



Usability Test Report

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Executive Summary

This usability test report evaluates the design and functionality of HelloFresh, aimed at enhancing user experience. The primary objective of the evaluation is to identify key usability issues that may hinder user satisfaction, and to recommend actionable improvements for better performance.

Positive Findings:

1. Variety of Recipes: Most participants complemented the variety of options available for recipes.
2. Recipe Details: Most participants found the layout of the details page to be visual interesting and informative.

Key Usability Problems:

1. **Feedback:** Participants found that some functions of the website do not provide necessary feedback eg. Search, Promo Codes
2. **Visual Hierarchy:** Performance delays were observed, particularly on older devices, impacting the user experience.
3. **Form Error Handling:** Users experienced difficulty with form validation and error messages, causing frustration during task completion.
4. **Minor Visual Inconsistencies:** Some cosmetic issues, such as typos and alignment inconsistencies, detracted from the professional appearance of the interface.

General Recommendations:

To address the usability issues identified, we recommend further quality assurance testing, focusing on performance optimizations, form validation enhancements, and consistent layout standards. These changes aim to improve the overall user experience, ensuring higher levels of satisfaction and engagement.

This report outlines detailed findings and provides actionable insights in the subsequent sections for managers to review and apply.

Introduction

As a leading meal kit delivery service, HelloFresh promises convenience, customization, and inclusivity for diverse dietary preferences. This usability test aimed to evaluate the platform's ability to deliver on these promises by identifying potential barriers to user engagement and task completion.

The study focused on four key areas of interaction:

- 1. Finding Recipes** – Assessing how easily users could locate recipes based on cravings, dietary preferences, or nutritional needs.
- 2. Customize Meal Plans** – Evaluating the flexibility and clarity of meal plan customization.
- 3. Gift Card Functionality** – Testing the ease of redeeming and purchasing gift cards.
- 4. Favorite Recipes** – Investigating how intuitive it was for users to save and access favorite recipes.

These areas were chosen based on their importance to HelloFresh's value proposition and their impact on user experience and conversion rates. By engaging participants with real-world scenarios, the test sought to uncover pain points and provide actionable insights for enhancing the platform.

The findings and recommendations outlined in this report aim to inform HelloFresh's design and development teams, ensuring a user-centered approach to improving the platform's functionality and accessibility.

Methodology

The Cineplex Usability testing team was tasked with evaluating the usability of the website. The following method was used:

- 1. Site Review:** The team did a general review of the site to identify tasks that may have usability issues. These tasks were selected for further evaluation.
- 2. Usability Test Plan:** A test plan was created which outlined the screening process for participants, test environment, timeline, budget and moderator guide.
- 3. Usability Test:** Participants completed a remote usability testing session with a trained moderator. The session was recorded and notes were documented.
- 4. Analysis:** The session recordings and notes were coded and analyzed for key themes and issues.
- 5. Report:** This document serves as the report of the findings for the analysis as well as recommendations for addressing the issue.

Limitations

The research team faced several challenges during the usability testing process:

Recruitment Limitations: The team did not have access to persons who were familiar with the HelloFresh website.

Time Constraints: Limited time allocated for each usability session made it difficult to explore all tasks in-depth and collect detailed feedback, particularly on tasks requiring multiple iterations or extended exploration. Additionally coordinating the schedules of the moderator, note-taker and participant was extremely difficult.

Remote Testing Challenges: Conducting usability testing remotely posed challenges in observing participants' physical interactions with the platform, limiting some behavioral insights.

Payment: The research did not have access to test payment details and therefore refrained from testing the entire flow of Meal Plan Customization.

These challenges impacted the depth of insights gathered but did not detract from the overall findings and recommendations presented in this report.

Assumptions

The Select Meal page of the Meal Plan Wizard is blocked by the Checkout Page. Due to the payment limitation the researchers assumed that the site uses similar search, filters and recipes for the Select Meals section.

Therefore they put forward that the findings for the Find a Recipe task can be extended to the Select Meals page of the wizard. This is why the severity of some of the issues raised for the Find a Recipe Task are high.

1 Select Plan 2 Register 3 Address 4 Checkout 5 Select Meals

Choose your plan size

We'll set this as your default size, but you can always change it from week to week.

Number of people 2 4 6

Meals per week 3 4 5

Price Summary

3 meals for 2 people per week
6 total servings

Box price	\$77.94
Price per serving	\$12.99
Shipping	+ \$10.99
First box total	\$88.93

Select this plan

Data Analysis

The following process was used to analysed the artifacts from the Usability Test:

1. All recordings and notes were all pooled into a secure Google Drive.
2. Each team member was given access to the Drive.
3. Each team member was assigned to analyze a task.
4. A collaborative Taskboard was created using Figjam.
5. The notes were categorized into positive and negative observations.
6. The notes were then categorized under emerging themes.
7. A heuristic was added to each issue.
8. A severity or impact was added to each issue using the provided table
9. The findings were compiled into a final report.

Table defining Issue Severity

Severity Level	Description
High	Critical issue impacting key functionality
Medium	Important issue causing some frustration
Low	Minor issue with little impact on usability

Participant Summary

Eight(8) participants were screened and recruited for the Usability Testing Sessions according to the Usability Test plan. Most participants were millennials students residing in Canada. The pool was a mix of both male and female students. They were familiar with the website but did not use the site frequently.

Participant	Sex	Age
1	F	21
2	M	24
3	F	30
4	M	28
5	F	26
6	F	22
7	M	25
8	M	22

Findings and Recommendations

The research team analyzed the responses of the participants and found several areas to celebrate and improve. These findings have been categorized by task.

Task 1: Finding a Recipe

Task a: Find a Recipe based on a Craving

Objective:

Evaluate how easily users can locate a recipe based on a craving.

Verbiage:

"You are craving pasta but you are a novice at cooking. You want to see the easy pasta recipes that HelloFresh has available. See if you can find some easy options and let me know when you feel that you are done. "

Task b: Find a Recipe based on Dietary Preference

Objective:

Evaluate how easily users can locate a recipe based on a dietary preference

Verbiage:

"You have recently decided to transition to veganism and would like to find recipe options for a vegan meal. This means that apart from meat products you are also adamant that the meal does not contain any dairy including milk, butter or cheese as well as honey or eggs. See if you can find a vegan recipe and let me know when you've located it."

Task c: Find Nutritional Information for a Specific Recipe

Objective:

Assess the findability of the recipe nutritional information

Verbiage:

"You are diabetic and have been instructed by your doctor to eat a low carb diet. See if you can find a recipe with less than 30 grams of carbs and let me know when you've located it."

Lots of Recipe Options

Results for pasta

Creamy Sun-Dried Tomato Pesto Organic Chicken Pasta
with Fresh Linguine and Capers
QUICK
20 minutes | Easy | 1050 kcal

SuperQuick Creamy Tex-Mex Beef Pasta
with Peppers and Corn
RAPIDO-PRESTO | ÉPICÉ
15 minutes | Medium | 860 kcal

Bacon and Chicken Alfredo Pasta
with Spring Salad
FAMILY FRIENDLY | QUICK
25 minutes | Medium | 1170 kcal

Cheesy Baked Pasta and Meatballs
with Spinach
FAMILY FRIENDLY | QUICK
25 minutes | Medium | 910 kcal

Creamy Sun-Dried Tomato Pesto Chicken Pasta
with Fresh Linguine and Capers
QUICK | NEW
20 minutes | Easy | 1050 kcal

Cheesy Creamy Cauliflower and Sausage Pasta
with Baby Spinach
ÉPICÉE (AU GOÛT)
10 minutes | Easy | 1100 kcal

Campbell's Caesar Pasta with Plant-Based Protein Shreds
with Leeks and Parmesan
30 minutes | Easy | 980 kcal

Campbell's Chicken Thigh Caesar Pasta
with Leeks and Parmesan
FAMILIALE
30 minutes | Easy | 900 kcal

Campbell's Chicken Caesar Pasta
with Leeks and Parmesan
FAMILIALE | NOUVEAU
25 minutes | Easy | 930 kcal

Bacon Alfredo Pasta
with Spring Salad
FAMILY FRIENDLY | QUICK
25 minutes | Medium | 900 kcal

SuperQuick Creamy Tex-Mex Chorizo Pasta
with Peppers and Corn
SUPERQUICK | SPICY
15 minutes | Medium | 900 kcal

SuperQuick Creamy Tex-Mex Chorizo Pasta
with Peppers and Corn
RAPIDO-PRESTO | ÉPICÉ
15 minutes | Medium | 900 kcal

SuperQuick Creamy Tex-Mex Beef Pasta
with Peppers and Corn
RAPIDO-PRESTO | ÉPICÉ
15 minutes | Medium | 860 kcal

Cheesy Creamy Cauliflower and Chicken Pasta
with Baby Spinach
OPTIONAL SPICE
30 minutes | Easy | 1070 kcal

Creamy Sun-Dried Tomato and Turkey Pasta
with Pesto, Spinach and Parmesan
QUICK | FAMILY FRIENDLY | OPTIONAL SPICE
25 minutes | Medium | 990 kcal

Creamy Sun-Dried Tomato and Sausage Pasta
with Pesto, Spinach and Parmesan
RAPIDO | FAMILIALE | ÉPICÉE (AU GOÛT)
25 minutes | Medium | 1040 kcal

Load more

Description	Users appreciated the variety of options
Heuristic	User Control and Freedom
Impact	High
Quote	1. "I'm happy with the options available, the recipes look easy enough for a novice like me" 2. "They have a lot of options"

Lots of recipe options

Great Layout for Recipe Detail Page

Description	Participants felt that the recipe Details Page had a great layout with a lot of information.
Heuristic	Flexibility and Efficiency of Use
Impact	High
Quote	1. “Can see all the details right way” 2. “They have a lot of options” 3. “Able to see all the necessary details...”

Double Falafel Platters

with Roasted Potatoes and Garlic Hummus Drizzle

Falafel doesn't have to be confined to a pita! Tonight's dinner takes an ordinary falafel and transforms it into something special. Crispy roasted potatoes, garlic hummus and roasted red peppers round out the meal.

Ingredients: Yellow potato • Falafel (chickpeas, water, canola/sunflower oil, chickpea flour, bread crumbs (enriched flour, dextrose, salt, yeast, soybean oil), potato flakes (potatoes, mono and diglycerides, sodium acid pyrophosphate, citric acid), baking powder, salt, garlic, onion powder, herbs, serrano peppers, dextrose, dextrin, chicory root, powdered cellulose, spices, baking soda) (soy, wheat) • Roma tomatoes • Roasted red peppers (peppers, water, sugar (glucose-fructose), salt, vinegar, citric acid, ascorbic acid, calcium chloride) • Spinach • Hummus (chickpeas (chickpeas, water, salt), soybean oil, tahini (sesame), water, salt, sea salt, concentrated lemon juice, sugar, modified corn starch, garlic, olive oil, canola oil, sunflower oil, garlic powder, spices, natural flavour, xanthan gum, citric acid, phosphoric acid, sodium bisulphate, potassium sorbate, sodium benzoate, calcium disodium EDTA) (sesame) • Red wine vinegar (wine vinegar, potassium sorbate, sulphites) (sulphites) • Mayonnaise (canola and/or soy oil, liquid whole egg, frozen egg yolk, water, salt, sugar, vinegar, concentrated lemon juice, spice extract, mustard, lactic acid, calcium disodium EDTA) (mustard, egg) • Feta cheese (pasteurized milk, partly skimmed milk, water, salt, lipase, bacterial culture, microbial enzyme, cellulose, natamycin, calcium chloride) (milk) • Parsley • Shawarma spice blend (paprika powder, spices, garlic powder, onion powder, black pepper, salt, herbs, canola oil, citric acid, oleoresin paprika, silicon dioxide) (sulphites) • Garlic.

