

Hello Fresh SmartTaste

Revolutionising Your Culinary Journey with Tailored Recipes



How to do good recommendations?

Analyse individual preferences & restrictions

Personalise recommendations

Lifestyle preference



How to do good recommendations?

Not this way.

User Journey

Select Your Diet Preference

The one that aligns with your values



Vegan

Purely Plant-Powered. Rich in fruits, vegetables, legumes, and grain



Vegetarian

Welcome eggs and dairy! Variety of plant-based foods and dairy.



Pescatarian

Added benefits of fish, Don't give up your dose of omega-3 fatty acids!



Omnivore

An all-inclusive, encompassing plant-based foods alongside meat and dairy.

Continue >>

Culinary Reflections

Showcase your palate's personality



Scroll and select three dishes that best represent your taste. Below, pick four emojis that resonate with your preferences. Spicy vs. Mild, Fast vs. Slow to cook [...]

and 4 emojis that represents you well?



Start using the app

Hi there! Can we help you find something delicious?

Remove unwanted recipes



Winner Winner Chicken Orzo
Dinner

730 kcal

Easy Mild Ethnic High-Calories Meat

around 30m



Coconut Chicken Curry

700 kcal

Easy Ethnic Healthy High-Calories Meat

around 25m



Hearty Steak and Potatoes

535 kcal

Easy Mild Traditional High-Calories
Meat

around 40m



Mozzarella-Crusted Chicken

545 kcal

Easy Mild Ethnic High-Calories Meat

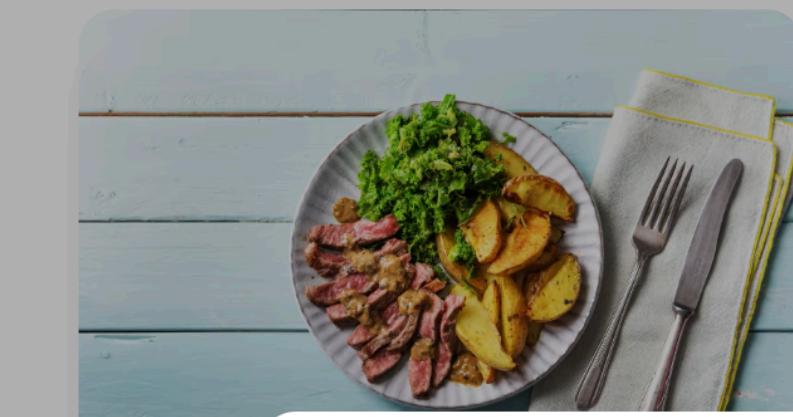
around 30m



PLACE ORDER

Hi there! Can we help you find something delicious?

Remove unwanted recipes

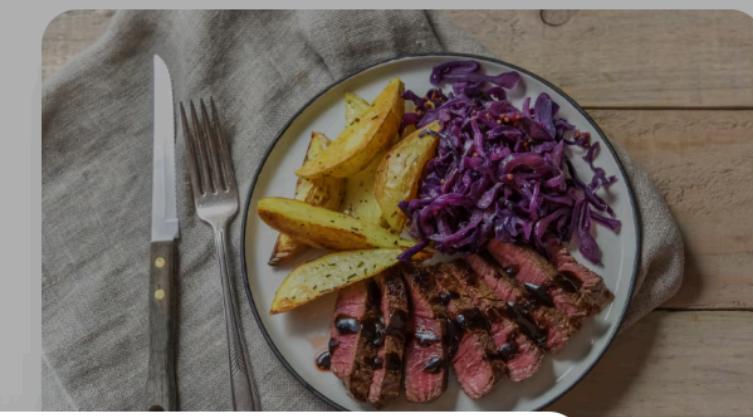


Steak N...

525 kcal

Easy Mild
Meat

around 30m

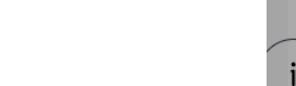


Coconut Ch...

700 kcal

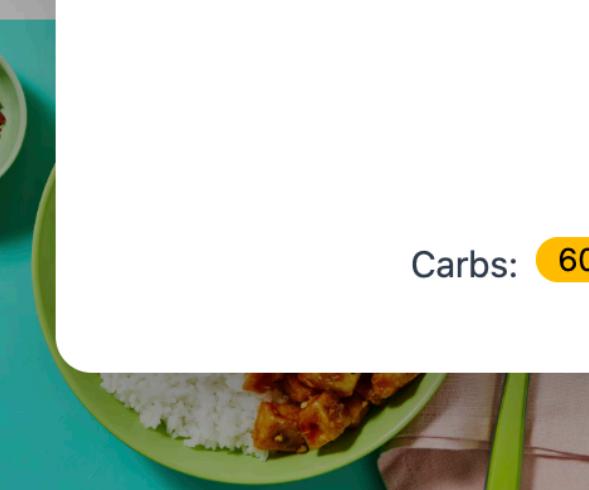
Easy Ethnic Healthy High-Calories
Meat

around 25m



Carbs: 60 Proteins: 35

Close

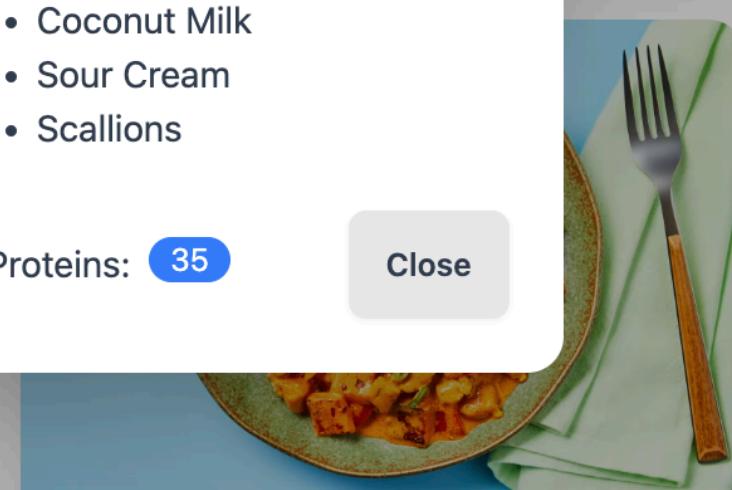


Vegan Spicy Lemon Maple Tofu

710 kcal

Gourmet Spicy Ethnic Healthy Vegan

around 40m



Coconut Ch...

700 kcal

Easy Ethnic Healthy High-Calories
Meat

around 25m



PLACE ORDER

 Hey Handsome 😎!

We've noticed that you've been avoiding red meat for some time. Would you like to see more chicken and plant-based options in your suggestions?

Cancel

Continue

Demo Time

Behind the scenes...

Hybrid recommender system (collaborative and content based)

Recipe filtering on hard-constraints (allergies, diet)

Relaxed missing data gathering



Last but not least...

Cooking accessibility

Accessibility Demo