



CVR Optimization US Market Product Designer

Part of the team that made HelloFresh be
the leader in the U.S. meal kit market.

at



CHECKOUT REDESIGN

Main task just after join HelloFresh was to rework the old checkout. The development team was about to rewrite the checkout on React and I had the chance to develop a better checkout.

1. User labs to identify main pain points;
2. Data Analysis to understand the behavior;
3. Prototype to validate new UX and communication;
4. UI Development and exporting assets to team;
5. Follow up and A/B test suggestions;

hellofresh.com

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SAVE

A top-down view of a workspace on a white surface. On the left, a hand is typing on a white Apple keyboard. Above the keyboard is a white Apple mouse. To the right of the mouse is a bright yellow wristwatch with a matching strap. In the bottom right corner, the top of a silver smartphone is visible.

USER LABS

Bringing costumers in-house and letting them go throught a couple of tasks was one of the input source to improve the checkout. The company also didn't had the culture of user lab, it was nice to moderate and tutor other designers and teams to do the same.

DATA ANALISYS

Understand the current behavior and optimizing the checkout for the target audience was the main goal. After redesign done, we had a significant uplift on CVR and the setup was ready to continuos A/B tests of features.

SMART FRIDGE

A side project for me at HelloFresh that I wish had more time to spend at it. At the <https://www.hellofreshgo.de/> team, I could work on a smart fridge UI. Supporting the team not only with UI, but also setting up fridge layout.





THANKS

You can check some of my other projects if you go back to
www.danielxavier.com