



SQUAD WORK ONBOARDING
YENNY KIM

ONBOARDING: SIGN IN / SIGN UP

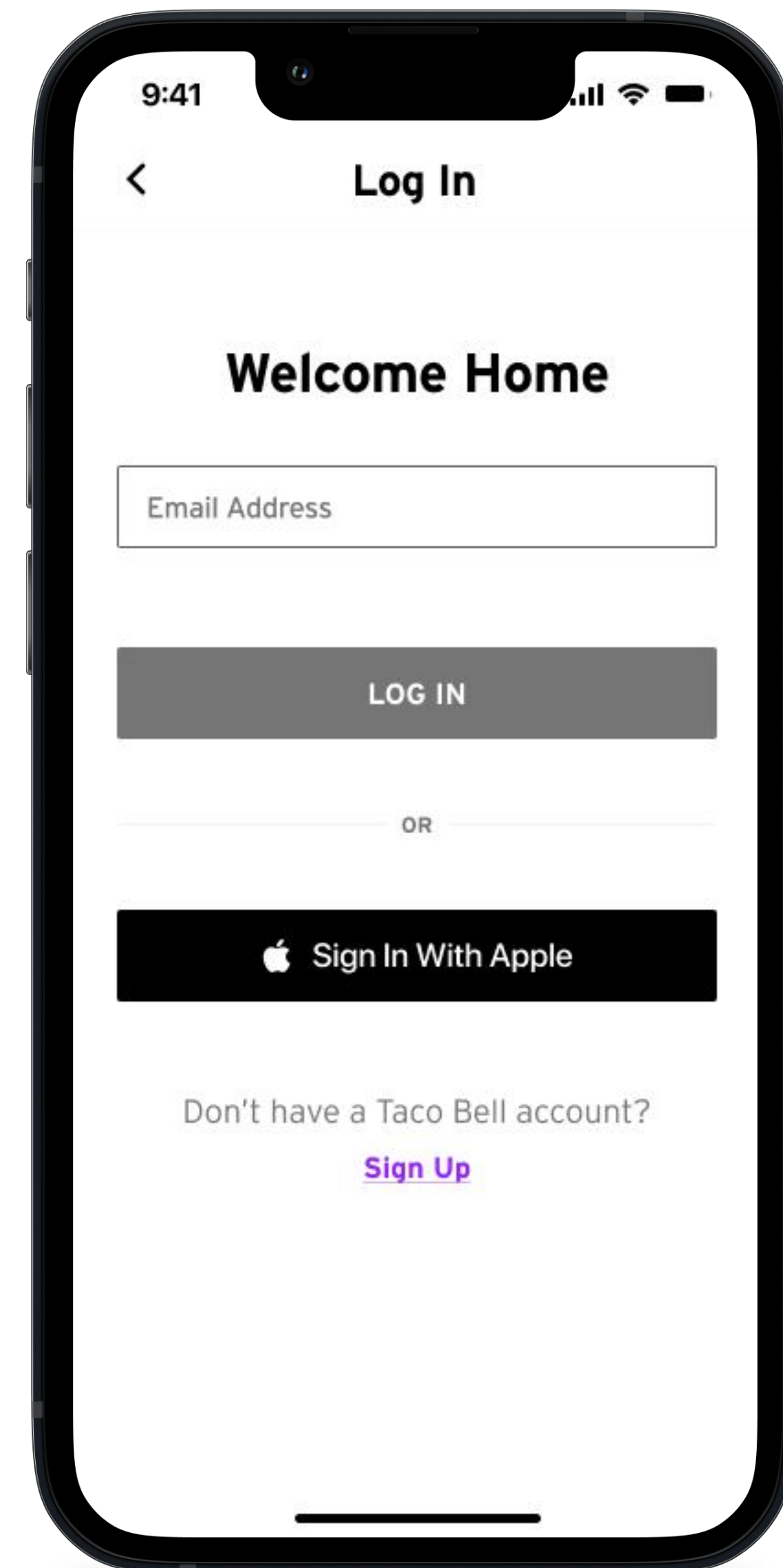


INTRODUCTION

ENHANCING SIGN-UP, SIGN-IN, AND ONBOARDING OF TACO BELL

In today's digital age, a simple and intuitive onboarding experience is key for food applications. Because retention and engagement is important in onboarding, I have made user research to highlight the key factors that are significant to the onboarding flow, ensuring a smooth, easy journey.

- **Important factors and features to include in a successful onboarding experience**
All the outstanding competitors had these features throughout the onboarding -
 - Sign-In and Sign-Up Options
 - Location Access
 - Push Notifications
 - Rewards and Loyalty Programs
 - Animations and UI
- **Competitors Analysis**
 - McDonalds, Burger King, Chick-fila, Starbucks, Subway, Panera, Sweetgreen, KFC, Chipotle, FoodPanda, Postmates, DoorDash, GrubHub, Yelp
 - More being added throughout the research



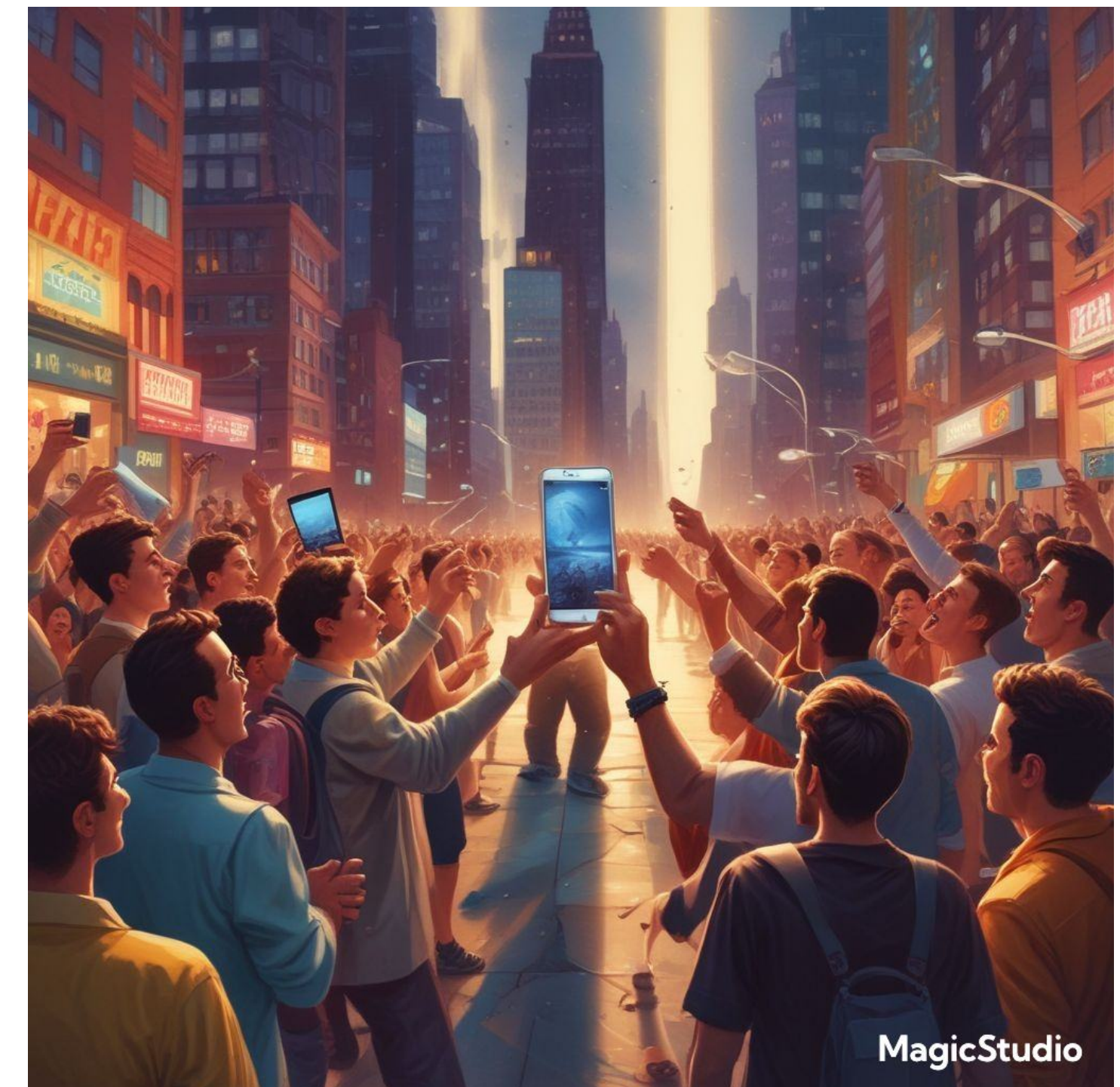


SETTING THE STAGE FOR A LONG-TERM ENGAGEMENT

ONBOARDING = FIRST IMPRESSION

First impression is critical for mobile apps where a user's patience is limited. The onboarding flow in an app is the user's first substantial interaction with your brand, setting the tone for all future engagements. A smooth, engaging onboarding experience can lead to higher retention rates, increased user satisfaction, and greater loyalty, while a poor experience can result in immediate drop-offs and negative perceptions.

- **Shapes the user perception of a brand**
 - Encourages future exploration of an app
- **User retention and expectations**
 - Simple onboarding increases the user return
 - Communicates app's benefits and main functionalities
- **Simple, intuitive UIUX**
 - UI that captures the attention and highlights key areas
 - UX that guides and leads the user to the right direction, giving quick feedback and assistance





FLEXIBILITY AND FEASIBILITY

SIGN-IN AND SIGN UP OPTIONS

Offering multiple sign-up and sign-in options meet the diverse preferences of users. By including third-party logins such as Google and Apple, along with traditional email sign-ups, we can provide a secure, quick, and convenient access point for all users, enhancing their overall experience.

- **Multiple Options**
 - Third-Party Logins: Google, Apple, or Facebook for quick and secure access
 - Traditional Email Sign-Ups: Users who prefer traditional methods
- **Broader Appeal**
 - Meeting both preferences increases the potential user base, appealing to a wider demographic
- **User Control**
 - Provides a universal sign-up option for users who prefers third-party option instead of traditional
 - Ensures that older generations or less tech-savvy users who may be wary of third-party option can still easily access the service
- **Speed and flexibility**
 - Speeds up the onboarding process, reducing the time and effort required to create a new account if using third party
 - Flexibility in account if using traditional email sign-up option



