

Overview

Ecycle is a mobile application designed for people who are looking for riding an electronic rental bicycle. You enjoy a cycle riding, but it is not your cup of tea, or you are not continuously riding, then Ecycle is the solution for you. It is a user-friendly application to rental bicycles at an affordable price. Users can customize their choice within wide verities of filter options, such as location, age filter, membership and price. It has a convenient payment method.

Problem

The online payment method needs more security and user friendly. So, at every age, people can easily access the online application. Moreover, some places do not have transportation facilities everywhere in a small distance. Budget-friendly transportation options are the most priority than private over price transports. Working people and students do not prefer to ride a bicycle and reach their place with a sweating body. Many people enjoy riding a bicycle, but they can not ride a bicycle continuously due to health problems such as diabetes, heart problem, asthma and many more. People can also concern about their and overprice insurance plan. In addition, a new person needs some references or reviews to use the application.

Solution

Finding a location for renting Ecycle is easy for people. Only search for nearby places where users can see the number of fully charged or charging cycle and parking availability. Users can ride an Ecycle with paddle or drive through converting electric mode and know the battery level in their application within a map. You can buy an insurance plan with the rental cycle. There is a storyboard to share their experience with others. Payment methods come with plenty of options for easy access.

Competitive Analysis

			
Sign up	Yes	No	Yes
Login	Yes	No	Yes
Bicycle filter according to age	No	Yes	No
Search feature	Yes	Yes	Yes
Pre-booking for couple of days	No	Yes	No
Immediately availability	Yes	No	Yes
Rules& regulation	Yes	No	Yes
Show availability for different spots	Yes	No	Yes
Gps	No	No	No
Affordable rental price	Yes	No	Yes
Different Prices	No	Yes	No
User friendly	Yes	Yes	Yes
Stories board	No	Yes	No
Location within 1 km(mile)	Yes	No	Yes
Barcode scanner	Yes	No	Yes
Offers	No	Yes	No
Membership options/offers	Yes	Yes	Yes
9-digit code access	Yes	No	No
Show availability of cycle	Yes	No	Yes
Charging information on application	No	No	No
Online payment method	Yes	Yes	Yes

Laci Jones

Receptionist

About

Age: 25

Location: Toronto, Canada

Status : single

Income: less than \$40k

Bio

Laci is a receptionist in a very reputable company in Toronto, Canada. She has a minimum wage, so she could not afford a car or private vehicle. Moreover, there is no government transportation available near her workplace. There are only a few options and is that personal vehicles or cycle. The cycle is not heavy on the pocket, but she does not want to sweat in office cloth. On the other hand, she also wants to cycle for her weekends to keep herself fit and active.

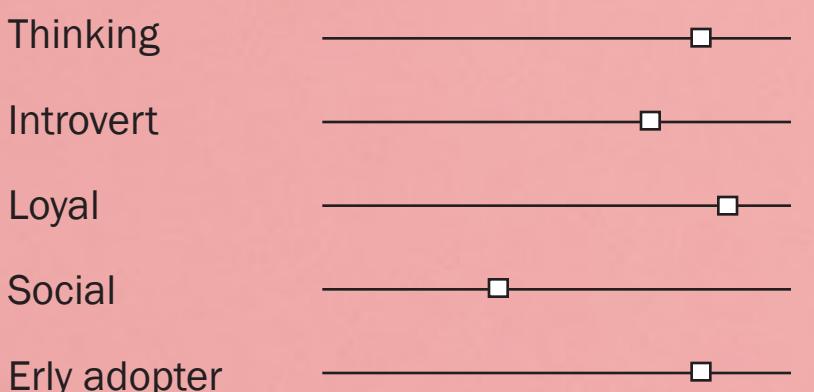
Goal

Avoid time-consuming transportation
ride to work without sweating in office cloth
keep fit and healthy by Enjoying outside weather in the weekend by ridding
Save money

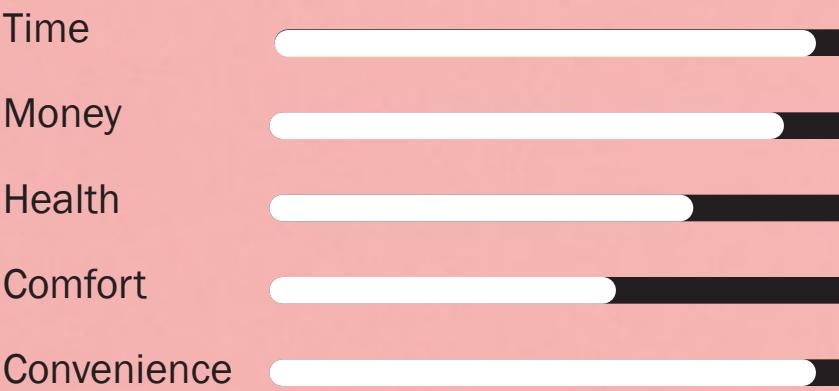
Frustrations

Seek for budget-friendly transportation
Reach at the workplace on the scheduled time
Do not want to sweat in office cloth
look for flexible ridding vehicles for weekdays and weekends

