

 **Atypical**s.studio

HELLO SIMPLICITY

Hi! 🖐️

We're **Atypicals.studio**, a Web & Mobile development studio with a focus on simplicity.

Simplicity drives success. It streamlines development, accelerates delivery, and delights users.

By embracing simplicity, we ensure every step we take serves your success with clarity and efficiency.

Let's explore how we can help you thrive and succeed!

What We Do



Staff Augmentation

Gain access to expert developers who seamlessly integrate with your team, increasing scalability and efficiency.



Consulting

We advise software leaders on technical strategy to help them make the right decisions for their business.



Application Development

We combine strategy, design and engineering to rapidly ideate, validate and build products that stand out and drive growth.



Training

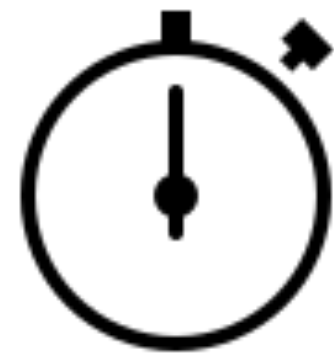
Our training programs focus on hands-on learning, equipping your teams with the knowledge they need to excel in their roles.



What We Do

Staff Augmentation

Gain access to expert developers who seamlessly integrate with your team, increasing scalability and efficiency.



Meet tight deadlines

Our experts can hit the ground running to help you meet your most challenging deadlines.



Adopt new technologies

Our experts can help you adopt new technologies by establishing the right foundations and best practices.



Boost dev capacity

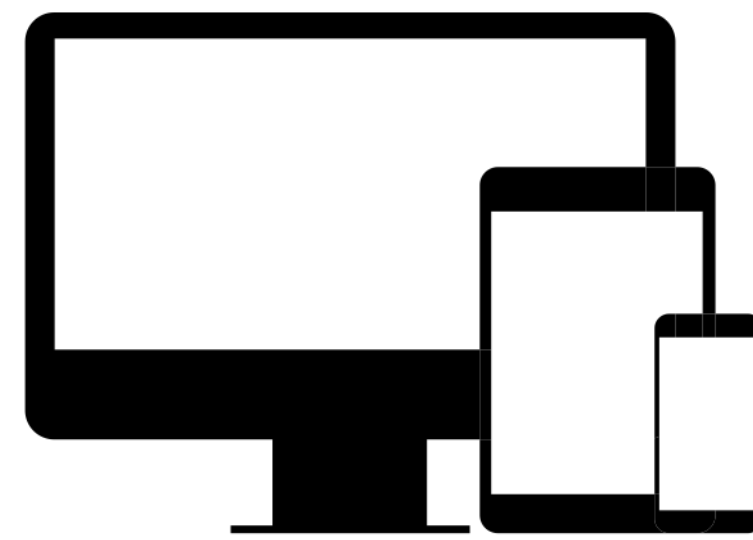
Sometimes all you need is more of raw development power. Let our experts give you a big boost!



What We Do

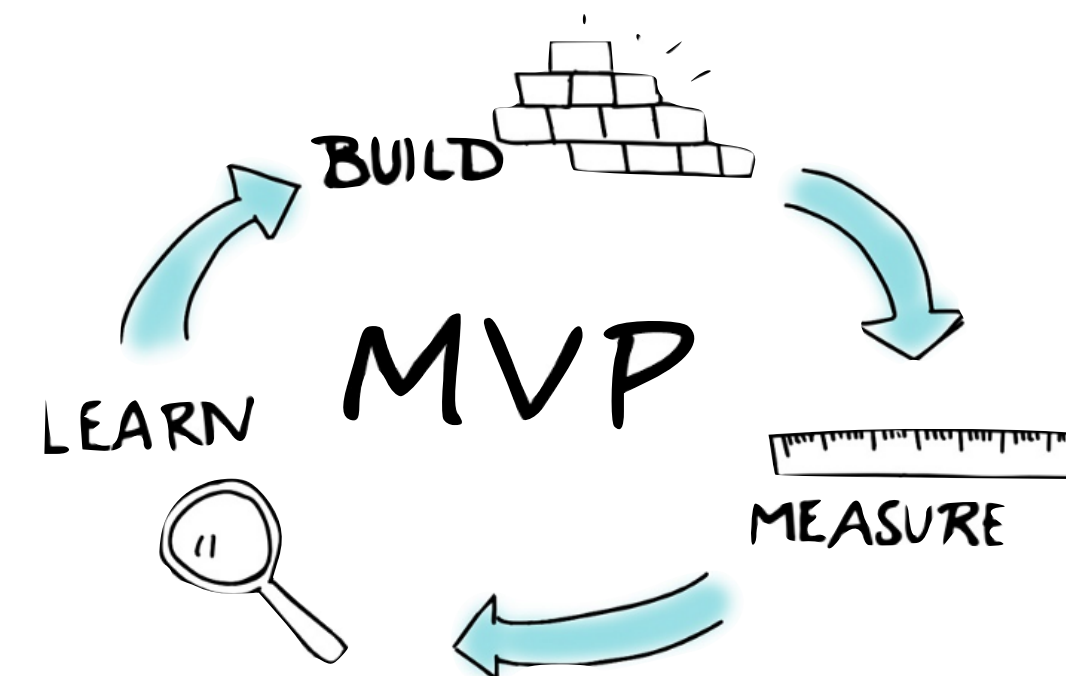
Application Development — Greenfield

We combine strategy, design and engineering to rapidly ideate, validate and build products that stand out and drive growth.