Allergens: Soy • Wheat • Sesame • Milk • Sulphites • Egg • Mustard

The quantities provided above are averages only.
Produced in a facility that processes milk, sesame, eggs, fish, shellfish, crustaceans, mustard, tree nuts, peanuts, wheat, soybean and sulphites.

Preparation Time 35 minutes

Cooking Time 8 minutes

Difficulty Medium

Great Page Layout

Ingredients

serving amount 2 4 6



300 g
Falafel
(Contains **Soy, Wheat** May contain **Wheat, Sesame, Soy**)



350 g
Yellow Potato



4 tbsp
Hummus
(Contains **Sesame** May contain **Mustard, Sulphites, Egg, Crustaceans, Wheat, Gluten, Soy, Fish, Milk**)



1 unit(s)
Garlic, cloves



125 g
Roasted Peppers
(Contains **Milk** May contain **Sulphites, Tree nuts**)



2 tbsp
Red Wine Vinegar
(Contains **Sulphites**)



2 tbsp
Mayonnaise
(Contains **Egg, Mustard** May contain **Crustaceans, Fish, Gluten, Milk, Mustard, Sesame, Soy, Sulphites, Wheat**)



¼ cup
Feta Cheese, crumbled
(Contains **Milk**)



2 unit(s)
Tomato



7 g
Parsley

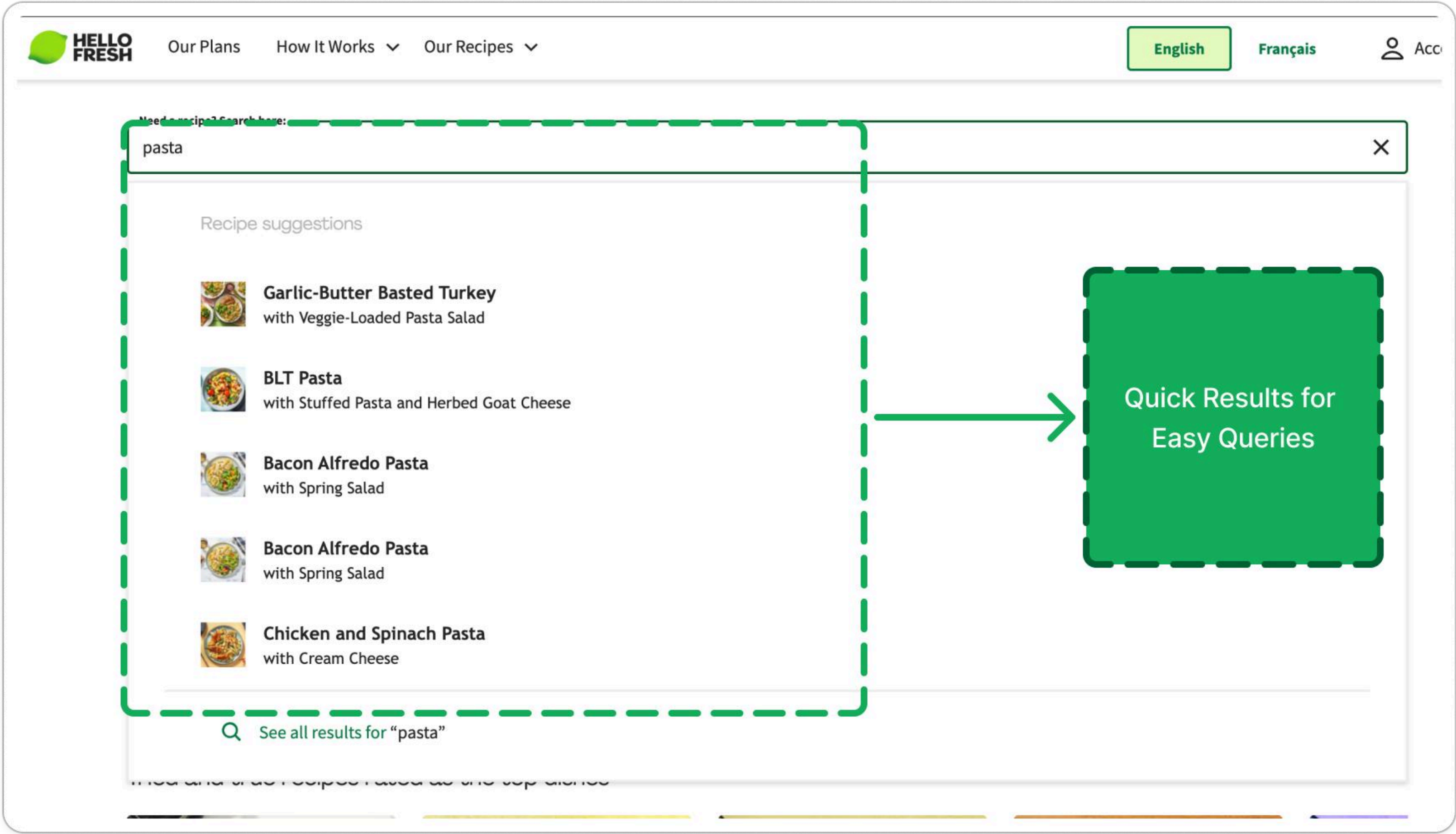
Nutrition Values

per serving per 100g

Calories	1560 kcal
Fat	116 g
Saturated Fat	14 g
Carbohydrate	104 g
Sugar	15 g
Dietary Fiber	16 g
Protein	29 g
Cholesterol	20 mg
Sodium	2050 mg
Trans Fat	0.5 g
Potassium	2000 mg
Calcium	300 mg

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Quick Results for Simple Queries



Description	It was easy to access search results for simple queries eg. Pasta
Heuristic	Flexibility and Efficiency of Use
Impact	High
Quote	1. "I am able to get the pasta recipes easily"

Overwhelming Ingredients List

HELLO FRESH

[Our Plans](#)[How It Works](#)[Our Recipes](#)

English

Français

Account

Double Falafel Platters

with Roasted Potatoes and Garlic Hummus Drizzle

Falafel doesn't have to be confined to a pita! Tonight's dinner takes an ordinary falafel and transforms it into something special. Crispy roasted potatoes, garlic hummus and roasted red peppers round out the meal.

Ingredients: Yellow potato • Falafel (chickpeas, water, canola/sunflower oil, chickpea flour, bread crumbs (enriched flour, dextrose, salt, yeast, soybean oil), potato flakes (potatoes, mono and diglycerides, sodium acid pyrophosphate, citric acid), baking powder, salt, garlic, onion powder, herbs, serrano peppers, dextrose, dextrin, chicory root, powdered cellulose, spices, baking soda) (soy, wheat) • Roma tomatoes • Roasted red peppers (peppers, water, sugar (glucose-fructose), salt, vinegar, citric acid, ascorbic acid, calcium chloride) • Spinach • Hummus (chickpeas (chickpeas, water, salt), soybean oil, tahini (sesame), water, salt, sea salt, concentrated lemon juice, sugar, modified corn starch, garlic, olive oil, canola oil, sunflower oil, garlic powder, spices, natural flavour, xanthan gum, citric acid, phosphoric acid, sodium bisulphate, potassium sorbate, sodium benzoate, calcium disodium EDTA) (sesame) • Red wine vinegar (wine vinegar, potassium sorbate, sulphites) (sulphites) • Mayonnaise (canola and/or soy oil, liquid whole egg, frozen egg yolk, water, salt, sugar, vinegar, concentrated lemon juice, spice extract, mustard, lactic acid, calcium disodium EDTA) (mustard, egg) • Feta cheese (pasteurized milk, partly skimmed milk, water, salt, lipase, bacterial culture, microbial enzyme, cellulose, natamycin, calcium chloride) (milk) • Parsley • Shawarma spice blend (paprika powder, spices, garlic powder, onion powder, black pepper, salt, herbs, canola oil, citric acid, oleoresin paprika, silicon dioxide) (sulphites) • Garlic.

Allergens: Soy • Wheat • Sesame • Milk • Sulphites • Egg • Mustard

The quantities provided above are averages only.
Produced in a facility that processes milk, sesame, eggs, fish, shellfish, crustaceans, mustard, tree nuts, peanuts, wheat, soybean and sulphites.

