

UI Patterns One Page Write-up  
July 20, 2022

**Overview: Quick summary of the project. Provides context**

I am choosing to focus on Hello Fresh's user interface. This is a company that provides a great service but could use some help in accessibility. I personally use Hello Fresh and noticed a couple of things that I wished were offered. An issue I and other users have expressed is the lack of the option to pause your subscription. It is stated in their FAQs that there is an option to pause, but every time I have inquired about it I have been told you can only skip specific weeks, which is not the same thing. The solution here would be to add a page on the website to pause your subscription for up to 3 months. This will assure the user that HelloFresh is a company they can trust and that they will not be trapped in their subscription.

**Problem statement: Why did this project need to happen? What was the goal?** Customer service should be clear about options. Users should receive feedback via email and/or app to show cancellation or pause of account.

**Users and audience: Who was the user?**

The user is someone who enjoys HelloFresh's subscription service but they want to postpone it due to their finances.

**Roles and responsibilities: What did you do? Who else worked on this?**

My role in completing this project was creative director, researcher, and designer. I also received feedback from my instructor and peers.

**Scope and constraints: Any unique or limiting factors to be aware of**

I had a lot of trouble formatting my frames with *Auto Layout*, aligning text and graphics together. There are also some components that would ideally be active but there was not time on the type of prototyping I visualized.

**Process: A step to step run down of what you did and why you did it**

- Sketched some ideas of what I wanted my screens to look like
- Created a mood board
- Selected colors and typography
- Made lo-fi and mid-fi mock ups in Figma
- Researched components
- Began designing components and adding color

I chose to do it this way to help keep things organized because there were so many elements that overlapped. There are many layers to the process that I am not designing but I still had to think of them throughout my design process.

**Outcomes: What lessons did you learn?**

I learned that the best way to get unstuck is to just start even if it is with something small. I also learned that with the design process there is always room for improvement but to take time to appreciate the work that was put in. I am slowly training my brain that it is okay to *steal like an artist*. In design, I assumed

there would be more restrictions on what could be reused so that was eye-opening as well as realizing the WORK that goes into creating the simplest things that we take for granted on our screens everyday.