

2023 —

Agency Overview

Digital Natives

Hello.

We are Digital Natives 🙌

● or as we call ourselves: *dina*

A team of spirited engineers, researchers, designers, and product managers ready to transform your ideas into well-crafted digital products and experiences.

About *dina* —

Agency snapshot

17+

years on the market

30+

team members, gathering top tier developers and designers seasoned with a great team of project managers

150+

shipped products

5

own products

\$5M+

Invested
in our startups

10k

Our latest B2C product was downloaded
by 10.000 people in one week

How can we help you?

“With our wide range of services and with our experienced product team we can help you from the ideation phase, through product validation, design, UX/UI testing and development implementation. We can also provide support after the product release.

Tech team

Tech stack

React
Vue.JS
React Native
Flutter

Rails
Phoenix
Node.JS

15+

Experienced full-stack
developer

58+

Years of development
experience

Manual tester

As a software developer
company we believe that quality
assurance is essential.

Our competences —————

Code quality standards of *dina*

Unit and integration tests

Writing unit/integration tests are a mandatory part of every task

Linting and code formatting tools to ensure uniform coding style

Peer code reviews to ensure uniform coding patterns

Developers are required to have at least one approval on a PR before it can be merged

CI/CD pipelines

Tests must pass for an open PR before it can be merged
Merged features are instantly accessible for QA

Multiple environments

Separated Development and Production environments

Our competences —

Technologies we use



React



elixir



Flutter



Vue.js



TypeScript



Ruby



Next.js



Node.js



RAILS



HEROKU



Firebase



Phoenix Framework



RabbitMQ

Sidekiq



SENTRY



Vercel



DigitalOcean



SendGrid



aws



redis



PostgreSQL

And many more...

Design team

Expertise

UX research
UX design
UI design

Business analysis
Product design
Service design

6 → 20

Six designers in the core team and fourteen subcontractor partners on standby to ensure scalability.

80+

Design projects delivered

Fintech knowledge

Erste Bank mobile app UX/UI
MKB Fintechlab mentoring

Working with **you** —————

We can help you throughout your digital journey.

01 Making world-class products

Product & Experience Vision & Strategy
Experience Design, Concepting and
Prototyping
UX,UI Production
Technical Strategy & Architecture
Engineering, DevOps, QA
Go-to-Market Strategy

02 Improving customer experiences

Customer Experience Audit
Competitor/Ecosystem Review
User & Market Research
Product Education & Engagement

03 Accelerating product outcomes

Product & Experience Vision
Experience Design, Concepting and
Prototyping
UX,UI Production
Technical Strategy & Architecture
Engineering, DevOps, QA
Go-to-Market Strategy

Design process

Research

We take an in-depth look at the current solutions, find best practices, research competitors and industry standards.

We also check technical limitations and requirements.



User journeys

According to our agreed scope and goals we design all the routes our users need to take throughout the platform.



UX design

We create the wireframes and finalize the features of the application according to our previously set goals.



UI design

We turn wireframes into actual screens with consistent visual design that fits the current digital ecosystem.



Documentation

We make sure all documentation that needs to be written is written so we can minimize the misunderstanding with the developer team.



Design system



Usability testing (optional)

Testing our work in order to provide the best possible usability.

Delivery process

Scope alignment

A good and detailed specification can only come alive when all parties are on the same page. In this phase we conduct the requirement assessment via stakeholder interviews, and plan the project thoroughly.



UX phase

We define user journeys and create the wireframes. In this phase we finalize the features of the application according to our previously set goals.

We create clickable prototypes from the wireframes if necessary.



UI phase

We turn wireframes into actual screens with consistent visual design that fits the current digital ecosystem.

We create interactive prototypes from the screen designs if necessary.



Development

Based on the designed screens we bring an actual software/ application with working features to life.

Peer code reviews and writing automated tests ensure quality code.



Testing

Once the development is ready, we put our manual tester to work in order to uncover any bugs or design mishaps before we deliver the product or sprint features to our clients/ users.



Usability Test (Optional)

We recommend testing our design before development in order to provide the best possible usability.



Documentation

We make sure all documentation that needs to be written is written so we can minimize the misunderstandings.

Working with **you** —————

Working in two-week sprints

This allows us to remain flexible and ensures we ship deliverables regularly and at pace.

Product Backlog

We work from a co-created single source of truth (roadmap) which will show a prioritised list of features, components, functionalities and tasks

Sprint Planning

At the start of the sprint, we jointly size and scope the sprint, ensuring a common goal and full agreement on what will be delivered

Design, Spec & Build

We will work collaboratively to design, spec and document each agreed aspect over the two-week sprint and prepare for a demo

Demo

At the end of the sprint, we demo completed work and (if required) handoff created materials

Sprint Retrospectives

Post-sprint, we debrief and unpack what went well and what we can learn for the subsequent sprint

Our clients said

“They’re a perfect partner. They meet all the deadlines and are super flexible... Although they’re a boutique agency, they show amazing quality. Moreover, they’re super motivated to work with us. Their support is outstanding, and they’re professional. My advice is to the potential future clients: be very open-minded and trust them.

Zsuzsanna Varga-Hering | Digital channel and sales director @Yettel

“They say it is ultimately the people you choose when selecting a company, and I couldn't agree more. Digital Natives has a great team of professionals who shared our vision in improving urban life from the start, and who were also fun to work with.

Ádám Szörényi | CEO of Innogy Solutions

“We were most impressed with their capacity to remain committed to delivering quality development work while managing the entire project impeccably.

