reroot.tech

Empowered to build what really matters

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The story of reroot.tech is a never ending story of striving for innovation and embracing change.

About

We are a collective of UX Designers and Developers fully focused on developing complex Human-centred solutions.

Behind every great business is a team, and our team is on a mission to help users unleash the potential of their business.

We are developing and designing from our offices in Croatia to worldwide clients and customers who are seeking for a change and improvement.

About

With the help of our sister company reroot.agency, our integrated production capabilities can lead from delivering custom software solutions and UX design to a branded content and marketing strategy which means **360° approach** to solving problems and target profit score.

Our mission is to deliver outperforming experience with custom software solutions.

Mission

Strategic thinking and problem solving approach guide us through the agile process of developing fully custom software solutions

Our solutions are tailor-made to the specific needs of our clients which provides more space for ensuring scalability and security

Our approach is based on a teamwork effort in delivering groundbreaking products that retain sustainability, solve problems and help our clients score target profit.

Clients that push us forward

AUTOMOBILI ŠKOJO

"Despite the complexity and size of our existing management system (car catalogue, customer details, sales), reroot.tech managed to reorganise the whole architecture and structure and make it more user friendly. Our administrators are delighted with the whole new experience and are hoping for more innovative suggestions and continuous improvements."
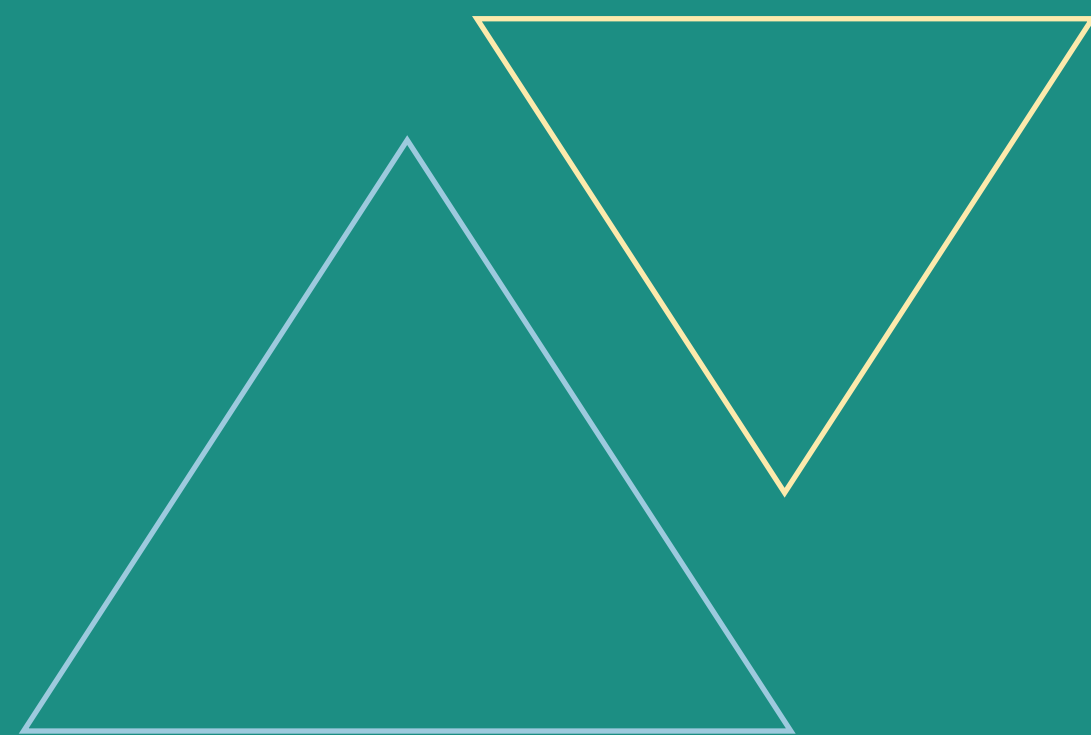
Roberto Š.

