Háskólinn í Reykjavík

Greining og hönnun hugbúnaðar
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Problem Solving Assignment 2

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Haustönn

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Name of group	**Competitive Cyclists**	**People that cycle to school/work**.
Who **Background**	**Age:**16-35	**Age:**6-100
	Gender: All genders	**Gender:**All genders
	Education: Varying education	**Education:** Varying education
	Abilities/Disabilities: In very good shape and should have no disabilities that affect the performance of the app.	**Abilities/Disabilities:** Elderly people might have some trouble seeing the suggested route or navigate the app. Younger children might also might not trust themselves to cross streets frequently so maybe implement a kid friendly route with as few streets as possible.
	Computer skills: Decent to good on average	**Computer skills:** Very poor to good
	Number: 100	**Number:** 10.000
Why **Main Goals**	Training for a competition, staying in shape or keeping track of tracks they've cycled.	Get to and back from work, try to not use cars, get a little bit of exercise daily, count the distance they've cycled or build a habit.
What **Equipment**	They will most likely keep track using a phone or a sport watch. The internet connection will fluctuate frequently since they could go to obscure places with bad to no internet connection.	They will most likely use a phone and have decent internet connection throughout the whole trip.
Where Environment	This app will be used everywhere. While cycling they could go into the middle of nowhere or just stay in town.	This app will be used exclusively in town to get between places.
When **Usage of System**	**How often:** 6 times per week	**How often:** 5 times per week
	For how long each time: 1-2 hours	**For how long each time:** 15-20 min
	Skills: Expert users	**Skills:** Novice or intermediate users
How **Important**	Majority of the time spent on this app will be from competitive cyclists, most of the users will be casual cyclists. People who cycle to and from school/work very rarely use an app to do so, they only need directions. So the focus from those 2 groups should be the competitive cyclists. Frequently the equipment the pros use, the general public often start using as well.	

Project description

The purpose of this project is to identify the needs of a broad spectrum of cyclists. I found the easiest way to do this is to take the extreme in both casual and competitive users. The 2 user groups I selected are competitive cyclists and people who cycle to work/school. If we create a good UX for those 2 groups we should have a good foundation for every other type of user.

UX Goals for Competitive Cyclists

Since competitive cyclists are the group that will use the app most frequently, I have chosen them as a user group. These cyclists demand a wide range of features to meet their needs. One of their key motivations is the pursuit of self-actualization, constantly striving to improve their self-esteem through daily progress. A motivational system, such as personalized notifications, could greatly support this aspect.

While cycling, these users may seek different experiences, such as discovering new routes, enjoying beautiful scenery, or achieving a sense of euphoria during or after their rides. Finding a way to highlight or capture these moments would greatly enhance their experience. Additionally, a congratulatory feature could provide a sense of completion after each ride, reinforcing their achievements. Offering an overview of their cycling history and progress would further help them physically thrive and effectively prepare for competition.

UX Goals for People That Cycle To Work/School

People who cycle to work or school are often motivated by a desire to be physically thriving, without the need for competitiveness in this context. For these users, a daily reminder to cycle and establish a consistent habit can boost their sense of self-esteem and pride. Implementing a congratulatory feature after each ride can also foster a sense of joy and encourage them to continue cycling and engaging with the app.

Summary

In designing an app that caters to the diverse needs of cyclists, we must consider both competitive cyclists and those who cycle for daily commutes to work or school. Competitive cyclists, aged between 16 and 35, tend to have better computer skills and require robust features that support their training, track their progress, and provide motivational feedback to enhance their experience. On the other hand, cyclists who commute vary widely in age and ability, from children to the elderly, and may need more straightforward, user-friendly features that promote safety and habit-building without overwhelming complexity. By focusing on these two contrasting groups—expert and casual cyclists—we create a balanced UX foundation that can be adapted to accommodate any other type of user. The goal is to make the app valuable for both groups: engaging enough for professionals while being accessible and practical for daily commuters. Ultimately, a successful design will not only serve the needs of these groups but also inspire broader adoption among all types of cyclists.