Skill Launch: July 2018
Case Study: December 2019

Immediate Media

BBC Good Food Skill

Powered by Hi Mum! Said Dad

Case Study – BBC Good Food

Problem

The aggressive growth of voice represented both opportunity and a serious threat to the business model driving BBC Good Food. It is reliant on its ability to serve and sell advertising impressions on their hugely popular recipe website and app. However, without developing a custom experience, voice assistants offer little scope to ensure presence when someone utters “Find me a good recipe for pancakes”. It also does away with traditional impressions when a result is returned.

Opportunity

Alexa Skills make current mobile or web-specific functions more convenient through voice. The kitchen presents a perfect example where voice excels – facilitating hands-free behaviour where flipping cookbook pages back and forth or tapping on a greasy phone screen is difficult. HiMumSaidDad set out to create the go-to recipe assistant for Alexa - achieving this would mean creating the ultimate experience in voice guided cooking that BBC Good Food could own.

Case Study – BBC Good Food

Solution

In order to design a best-in-class experience, the brand had to overcome common cooking pain-points and consider how to facilitate search for 11,000 recipes over voice. Ultimately, the core of the skill is that it enables hands-free cooking and they therefore had to give significant thought to peoples' mind set when it comes to cooking and the use cases they should take into account.

Ask too many questions and the use cases to take into account would create frustrating user experience. Ask too few, and the user would be faced with a barrage of recipes. The solution was to enable a range of commands with filtering criteria.

Once the customer has selected a recipe, they can cook-along without having to flick between instructions and list of ingredients for a seamless walkthrough. Users can simply ask “how much sugar?” and the skill will instantly confirm.

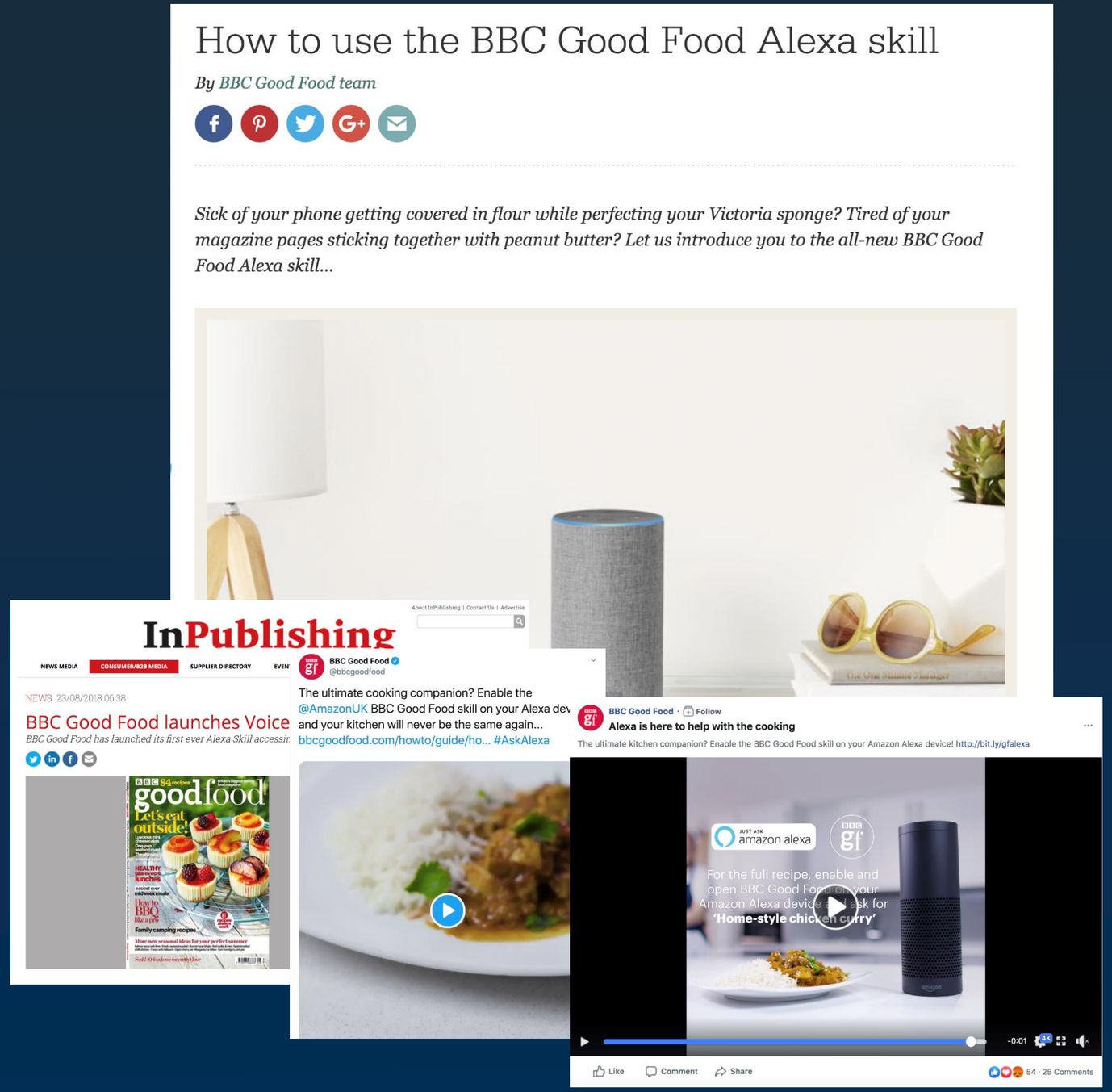
Go-To-Market

Approach

BBC Good Food invested significantly in PR around the launch of the skill, which they featured in both consumer and industry press.

A landing page on bbcgoodfood.com dedicated to the skill was created to drive further traffic. BBC Good Food also used their popular social channels to promote the skill.

In addition, the Alexa consumer marketing team elected to feature the skill on the Store and within the Staff Picks section, as well as include the skill in the "What's New on Alexa" newsletter which helped increase discovery and awareness among customers.



Case Study Video

Trouble viewing the video? Paste this link into your browser.
https://youtu.be/oKcXwAHbmzw

Results

#1

Most reviewed recipe skill on Alexa in UK

Source: Hi Mum! Said Dad

250k+

Monthly users

Source: *BBC Good Food*

22k+

Daily users on search occasions like Pancake Day, outperforming the app

Source: *BBC Good Food*

Winner

Webby Awards, Lovie Awards x4, BIMA's, EMMA's, W3

Source: *Hi Mum! Said Dad*

Good Food's Learnings

Content designed for web and mobile is not necessarily suited for voice experiences. To optimise the interaction, restructure content by breaking it into smaller lines, considering pacing and including functionality for enhanced control.

Expect the unexpected. No matter how you think users will talk to your skill, you're bound to have users ask things you weren't expecting. Make a plan to dynamically respond to these failed intents.

For users, the field of reference when talking to Alexa is human conversation. Still a little way away from that, make sure to guide users through paths and responses in order to make the experience flow like a conversation despite any technical limitations.