Head of Sales and Marketing at Automobili Škojo

♥mlinar

"As a global leader in the bakery industry with over 170 million yearly produced products and more than 36 million customers a year, we wanted to offer something much bigger to our customers. Reroot.tech helped us build an ecommerce solution with an integrated CMS that allows us to easily follow our users routines and sales information. We are constantly improving the experience based on our users needs, and Reroot.tech has been there during the whole journey. "
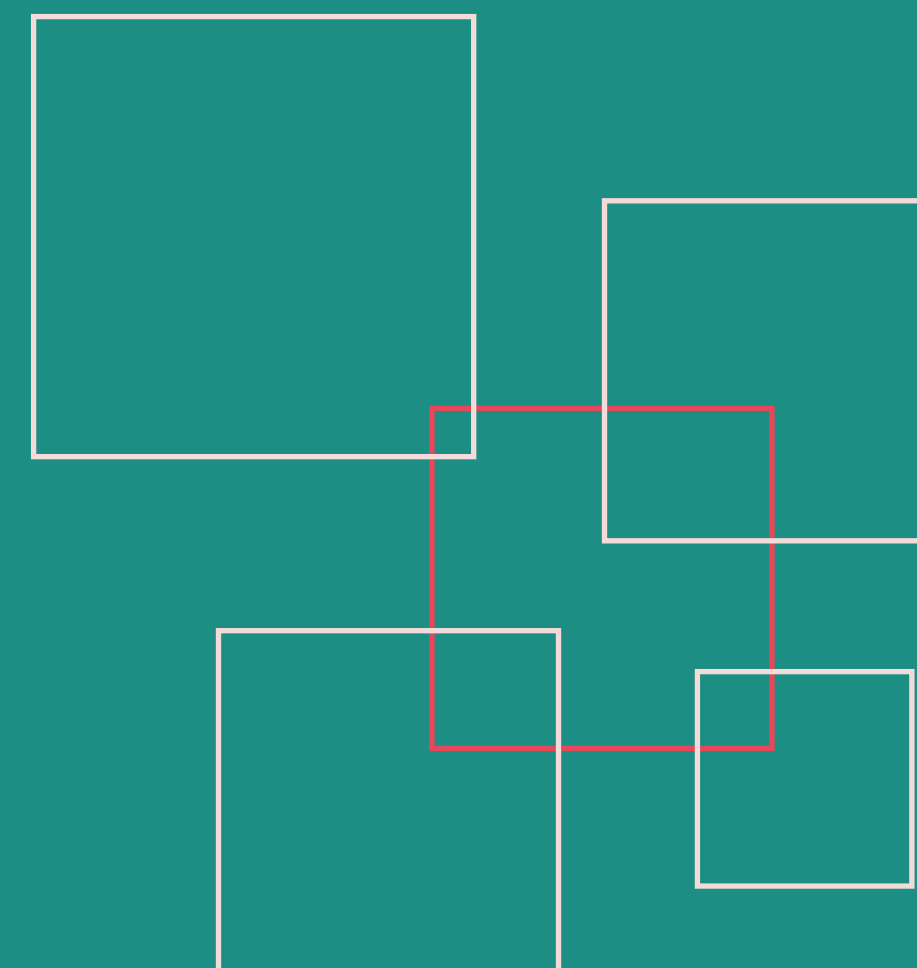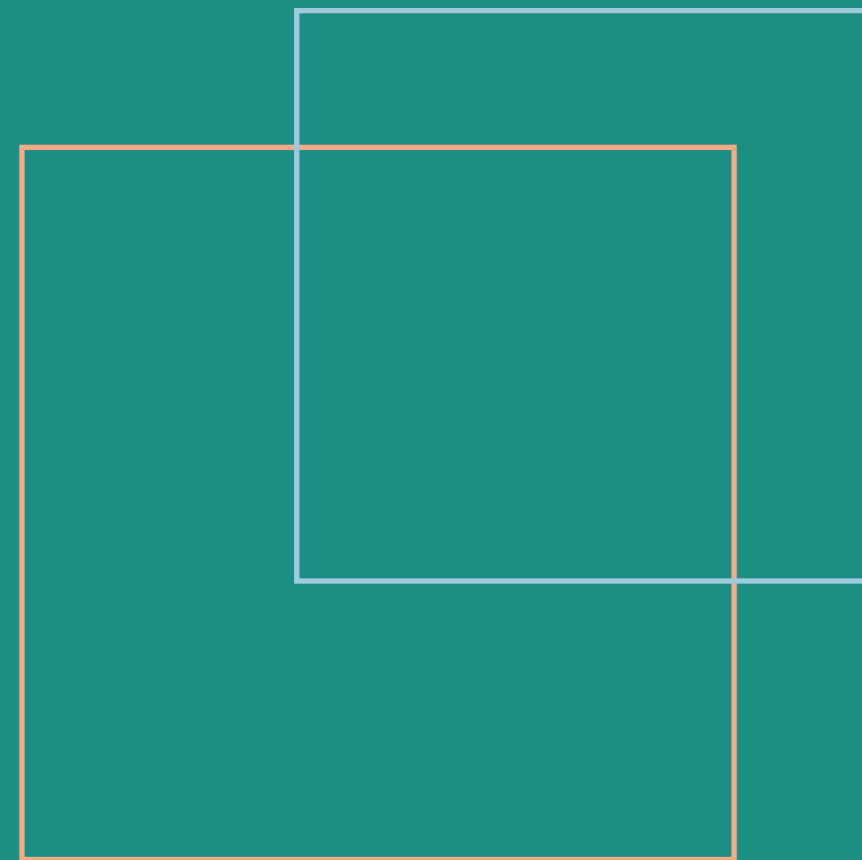
Dominik N.

