



Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

Purpose or Main Intent

A web and mobile application that helps vintage motorcycle enthusiasts find motorcycles listed for sale / trade.

Description of Intended Audience

Motorcycle enthusiasts looking for vintage motorcycles to sell / trade. Age group leans primarily male 25-60 years old. As vintage motorcycles can be especially rare, target audience will travel for a valuable find. As a result, it must support both mobile and desktop experiences.

Core Functionality

Allow users to access to a listing of motorcycles for sale / trade. Must support filtering functionality to let users refine results. Will also allow user to create a "garage" of saved items and share finds via social media and email.

Feature Set

- Search for motorcycles.
- Filter search results by the following filters:
 - Manufacturer
 - Model
 - Year
 - Price
 - Displacement (CC)
- View Detail of listed motorcycles (including images).
- Library of saved items (Garage).
- User Login / Forgot Password / User Sign Up.

Nice to Have

- Filter by location (local / national and by mile radius) and motorcycle condition (junk, poor, good, excellent).
- Email to friend / share on social networks.
- Ability to view video posted by seller.

Primary Persona

Gary McQueen



“An application that works simply but not too *“dumbed down”* is ideal. It needs to let me filter by criteria that makes sense so I can narrow my results effectively...”

Gary is an Interaction Designer by trade and an avid vintage motorcycle enthusiast. He likes to buy “*Junkers*” and restore them in to Café Racers. He enjoys working with his hands and finds the process of restoring vintage bikes therapeutic. He is very tech savvy & has no major issues using solutions like eBay or Cycle Trader. His only complaint is that the sites do not cater to vintage specific needs and finds the filtering mechanisms / sharing functions lacking. Has also stated that a mobile application / version of the web service would be a good selling point as he does a lot of searching on his phone and tablet devices.

Characteristics	Influencers	Pain Points
Age: 36 Education: College / Masters Job Title: Interactive Director Tech Familiarity: High Tech Usage: Daily Platform: OSX Lion / Macbook Air, iPhone and iPad	<ul style="list-style-type: none"> • A vintage motorcycle specific service. • A simple but not “dumbed down” experience. • A way to filter search results based on vintage motorcycle criteria. • Mobile component to site so he can check on listings during breaks in his day. • Better social networking functionality • Compile a list of saved items via a library. 	<ul style="list-style-type: none"> • Lack of mobile version of site. • Incomplete information on item. • Irrelevant content filters. • Lack of sharing functionality.



Primary Persona (continued)

Gary McQueen



“An application that works simply but not too *“dumbed down”* is ideal. It needs to let me filter by criteria that makes sense so I can narrow my results effectively...”

Workflow Scenarios

Primary Goal

Finding a motorcycle

Gary opens Chrome on his laptop and clicks on a saved bookmarks (eBay & Cycle Trader). If not on his laptop, he will login to the mobile versions of the sites. He logs in and runs a basic search to see what's available. Typical search parameters vary based on what he may be looking for. Once the results are brought up, he quickly scans the thumbnail image along with the main item title. If nothing catches his attention, he refines his results along a variety of parameters (Manufacturer / Model / Year). Distance is a nice to have feature but not a requirement. Once Gary has found an item he is interested in, he now clicks on either the thumbnail or the title (ex: Triumph Bonneville).

Secondary Goal

Viewing / Sharing a motorcycle

Once he accesses this screen, he scans the detail information on the motorcycle (manufacturer, year, condition). He also views pictures the seller may have uploaded to get a better idea of the condition. If he is interested, he would like to contact the seller through email or via a site messaging system. If its something a friend might be interested in, he would like to share via email or social media channels (primarily Twitter & Instagram).

Secondary Persona

John Greybeard



“I need it to work real simple like. I hate hard to use technology. Just want to get in, find what I need and get out...”

John is a digital convert; that is he accepted computers because it facilitates certain tasks. He prefers simplicity to a complicated digital experience. He’s currently using eBay and Cycle Trader to track down hard to find vintage motorcycles but hates how complicated it has become in terms of finding results. John would like a simple and efficient way to find rare motorcycles. He would like to see images and relevant information of the motorcycle along with a way to contact the seller if he has any questions. He generally looks for items within 50 miles but is not beyond driving 500+ miles for a rare find.