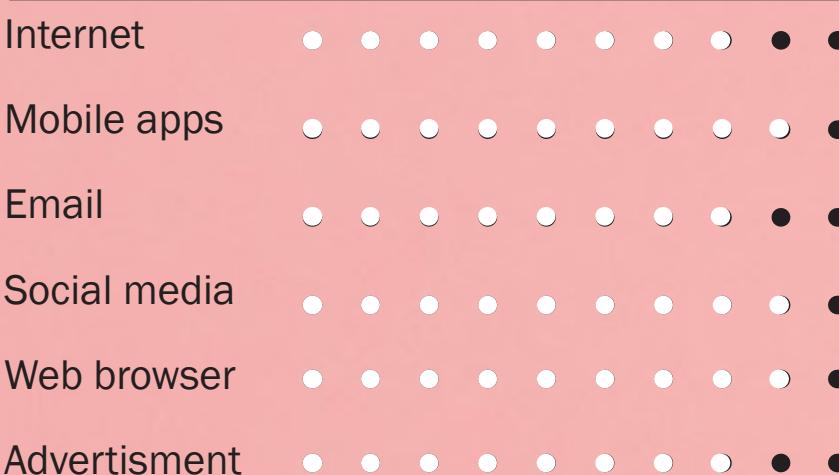
Personality



Motivation



Preferred Channel



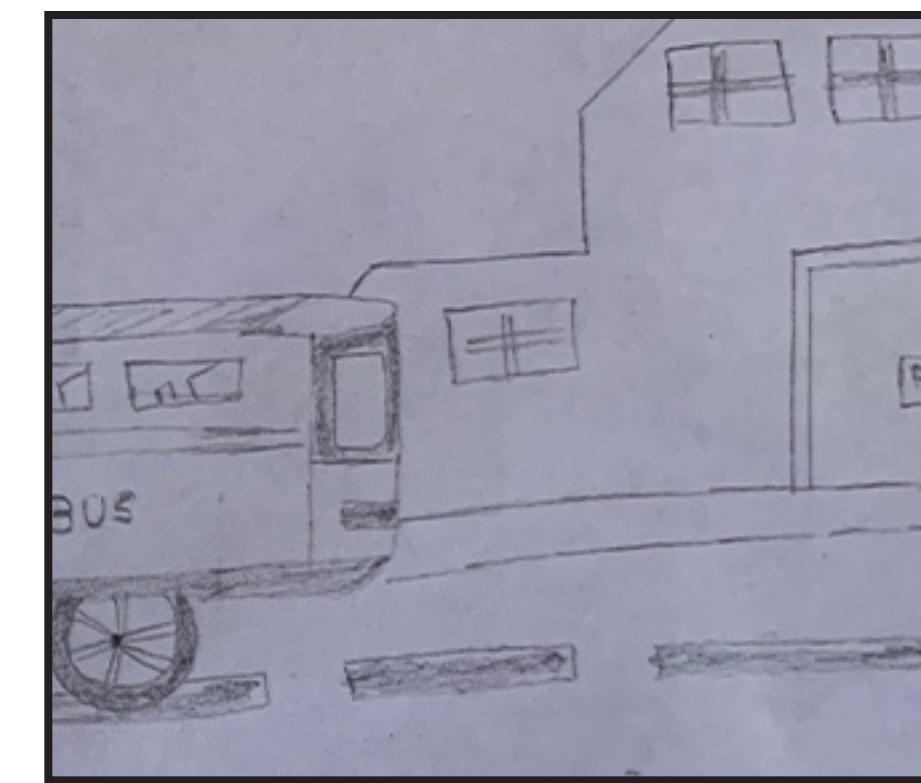
Story Board



Ready to go for work as a receptionist



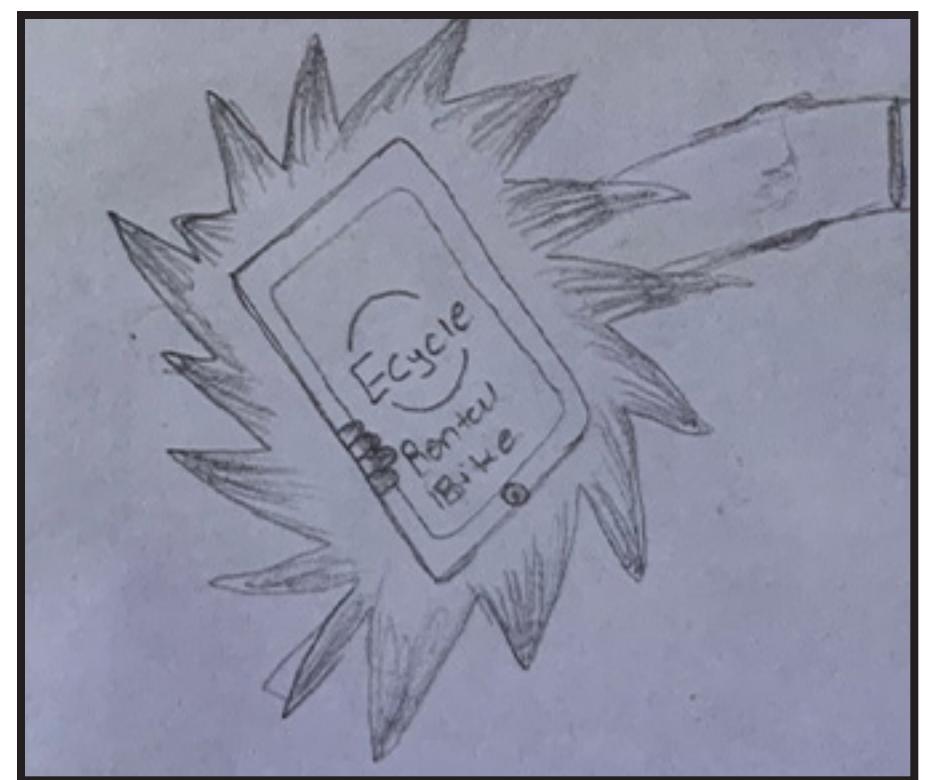
Wait for the bus at the bus station



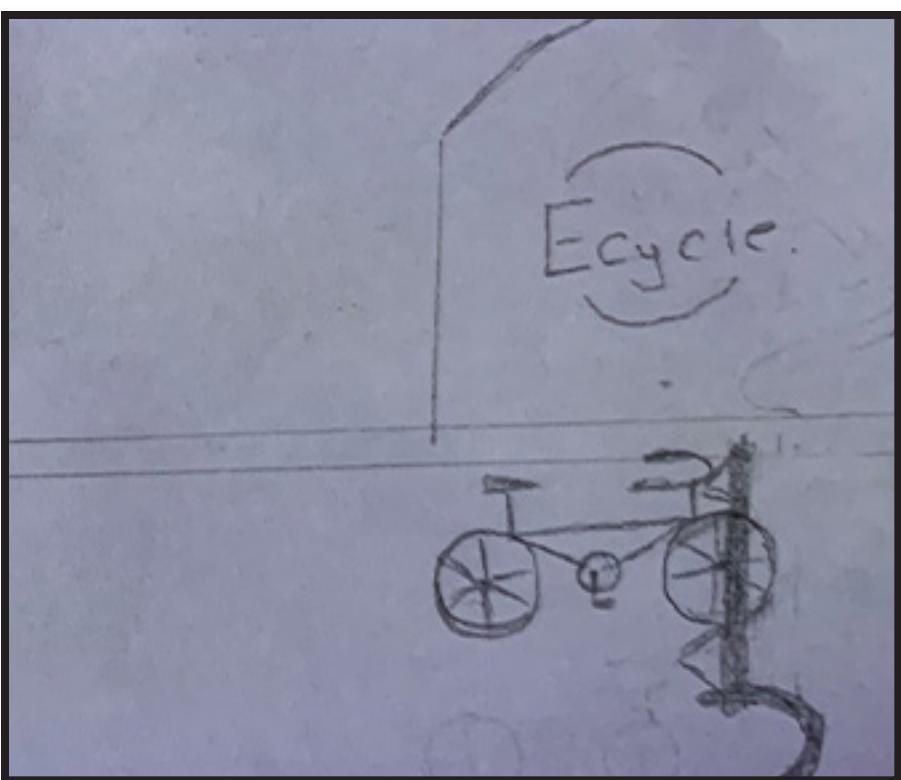
The bus is coming at the bus station



Reach over the half of way where government transportation is not available



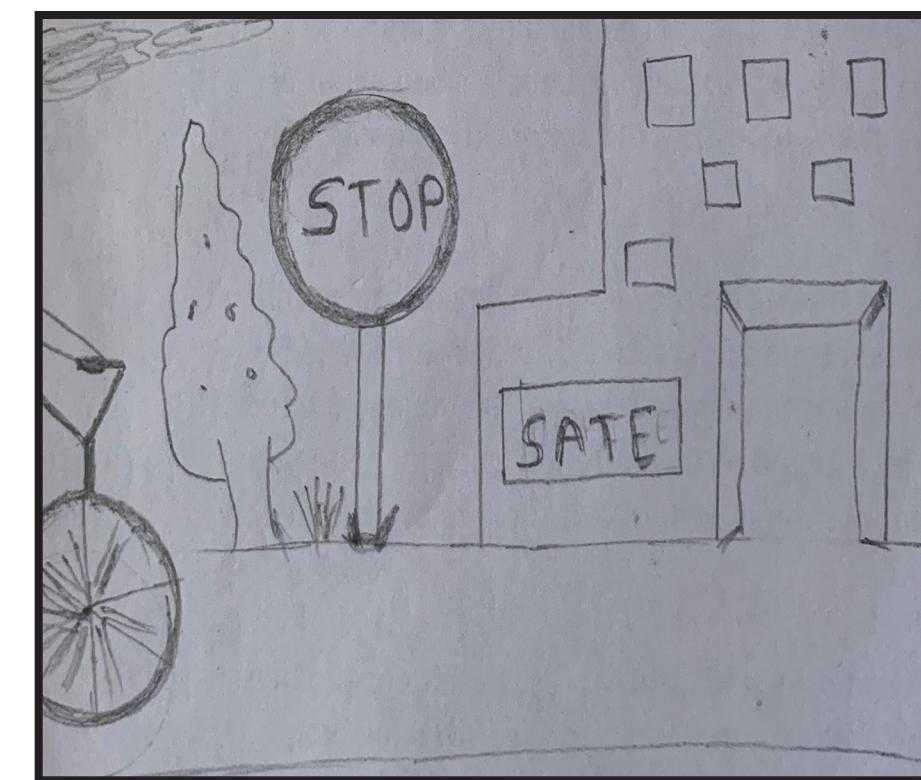