CEO at Mlinar

UX/UI design
(seeking for a complete understanding of human behaviour)

UX/UI design

Conducting user interviews and usability testing through a discovery phase of a product. We always aim to completely understand users' needs so we could create relevant user journeys that lead us through a problem solving path.

Setting up the information architecture and building a design system that reflects customers' unique visual image of what the solution should look and feel like.

UX/UI design

Visual design and digital prototypes made to put an emphasis on what really matters. This way we are able to test and iterate before the implementation process. *(Fun fact - Fixing a problem in development costs 10 times as much as fixing it in design)*

UX strategy with continuous support during the process of setting up the value proposition validation and digital strategy planning. Growth and improvements complemented with consultancy in procedures, workflows and innovation strategies.

Development

We specialize in development of cutting edge software solutions that include both *"front-end"* applications which provide fluid user experience on all platforms, and robust *"back-end"* solutions capable of serving millions of users while handling most demanding of the tasks.
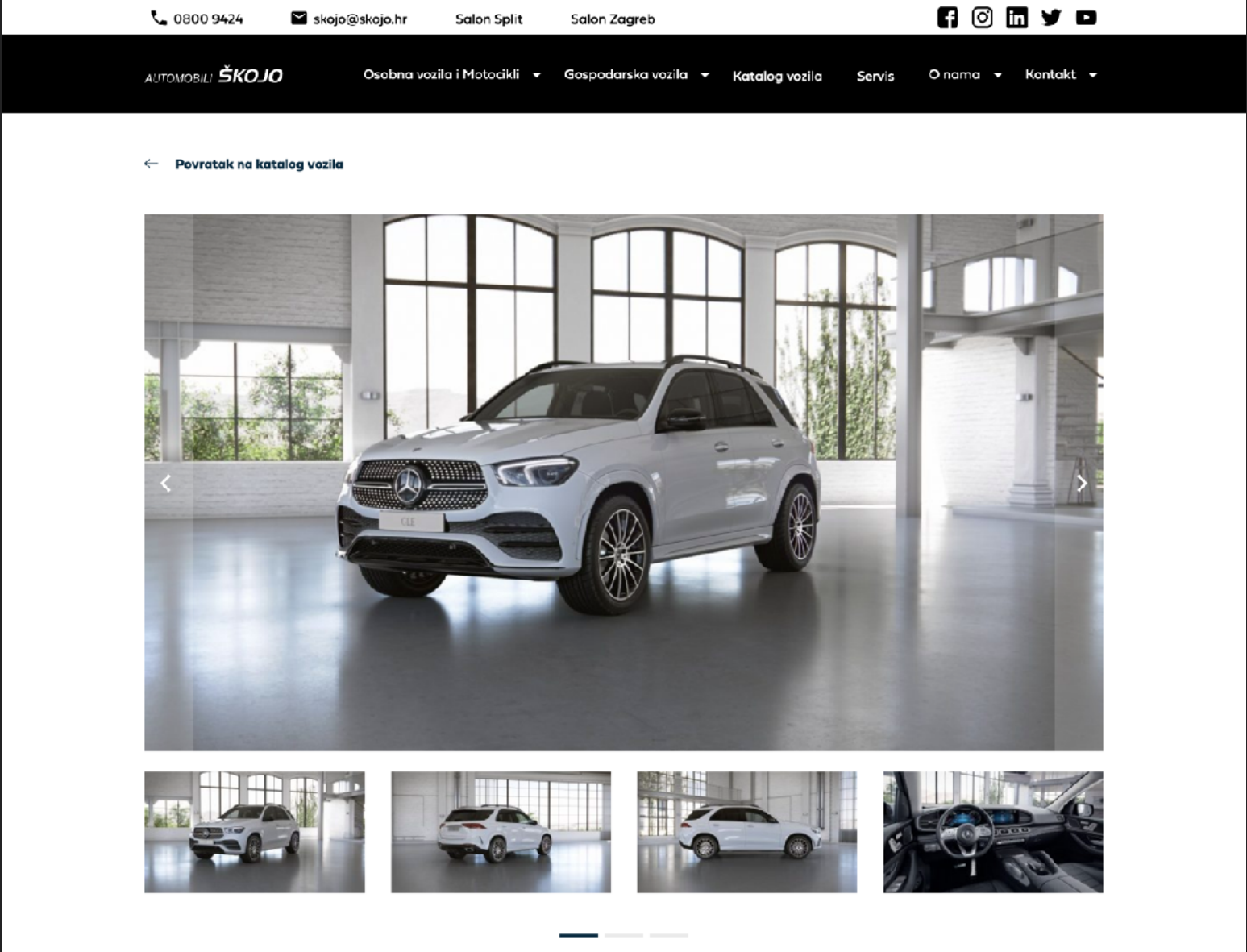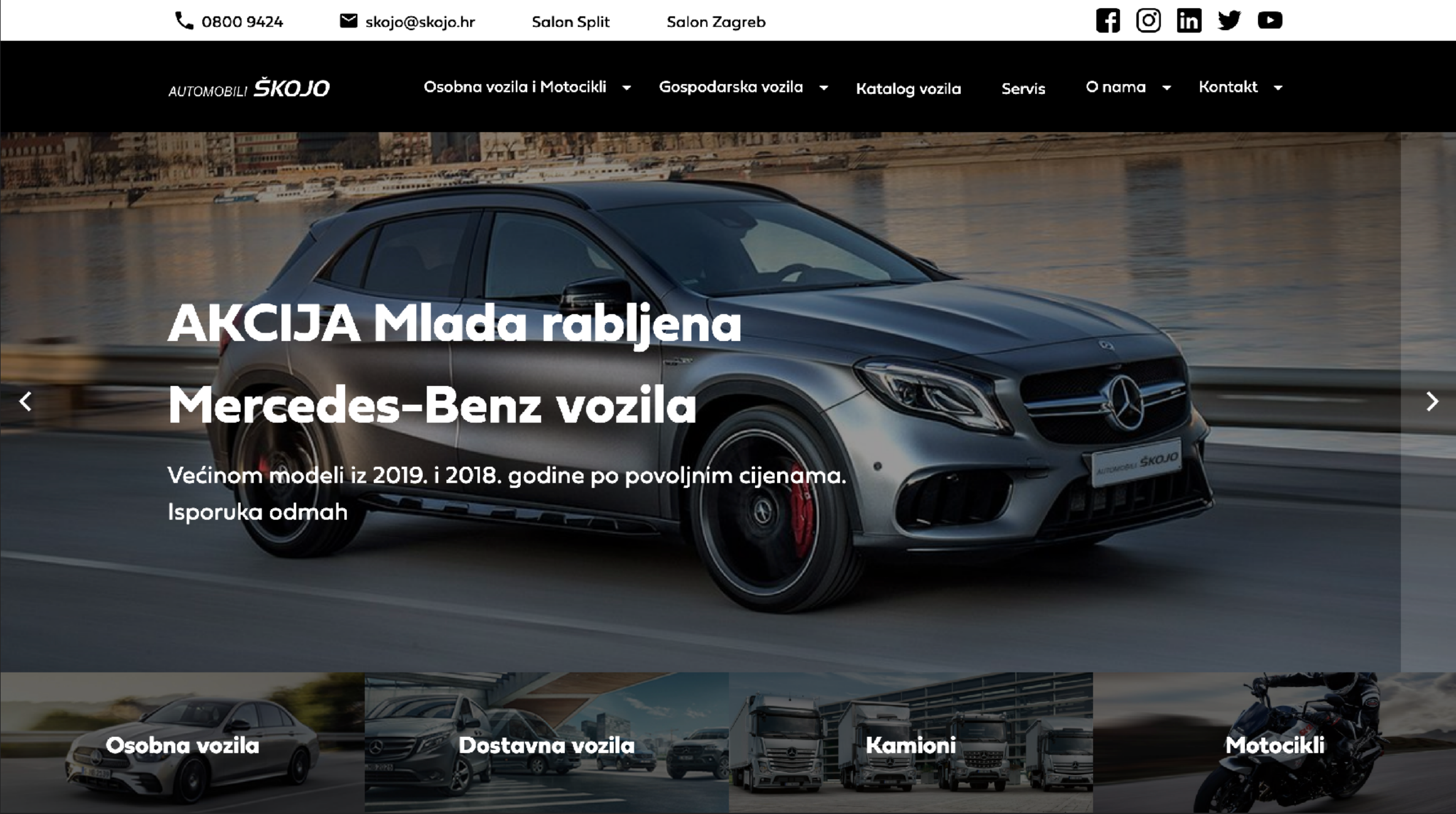
Technologies

