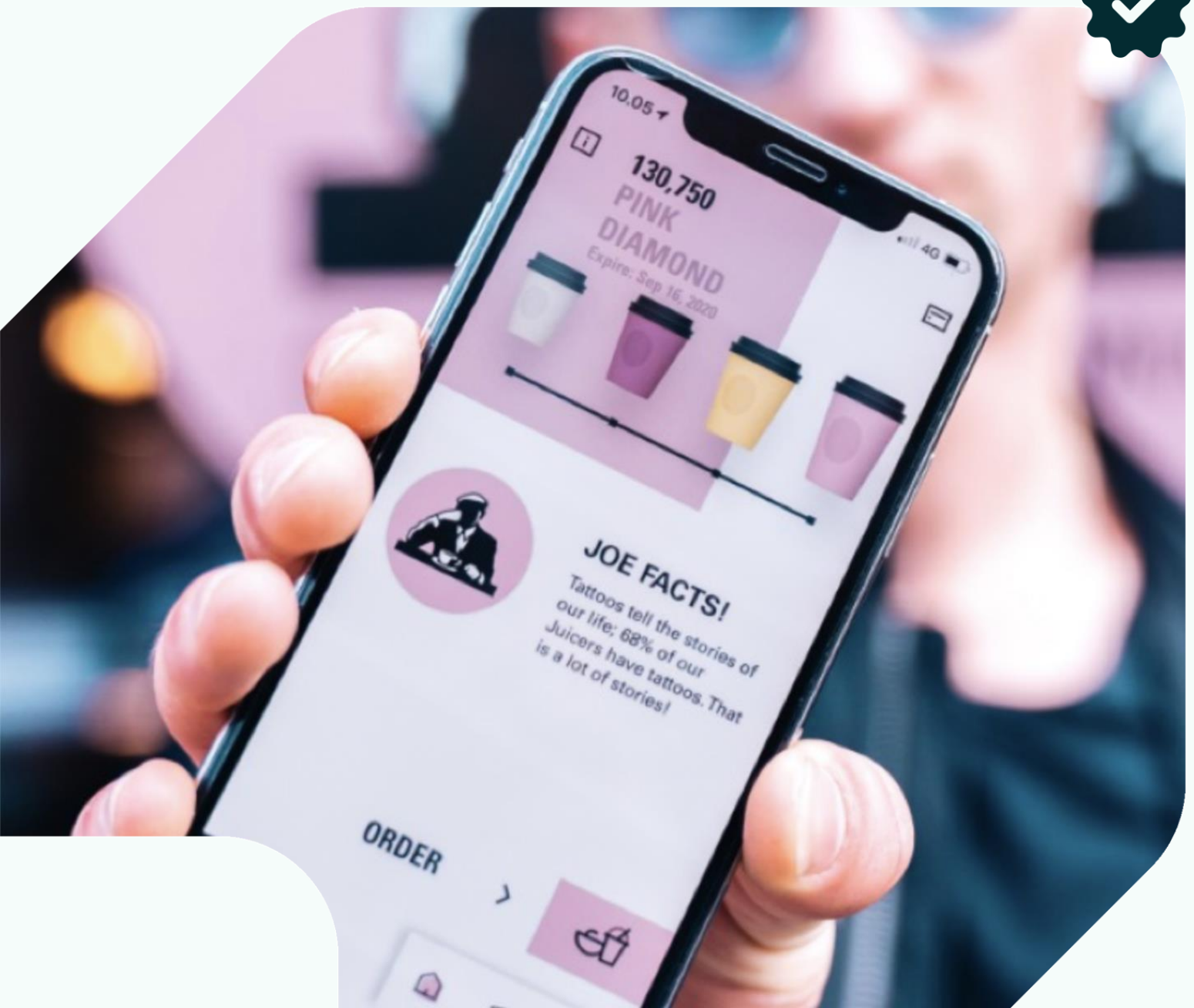


UX Analysis Report

Onboarding

For Joe & the Juice



Optimising the Joe & the Juice App Onboarding

Joe and the Juice is great, but is your app hitting the spot as perfectly as your delicious club sandwiches? To find out how it could be improved, we sent the onboarding process out to eight behavioural scientists who told us what they thought was good and where there was room for improvement.



Expert Behavioral Analysis

We conducted a thorough review of the app's onboarding process, engaging a panel of eight expert behavioral scientists to analyse user behavior and identify potential friction points.



Proprietary Nudge Insights

Using our proprietary "nudge" models, we provided data-driven insights into how subtle changes in the user interface and flow could significantly impact user engagement and conversions.



Rapid & Cost-Effective Analysis

Our streamlined process delivered valuable, scientific insights quickly and affordably, allowing Joe & the Juice to efficiently test and implement improvements.



Actionable Recommendations

We have provided a set of clear, actionable recommendations to optimise onboarding flow, focusing on user engagement, reducing friction, and enhancing the overall user experience.



