



Brewing Success

Breville

BREVILLE | SALES ENABLEMENT MOBILE APPS

BACKGROUND

Australian-based Breville is an international retailer of high-end kitchen appliances, with stores and retail partnerships worldwide. Breville was interested in ways to promote their brand and products in a way that could be used in-person by sales associates, in-store at kiosks and direct to customers. They engaged Atypical Digital to design and develop two different mobile applications – a product catalog and a recipe collection – to showcase product and promote brand awareness.

SERVICES PROVIDED

UX / UI
CREATIVE DESIGN
APP DEVELOPMENT

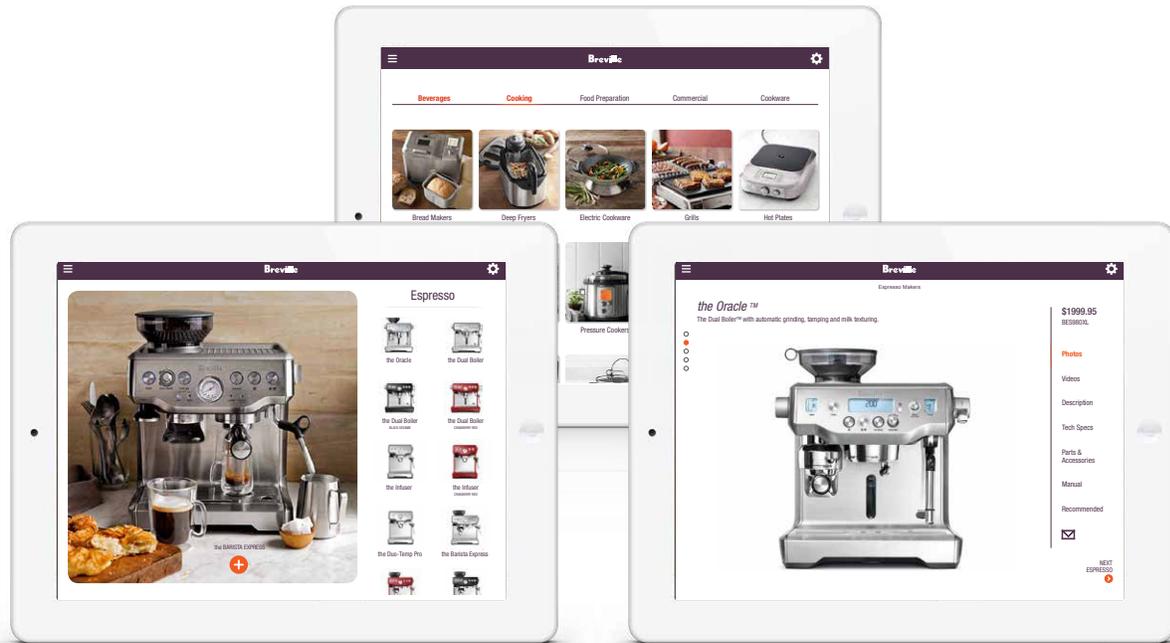
CHALLENGE

With such a broad base of potential users – customers, sales associates and marketing staff – the applications needed to be extremely straightforward and intuitive to use. They also needed to be simple in terms of authoring and updating content since the apps' content would be managed by the corporate marketing staff.

SOLUTION

Atypical Digital began with a discovery phase to clearly understand Breville's goals and needs in the context of mobile applications. To most effectively reach their range of goals, the need for two apps was identified during discovery.





Direct Sales Enablement through Product Catalog

The first project is a sales enablement app for tablet devices that showcases the range of Breville products, providing a depth of details, photos and videos. This application will be used by sales personnel for in-person demonstrations and also installed in store kiosks for self-guided exploration by customers.



Brand Building / Soft Sales through Recipes

The second project is a customer-facing recipe app that is intended to promote brand awareness and product usage. Recipes will be organized by both meal type and associated appliance to keep the focus on the Breville product. Users can share recipes, create a favorites list and read about the associated celebrity chefs.

Both apps were designed to showcase Breville's beautiful product imagery and provide simple and intuitive navigation.