Preparation Time

Cooking Time

Difficulty

35 minutes

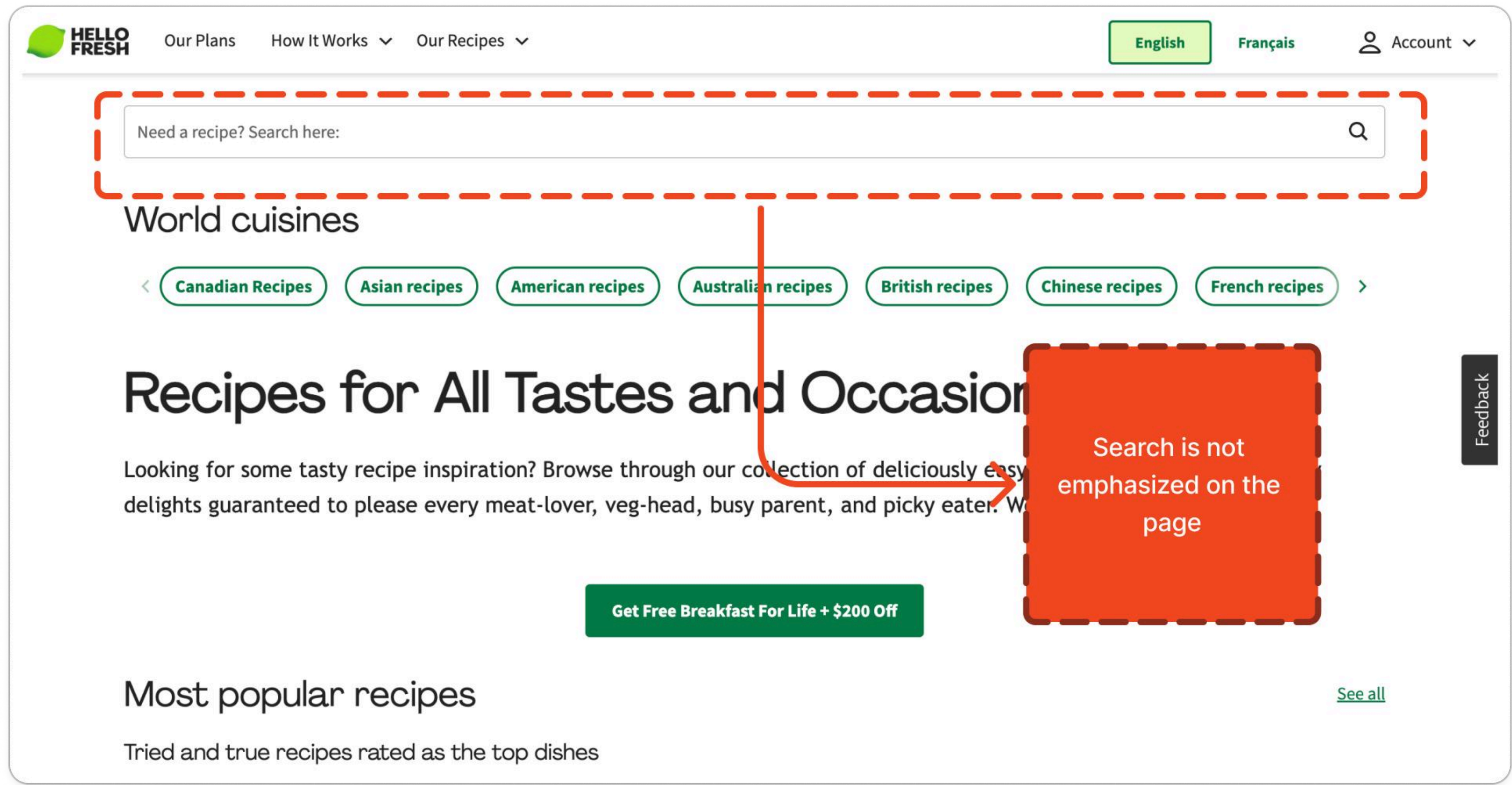
8 minutes

Medium

Overwhelming ingredient list

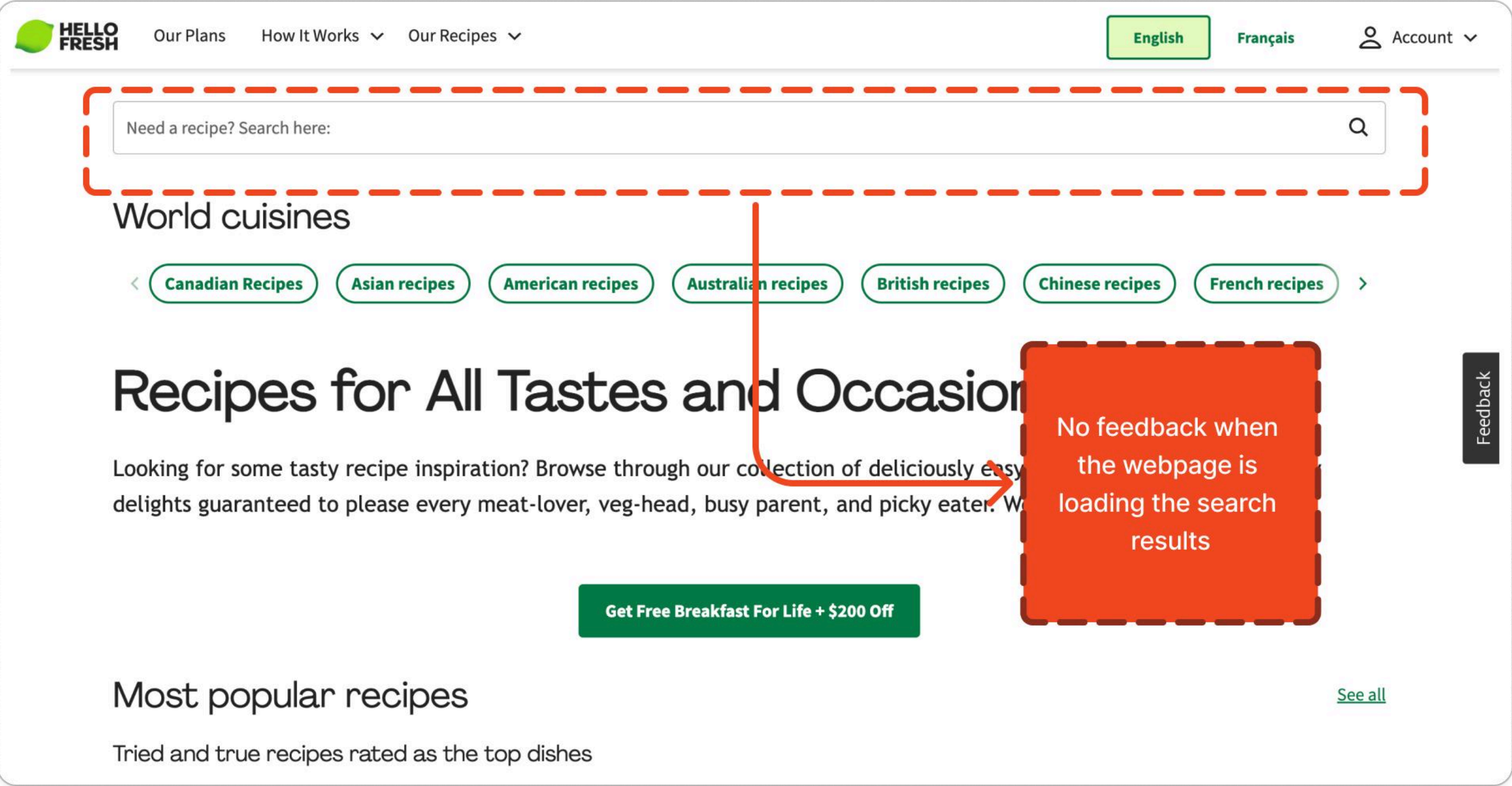
Description	Users were overwhelmed by the list of ingredients
Heuristic	Flexibility and Efficiency of Use
Severity	Medium Although the site list common allergies some persons may have rare allergies or prefer not to eat certain items
Quote	1. “without knowing what the exact ingredients? I wouldn't prefer to go ahead. Because I'm very specific about ingredients” 2. “I think there are too many ingredients in this recipe”
Recommendation	1. Allow users to search by ingredients both from the recipe list and detail page. 2. Allows to search by excluded ingredients both from the recipe list and detail page.

Unidentifiable Search



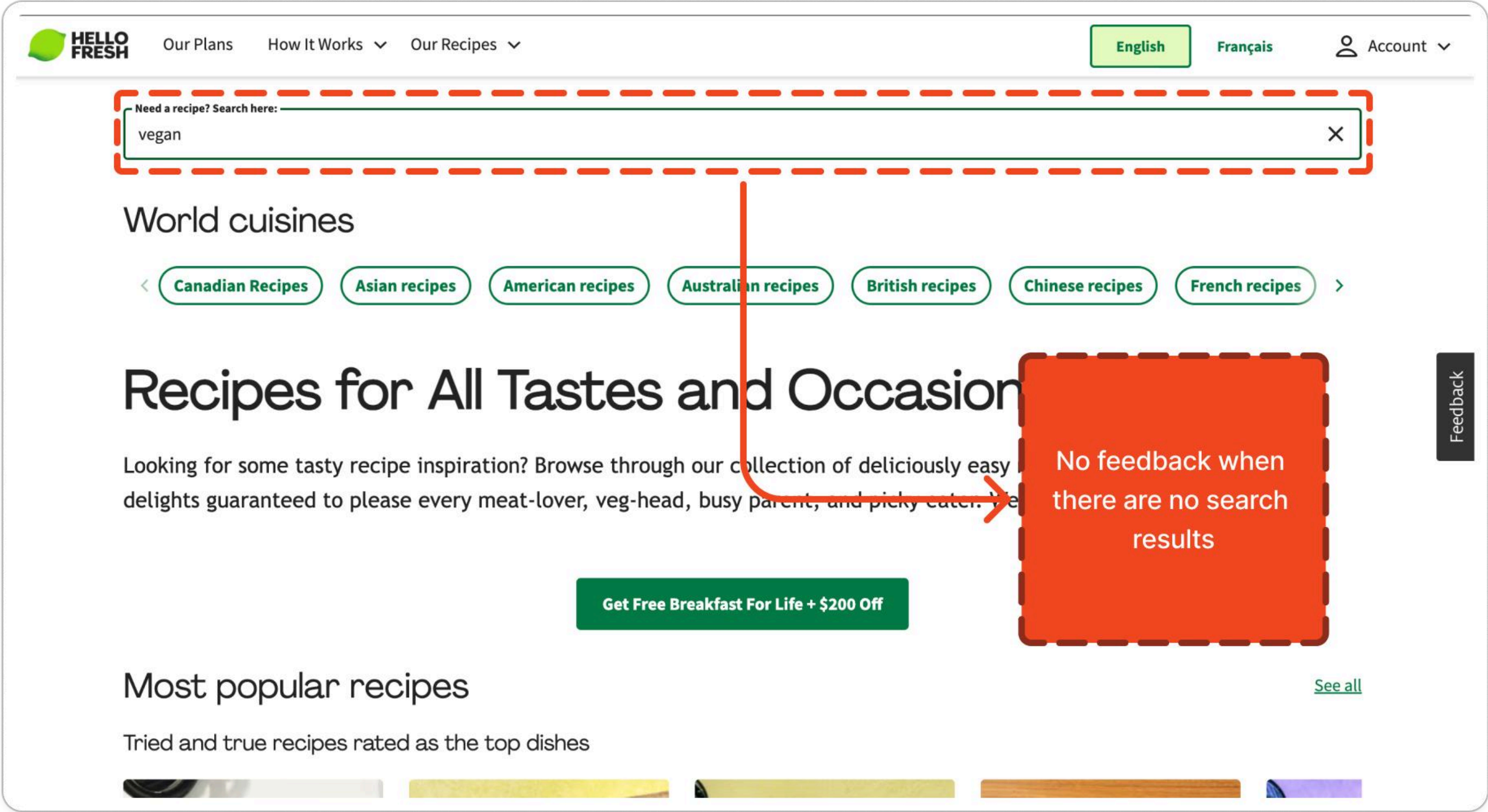
Description	The search was not easily recognizable on the page because it was small and not emphasized compared to the filters and recipes. Participants missed it when quickly scrolling down the page.
Heuristic	Flexibility and Efficiency of Use - Users who do not know there is a search may miss it entirely causing frustration.
Severity	Medium Search is a key feature because there are a lot of recipes. The perception was that the search was broken.
Quote	1. "I guess there's a search here but it wasn't very obvious" 2. "The search being here was tricky. It wasn't very obvious"
Recommendation	1. Use the primary color to highlight the search and increase the size of the search input. 2. Make the search sticky so its sill accessible when scrolling.

No Search Loading Feedback



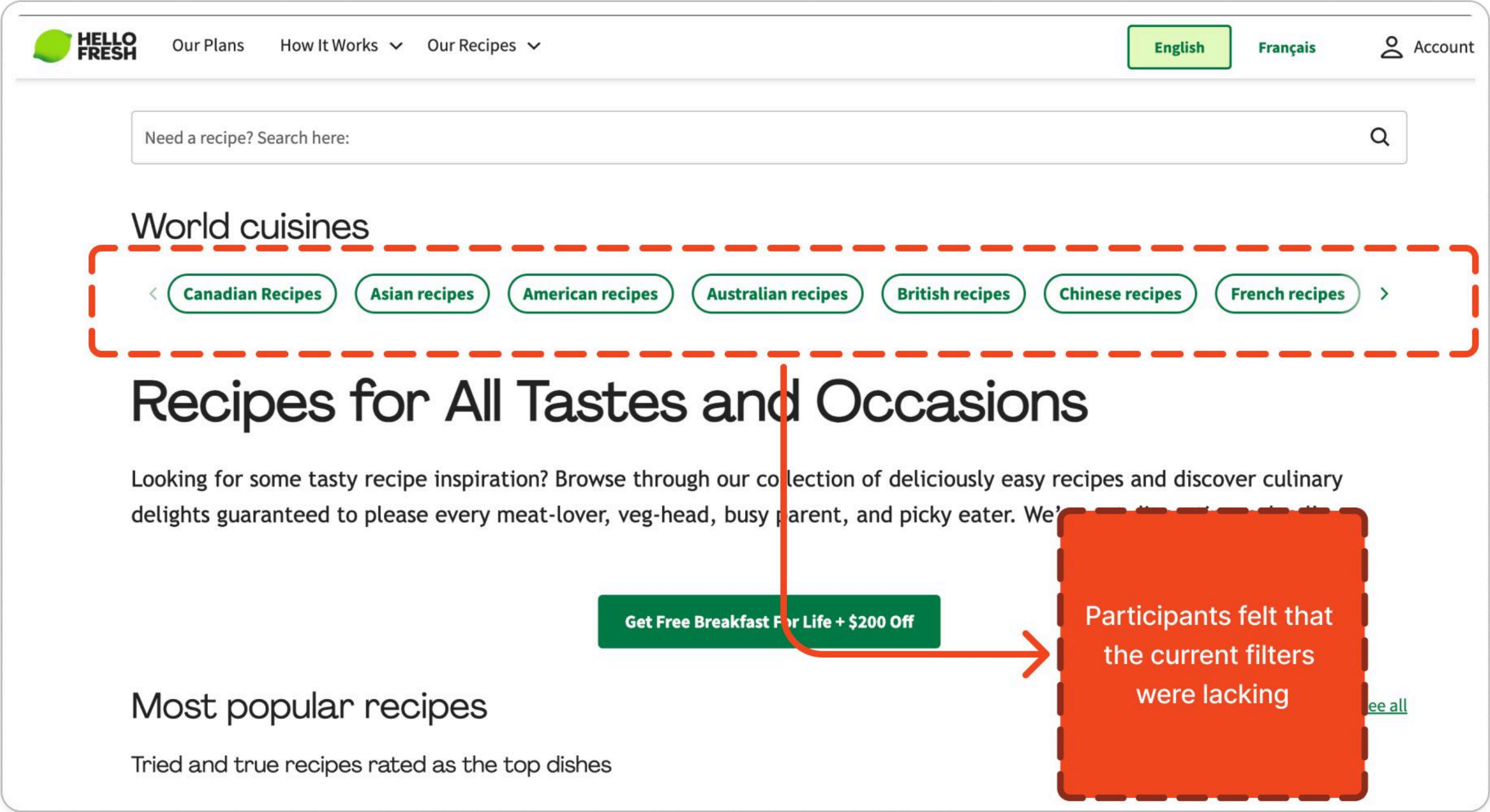
Description	There is no feedback from the search while its searching. The perception is that there is no search action taking place in the background.
Heuristic	1. Visibility of System Status
Severity	High Search is a key feature because there are a lot of recipes. The perception was that the search was broken.
Quote	1. "I'm searching for it, OK, still searching."
Recommendation	1. Add a loading animation to the search input to indicate that there is a background process.