Book a Ecycle through Ecycle mobile application



there is a one Ecycle at the Ecycle rental place

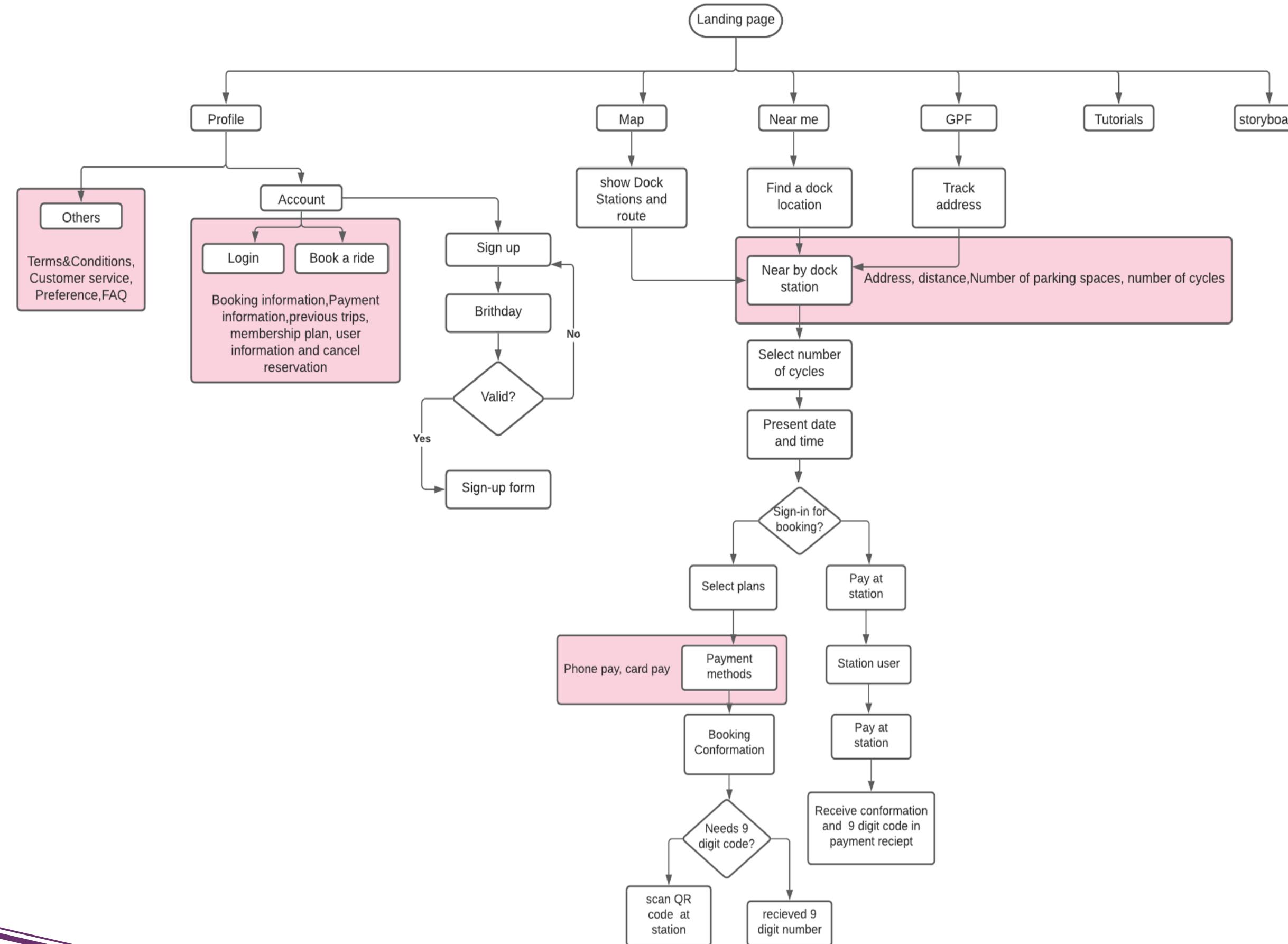


ride a Ecycle to reach the destination

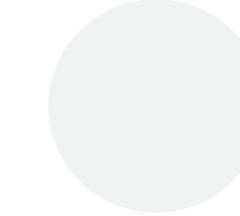


Reach the destination

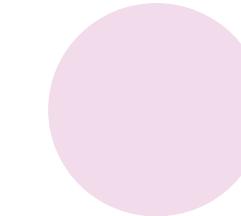
User Flow Diagram



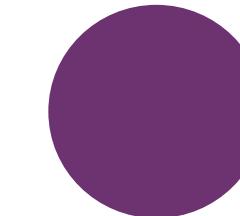
Colour Palette



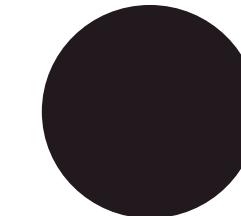
Pantone: PANTONE 663C
RGB: 247 243 243
HEX: #F3F3F3
CMYK: 2 3 2 0