PhD

Karolina Urbanska

Consultant

People-Centric



PhD

Rachel David

Innovation

Behaviour Change



MSc

Maria Lunetto

HCI

Systemic Thinking



MSc

Yash Panjwani

Data Science

Gamification



MSc

Makail Johannesson

Journey Design

Cognitive Science



MSc

Divya Bagaria

Marketing

Behaviour Change



MSc

Dane Halliwell

Statistics

Business Psychology



MSc

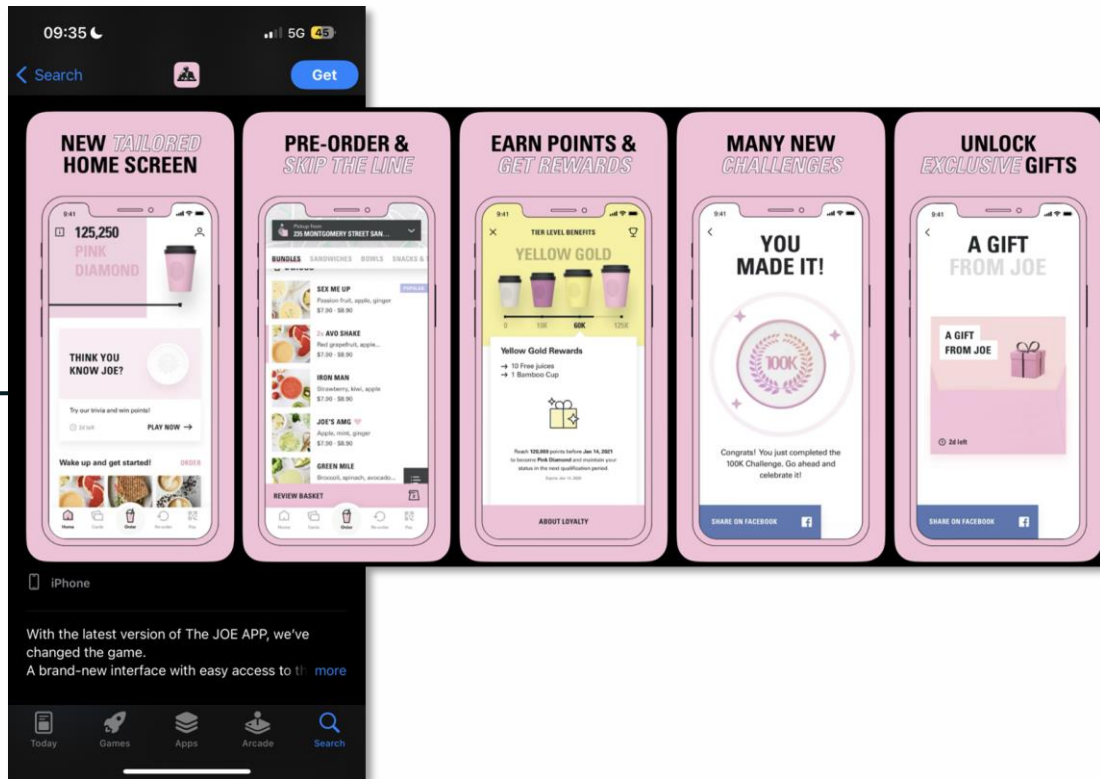
Devanshi Ray

Habits

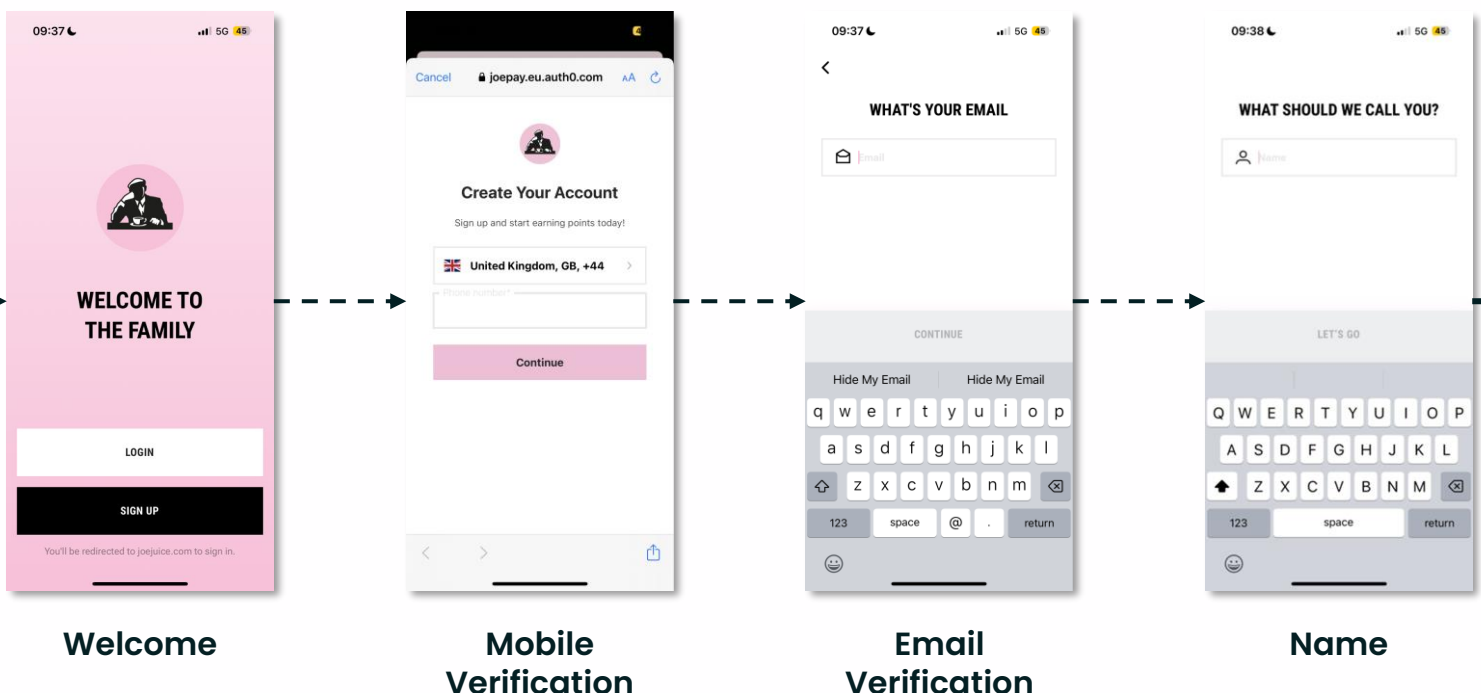
Product Design

The Onboarding Journey

Your behavioural science experts reviewed the onboarding journey, comprising these 15 steps

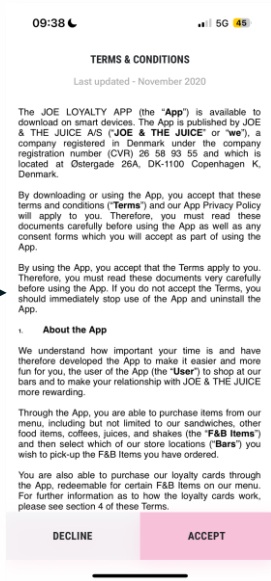


App Store

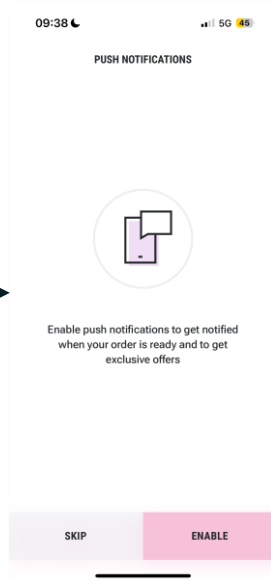


The Onboarding Journey

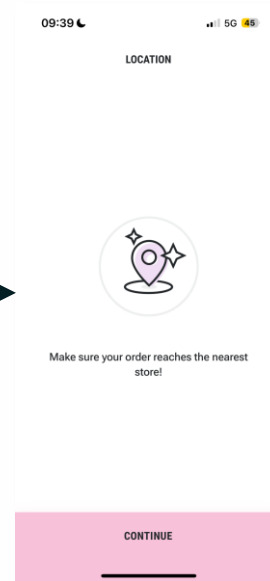
Your behavioural science experts reviewed the onboarding journey, comprising these 15 steps



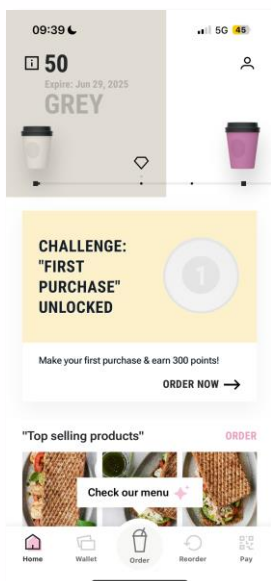
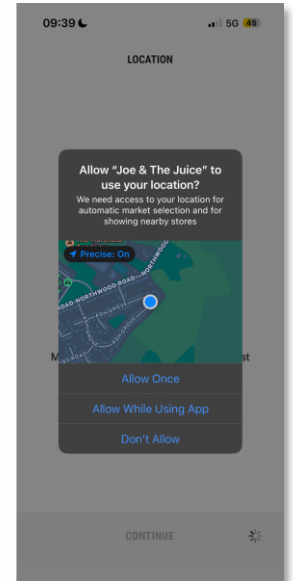
Ts&Cs