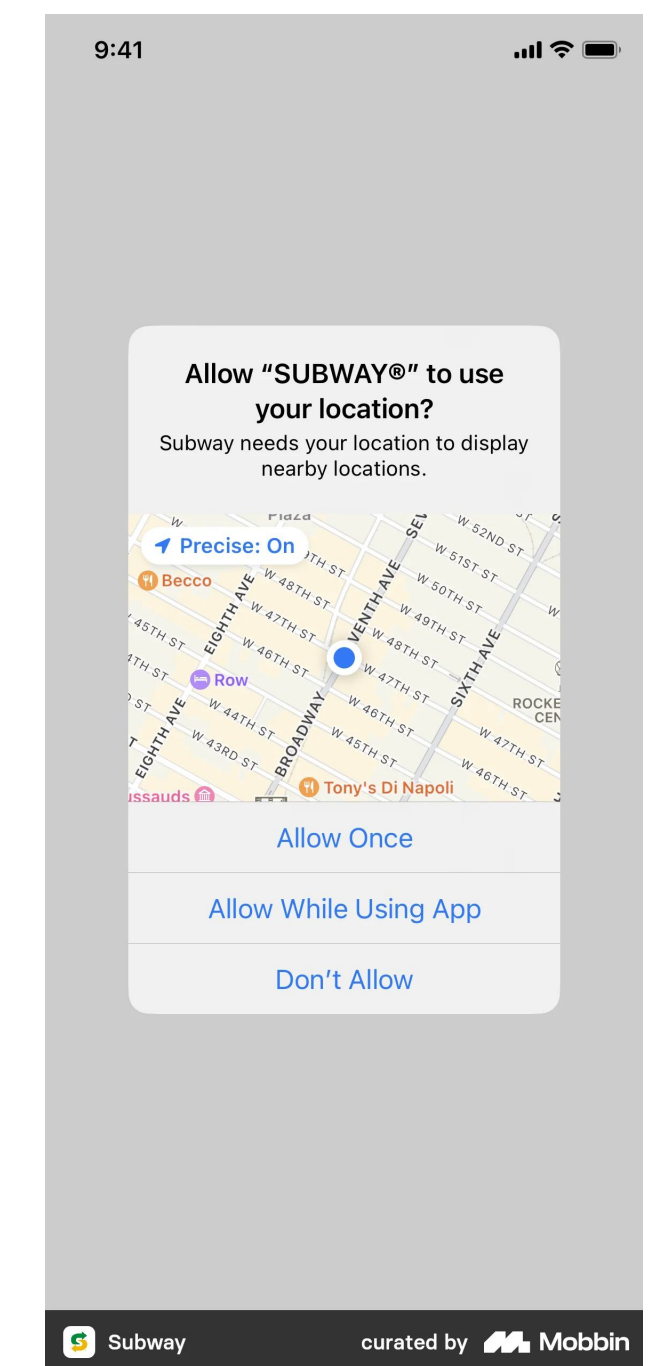
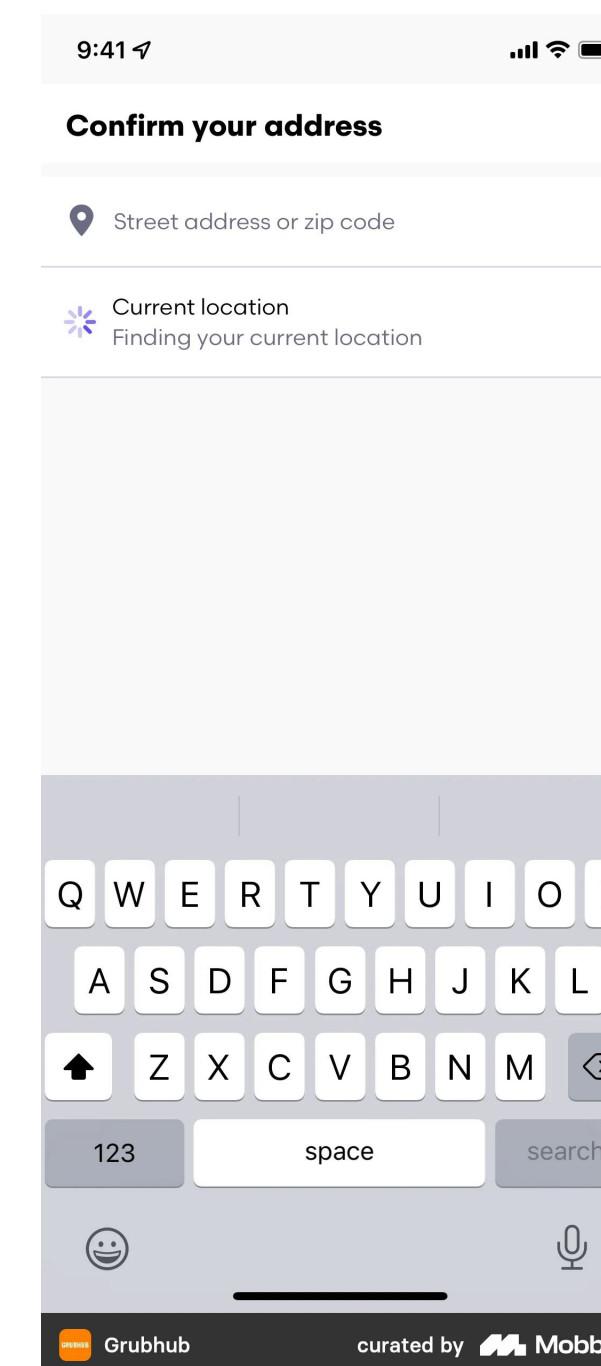


PERSONALIZATION AND CONVENIENCE

REQUESTING LOCATION ACCESS

Location access is a crucial feature for food apps, providing personalized recommendations and ensuring accurate delivery and pick-up. By requesting location access during the onboarding process and reminding users of its benefits, we can improve the overall functionality and convenience of the app.

- **Personalization**
 - Local Recommendations: Tailored suggestions based on user location
 - Accurate Delivery: Ensures correct addresses and efficient service
- **Convenience**
 - Faster Ordering: Auto-fills address details for quicker orders
 - Proximity-Based Services: Shows nearby restaurants and real-time delivery tracking
- **Enhanced Functionality**
 - Geofencing: Location-based notifications and promotions.
 - Dynamic Pricing: Location-specific pricing and menu items



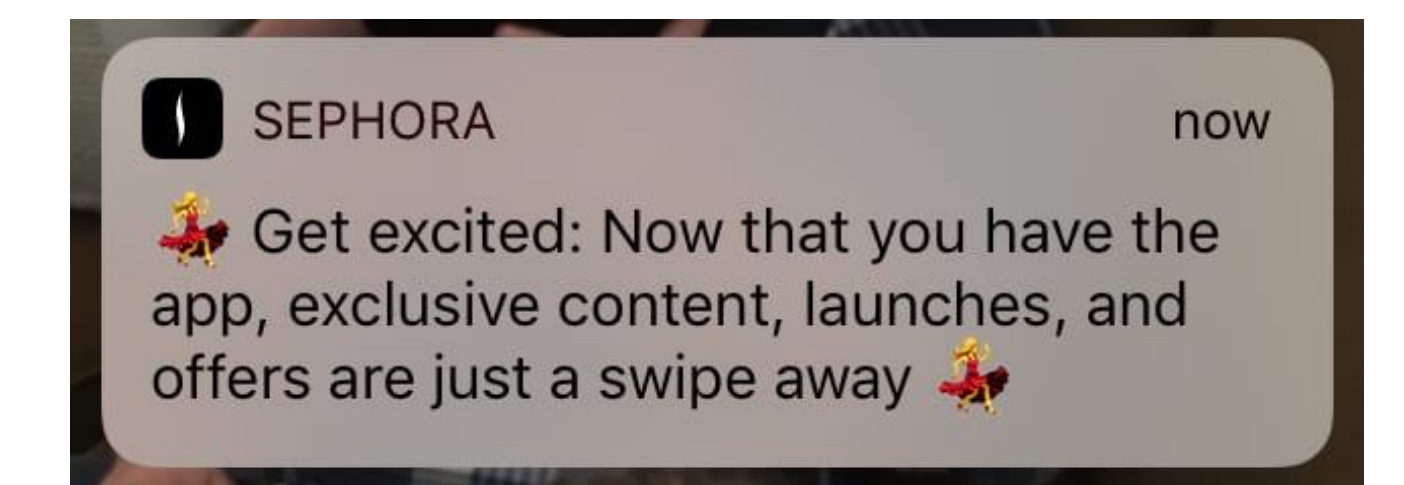
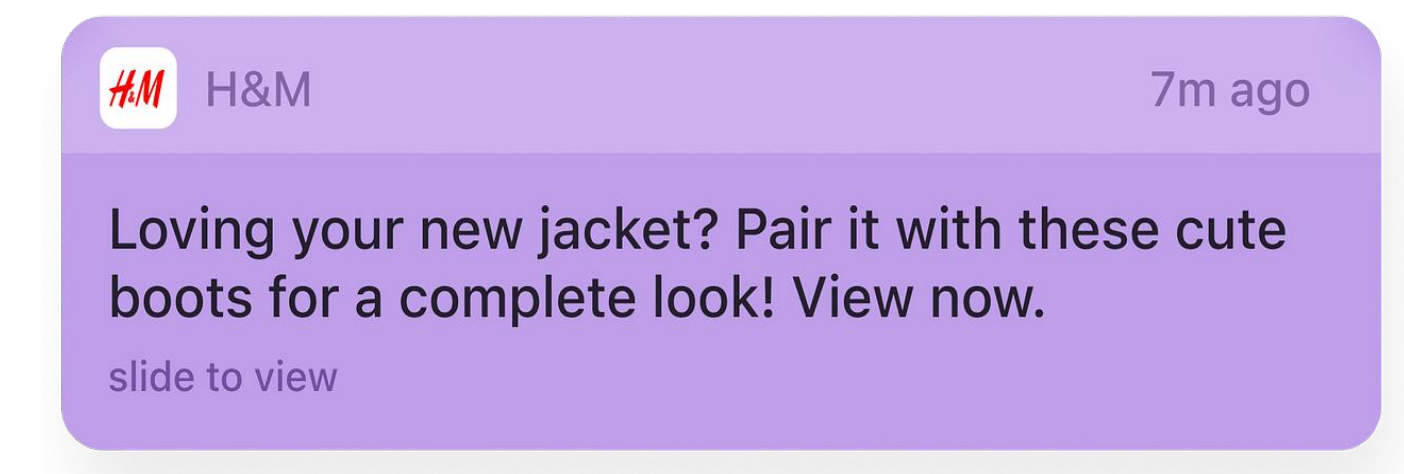
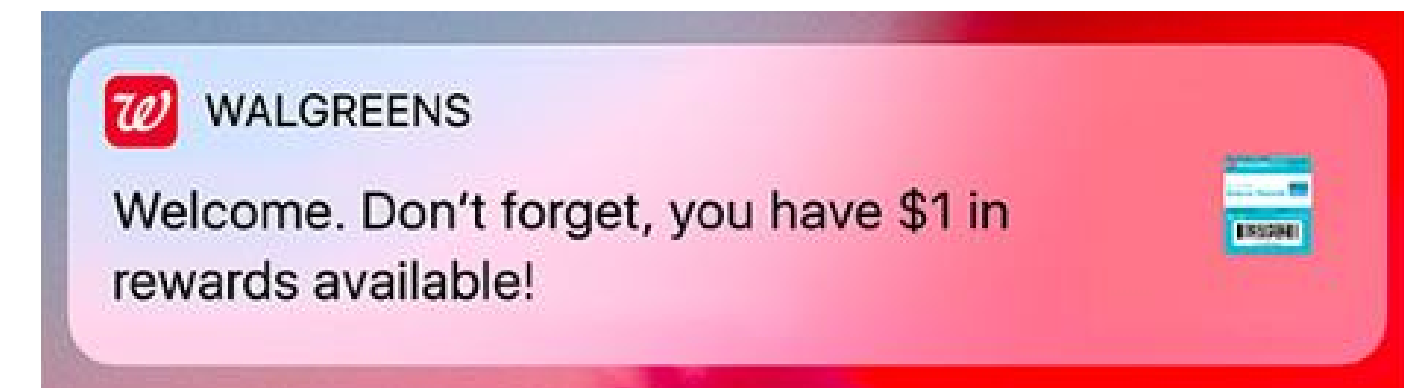


CONSISTENTLY SYNCING WITH THE USERS

ENABLING PUSH NOTIFICATIONS

Push notifications guide the flow by promoting and engaging with users with timely reminders, personalized incentives, and real-time updates. They increase engagement, drive completion rates, and offer users consistent enjoyment.