Richard Polya | CEO of TrustWim AG

References —————

We've been
working on some
great things lately



Lufthansa



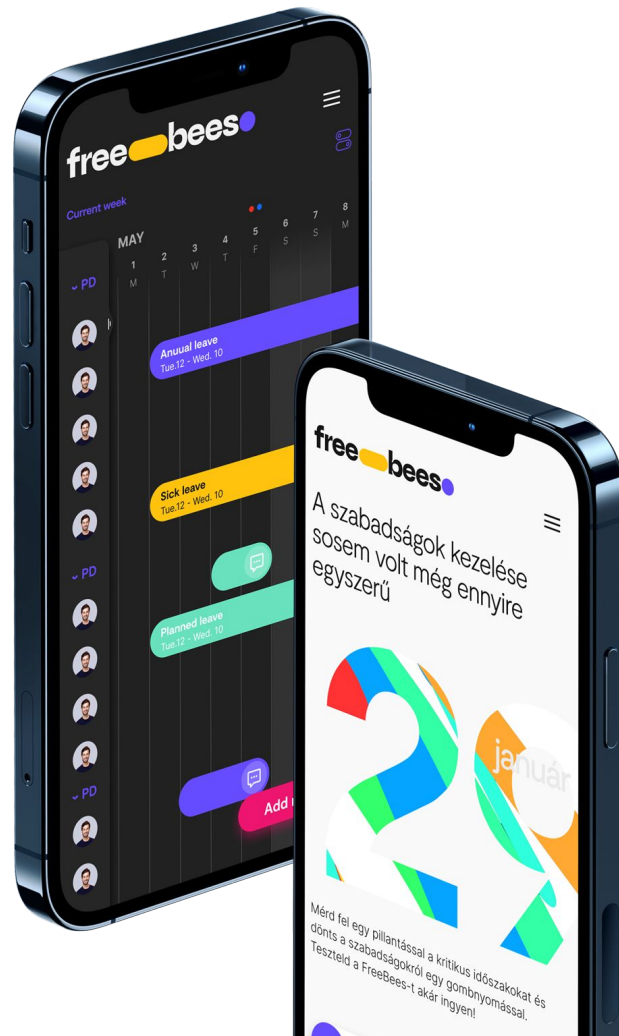
ERSTE BANK

Yettel.

T·Systems·



MKB Fintechlab



Yettel story —

Telco digital renewal

Our task was to support the digital rollout of the new telco brand Yettel that replaced the Telenor brand in the CEE region.

After we conducted the research phase, we renewed the digital touchpoints in harmony with a centralized design approach while improving the overall customer experience and creating a future-proof digital design.

We created master designs for the website, webshop and self-care mobile application. It was also our responsibility to set up a scalable digital design system that enables and supports the local implementation process of the rebranding project.

Expertise

UX Research, UX/UI Design

Technology

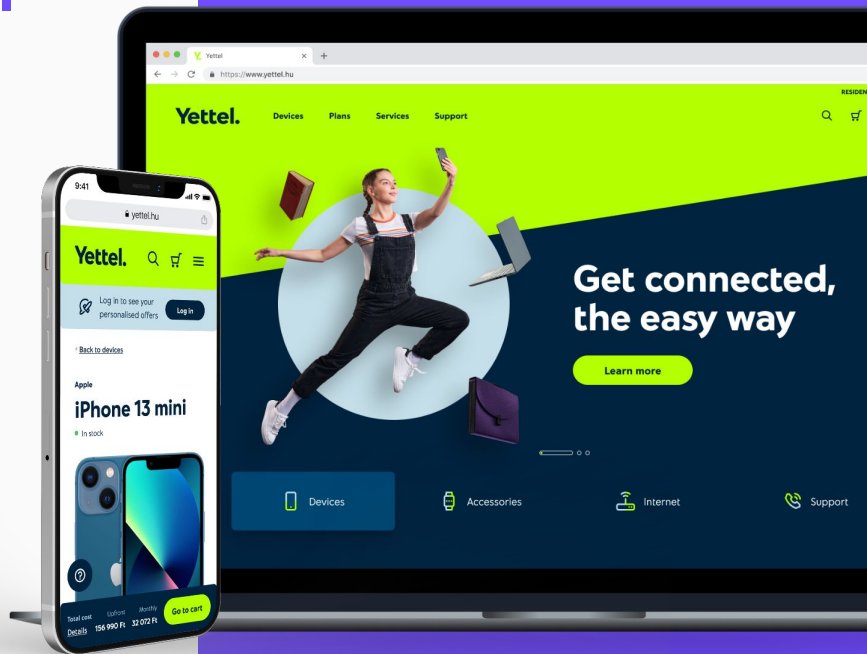
Figma, AfterEffects

Platforms

Web, Mobile

Deliverables

Research, UX/UI Design, Digital design system



BMW

Augmented reality web app

BMW Virtual Viewer is an augmented reality web application which has been developed during the pandemic for people interested in BMW models to learn more about the manufacturers eco-friendly hybrid solutions and try out how a life-sized, customized model would look in their garage driveway.

Expertise

Front End Development

Technology

Vue.js

Platforms

Web

Deliverables

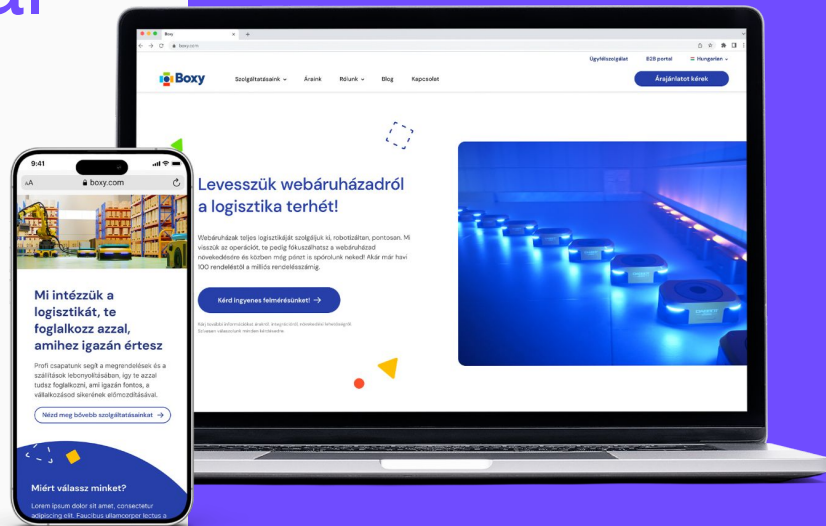
Web application



Boxy

Unveiling Boxy's Digital Brand Experience

Our team had the privilege of collaborating with Boxy - a new Hungarian fulfillment provider - to shape their digital brand, create an irresistible landing page, and design and develop an intuitive B2B customer portal interface.



Expertise

UX/UI design, Digital & Print graphic design, Branding, Frontend development & QA

Technology

Figma, Photoshop, InDesign, Illustrator, React

Platforms

Digital, Print, Web (responsive)

Deliverables

Complete branding, Promo item print designs, Marketing website design, B2B Portal design and development

Fintech application

2018 was a game-changing year for retail banking in Hungary. With the growing need for mobile banking and the rise of market challengers like Transferwise or Revolut, Erste Bank needed to step up their digital game and create a mobile bank app with high usability standards and a fresh appearance in an extremely short time. This is why they turned to us.