No Feedback for Search Results



Description	There was no feedback when there were no search results available for a query.
Heuristic	1. Visibility of System Status 2. Help Users Recognize, Diagnose, and Recover from Errors
Severity	High Search is a key feature because there are a lot of recipes. The perception was that the search was broken.
Quote	"They had stuff coming down when I was searching but not anymore" <Suggestions>
Recommendation	Display a No Results Page or No Results in the Suggestion dropdown.

Lack of Recipe Filters



Description	Participants were not able to find recipe's that fit their nutritional needs or specific dietary preferences.
Heuristic	Flexibility and Efficiency of Use
Severity	High
Quote	1. "I feel that they could have better filters"
Recommendation	Add filters based on ingredients and common nutrition metrics(eg, Carbs, Protein, Fat)

Task 2: Customize your Meal Plan

Task a: Customize your plan size

Objective:

Assess the ease of users to customize their meal plan as per their needs.

Verbiage:

"You are a busy single parent with two(2) kids. You will be working late for two(2) days in the week and would like a plan that will cover dinner for you and your kids on those days. See if you can customize your plan size."

Task b: Customize your plan’s recipes

Objective:

Assess the ease of users to customize the meal plan for more than one person as per their needs.

Verbiage:

“One of your kids is a picky eater and you don't have much time when you get home from work. See if you can customize your recipes to be family friendly and easy.”

Task c: Customize your delivery preferences

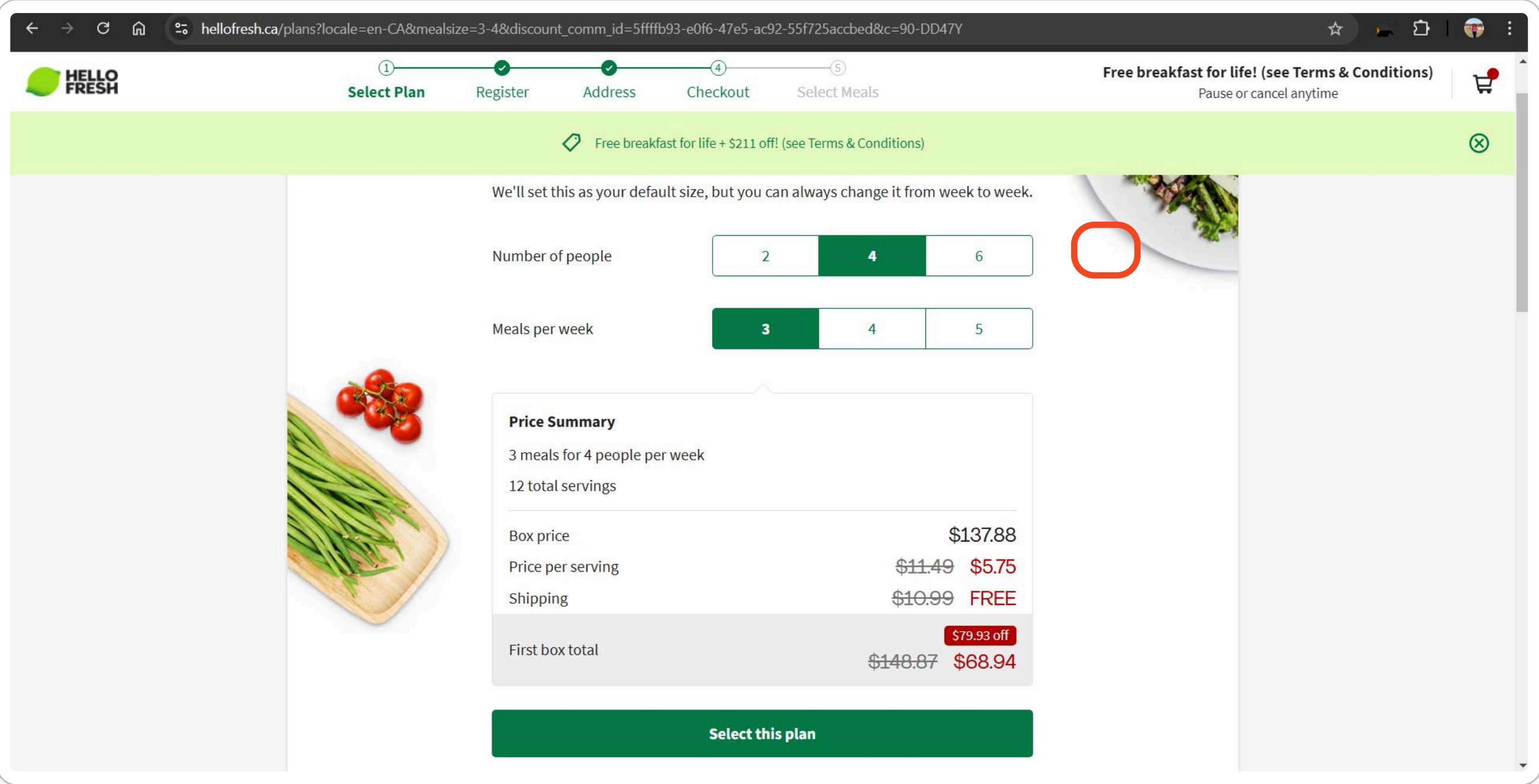
Objective:

To see how easy it is for the user to navigate through the checkout process or simulate it (without actual payment) while reviewing or editing the available delivery.

Verbiage:

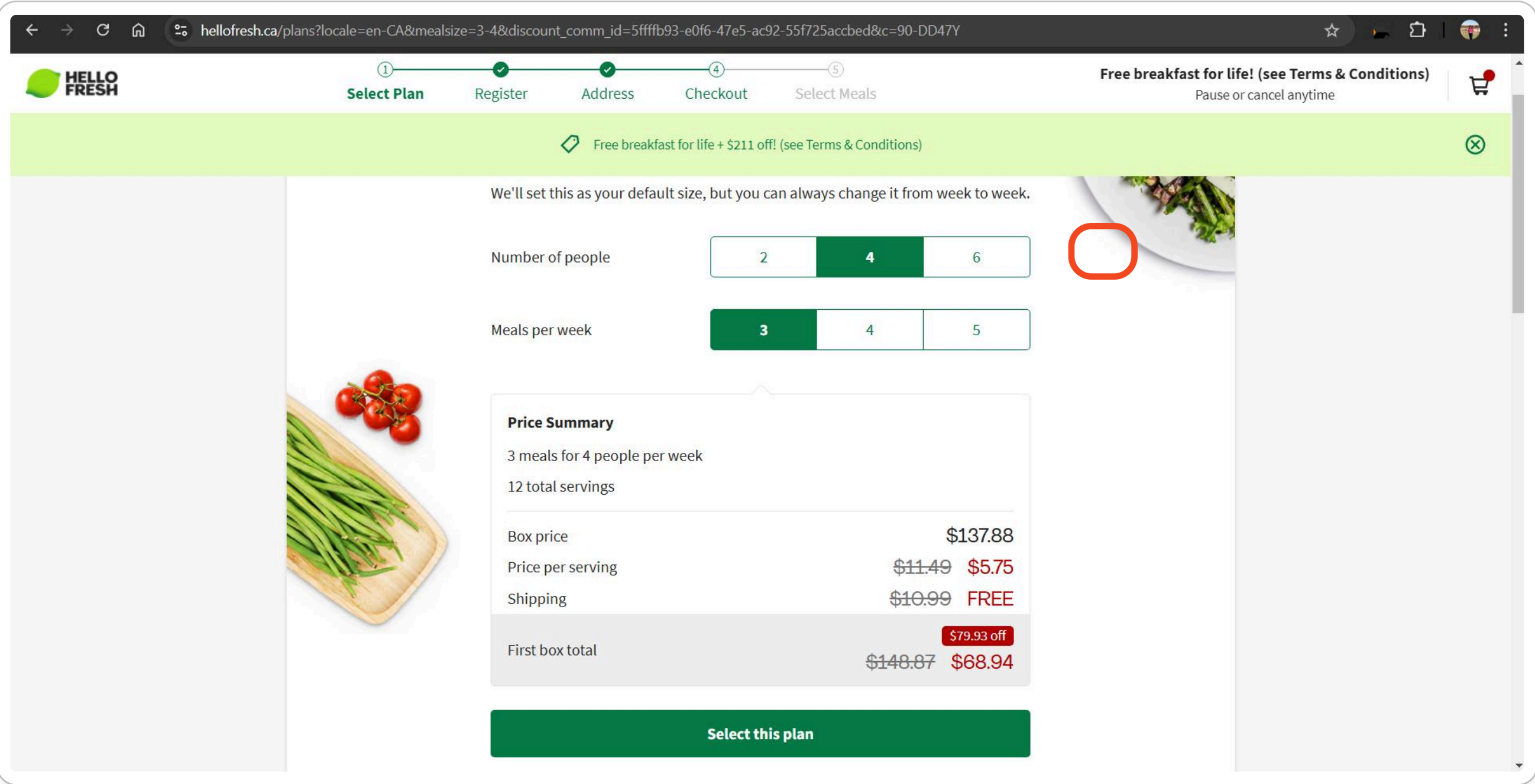
“You are only at home to receive your meal plan on Wednesdays. See if you can customize delivery to suit your needs and let me know when you feel the task is completed.”

