**First year Internship 2022**

15 July 2022

Research Assignment – Explore E-Bike websites, see pros and cons to construct our own E-Bike webpage.

**Websites used as Reference**

* <https://www.joyebike.com/wolfplus/>

Pros

1. Simple colour scheme feels welcoming to the eyes.
2. Image positioning is done to have asymmetry which feels good to browse through and is engaging.
3. Combination of images and videos along with text is informative

Cons

1. All the information is clustered together in one page which makes one lose interest in reading all the information.
2. The Opening video on the screen is long and gives very little information on the company as well as the bike which is disengaging.
3. The menu covers the whole screen which hinders the view of the home page.

* <https://heroelectric.in/>

Pros

1. The introduction of the company is brief and simple.
2. Only the image of the bikes and Brief stats are displayed on the home page and one can view detailed information by clicking on the desired vehicle’s image.
3. The menus are short and do not cover the whole screen which is pleasing.

Cons

1. The colour scheme is not as soothing as some of the other sites.
2. The ‘Latest updates’ and ‘Latest videos’ Links cycle too fast for reading.

* <https://www.yulu.bike/>

Pros

1. The colour scheme is very welcoming.
2. The information is brief and informative.
3. The customer feedback section gives a sense of trust to the user about the company.
4. The menus are user friendly and informative.
5. The Products menu shows a brief design of the products without covering much of the screen.

* <https://www.bounceshare.com/>

Pros

1. Introduction is informative and welcoming
2. The X-ray like image of the bike is unique and interesting to look at.

Cons

1. The contrast between the colours varies too much.
2. There is no menu for easy access of product details, related websites etc.

* <https://www.atherenergy.com/>

Pros

1. The colour scheme is simple and doesn’t hurt the eyes.
2. As we scroll down, the small image of the bike enlarges slowly which is engaging.
3. Menu buttons provide easy access to each section without the need to scroll.
4. The site offers to view different colours of the same bike without opening a different image which is very user friendly.
5. The site is informative about the product while also being brief.

* <https://mantraebike.com/>

Pros

1. The drop-down menus are user friendly.

Cons

1. The colour scheme is too contrasting.
2. The information on the bikes is clustered into a single webpage which is boring to read through.

* <https://okinawascooters.com/>

Pros

1. The menus are user friendly.
2. It is easy to cycle between the different designs of bikes.
3. A video showcasing the bike in action is informative.

Cons

1. The site clusters a lot of information in a single webpage which is disengaging for the users.
2. The colour scheme is less welcoming.

* <https://www.bgauss.com/>

Pros

1. The home page is brief with a few designs of the bikes.
2. The products menu shows small designs of the bikes which is engaging for the users.

Cons

1. Menus on the site are not drop-down menus and rather are links to another webpage related to the menu clicked.
2. More than one highlighting colour which makes the site look less welcoming.

* <https://amperevehicles.com/>

Pros

1. The drop-down menus are small and simple hence user friendly.

Cons

1. The webpage offers very little information about the bikes instead of being brief.
2. The colours are too bright and feel hurtful for the eyes.

* <https://olaelectric.com/#>

Pros

1. The website is broken into sections which is user friendly.
2. The dark theme gives a pleasing aesthetic.
3. The information in each section is simple and brief.

Cons

1. Access to the menu is only at the top of the webpage and one needs to scroll all the way back to the first section to access it instead of having access at each section.

* <https://www.niu.com/en>

Pros

1. The Niu Inspire section gives a sense of accomplishment towards saving the environment.
2. The colour scheme is aesthetically pleasing.

Cons

1. There is almost no information on the specification of the bikes.

* <https://odysse.in/>

Pros

1. Menus are user friendly.
2. Information on general features of all bikes is brief and easy to understand.
3. Displaying the number of happy customers makes the users feel secure and comfortable.

Cons

1. The webpage cycles between the designs quickly which doesn’t give enough time to read the information about a particular design.

* <https://www.li.me/>

Pros

1. Aesthetics are pleasing.
2. Green colour symbolising growth is a nice touch for Environment friendly electric vehicles.
3. Instructions to use the app for the bikes are simple, brief and informative.

Cons

1. The menus don’t drop down for a friendlier user experience.