

# UX Case Study

Created by Lisa Savoie for client: City Cycles



**City Cycles**

# Introduction

As part of my Skillcrush UX class, I was tasked with conducting a UX review of City Cycles' website.

City Cycles is a bike rental shop in Riverside, Missouri. They cater to locals who want to lessen their carbon footprint and to tourists who want to explore Riverside by bike. They have a great selection of bikes and a friendly, helpful staff ready to meet the needs of their customers.

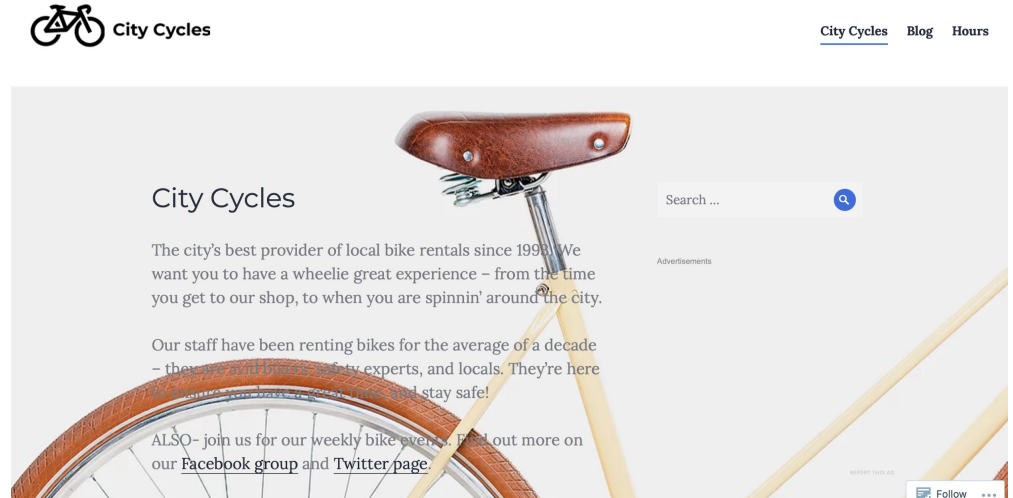
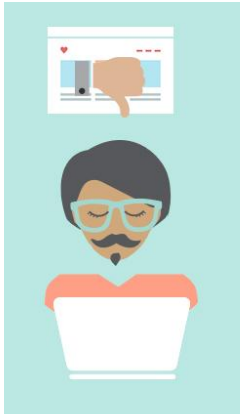
City Cycles' primary concern is that customers don't typically utilize the online reservation system. Instead, frustrated by the confusing online system, they either call or come directly to the shop. This results in bottlenecks leading to unhappy customers and a strain on staff and inventory control. City Cycles' also needs a website overhaul. Their site is difficult to navigate, has too prominent graphics, distracting ads, and doesn't provide basic necessary information like City Cycles' address.

City Cycles asked us to discover what wasn't working with their current reservation process and make suggestions for improvements. We found that users became annoyed trying to reserve a bike online, didn't like sending an email to complete the process, and wanted a confirmation notice. We improved the UX of City Cycles' site addressing these issues along with improving the navigation, reducing visual clutter, and making the contact information more accessible.

# The Problem

The client's existing website looked like this:

Users were complaining that the site was "frustrating" to use and they felt "misled."



# My UX Role in This Project

My role on this project involved improving the user experience (UX) of the existing City Cycles website.

Throughout this UX project, my job included completing the following tasks:

1. Ideating solutions for the users' problems or pain points.
2. Conducting user surveys to determine what worked and what didn't about the reservation process.
3. Creating wireframes and prototypes of possible solutions.
4. Conducting usability tests to continue to improve the UX solutions recommended.
5. Presenting a final, ready to ship, prototype and UX case study of a much improved reservation process to City Cycles' stakeholders.

# My Approach

My approach to this UX project started with taking the following steps:

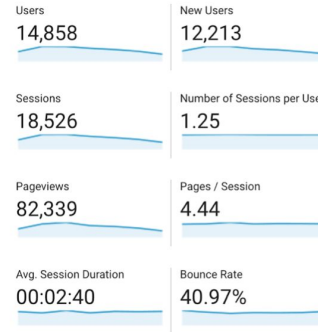
1. Discussing with City Cycles what their goals for the project were.
2. Gathering data through user surveys, Google Analytics, heatmaps, and SWOT and competitive analyses to narrow down the user's problems and pain points and discover opportunities for a better reservation process.
3. Creating a journey map and user profile to better empathize with a City Cycles' customer.
4. Ideating solutions addressing a typical City Cycles' customer's needs and how to alleviate pain points.
5. Creating mockups and wireframes eventually resulting in a prototype ready for usability testing.
6. Presenting the prototype for usability testing and review by stakeholders.
7. Ideating on the resulting feedback, improving the prototype, creating a finished project ready to implement.

# Key Findings

After performing research, collecting data, and analyzing the results, this is what I found:

City Cycles' website has very few repeat visitors. Users spend less than 3 minutes while viewing every page available. Very few reservations were booked via the website.

