HelloFresh User Experience Survey

Jotform | Reports

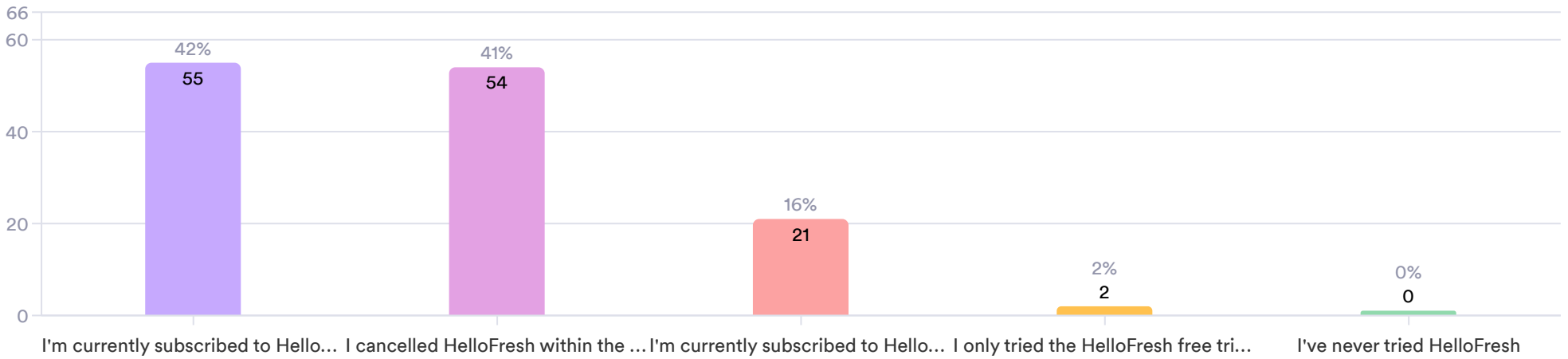
Create your own Jotform Report - It's free

Create your own Report

HelloFresh User Experience Survey

In the last 12 months, which of these best describes you?

132 Answers



Data	Answer	%
I'm currently subscribed to HelloFresh and receive a box most weeks	55	42%
I cancelled HelloFresh within the last 12 months	54	41%
I'm currently subscribed to HelloFresh but skip more weeks than I receive	21	16%
I only tried the HelloFresh free trial and didn't continue past it	2	2%

Jotform | Reports

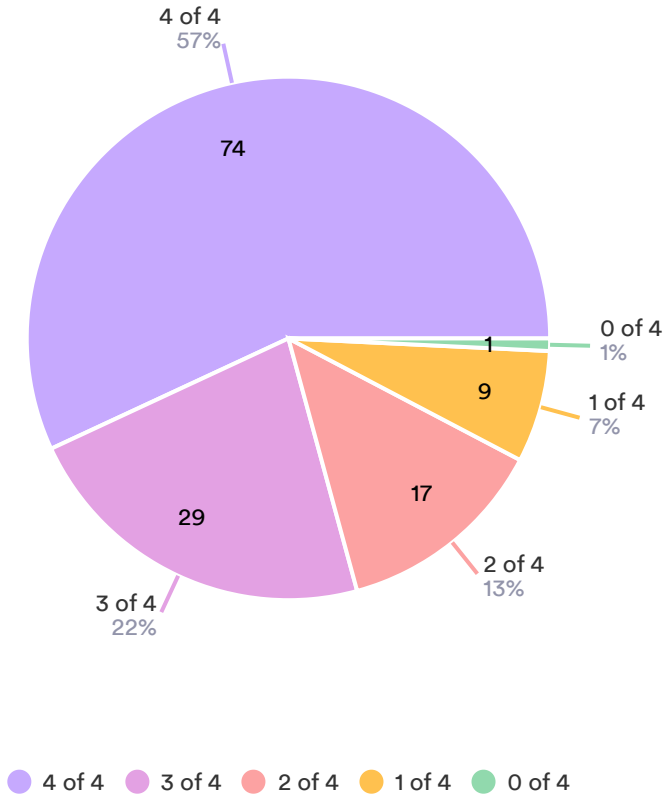
Create your own Jotform Report - It's free

Create your own Report

HelloFresh User Experience Survey

In a typical month while subscribed to HelloFresh, how many weeks did you actually receive a box?

