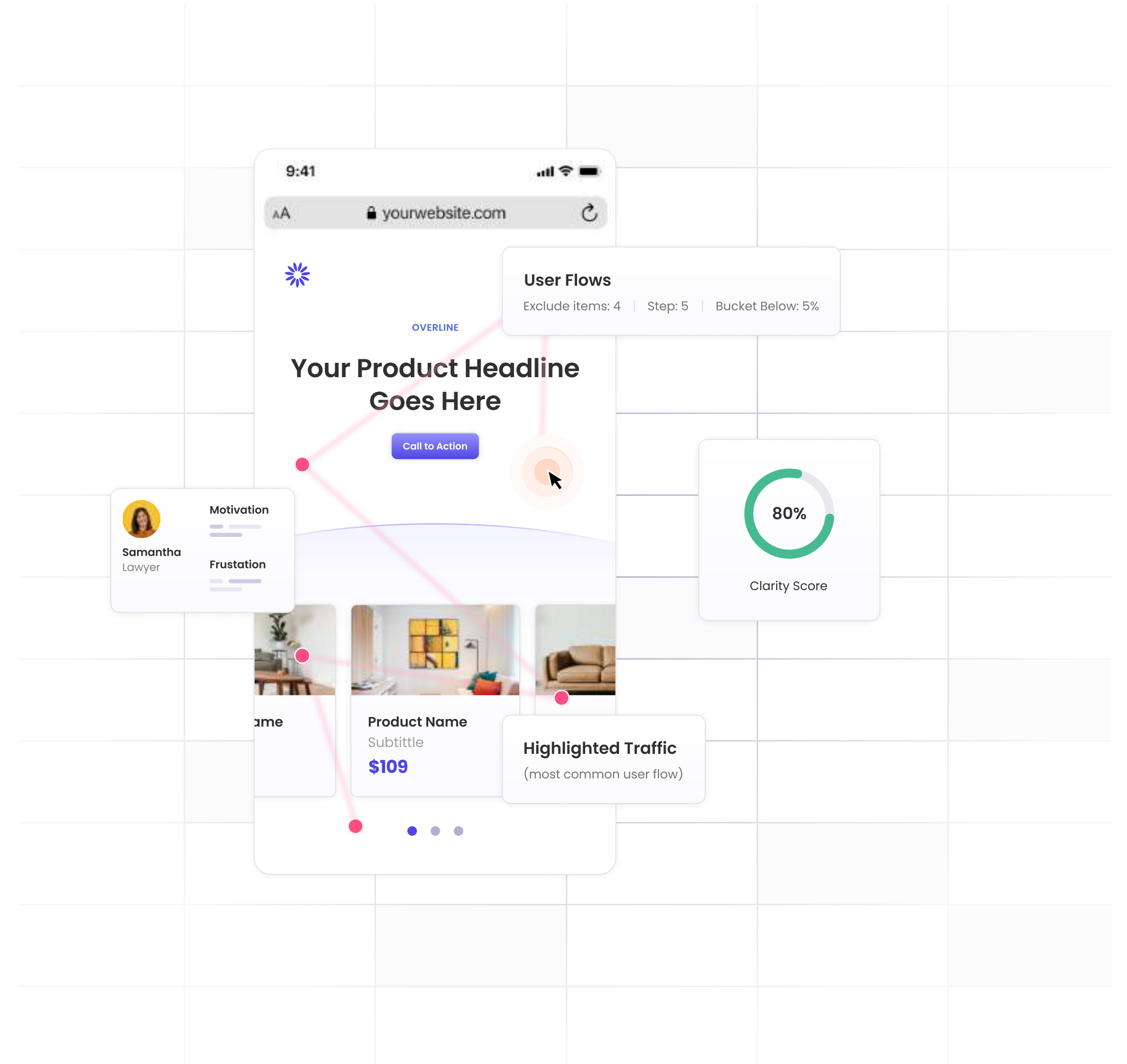


UI/UX PROCESS

Blueprinting intuitive user flows for optimal experiences

We combine creativity, data-driven insights, and user-centric design principles to deliver intuitive and engaging digital experiences.