Characteristics	Influencers	Pain Points
Age: 63 Education: Trade School Job Title: Owns Vintage Motorcycle Repair Shop. Sells vintage motorcycles as side income. Tech Familiarity: Basic Tech Usage: Daily Platform: Windows 8 / Asus Netbook	<ul style="list-style-type: none"> • A simple way to find vintage motorcycles. • A way to filter results by distance. • A way to view information / images of a motorcycle. • A way to contact seller. 	<ul style="list-style-type: none"> • Overcomplicated workflow. • Incomplete information on item. • Complicated sign up form. • Having to login every time he visits site. • Does not want to have to purchase item though site.



Secondary Persona (continued)

John Greybeard



"I need it to work real simple like. I hate hard to use technology. Just want to get in, find what I need and get out..."

Workflow Scenarios

Primary Goal

Finding a Motorcycle

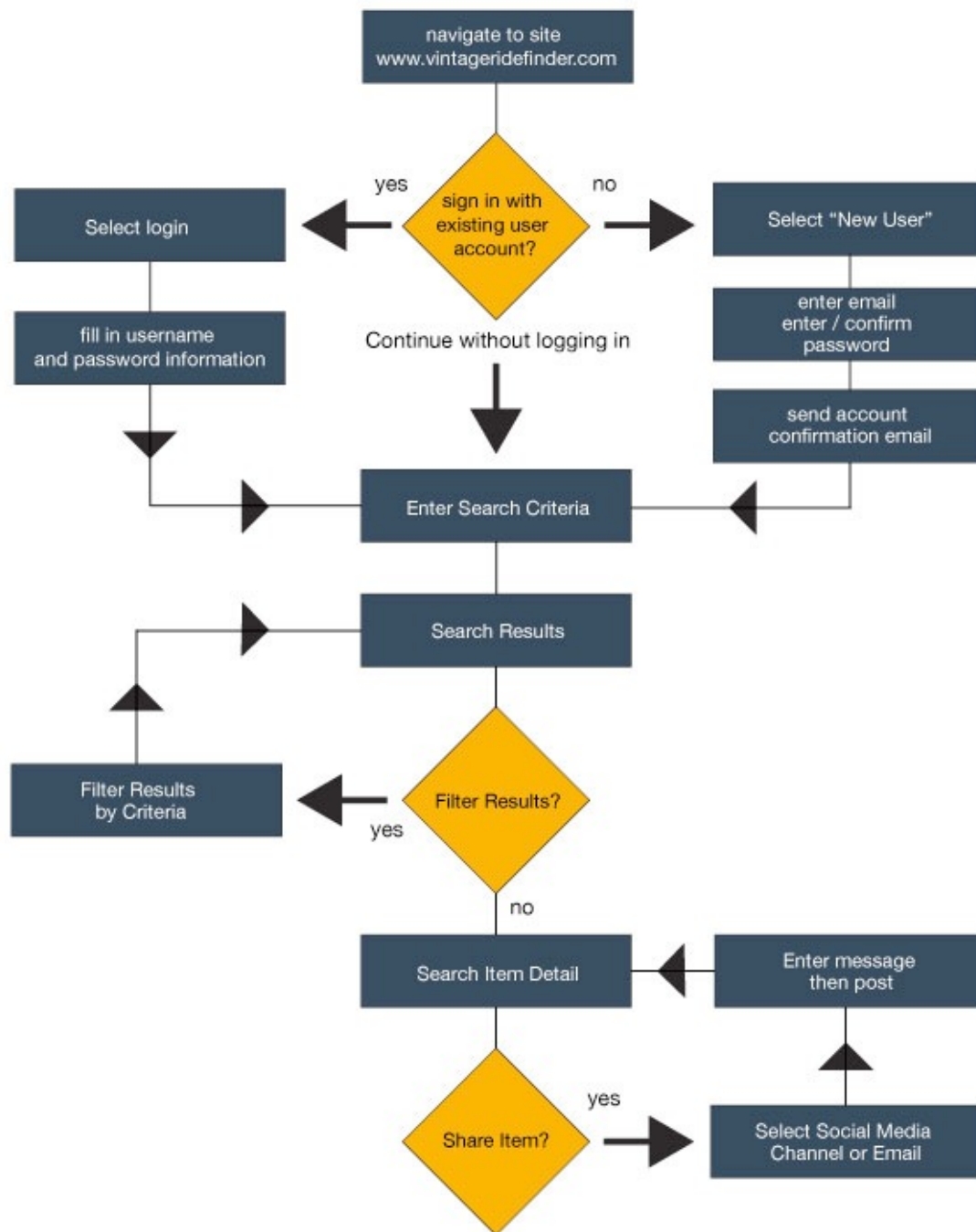
John opens a browser on his netbook and clicks one of his saved bookmarks (eBay & Cycle Trader). He logs in and goes to the advanced search section of the site. He generally knows what he is looking for and prefers to find motorcycles for sale within a certain distance. Once the results are brought up, he quickly scans the thumbnail image along with the main item title. If he refines his results, it will be along distance (expand search area) or manufacturer. Filtering by distance is important to him because he usually drives to pick up his latest "find". Once John has found an item he is interested in, he now clicks on either the thumbnail or the title (ex: Triumph Bonneville).