Web & Mobile Development

We develop web & mobile native apps that stand out, **delighting your users and driving business growth.**



Minimum Viable Product

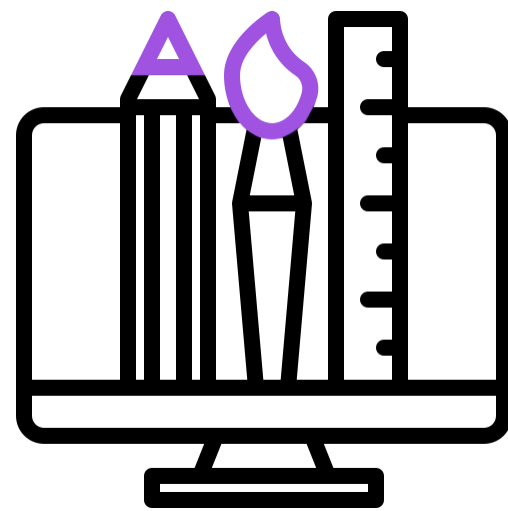
Inspired by the startup world, we use the Minimum Viable Product (MVP) approach, which enables **faster time-to-market and better products** by building based on user feedback.



What We Do

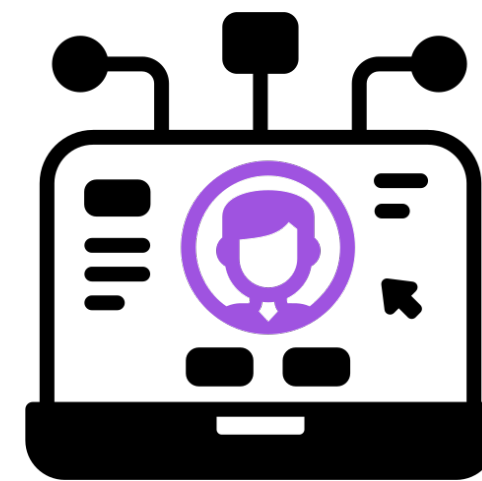
Application Development — Modernization

We modernize your front-end while reusing your existing back-end so you can focus on your core business while we present your work in its best light.



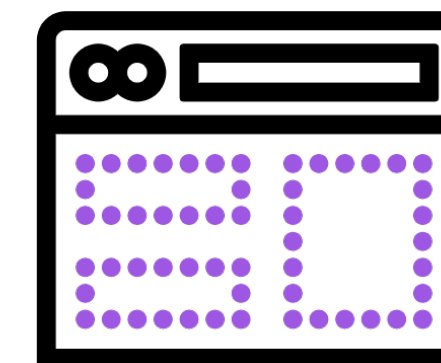
Graphic Design

We give your app a fresh, brand new design for a modern look & feel that is sure to **create a WOW effect**.



Behavioral UX

Using the latest User Experience practices that combine psychology, design, technology and creative methods, we rethink your application to **create the ideal experience that drives user adoption**.



New Front-End

We build a new front-end, typically using a unified GraphQL layer on top of your existing APIs, allowing you to **present your app in its best light to your users**, while laying a strong technical foundation for the future.



What We Do

Consulting

We advise software leaders on technical strategy to help them make the right decisions for their business.

- **Tech Debt Reduction:** Achieve higher productivity and quality, react quickly to market changes and boost talent attraction & retention thanks to a high-performance technical environment.
- **Technology Stack Selection:** Recommending the most suitable JavaScript frameworks, libraries, and tools based on project requirements and long-term business strategy.
- **Development Processes and Agile Methodologies:** Assisting in adopting effective development processes, such as Agile methodologies, DevOps practices, etc.
- **Team Collaboration and Communication:** Providing recommendations on effective collaboration tools, communication strategies, and fostering a productive team environment.



What We Do

Consulting

- **Embrace the Next Big Shifts in Digital:** Helping you embrace the next big shifts in digital (Artificial Intelligence, Virtual Reality, Augmented Reality, the Metaverse, etc) so you can future-proof your business and gain a competitive edge.
- **Buy or Build:** Providing recommendations on whether to buy or build, giving you the clarity and confidence to make the right decision.
- **And many other challenges!** Just ask us ;)



What We Do

Training

Our training programs focus on hands-on learning, equipping your teams with the knowledge they need to excel in their roles.



On-site training

Our pragmatic, real-world approach will quickly take your team's skills to the next level.



Coaching & mentoring

Upskill your teams with dedicated coaching and mentoring from industry experts.