- Enhanced User Satisfaction
- Improved Conversion Rates
- Future-Proofed Solutions

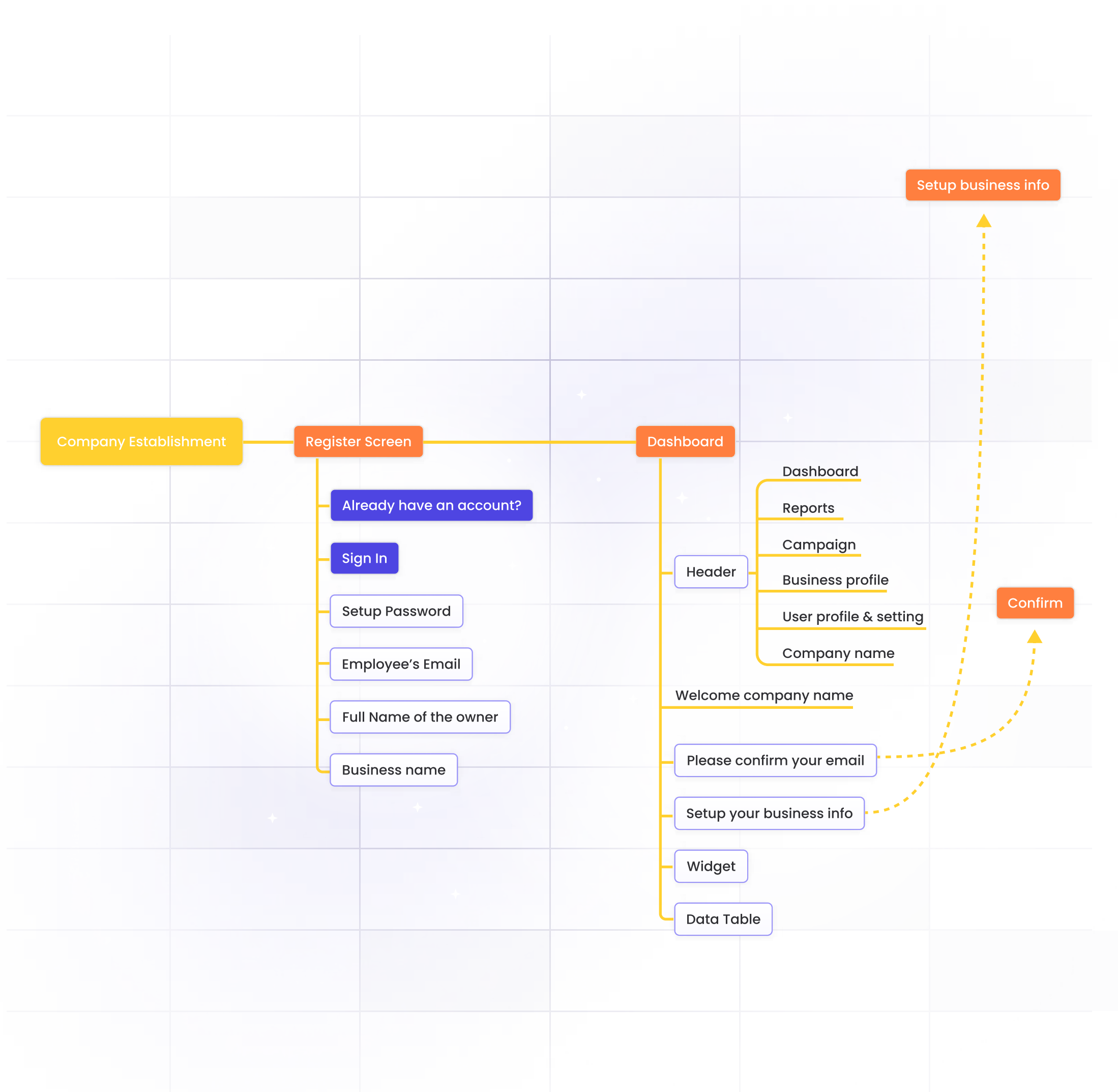


INFORMATION ARCHITECTURE

Transforming data chaos into crystal-clear clarity

Organize, structure, and label your business content effectively.