- **Welcome Messages:** Personalized greetings upon sign-up
 - Incentives:** Offers/discounts to new users or profile completions
 - Reminders:** Prompt users to finish sign-up or update profiles
 - Updates:** Notify about new features in sign-in/sign-up flow
- **Real-time Communication**
 - Instantly delivers updates and information to users.
- **Conversion and Loyalty**
 - Drives actions, enhances user experience, and reinforces brand presence
- **Increased Engagement**
 - Boosts interaction and retention through personalized messages



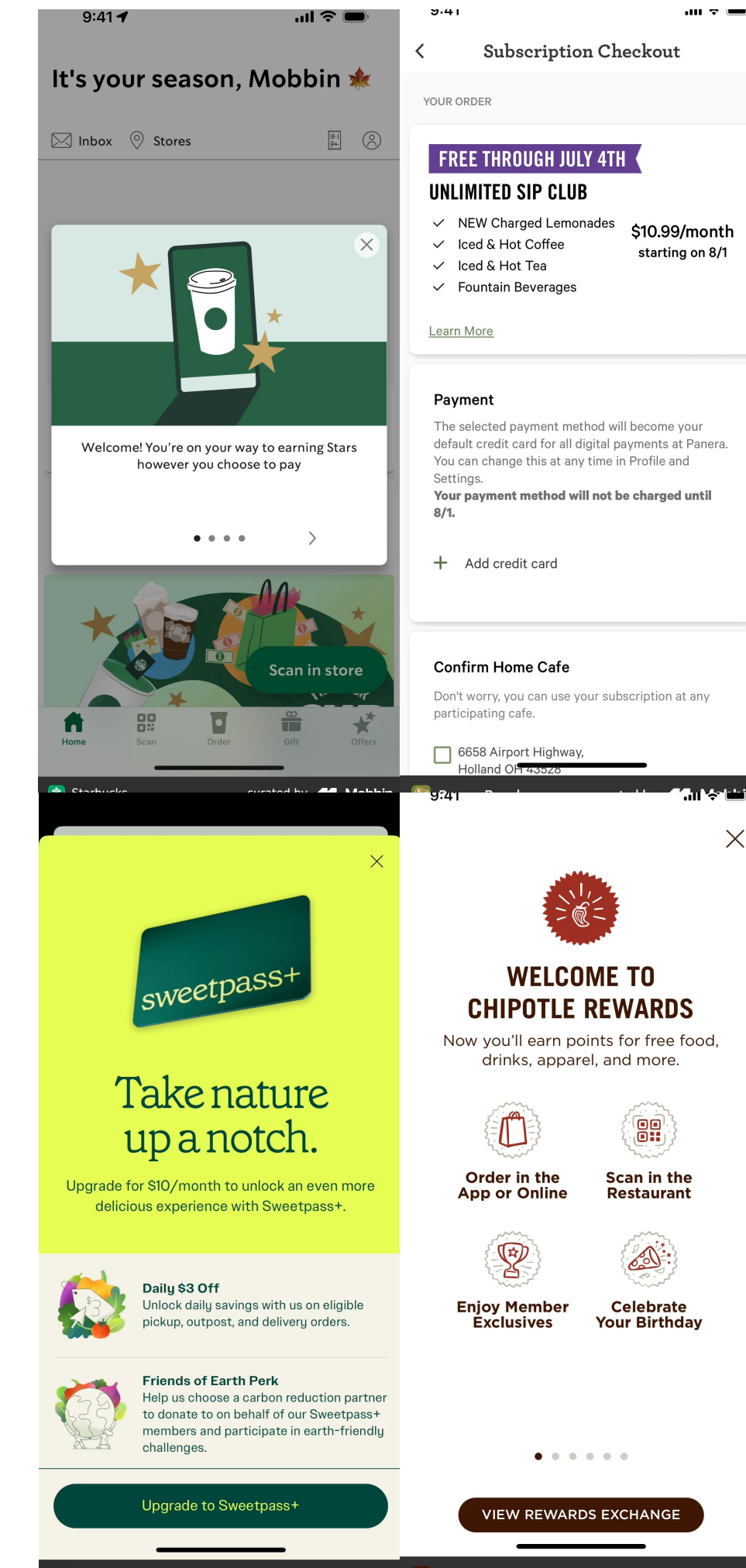


USER ENGAGEMENT AND RETENTION

REWARDS AND LOYALTY PROGRAMS

Rewards and loyalty programs are powerful tools for increasing user engagement and retention. By integrating these programs into the sign-up process and clearly communicating their benefits, we can encourage users to participate and remain loyal to the brand.

- **Increased Engagement**
 - Incentives: Users interact regularly to earn rewards
 - Gamification: Points, levels, and badges make the experience engaging
- **Customer Retention:**
 - Rewards encourage users to order frequently
 - Customer satisfaction increases, making the users feel valued, which increases loyalty
- **Personalization**
 - Offers are tailored to user's needs and wants



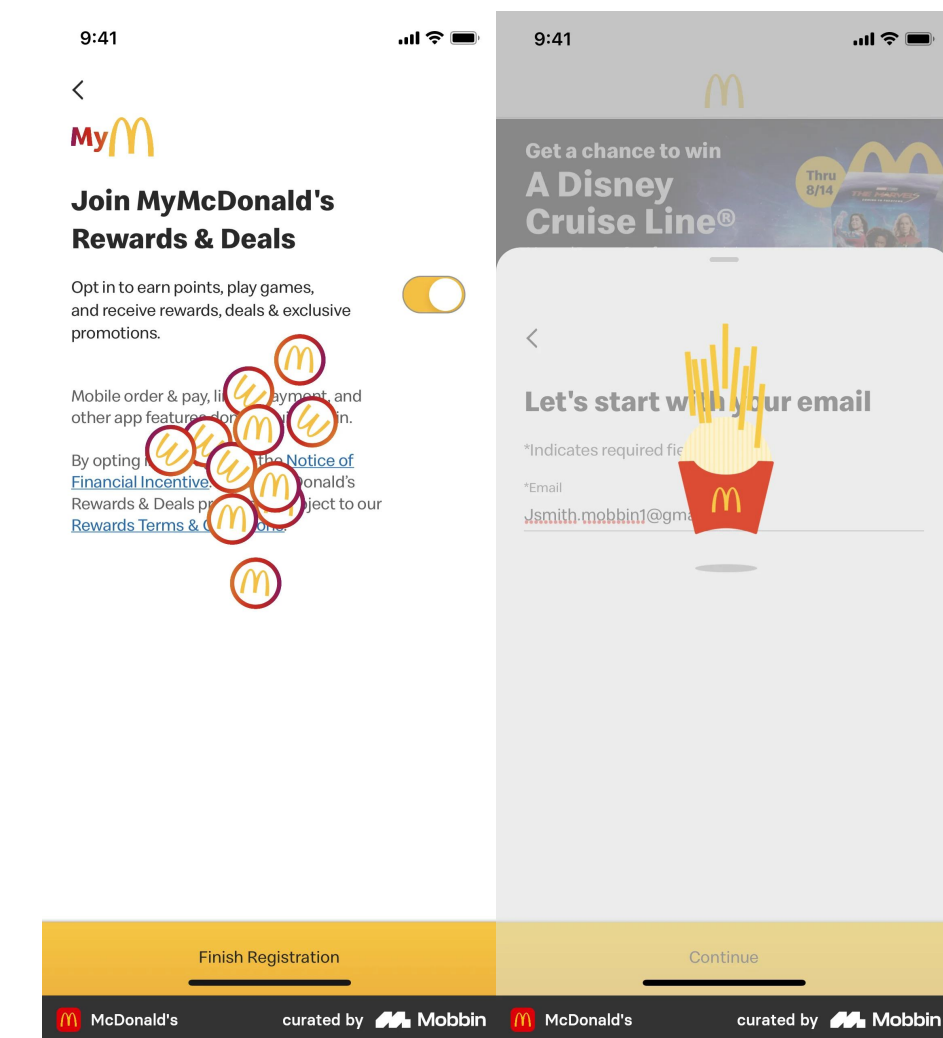


BRAND IDENTITY AND VISUAL APPEAL

ANIMATIONS AND UI

UI and animations play a vital role in capturing user attention and providing a delightful experience. By implementing smooth transitions, interactive elements, and real-time feedback, animations and UI can guide users in to the onboarding process and connect with them.

- **Visual Appeal & Usability**
 - Guidance - Smooth transitions and feedback mechanisms guide users.
 - Feedback - Real-time validation and error animations provide clarity
 - Attractive UI and engaging animations capture user attention.
 - Interactive Elements: Button animations and form transitions enhance interactivity
- **Trending Animations**
 - Interactive elements - Introduce button animations and interactive form fields.
 - Feedback mechanisms - Add loading indicators and success animations to keep users informed





ONBOARDING: SIGN IN & SIGN UP

NUMBER FROM COMPETITORS ANALYSIS



COMPETITORS ANALYSIS

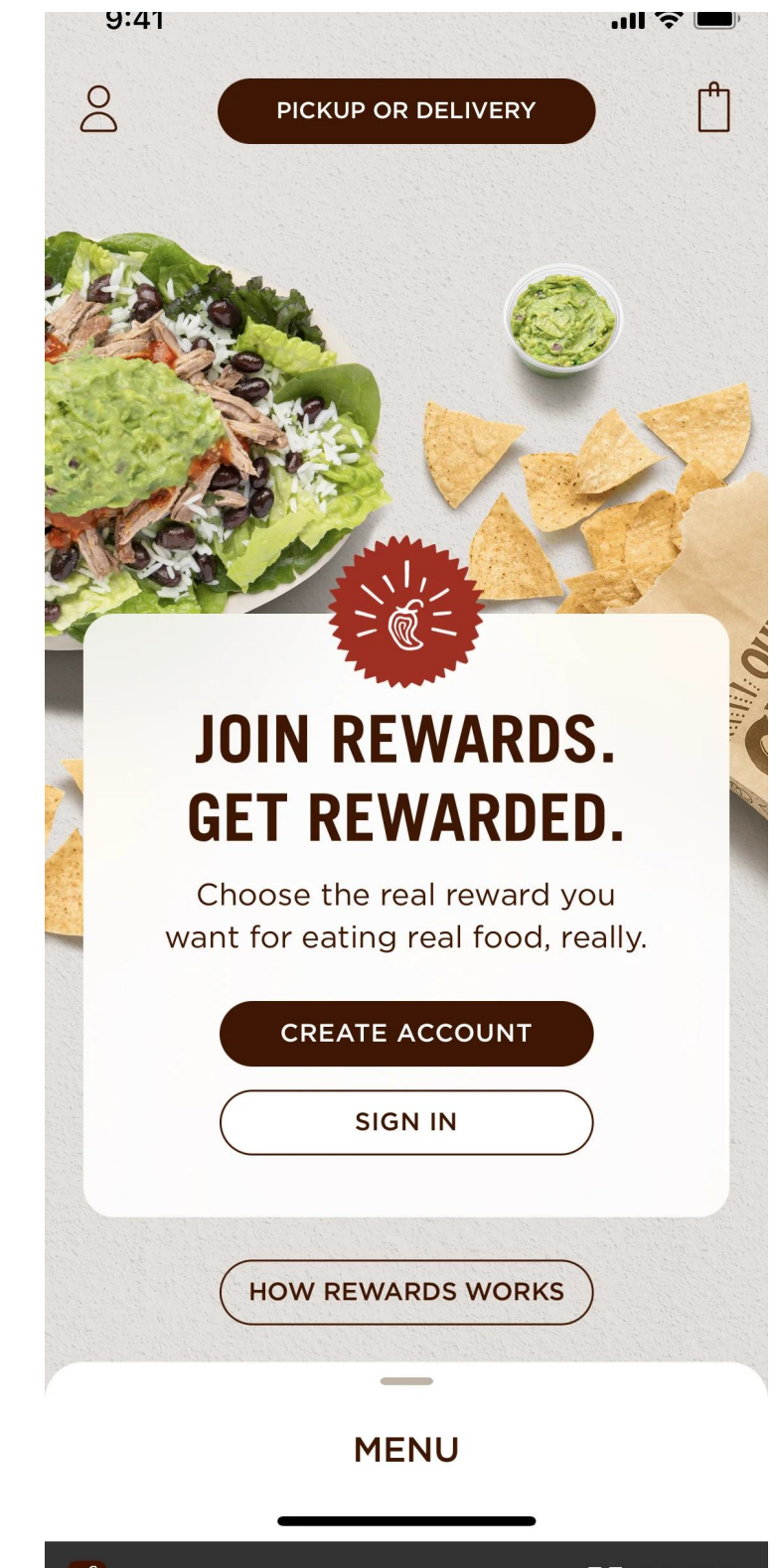
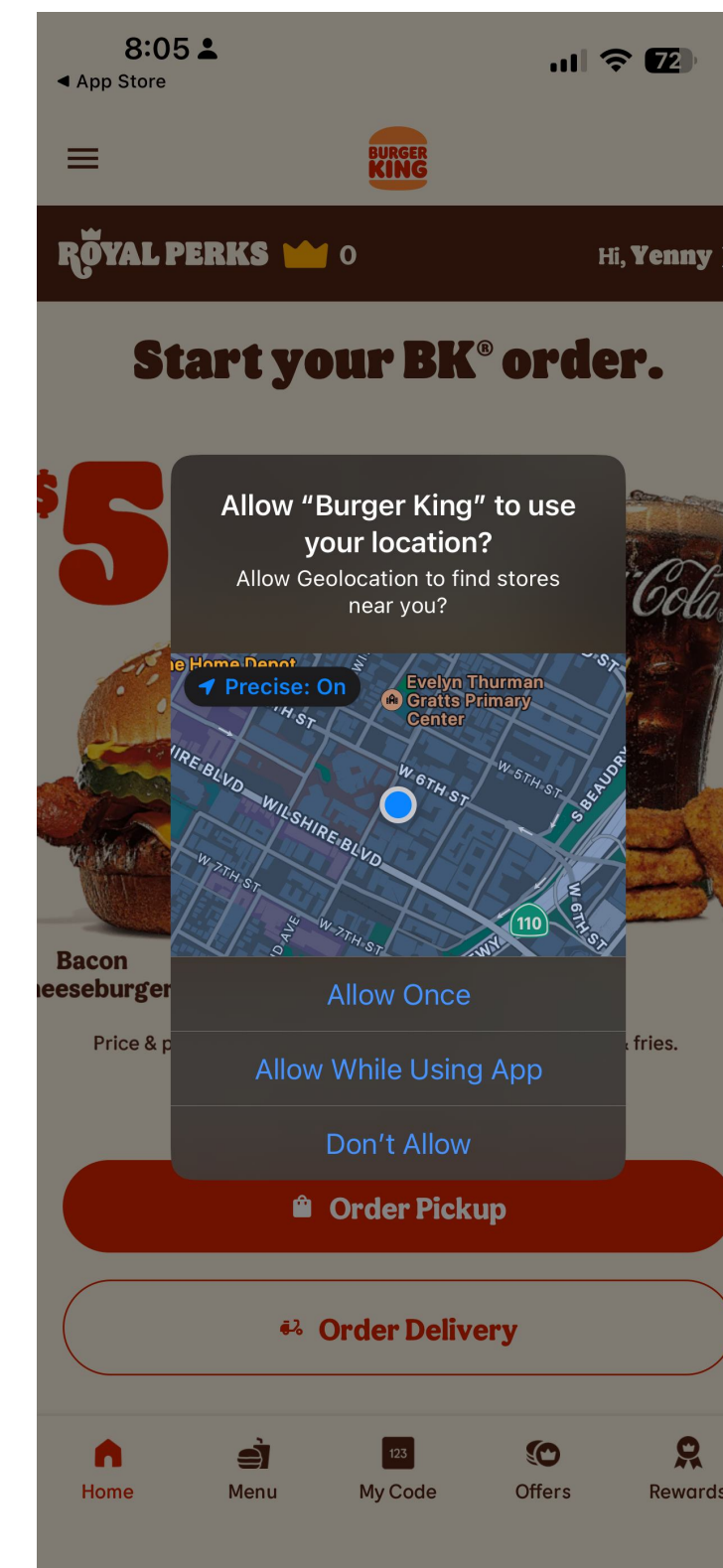
QUANTITATIVE DATA