130 Answers- 2 Empty



Jotform | Reports

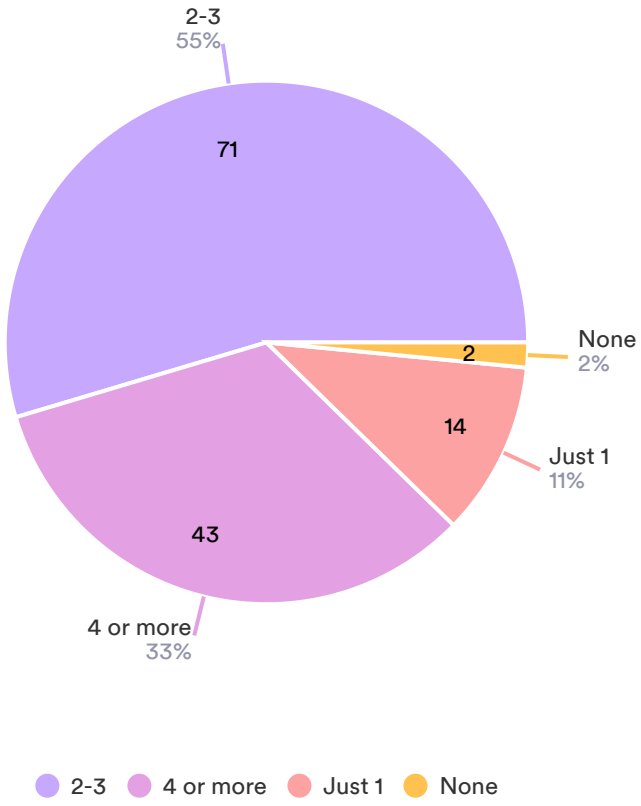
Create your own Jotform Report - It's free

Create your own Report

HelloFresh User Experience Survey

Think about the LAST time you opened the HelloFresh menu. How many recipes did you actually want to cook?