- Reduces Cognitive Load and Decision Overload
- Addresses User Psychological Needs
- Aids in Decision Making

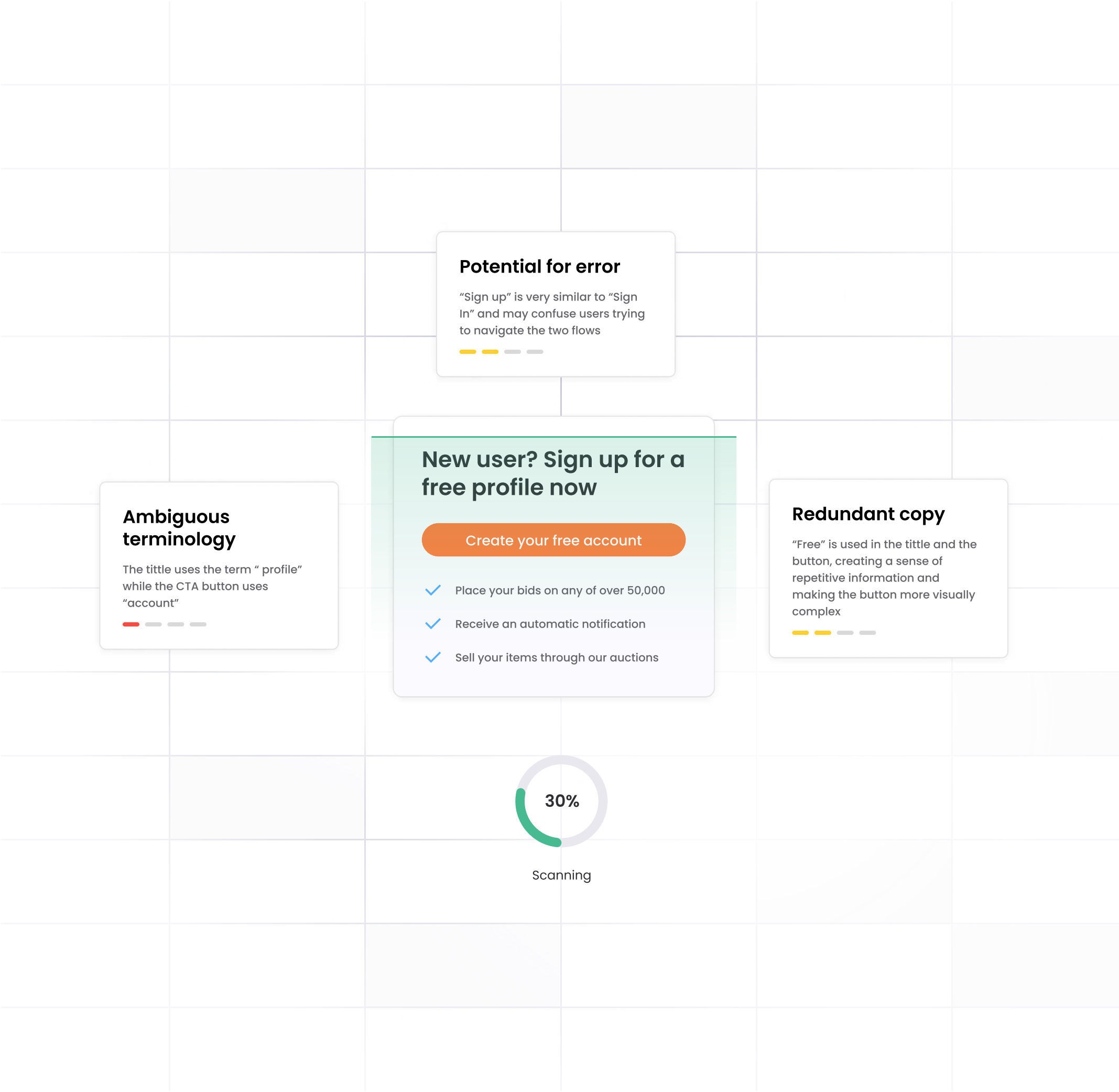


UX COPYWRITING

Crafting words that make an impact!

We breathe life into your brand's voice, amplifying your message.

- Improve Customer Engagement
- Create Effective Communication



BRAND IDENTITY

Your brand is more than just a logo!

We craft your visual identity to position and spread your brand awareness throughout the market.

- Positive Brand Image
- Brand Consistency

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Logo

Guideline

GRAPHIC ELEMENTS

LOGO WEB SIZING

There are no predetermined sizes for the logo be used. Scale and proportion should be defined by the available space, aesthetic, function and visibility.

However, for web purposes, strive to use the predefined sizes provided, as they are optimized to minimize sub pixel rendering and maximize visual crispness.

