



UX/UI Exercise



Weekly Meal Upload Competition

For my UX/UI exercise to showcase my creativity, knowledge, skills and processes for HelloFresh, I've decided to come up with a new app feature for existing users that will increase user engagement whilst also providing valuable feedback to HelloFresh on their recipes. People love taking photos of their food, it's common knowledge! So why not capitalise on this by adding a fun feature to share their creativity whilst having the chance to win a freebie while they're at it.

In my presentation I will outline:

- Purpose/objective
- Feature outline
- UI functions
- Recipe Feedback survey
- A sample of personas and scenarios
- Wireflows and Invision sample prototype - https://invis.io/DPCF5BXS6#/241873680_1
- Interface design mockups made in Sketch
- Conclusion and possible ideas for expansion/further development

Purpose

To increase app engagement while gaining user feedback to build upon one of HelloFresh's main brand values to inspire people to be excited about food and to become more than just ingredients in a box.

Feature outline

The feature will allow users to upload an image upload of one (or more!) of the current week's recipes where users are encouraged to present their food in a fun and creative way, and the staff favourite of the week will receive their next week's HelloFresh box for free. When the customer is submitting their photo they will be asked to rate the recipe, with further expansion on the current feedback form.

This will further inspire people to get creative with their food and presentation, while feeling like a valued customer by giving their feedback and the potential to win a free HelloFresh box each week. The winner will be announced on the News tab in the app, the freebie box will appear in their profile and they'll also notified personally.

In an expansion of the app I would like to include a "share to social" option where the app will be able to post to selected social channels with a new hashtag to increase exposure, but as that's more R&D time for now a trial CTA to encourage users to post to instagram with a hashtag can be effective which will hopefully bring in new customers when they see their friends making delicious HelloFresh recipes.

UI Functions

The user will be able to view the current week's menu where a new universal upload icon will be added to submit their photo for the current week, however the next week's menu interface will remain the same.

Submitted content will also appear in the users profile so they can reminisce on the great recipes they've made and be inspired to continue to improve their presentation style and cooking skills! If they win a box it will also appear in the freebies section in settings under their profile.



Recipe Feedback Survey

Currently the user feedback form on the recipes I feel is very simplistic and not particularly useful to gain insights for improvement. By providing a few simple yes or no questions we can obtain better user feedback, whilst the app does all the “thinking” for the user instead of requesting effort from them to type out a few lines in response to what I feel currently is a vague prompt.

Giving the user a quick and easy way to provide feedback in turn makes them a lot more likely to rate products overall (and not just in the weekly recipe competition feature) rather than be asked to only type out a response. A typed option will remain for users, but I know a lot of value insights can be gained from adding a few well positioned yes/no questions.

Survey Options

- Help us improve our product (existing rating 1-4 stars)
- Would you like to make this recipe again? (Yes/No buttons)
- Did this recipe have enough flavour? (Yes/No buttons)
- Were you happy with the produce quality? (Yes/No buttons)
- Was preparation time fairly accurate? (Yes/No buttons)
- What did you like about this recipe? (optional open answer field)
- What can we improve on this recipe? optional open answer field)

Not only will this provide a better user experience by reducing effort required to give feedback, it will provide extremely valuable insights for HelloFresh to improve their products.

User feedback and ratings can sometimes be hard to obtain willingly from users, so essentially making it a requirement while submitting their entry for the weekly competition is a great way to obtain it at a very low cost to the company!



Personas



Annika and Leon - 26

Annika and Leon are young professionals who often stay back at the office to get on top of their work. They try to maintain some work life balance and go to the gym after work a few times a week, and they're happy to know they can come home to their HelloFresh box to whip up a quick healthy meal together after a long day.

Situation: Standard work day

Annika finished a typical work day, did a quick gym session and is now home, ready to cook a meal with Leon. She often multi-tasks while eating and uses her phone, so she takes a snap of her meal to post to Snapchat and Instagram then uploads her masterpiece to HelloFresh in hopes of winning their next HelloFresh Box free.



Carl - 36

Carl is a busy professional who usually orders his food via delivery apps but deciding he should focus more on saving and healthier eating, he's been learning how to cook delicious quick meals at home and enjoys taking half his portions for two to work the next day for lunch. He doesn't really use social media but using the app to order he snaps a photo of his creation to try score a freebie box.

Situation: Standard work day

Carl has just come home from a long work day and is tired and hungry but knows by the time it would take to choose and wait for a delivery meal to arrive, he can have something on the table a lot faster. Carl finishes his cooking takes a quick pic to upload on the HelloFresh app, and checks his recipes he wants to order for next week. Carl enjoys his HelloFresh meal on the couch while watching TV.