Our goal is to stay on top of the competition by continuously following the latest trends in software development technologies, ensuring flawless execution of ideas presented by our design team and enabling even the most complicated requests from our clients.

This approach and flexibility allows us to provide high quality solutions that will serve every need of our client, while simultaneously providing a long term sustainability of our products.
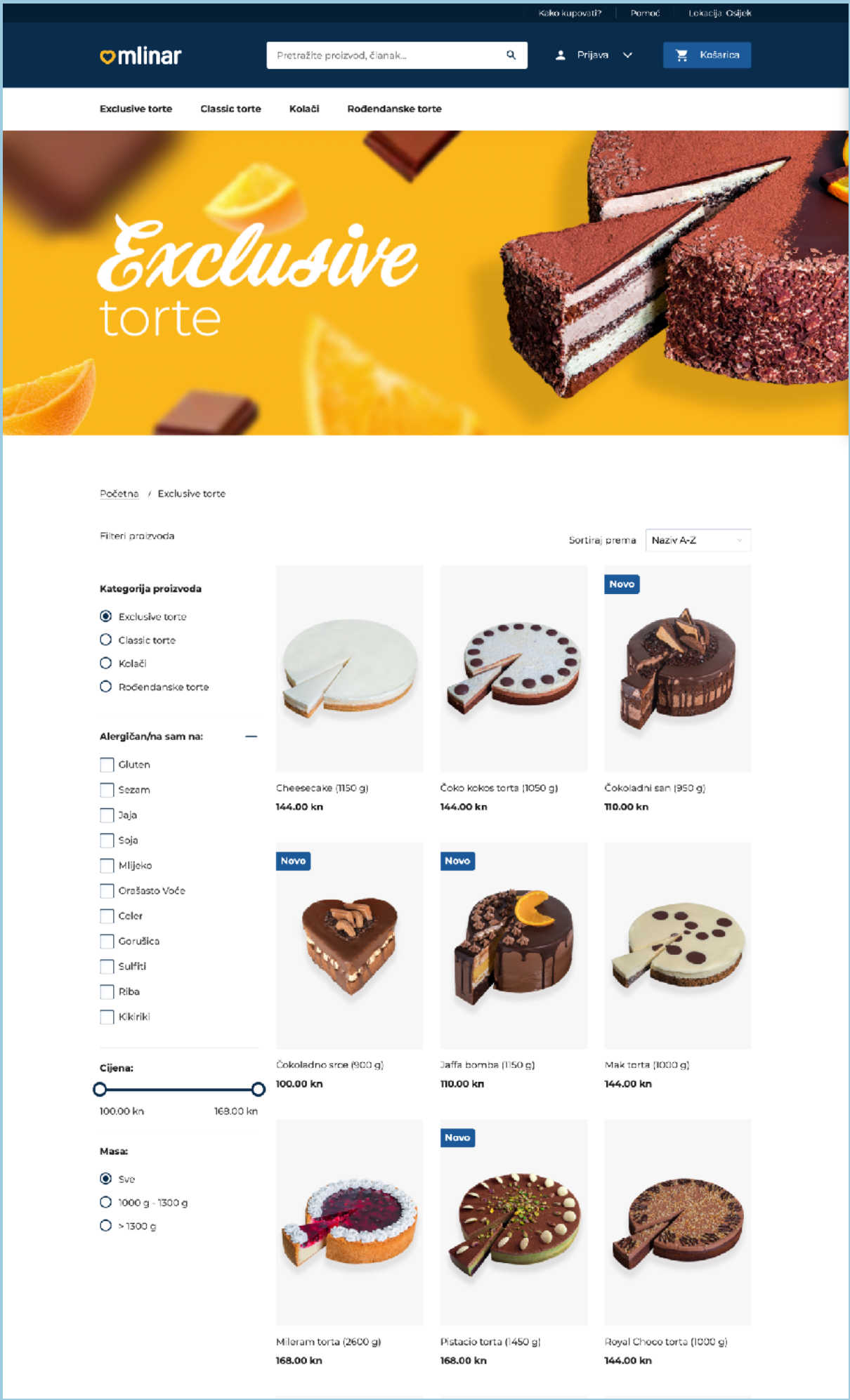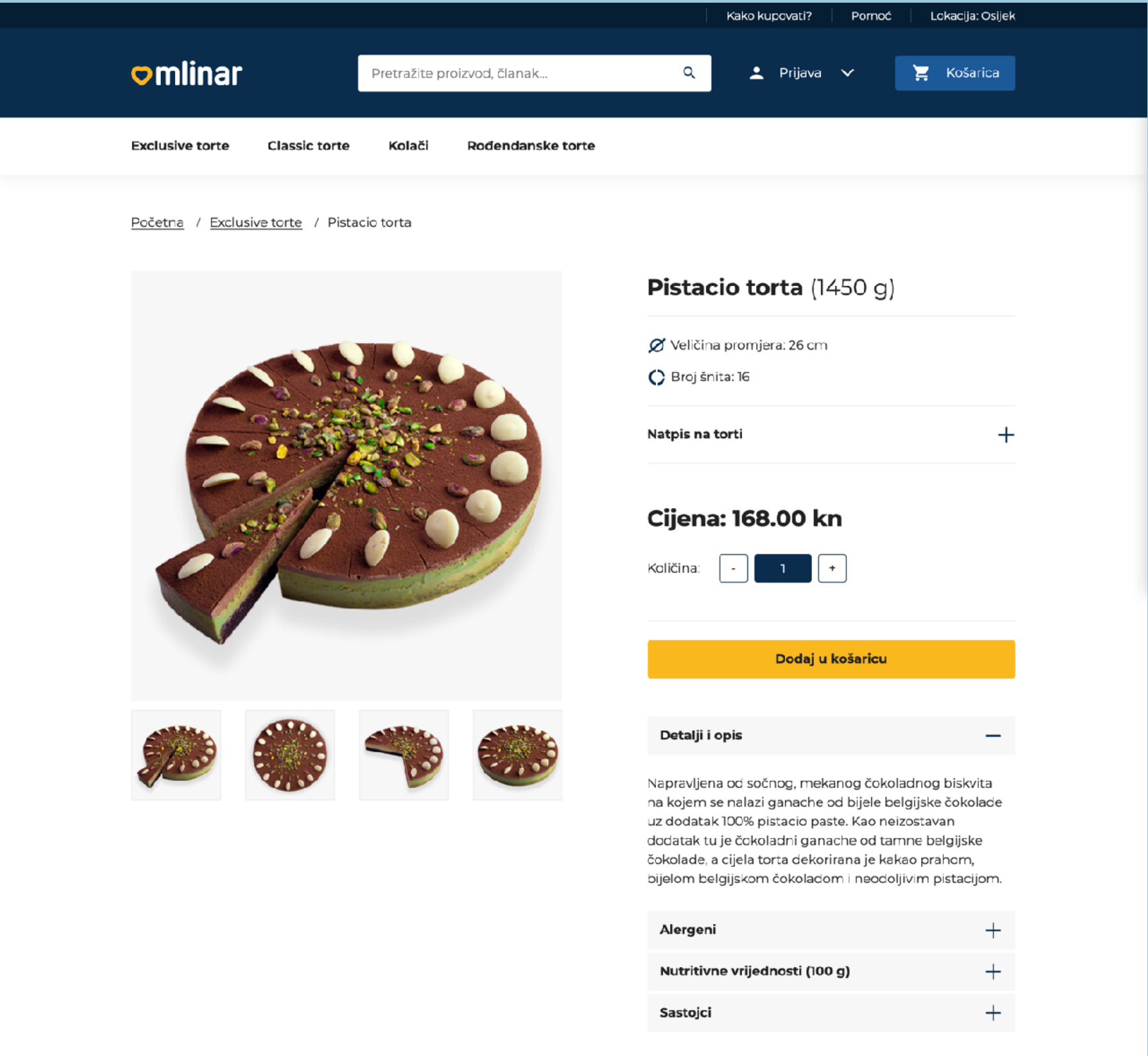
Our work

Automobili Škojo

skojo.hr

Mlinar webshop

shop.mlinar.hr

Decisions, decisions, decisions..

We know how decision making process can be hard and time consuming, so here are a few thoughts that can help you and your company make the right decision:

Decisions

Intentional and strategic user experience has the potential to raise conversion rates by as much as **400%**

Developers spend **50%** of their time fixing issues which could have been avoided

Every $1 invested in UX results in a return between **$2** and **$100**.

Fixing a problem in development costs **10 times** as much as fixing it in design and **100 times** as much if you're trying to fix the problem in a product that's already been released

Visual data is processed **60,000** times faster by the brain than text

Decisions

52% of users claim that a poor mobile experience makes them less likely to engage with a company

A major eCommerce company increased sales by $300 million after changing their button text from "register" to "continue"

Slow-loading websites cost retailers an estimated $2 billion in lost sales each year

70% of online businesses fail due to bad usability

Thank you for your time.

Let's build what really matters.

reroot

——full service agency

2020.