Damn good digital products, built to last.

MADE WITH ❤

PandaPanda

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History

01

In 2021, **Arno** and **Sebastiaan** decided to start a new digital product studio. Eager to do things differently, they set out to build a company that put the employees of the company at the center. The idea was simple: happy employees lead to happy customers. Every employee gets a personal growth plan and dedicated weekly time to work on their soft and hard skills.

Everything started in Antwerp's first official PandaPanda office at 'Atelier Sommé'. This creative space houses businesses, from jewel makers to painters and graphic artists. This space immediately showed that PandaPanda wants to do things differently.

They started to work for all kinds of companies that needed solid digital products. The first employee got hired in April of 2021, and more new Pandas followed.

Today, PandaPanda is a digital product studio with roots in Antwerp (Belgium) that is ready to become an industry expert.

Vision

02

Why?

Digital products are an essential part of our daily life. Unfortunately, many of them aren't built right. Many of them aren't even human-friendly. We are changing this by building damn good digital products that last.

Everything we do, should be built to last.

How?

Together we build digital products that become essential and convert so that our customers can reliably structure their business around them. We love taking an idea through the design process, tearing it apart, and rebuilding it to find the perfect solution. That's what we do. Let's do it together!

By sharing knowledge and in close collaboration.

What?

We build and shape digital products like websites, mobile apps and web apps. We focus on complex products with lots of challenges. As long as they're built to last, we'll do it.

Mission

03

Build unbreakable digital products that people love to use. We want to enrich and inspire the industry and lead by example.

Strengths

04

People over everything else

'Individuals and interactions over tools and processes.' We see this statement as the most crucial lesson from Lean UX, and this principle is ubiquitous within every aspect of the company. We pair our employees with projects that fit their needs, skills, and ambitions. We give everyone enough holiday and personal time to have an excellent work-life balance. And, every Panda gets a personal growth plan and dedicated weekly time to work on their hard and soft skills. But most importantly, if something isn't working, we embrace the opportunity to redesign, re-think, and make our Pandas even stronger.

Knowledge sharing

People aren't born experts. They learn, they train, and they continue until they become experts. And, even then, there's always more to learn. That's why we Pandas never assume we know everything about a topic. We're excited to learn and love sharing our knowledge with others in our weekly sessions. We often work with companies that face similar challenges. And while no two are the exact same, we always find new lessons, ideas, and innovations to reapply when proven successful. And, we don't limit this information to colleagues, as sharing knowledge between customers is one of our core strengths.

Values

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Built to last

Everything we build, we build to last. We let that simple principle guide our decision-making, believing every challenge is another building block we earn, another tool in our belt, and another step towards our goal of creating rock-solid digital products. Whether our fellow Pandas or the companies we team up with, we love working with people who shoot for the stars.

Synergize

Open communication and transparency are key. You can always go to the right person with your questions or problems. We don't keep secrets, we share feelings and thoughts. We are open to and honest with each other.

Look ahead

We don't hold on to systems and processes just because we've been using them for a long time. We're curious and driven; our minds are open and eager to learn and grow. We keep up with the latest technology and trends and adopt them as new tools in our toolbox if they fit the 'built to last' criteria.

Beastly

PandaPanda is rock 'n roll. Why else would you name your company PandaPanda? We're friendly beasts, going for the best service and quality. Creativity is our way of expressing ourselves, and we show this in everything we do: our office, communication, and way of working.

Services

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Strategy

User research, User interviews, UX audits
Service design, Product strategy

Design

User experience design (UX),
User interface design (UI),
Digital product design,
Web & mobile app design,
Design systems, Illustrations,
Motion design, Interaction design

Development

Web & mobile development
React, React Native, NodeJS
Typescript, NextJS, Strapi CMS

What don't we do?

We're not an IT hardware company.
We're not a branding agency.
We're not a marketing agency.

