

KYAN

BIMA Awards — Product Design & Build

Baking Mad by Kyan

Our objectives

DESIGN

To relaunch Baking Mad's online presence and update the brand whilst retaining familiarity with their audience and accessibility to new audiences

BUILD

To produce a super-fast framework that fostered brilliant content creation and allowed for future expansion into new technologies

USABILITY

For users to be able to search, navigate and use the website in a way that is intuitive and accessible, particularly when cooking!

REPUTATION

To reclaim Baking Mad's place as THE online destination for home baking, in a competitive online space that has soared with popularity



TECHNOLOGY

To take the brand to the next-level by implementing advanced features such as artificial intelligence and voice assistant support for consumer devices such as Alexa

Our strategy

BUILD

Hearing how frustrating the day-to-day work was becoming for Baking Mad's content editors, we were inspired to go above and beyond and build a solution that entirely revolutionised their approach to content.

Our own research and experience led us to a headless CMS, and more specifically, Kentico Kontent. We believed that Kentico offered a superb solution that the team at Baking Mad could use to take the pain out of recipe and blog management.

Kontent separates the 'presentation layer' of the website from the content, meaning that editors don't need to worry about design and layout. Content is served to the site via an API and delivers it exactly where it needs to be. This approach takes the CMS's focus away from the 'how and where' and concentrates on delivering structured content.