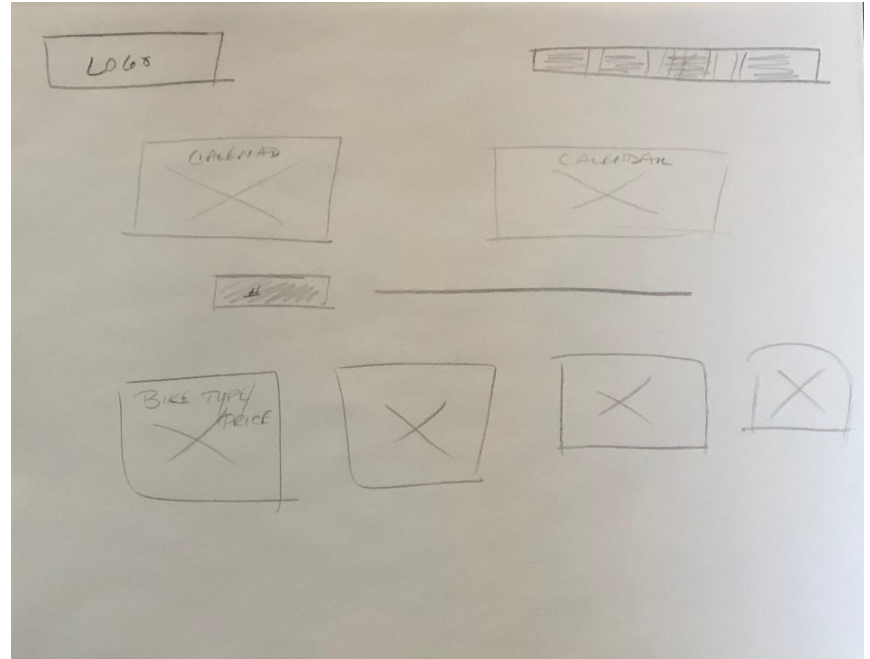
City Cycles' customers attempted to rent a bike online but eventually became frustrated by the reservation process. Instead they called or came directly to the shop or rented from a competitor.



# Solutions

After ideating some potential solutions to the users' problems and pain points, I decided to move forward with the following idea:

Create a single page reservation form. Rather than show a gallery of all available bikes, rental options would be represented by a photograph of each bike "type" (mountain, cruiser, road, child's). The size of bike and accessories would be chosen as a set. The user would then proceed to a checkout page to review their order. After placing their order they would receive a confirmation number.



Hand-drawn paper prototype of my initial solution idea

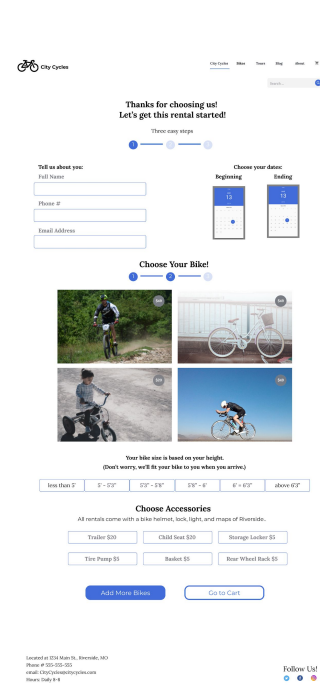
# Solutions

Based off my paper prototype, I created a high-fidelity, interactive digital prototype of my proposed solution. After performing a usability test on my prototype, I received the following feedback:

Testers had a much easier time completing a reservation, however, there were still pain points. Too many buttons on the form and the button text were confusing and slowed the reservation process.

Based upon the results of my usability test, I proposed the following next step(s):

We streamlined the buttons and improved the text to more clearly instruct the user how to proceed with the bike rental.



Screenshot of my interactive, digital prototype



# LESSONS LEARNED

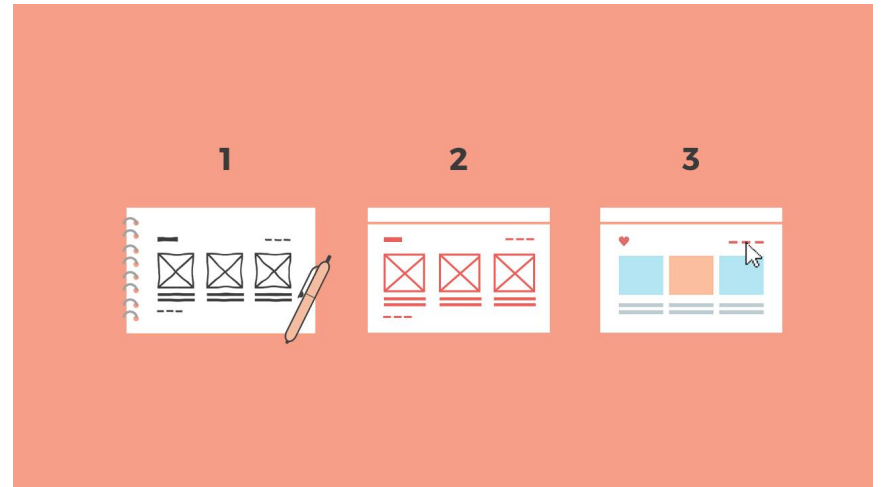
The biggest challenge or obstacle I faced during this UX project was:

Simplifying my solution. My original idea was too complicated. Continuous ideation was needed to create an user-friendly reservation process.

The lessons I learned from this UX project included how to:

- Assess problems and opportunities in the City Cycles' website.
- Collect data to build empathy for the user and to inform my solutions
- Use Figma and Invision design software to create wireframes and prototypes for usability testing.
- Present my solutions in a professional manner to testers and Stakeholders.

On a professional level, I learned the necessity and value of usability testing to highlight flaws in my business logic.



# Thanks!

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