UX Case Study

Created by Casey Buscall for client: City Cycles

City Cycles

Introduction

As part of my Skillcrush UX class, I was tasked with:

I was asked to improve the user experience of an existing website for a client named City Cycles. The City Cycles website lets users reserve bicycles online, with the ultimate goal of increasing the number of people reserving bicycles online. City Cycles discovered their reservation process was inefficient, requiring users to either call or physically go to the City Cycles store and complete paperwork in-person before being allowed to hire a bicycle. This led to fewer bicycles being hired by customers. I was hired to improve the website's UX, making the reservation process easier and more convenient for both the customers and staff at City Cycles, thus increasing the number of bicycles reserved and hired.

The Problem

The client's existing website looked like this:

Users were complaining that the site was "frustrating" to use and they felt "misled."
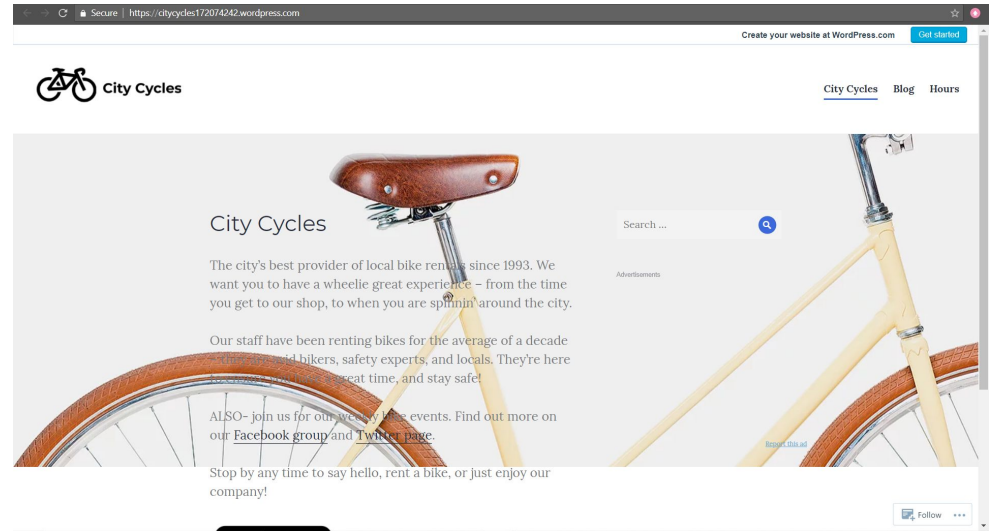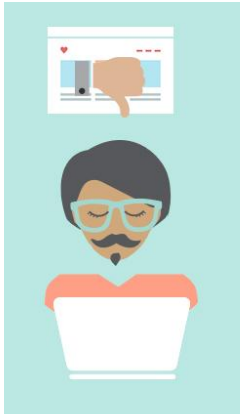
My UX Role in This Project

I was tasked with:

1. Ideating solutions for the users' problem or pain point
2. Designing Journey Maps, Sitemaps, IA Models & Navigation
3. Creating User Flows & User Personas
4. Designing Wireframes & Building Prototypes
5. Writing out SWOT & Competitive Analyses
6. UX Data Visualizations
7. A/B Split Test Analysis

My Approach

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

1. Understanding the customer and their user persona
2. Looking for and ideating ways to solve the users frustrations
3. Designing and building prototypes to test, revise and then launch to the public

Key Findings

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

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.
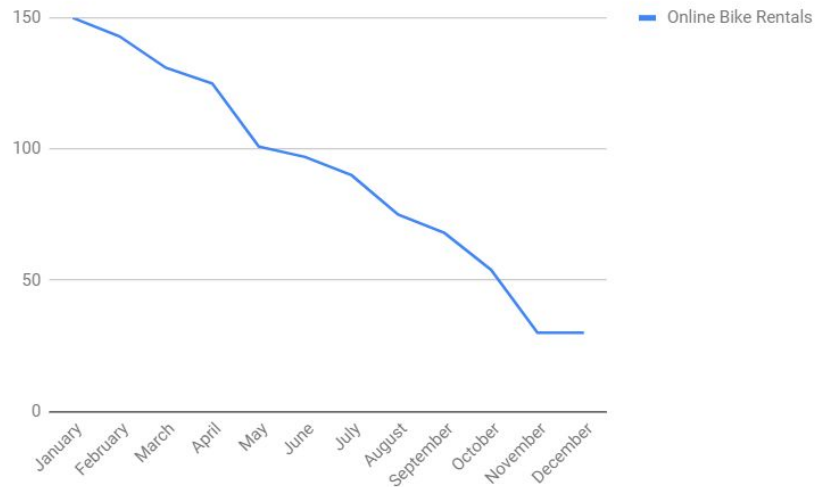
Solutions

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

- Have the reservation system on the homepage with a prominent "book now!" button.
- Add a photo slideshow of bikes that can be reserved on the homepage.
- Turn the blog into a highlight of different riders (pulled from the social media network to save time).
- Make a bigger reservation button on the link menu to emphasize it.
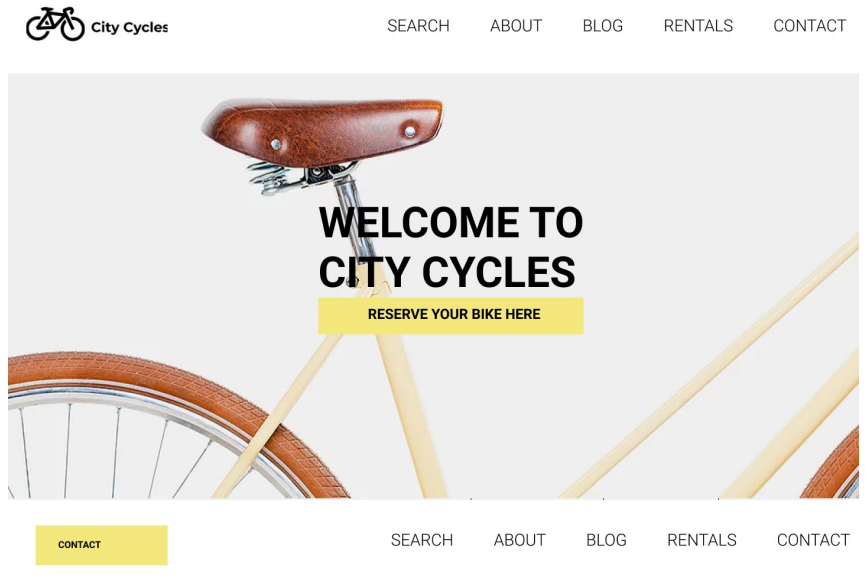
Computer skecth prototype of my initial solution idea

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:

- 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.

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

- I recommend launching the prototype because it allows users to reserve their bikes online which is the main UX problem that I was tasked to solve.

City Cycles

SEARCH   ABOUT   BLOG   RENTALS   CONTACT

WELCOME TO CITY CYCLES!

Reserve your bike here

Screenshot of my interactive, digital prototype

LESSONS LEARNED

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

Organising all of the information on the City Cycles website into a more logical order.

The lessons I learned from this UX project included:

Ways to ensure that I put the users needs first. Ie. making sure that they are less frustrated and receive confirmation that their actions on the website worked.