Pantone: PANTONE 7436C
RGB: 242 215 238
HEX: #F2D7EE
CMYK: 3 17 0 0



Pantone: PANTONE 520C
RGB: 105 48 109
HEX: #69306D
CMYK: 67 94 27 12



Pantone: PANTONE BLACK 6C
RGB: 26 15 21
HEX: #1A0F15
CMYK: 69 72 62 80

Typography

Sintony

Primary font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Open Sans

Secondary font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

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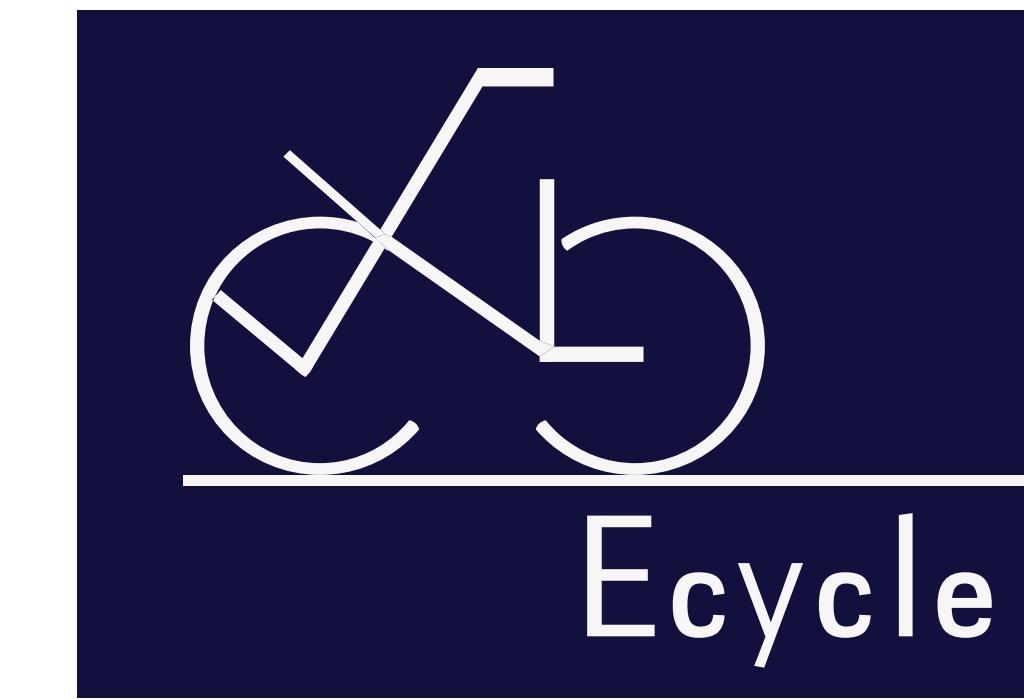
Logo