I analyzed 20 brands similar to Taco Bell, focusing on their onboarding processes.

- Direct competitors and indirect competitors (QSR and Non-QSR)

Starbucks, McDonalds, Burger King, KFC, Chick-fil-a, Chipotle, Sweetgreen, Subway, Panera, Shake Shack, Grubhub, Postmates, Doordash, Dunkin Donuts, Foodpanda, Uber, Yelp, Nike, Nike SNKRS

- How many of these competitors require users to sign up on onboarding, meaning they do not offer a guest checkout option?
 - 15 out of 20 competitors required sign-up/sign-in
 - Only 1 out of 20 had sign-up as optional, which was KFC
 - Other apps had account creation required
 - Third party or email account
 - No forms of guest checkout available
- How many asked for location/address during the onboarding process?
 - 12 out of 20 competitors asked for location or to share address during the onboarding processes
 - Locations were asked in modals, addresses were manually entered or searched
 - Those that didn't:
Starbucks, Dunkin Donuts, KFC, Sweetgreen, Panera, Nike SNKRS, and Chipotle

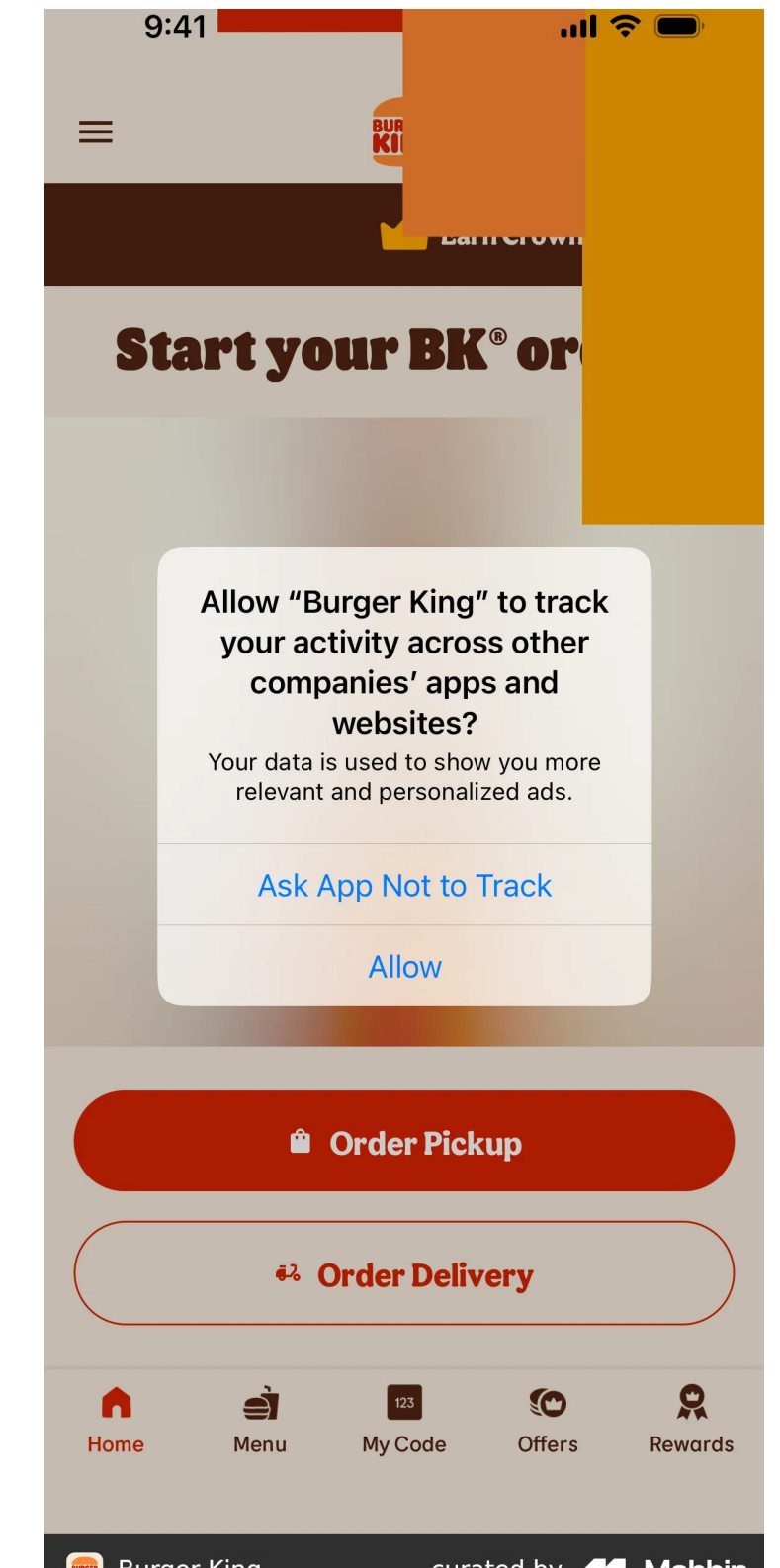
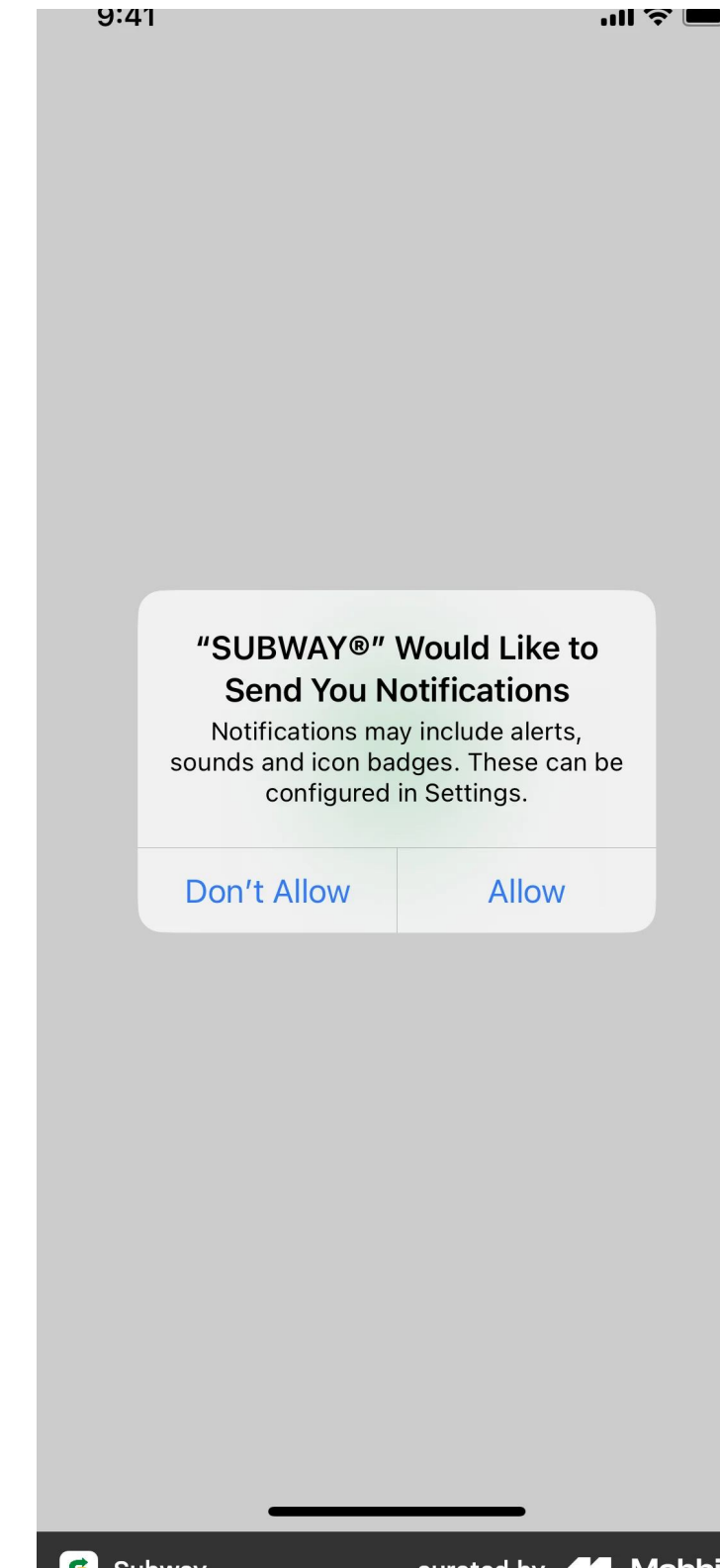




COMPETITORS ANALYSIS

QUANTITATIVE DATA

- How many of the competitors had preface rewards in onboarding (before/during onboarding)?
 - 5 out of 20 competitors had preface rewards
 - McDonalds, Burger King, Panera, Subway, Dunkin Donuts
- How many of the competitors had post rewards in onboarding (after onboarding)?
 - 6 out of 20 competitors had post onboarding
 - McDonalds & Panera (both), Starbucks, Sweetgreen, Chick-fila, Chipotle
- How many of the competitors asked the user to track activity for personalization of app?
 - 10 out of 20 competitors asked to track in a modal
- How many of the competitors asked the user for push notifications?
 - 12 out of 20 competitors asked to notify in a modal





ONBOARDING: SIGN IN/SIGN UP

CONCLUSION

The quantitative data and the factors I highlighted support the UX direction for the improvement of the onboarding flow.

While Animations and UI require more research to compare with Taco Bell's current design and market trends, these data confirm that these factors are crucial for creating an intuitive and efficient onboarding flow.