What We Do

Training: Catalogue

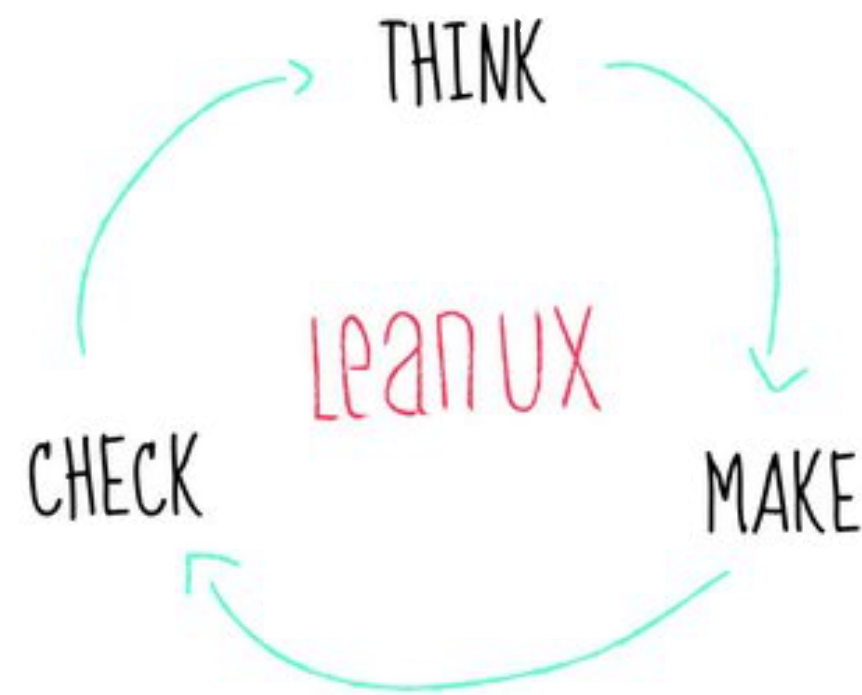
In addition to our training catalogue, we also provide tailor-made training based on your specific needs.

- Modern Web Development with React
- Modern Web Development with Vue
- Modern Web Development with Svelte
- Full Stack JavaScript Development with Node
- Modern API design with GraphQL
- High-Performance Web Development Techniques
- Jamstack Development with Gatsby, Contentful and Netlify
- [Your tailor-made training]



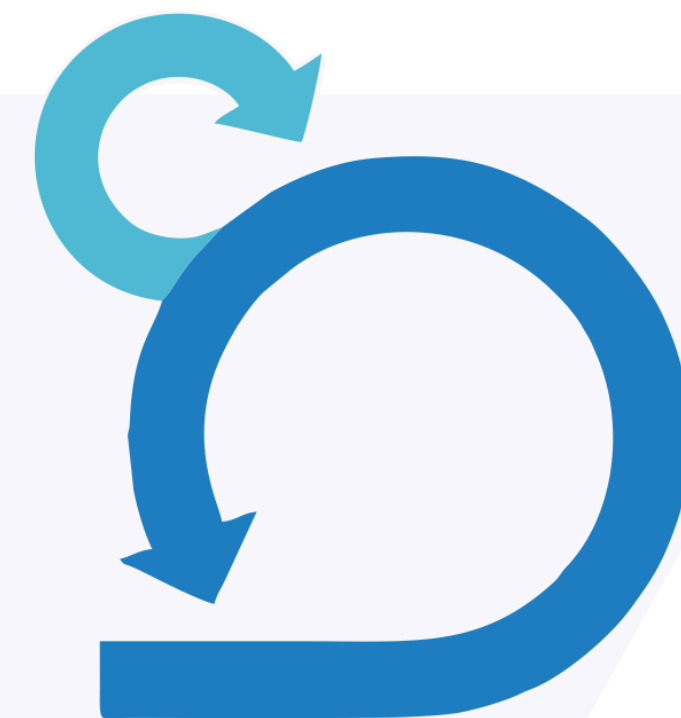
Methodology

Our methodology combines the Lean UX approach with the Scrum methodology.



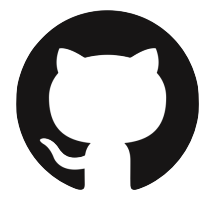
Lean UX is a user-centered design approach, seamlessly integrating into agile frameworks like Scrum, emphasizing rapid collaboration, iterative cycles, waste reduction and continuous learning. It brings business benefits such as faster time to market, cost efficiency, improved product quality, enhanced collaboration, adaptability to change, and innovation.

Scrum is a widely adopted agile framework for incremental product development that revolves around fixed-length iterations known as sprints, typically lasting two weeks. In these sprints, cross-functional teams collaboratively plan, develop, and review potentially shippable product increments. This framework offers enhanced visibility into project progress and equips teams with the agility to respond effectively to evolving customer needs.



Tools

We use the following tools to make projects run smoothly. We can, of course, accommodate and work with the tools and platforms preferred by our clients.



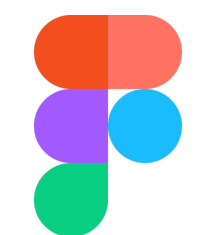
GitHub enables collaboration and code management for development projects



Slack enables efficient team collaboration through instant messaging across dedicated channels



Notion serves as an all-in-one workspace, including task management, wiki, documentation and more



Figma is a design tool for prototyping, wireframing, and user interface design

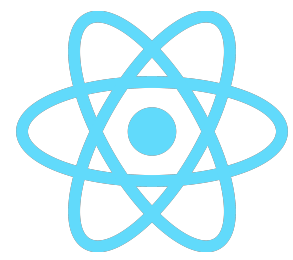


Google Drive is used for file sharing, for example design documents and kinds of other resources

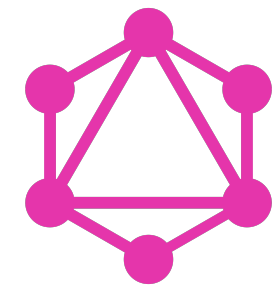


Technologies

We make long-term, pragmatic choices to ensure that our solutions are as high-quality, robust and scalable as possible.