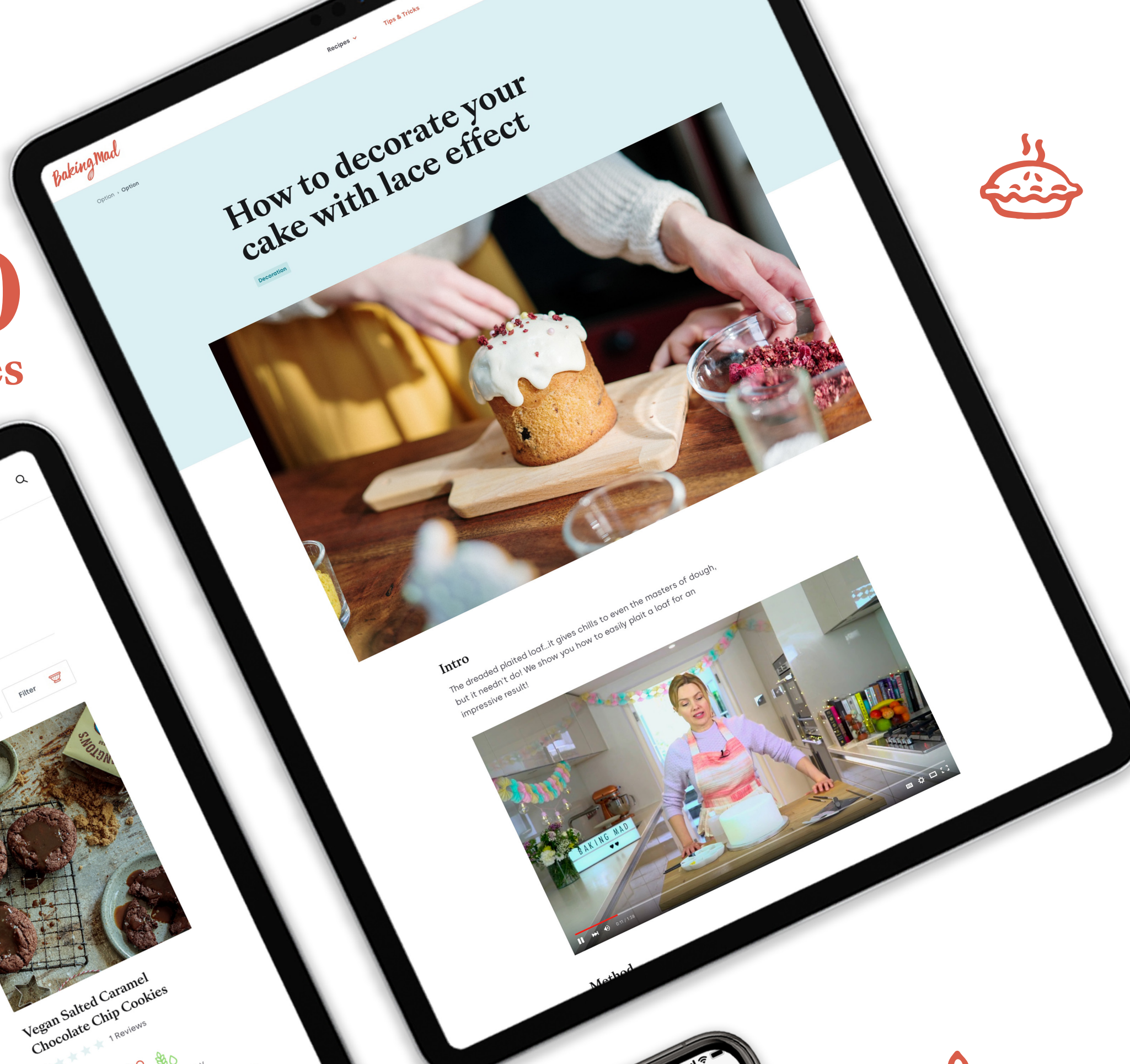
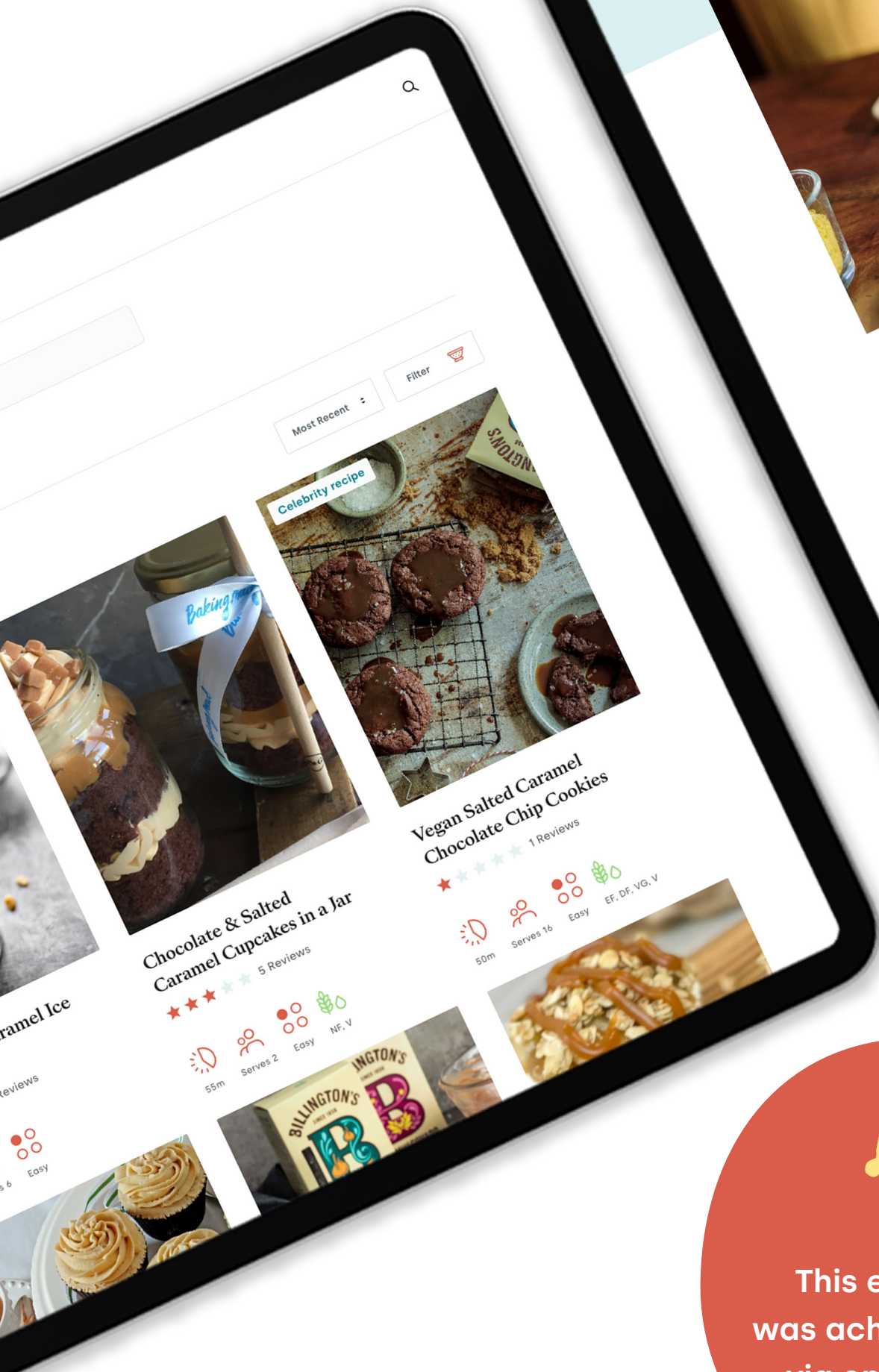
A headless CMS also frees us up to choose just about any technology that we like. So we aren't tied to a traditional or 'monolith' style CMS such as WordPress.

