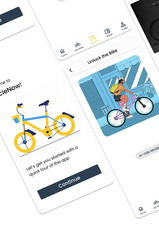
CycleNow

Case Study Cycle Now

Bike Rental App 2024



Duration: 4 weeks

Role: UI/UX Designer

1. Project Overview

CycleNow is a mobile app designed to provide urban commuters and tourists with easy access to rental bicycles. The app allows users to quickly find, unlock, and pay for bikes using their smartphones. With a focus on convenience and simplicity, CycleNow aims to promote eco-friendly transportation by offering a hassle-free bike-sharing experience.

2. The Problem

CycleNow aimed to address key challenges:

- Difficult bike discovery: Users struggled to locate nearby bikes quickly.
- Complex payment process: Users wanted a simpler, more secure way to pay for rentals.
- Unclear bike availability: Users needed real-time updates on bike availability and easier booking options.

The goal of **CycleNow** was to offer a simple, fast, and user-friendly bike rental solution.

3. Competitor Analysis

I analyzed existing bike rental apps such as Lime and Ofo to understand their strengths and weaknesses. The analysis revealed opportunities to improve on:

- Simplifying the search process for nearby bikes.
- Enhancing the payment experience by minimizing steps.
- Improving the user interface to make navigation easier.

4. Target Audience

1. Commuters

People who need a quick, hassle-free way to travel short distances in urban environments. Looking for affordable and accessible transportation options.

2. Tourists

Visitors exploring new cities who want an easy and flexible way to get around without relying on traditional transport options. Looking for a user-friendly app to rent bikes on the go.

3. Students

College and university students who prefer cost-effective and sustainable transportation options within campuses and nearby areas.

4. Fitness Enthusiasts

Individuals who want to combine exercise with commuting, using cycling as part of their fitness routine.

5. Design Process

Research & Define

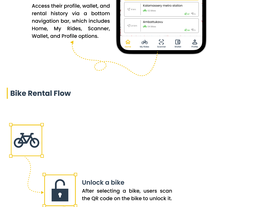
Based on the research, I outlined the primary design goals:

- **Seamless user experience:** Focus on reducing the number of steps from opening the app to renting a bike.
- **Easy-to-use interface:** Prioritize a clean, simple UI with a focus on usability.
- **Reliable booking system:** Ensure real-time availability and reservation features.

Wireframing

I created low-fidelity wireframes in Figma, focusing on the core functionalities:

- **Home Screen:** Displays nearby bikes and rental stations, with a map for easy location.
- **Bike Details:** Provides rental rates, bike conditions, and availability.
- **Rental Process:** A simple flow for unlocking and returning bikes.
- **Payment Options:** Integrated wallet, credit/debit card, and digital payment options.



Prototyping

High-fidelity prototypes were then designed, incorporating the following:

- **Interactive map:** Allows users to see bikes available in real-time.
- **One-tap rental:** Simplified the rental process to just a few taps.
- **Payment integration:** Users could save their preferred payment methods for faster checkouts.

6. Design & Development

Home Screen

Quickly locate available bikes.

Filter bikes by station or area.

Access their profile, wallet, and rental history via a bottom navigation bar, which includes Home, My Rides, Scanner, Wallet, and Profile options.

Bike Rental Flow

Unlock a bike
After selecting a bike, users scan the QR code on the bike to unlock it.

End the ride
The ride can be ended by locking the bike at any station, and users receive a summary of the ride and charges.

Payment Integration

The app supports a wide range of payment options, including credit/debit cards, wallets like Paytm, and contactless payments through Google Pay. I made sure that users could store their payment preferences to reduce friction during future rentals.

7. Typography & Color Theory

Typography

I used one font family just to keep it minimal and user friendly

Poppins

Regular
Medium
SemiBold

Aa
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Color Theory

Primary	Secondary	Text	
#2C3E50	#F1C40F	#000000	#F5F5F5

8. Testing

I conducted usability testing with a small group of potential users, including commuters and tourists. The testing focused on ease of use, speed of rental, and satisfaction with the payment process.

- **Feedback on the map:** Some users requested clearer bike icons on the map, so I improved the visibility and size of bike markers.
- **Streamlining payment:** I added more visible prompts for saved payment options based on user suggestions.
- **Performance:** Some users reported lag when loading nearby bike information, which led to further optimization of the app's data handling.

9. Final Outcome

The final version of CycleNow offered a smooth, efficient bike rental experience:

- **Improved bike discovery:** Users could find available bikes within seconds using the real-time map.
- **Fast, easy rentals:** The streamlined rental flow reduced the time needed to rent a bike by eliminating unnecessary steps.
- **Secure payments:** Users enjoyed the flexibility of multiple payment methods and saved preferences, resulting in faster checkout.

CycleNow received positive feedback from testers and stakeholders for its user-friendly interface and the seamless bike rental experience.

10. Conclusion

Designing CycleNow was a rewarding experience that allowed me to solve practical problems faced by urban commuters and tourists. By focusing on the user's needs and prioritizing simplicity, I was able to create a functional, engaging app that makes bike rentals easier and more accessible. This project reinforced my belief in the importance of user-centered design, and I look forward to applying these principles in future projects.