Expertise

UX research, concept and design

Technology

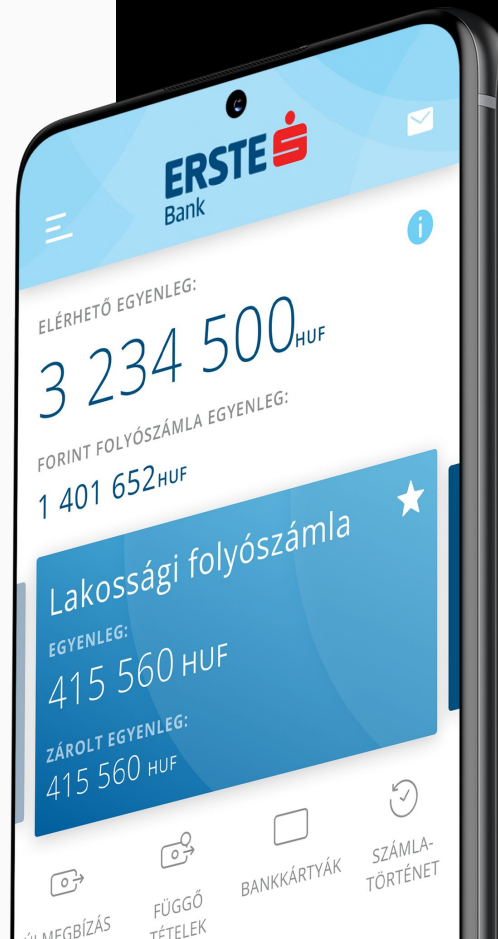
UXPin, Sketch

Platforms

Mobile – Android and iOS

Deliverables

1400 screens, 148 wireframes & 148 graphic design screens



Cydas

HR software

Cydas is the market leader HR software in Japan, with more than 400.000 users. They have more users in Japan than SAP.

We started the collaboration with the company in 2017 and the goal was to totally rethink and redesign their application.

We developed a new design system, created hundreds of wireframes for the web application, designed and developed two totally new mobile applications (in ReactNative), and developed the core JS libraries in VueJs.

Expertise

UX Research, UX/UI Design and Development, QA

Technology

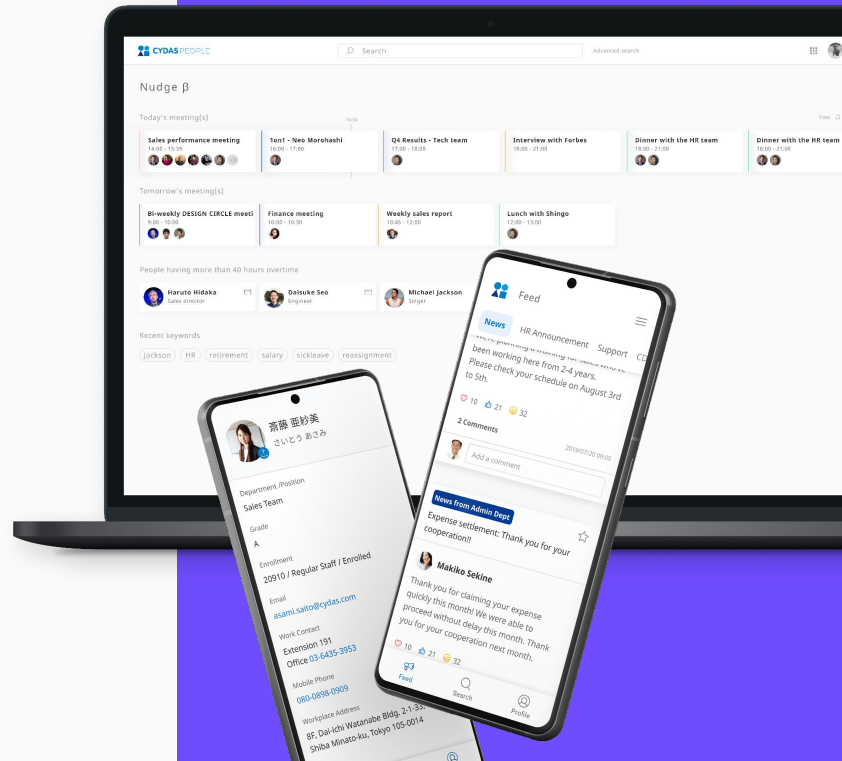
Figma, Rails, VueJs, ReactNative

Platforms

Web, Mobile

Deliverables

Wireframes, UI interface and MVP



Flyiin —————

Flight booking engine

We created the first on-the-fly flight ticket search platform, taking advantage of the parallelism of the Elixir language. At that time all these platforms worked with cached data and were not able to collect on-the-fly flight ticket information (taking into account the number of luggage or any required extra).

During a ticket search we sent out dozens of requests to different flight providers and showed the result to the user in a nice and comparable way, and did this before these technologies started to get mainstream traction.

Expertise

Development, QA

Technology

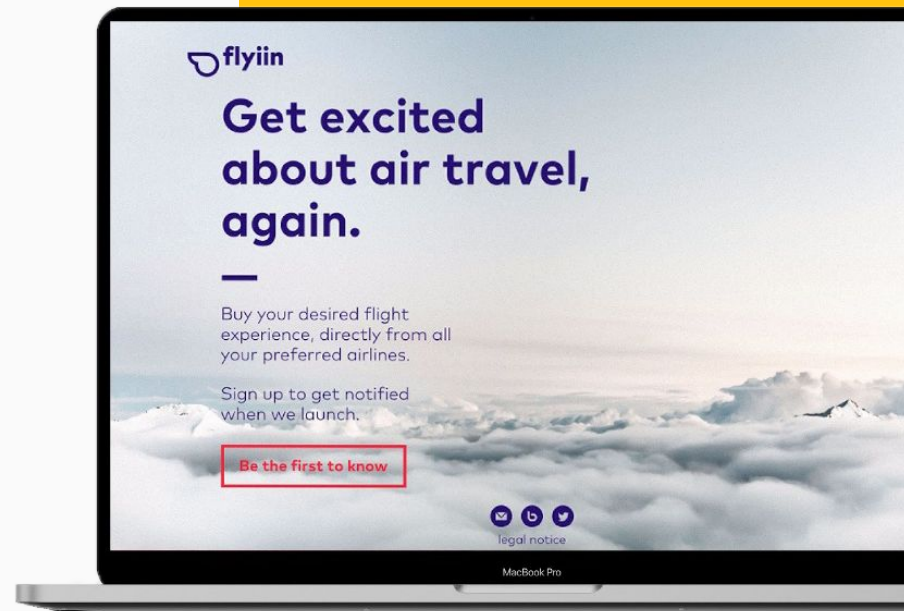
Elm, Elixir, ExUnit, ExVCR, Postman

Platforms

Web

Deliverables

MVP



Current _____

Scientific paper to audio app

Being up to date with current papers is quite crucial for people in scientific areas, however being up to date takes a lot of time and effort.