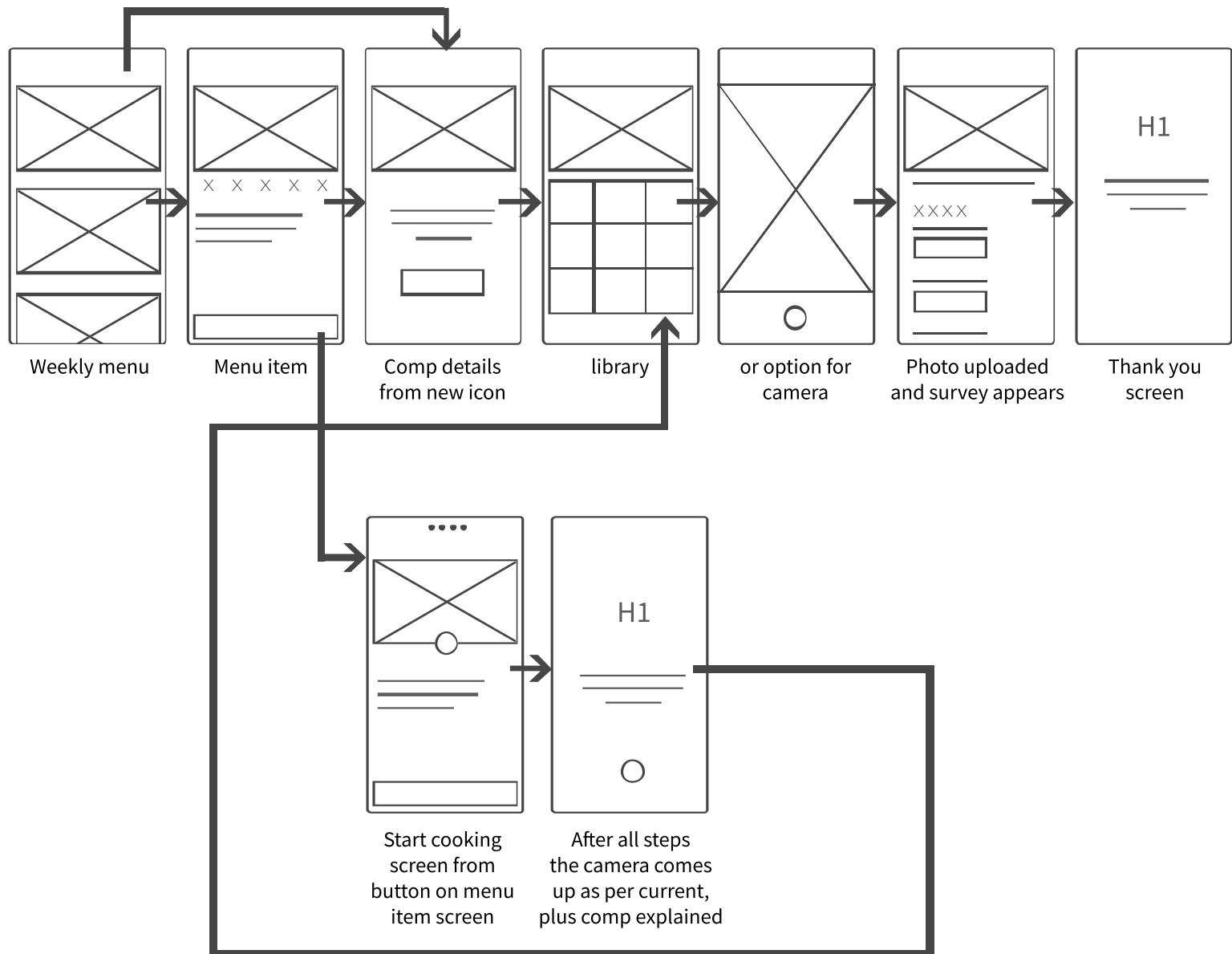


Sonja - 46

Sonja is a stay at home mum juggling home life, her two young teenagers and her social life. Sonja is often busy with her home commitments and dropping the kids off to school and other various places which doesn't always leave a lot of time left for cooking a meal for four so having meals preplanned and delivered is a lifesaver.

Situation: Standard busy stay-at-home-mum day

After running around all day dropping the kids off, cleaning the house and doing various errands, Sonja picks the kids up from school and has an hour or so she can spend relaxing working on her blog before her husband gets home knowing she has a quick and easy recipe ready to go. She makes the meal, snaps some photos for her blog and instagram then posts it to the HelloFresh app.



Wireflows

A new upload icon will be added to the bottom right hand corner of the weekly menu, so people can upload their image from there if they've already cooked their meal, it gives them a faster way to get there, but also shows users straight away there's something new in the app.

A new icon also will be added to the menu item, which will take you to the competition details if clicked, otherwise the user can go ahead to "start cooking" and on completion of the steps the camera launches as per current app design but with competition details and redirects to the new camera interface for upload.