ECYCLE

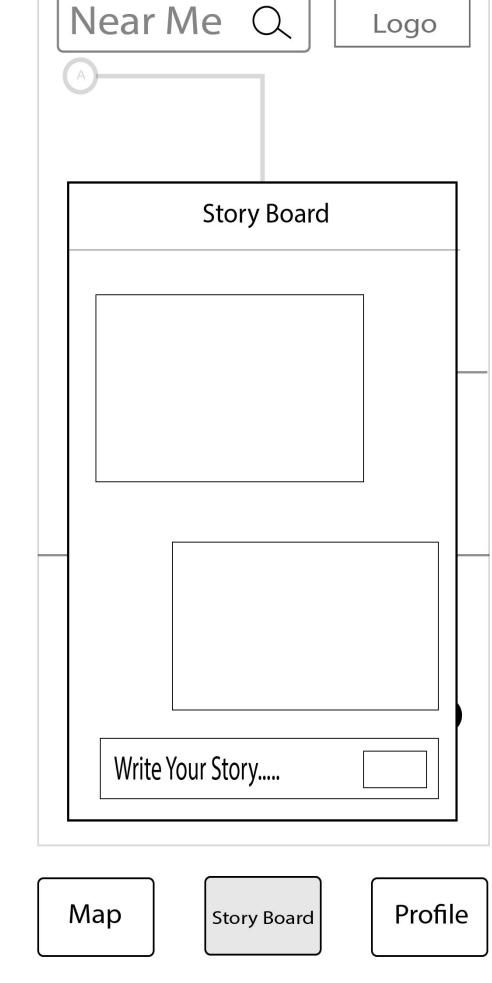
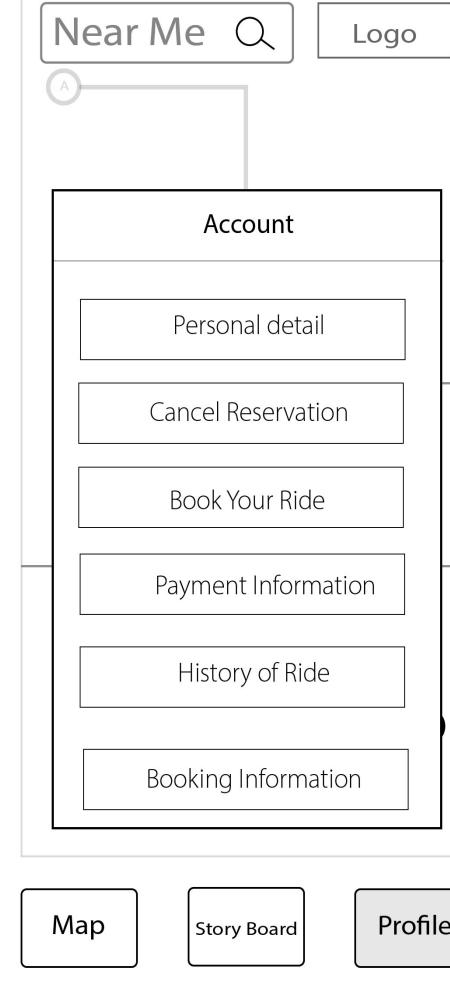
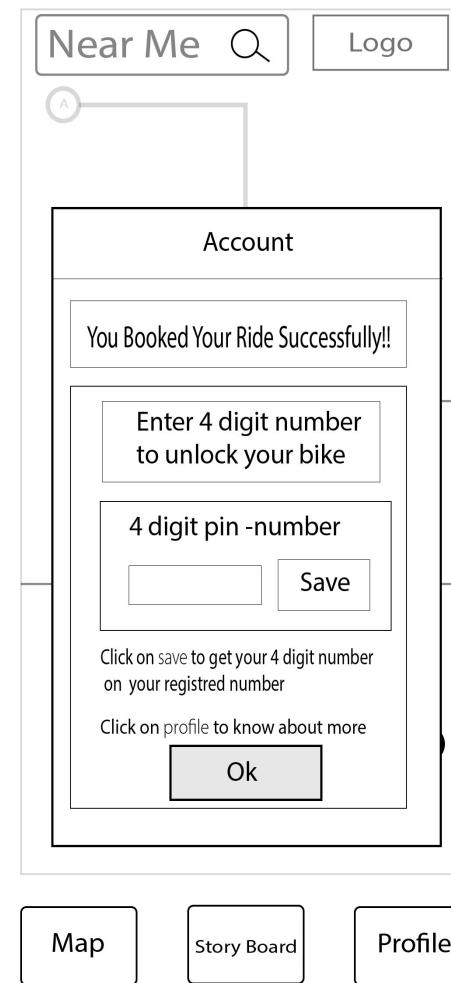
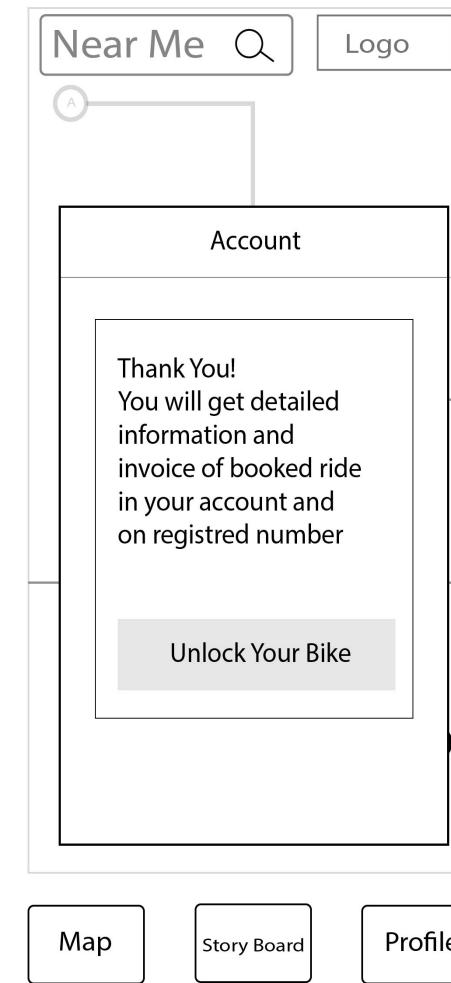
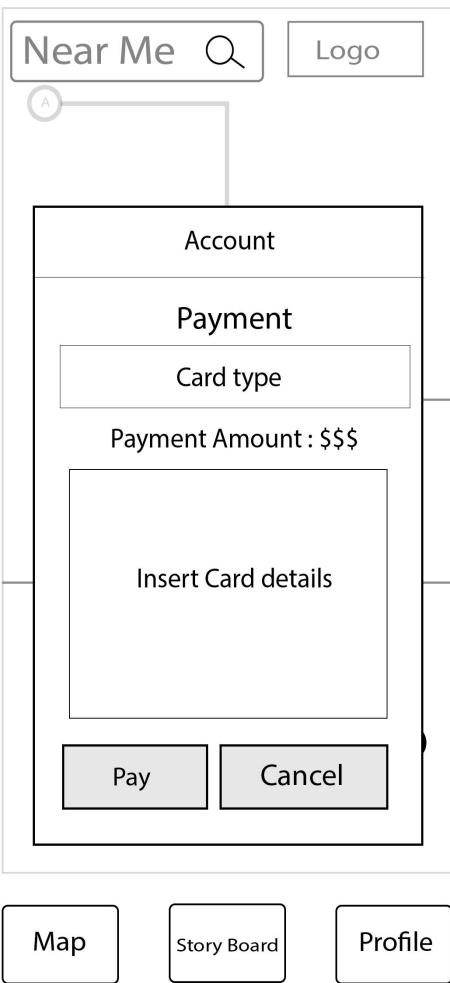