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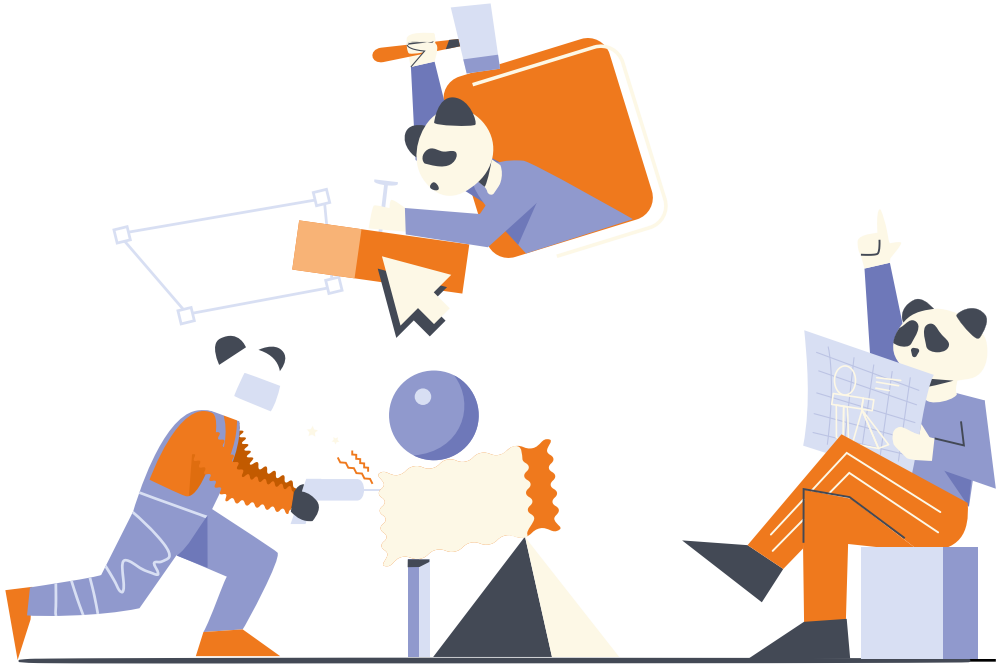
How we work

07

We're a **partner** to our customers. We have the knowledge and competencies they need. We don't create 'Us vs. Them' relationships; we create **'Us & Them' relationships**.

Together, we find the best way to get the job done. Whether working independently or as part of their team, we're happy to help find solutions and deliver value.



Who we work for

08

Our clients need to fit our **vision** and **values**. Is their product or organization built to last?

We also have a formal checklist with requirements: if a client checks most of these requirements, we will likely work together. This checklist contains things like budget, way of working, technologies to use... and so on.

Types of Customers

We partner with tech start-ups & scale-ups so they can realize product success

Our clients are companies that need experts like us. We integrate into their teams and commit ourselves to a long term project.

We help companies that lack skills to build digital products

These are often SMEs that ask us to build a website or app, together with them we define a scope. These are often short term projects that need maintenance and support.

We grow together with our customers

We feel comfortable working with companies that are in the same lifecycle stage as we are. Today, we identify with start-ups and scale-ups.

PandaPanda
bigscarymonsters

Life at Panda Panda

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What does life at PandaPanda look like? Well, that's a very good question. We would say **BEASTLY**!

We meet with everyone at least one day a week at the office. The other days, you're free to work from wherever you want.

This is how a week at PandaPanda might look

You start with the **Weekly Kick Off** where we share what we will do this week, where we'll work and what action item you're taking for your personal growth plan.

You'll have one or more **Q&A sessions** with someone on your team so you can always ask your questions and don't get stuck.

Usually on Wednesday, **we all meet at the office to work in the same place**, have a team lunch and blow off some steam (playing PlayStation, going for a walk, afterwork drinks...)

We organize **weekly team meetings** related to your function. Designers will have a Design Critique and Developers can do Pair Programming sessions or other inspiring meetings.

In need of some **sport**? It's okay to go for a run during the day, and chances are even high that another Panda will join you during this run! We have showers at the office, so you can feel fresh when you get back to work.

Friday afternoon! **Time for a beer** (or any other drink) right?

Yearly Team Moments

Every year we go on our famous **Team Days**. This is a moment to reflect on yourself and on the company. We make sure we're still aligned with our values and vision and we brainstorm about the future of the company. Of course we'll have good food and drinks along the way.

Every quarter we organize the **Panda Team Day**. In the morning management will update the team about the past quarter (finances etc) and the plans for the coming quarter. After that we'll do an internal session with the team about the company. Topics can vary from redesigning our website to evaluating our follow-up process when we deliver a project.

Next to this we'll do the occasional **teambuilding**: a fun activity followed by a good restaurant.

Feeling like working together or joining our team?

Mail us, call us or shout really loud

sebastiaan@pandapanda.be

+32 487 67 12 75