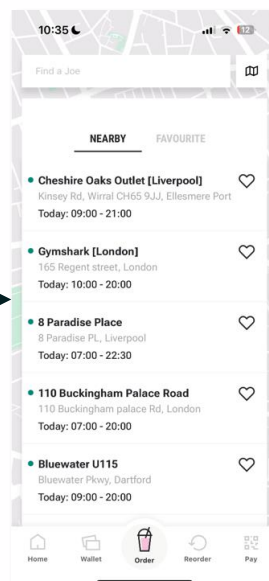
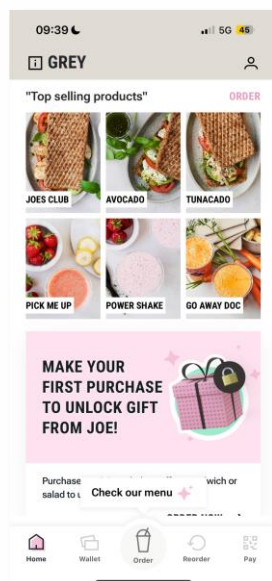
Push Notifications



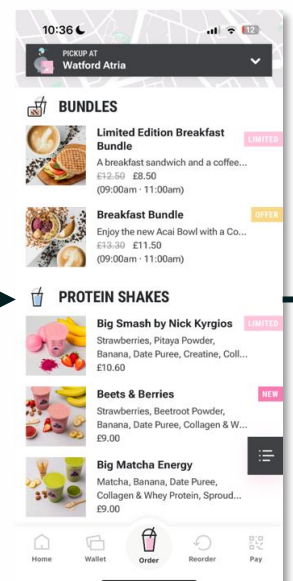
Location



Homepage



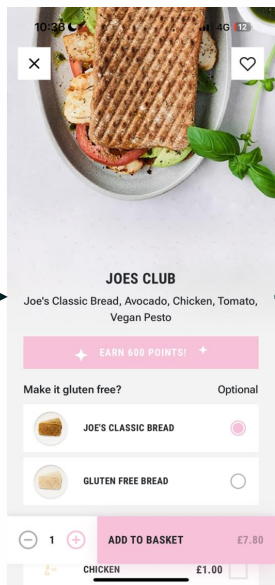
Find Store



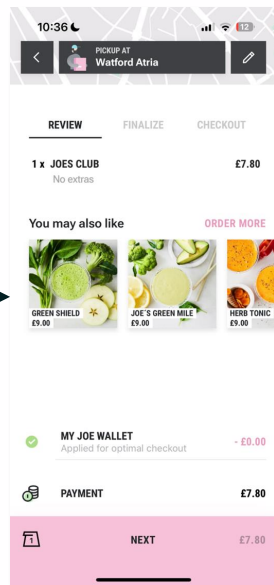
Menu

The Onboarding Journey

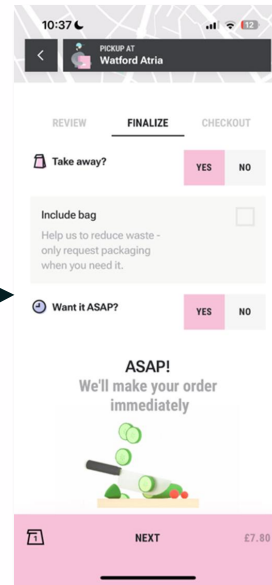
Your behavioural science experts reviewed the onboarding journey, comprising these 15 steps



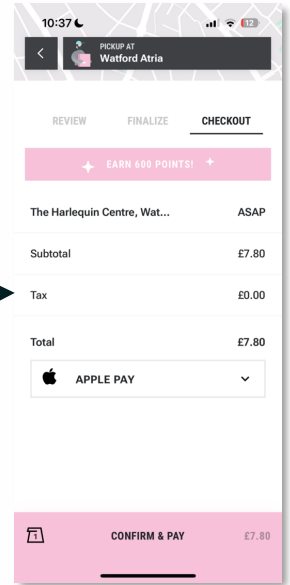
Joe's Club



Review



Finalise



Checkout

Here's what our experts liked about the onboarding journey.



Navigation

The navigation is easy, intuitive, simple, and clear, with a logical and predictable journey. There's minimal cognitive load.



Target Audience

The app aligns well with the target audience, with appropriate motivations like sustainability and language like "ASAP".



Brand Identity

The app is very well branded, with a consistent brand identity throughout.



Engagement

The app uses incentives, and rewards to keep people engaged and the the visuals are engaging, & cohesive



Personality

There is an element of personalisation & customisation, invoking autonomy.

CLK: Captivation

Here's how your experts rated each step of the journey in terms of how engaging and emotionally **appealing** it is for users.



Captivation

01

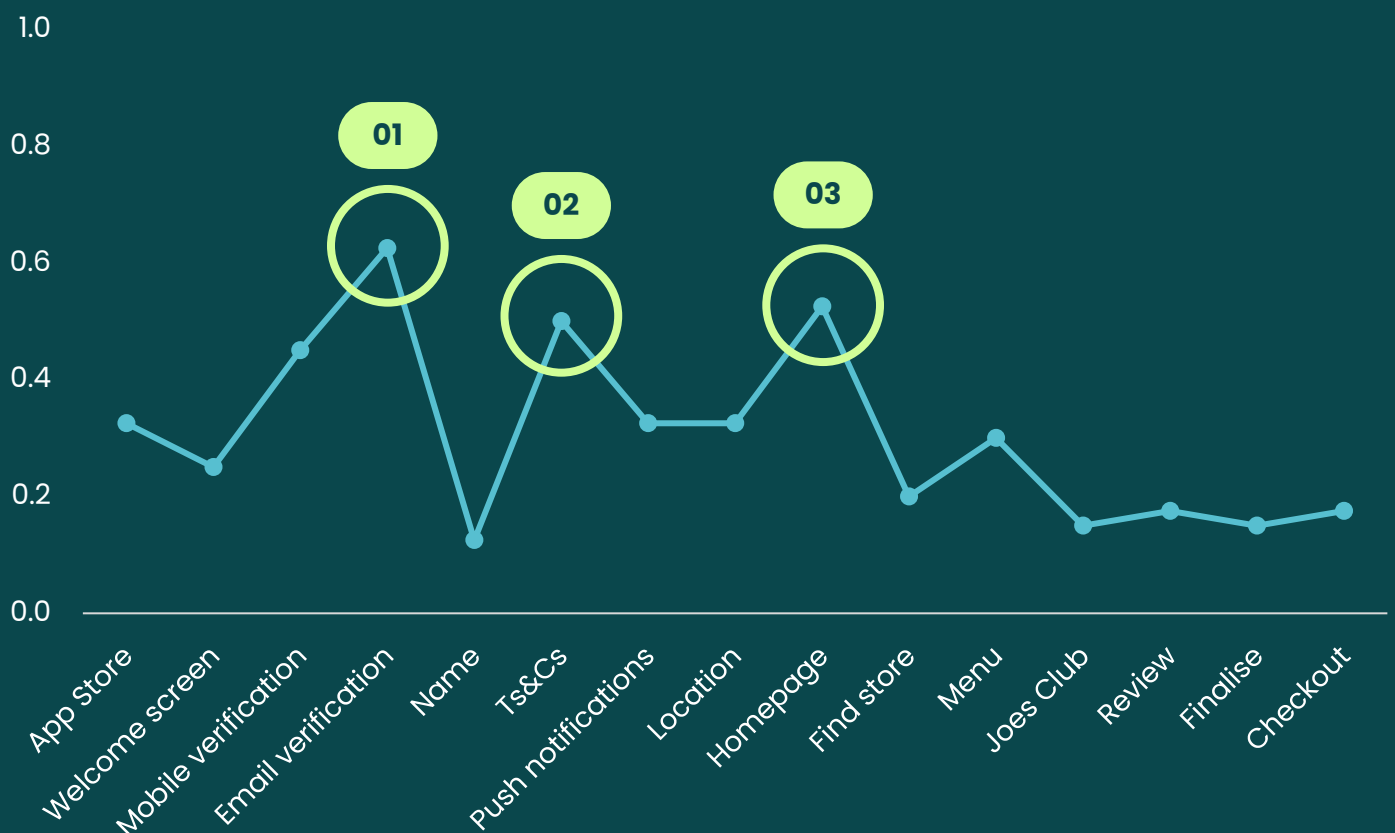
Put this earlier in the journey. Amplify the emotion, e.g., humour and animation (e.g., confetti). Once they give their name, start using it.

