A recipe for a stress free and fun baby weaning experience

CASE STUDY

OCTOPUS

Ella's kitchen

Read the story of a book publisher's spectacular success in the app market.

Octopus is a leading publisher of non-fiction books. They comprise of multiple imprints, and as a group have extensive experience of working with high profile authors, trusted partners and associations to produce exciting, market leading books.

Ella's Kitchen which comprises of 5 books covering different age groups is a great addition to the family. It's the fastest growing organic baby food brand in the world.

Octopus have published beautifully illustrated and highly successful series of cookbooks for Ella's. With the launch of their maiden baby food cookbook, First Foods, the team at Octopus and Ella's were keen to bring out an interactive app version as part of the launch.

Need for an app

Weaning a baby is an extremely stressful experience.Octopus felt that having the cookbook in the form of an interactive app would amplify convenience for busy moms.

Building an app is an expensive affair and most app builder platforms are not user friendly. Octopus needs were basic and clear, they needed a custom designed app that was in line with Ella's unique design and branding guidelines. It also needed to score high on usability and interactiveness .

One of the major concern was to find an inexpensive platform because building an app doesn't guarantee ROI.

Laura Cremer

Head of Digital, Octopus Publishing Group

"Working with the fabulous team at Ella's has been a gift — fr om their beautifully illustrated world, to their wonderfully loyal customer base, to their fun and imaginative marketing campaigns. The app came with certain challenges, not least the imperative to stay 100% true to brand with every detail of the UI and UX. Working again with Papertrell, we were able to keep a challenging brief on time and to budget thanks to much of the app's framework being built on a ready-made and familiar platform"

Making the app

Although the mandate was simple, the complexity was with maintaining design, brand and functional consistency across multiple devices and screen sizes.
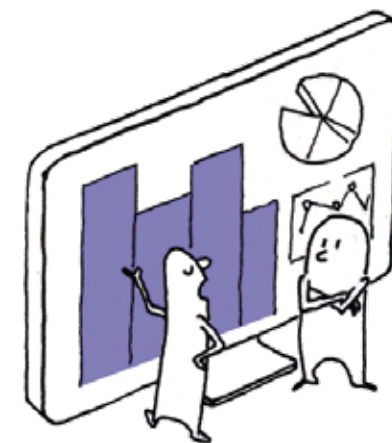
Papertrell added lot of effort to build an app which looked simple and interactive. To meet the mandate, some attention went into making the app complement the branding guidelines.

The app guarantees delightful user experience, with advance interactive features like meal planner, cooking timer and shopping list creator.

The accolades

The results were rewarded with **App Store 'Editor's Choice'** and **'Best New App'** accolades, and a staggering **16,000+ downloads in week** one alone. And with Ella's Kitchen making between one and two thousand new 'Friends' every month, the app has a ready-made audience just waiting to fall in love with it. In fact, new sign-ups to the Ella's Kitchen mailing list each receive a complementary code to unlock exclusive in-app content. In return, the app invites those new to the brand to sign up to receive even more goodies in the post.

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