Then camera launches and the user can toggle library or camera.

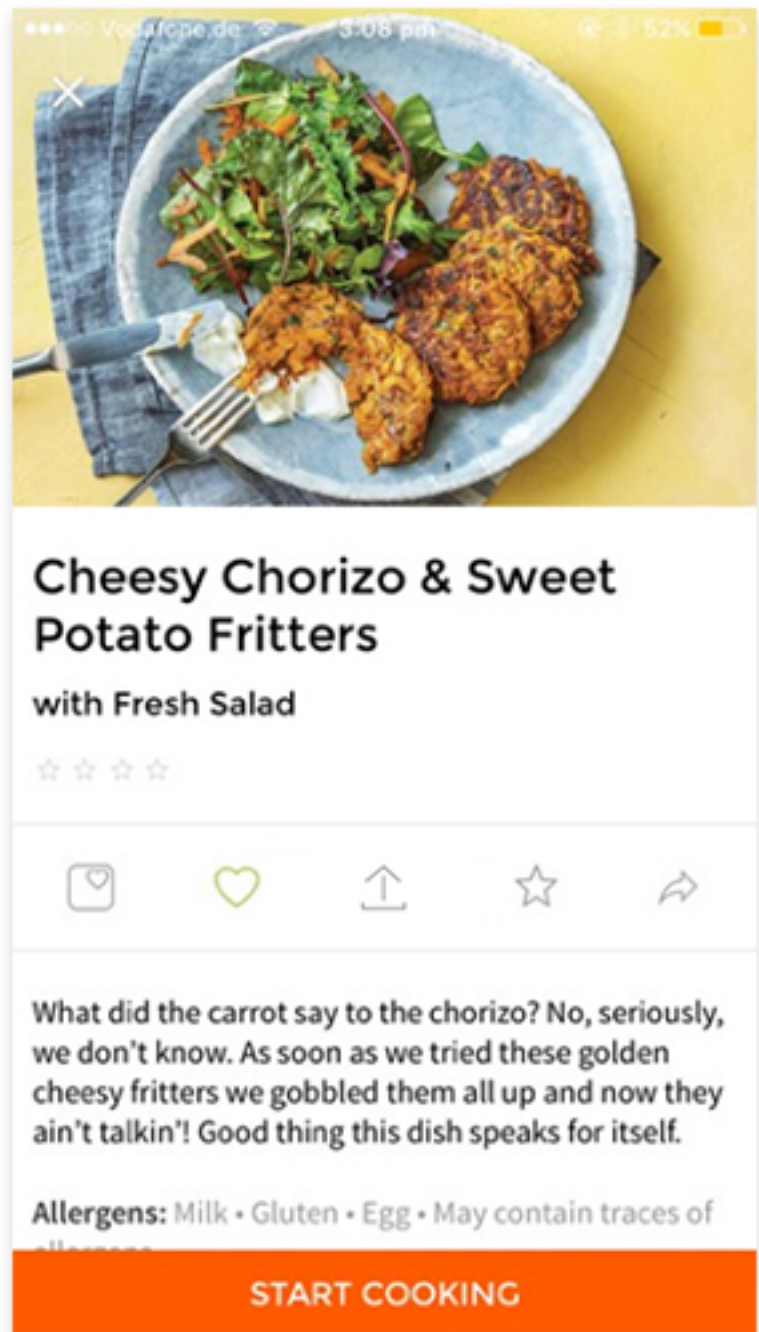
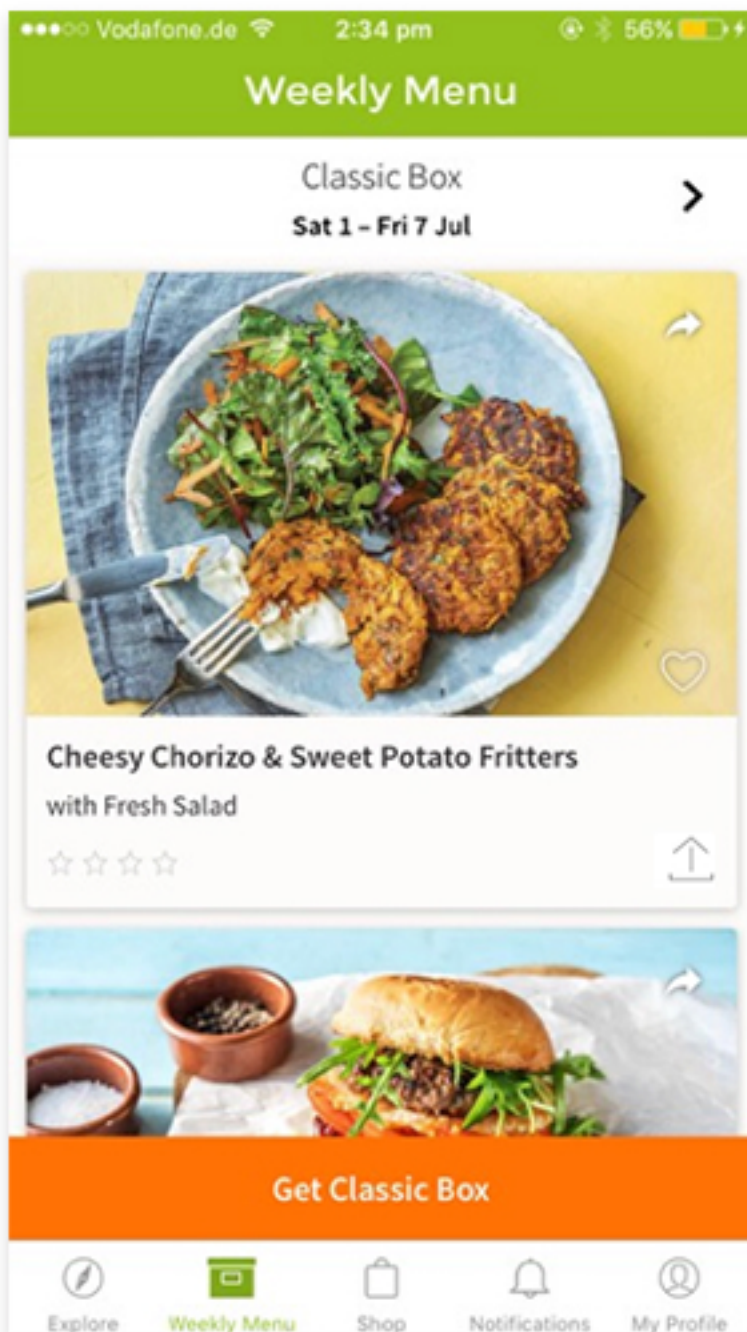
Photo uploads and survey appears.