BRAND COLOR

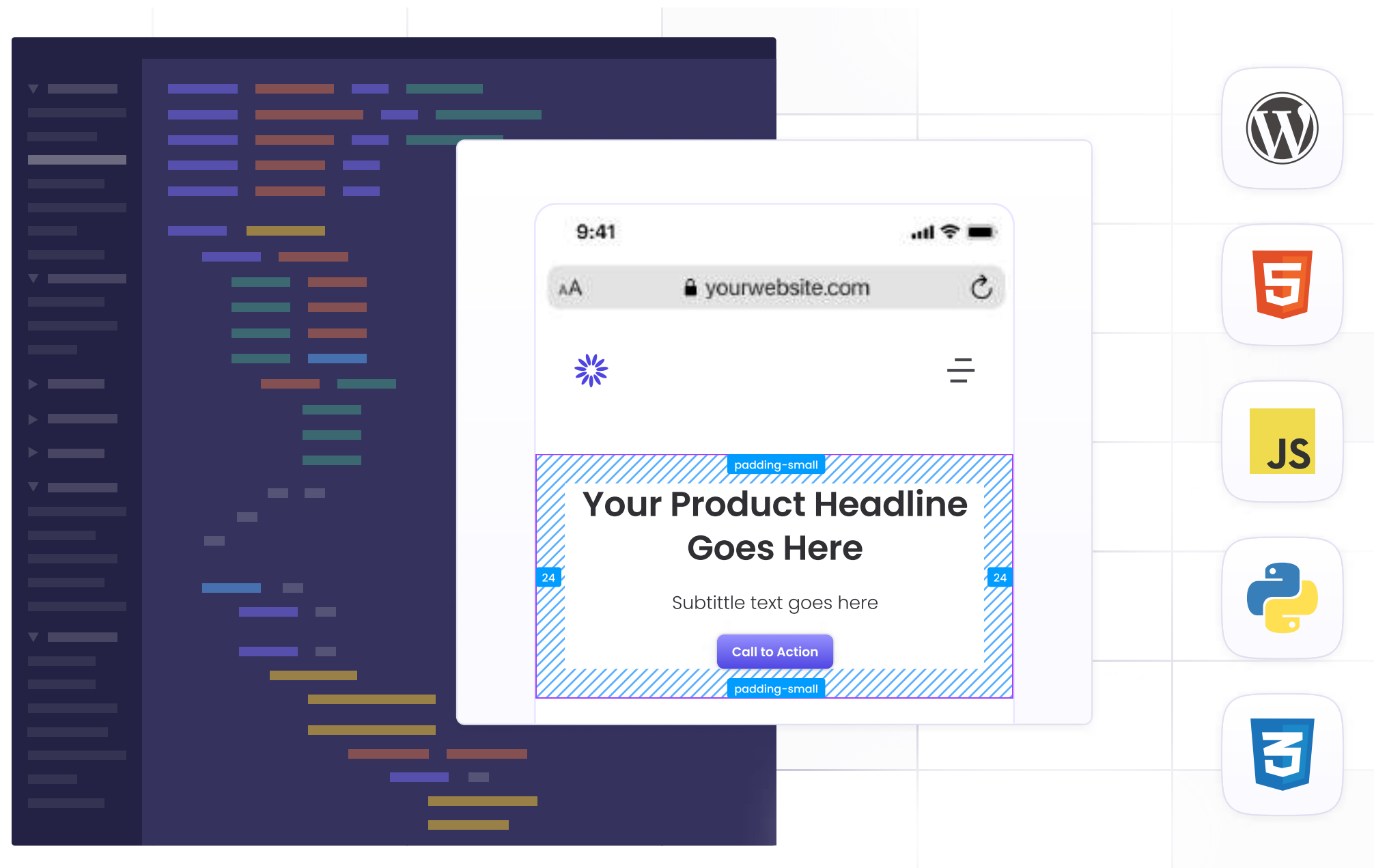
Name : CMYK : RGB : Hex :	Majorelle Blue C 59% M 62% Y 0% K 10% R 79 G 70 B 229 #4F46E5	Name : CMYK : RGB : Hex :	Sunset Orange C 59% M 62% Y 0% K 10% R 79 G 70 B 229 #4F46E5	Name : CMYK : RGB : Hex :	Peach Puff C 59% M 62% Y 0% K 10% R 79 G 70 B 229 #4F46E5
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IMAGERY

DEVELOPMENT

Go beyond just lines of code!