Lack of Meal Plan Filters



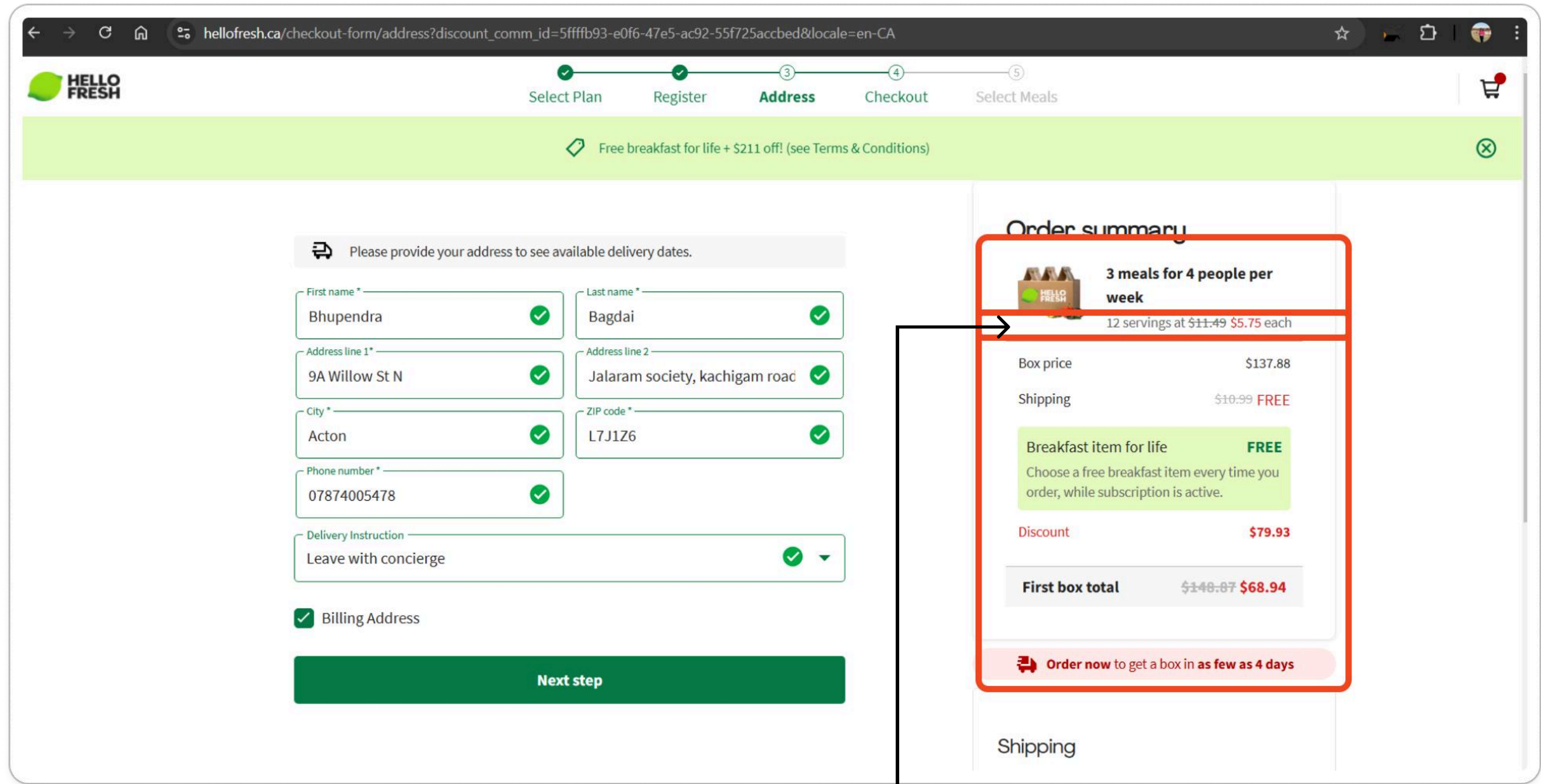
Description	Users felt frustrated due to the lack of filters for selecting meal plans based on specific days or busy schedules. Moreover, they wants there dietary preference filters and would like to see those menu details as per their preferences.
Heuristic	Flexibility and Efficiency of Use - The system lacked options for accommodating users' specific customization preferences
Severity	Medium
Quote	"No clear indication of a filter for meal plan options based on specific days or busy schedules"
Recommendation	1. Add filters for specific days and schedules to improve customization. 2. Provide users with flexible meal plan options tailored to their availability and dietary choices

Lack of Meal Plan Filters



Description	Users felt frustrated due to the lack of filters for selecting meal plans based on specific days or busy schedules. Moreover, they wants there dietary preference filters and would like to see those menu details as per their preferences.
Heuristic	Flexibility and Efficiency of Use - The system lacked options for accommodating users' specific customization preferences
Severity	Medium
Quote	"No clear indication of a filter for meal plan options based on specific days or busy schedules"
Recommendation	1. Add filters for specific days and schedules to improve customization. 2. Provide users with flexible meal plan options tailored to their availability and dietary choices

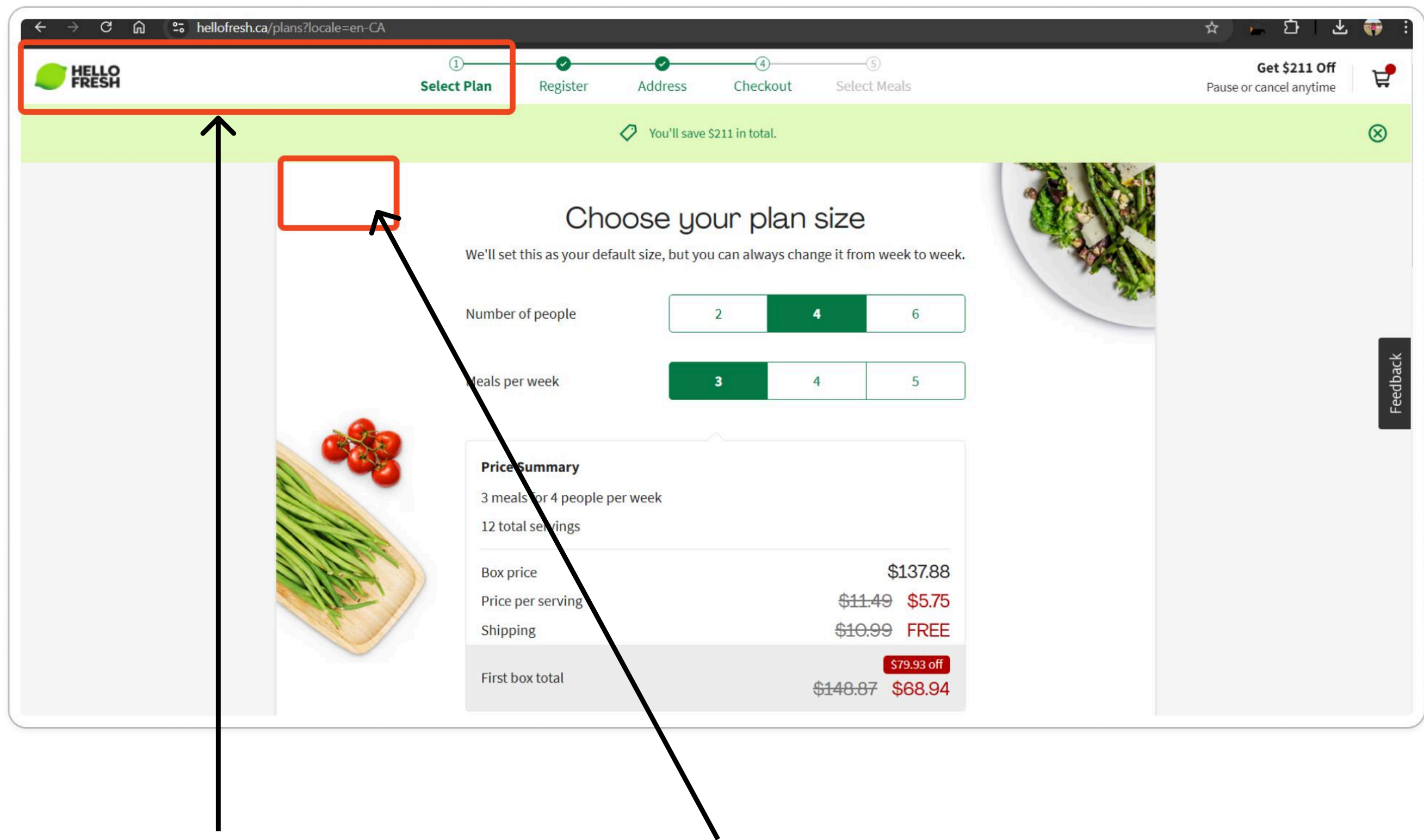
Unclear Price Breakdown



User guesses when they have to pay, and the total cost included which all services.

Description	Users found the price summaries confusing even after selecting a plan, making it difficult to understand total costs and discounts.
Heuristic	Visibility of System Status - The platform failed to provide clear and understandable information about pricing and discounts.
Severity	Medium
Quote	"Even after choosing one plan, the price summaries were confusing."
Recommendation	1. Simplify the price summary layout to clearly show individual and total costs. 2. Highlight applied discounts or offers with clear labels (e.g., "Discount Applied: \$79.93"). 3. Realtime details updates to reflect changes immediately when users modify their plan.

No Back Button in Meal Plan



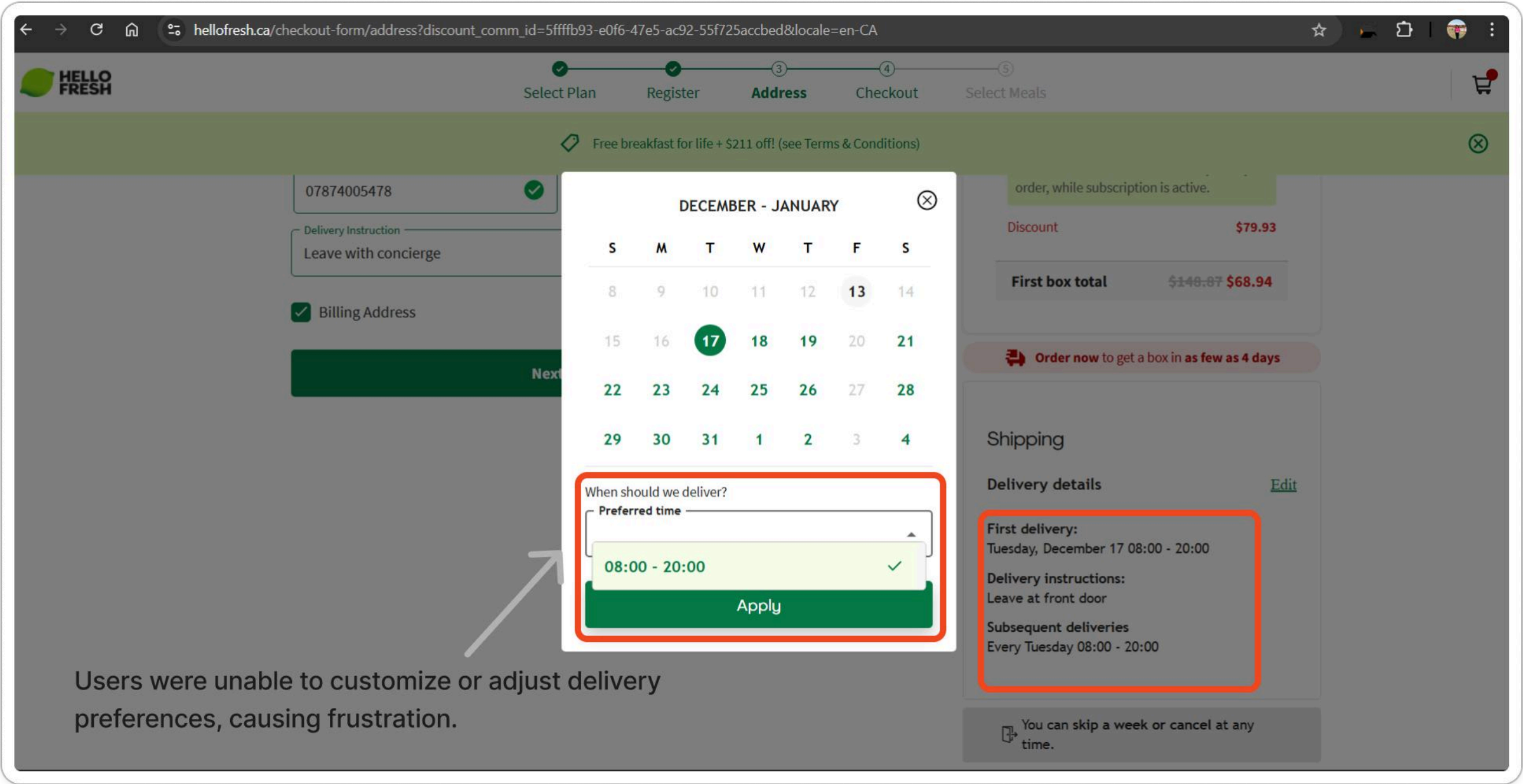
Users need to click on the logo to fully return to the home screen or any other header option.