130 Answers- 2 Empty

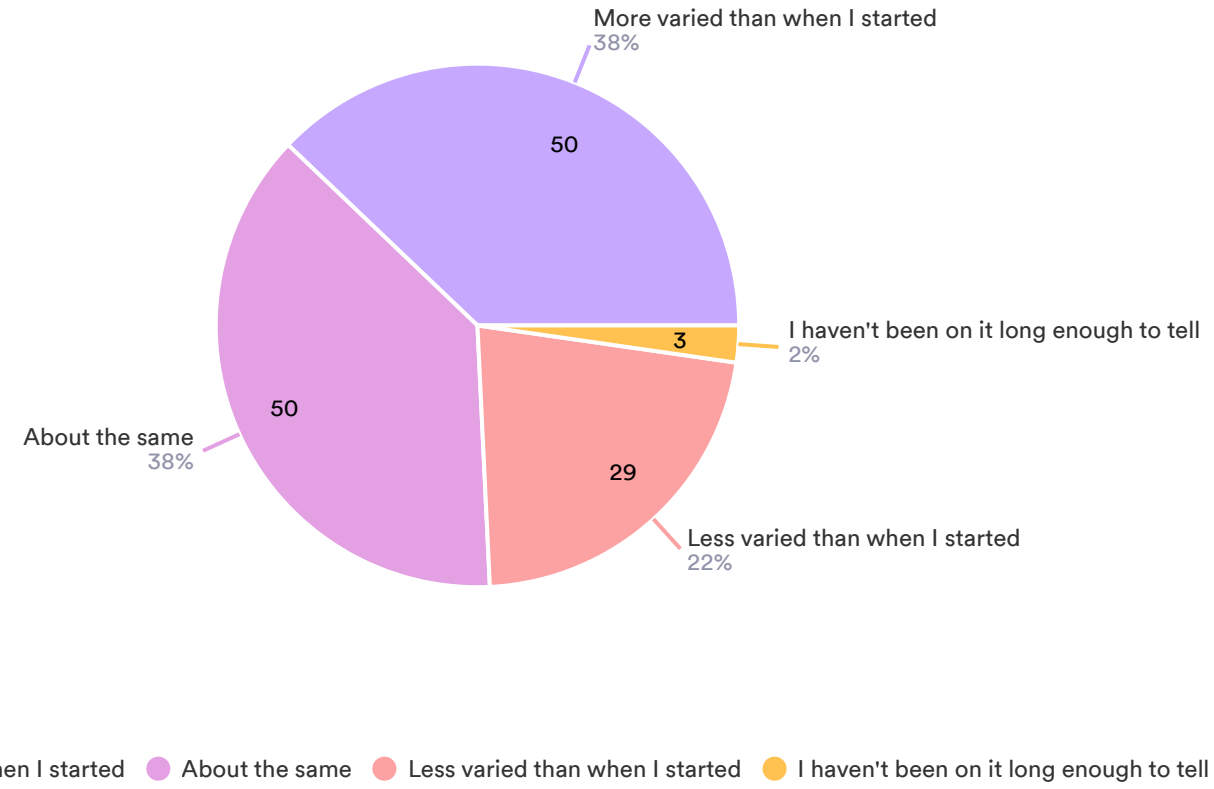


Jotform | Reports
Create your own Jotform Report - It's free
Create your own Report

HelloFresh User Experience Survey

Compared to your first month on HelloFresh, how does the menu feel to you today?

132 Answers

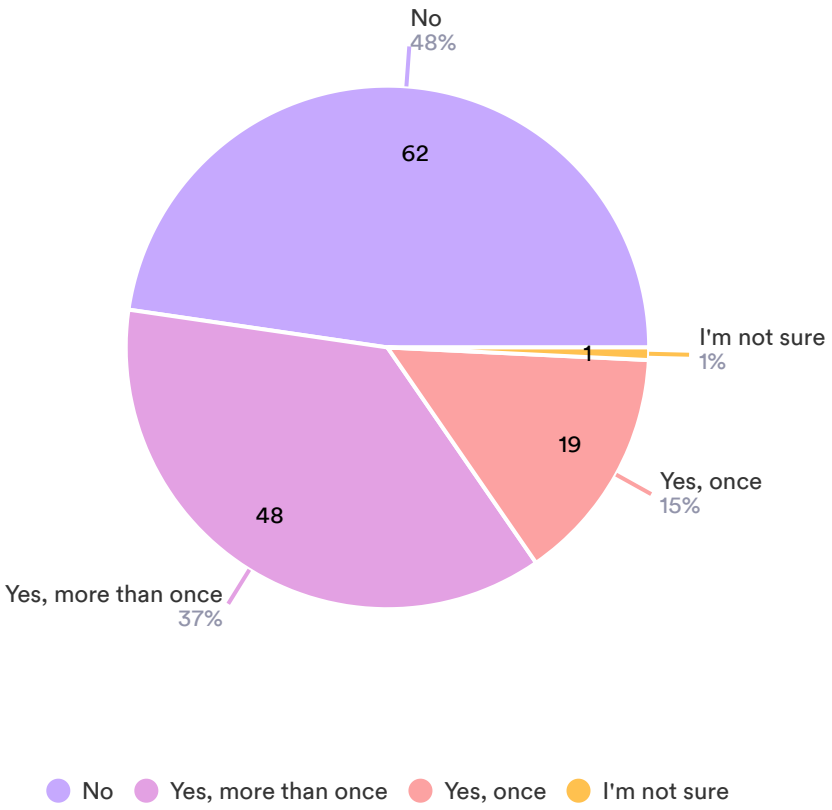


Jotform | Reports
Create your own Jotform Report - It's free
Create your own Report

HelloFresh User Experience Survey

Have you ever received a HelloFresh delivery that you did NOT intend to receive (e.g., forgot to skip, missed the cutoff)?