Thank you screen.



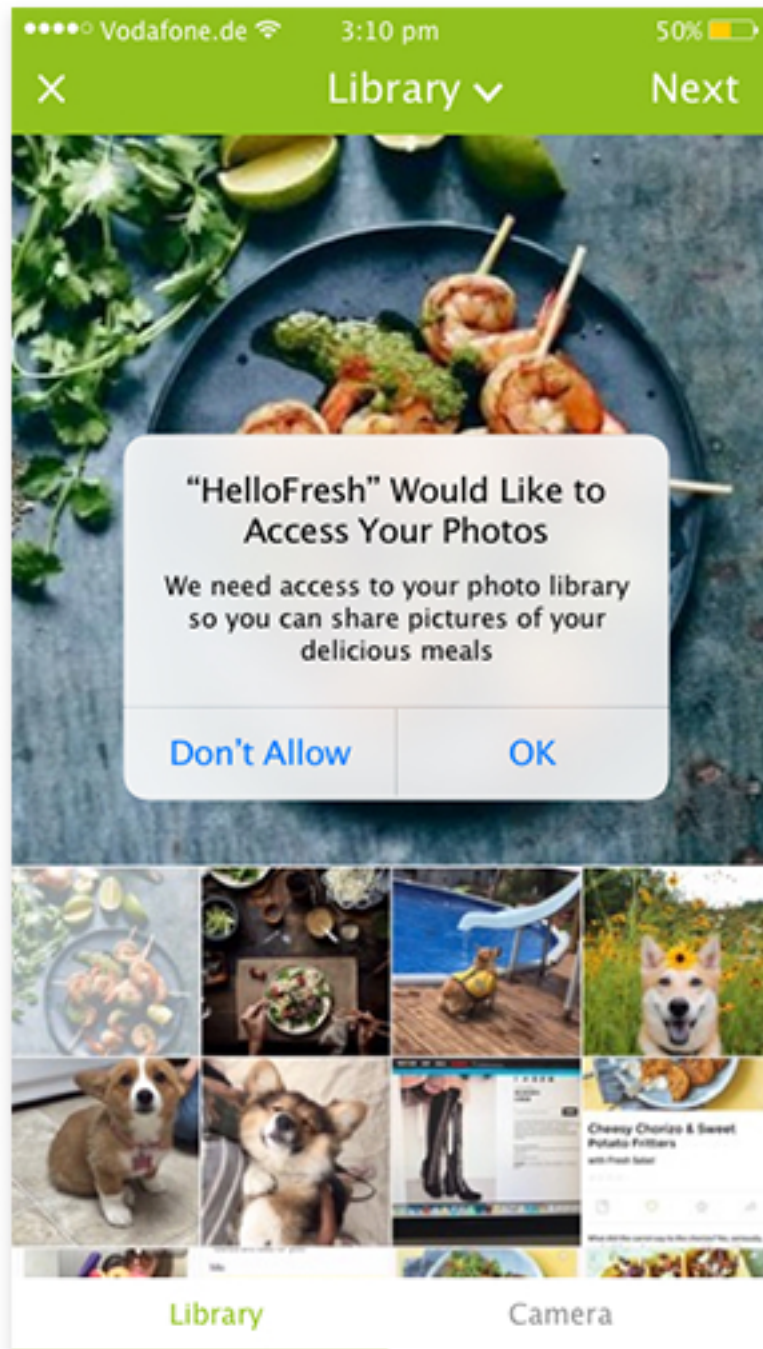
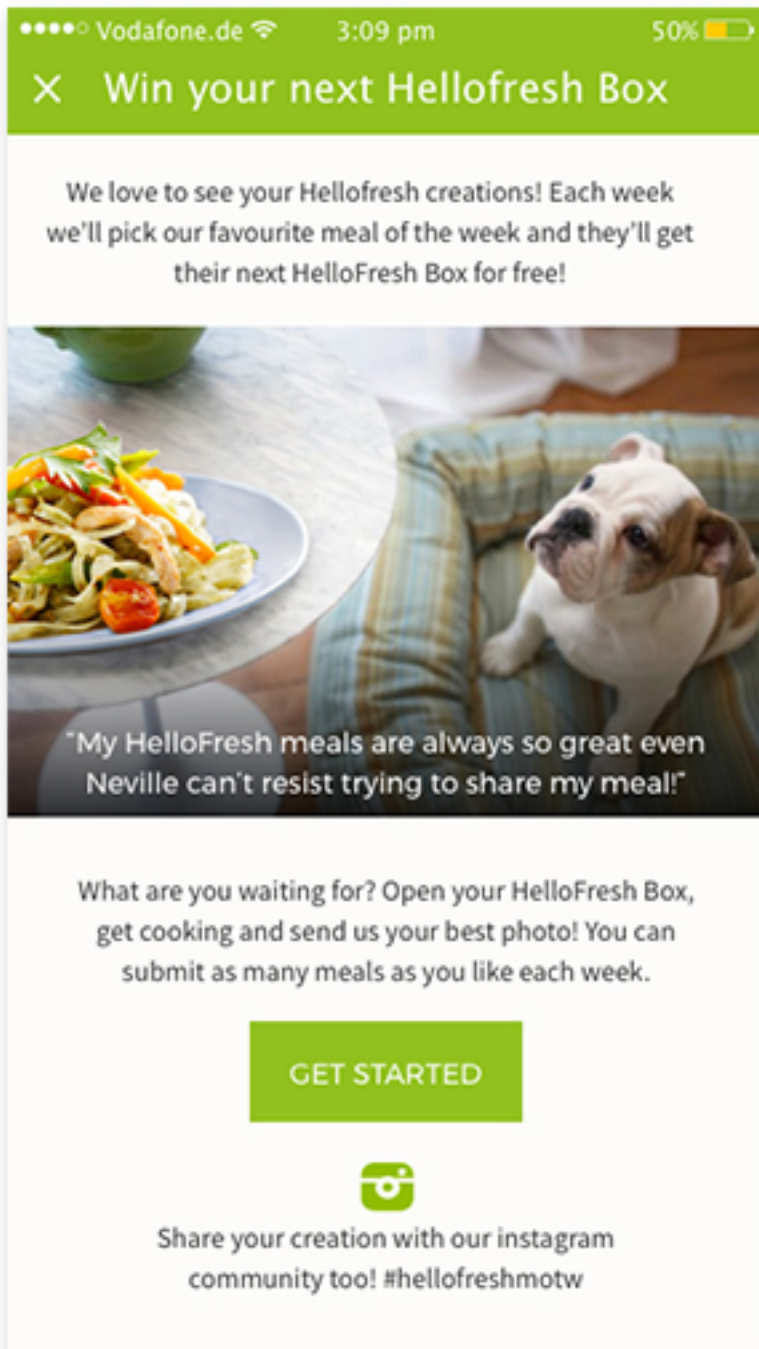
LIVE PROTOTYPE MADE WITH INVISION - https://invis.io/DPCF5BXS6#/241873680_1

NB: This is a sample prototype for the screens I have created, and not a full prototype.