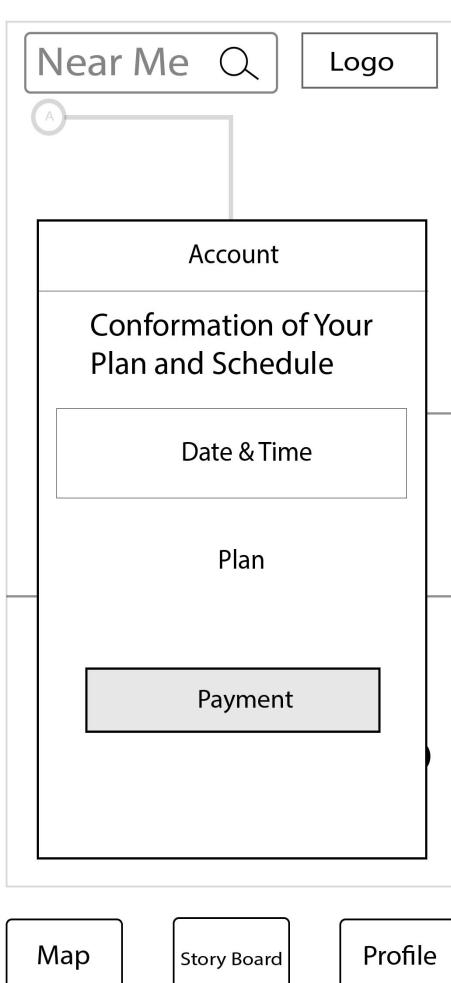
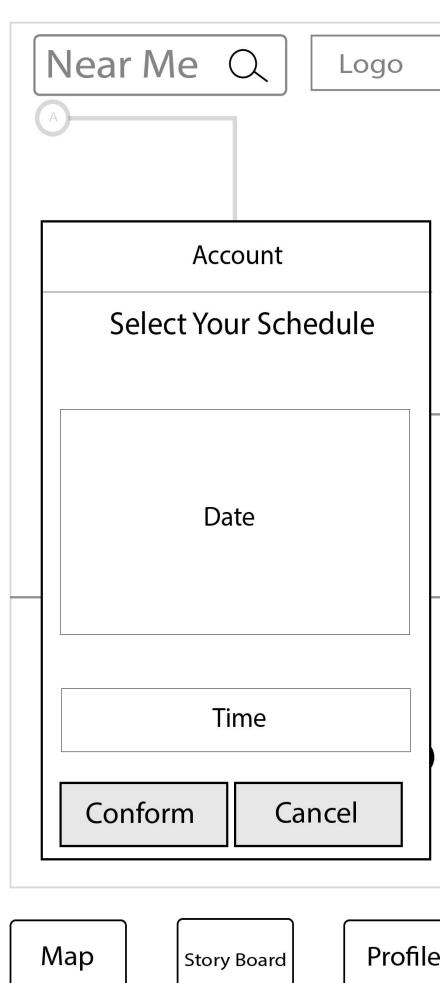
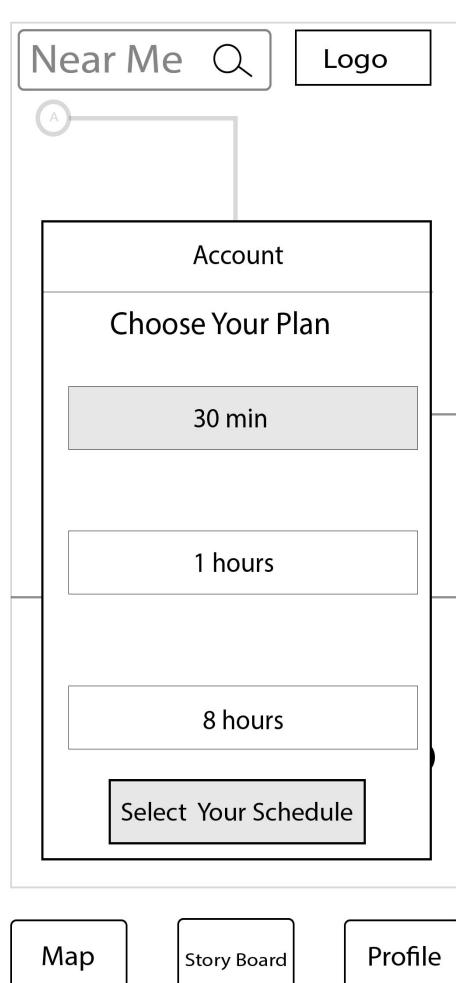
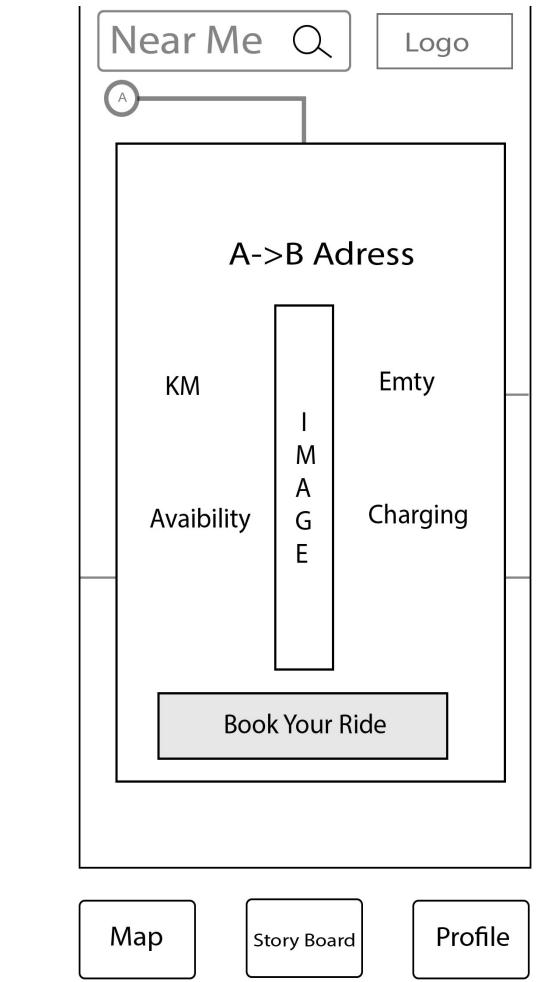