React



GraphQL



Node.js



Vue



Svelte



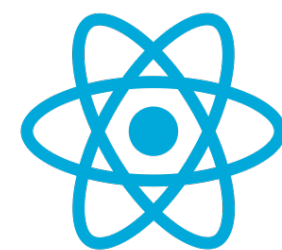
Next.js



Nuxt.js



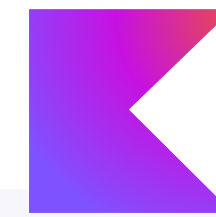
Gatsby



React Native



Swift



Kotlin

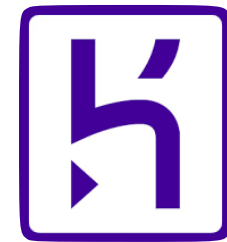


Docker



Cloud Services

We leverage the following cloud services to focus on features instead of infrastructure and cut down development time.



Heroku

Platform as a Service (PaaS) cloud platform



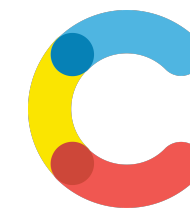
Auth0

Authentication service



Netlify

Jamstack hosting platform



Contentful

Headless Content Management System (CMS)



Why Atypicals.studio?

The Studio Approach

THE STUDIO APPROACH

Software Company VS Digital Product Studio

	Software company	Digital Product Studio
Relationship	Client-supplier	Partner-partner
Flexibility	Little: stick to the plan	Very high: testing and experimenting to find what works best
Quality	Variable based on the supplier	Very high quality
Engagement	Not much time needed to devote	Some time on a daily basis
Time	Speed is what matters most	Speed is important, but the best possible result is what matters most
Skills	People with little experience might be part of the team	Interdisciplinary, highly skilled team
Result	A product that meets the requirements	A product that stands out

 Atypicals.studio

As a Digital Product Studio, we act as a partner who will challenge your ideas and help you find what works best to create a product that your users will love and that will boost your business.

If you feel that your app is important to your business and you view its development as an investment, a Digital Product Studio like Atypicals.studio is your best choice!

You'll have peace of mind knowing that you'll get great results while focusing on growing your business.



Why Atypicals.studio?