"User needs a clear 'Back' button or signature here to easily return to the previous page."

Description	Users faced challenges in navigating back to the previous page or returning to the home screen. The lack of a visible "Back" button or direct "Home" option caused frustration and inefficiency in task completion. Users were forced to rely on the header logo to navigate back to the main page, which was not intuitive.
Heuristic	Match Between System and the Real World - The navigation structure did not align with user expectations for easily moving between pages.
Severity	Medium
Quote	"I'm not able to go back easily."
Recommendation	1. Introduce a visible and consistent "Back" button across all pages to allow users to return to the previous screen. 2. Provide a dedicated "Home" button in the navigation bar, separate from the logo, to ensure intuitive access to the home screen.

Description	Users were confused about selecting delivery days as the interface did not clarify the process or options clearly.
Heuristic	Match Between System and the Real World: - The system did not align with user expectations regarding the delivery process. Recognition Rather Than Recall - Users needed to recall delivery information rather than being visually guided.
Severity	Medium
Quote	“I’m confused because I didn’t pick the day I want the delivery.” “Did they pick the day for me when it will be delivered?” “I’m going to go back interesting, there’s no option to go back.”
Recommendation	1. Include a clear and intuitive calendar selection for delivery days and time selection as well. 2. Highlight selected days visually and confirm the selection before proceeding, more then 3 selection options should be there or either customized.

Select Delivery Day



Users were unable to customize or adjust delivery preferences, causing frustration.

Task 3: Gift Card

Task a: Redeem a Gift Card

Objective:

Evaluate how easily users can redeem a gift card.

Verbiage:

“You just remembered that your friend that recommended HelloFresh sent you a code for a Gift Card. See if you can reduce the cost of your order using the gift card.”

Task b: Purchase a Gift Card

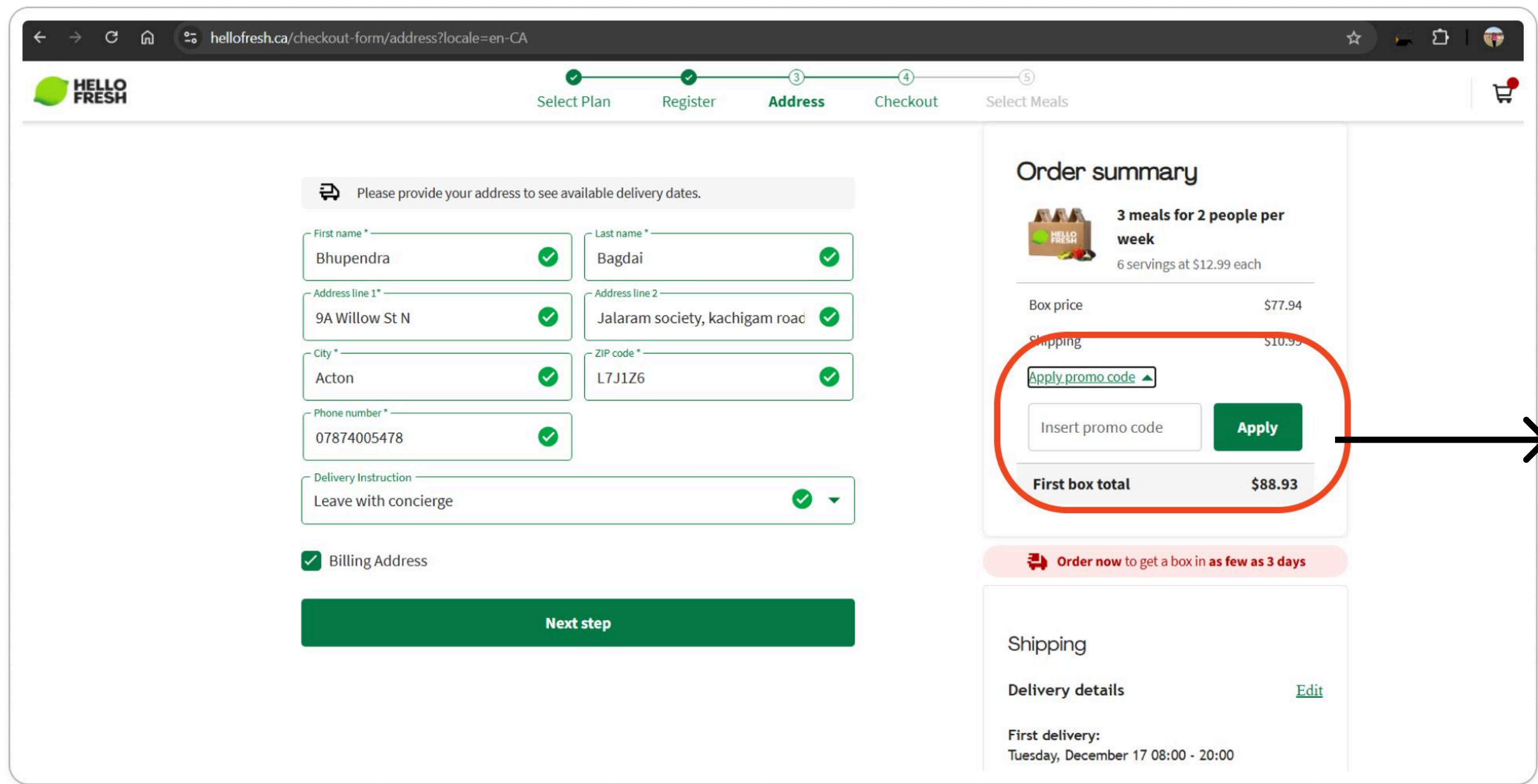
Objective:

Evaluate how easily users can purchase a gift card.

Verbiage:

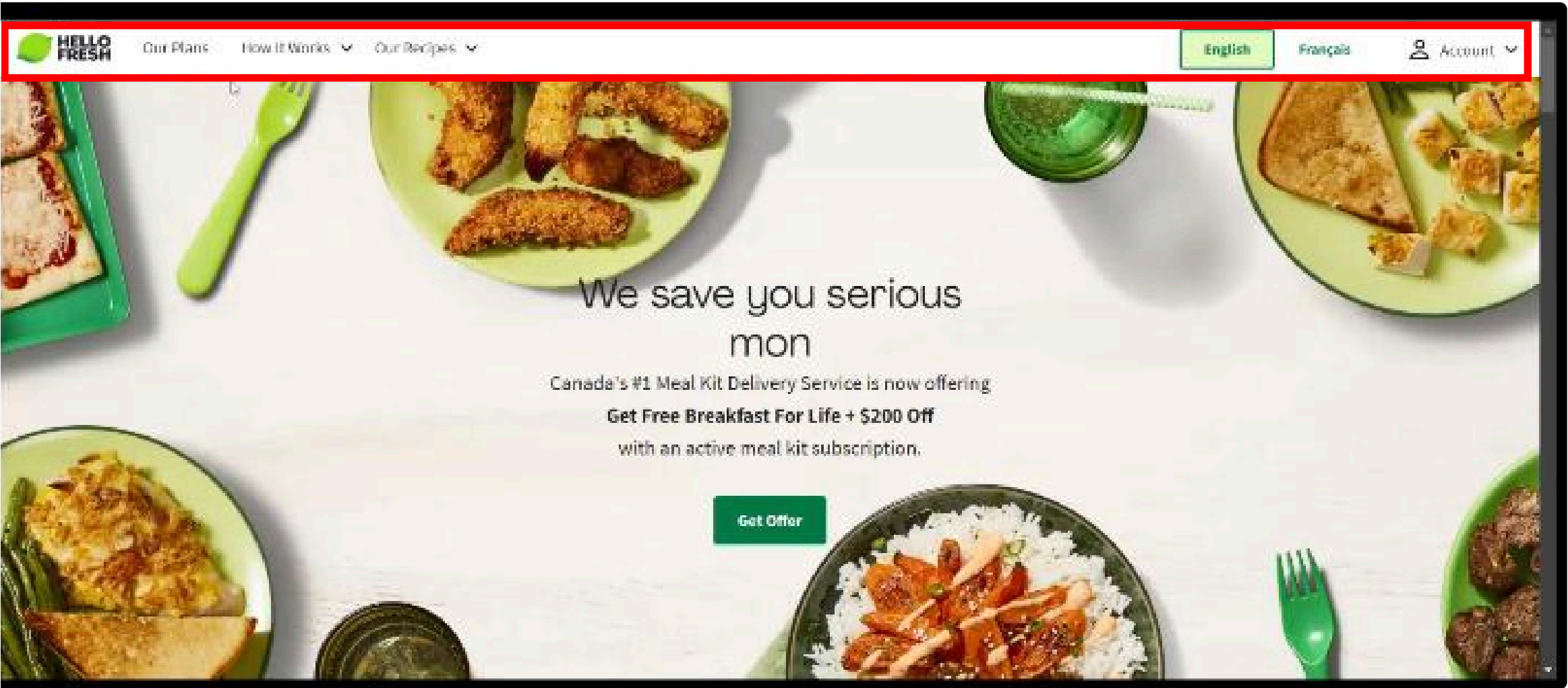
"Your friend has said that she wants to learn how to cook but does not know where to start. You read online that many people use HelloFresh as a starting point for learning how to cook. See if you can purchase a \$100 gift card for her birthday on December 17th."