02

Seeing food is the most enjoyable bit – get there sooner! Prime it from the start of the journey too (e.g. “Only five steps to get to the juice!”)

CLK: Lag

Here's how your experts rated each step of the journey in terms of how much cognitive or behavioural **friction** it's adding.



Lag

- 01** Only require email or phone (if any). Let users verify after onboarding and reward it. Reassure there's no spam; explain why you're asking.
- 02** Remove it if you can; no one will read it. Highlight key parts, organise into collapsible sections, and add a scroll bar to reduce uncertainty.
- 03** Reduce prompts, clarify the rewards (objects rather than points), have a single CTA (order)ake the order page the home page.

CLK: Key Opportunities

Here's how your experts rated each step of the journey in terms of **opportunity** for nudging with behavioural science.



Key Opportunities

01

Make images more appealing (where's the juice?); highlight rewards; exploit J&TJ brand identity, coolness and exclusivity; reduce detail.

02

Frame actions as gains (e.g., earn your first reward); greet users by name; personalise (e.g., time of day); humanise language.

Here are the experts' top **10** nudges to improve your user experience



- 01** **Friction:** Allow users to order as a guest without going onboarding; ask for notification permissions and verifications later in the user journey.
- 02** **Identity:** Feel exclusive via membership benefits and using J&TJ's cool vibe; align with health and CSR more; use more casual language
- 03** **Fluency:** Prioritise ordering on the homepage and over secondary features like challenges. Use a more intuitive visual hierarchy.
- 04** **Engagement:** Use appealing food/juice images on the App Store landing page and prime this earlier (it's the most enjoyable part!).
- 05** **Price Psychology:** Leverage psychological pricing techniques (e.g., charm pricing, discounts) to make prices more appealing.
- 06** **Concreteness:** Provide concrete details about what users are earning (e.g., a juice rather than abstract points) when they make purchases.
- 07** **Endowed Progress:** Include progress indicators during the onboarding process and in earning rewards to keep users motivated
- 08** **Affect:** Use personalised, motivational messaging; use people's names; add animation and positive reinforcement.
- 09** **Scarcity:** Use limited-time offers and loss aversion messaging (e.g., 'Don't miss out!') to create a sense of urgency and drive purchase.
- 10** **Reassurance:** Provide 'placebic information' explaining why you are asking for certain information; use social proof and trust marks.



Let's get into
the detail

App Store



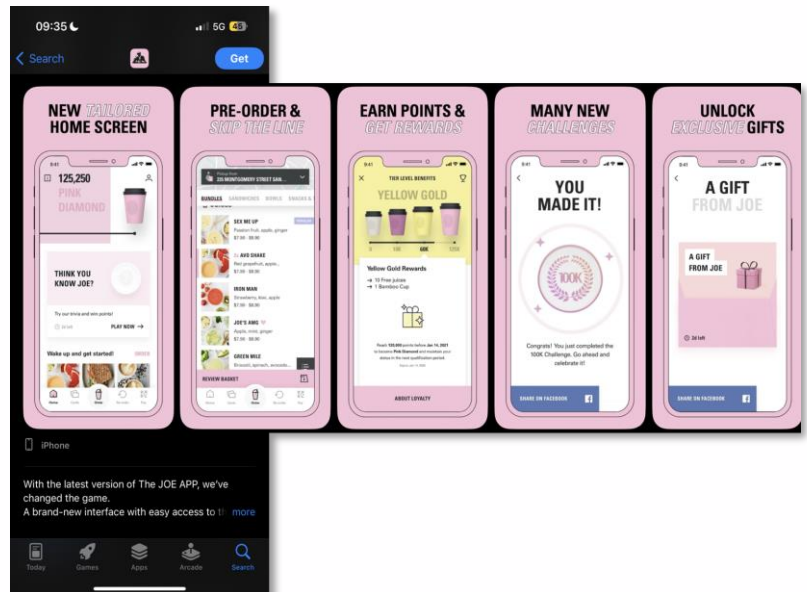
Captivation = 0.4
vs Avg = 0.4



Lag = 0.3
vs Avg = 0.3



Key Opp. = 0.6
vs Avg = 0.3



01

Display Products: Include more engaging visuals, i.e., images of sandwiches and juices, to boost emotional connection.

02

Highlight Rewards: Emphasise rewards & incentives (e.g., “Download today and get a free juice”) create excitement and motivate action.

03

Create Exclusive Identity: Foster a sense of exclusivity by highlighting unique identity and benefits for app users.

04

Test First Screenshots: Experiment with different first screenshot displays to optimise download rates.

05

Reduce Cognitive Load: Simplify screen details and increase the saliency of key information like “Free Juice”.

Welcome Screen



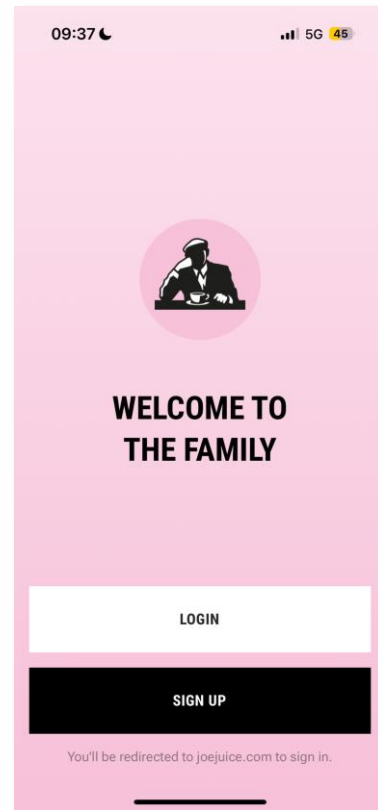
Captivation = 0.3
vs Avg = 0.4



Lag = 0.3
vs Avg = 0.3



Key Opp. = 0.4
vs Avg = 0.3



01

Guest checkout option: Avoid the need to force sign-ups for those who want to order food immediately.