130 Answers- 2 Empty

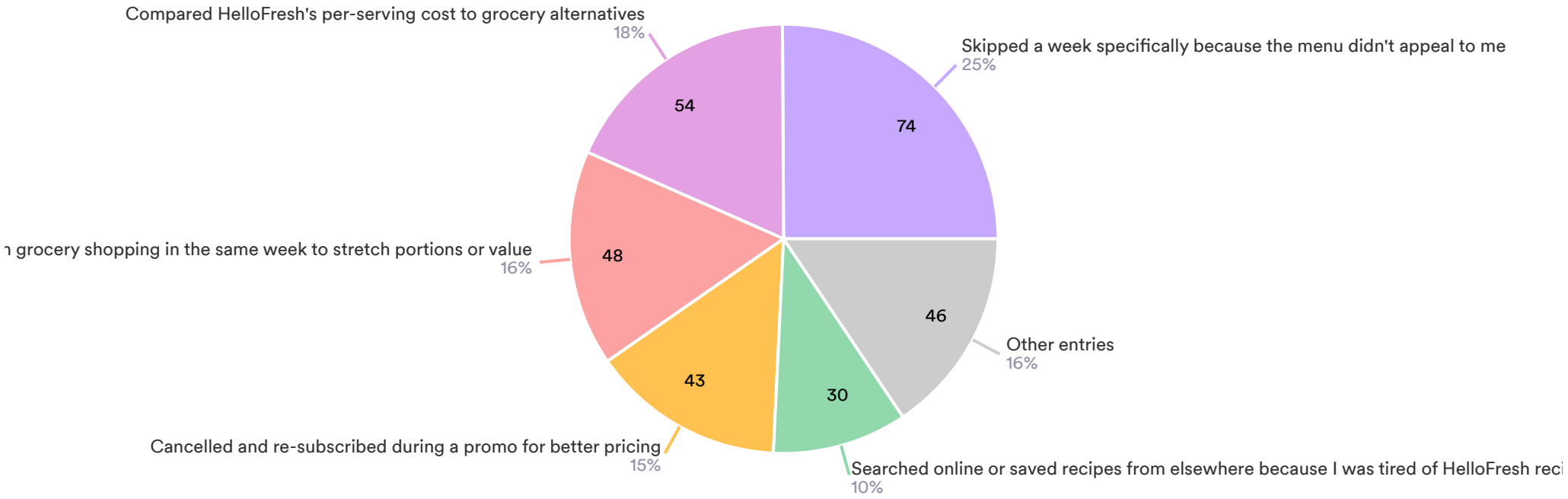


Jotform | Reports
Create your own Jotform Report - It's free
Create your own Report

HelloFresh User Experience Survey

Which of these have you done to try and make HelloFresh work better for you? (Select all that apply)