User Interface - Weekly Menu and Recipe Card

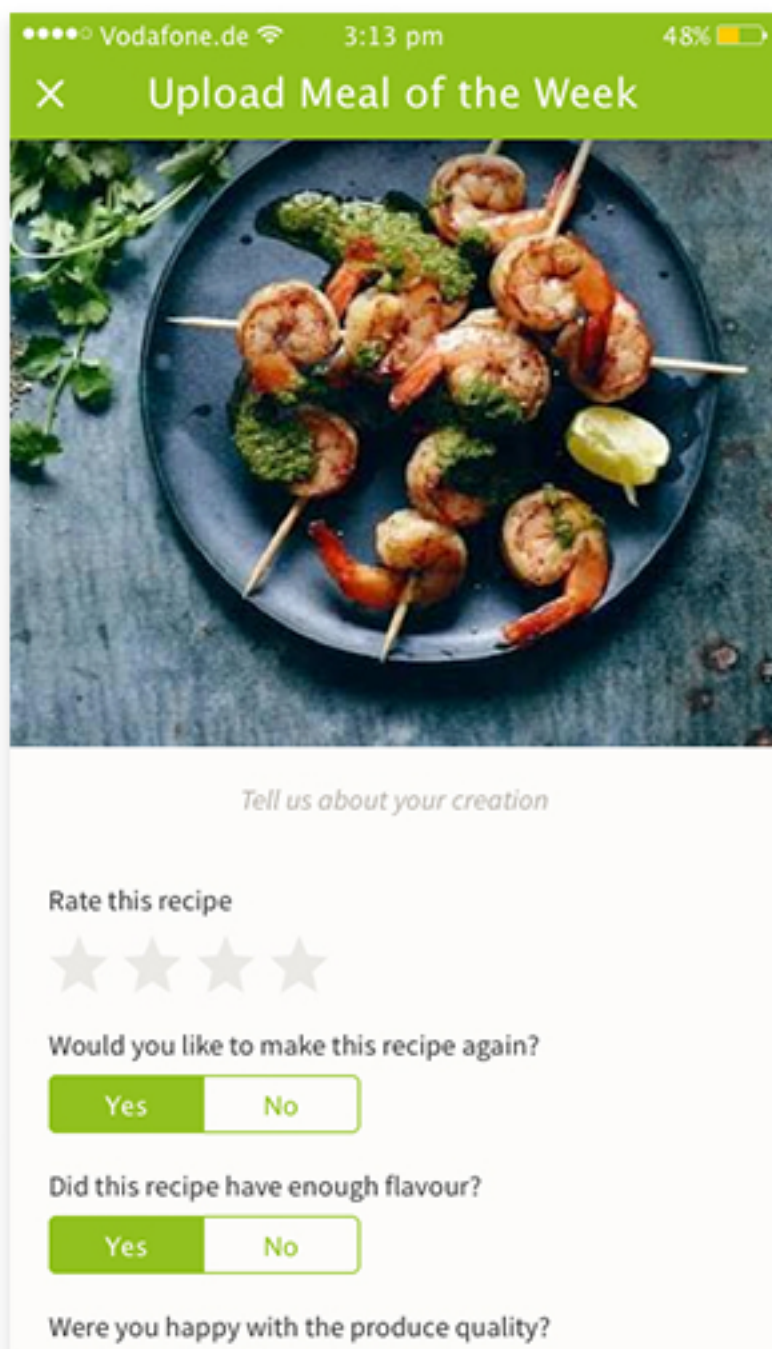
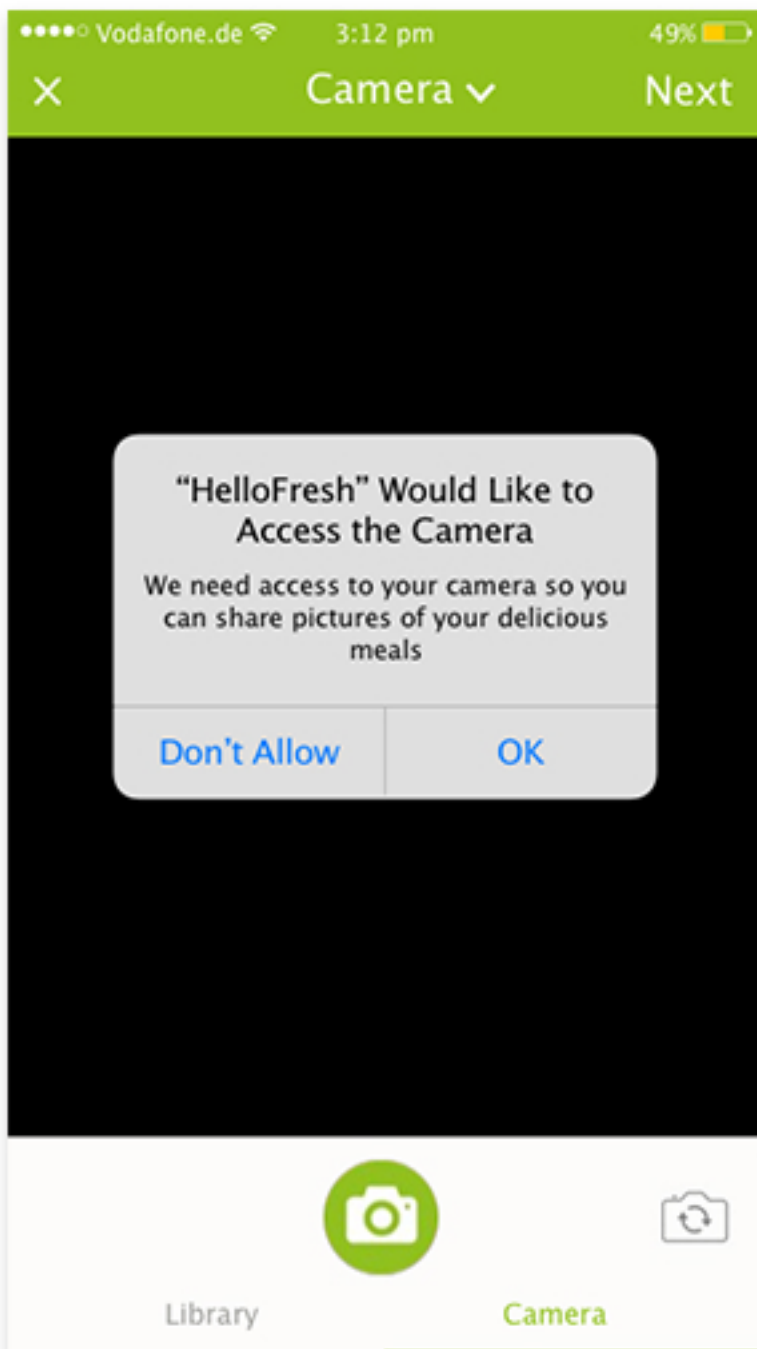
1. New universal upload icon added (so users instantly recognise the symbol) to bottom right corner of each menu card which will take users to **screen 3**.
2. Here the new icon has been added to the centre to be the main focus so users notice something different. From **screen 2**, if they click the upload they go to **screen 3**. If they click "start cooking" they will go to the recipe as usual and on completion of the steps the "enjoy your meal" camera screen comes up as usual, but will have some copy about the competition and will launch the camera and take them to **screen 4**. (see **screen 9**)