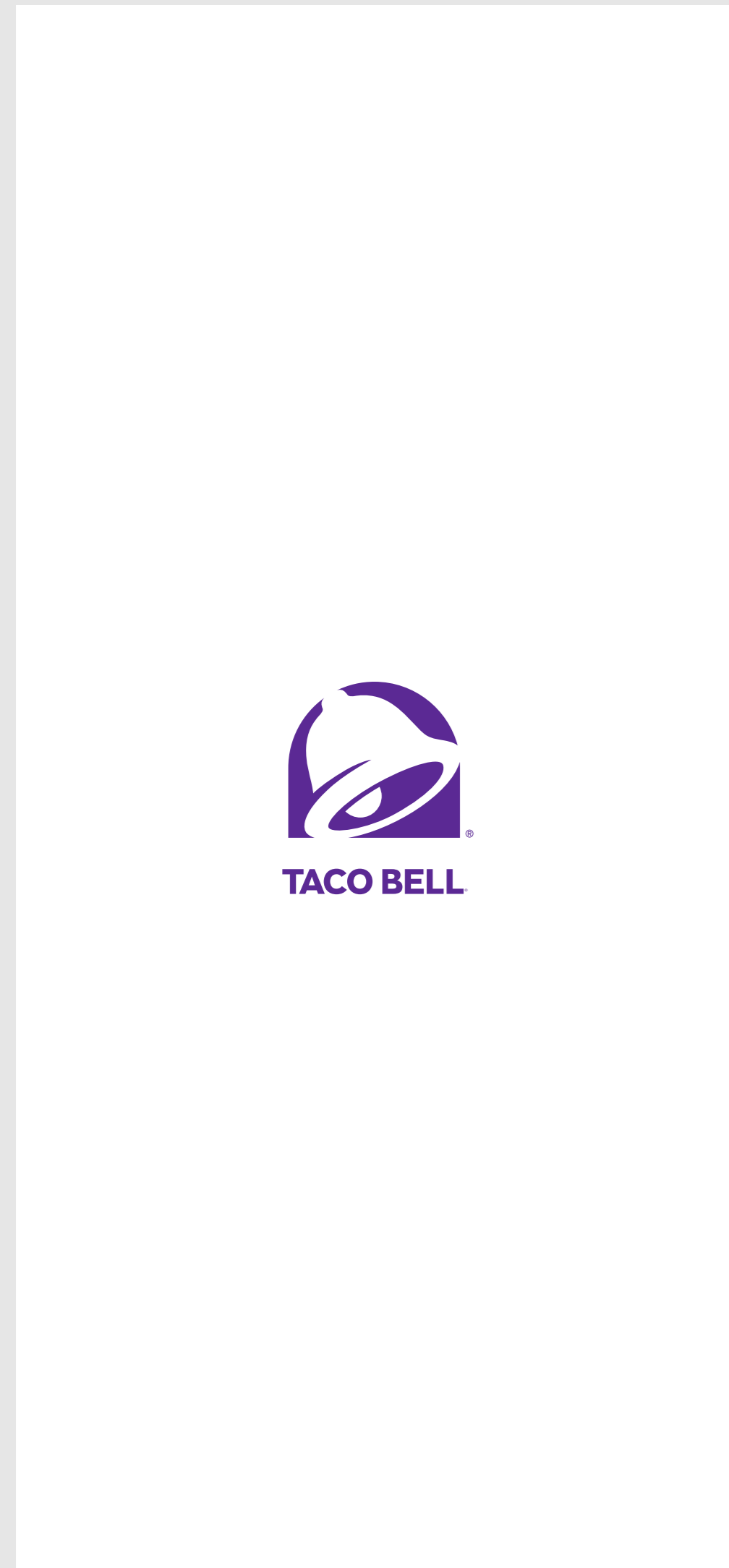
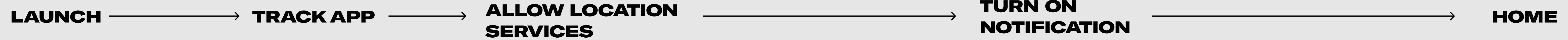
Most competitors have successfully integrated these elements into their onboarding processes, contributing to their overall success.

- Sign-In and Sign-Up Options
- Location Access
- Push Notifications
- Rewards and Loyalty Programs
- Animations and UI

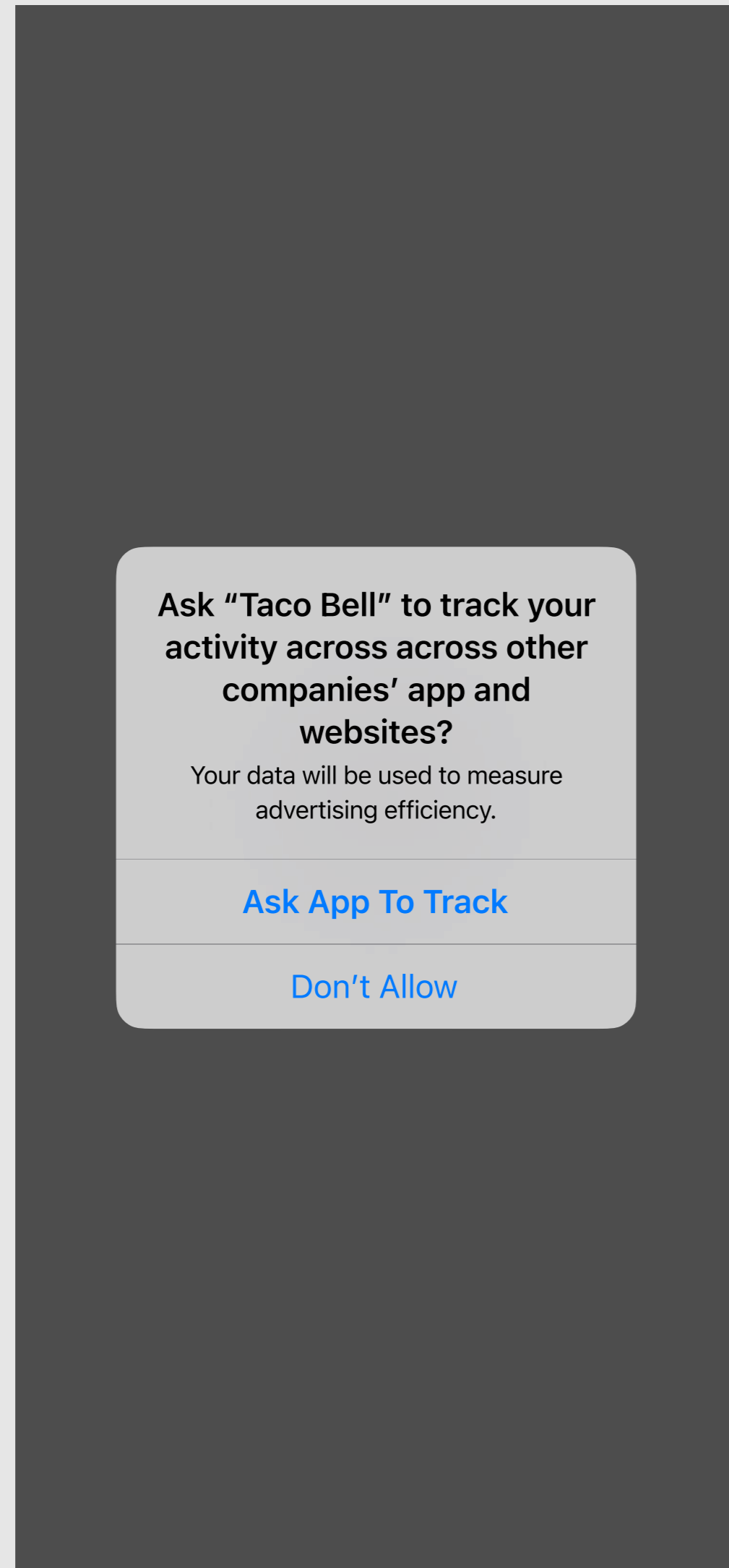




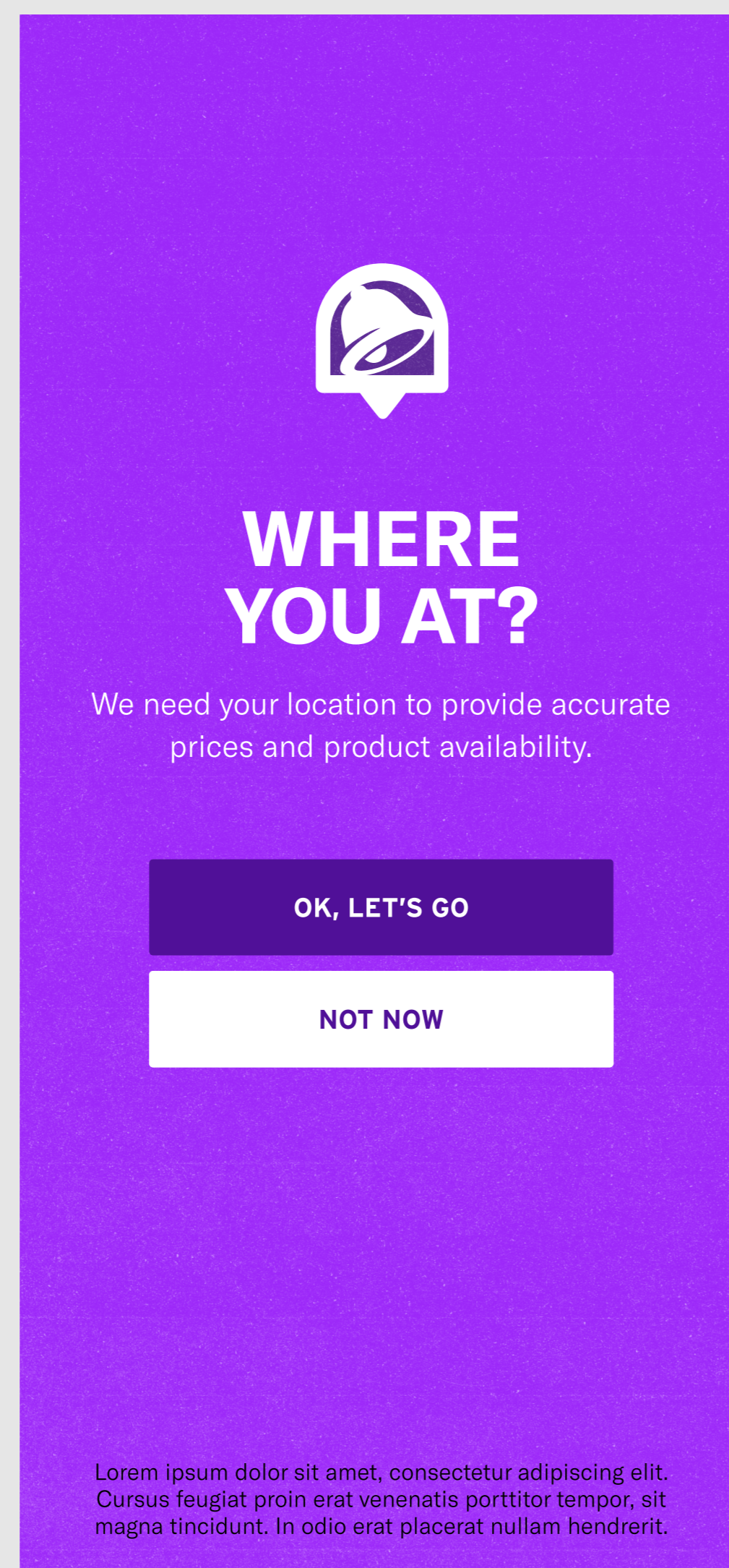
ONBOARDING - SIGN IN/SIGN UP FLOW FOR NEW USERS



User launches app.