295 Answers- 2 Empty



Jotform | Reports

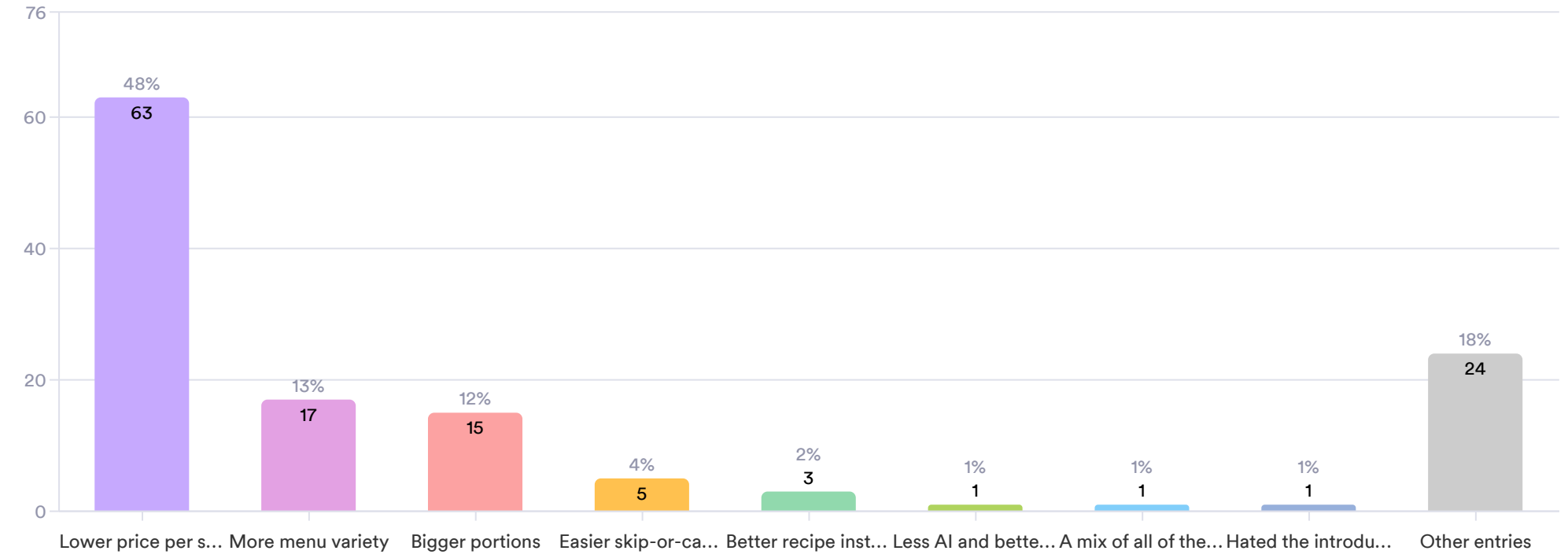
Create your own Jotform Report - It's free

Create your own Report

HelloFresh User Experience Survey

If HelloFresh could fix ONE thing tomorrow to make you order more often, what would it be?

130 Answers- 2 Empty



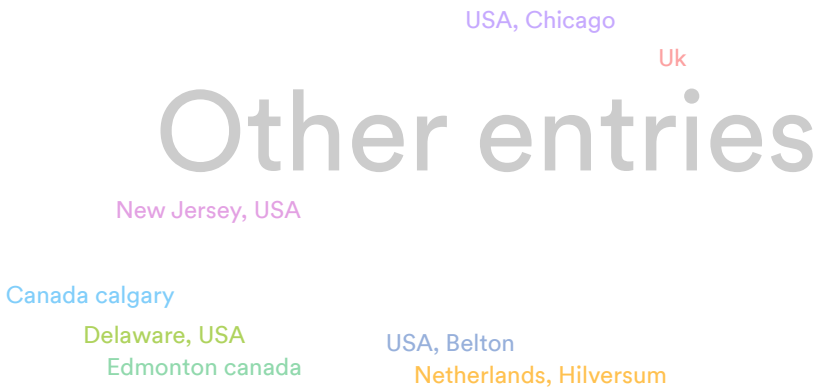
Lower price per serving
More menu variety
Bigger portions
Easier skip-or-cancel flow
Better recipe instructions
Less AI and better human-curated recipes
A mix of all of these. Better variety, lower price per serving if the majority of the plate is going to be rice, no AI pictures or recipes, better delivery process, expiration date on food, freshn...
Hated the introduction of AI. There is more variety now, but when I read through the recipes, it was obvious a chef hadn't prepared them.
Other entries

Jotform | Reports
Create your own Jotform Report - It's free
Create your own Report

