FindRack

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The Problem

- Bike riders of Boston are forced to ride on narrow, winding streets, and often arrive late to their destination.
- The bike racks are often full by the time they arrive, forcing a desperate search for an alternative spot.
- This hunt for a bike rack takes precious time, and often results in the cyclist being late for work or class.

Target Users

- 18-29
- College students
- Young professionals
- Bike riders

Tasks

1. Find a nearby bike rack and view the map for that rack.
2. Search for a bike rack near "300 Huntington Ave." and look through the pictures for that rack.
3. Favorite any bike rack and then look at your favorites list.

Demonstration

Evaluation - Paper Prototype

- Hard to discern what was clickable and not clickable.
- Tasks were straightforward and could be completed efficiently.

Heuristic Evaluation

- It was not obvious that the different racks were clickable.
- We should have had a dialog box pop up when a user clicked the options button.
- Text in the search field did not repopulate if you clicked away from it.

Evaluation - User Testing

- Still not completely obvious that the different racks are clickable.
- A button to go to the favorites from any screen would be very helpful.

Thank You!

Questions?