Confusion between Gift and Promo Card



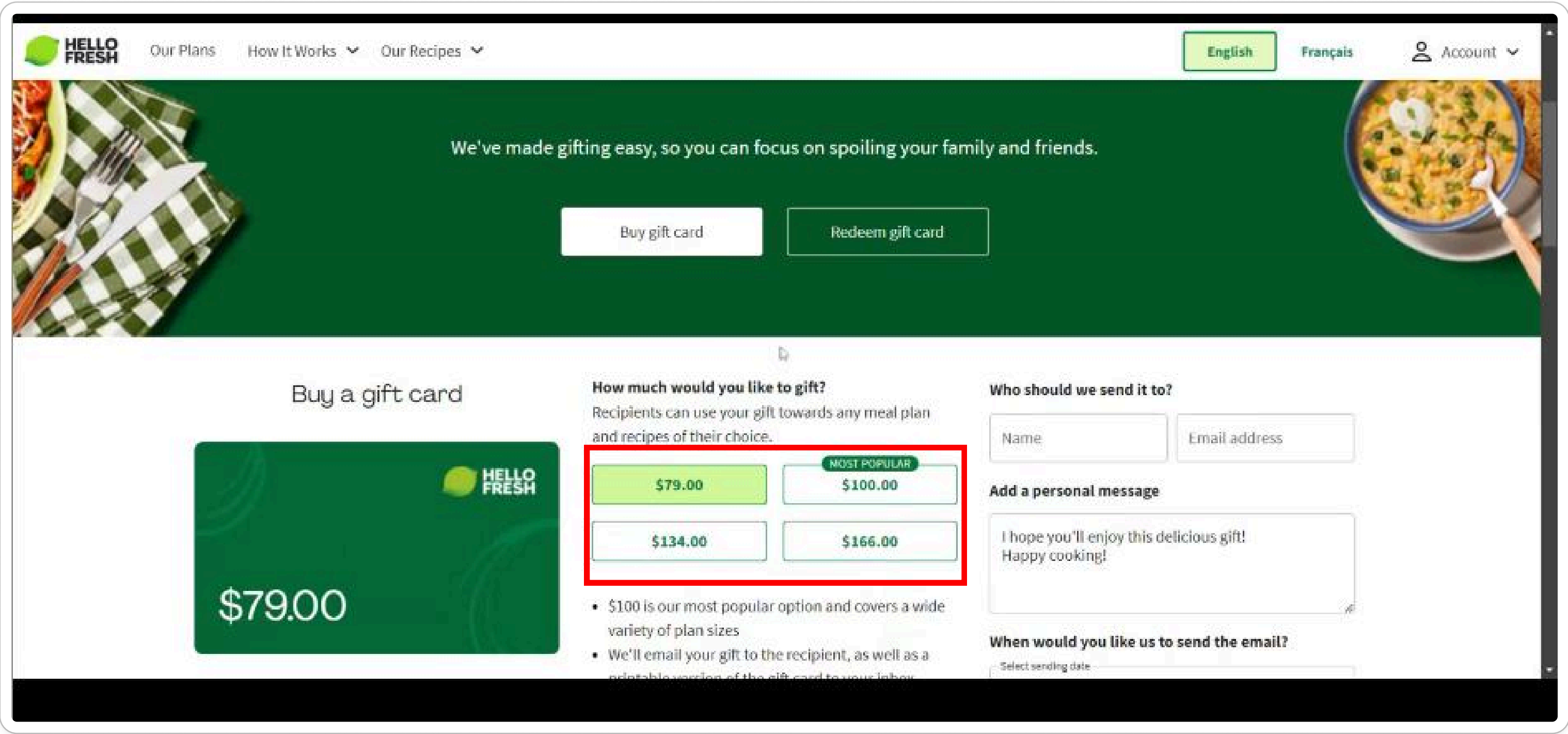
Description	Users struggled to locate where to enter gift card codes, confusing "promo code" with "gift card" fields. Some assumed the option would be in the "Select Plan" section but some found no feature there
Heuristic	Match Between System and the Real World - The terminology used (e.g., "promo code" vs. "gift card") caused misunderstandings and did not align with users' expectations.
Severity	High
Quote	"I can't really see where I can put the gift card code."
Recommendation	1. Include distinct labels for "Gift Card" and "Promo Code" fields in the checkout interface. 2. Add a text/link or visual indicator in the "Select Plan" or "Checkout" sections to guide users to the appropriate field for entering gift card codes.

Issue 1 :



Description	Users have difficulty locating the gift card option because it is not clearly highlighted or easily accessible on the homepage.
Heuristic	Visibility of System Status
Severity	Medium
Quote	"I couldn't find the gift card option on the homepage. It should be more visible."
Recommendation	1. Include a visual cue (e.g., a gift card icon) in the header or main sections of the homepage.

Issue 2 :



Description	Users find the gift card purchase process too complex, requiring multiple steps and leading to frustration and abandonment of the task.
Heuristic	Aesthetic and Minimalist Design
Severity	Medium
Quote	Why are there so many options to buy a gift card”
Recommendation	1. Streamline the gift card purchase process by reducing unnecessary steps and presenting clear options.

Task 4: Favorite Recipes

Task a: View list of favorite recipes

Objective:

Assess the findability of the list of favorite recipes

Verbiage:

"You have found some recipes that you love and want to save them so that you can easily find them later. See if you can find the list of your favourite recipes."

Task b: Favorite a recipe

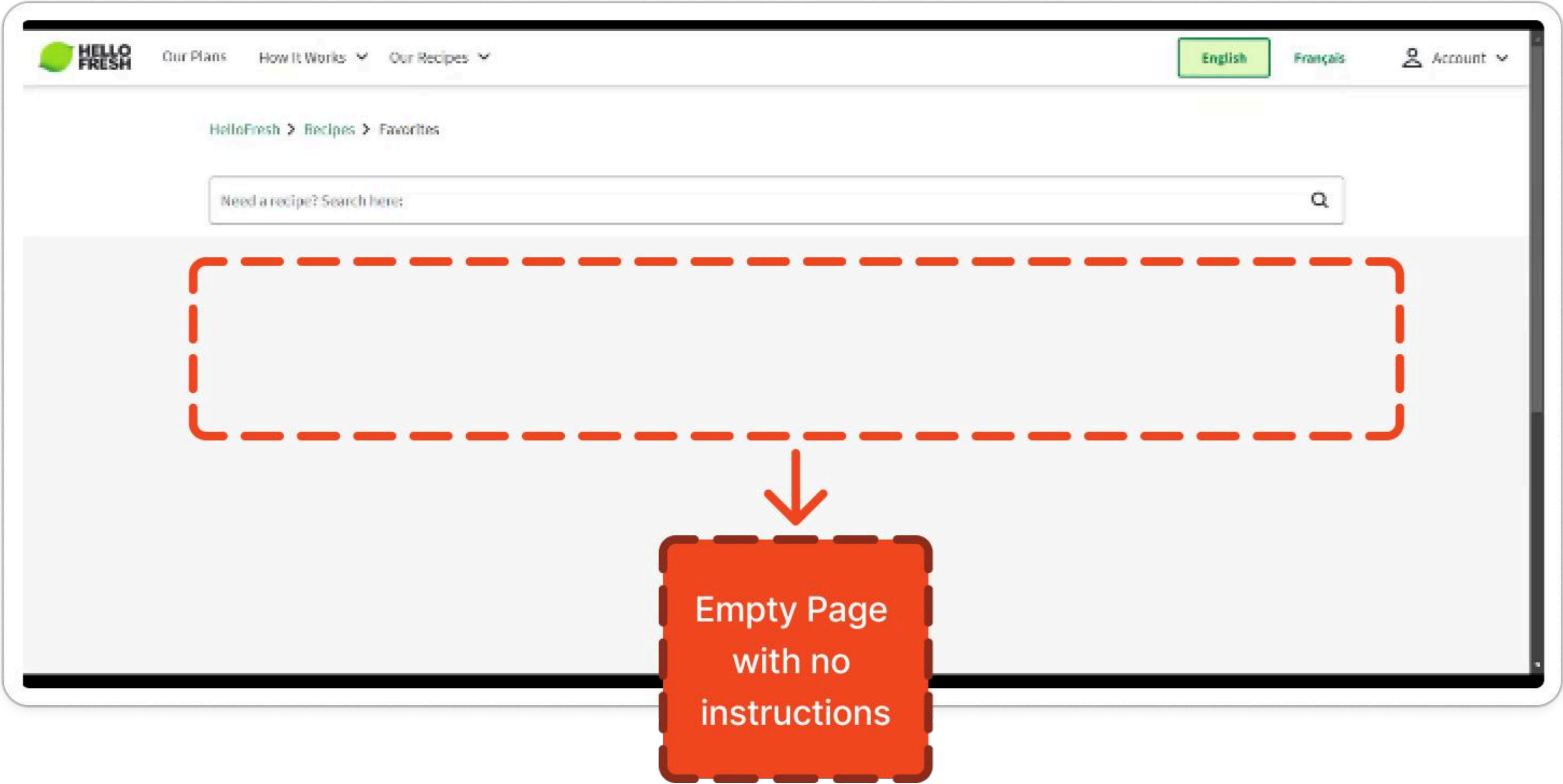
Objective:

Assess the findability of the favorite action

Verbiage:

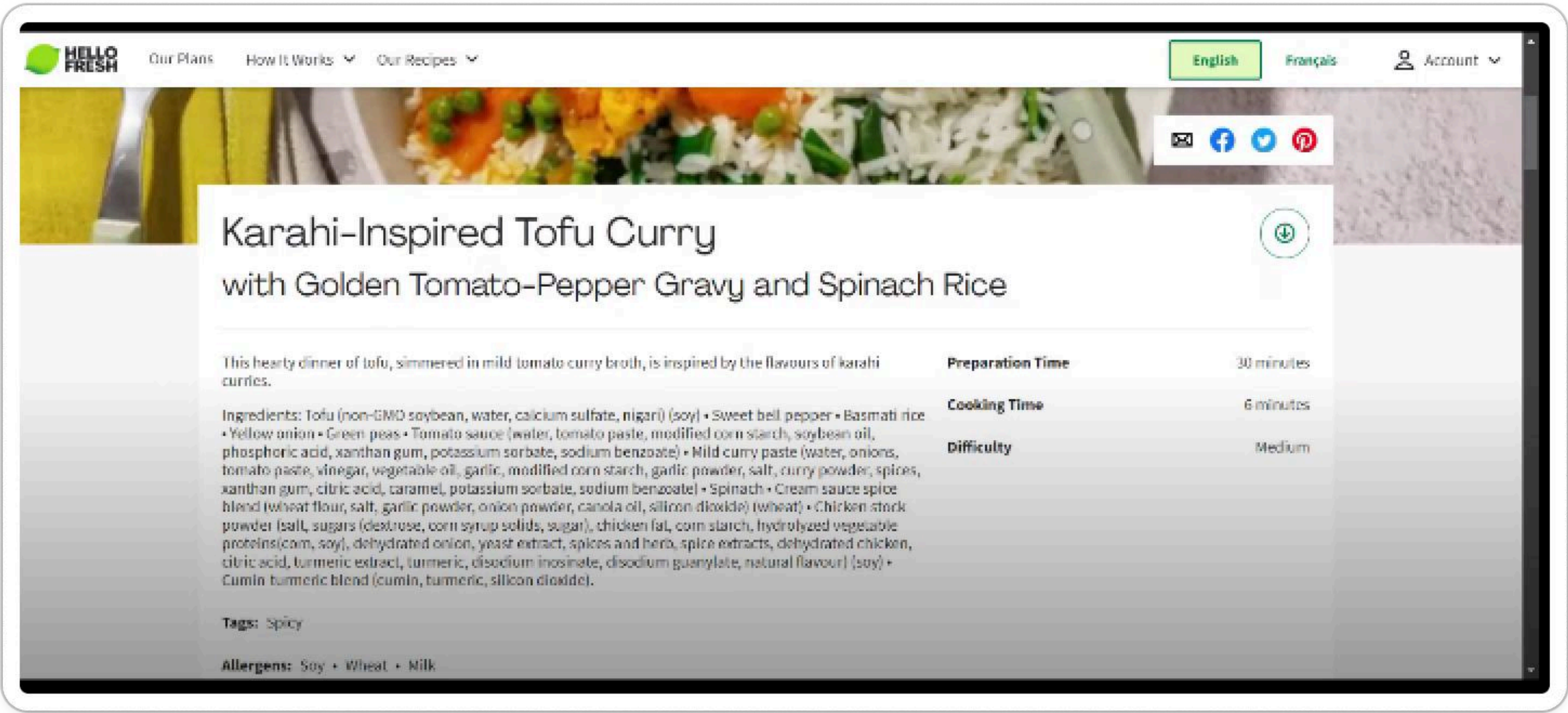
"You have found a new recipe that you love and would like to save it to your favourites. See if you can favourite a recipe and let me know when you've located it."