This is why we've brought to life Current, a platform to collect or upload scientific papers where abstracts are automatically converted to audio, saving precious time and enabling users to get free from the constraints of written words. It's users are now able to quickly and efficiently sort the papers they actually want to read, by listening to the abstracts on the go.

Expertise

UX research, branding and UX/UI design

Technology

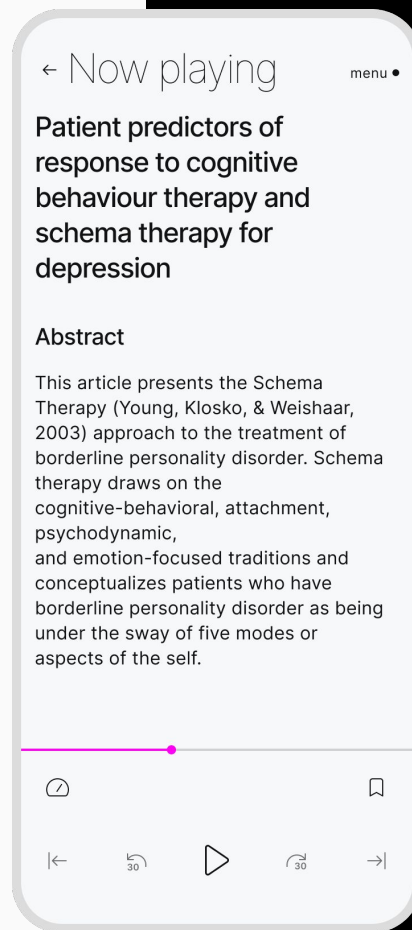
Figma

Platforms

Web – desktop and mobile /
Native IOS App

Deliverables

Fully fledged product



Voltee

Electric car charging network

Voltee wanted to build a network of charging stations that are accessible and easy-to-use. They picked us as a partner to validate their idea and build a mobile application and admin interface complementing their hardware.

Expertise

UX Research, Design and Development, QA

Technology

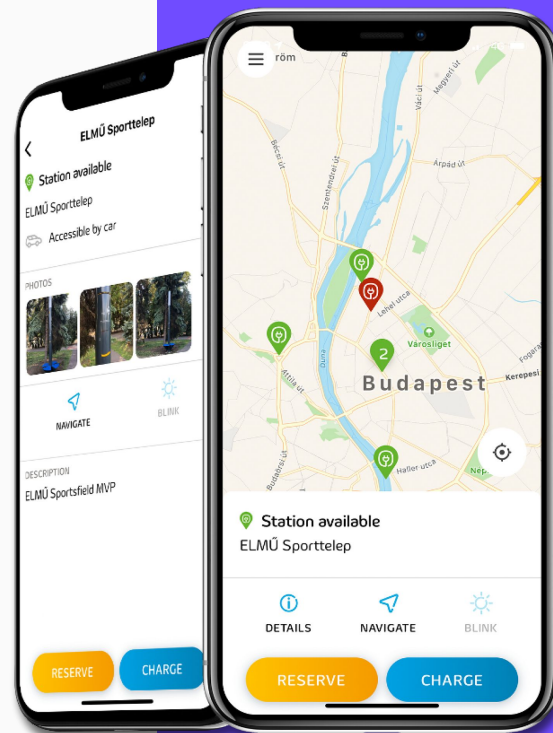
React Native, NodeJS TypeScript, GraphQL, React, MySQL, Docker, AWS

Platforms

IoT, Mobile – Android and iOS, Web

Deliverables

Validated Concept, UI interface and MVP



Freebees

Holiday management app

The latest generation of employee holiday management created by us as a self owned product years ago and refreshed just lately, packing new features, fully responsive workflow and truly seamless experience to its users who can now use it on the go as well.

Expertise

UX Research, Design and Development, QA

Technology

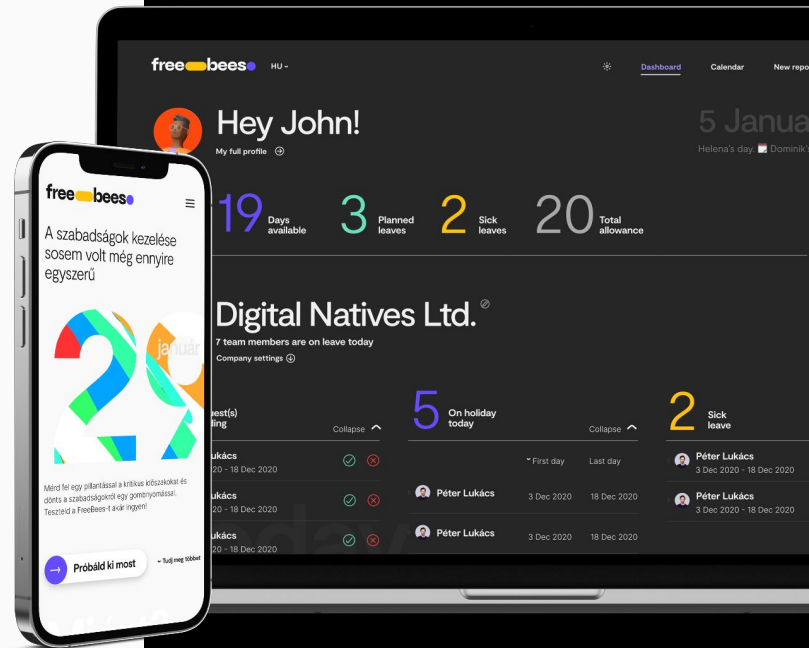
React Native, NodeJS TypeScript, GraphQL, React, MySQL, Docker, AWS

Platforms

Web

Deliverables

Fully fledged product, owned and operated by us



Kreatív.hu

Online magazine and job portal

Kreatív.hu needed a fresh look and a comprehensive solution for their online presence, to be able to continue delivering not only the latest news from the creative industry but also bringing the community together at events and providing matchmaking for employers and employees in the creative domain. We helped them reshape their online appearance and designed a scalable platform for their service.