02

Reduce friction: Keep the login process within the app; offer Single Sign-On options within the app (e.g., Google or Facebook).

03

Exclusivity: Modify the wording for sign-in and sign-up options to reflect exclusivity (e.g., "I am already a friend of Joe").

04

Clarity: Improve the welcome message by giving users an idea of how long the sign-up process will take (e.g., "less than 2 minutes").

05

Incentivise: Add immediate rewards for signing up, such as "Sign up now and get your first reward!" to create an instant value exchange.

06

Personalise: Tailor the visual experience with dynamic text, such as greeting users with "Good morning" based on the time of day.

Mobile Verification



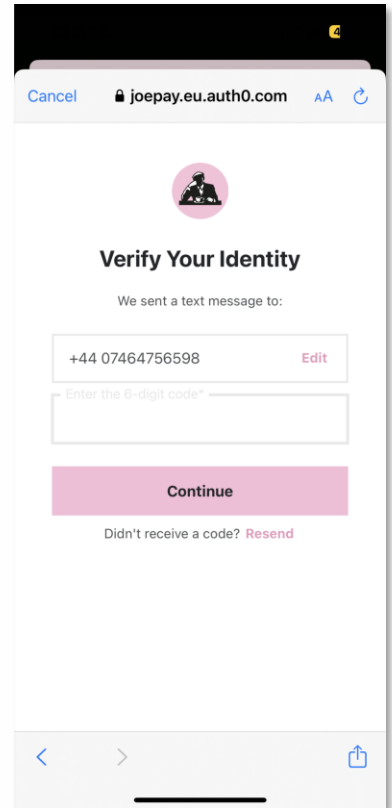
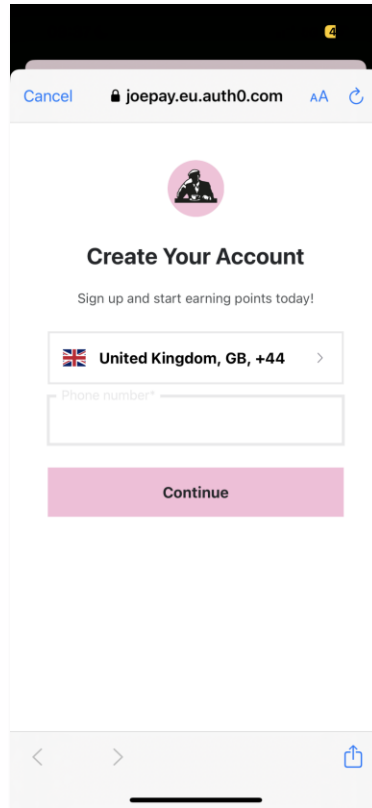
Captivation = 0.2
vs Avg = 0.4



Lag = 0.5
vs Avg = 0.3



Key Opp. = 0.3
vs Avg = 0.3



01

Simplify: Remove it or offer email instead. If necessary, include micro-copy explaining why it's needed with a clear 1-2-3 step process.

02

Engage: Use branded, friendly messaging vs. generic phrases like "Verify your identity," and offer immediate rewards (e.g., discount).

03

Goal Gradient: Use progress bars to show how close users are to finishing (e.g., "Just one more step to enjoy your rewards!").

04

Reassure: Build trust with social proof (e.g., "Join thousands") and by reassuring about security (e.g., "We take your security seriously.").

05

Streamline: Remove the country code requirement by defaulting to the user's location (while allowing option to change).

Email Verification



Captivation = 0.2
vs Avg = 0.4



Lag = 0.6
vs Avg = 0.3



Key Opp. = 0.4
vs Avg = 0.3

01

Simplify: Only require phone or email. If both, let users verify email later, such as before redeeming rewards or unlocking a free drink.

02

Engage: Incentivise email verification with rewards and use celebratory animations (e.g. confetti or checkmark) after completion.

03

Streamline: Use progress bars, social proof, and security reassurance to keep users engaged and reduce friction.

04

Reassure: Assure users they won't receive unwanted emails and explain it protects their account and ensures recovery if needed.

Name



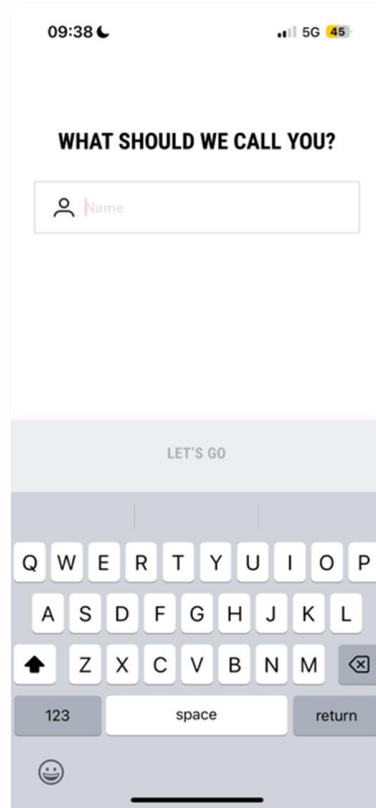
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vs Avg = 0.4



Lag = 0.1
vs Avg = 0.3



Key Opp. = 0.2
vs Avg = 0.3



The screenshot shows a mobile app interface. At the top, the status bar displays '09:38' and '5G 45%'. The main screen has the text 'WHAT SHOULD WE CALL YOU?' above a text input field. The input field contains a person icon and the placeholder text 'Name'. Below the input field is a button labeled 'LET'S GO'. At the bottom, a standard QWERTY keyboard is visible.

01

Guide: Add a progress bar or step indicator (e.g., "Step 2 of 3: Personalise Your Experience") to show that this is part of a journey

02

Engage: Make the name prompt more friendly and engaging (e.g., "We're excited to get to know you! What's your name?").

03

Humour: Include a light-hearted, personalised joke (e.g., "It's not Joe, is it?") to make the interaction more casual and relatable.

04

Acknowledge: After the user enters their name, provide immediate positive feedback like, "Thanks, [Name]! We're thrilled you're here."

05

Play: Use a fun visual cue or small animation (e.g., confetti emoji) when the name is entered to create a playful, positive response.

06

Clarify: Explain why the name is being requested, such as stating that it will be used for online orders.