User Interface - Competition information and camera screen

3. Here the competition is explained with the essential information, and an inspiration photo for the type of creative content and caption that HelloFresh get excited about. A instagram call out is also present to get them sharing the new hashtag and to grow HelloFresh's already strong instagram presence. It's important to give the user different ways to upload, if they have already exited the recipe **screen 9**, this is another fast way to access it next to the weekly menu icon. This screen also serves to explain the new feature.

4. Taking inspiration from instagram's upload for familiarity, the user's album will be shown below, and a permission request if it's not already granted. Existing app elements used, such as the toggle below for library and camera. Also up top it is labelled and the user can toggle that way if they are more familiar with this common interface.



User Interface - Camera toggle and survey

5. Toggle screen for camera interface using existing camera button icon, adding a camera swap icon if users want to take a pic using the front facing camera on their device.

6. Once photo is uploaded/taken they will be directed to the upload screen and asked to share a little about their creation. I have added this italics style in to add hierarchy to show this is clearly a text field. Existing star rating added, and new toggle buttons added for yes/no questions. Please see next page for continuation of screen 6.

Vodafone.de 3:13 pm 48%

Tell us about your creation

Rate this recipe

★ ★ ★ ★

Would you like to make this recipe again?

☒ Yes ☐ No

Did this recipe have enough flavour?

☒ Yes ☐ No

Were you happy with the produce quality?

☒ Yes ☐ No

Was preparation time fairly accurate?

☐ Yes ☒ No

What did you like about this recipe?

Write something

What can we improve on this recipe?


Write something

UPLOAD MEAL OF THE WEEK

Vodafone.de 3:14 pm 47%

Thank you!

We received your Meal of the Week and can't wait to check it out! You'll be notified Monday next week if you've won!