HelloFresh User Experience Survey

Where are you based? (Country and city)

130 Answers- 2 Empty

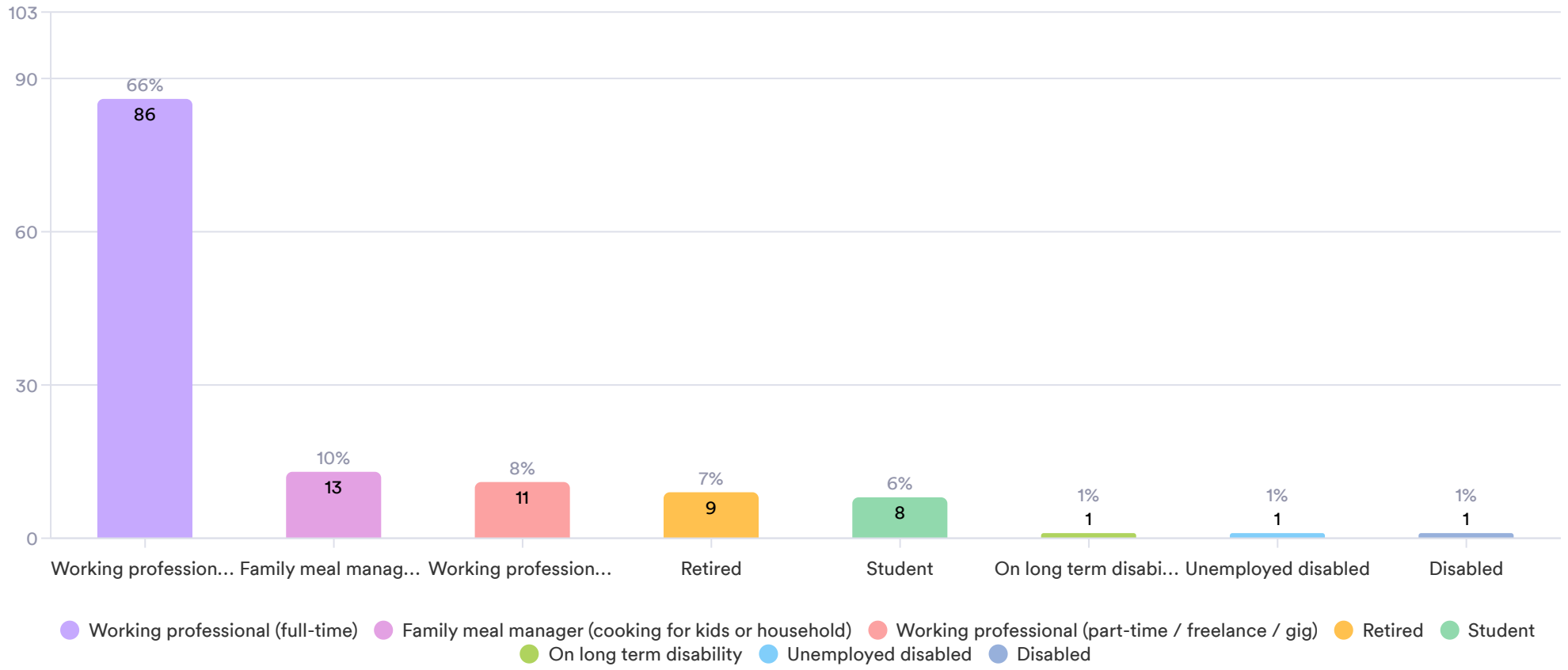


Jotform | Reports
Create your own Jotform Report - It's free
Create your own Report

HelloFresh User Experience Survey

Which of these best describes you right now?

130 Answers- 2 Empty



Jotform | Reports

Create your own Jotform Report - It's free

Create your own Report

Thank You!

HelloFresh User Experience Survey

Jotform | Reports

Create your own Jotform Report - It’s free

Create your own Report