Terms & Conditions



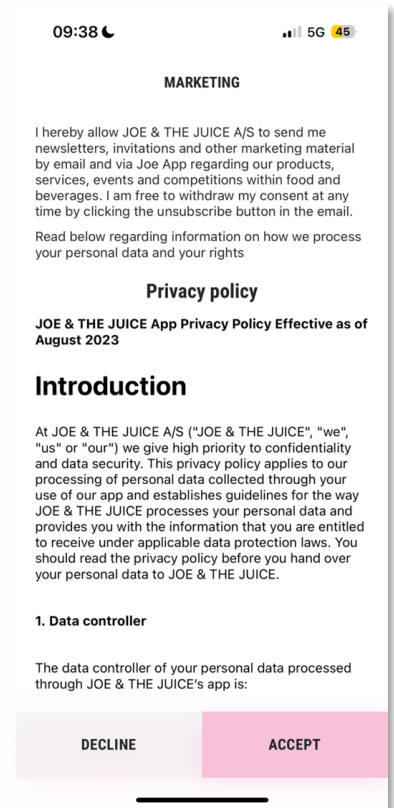
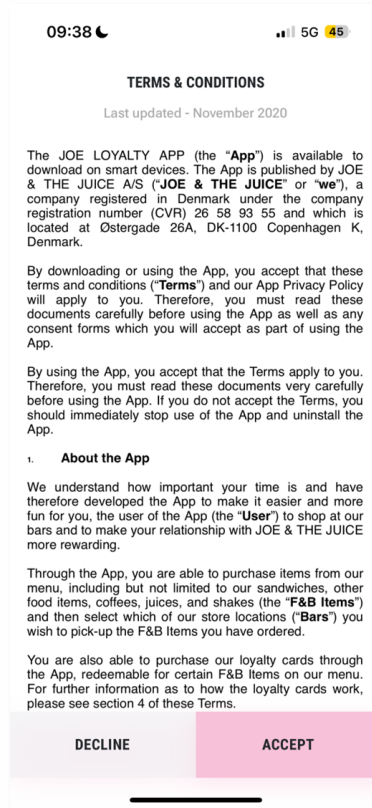
Captivation = 0.1
vs Avg = 0.4



Lag = 0.5
vs Avg = 0.3



Key Opp. = 0.3
vs Avg = 0.3



01

Highlight: Emphasise critical sections (e.g., privacy, returns) to help users quickly locate key information and reduce cognitive load.

02

Organise: Use collapsible sections so users can focus only on what matters most to them, reducing overwhelm.

03

Guide: Add a scroll bar to give users a clear sense of the length of the policy and how far they are from completing it, reducing uncertainty.

04

Motivate: Offer rewards, such as discounts or loyalty points, to incentivise users to complete the T&Cs.

05

Reinforce: Display a positive feedback message after acceptance to create a sense of accomplishment.

06

Trust: Build user confidence with social proof, like "Join thousands of users who have trusted us with their data".

Push Notifications



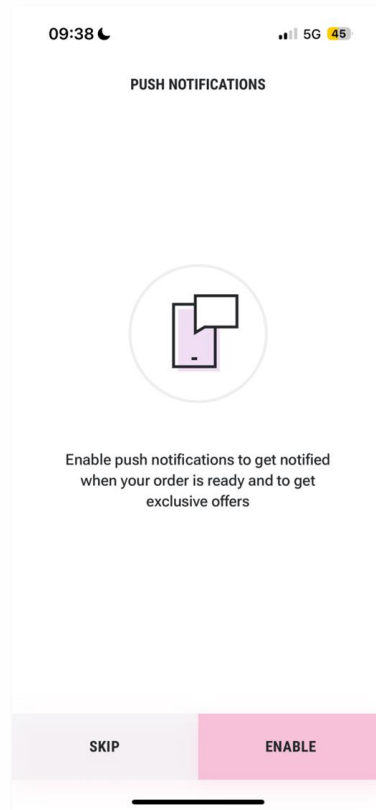
Captivation = 0.3
vs Avg = 0.4



Lag = 0.3
vs Avg = 0.3



Key Opp. = 0.4
vs Avg = 0.3



01

Reduce Friction: Offer a "Skip All" option and progressively disclose onboarding steps to minimise resistance.

02

Motivate with Gains & Losses: Use rewards, social proof, and loss aversion (e.g., "Don't miss out!") to drive engagement.

03

Enhance Clarity: Use familiar language (e.g., "notifications" instead of "push notifications") and clear benefit-driven messaging.

04

Leverage Commitment & Reciprocity: Frame notification setup as the final step and reward users for enabling it.

05

Personalise & Contextualize: Address users by name, reference preferences, and request notifications at relevant moments.

06

Increase Perceived Control: Allow users to opt into specific notifications and reassure them about customisation options.

Location



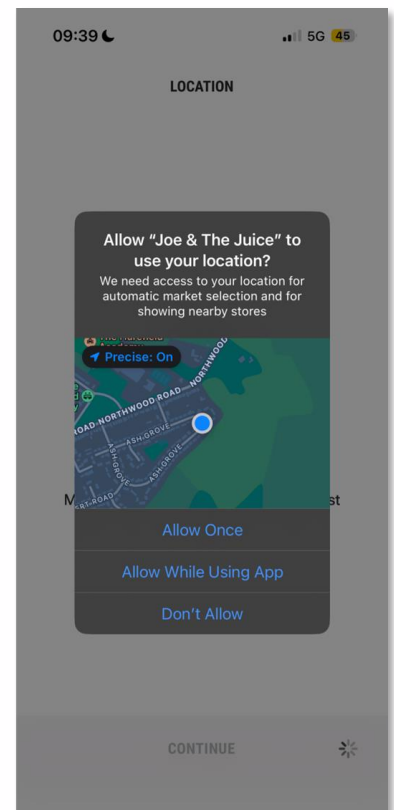
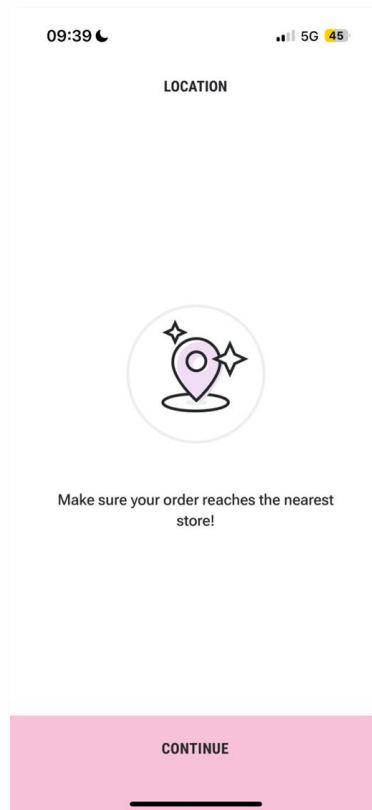
Captivation = 0.3
vs Avg = 0.4



Lag = 0.3
vs Avg = 0.3



Key Opp. = 0.3
vs Avg = 0.3



01

Progressive Disclosure: Prompt users to enable location services when they place their first order instead, making the request relevant.

02

Incentives: Offer rewards for enabling location services (e.g., "Get 10% off your first in-store purchase!") to motivate action.

03

Social Proof: Highlight how many users have enabled location services to build trust and encourage participation.

04

Positive Framing & Clarity: Clearly explain the benefits of enabling location services and why it's important for a smooth experience.

05

Action-Oriented: Use a more direct call-to-action, like "Give location permission," instead of "Continue," to naturally prompt consent.

06

Loss Aversion: Incorporate value and humour into the copy to prevent missing out (e.g., "Don't miss out on finding the Joe near you!").