No information on How to Add to Favourite



Description	Users encounter an empty page without any guidance or instructions, causing confusion and uncertainty about how to proceed in favourite list page .
Heuristic	Help and Documentation
Severity	Low
Quote	"I have no idea how to add recipes to favorites; the page is just empty."
Recommendation	1. Add a clear message on the empty page, such as: "You haven't added any recipes to your favorites yet. Start by clicking the heart icon on recipes you love." 2. Include a prominent link or button to redirect users to browse recipes.

Unable to Favorite a Recipe



Description	Users were confused about how to add a recipe to their favorites because it was unclear how the "Favorite List" worked and how to interact with it.
Heuristic	Match Between System and the Real World
Severity	Medium
Quote	"I don't understand how to add a recipe to my favorites. There's a favorite list, but I don't know where is save button."
Recommendation	1. Add a clearly visible and intuitive "favorite" button (e.g., heart icon) on each recipe

Analysis

Summary table of the issues identified ordered by Severity, where subject and theme suggest the main problem component and the main concern in that problem. Where there is only one value in “Subject and theme” it suggests that the concern is described on the whole website

Issue	Description	Heuristic	Severity	Subject and Theme
No Feedback for Search Results	There was no feedback when there were no search results available for a query.	Visibility of System Status Help Users Recognize, Diagnose, and Recover from Errors	High	Search, Feedback
No Search Loading Feedback	There is no feedback from the search while its searching. The perception is that there is no search action taking place in the background.	Visibility of System Status	High	Search, Feedback
Lack of Recipe Filters	Participants were not able to find recipe’s that fit their nutritional needs or specific dietary preferences.	Flexibility and Efficiency of Use	High	Recipe, customization
Lack of Meal Plan Filters	Users felt frustrated due to the lack of filters for selecting meal plans based on specific days or busy schedules. Moreover, they wants there dietary preference filters and would like to see those menu details as per their preferences.	Flexibility and Efficiency of Use	High	Customization
Confusion between Gift and Promo Card	Users struggled to locate where to enter gift card codes, confusing "promo code" with "gift card" fields. Some assumed the option would be in the "Select Plan" section but some found no feature there	Match Between System and the Real World	High	Promo & gift, Unclear Label

Analysis

Summary table of the issues identified ordered by Severity, where subject and theme suggest the main problem component and the main concern in that problem. Where there is only one value in “Subject and theme” it suggests that the concern is described on the whole website

Issue	Description	Heuristic	Severity	Subject and Theme
No Gift Card Confirmation	Users were unable to see a clear confirmation that the gift card code was applied successfully, leaving them unsure if it worked.	Visibility of System Status	High	Promo & gift, Feedback
Unidentifiable Search	The search was not easily recognizable on the page because it was small and not emphasized compared to the filters and recipes. Participants missed it when quickly scrolling down the page.	Flexibility and Efficiency of Use	Medium	Search, Accessibility
Unclear Price Breakdown	Users found the price summaries confusing even after selecting a plan, making it difficult to understand total costs and discounts.	Visibility of System Status	Medium	Order summary, Information Architecture
No Back Button in Meal Plan	Users faced challenges in navigating back to the previous page or returning to the home screen. The lack of a visible "Back" button or direct "Home" option caused frustration and inefficiency in task completion. Users were forced to rely on the header logo to navigate back to the main page, which was not intuitive.	Match Between System and the Real World Flexibility and Efficiency of Use	Medium	Usability
Select Delivery Day	Users were confused about selecting delivery days as the interface did not clarify the process or options clearly.	Match Between System and the Real World Recognition Rather Than Recall Flexibility and Efficiency of Use	Medium	Delivery, Visual Hierarchy

Analysis

Summary table of the issues identified ordered by Severity, where subject and theme suggest the main problem component and the main concern in that problem. Where there is only one value in “Subject and theme” it suggests that the concern is described on the whole website

Issue	Description	Heuristic	Severity	Subject and Theme
No information on How to Add to Favourite	Users encounter an empty page without any guidance or instructions, causing confusion and uncertainty about how to proceed in favourite list page .	Help and Documentation	Medium	Feedback
Unable to Favorite a Recipe	Users were confused about how to add a recipe to their favorites because it was unclear how the "Favorite List" worked and how to interact with it.	Match Between System and the Real World Flexibility and Efficiency of Use	Medium	Recipe, help and guidance
Overwhelming Ingredients List	Users were overwhelmed by the list of ingredients	Flexibility and Efficiency of Use	Low	list, Visual Hierarchy

Analysis

The usability test of the HelloFresh platform revealed several recurring themes and challenges that hinder the user experience. These insights provide a deeper understanding of user behaviors, pain points, and the platform's ability to meet user expectations.

1. Cognitive Overload and Navigation Challenges

Across tasks, participants experienced significant cognitive overload due to the complexity of workflows and unclear navigation paths. For example:

- Recipe Search: Participants struggled to combine filters for specific cravings (e.g., pasta) and skill levels (e.g., easy recipes). The inability to layer multiple criteria forced users to manually review individual recipes, increasing effort and frustration.
- Meal Plan Customization: Users found the customization process confusing, with unclear options and rigid parameters that failed to accommodate diverse needs (e.g., odd numbers of people or meals).
- Gift Cards: The distinction between "promo codes" and "gift cards" was unclear, resulting in navigation errors and incomplete task flows.

2. Accessibility Gaps

The platform's current design does not adequately address the needs of users with specific dietary restrictions or neurodivergent traits:

- Dietary Preferences: Vegan users faced challenges finding recipes that excluded all non-vegan ingredients. The lack of robust filtering options led to frustration and abandonment of tasks.
- Neurodivergence: Participants with conditions such as ADHD found the platform overwhelming due to excessive manual effort and poorly structured workflows.

Analysis

3. Feedback Mechanisms and Visual Cues

Participants frequently noted the lack of clear feedback mechanisms, which contributed to uncertainty about task completion:

Recipe Favoriting: The absence of a visible and intuitive "favorite" action (e.g., a heart icon) made it difficult for users to save recipes.

Gift Card Application: Users were unsure whether gift card codes were successfully applied due to the lack of confirmation or visual feedback.

Implications for User Experience

The issues identified point to gaps in design consistency, clarity, and functionality. These usability problems not only disrupt user flows but also risk alienating potential customers who expect convenience and accessibility. For HelloFresh to maintain its competitive edge, it must prioritize improvements in search filters, accessibility features, and task workflows.

Addressing these challenges will enable HelloFresh to better serve its diverse audience, streamline key interactions, and enhance overall user satisfaction, ultimately supporting customer acquisition and retention.

Conclusion

The usability test of the HelloFresh platform highlighted several critical areas where the user experience could be significantly improved to align with the company's promises of convenience, customization, and inclusivity. Participants encountered challenges across all tested tasks, ranging from difficulties in locating recipes based on specific needs to frustrations with customizing meal plans and navigating gift card functionalities.

Key themes that emerged included:

1. Cognitive Overload: Many participants expressed frustration due to the lack of effective filters, unclear navigation paths, and excessive manual effort required to complete tasks.
2. Accessibility: Issues such as the absence of dietary-specific filters and difficulty in evaluating recipe skill levels were particularly problematic for users with specific needs or neurodivergence.
3. Workflow Inefficiencies: Inconsistent labeling, buried features, and a lack of feedback mechanisms disrupted task flows and diminished user satisfaction.

These findings suggest that while HelloFresh provides a robust set of features, the overall user experience suffers from gaps in design clarity and functionality. Addressing these issues by refining navigation, enhancing search capabilities, and streamlining workflows will help reduce user frustration, improve accessibility, and strengthen customer loyalty.

By incorporating the insights from this usability test, HelloFresh has the opportunity to better serve its diverse audience, ensuring a smoother, more satisfying journey from subscription to mealtime.

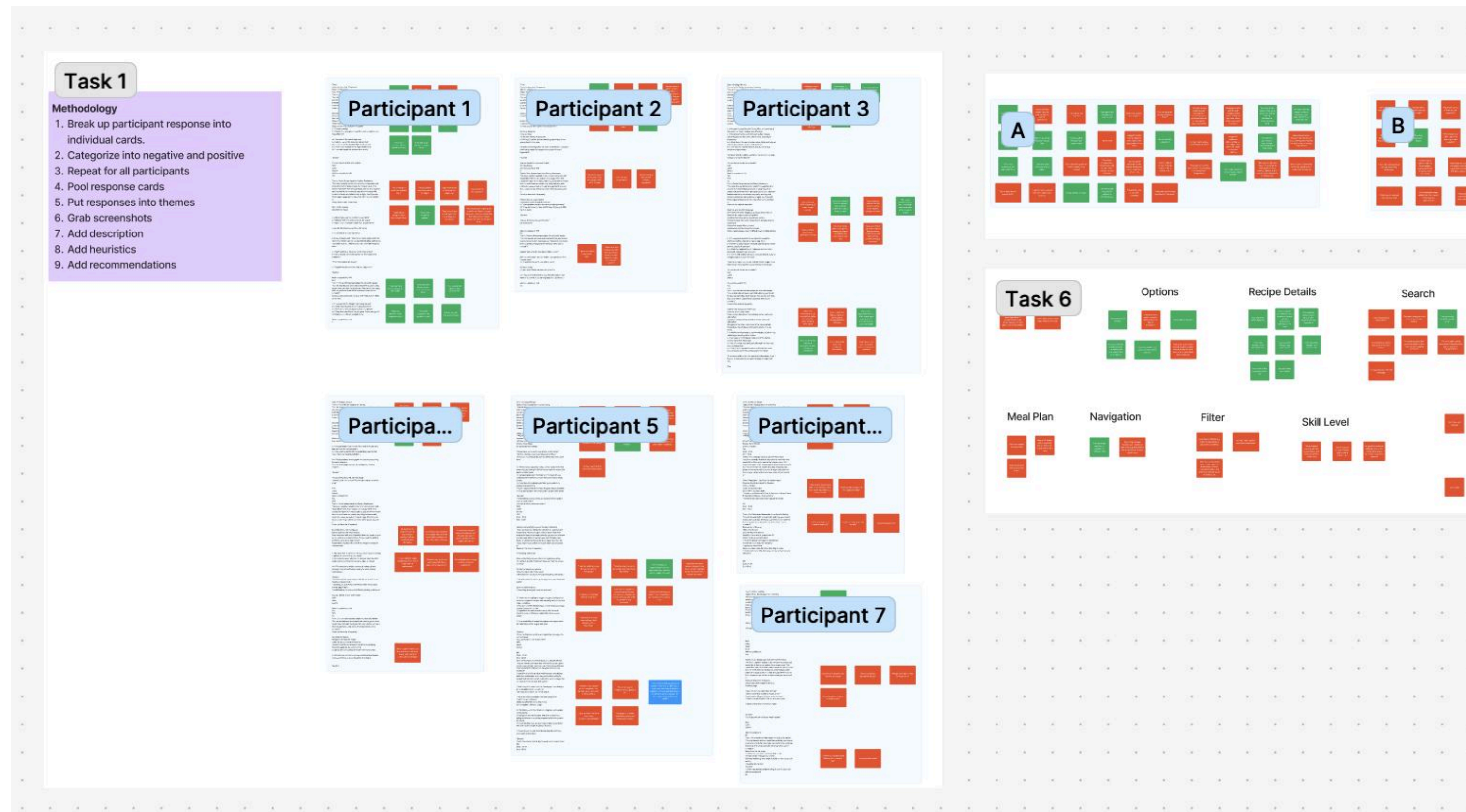
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Appendix



Analysis Collaborative Board

https://www.figma.com/board/paTBEGHS4phZtWUJQJXP9F/Assignment-4---Hello-Fresh---Analysis?node-id=25-2522&node-type=section&t=rzaXiBjCU5yc_oB5q-0

THANK YOU