Cooking up a feast with Baking Mad.

Baking Mad



1,600
recipes



Kentico made the task of managing 1,600 recipes less daunting for the content team, and also took away uncertainty around future updates because headless CMS can be moved between technology stacks and send content to future consumer tech (such as voice). This freedom of choice led us to Next.js. Next's incremental static builds together with Algolia's live search (website search powered by AI) allowed us to deliver a lightning fast experience.

BRAND

By their own admission, the Baking Mad team were struggling with articulating their brand. Exacerbated by a website that wasn't fit for purpose and the infinite budgets of the likes of the BBC, some work needed to be done around brand strategy. Our Creative Director worked closely with the Baking Mad team and held a brand strategy workshop to help them find their voice and positioning.

It became clear that a huge part of Baking Mad's success can be attributed to its 'open for all' accessibility, welcoming bakers of any kind. So a new brand should reflect that in a way that is friendly and embracing. The agency's design team introduced new typography, a more vibrant colour palette, and a visual language that demonstrated the fun and carefree approach to home baking.

The execution

The new Baking Mad website showed the brand in a brighter light, whilst retaining familiarity to existing users. Pages gave prominence to beautiful, mouthwatering photography, but also

delivered key information such as ingredients, recipes and instructions in a way that is easy to follow, whoever the user, and whatever the device.

Dozens of bright, clear and colourful graphics were created for Baking Mad's many sub-sections such as Bread Club, Baking Tip & Tricks, Gluten Free Bakes and Baking with Kids. The tailored approach to category design gives the site a new lease of identity and well-defined brand elements that will be instantly recognisable to bakers looking for specific recipes or blogs.

Big, bold blocks of colour gave ample space to show off some of the brilliant copywriting that the agency and the Baking Mad team had collaborated on. These sections also served as bold titles for popular recipes – ones that can be easily updated should there be a new trend or a seasonal change.

Iconography and illustration pulled out key information that would otherwise be lost in text, such as cooking time, serving numbers, allergies and difficulty levels. Over 50 bespoke illustrations were created, giving the client no shortage of choice for the future.

Smart AI subtly steps in when users are searching for recipes, helping them find exactly what they are looking for.

Working deep inside the Amazon Alexa API, we were able to bring recipes to home assistant speakers, making it easy for bakers to follow along to recipes in the kitchen. The 'voice of Baking Mad' is able to read step-by-step

This entire project was achieved remotely, via online meetings and workshops.



instructions to users, and can simply repeat or clarify steps if necessary. This solves the 'sticky fingers' problem where bakers' personal devices such as tablets or phones become covered in ingredients, and also eliminates the need to print off recipes like it's 1999.

Finally, with a YouTube channel of over 250 videos spanning almost a decade, we helped the brand to entirely revamp their channel to keep up with the competition. By meticulously redesigning every single thumbnail as well as updating the channel's graphics to reflect the new brand direction, their video content now appeared more attractive, obvious and compelling in search results across the platform.

Conclusion

Baking in such a strong relationship during what was a challenging time for all businesses means that our partnership with Baking Mad is one built on strength and trust. We continue to work with the brand on advanced features; further developing the voice tech as we roll it out to more users, assisting the marketing team with template systems that help them create content in a way that is fast and efficient, and optimising the technology stack upon which the site is built. We have also provided deep analytics allowing Baking Mad and their parent company to monitor page performance and user behaviour.

Whilst we've achieved so much already, we can't wait to show the community what else we've been cooking up.



The client was so pleased with the relationship and result that we presented a 'glow up' video to the Silver Spoon board.



Kentico Kontent is a headless CMS, making updates across various devices super simple.

+290%
goal conversion

