

Waitrose Christmas app

Business need

To build an innovative yet useful 'kitchen tool' mobile application which gives Waitrose's customers the ability to organise their Christmas. The app must be recognised as part of Waitrose's 2010 Christmas campaign. Overall design should be themed as charming, traditional and seasonal.

Waitrose



The solution

Design requirement: fresh every day

Incentivated utilised Waitrose's Christmas brand paper textures to add fun to the real time animation. This element was designed to make the customer want to open the app **again and again**.

Algorithms were written so that return users saw refreshed content, while infrequent users saw Waitrose's most important content.

Design requirement: must be on brand

Incentivated integrated the primary colours of the Waitrose Christmas in-store and on-pack creative into the core navigation.

They made the user experience fun and visual by creating a pictorial menu.

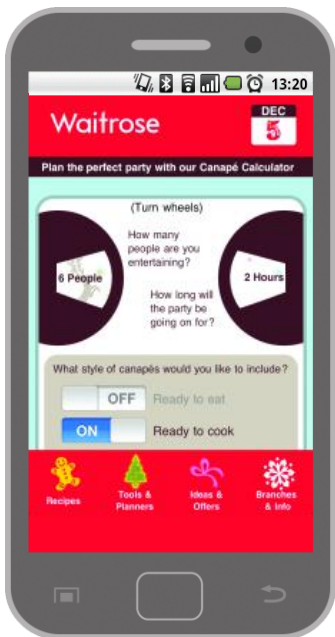


Design requirement: the app must be useful to the user and not just a one-off download

- We produced a practical **Turkey Timer** as part of the kitchen tool kit. This would guide less confident cooks.
- **Canapé calculator** was really designed for the hard core party perfectionist.
- In **Big Day Planner** they drew upon intrinsic Apple and Android design features.
- The **Recipes section** was the main feature of the app including an extensive number of recipes. The main draw was **Delia and Heston**.

Results

- People like to share their recipes with their friends, and this was made easy by allowing them to connect with **Twitter, Facebook and email.**
- It wasn't all about food. A detailed, fun **gift finder** was created that inspired shoppers to buy gifts. To avoid being overwhelmed by so many options, a **'shake for suggestion'** function was added.
- They allowed automatic look-ups of the user's location to make search for a branch easy.



Apple gave this app commendation and praise. It featured in the application store for four weeks and it scored highly within App of the Week, Lifestyle, Staff Favorites and What's Hot categories.

The Android Market also featured the app, **achieved "app of the week" in both the Apple and Android app stores simultaneously.** This is the first branded app to achieve this.

The app was **placed in the top 15** of the branded app charts for 2010.

Waitrose were 100% behind the development and marketing of the app and featured it on the front cover of their "Weekend" in-store newspaper, on POS throughout the store and in their staff newsletter.

Almost **100% of unique users** peeked behind the advert calendar doors during the 24 days.

The app achieved **more than 90,000 downloads in one month** and averaged more than three minutes per session length.

Recipes were viewed 500,000 times; 10% shared recipes and 10% viewed the videos.

The app gained **positive reviews** and **generated excitement** online through Twitter and Facebook. It also gained positive reviews on Twitter as well as leading technology review sites.

The Marketing Society Awards for Excellence 2011 judges' verdict on the initiative: *'A really nice app that works well and is absolutely on-brand.'*

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