

UX Case Study

Created by **Barka Dauda** for client: **City Cycles**



City Cycles

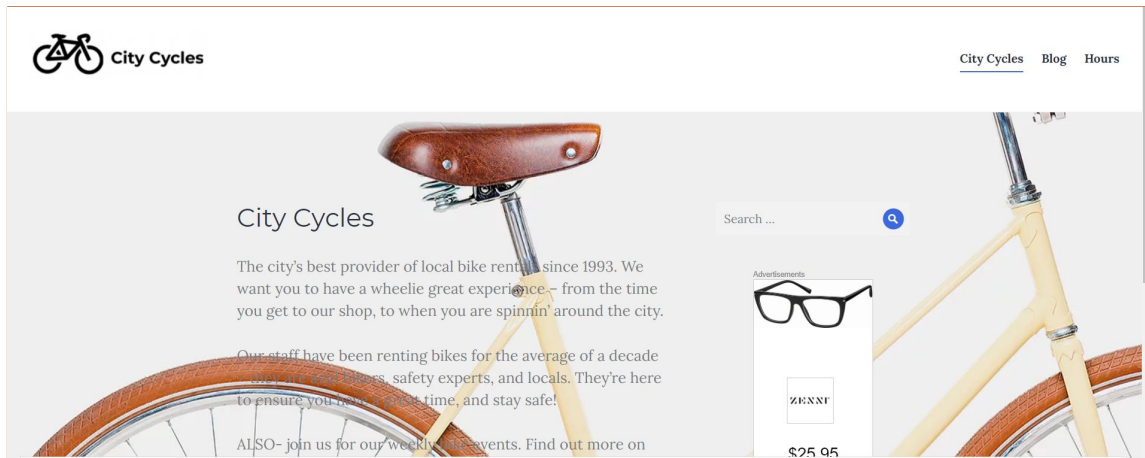
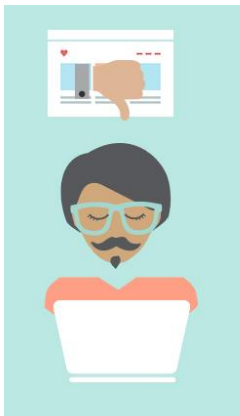
Introduction

As part of my Skillcrush UX class, I was tasked with improving the user experience of an existing website for a client named City Cycles. City Cycles is a local bike rental shop in the downtown area of Riverside that allows people to enjoy a bike ride, reduce carbon footprint by biking instead of driving, or take a tour of the downtown area. City Cycles discovered that their online reservations have been on a steady decline for the last 12 months. Users have been calling the store for bike reservations and this has led to inefficiencies in doing business. I was hired to improve the shop's website, making the online reservation process easier and the site more appealing for users to navigate through, thus increasing the number of online reservations.

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

I was tasked with:

1. Gathering qualitative and quantitative data to determine users' pain points
2. Ideating solutions for the users' problems or pain points
3. Creating user flows and user personas
4. Developing wireframes and prototypes
5. Testing the prototype and making informed recommendations.

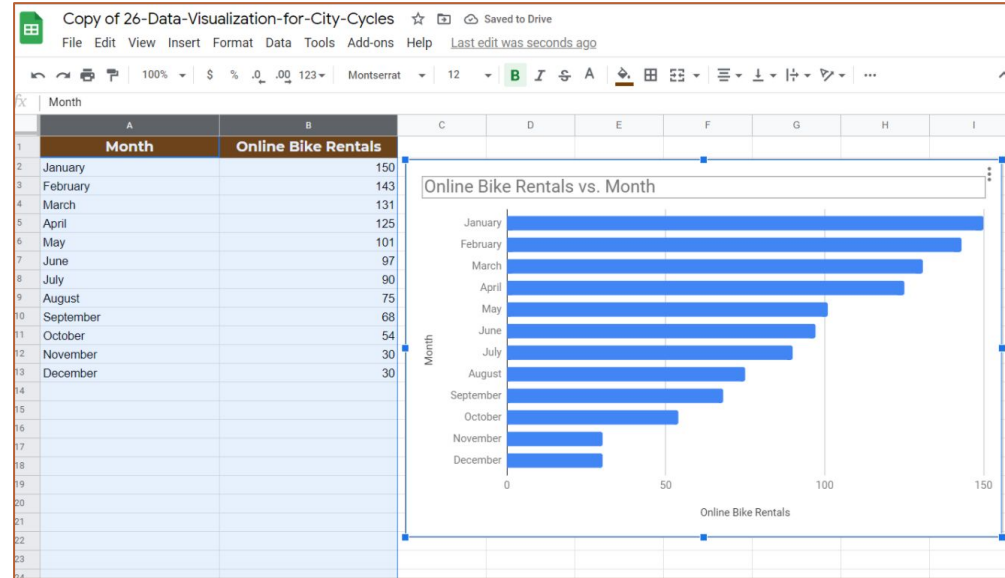
My Approach

- 1 I started by coming up with a problem statement to define what we were dealing with.
- 2 Next, I collaborated with other stakeholders to determine the Minimum Viable Product (MVP) and the scope of the project
- 3 I then went on to work collect valuable data about the users to find their pain points and to create user personas.