Homepage



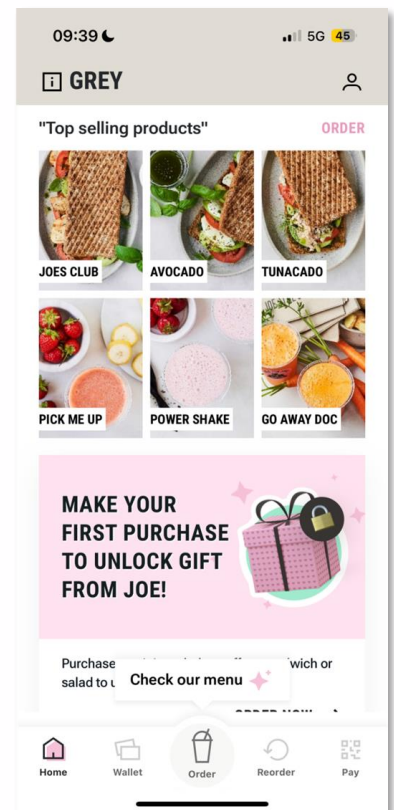
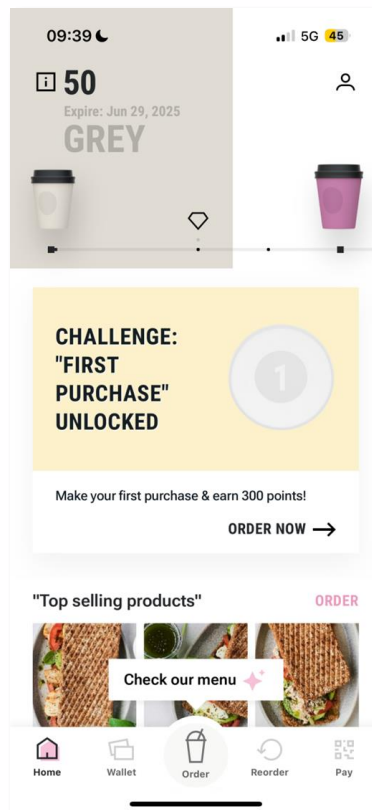
Captivation = 0.4
vs Avg = 0.4



Lag = 0.5
vs Avg = 0.3



Key Opp. = 0.7
vs Avg = 0.3



- 01 **Simplify:** Avoid redundant prompts like “Challenge: ‘First Purchase’ Unlocked” & “Order Now.” Combine them into a single call to action.
- 02 **Reduce Cognitive Load:** Simplify the homepage by making “Order” the most prominent option, aligning with user expectations.
- 03 **Framing & Incentives:** Frame actions as gains (e.g., “Complete your first purchase and earn rewards!”).
- 04 **Clarify Rewards:** Make the points system concrete by linking points directly to rewards (e.g., “Earn 300 points = a free juice”).
- 05 **Personalisation:** Greet users by name and present personalised offers or recommendations based on preferences or time of day.
- 06 **Social Proof:** Reframe “Top Selling Products” to feel more natural (e.g. “What others are loving”) to align with social norms.

Find Store



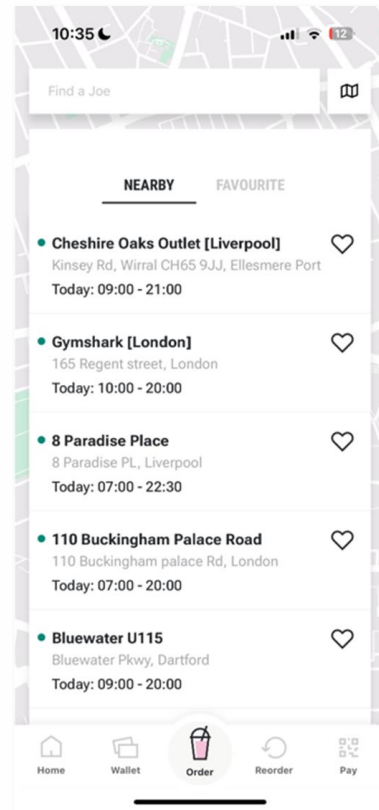
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vs Avg = 0.4



Lag = 0.2
vs Avg = 0.3



Key Opp. = 0.3
vs Avg = 0.3



01

Combine Map and List: Display the nearest store beneath the map, showing the distance in km or mins to help users gauge proximity.

02

Framing: Add concise descriptions for each location (e.g., “Open late”) to assist users in making quicker, benefit-driven decisions.

03

Pre-select Locations: Automatically highlight the closest or most frequently visited store, with an option to easily change it if needed.

04

Clarify Distance: Show the distance to each location in metres or kilometres for clearer, more consistent information.

05

Improve Call-to-Action: Redesign the heart icon to look like a button, adding a label such as “Favourite” to make the action more intuitive.

Menu



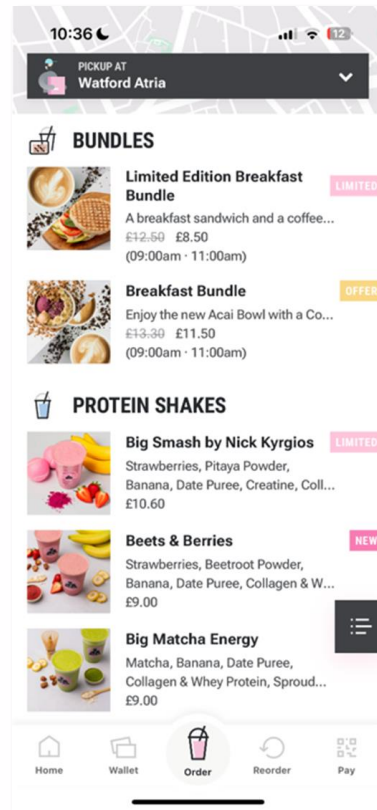
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vs Avg = 0.4



Lag = 0.3
vs Avg = 0.3



Key Opp. = 0.4
vs Avg = 0.3



01

Reduce Cognitive Overload: Limit nudges, use progressive disclosure, and simplify visuals to enhance clarity and engagement.

02

Optimise Visual Hierarchy: Prioritise CTAs, enlarge product images, and streamline badge placement for better usability.

03

Enhance Descriptive Appeal: Use richer language (e.g., “M&S effect”) and detailed bundle descriptions to make products more enticing.

04

Improve Navigation & Selection: Reorganise menu placement, pre-select popular items, and display favourites prominently.

05

Highlight Key Incentives: Use discounts, rewards, and exclusive offers to nudge users towards conversion.

06

Leverage Persuasion Techniques: Gently apply psychological pricing, social proof, and gamification to drive purchasing behaviour.

Joe's Club



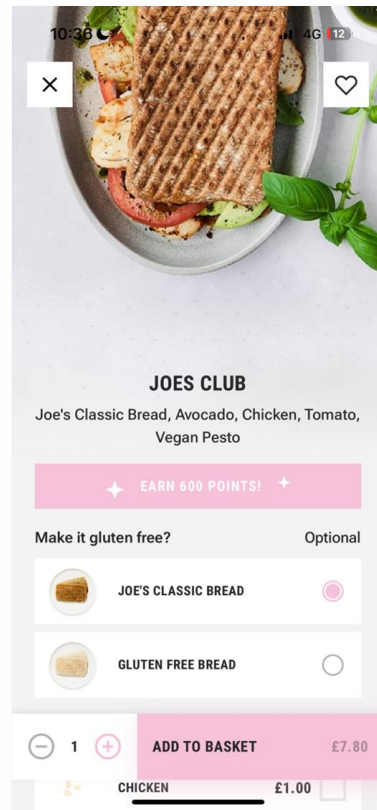
Captivation = 0.6
vs Avg = 0.4



Lag = 0.2
vs Avg = 0.3



Key Opp. = 0.3
vs Avg = 0.3



01

Prioritise Upsells: Move upsell options (e.g., extra ingredients, larger sizes) to the top of the screen to maximise revenue opportunities.