Whether it's enhancing your current web and mobile app, fully API integration or developing from scratch, we have you covered!



- **Expertise and Experience**

Webfeeling domains the latest technologies and best practices, to deliver a polished and effective web and mobile applications.

- **Tailored Solutions From Concept to Development**

Gain access to personalized solutions easy to update, scale and enhance.

- **Optimized Performance**

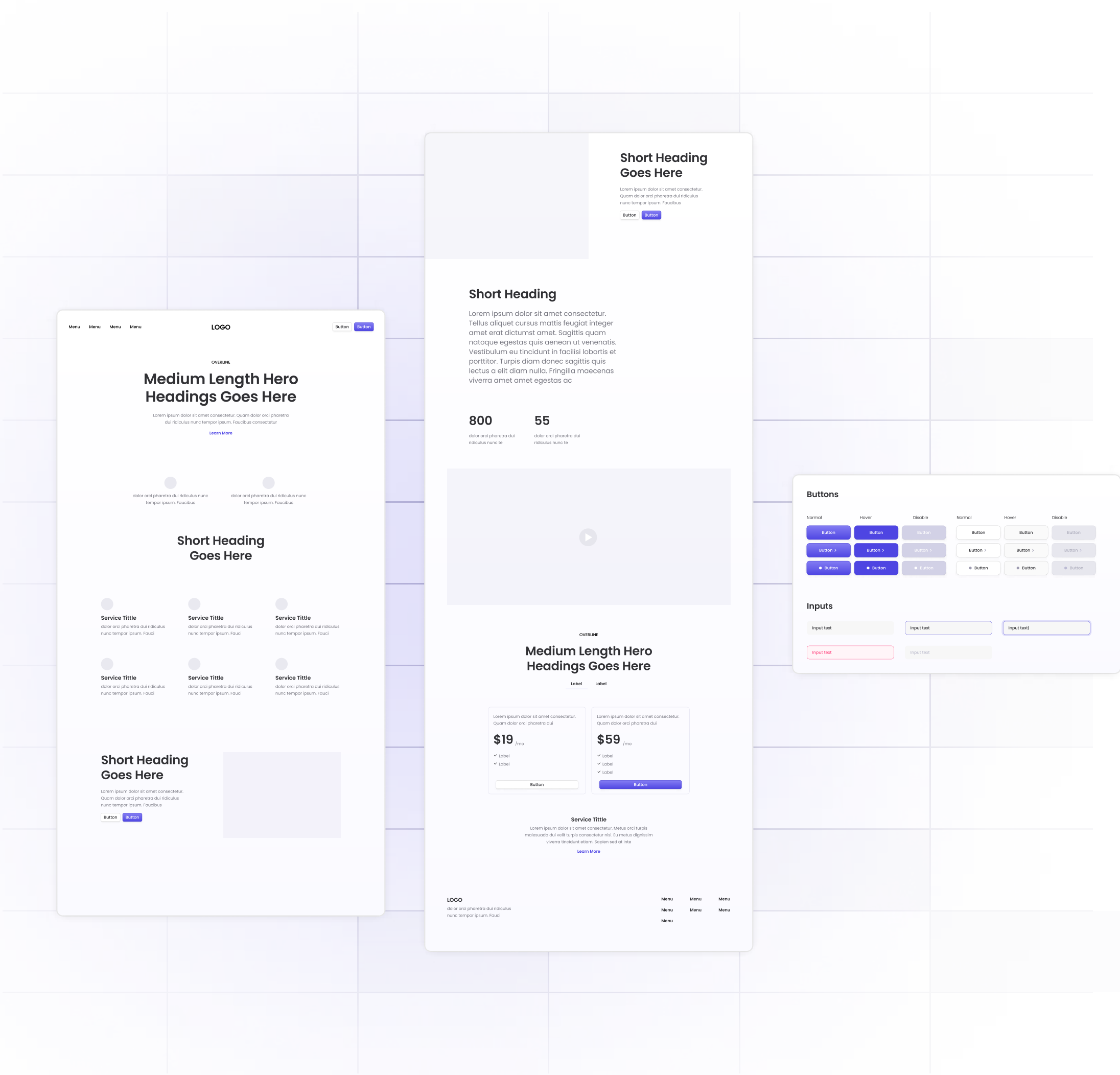
A well-optimized web or mobile application leads to better user experiences, higher search rankings, and increased conversion rates. Ultimately it helps driving your business growth.