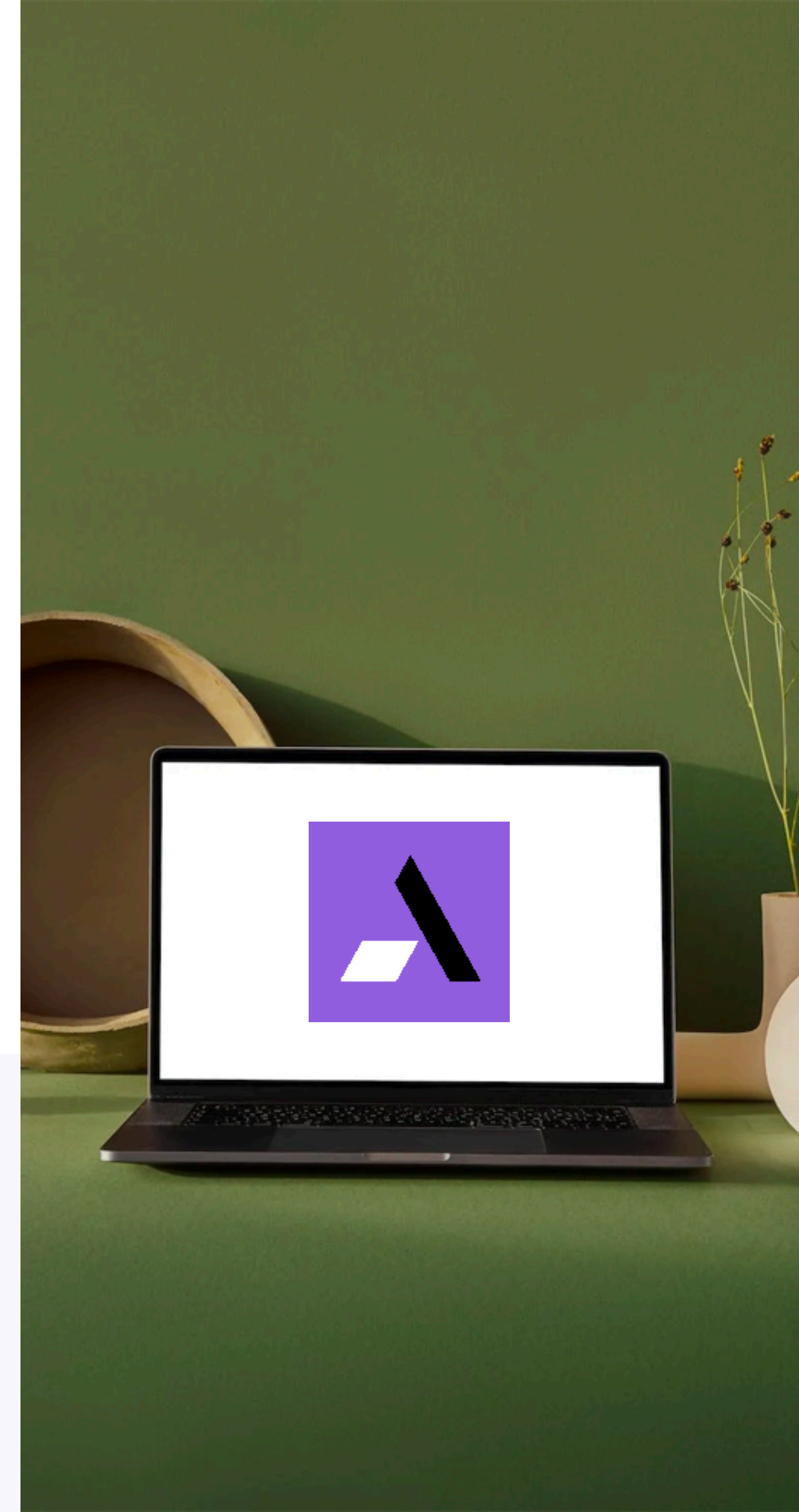
Lightweight and Efficient

Software development is too expensive and takes too much time. But it doesn't have to be.

On the functional side, we turn complexity into simplicity by striving for simple, elegant solutions and quick go-to-markets.

On the technical side, we use lightweight, innovative, open-source technologies guaranteeing you the most qualitative, robust and scalable solutions possible.

Combined, these approaches allow to **create digital products that stand out in a highly productive and cost-effective way.**



Why Atypicalstudio?

“A few good people” Model

We work using the **“a few good people” model** inspired by our **experience at McKinsey**, which consists of small, highly skilled teams.

From experience, we have found that it produces much better results and that the overall project is **less expensive for the client due to the higher productivity, higher quality and reduced overhead.**



Featured Cases

Trademart Technical Strategy



Located in a stunning setting at the foot of the Atomium in Brussels, Trademart is the largest shopping platform dedicated to retail professionals in Europe. Traditionally a brick-and-mortar store consisting of a single building of no less than 140,000 square meters, Trademart wanted to strengthen its leadership position by also entering into e-commerce.

In collaboration with our sister company The Beyonders (of which Atypicals.studio is a spin-off), we advised the board of directors on benchmarking existing e-commerce solutions, positioning analysis and tech strategy, which included major decisions such as building from scratch or buying a US e-commerce company.

Then, The Beyonders helped them transform their business by building the digital department and seeing the project through to completion. As a result, **Trademart is now stronger than ever, with not only a very strong presence in physical but also in digital.**



Featured Cases

MyIRISnet Web App Redesign



IRISnet is developing the Brussels-Capital Region into a smart city. They approached us with an exciting challenge: redesign the front-end of the MyIRISnet self-service portal + simplify their tech landscape.

So we started by laying the technical foundation for the next decade by using GraphQL as a single API layer on top of their existing backends and React as a unified ecosystem for websites, web apps, and mobile apps. We assembled a web stack tailored to their needs using these technologies and built a library of reusable UI components that they can reuse for their future projects.

With this efficient, lightweight approach, we were able to ship the new MyIRISnet front-end in a few months with a small team of 3, consisting of a product manager/user experience architect, a creative director, and a senior developer all working entirely remotely during the COVID.

The result is an application that is simple, pretty and delightful to use.



