Onboarding - Apps

IN THE APP

1. Terms of service

Our terms of service

- We use anonymized user data for analytics tracking to improve the app's performance. You may opt out through the settings menu.
- We collect crash reports to make the app more stable. You may opt out through the settings menu.
- We use third parties to present ads. Some mobile identifiers are sent to these third parties to help personalize the ads.

We recommend that you read our full terms of service.
By using the Flightradar24 app, you agree to our terms of service.

CONTINUE

ⓘ The first screen user sees upon opening the app for the first time. It is after install is the Terms of service screen. There is only one actionable step here:

Comments & Improvements
In this screen there should be small format improvements as well as clear information structure that makes it easy for a user to scan the information quickly. The only action is the CTA button so it should be clearly visible on screen.

→ Select "Continue" →

2. Welcome to FR24

Welcome to Flightradar24

Tap a plane icon to see a flight overview that includes a photo of the aircraft. Tap "More info" to get in-depth details.

ⓘ After the user continues from the Terms of service they get to the tutorial screens. The first screen welcomes the user and shows how to interact with the airplane icon on the map to access the flight details.

Comments & Improvements
This main action should be shown in the actual map screen with a small hint for the user to actually perform the action of selecting the aircraft. It is part of the learning by doing onboarding process.

→ Next →

3. Get full flight & aircraft info

Get full flight & aircraft info

Expanded info shows full flight status and aircraft details. You can also view large photos of the actual aircraft you're following.

JFK → MXP

ⓘ The second tutorial screen shows the expanded flight detail view:

Comments & Improvements
This should also be prompted from the actual map screen where the user interacts with the elements on the flight detail menu. It can be directly connected to the previous step.

→ Next →

4. Follow flights in 3D

Follow flights in 3D

With Enhanced 3D view, follow a flight and see a detailed 3D model of the aircraft, high resolution satellite and terrain imagery, and other nearby flights.

ⓘ The third tutorial screen shows the 3D view feature. It has a small graphical element that specifies that this feature is available with a subscription.

Comments & Improvements
This is a non-essential feature of the app so its introduction to the user can happen casually through exploration. As soon as the user accesses the feature for the first time they can have small explanatory elements that describe the different controls in the UI.

→ Next →

5. Identify flights overhead

Identify flights overhead

Tap the AR view button and scan your device to the sky to quickly identify flights overhead.

ⓘ This screen showcases the AR feature and how it works.

Comments & Improvements
This is also a non-essential feature in the app which should be discovered by the user. We can provide a small tutorial upon first access to this screen to explain how it works and what the different UI controls do.

→ Next →

6. Easily find a flight

Easily find a flight

Find a flight by searching for a flight number, route, or registration. Or find flights just by origin or destination.

ⓘ This screen describes the search functionality. It shows the UI elements and a small example of the search format.

Comments & Improvements
This is an essential part of the app experience which should be included in the first onboarding steps to show the user how to find flights and other important information. This can be achieved by taking the user through a simple task of searching for a flight number or a route.

→ Next →

7. Access timely airport info

Access timely airport info

Search for airports by name or code, or just tap an airport pin on the map. See real-time arrivals and departures plus current weather.

ⓘ This screen shows the airport details view with the departures tab selected.

Comments & Improvements
Airport information panels are not essential to the experience but still an important part of the general app's features. We can guide the user to explore the different tabs and explain the basic structure of the module as soon as they access it for the first time.
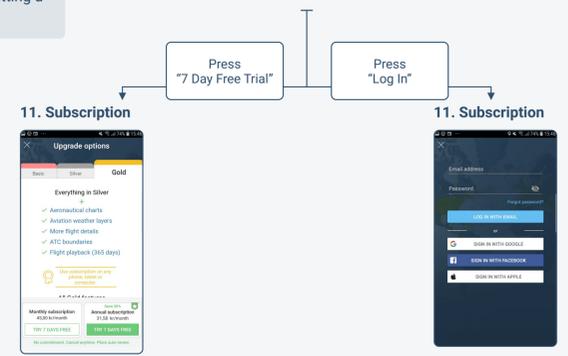
→ Next →

8. Experience past flights

Experience past flights

See flight history and playback previous flights. See the track of the flight with detailed speed and altitude graphs. Access history via search or tap "More" or "Recent" flights after selecting a flight.

ⓘ This screen describes the playback functionality. It tries to show the location of the playback option in the flight details screen and the UI in the actual playback screen.

Comments & Improvements
Although this is an important part of the app, the playback functionality is not essential to the experience. It should be prompted after some sessions and should clearly guide the user through the steps of getting there. The UI can be explained through small tooltips or similar.

→ Next →

9. Add useful map layers

Add useful map layers

Add cloud, precipitation, aeronautical charts, oceanic tracks, and other layers to the main map. Tap Settings to see all the available layers.

ⓘ This screen introduces weather layers and gives brief instructions on how to activate them.

Comments & Improvements
This is an important feature of the app. It should be introduced quite early in the onboarding process. The best way is to indicate where the general weather option is and let the user play around with it.

→ Next →

10. See nearby flights

See Nearby Flights.

See flights flying around the world, please click the "Allow" button so that we can show you nearby flights and airports.

Allow Flightradar24 to access this device's location?

DENY   ALLOW

ⓘ The location access prompt is triggered in this screen. It has the native prompt as well as the message from the tutorial template that explains the value of giving location access.
*This screen is not part of iOS onboarding.

Comments & Improvements
This prompt should be triggered when a user interacts with a feature that requires location access or after the first session. It is an important part of the experience but not crucial. A two step process should be enough to communicate value and getting a positive response.

→ Press "Deny or Allow" →

11. Subscription

Get more from Flightradar24

Many of the features in the app are free. By upgrading you get access to:

- Ads removed
- Enhanced 3D view
- Custom alerts
- Extended flight history
- More flight and aircraft details
- Aviation weather layers
- Aeronautical charts

7 DAY FREE TRIAL / LEARN MORE

ALREADY SUBSCRIBED? LOG IN

ⓘ The upgrade screen within the onboarding process includes a list of features and two CTA buttons for starting a free trial or logging in.

Comments & Improvements
The upgrade promo for first time users should be triggered in the first steps of the onboarding to get users to sign up to a subscription package. The information and price should be clear and the user should be able to pay right away after tapping the main CTA button.

→ Press "Close" →

12. Map

ⓘ After the tutorial is done the user gets to the main map screen with their location zoomed in if the user has given location access to the app. There is no more onboarding elements that appear after this point. Tutorial can be accessed again in the "More" tab.

Comments & Improvements
The map is not only the main section of the app it is also believed to create the AHA moment in users when they first see the airplanes. This is why we should try to show it as soon as possible and let the user interact with it. While doing so, we will trigger different onboarding elements to complement the first contact the user has with the different elements of the app.

→ Press "7 Day Free Trial" →   ## 11. Subscription

Upgrade options
Everything in Silver
- Aeronautical charts
- Aviation weather layers
- VFR Cloud Map charts
- Flight playback (CAH days)

Monthly subscription
Yearly subscription

→ Press "Log In" →   ## 11. Subscription