Secondary Goal

Viewing a motorcycle

Once he accesses this screen, he wants to get vital information on the motorcycle (manufacturer, year, displacement, condition, price etc). He also wants to view pictures the seller may have uploaded to get a better idea of what condition the motorcycle is in. He mentioned he likes how Cycle Trader gives users the option to view uploaded videos of the item as the sound an engine can be an indicator of engine issues. If he is interested, he would like to contact the seller, preferably through a one click "email seller" function. John doesn't use social media so this kind of integration is not important to him. He did specify that he would like to have a save item option that would let him save motorcycles he finds as he usually searches for a few at a time.

Use Case Diagram





Heuristics Evaluation Sheet

A method for conducting quick and easy, low cost evaluations of user interface designs. Pick a similar service and evaluate its design.

Heuristic	Cycle Trader
Visibility of status Does the app keep users informed about what is going on, through appropriate feedback?	Yes. Application uses a progress indicator to let user know results are being retrieved. Website uses signage via the navigation element to let user know where they are within site framework.
User control & freedom Users often choose app functions by mistake and will need a clearly marked "emergency exit." Does the app contain safe exploration features? (back, cancel, undo)	Yes. The app contained clearly defined controls that informed me of their effects on the application. On the mobile site, instances where I accidentally hit a function by mistake, there was a clearly labeled "back" button that would help me return to the previous screen. Desktop site contained clearly defined navigation controls. Site also contained a breadcrumb trail that made it easy to navigate. Spatial Memory & Changes in Midstream were reflected.
Error prevention Does the app eliminate error-prone conditions and present users with a confirmation option?	Most of the steps needed to complete the activity worked as I expected without any major hang-ups in the process. Processes that required a confirmation presented a clearly worded confirmation window in order to cut down on mistakes. Forms on desktop site had inline validation to inform users of successful or incorrect inputs
Consistency & Standards Users should not have to wonder whether different words, situations, or actions mean the same thing.	Mobile site uses mobile design patterns in order to encourage habituation. All interactive controls have the same affordances found in other mobile sites. Developer used color for certain controls to indicate mapping (red delete buttons / green save buttons etc.). Desktop site leveraged design patterns found in similar websites to encourage familiarity.
Recognition rather than recall Minimize the user's memory load by making objects, actions, and options visible.	Yes. Both sites maintain spatial memory with controls, do not shift around or are not placed in easily overlooked areas. Mobile site leverages typical conventions in order to ensure intuitiveness. Website uses standard navigation elements that are recognized by the majority of site users. Content filters on the website and application are lacking and need to be improved to reflect use cases.
Flexibility & efficiency of use Reduce the number of steps required by anticipating user needs and enabling customization.	Overall well executed except for the aforementioned content filters. Both the mobile and desktop websites could incorporate better filters that let users narrow down search results. Basic filters such as number of results, motorcycle models and so forth were missing. These filters would dramatically increase the ability for users to find what they are looking for.
Aesthetics & screen design Screens should not contain information / functionality which is irrelevant.	Overall the aesthetics of the service were on par with other similar services. They are using the skeuomorphic feel evident in older iOS devices which makes it look a tad bit dated now that iOS 7 is out. Overall the aesthetics work to reflect the company in a professional light and encourage trust with the user base.
Help users recognize, diagnose, & recover from errors Error messages should be expressed in plain language, indicating the problem and solution	Error messages encountered were primarily reflected via error prompts in any forms the user had to fill out. They also used input hints and prompts to inform the user of the correct value needed for the form input. 404 error pages reflected all the UI elements of the site to help user get back on track with task.