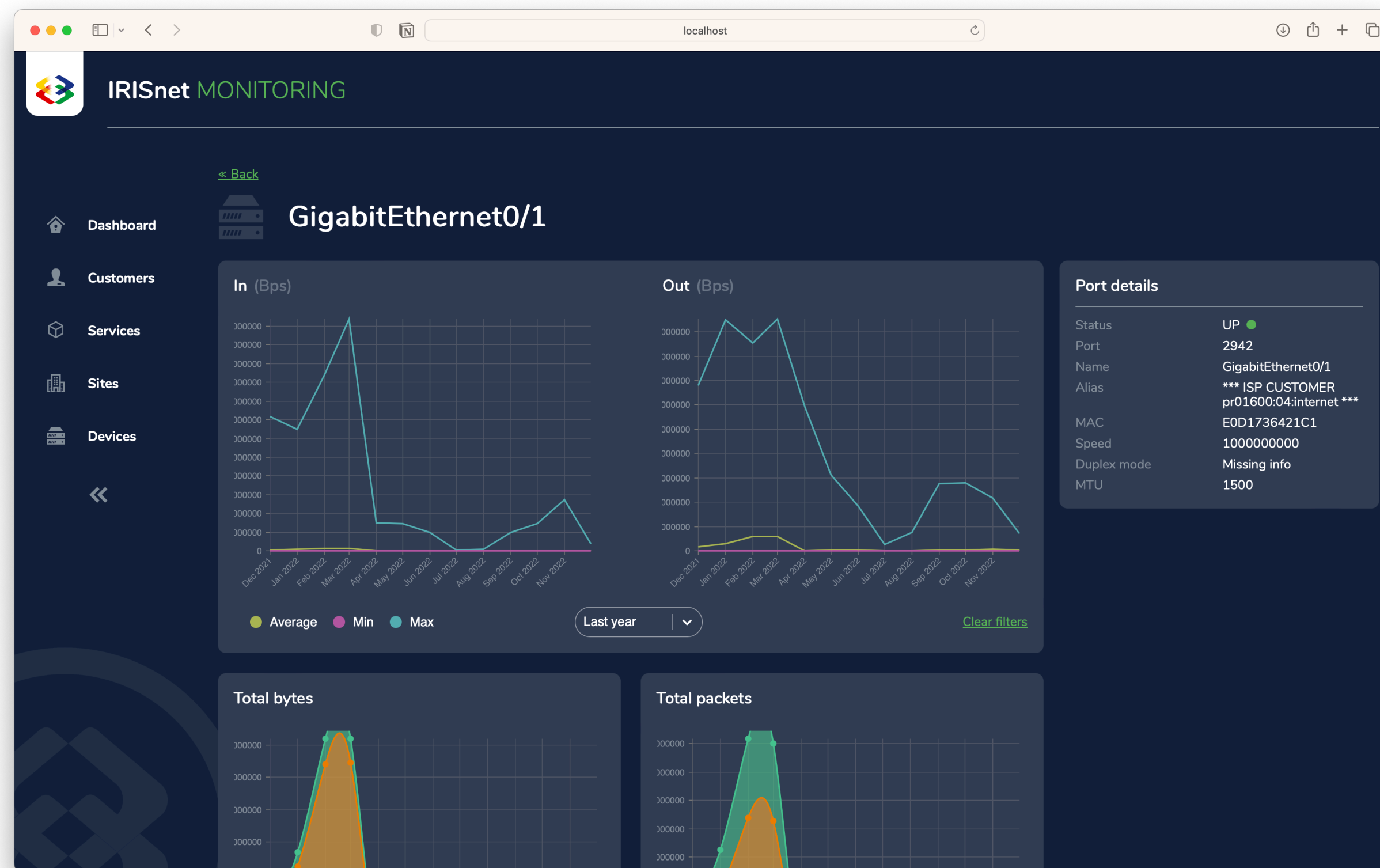
Featured Cases

MyMonitoring MVP

IRISnet entrusted us with the development of a minimum viable product (MVP) for a new initiative: MyMonitoring, a front-end app dedicated to their internal teams.

At Atypicals.studio, we helped them from start to finish, beginning with gathering user requirements, which required addressing a very different audience than MyIRISnet: from casual users to the everyday, tech-savvy users, and keeping them at the center of development to ensure that the app would best meet their needs.

By leveraging the React web stack and custom UI component library, we allowed them to **bring the app to market in just a few months**, with the same team of three people, including a single developer!



Featured Cases

Idloom Code Docs by AI

Technical Architecture

The project's technical architecture is based on the Laravel PHP framework, which is a popular open-source web application framework that follows the Model-View-Controller (MVC) architectural pattern. The database used in this project is MySQL, which is a widely-used open-source relational database management system.

The web-based software solution provides all the necessary features for event organization, including registration, attendee management, payments, badges, hotels, invoices, and check-in. The project is built using Laravel 6.2, a PHP web application framework, and makes use of jQuery and Bootstrap for front-end development.

The project can be run on a local machine for development and testing purposes by following the instructions in the "Getting Started" section of the documentation. The server requirements for web hosting include PHP >= 7.2, OpenSSL PHP Extension, PDO PHP Extension, Mbstring PHP Extension, Tokenizer PHP Extension, XML PHP Extension, ctype PHP Extension, JSON PHP Extension, BCMath PHP Extension, and MySQL or MariaDB.

The project can be installed by cloning the repository from git, running the "composer install" command, and configuring the .env file with the correct information. The project can be run using Lando, a local development environment tool, and migrations can be run to set up the database.

The project uses Node.js package manager as an abstraction on top of webpack, the

The project uses a variety of third-party packages for text editing, cross-env for setting environment variables, international phone number input, fabric.js for documents, and QRCode for creating QR codes.

Creditnote

This code defines a `Creditnote` class that extends the `Model` class. The class uses two traits: `HasCompositePrimaryKey` and `InvoicingDocument`. The class has several properties that define how the model interacts with the database, including the table name it's associated with, the primary key and attributes that can be mass assigned.

Additionally, the class has several methods, including a `invoice` method that returns the last related invoice, a `invoices` method that returns the related invoices, and a `getPdf` method that returns the PDF object of the credit note. The `getPdf` method takes in `Event`, `MainEvent`, `isTranslation` and `Guest` objects. This class is related to the Invoicing and it may be used to handle and create Credit notes which are used as refunds for invoices and it may also be used to handle PDF generation for the credit notes.

A GitHub survey found that 93% of developers consider incomplete or outdated documentation to be a pervasive problem:

"Documentation is the lifeline for junior engineers and those jumping into new codebases. It helps senior devs save time from explaining their code to others in the future."

"The pandemic standardized a decentralized and asynchronous work environment. This made high-quality documentation critical to achieving efficient communication, onboarding and product development".

Using a home-grown tool that leveraged ChatGPT and other AI assistants, nearly 1 million lines of code were automatically documented, providing insights at the function, class, module and architecture levels.