Key Findings

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

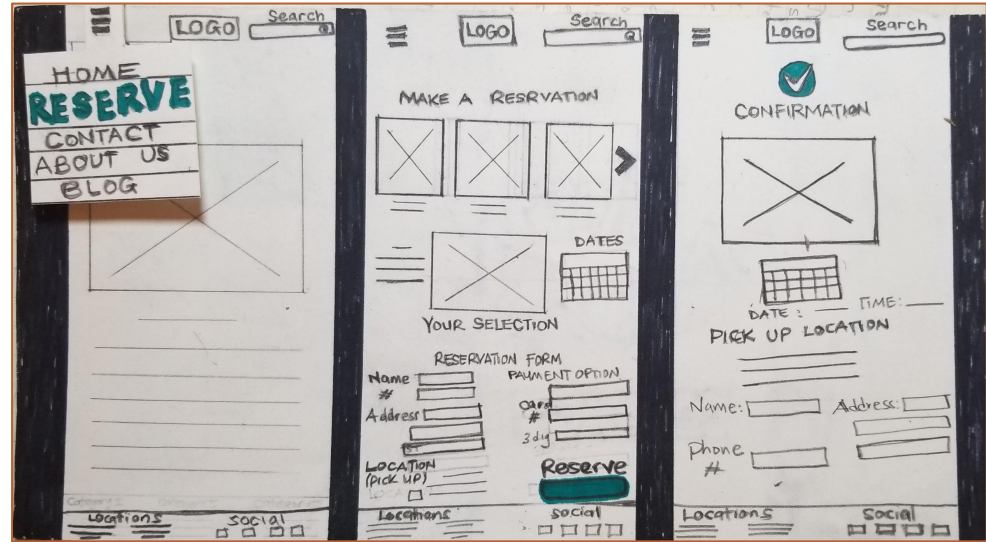
- . City Cycles has been steadily losing its online business for the past 12 months.
- . An overwhelming majority of City Cycles customers express dissatisfaction with their online reservation experience.
- . Users were frustrated with the reservation process and found it to be misleading.
- . Users would rather call the store to make reservations than do it online.



Solutions

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

I decided to include the reserve link in the navigation bar of the website. I also changed the label to be more intuitive to users. Finally, I made the reservation process straightforward and only involving 2 to 3 clicks from the homepage.



Hand-drawn paper prototype of my initial solution idea

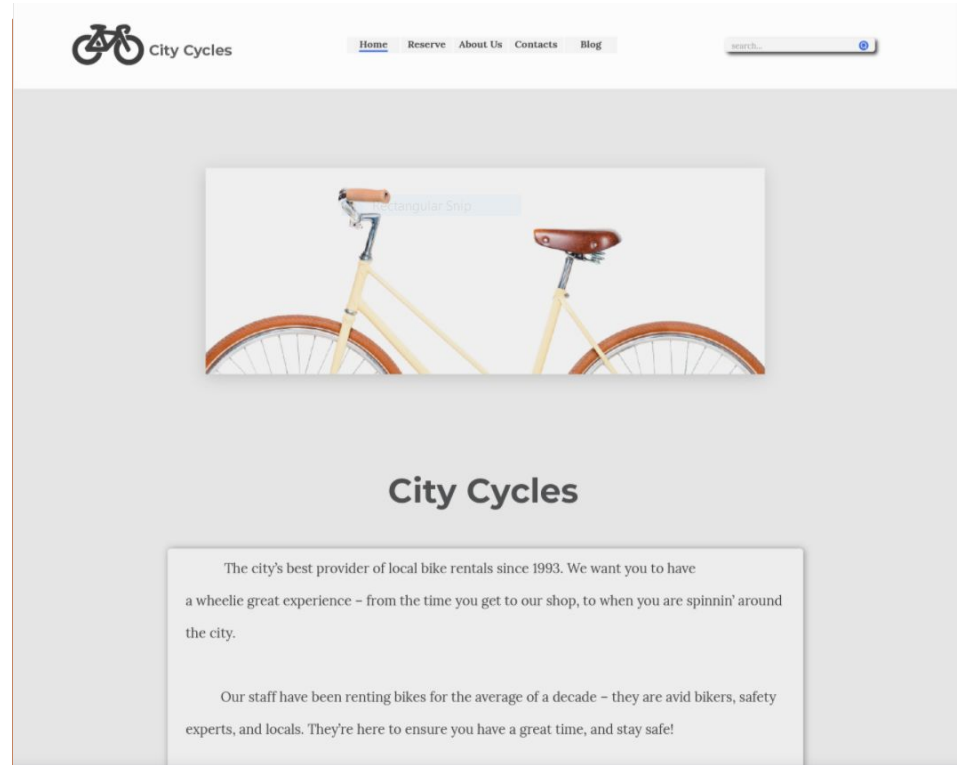
Solutions

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:

Users expressed their pleasure with the ease at which they were able to make reservations. They said that they were able to find how to book these reservations and were sure that they had successfully done so when they were through with the process.

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

I am confident that my prototype offers the best solution to users' pain points. I recommend the immediate launch of the new and improved City Cycles website.



Screenshot of my interactive, digital prototype

LESSONS LEARNED

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

Finding people for a usability test during a global pandemic was a Challenge that I did not foresee. In person moderated testing was hard Because most people were social distancing. I was able to reach out to Some close friends who had no prior knowledge of the specifics of my Study. I conducted a remote moderated usability test and was able to Gather enough data to make my recommendation.

The lessons I learned from this UX project included:

1. Using industry approved methods of data collection
2. Letting go of biases as I collect and interpret data
3. To focus on the scope and prioritise creating a Minimum Viable Product (MVP)
4. Creating wireframes and prototypes that address users pain points
5. To conduct usability tests and to take definitive actions with the results I get from the tests (to launch or to keep testing)