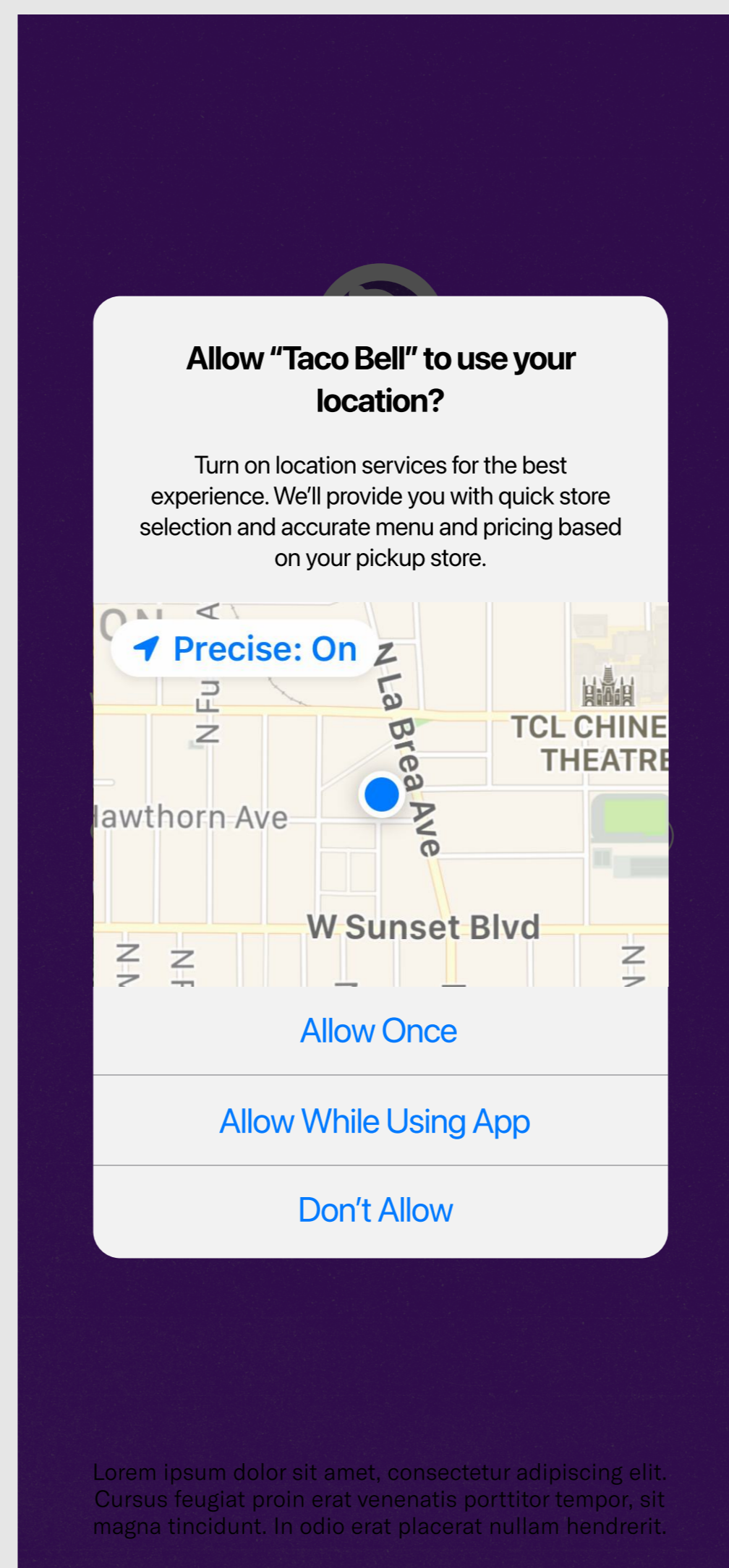
"Allow app to track / not track activity" pop up is triggered upon app launch



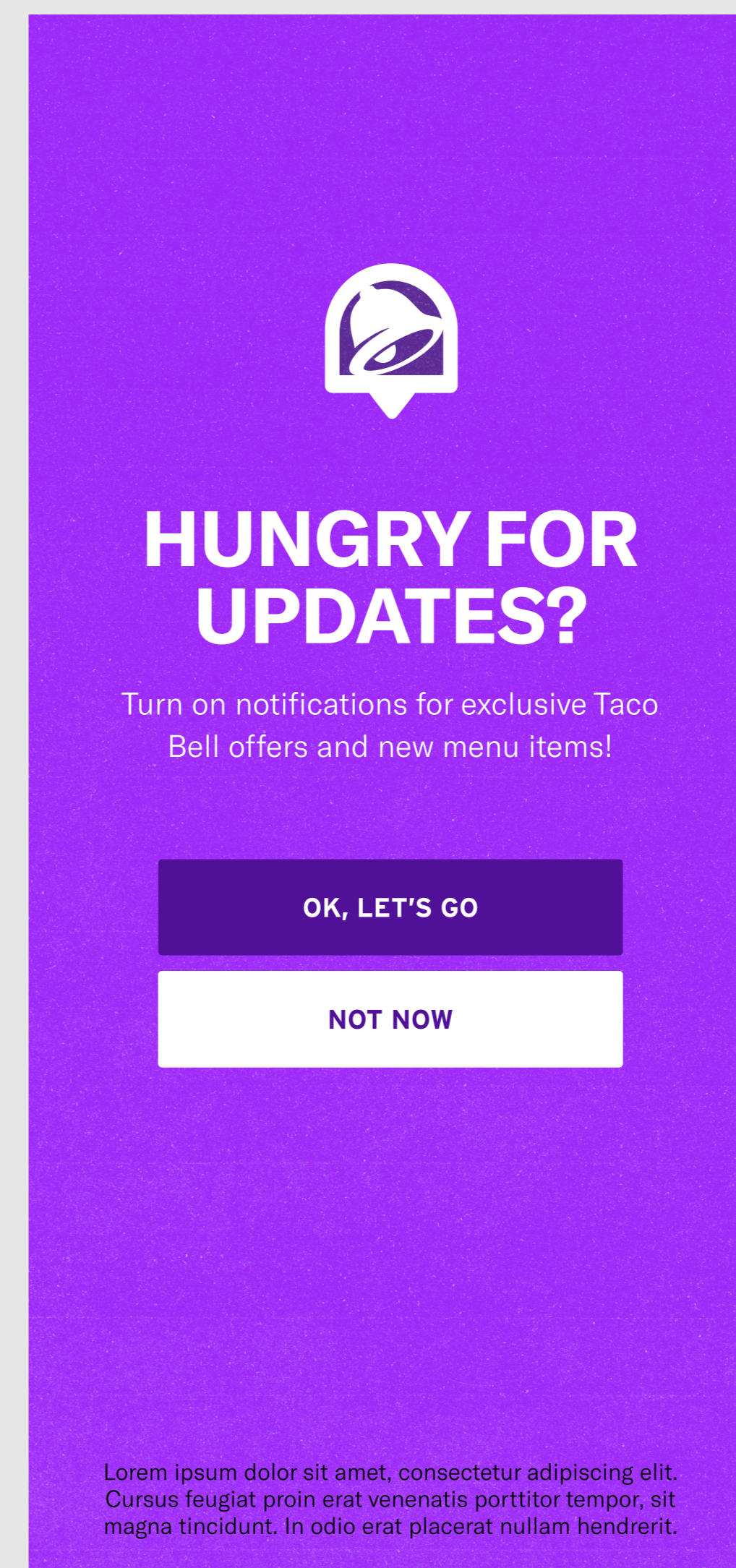
User lands on Welcoming screen.

OK LETS GO - will trigger the toggle to turn on.

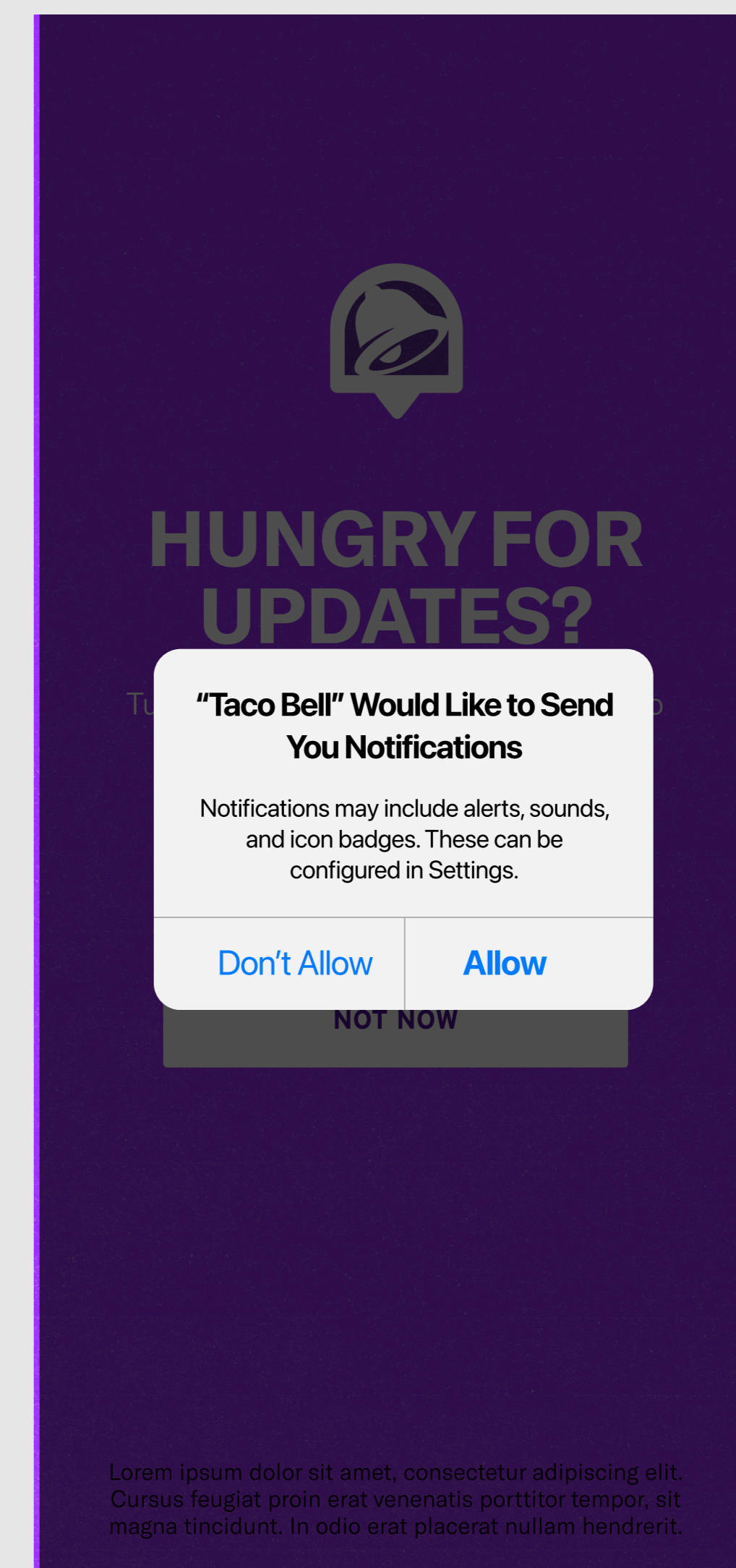
NOT NOW - will proceed to HOME SCREEN.



