

UX Portfolio

Problem Statement

Cycling boosts your mood, makes you feel calm an healthy. But it has been not the same experience in availing cycling sharing service. Easy commute got difficult in search for PEDL parking station and more frequently discovering ill condition cycle as there is no option to report damage cycle.



Introduction

One of the possible solutions is, and already adopted by a lot of cities all around the world: increase rates of urban cycling!
PEDL by zoomcar is one of the cycle sharing providers and we worked on the redesigning its app - the perfect cycling experience.



Design Process



User Personas

"Friendly" Laveena
Fashion student,
Age : 20 years

"Love cycling where there is greenery, cool breeze & no traffic"

Goals
Socializing and having fun, small adventures

Motivation
Cycle enthusiastic, artistic inspiration

Painpoints
Unlocking cycle individually, Paytm linking issue, a friend is a non-paytm user.

"Reasonable" Rohit
Software engineer,
Age : 26 years

"Cycle is economical going out for dinner, grocery shopping or work"

Goals
Convenient traveling

Motivation
savings and economical

Painpoints
Damaged cycle & time taking reporting issue, customer support issue, difficulty finding pedl station while cycling.

"Sporty" Sabrina
Assistant bank manager,
Age : 32 years

"Break from monotonous, sedentary lifestyle"

Goals
achieve physical and mental fitness, stay active

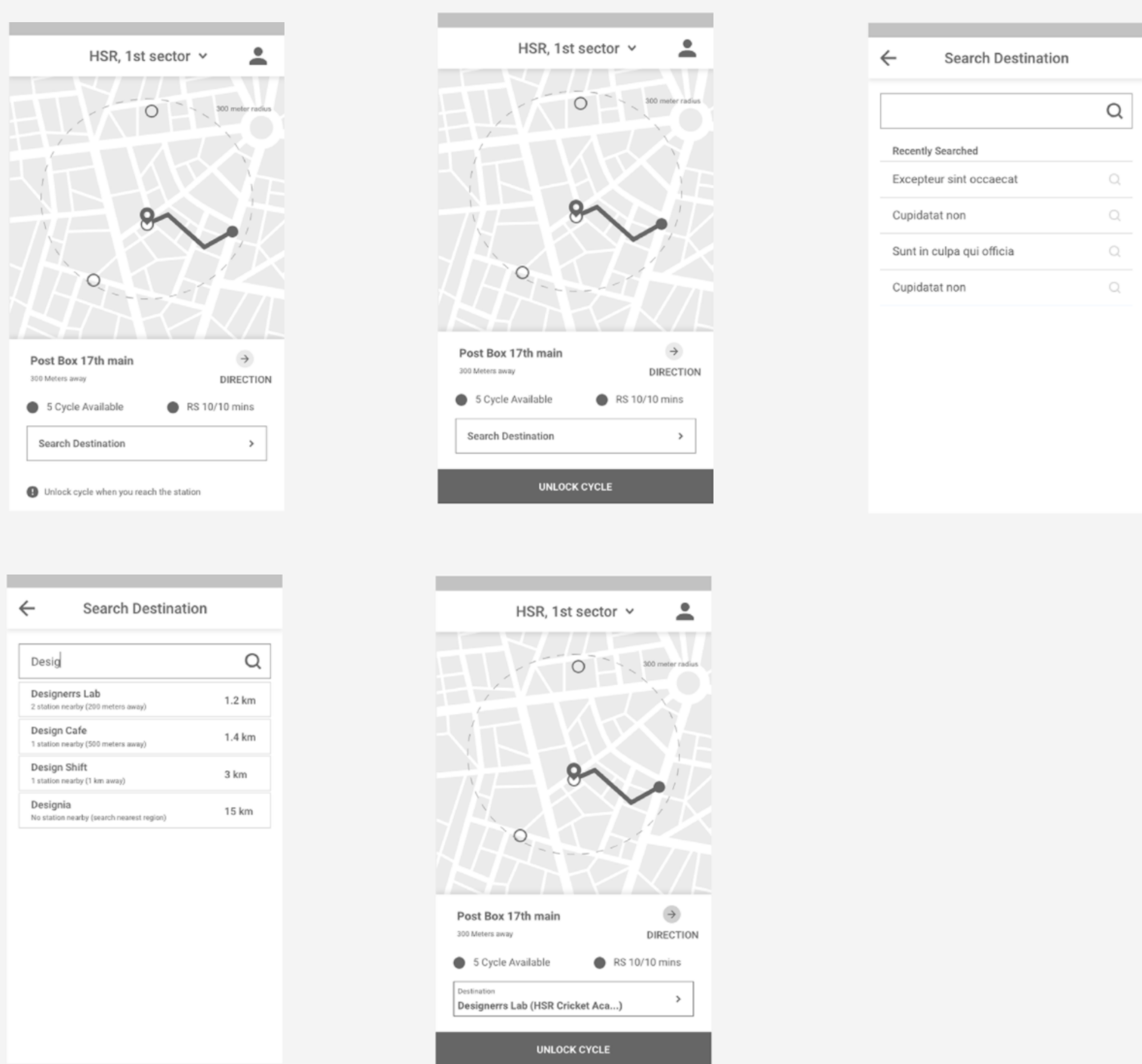
Motivation
get healthier and physical fit

Painpoints
Cannot understand where is a station, cycle availability issue.

Task Flow



Wireframe



Final Design

Home Screen

Nearest cycle available - using Hick's Law
Instead of overloading with all options of cycle station. User can get cycle quickly.

Walkable Distance - 300 meter radius
User goes to cycle station walking, less the distance, more the convenience.

Geo-Fencing - reach cycle hub
Unlock cycle when user is near the cycle.

