

# Hello Fresh SmartTaste

Revolutionising Your Culinary Journey with Tailored Recipes

# Who are we?





# 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

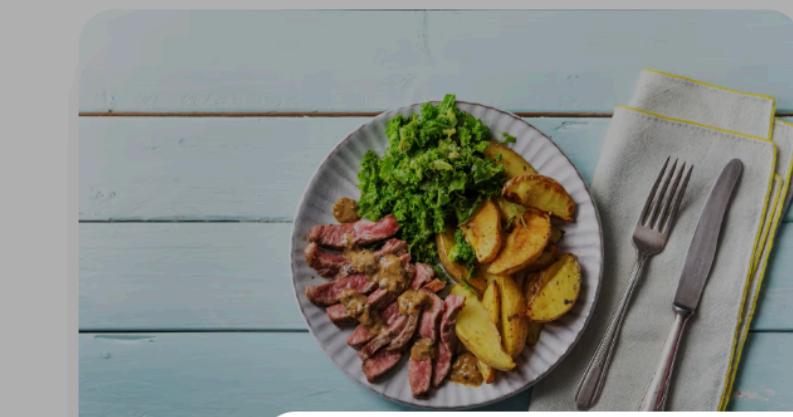
around 30m



PLACE ORDER

Hi there! Can we help you find something delicious?

Remove unwanted recipes

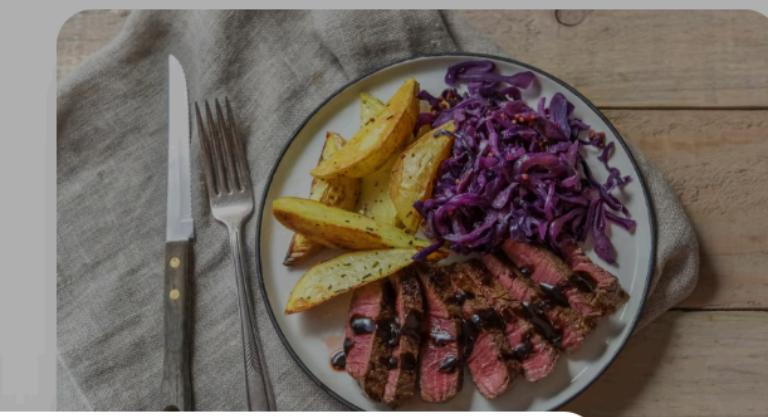


Steak N...

525 kcal

Easy Mild Meat

around 30m



Coconut Ch...

525 kcal

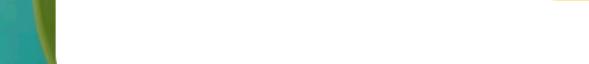
Easy Mild Meat

around 30m



Carbs: 60 Proteins: 35 Close

Coconut Ch...



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

## 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 >

 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

# Behind the scenes...

Scraped and cleaned dataset of recipes

Hybrid recommender system (collaborative and content based)

Recipe filtering on hard-constraints (allergies, diet)

Relaxed missing data gathering



Last but not least...

Cooking accessibility

User

Here's the list of available recipes: Steak Met Potatoes, Hearty Steak and Potatoes, Mozzarella-Crusted Chicken, Winner Winner Chicken Orzo Dinner, Rapid Stir-Fried Beef, Ginger Beef Stir-Fry, Creamy Shrimp Tagliatelle, Balsamic Chicken Rustico, Korean Beef Bibimbap, Lemony Shrimp Risotto, Parmesan-Crusted Cod, Melty Monterey Jack Burger, Meatloaf Balsamico, Perfect Penne Bake, Creamy Dill Chicken, Shrimp and Zucchini Ribbons, Rapid Butternut Squash Agnolotti, Sweet Potato and Black Bean Tacos, Sweet-As-Honey Chicken, Teriyaki Salmon, Jammy Fig and Brie Grilled Cheese, Coconut Chicken Curry, Vegan Spicy Lemon Maple Tofu, Patatas Bravas and Crispy Artichokes.

Hello, I need help with Hello Fresh. I can't properly read the list of meals. Can you help me choosing my next meals?

⟳ Add and run

Add

⌚

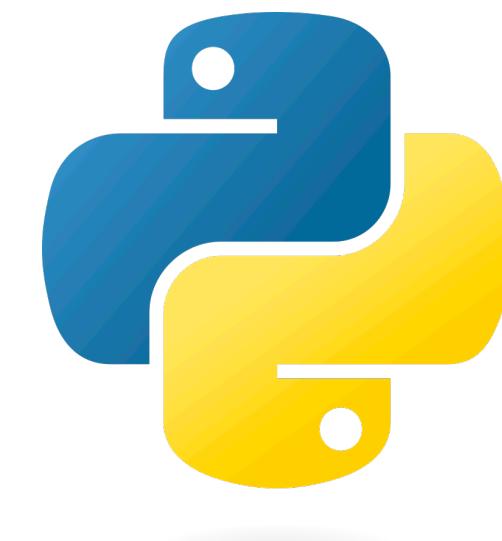
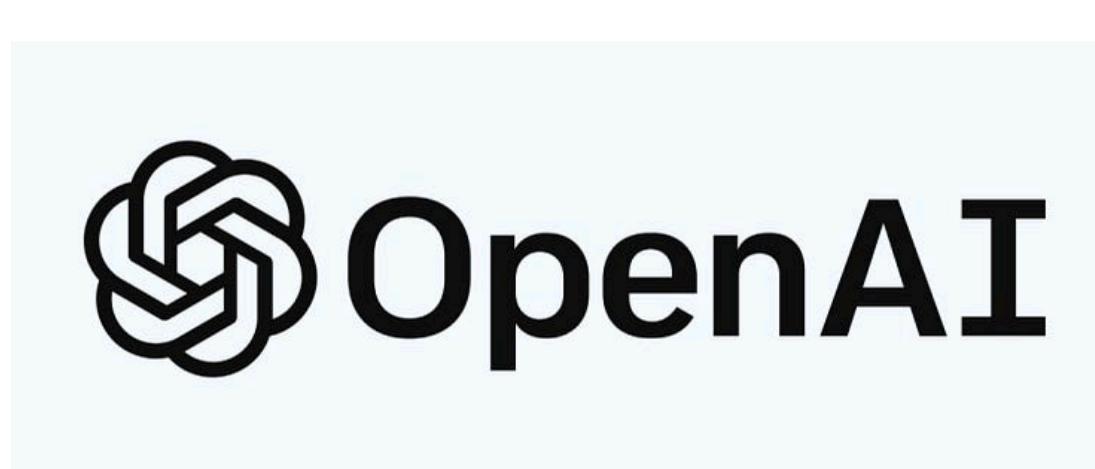
# Future steps

Hands off approach

Accessibility

Recommendation system upgrade

# Stack



**SQLAlchemy**