CITY CYCLES UX PROJECT

Key Takeaways, UX Solutions & Proposed Next Steps

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AGENDA

1. INTRODUCTION
2. KEY TAKEAWAYS & SOLUTIONS
3. PROPOSED NEXT STEPS
4. CONCLUSION

INTRODUCTION

About this UX project: City Cycles wants to increase the number of users booking bicycle reservations through their existing website. Users currently prefer to book via phone or in-person. To solve user problems with the site, I conducted UX research to determine why users weren't booking online.

About me: Hi, I'm Casey and I was hired to help City Cycles improve their website's user experience.

User experience, or "UX" for short, is: the overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use. (source: Google Dictionary)

KEY TAKEAWAYS

Improving the User Experience of City Cycles' Website

Key Takeaway from UX Research: Users listed several pain points with the current City Cycles online reservation process. Key findings and takeaways from my UX research and data collection included:

Visitors didn't like to reserve their bikes online, they found the navigation of the city cycles website confusing and website visitation was declining rapidly over the last few months.

ASH'S STORY

Meet A Real City Cycles User

Meet Ash. Ash is a City Cycles user we interviewed. To help understand the problems users are currently facing when trying to rent bikes online, let's look at Ash's story:

Ash needs to rent a bike because: He wants to be able to ride his bike along the nature trails in his hometown.

But it's hard for Ash to rent a bike online because: He doesn't get a confirmation that it has worked and he needs to go directly into the City Cycles store to pick the bicycle up during opening hours.

This makes Ash feel: Frustrated, he wants to be able to do this with much more ease and when he hits roadblocks like that on the City Cycles website, he starts to look for other bicycle rental suppliers.

SOLUTIONS

1. **Based upon my UX research, I created the following prototype for an improved City Cycles online reservation process:** https://invis.io/4KSUQ1BV6MB

2. **Here's what I changed:**
   - I made sure there was a large button on the homepage that is clear to visitors, where they can go to reserve a bike. I made the reservation button a key stand out feature on the homepage because that's the main action City Cycles want their website users to take.
   - This prototype is an improvement on the pre-existing website because the information is presented in more logical order, it looks nicer, and the links and steps follow a logical order.
   - I also ensured that the user received a confirmation of their bicycle rental reservations, so that they know it works. This removes frustration not only from the visitors/customers perspective but also for the staff at City Cycles because they spend less time on the phone taking reservations.

PROPOSED NEXT STEPS

Based upon what I learned during user testing, I propose the following next step(s):

Launch the current version of the website prototype to the public so that City Cycles can start taking bicycle rental reservations straight away!

CONCLUSION

Thank you for listening to my UX presentation!

That concludes today's presentation. Thanks for your time.

Do you have any questions for me?