Expertise

UX research, branding and UX/UI design

Technology

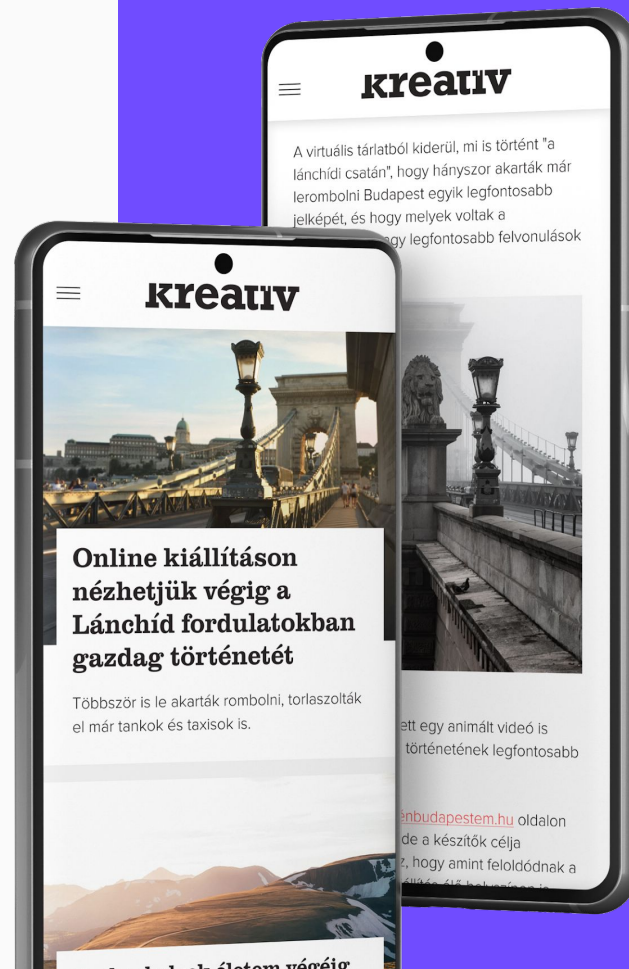
Sketch, Illustrator

Platforms

Web – desktop and mobile

Deliverables

Scalable responsive design system,
Wireframes, Information Architecture &
Technical specifications



WIM _____

The secure data sharing platform

The vision of WIM is to establish a standard for the secure exchange of personal data. Through the WIM app the customers retain full control over the release of their full personal information.

Our task was to design and develop the mobile application and the Partner Center web application.

Expertise

UX/UI Design and Development, QA

Technology

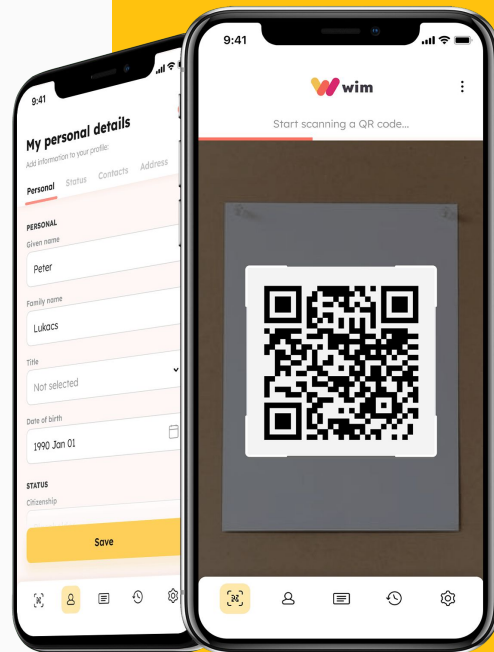
Figma, React, Flutter

Platforms

Mobile and web

Deliverables

Wireframes, UI interface, MVP mobile app and partner web application



Good360

Donation distribution platform

The main purpose of the new mobile app is to expand the functionality of Good360 Australia's local store donation program:

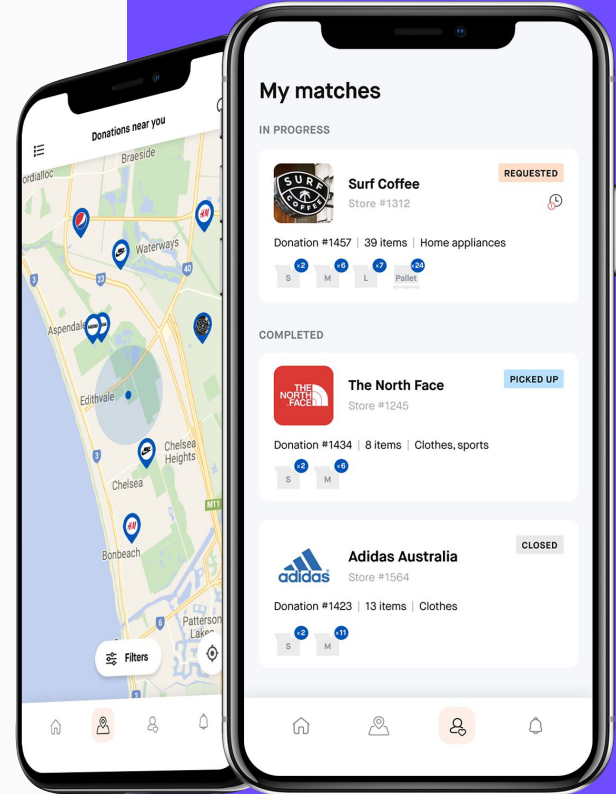
- automating the key functions of the donor to donation recipient match-making process
- ease the donation preparation for stores participating the LSDP program