02

Goal: Use motivational language like "Great choice! Now let's finalise your order for 600 points" to nudge users towards completion.

03

Engagement: Use enthusiastic, friendly language combined with appealing visuals (e.g., "Customise your meal to perfection.")

04

Separate Gains: Display the "Earn 600 points" message separately from the checkout bar to avoid confusion and boost benefits.

05

Timing: Introduce rewards prompts on an earlier screen, as users on the customisation page are typically more focused on their order.

06

Appetite: Increase the size and visual appeal of product images to make the process more engaging and immersive.

Review



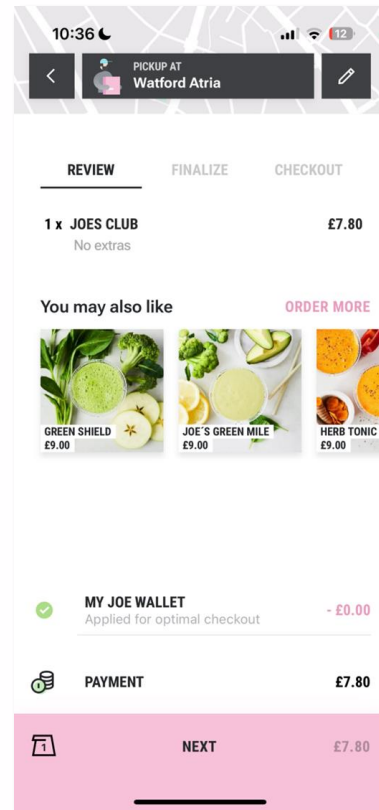
Captivation = 0.6
vs Avg = 0.4



Lag = 0.2
vs Avg = 0.3



Key Opp. = 0.3
vs Avg = 0.3



01

Upsell Incentives: Display a message like “Add one more item and earn 50 bonus points!” through a banner or pop-up.

02

Highlight Points and Rewards at Checkout: Remind users of the points they’ll earn, to emphasise the added value of their purchase.

03

Saliency: Make the “Order More” button more prominent so people are more likely to see and click it.

04

Commitment: Use a progress bar/step tracker to visually indicate how close users are to completing their order,.

05

Clarity: Consolidate pricing in one place and make the total price more prominent, positioning it just above the “Next” button.

06

Suggestion: Enhance the UI for steps like “Review,” “Finalise,” and “Checkout” by using clear arrows or step indicators.

Finalise



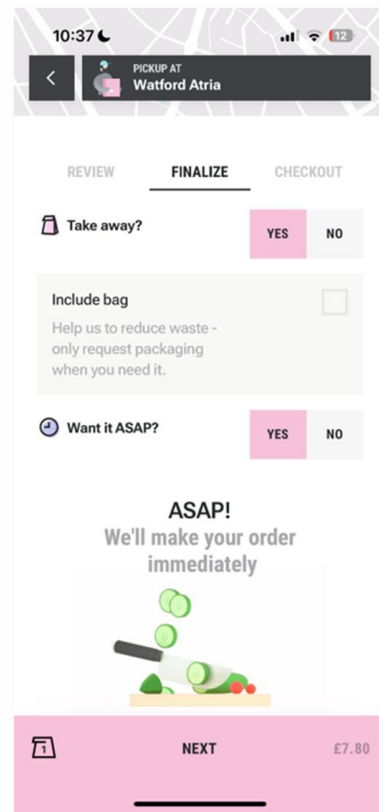
Captivation = 0.6
vs Avg = 0.4



Lag = 0.2
vs Avg = 0.3



Key Opp. = 0.1
vs Avg = 0.3



01

Group Options: Place related options (e.g., takeaway and “Want it ASAP?”) together to reduce grey space and improve readability.

02

Clarity: Add a brief note under the “Want it ASAP?” option to explain that selecting ‘No’ allows users to choose a preferred pick-up time.

03

Add Gamified Rewards: Offer a reward for completing the order, such as “Finish your order to unlock a surprise discount!”

04

Enhance Emotional Appeal: Use friendly, positive language like “You’re all set!” and add fun visuals to boost user satisfaction.

05

Use Intuitive Icons: Replace the current “ASAP” icon with a clock or hourglass symbol for clearer communication.

Checkout



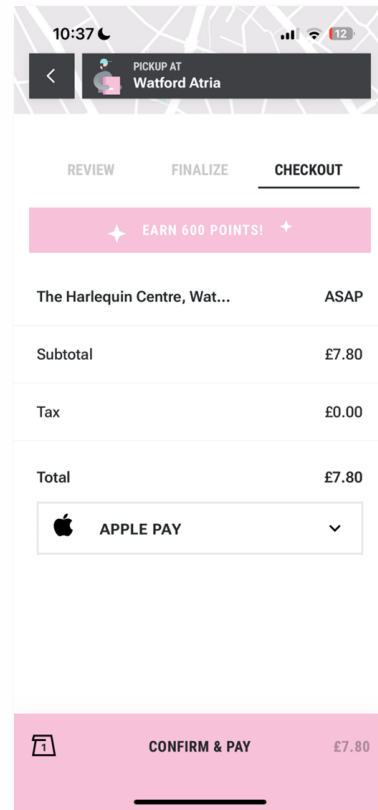
Captivation = 0.5
vs Avg = 0.4



Lag = 0.2
vs Avg = 0.3



Key Opp. = 0.2
vs Avg = 0.3



01

Clarify Points Value: Clearly convey the value of points, e.g., “Earn 600 points and redeem a free drink!”

02

Position Points Reminder: Move the “Earn 600 Points!” banner near the “Confirm & Pay” button to subtly remind users of rewards.

03

Reassurance: Frame payment options positively, such as “Fastest checkout with Apple Pay” or “Secure and hassle-free payments.”

04

Engagement: Use encouraging messages like “One step to go for your delicious order!” with friendly visuals.

05

Loss Aversion: Add reminders like “Don’t miss out on earning points!” to nudge users to complete their purchase and avoid losing rewards.

What to work on next

Our expert team has compiled the following next steps to address the identified areas for improvement with your app's UX.



Go through the recommendations in this report and rate them on a 0-2 scale for ease of implementation and expected impact. Multiply these numbers to find the quick wins.



Implement the quick wins first (saving the harder or less impactful solutions for later). You may need to combine multiple ideas into one intervention depending on your sample size.



Decide on your success measure(s), such as conversion and bounce rate. Make sure you're able to capture these. Run a split test with and without the change and see how the measure is affected. If it works, keep it!

Optimise your UX with our expert team

Ready to execute these next steps? We offer additional optimisation services and implementation workshops. Scan the QR code to speak to the team.





UX Report Complete

How It Works



It's easy

You send us your assets and brief us on the challenge. You might want to optimise onboarding, CRM emails, or campaign ads, for example.



It's expert

We send a proprietary survey to our panel of expert behavioural scientists, capturing key psychological levers for behaviour change.



It's fast

You receive your comprehensive report in just 3.5 working days, ready to implement and test. Optimisation awaits!

Joe & the Juice

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