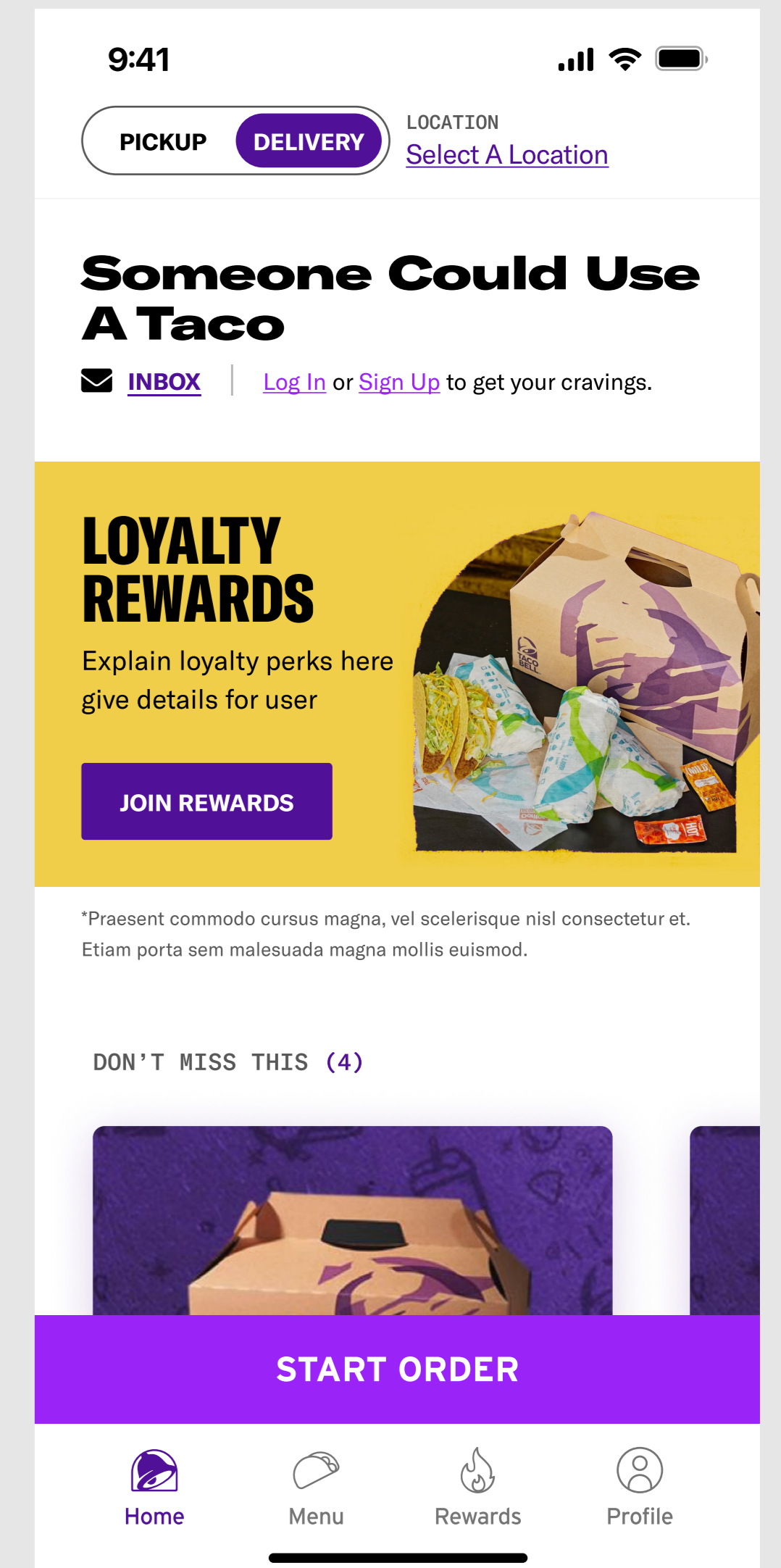
User turns location toggle on, and location pop-up appears.



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User lands in HOME Screen.

User can tap START ORDER or JOIN REWARDS it will direct to SIGN UP page.

9:41

Rewards

Sign up to earn rewards.



Email Address

SIGN UP NOW

OR

Sign In With Apple

ALREADY HAVE A TACO BELL ACCOUNT?
[LOG IN](#)

BY CREATING AN ACCOUNT, I AGREE TO THE [TERMS OF USE](#) AND UNDERSTAND MY INFORMATION WILL BE USED AS DESCRIBED IN THE [PRIVACY POLICY](#). CALIFORNIA USERS, PLEASE SEE OUR [CALIFORNIA PRIVACY NOTICE](#) FOR OUR NOTICE OF FINANCIAL INCENTIVE.

Welcome Reward valid for 14 days from issuance and redeemable once for Reward Members only via the app at participating U.S. Taco Bell® locations, while supplies last. Limit 1 per registered user. Must make selections from predetermined menu items. No product or ingredient substitutions, upgrades or add-ons. Reward nontransferable and cannot be combined with other offers. No cash value. Terms apply: [ta.co/terms](#).

Home Menu **Rewards** Check In Profile

9:41

Sign Up

*Indicates required field

Email Address
Name@gmail.com

*First Name

*Last Name

Birthday (MM/DD) Adding your birthday is optional and may also be done in your profile later. It cannot be changed once submitted.

Be among the first to get a taste of Taco Bell news, offers and information via email.

*I agree to the [Terms of Use](#) and [Privacy Policy](#). California users, please see our [California Privacy Notice](#) for our Notice of Financial Incentive.

CONFIRM

[CANCEL](#)

Sign up reward valid 14 days from issuance and redeemable only via Taco Bell mobile app at participating US Taco Bell locations, while supplies last. Not available for a web pay-ahead, pickup order or delivery order. Must be a registered Taco Bell app user in order to redeem. Reward valid once per registered user. No product or ingredient substitutions, upgrades or add-ons. Reward is non-transferable and cannot be combined with any other offer. No cash value. [Terms and Conditions](#) apply.

Home Menu **Rewards** Check In Profile

9:41

Sign Up

Check Your Email

We just sent a sign up link to **nikki@gmail.com**.

We've gone password-free! Signing up is now easier and more secure. The link may take a few minutes to arrive, check your spam folder if you're having trouble finding it.

OPEN MAIL APP

[Resend Link](#)


2:32

Taco Bell

Finish creating your account

Verify your email address to finish setting up your Taco Bell Rewards account

Menu Locations Delivery Rewards



You're on Your Way to Earning Points

Finish creating your Taco Bell Rewards account by verifying your email address below.

Contact digitalsupport@tacobell.com if you have any issues logging in to your account. If you didn't request this email, no action is required from you.

By clicking Verify Email, you agree to the updated [Terms of Use](#)

Verify Email

Link valid for 20 minutes

[f](#) [X](#) [i](#) [v](#)

Taco Bell Rewards program is available at participating locations and subject to terms and conditions.

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1 Glen Bell Way, Irvine, California 92618

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9:41

PICKUP DELIVERY LOCATION 8440 Beverly Blvd., Los...