Expertise
UX/UI Design

Technology
Figma

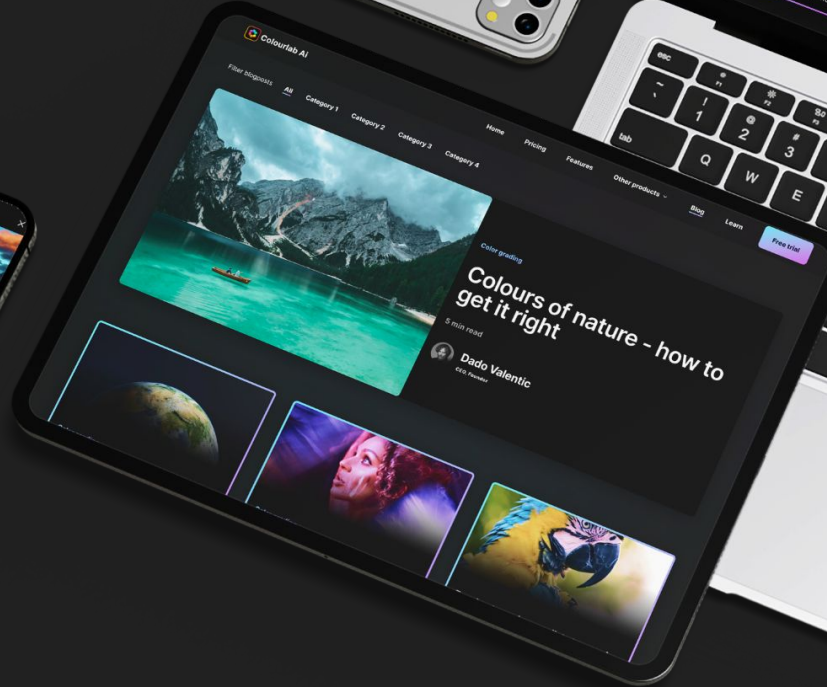
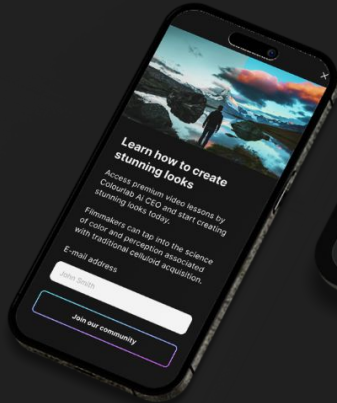
Platforms
Mobile

Deliverables
Wireframes, UI interface, Prototype





Colourlab Ai



Webdesign renewal based on UX research

We are thrilled to have played a part in reshaping the online presence of Colourlab AI, a cutting-edge Hollywood start-up specializing in AI-based color grading software.

Tasked with redesigning their website, our mission was to create an immersive online experience that resonated with industry professionals and film enthusiasts alike.

Expertise

UX/UI Design

Platforms

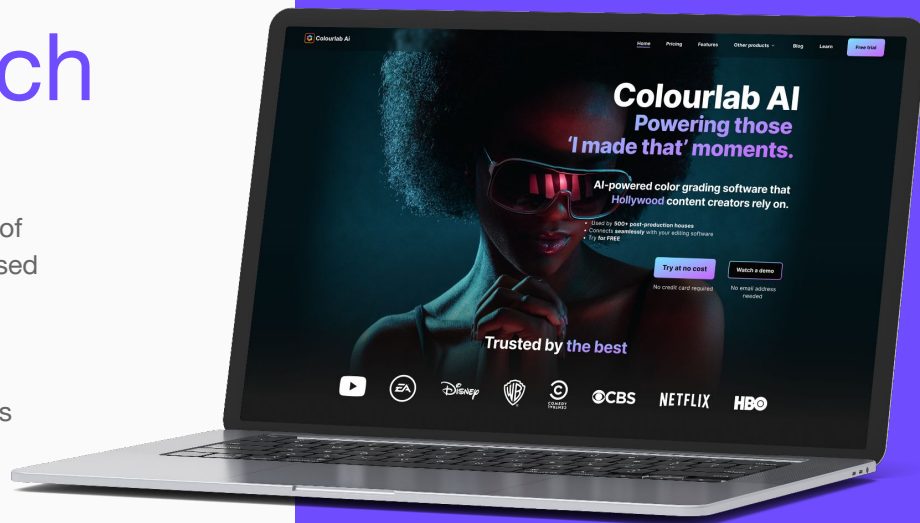
Desktop

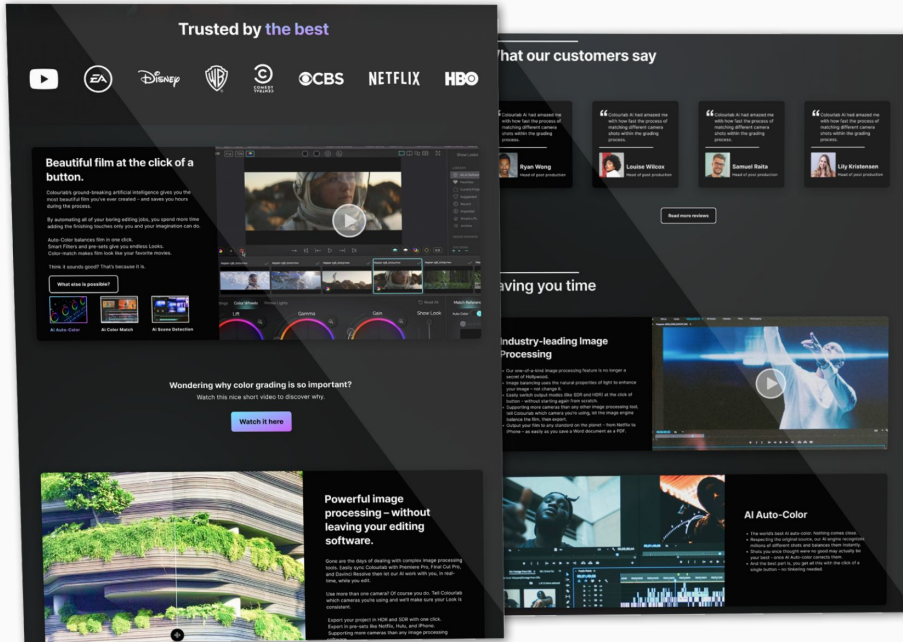
Technology

Figma

Deliverables

UX Research, Wireframes,
UI interface, Design testing





Through extensive UX research, we delved deep into understanding the needs and desires of our target audience. Armed with this knowledge, we embarked on a journey to transform their website into a captivating landing page.