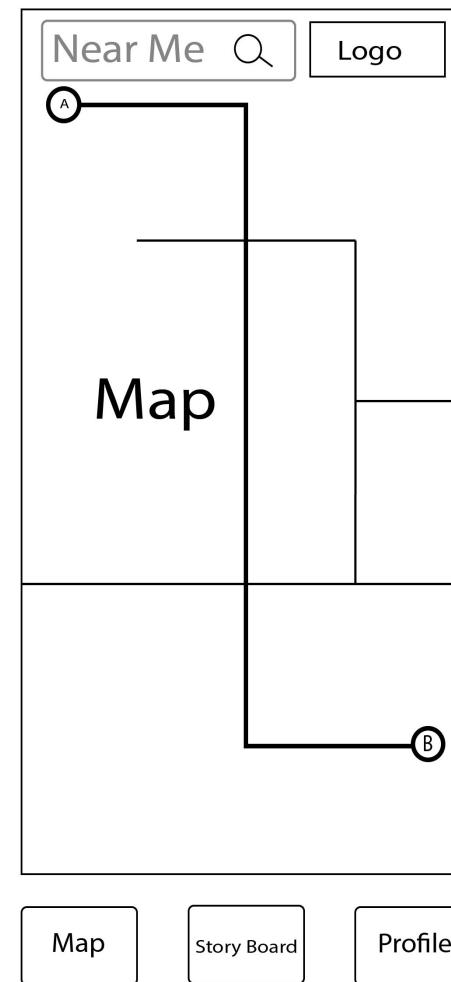
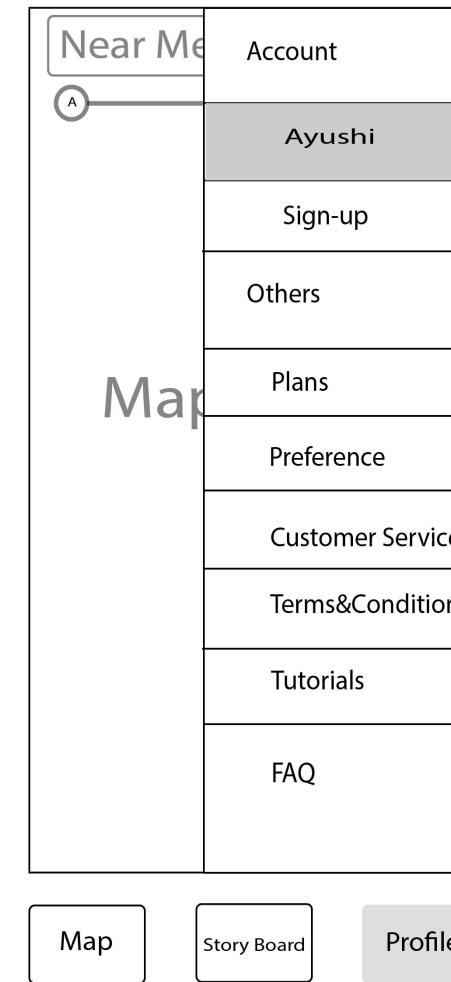
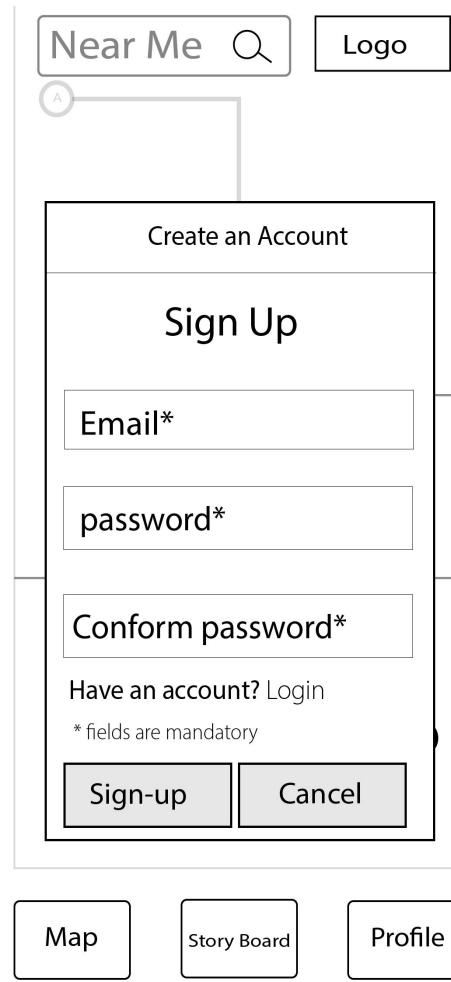
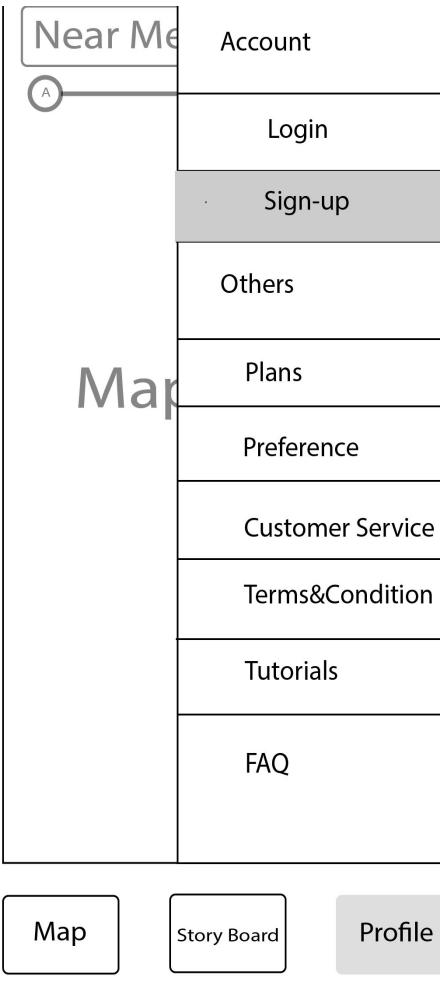
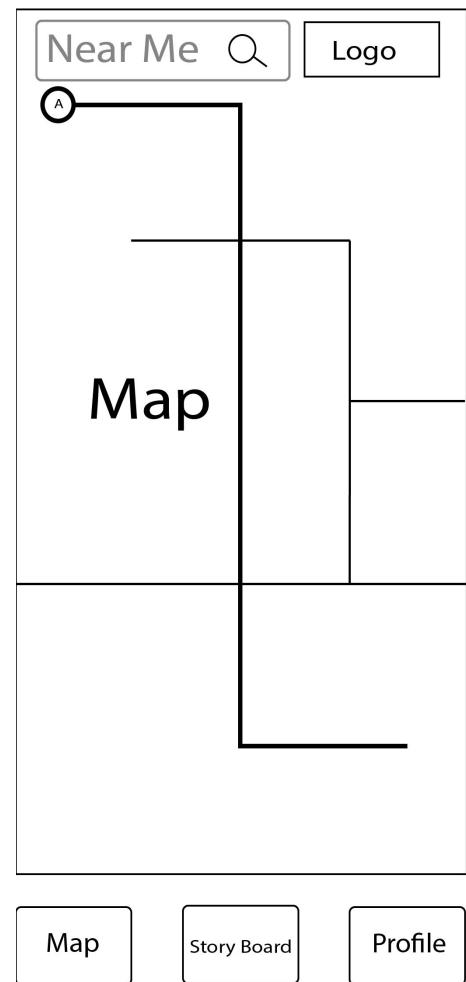
ecycle