Hey, Chris


INBOX 2

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

ORDER NOW **VIEW MENU**

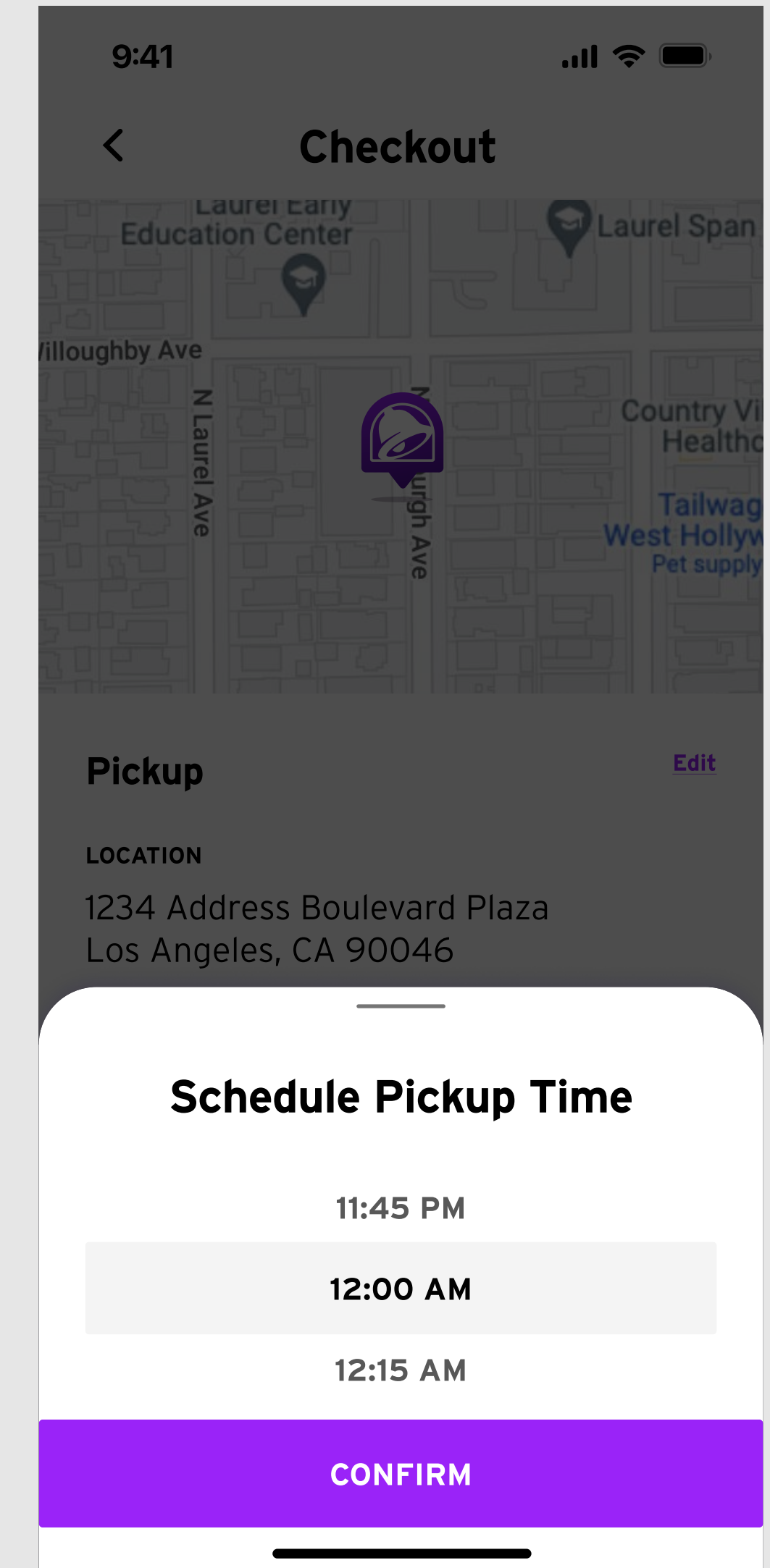
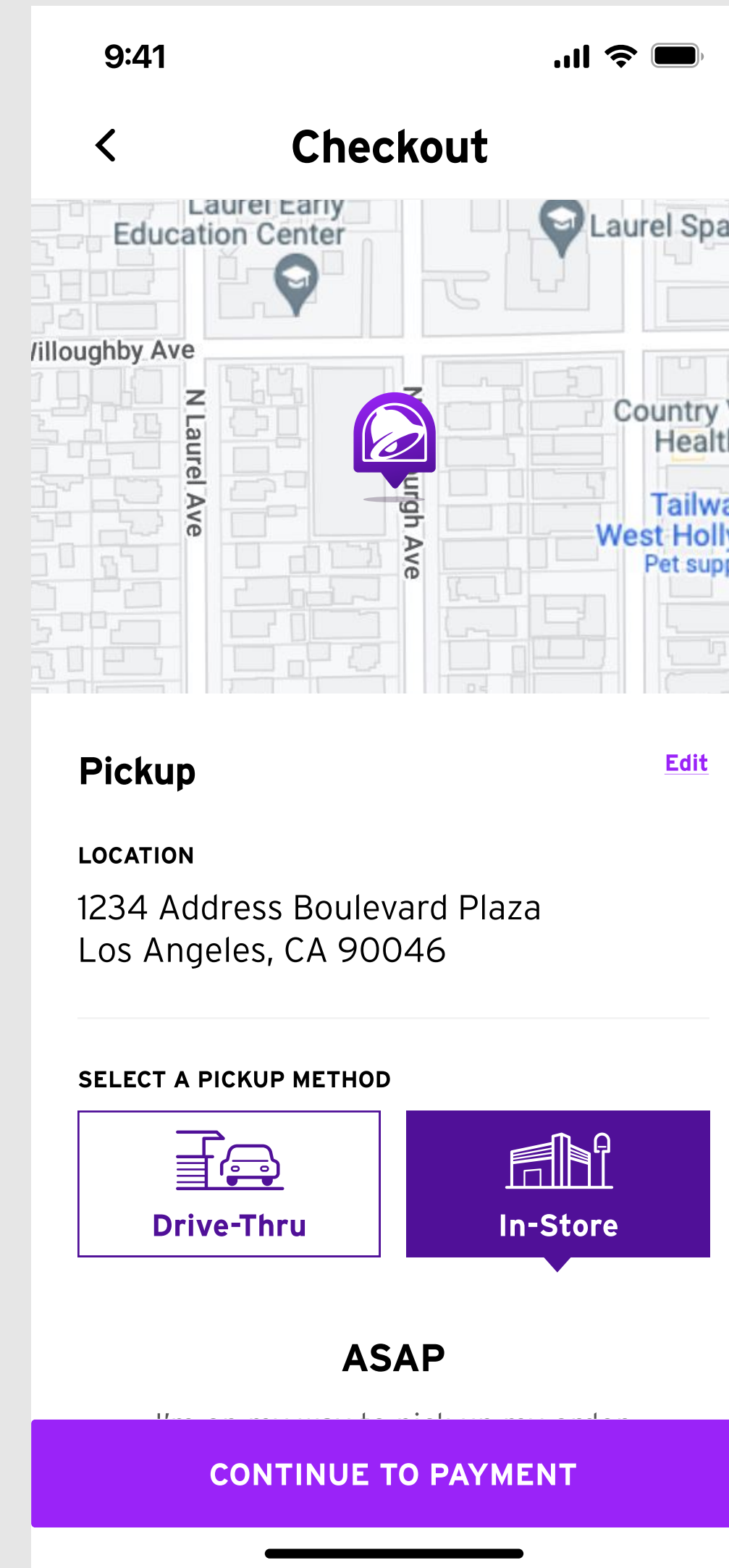
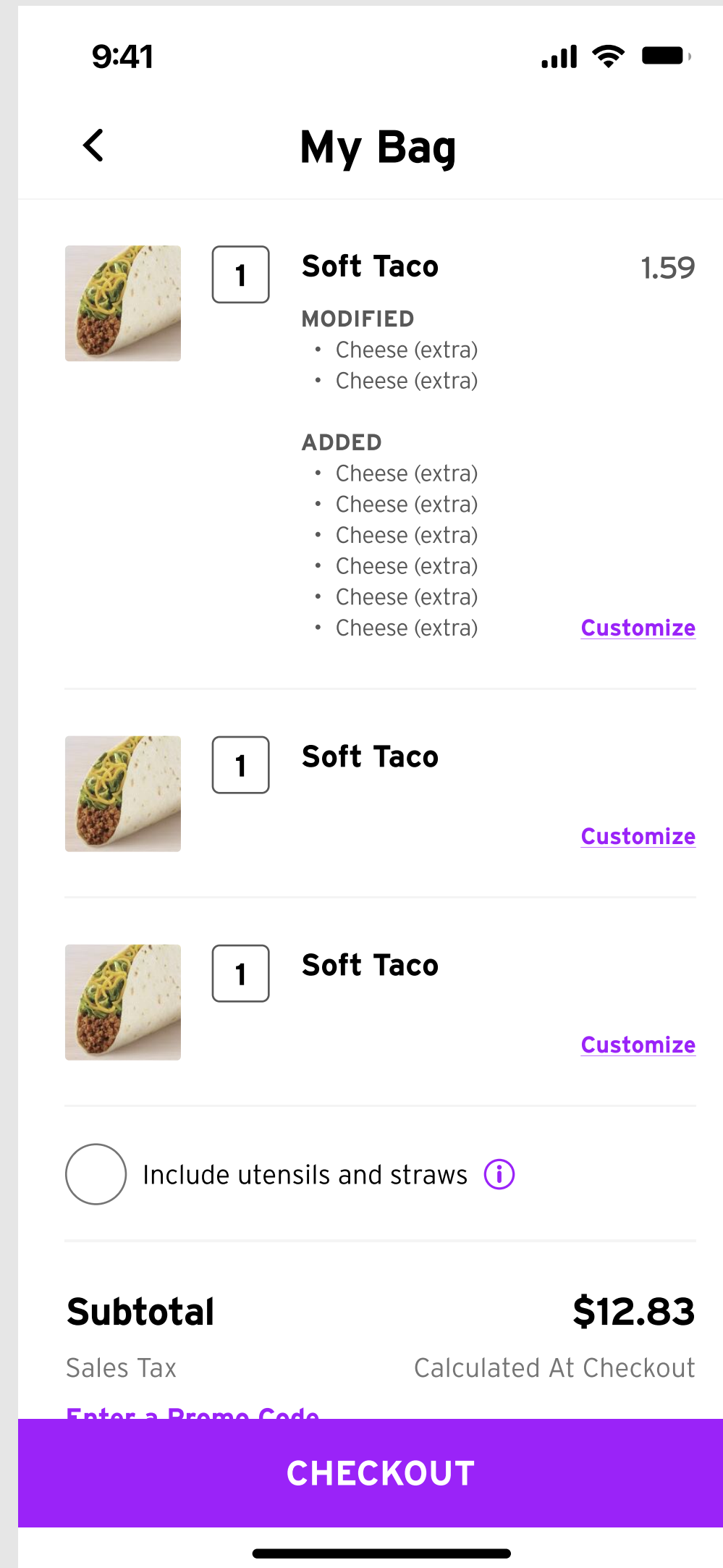
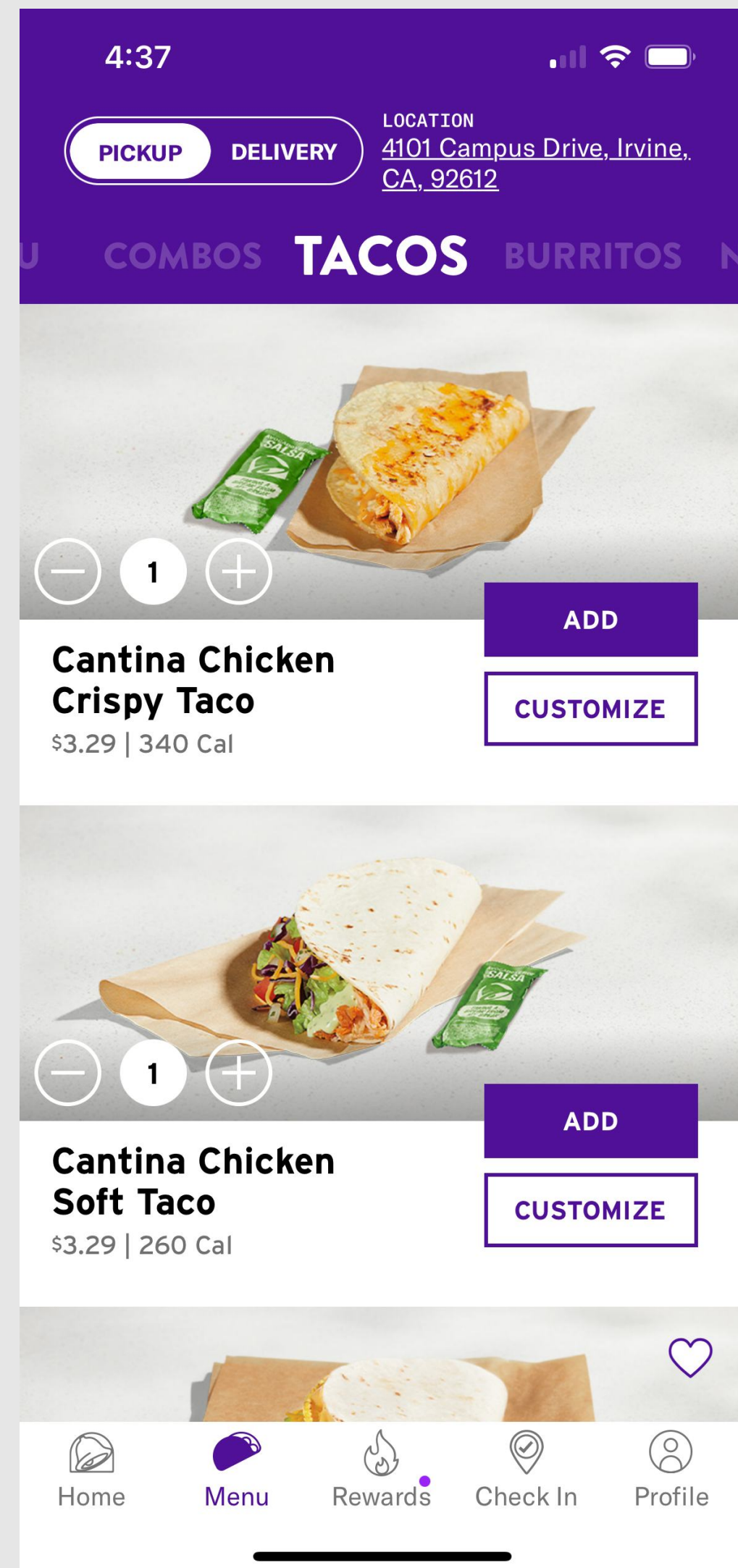
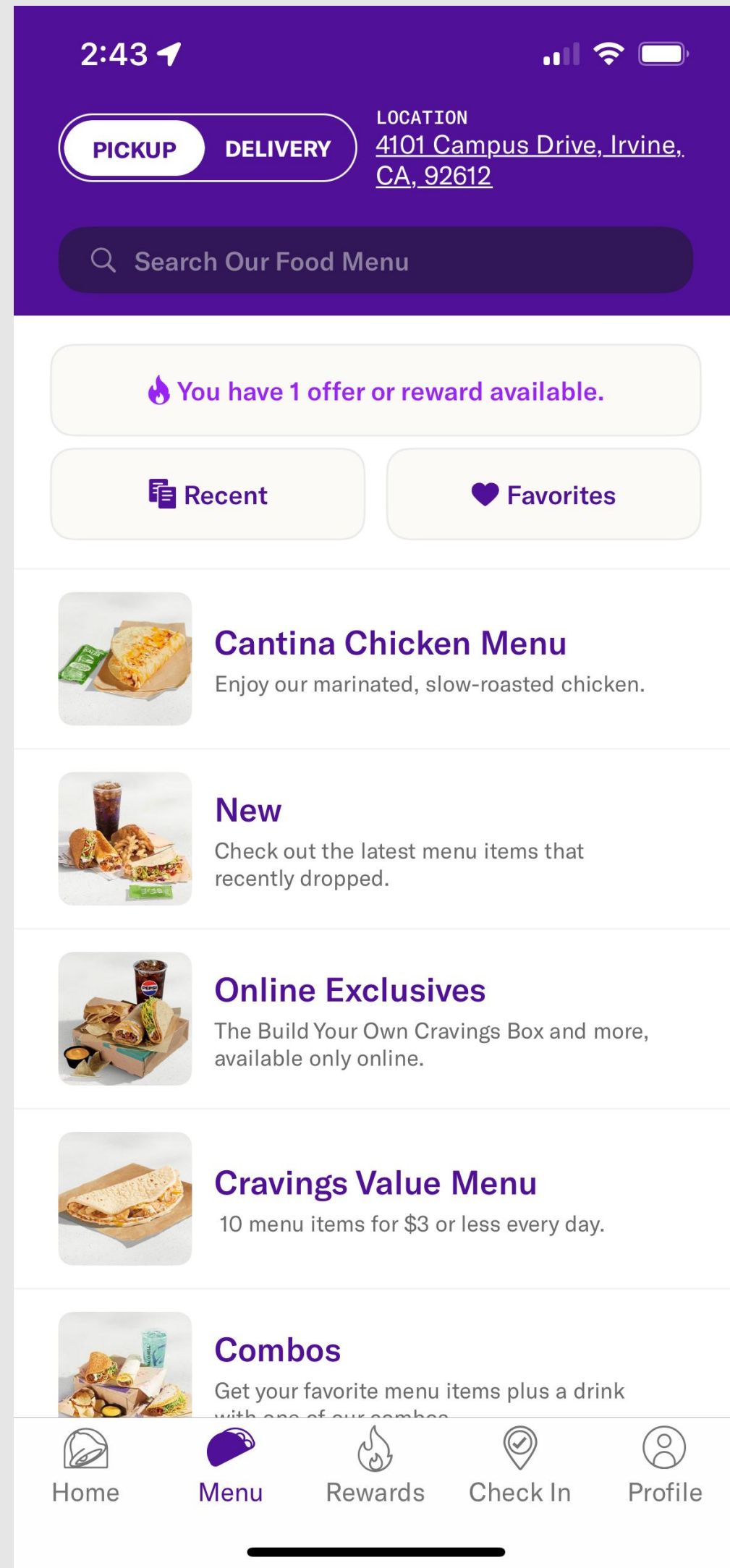
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START ORDER

Home Menu **Rewards** Account

ORDER



PAYMENT

TURN ON NOTIFICATIONS

ORDER CONFIRMATION/ORDER TRACK