Our process involved crafting wireframes that seamlessly guided users through the site, ensuring an intuitive and enjoyable navigation experience. We also developed a fresh visual direction that not only captured attention but also conveyed the innovative nature of their technology.

To validate our work, we conducted insightful user interviews, ensuring that the final product met the expectations of our client's diverse user base.



HAPPYBRIDGE



[TOUR](#)

[PRICING](#)

[LOGIN](#)

[GET STARTED](#)

[EN](#)



The **cutest** gift for
Granny and Grandpa.



HappyBridge —

Family engaging platform

The founder of HappyBridge wanted to connect grandparents with their families by transforming social media profiles into a printed booklet. After arriving with a great idea and a validated prototype, we stepped up to translate the idea into a minimum viable product.

Expertise

UX research, UI Design and Development, QA

Technology

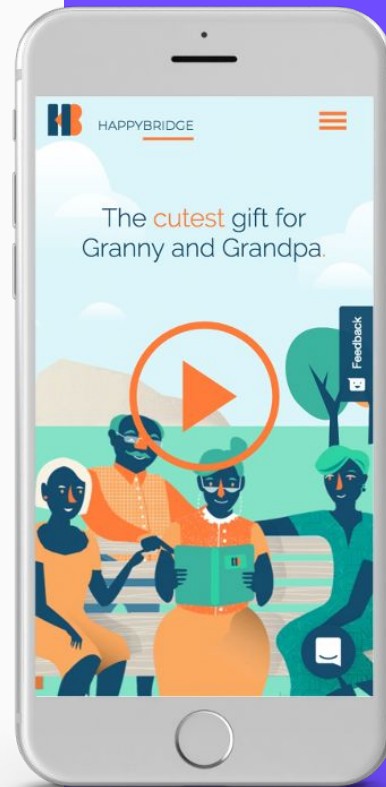
Grape, Ruby on Rails, Rescue

Platforms

Mobile – Android and iOS, Web

Deliverables

UI interface and MVP



Nostramo

Time and project management platform

Our award-winning project management tool designed to ease digital collaboration between teams reached the point of monetization, so we introduced the pricing page and subscription process. After the subscriptions went live, we launched a UX research project to reveal usability problems we might have created unintentionally.

Expertise

UX research, Eye-tracking, Usability testing

Technology

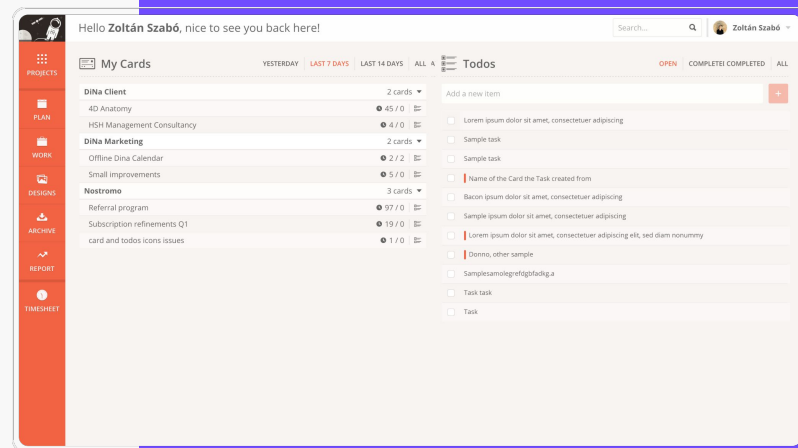
ReactJs, Ruby On Rails

Platforms

Web

Deliverables

Research Plan and Concept Validation



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Expertise

UX research, Eye-tracking, Usability testing

Technology

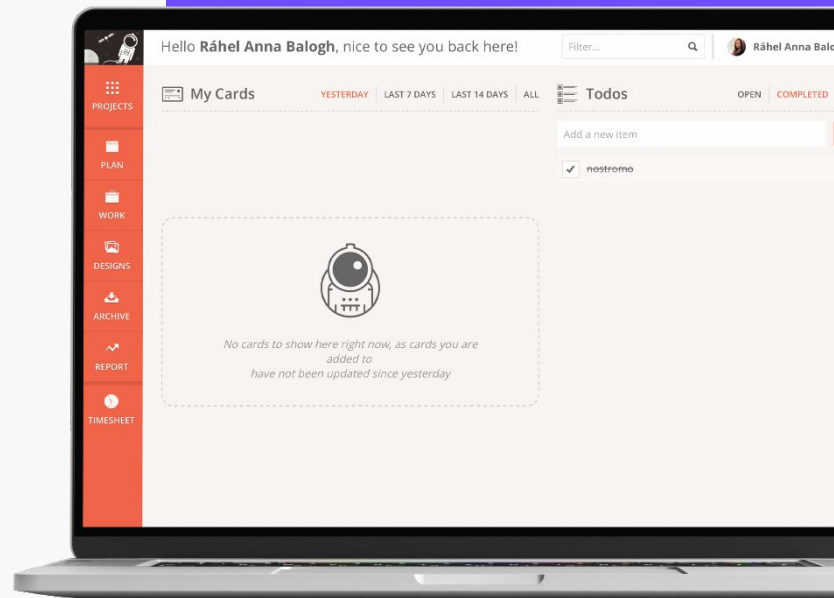
ReactJs, Ruby On Rails

Platforms

Web

Deliverables

Research Plan and Concept Validation



MAHART

Holiday boating marketing website

For Mahart, we created their marketing site to promote holiday boat services in Hungary and in several other countries. The site features popular holiday boating destinations, boat types and their features, and different search functions throughout the site. Several user journeys are built to reach the offer request page. In the background there is a CMS put in place to ease content update and provide the possibility to build the website or to implement different language versions of the website

Expertise

UX research, Design and Development, QA

Technology

Rails, Prismic, React

Platforms

Web

Deliverables

Validated Concept, UI interface and MVP



MAHART —————

Holiday boating marketing website

For Mahart, we created their marketing site to promote holiday boat services in Hungary and in several other countries. The site features popular holiday boating destinations, boat types and their features, and different search functions throughout the site. Several user journeys are built to reach the offer request page. In the background there is a CMS put in place to ease content update and provide the possibility to build the website or to implement different language versions of the website