UI DESIGN

Solving complexity, delivering simplicity

Elevate engagement through captivating design, with user-friendly interfaces, intuitive navigation, and strategic layouts that drive higher conversions.

- Visual Consistency
- Efficiency and Usability
- Reduced Errors and Frictions

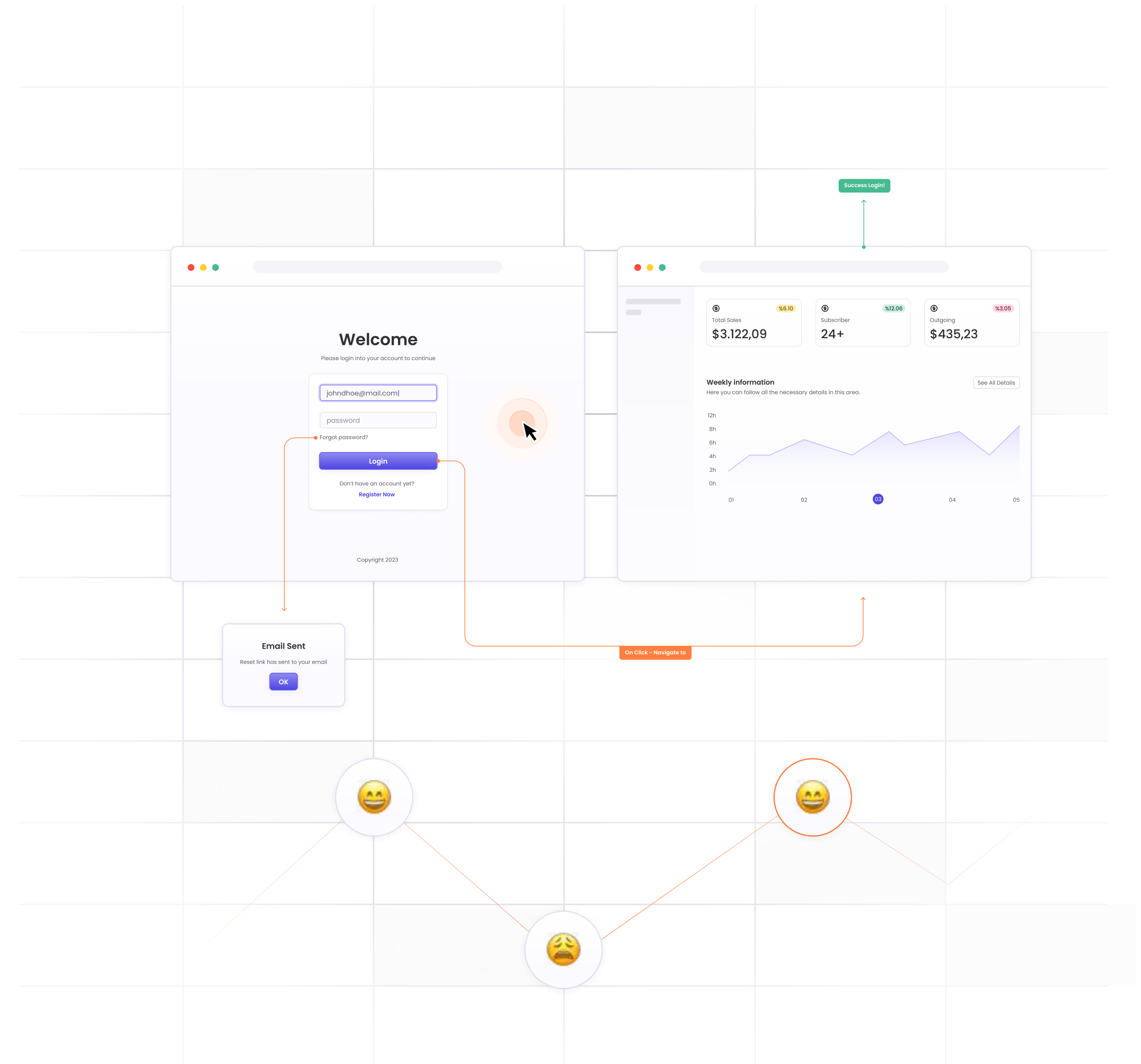


INTERACTION DESIGN

Shaping digital environments to achieve pleasant experiences

Choreographing every click, swipe, and animation to create fluid, delightful, and purpose-driven user journeys.