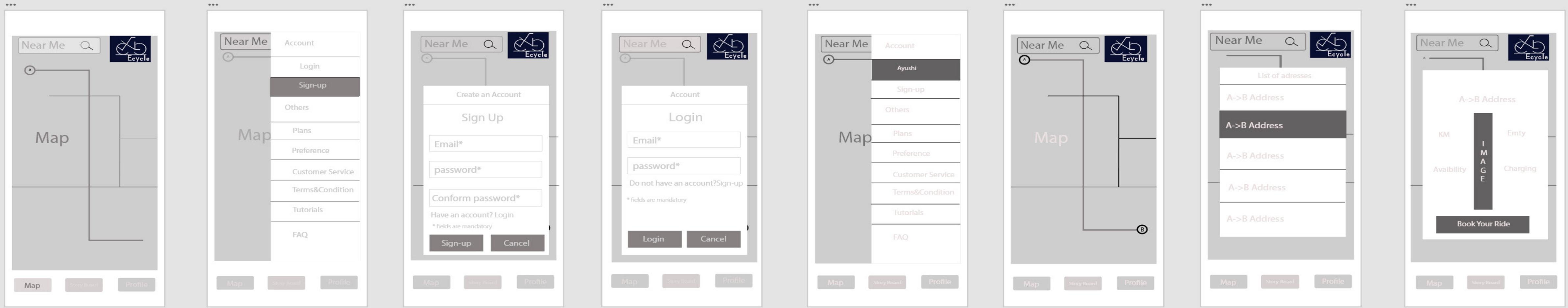
Ecycle



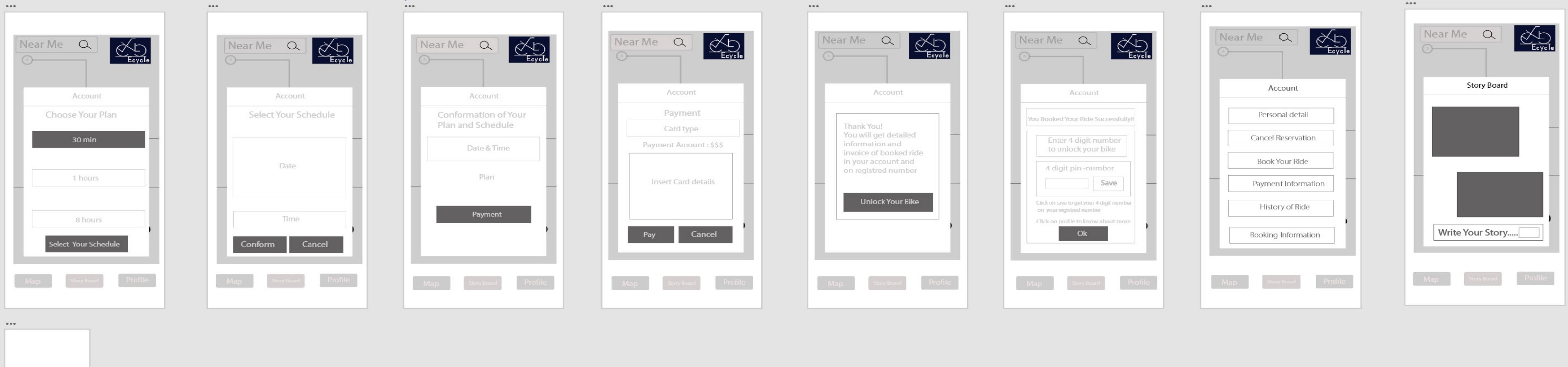
Wireframe Sketches



Low-Fidelity Wireframes

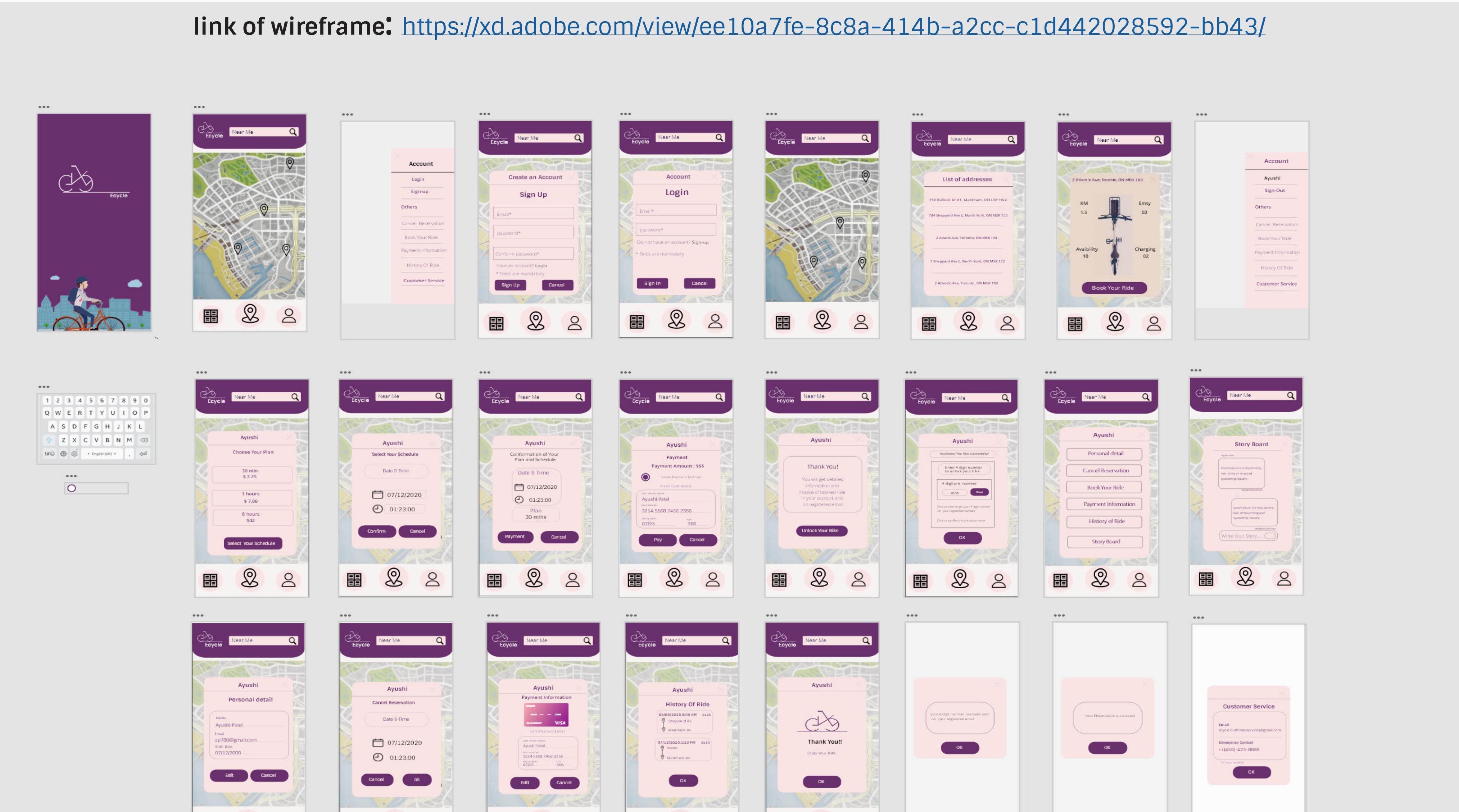


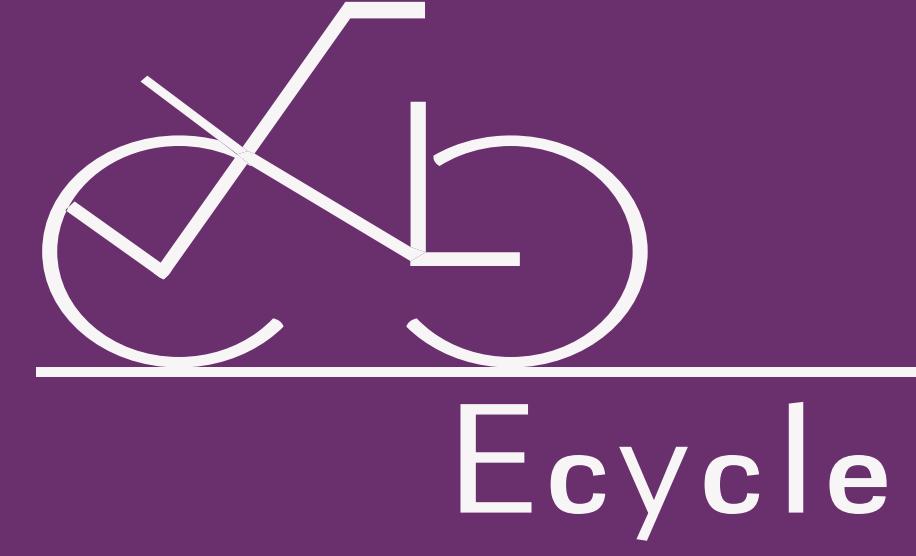
link of wireframe: <https://xd.adobe.com/view/f06daa14-3e92-473d-8dec-a2e3c7f1fa4a-a53e/>



High-Fidelity Wireframes

link of wireframe: <https://xd.adobe.com/view/ee10a7fe-8c8a-414b-a2cc-c1d442028592-bb43/>





Name:Ayushiben_Patel