Expertise

UX research, Design and Development, QA

Technology

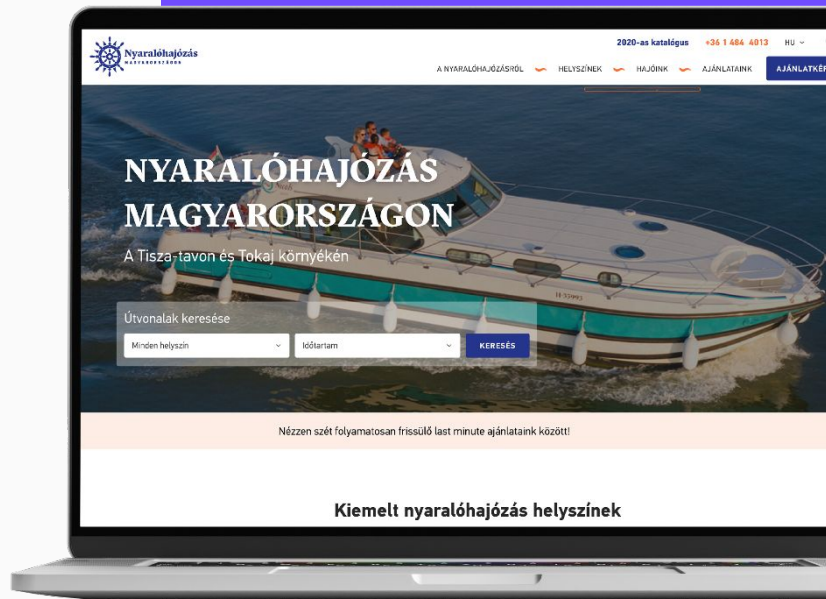
Rails, Prismic, React

Platforms

Web

Deliverables

Validated Concept, UI interface and MVP



4D anatomy —————

Virtual dissection software

4D Anatomy is a unique virtual dissection software enabling anatomy students to learn human anatomy on photographs of real human specimens. They needed help in finding the most effective business model for their application when they turned to us.

Expertise

UX research, Market analysis

Technology

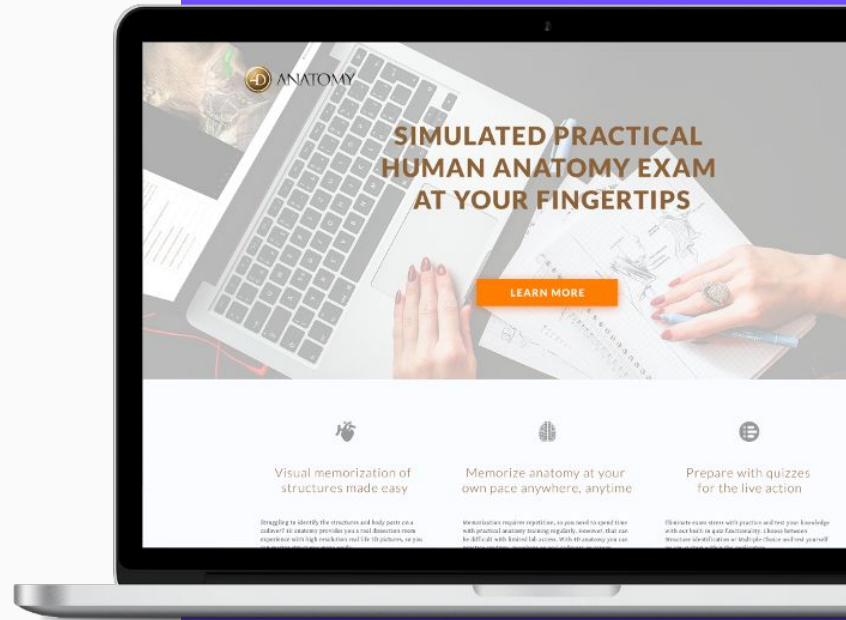
Deep interviewing, Online surveys, Fake Door testing

Platforms

Web

Deliverables

Research plan és Concept Validation





HEARTB:T



Heartbit —————

Companion surface for smart wearable

Heartbit's smart and wearable device can measure stress ECG and can help avoid accidents during sports activities. They asked us to validate their concept on the market with marathon runners, and help figure out the scope of their MVP.

Expertise

UX Research, Market Analysis

Technology

Deep Interviewing, Online Surveys, Fake Door testing

Platforms

Web

Deliverables

Research Plan and Concept Validation



Protect.me

Short-term insurance app

Protect.me is the latest digital product of NN Insurance Company, ensuring on-demand short term insurances on mobile. The NN team was looking for a developer partner, able to build their concept with agile methods, and they turned to us.

Expertise

Development and testing

Technology

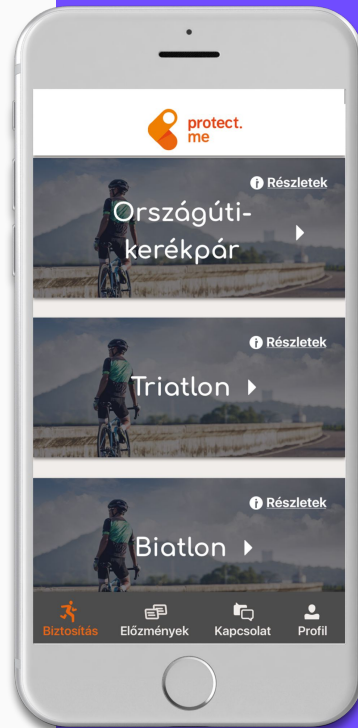
React Native, Ruby, GraphQL, React, MySQL, Docker

Platforms

Mobile – Android and iOS, Web

Deliverables

Mobile application, integration to the backend system, Admin Interface



Working with you

We as
a partner 

Tool & technology stack tailored to fit your project

Though we are head over heels for the agile approach we are ready to adapt our workflows to your business needs and put together a technology set that suits you best.

We take the agile approach

With fast prototyping and testing, we get invaluable feedback from real customers along the way to save time and money and avoid building the unwanted.
We build products & services that are easily scalable for the mass markets.

We practice what we preach

We know what it means to take risks. We learnt it through building and launching our own products, to make sure that your product will be treated as its our own.

Customer & business-centric mindset

We always take a strategic approach to meet your business goals and while doing this we'll keep your users at the heart of everything.

Contact

 Get in touch

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