As a result, the Idloom development team benefits from a **much better understanding of their codebases, providing an ideal onboarding experience and increased productivity for the entire team.**



Featured Cases

LEGO Smart City



IRISnet, the company that is building the Smart City for Brussels, has asked us to take on a very exciting challenge!

They asked us to find a creative solution to demonstrate the great potential of the Smart City to all kinds of audiences (citizens, politicians, organizations,...) and to immerse customers in a product that deeply engages them.

So we came up with the idea of building a **miniature model of a Smart City using LEGO bricks and electronics**, as well as short animated movies displayed on a TV above the model to illustrate the experience of Smart City services.



Featured Cases

LEGO Smart City



By turning complexity into playful simplicity, we were able to **create a memorable experience that sticks in people's minds.**



Meet The Team

Raphaël Thys

Co-founder & UX Architect



Raphaël has over 20 years of experience in the digital sector. His focus has always been on the user and not the technology itself. He has worked with many large accounts, startups and belgian agencies on web, mobile and omni-channels projects. As a teacher and lecturer in various schools such as Solvay, IHECS, Bruxelles Formation and the European School of Communication, he knows how to make things simple and easy to understand.

Fun fact: Raphaël runs a Twitch channel on future thinking (www.twitch.tv/futur_immediat).

Thibaut has over 17 years of experience in the software industry. He holds a Masters in Computer Science and a Business School degree, allowing him to bridge the gap between the technical and business aspects. He has worked for both startups and large companies such as McKinsey, where he delivered multi-million dollar software for the Fortune 500. He specializes in high performance software development, inspired by the practices of the world's best startups.

Fun fact: Thibaut is passionate by technology, business and art and has a background in all three.

Thibaut Van Spaandonck

Co-founder & CTO



Meet The Team

Loïc Lepinois

Full Stack Developer



Loïc is a Senior Full Stack Developer who is passionate about creating high-quality products that promote social inclusion and diversity. He has worked in various industries, such as music festivals (Dour Festival mobile app), non-profit organizations (Onja, Passerelles Numériques), startups (the mobility company Skipr) and loves meeting people from all walks of life.

Fun fact: Loïc spent a year teaching React to underprivileged students in Madagascar.

T.m.k. likes to use software to solve business problems. He considers software development as a craft and has been developing software since the nineties. He's a life-long learner and has degrees in engineering, maths and computer science.

Fun fact: t.m.k has been doing software development for more than 35 years, web development for about 28 and mobile development for 14. Oh, and dancing salsa for more than 21 years.

T.m.k

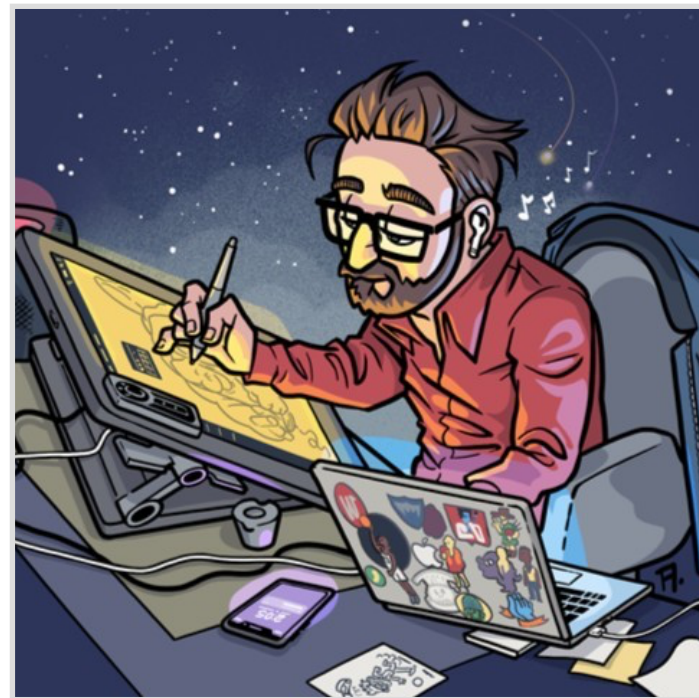
Full Stack Developer



Meet The Team

Adrien Noterdaem

Art Director, Graphic Designer, LEGO builder



Adrien started his career at the beginning of the public internet and has over 25 years of experience working as an Art Director on websites and applications, illustrations and animated films. He also Simpsonized famous people, a successful concept that brought him the attention of Matt Groening himself! Adrien is also an expert in LEGO constructions with which we create miniature prototypes of large-scale projects (such as the Brussels Smart City).

Fun fact: Adrien is known internationally for having Simpsonized the Belgian royal family and has been covered in Wired magazine.

Jeremy Mahieu

3D Artist, Motion Designer



A passionate young talent, Jeremy specializes in 3D animation and motion graphics. He is also a video editor and content creator. He is known for creating life-like 3D renders of iconic pop culture objects such as the Sony Walkman, the Game Boy and many others.

Fun fact: Jeremy has a YouTube channel on cinema reviews (<https://www.youtube.com/@jeremym9273>).