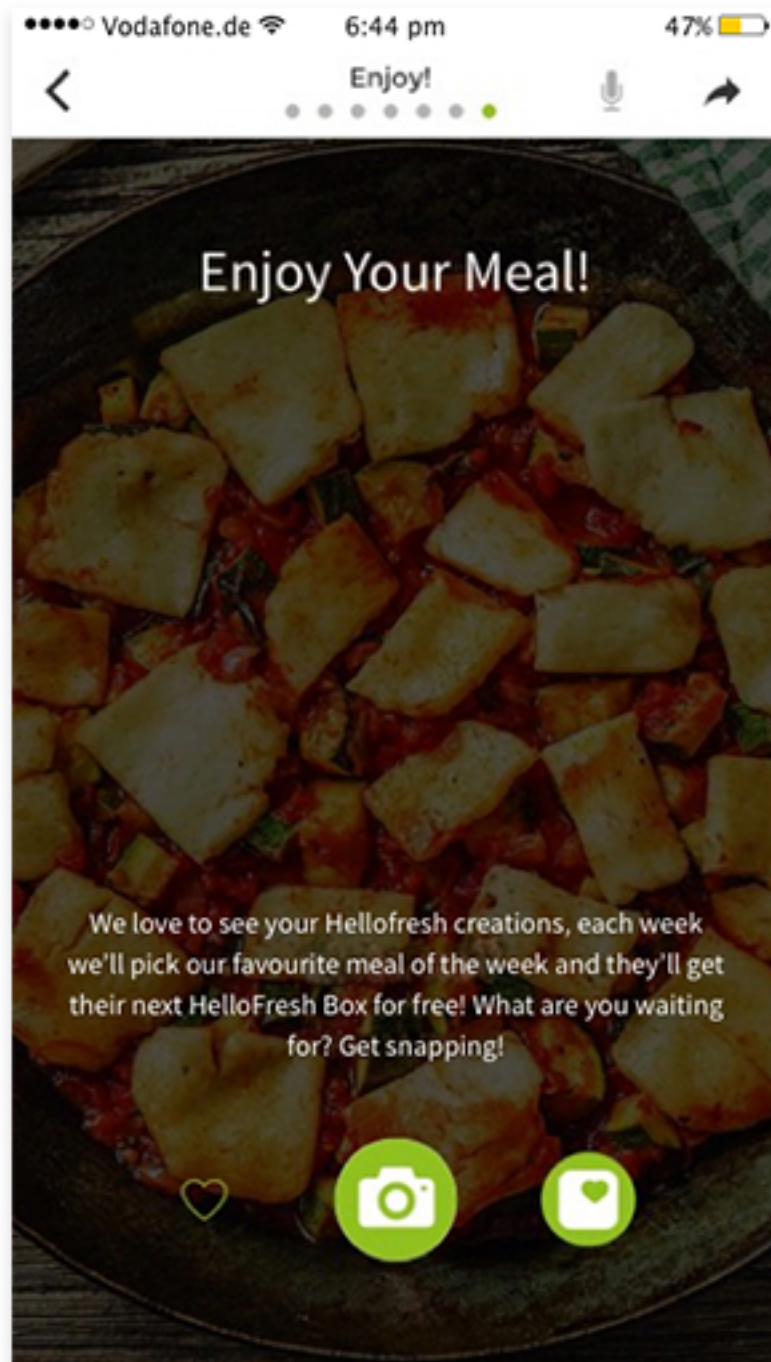
Don't forget to share your creation with our instagram community and checkout what others are posting with #hellofreshmotw

Explore Weekly Menu Shop Notifications My Profile

User Interface - Survey and confirmation screen

6. (continued) After completing toggle questions, two text field questions are added. These are not required for submission however, I have strategically left out indicators of required fields in hoping users will fill out a few lines so we can get deeper feedback.

7. Confirmation of submission and instructions on when they'll expect to be notified. Second push for instagram this time also encouraging them to check out what other people have made. Exit button to home available, or the navigation menu if they have somewhere else they'd like to go and get there quicker.



User Interface - post recipe completion screen

9. This screen is a modification of the final screen after a recipe is followed. Using the existing camera interface included, copy is added to either inform or remind the user of the new feature/weekly competition. This will launch them to **screen 5** toggle for the camera.



LIVE PROTOTYPE MADE WITH INVISION https://invis.io/DPCF5BXS6#/241873680_1

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Conclusion

My proposed feature provides value to the customer in the sense of learning and creatively thinking of new ways to present food to grow their passion for cooking, whilst also having the opportunity to win a free HelloFresh box. It is fun and easy to engage with, and fits seamlessly into their HelloFresh experience as there is minimal effort and time required to use this feature as it is a continuation of something they are already doing so why not have some fun and try and win their next HelloFresh box.

It can also further build the already large HelloFresh instagram community with the new instagram hashtag #hellofreshmotw so people can see how others are presenting their food for the weekly challenges. It would easily fit into their routine after making their meal and only add a minute or so to their day whilst return on time investment is potentially high in the form of winning a free box so people will use this on a regular basis.

After looking at the existing interface and function of the app, I feel like this would be an easy feature to create as there is already a camera function for after creating the meal. It would fit well into the existing interface by having a new upload icon added to the weekly menus, and also at the end of each recipe.

Ideas for further development:

- Add filters to the image upload to make their photo pop!
- Add share to social buttons where people can push it to instagram/facebook with pre included hashtags
- Add a gallery feed auto uploader to collate everyones dishes so people can see it on the blog/news tab mainly for if they're not a social media user
- If T&Cs are required, add those in also