- Intuitive User Experience
- Emotional Connection
- Efficiency and Task Completion

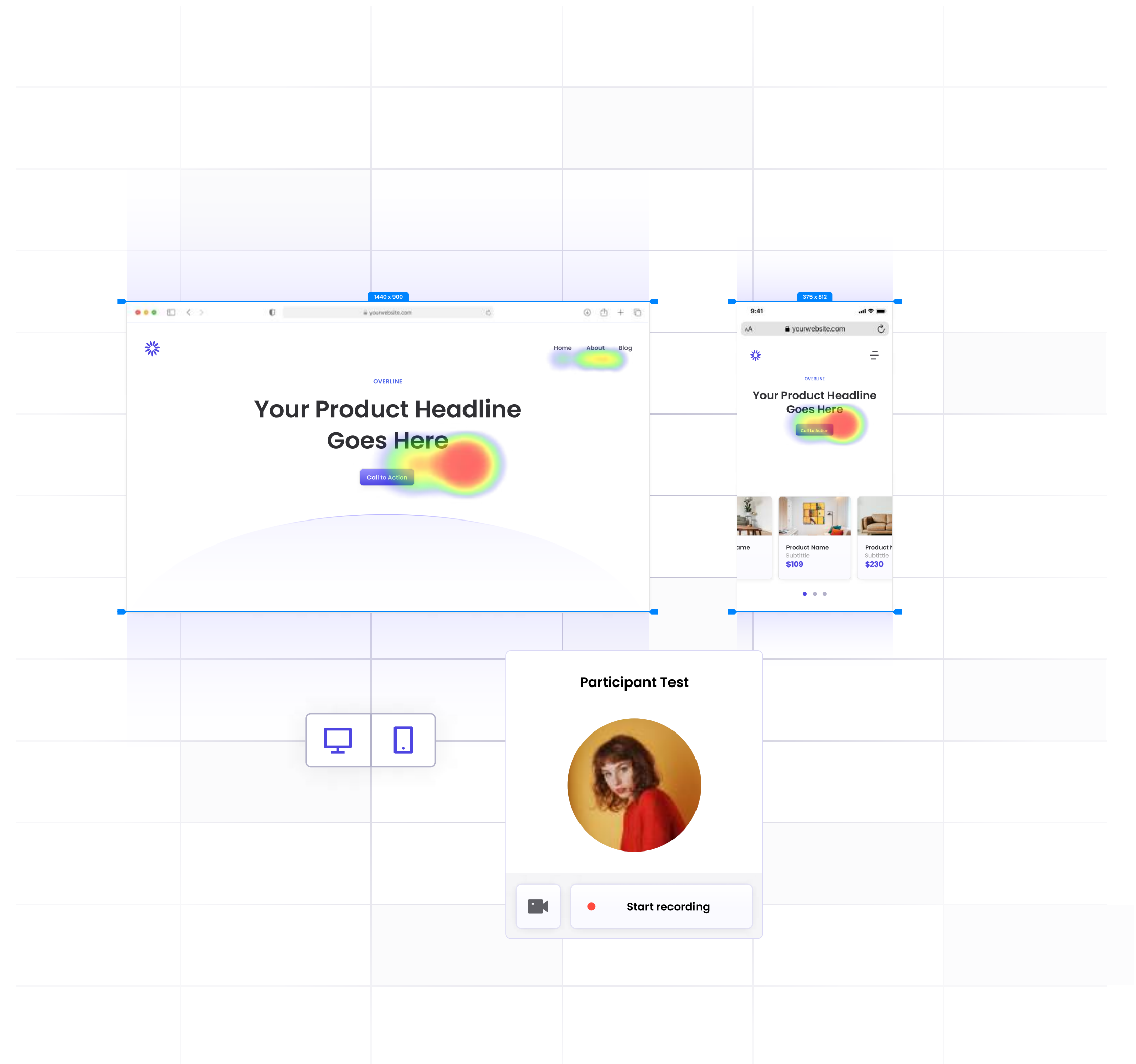


PROTOTYPING & MOCKUPS

Testing ideas, shaping experiences, elevating engagements

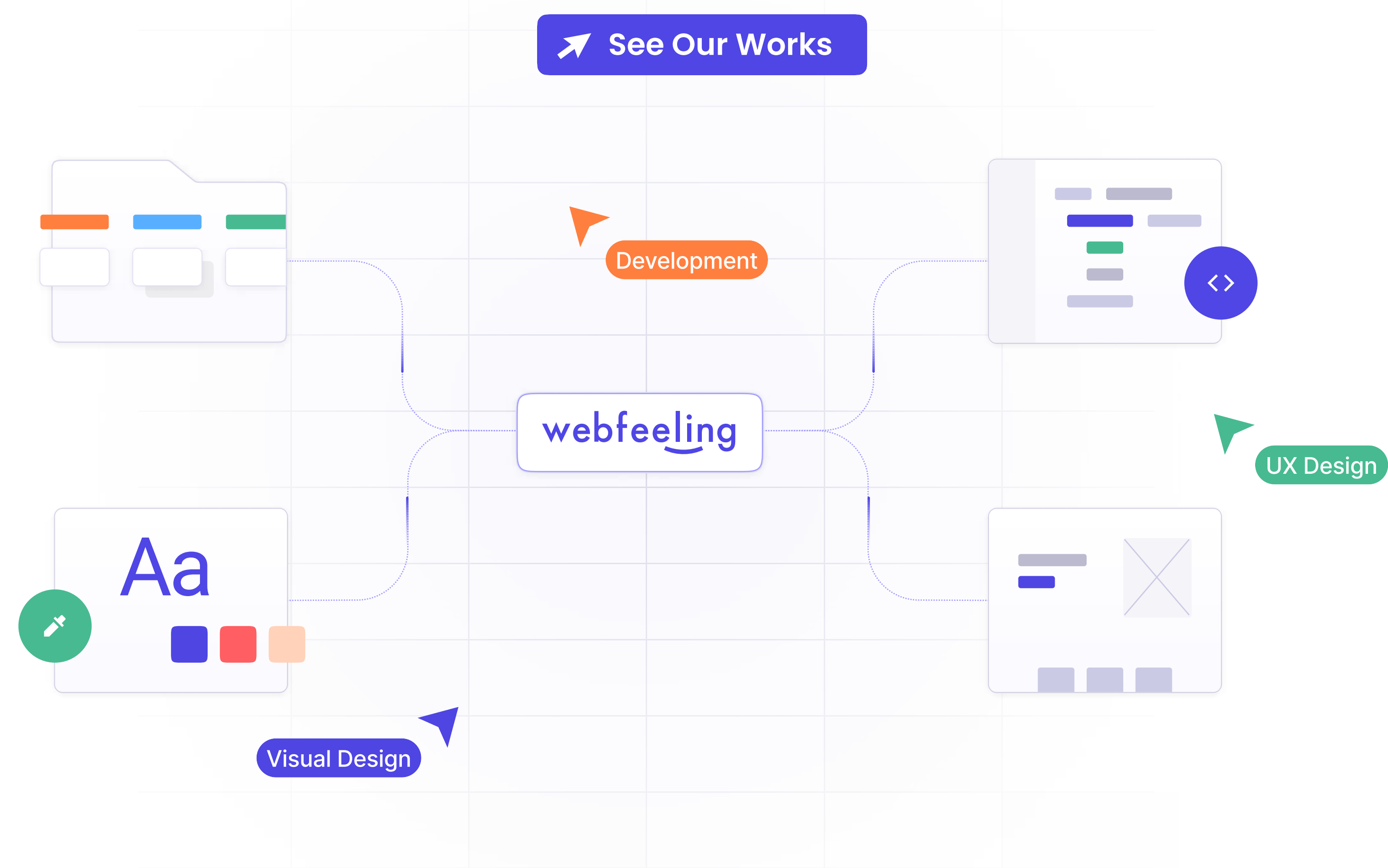
From concept to clarity – crafting interactive blueprints for seamless user experiences

- Tangible Visualization
- Iterative Refinement
- Usability Testing



Our Work in Action

Every pixel, every line of code, and every interaction in our portfolio reflects a passion for elevating brands and inspiring digital success.



Ready to Elevate Your Company?

Tell Us The Story, We Are Listening.

Book a **15-minute** online consultation to better understand of your goals, challenges, and preferences. Our team of experts will be ready to listen, advise, and offer solutions to take your project to new heights!

➔ [Book Your Online Consultation Via Calendly](#)

Hit Us Up!

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