Meet The Team

Axel Waiengnier

Project Manager



Axel has more than 20 years of experience in managing digital teams and projects. He knows how to find the right balance between people and process, while ensuring the cohesion and well-being of the teams. From kick-off to final delivery and operational team set-up, he helps manage digital projects from start to finish. He has gained experience working for large accounts in the telecoms, banking and aviation sectors, both in the B2C and B2B markets.

Fun fact: Axel has managed the 1st web department of Proximus, a major Belgian mobile operator.



Our Partners

We collaborate with several highly specialized partners in order to provide the best solutions to our clients.

MAKEm3WEB

MakeMeWeb is a web agency specialized in PHP development for websites, web apps, e-commerce and mobile solutions.

Agilytic

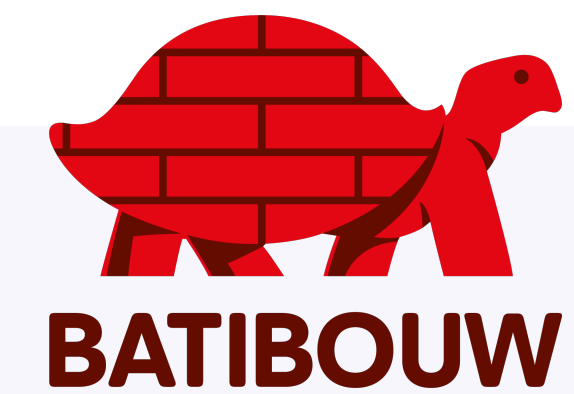
Agilytic helps leaders from all sectors put data at the service of their business goals by applying leading techniques and tools in data science and data engineering.



SapiensUX uses design, psychology and neuroscience to boost digital, marketing and sales performance.



Our Clients



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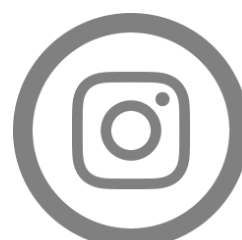
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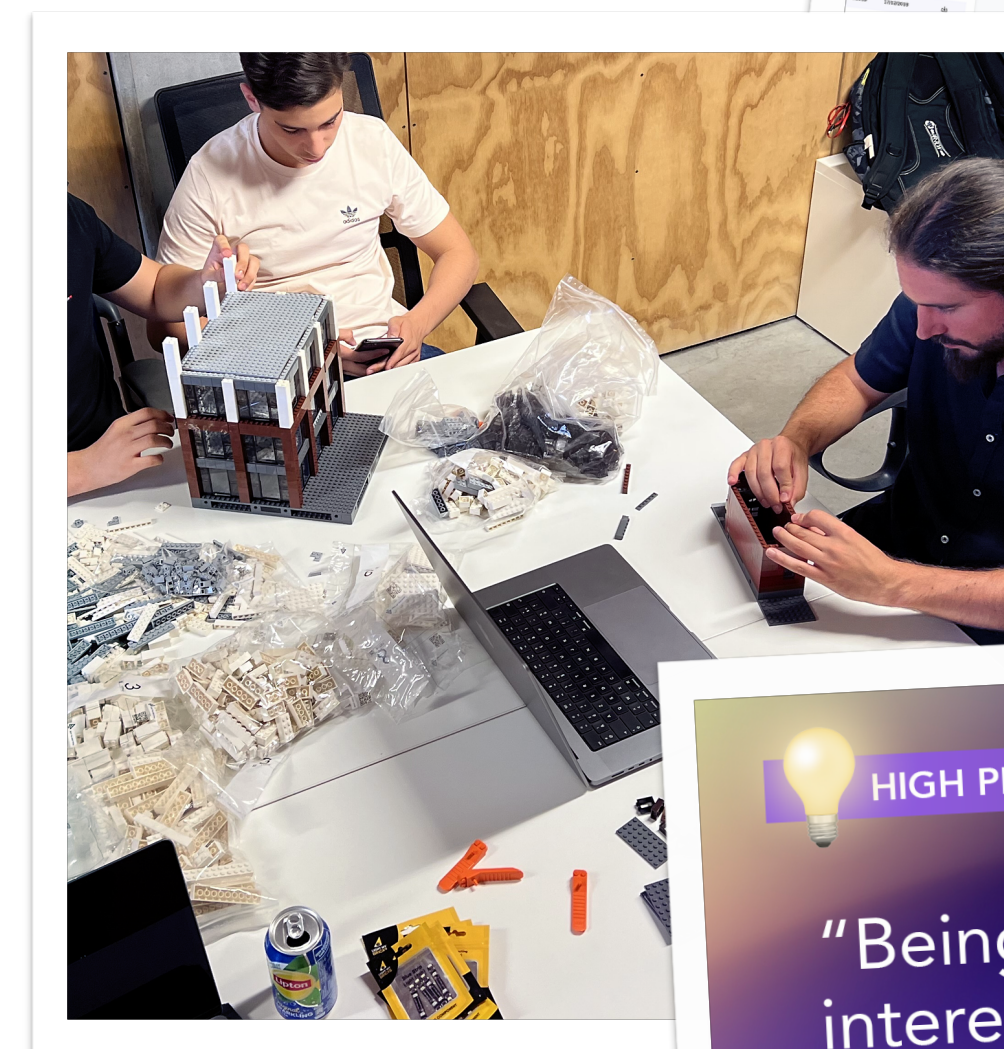
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Got a project idea?
Let's talk!

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