

# City Cycles User Interview

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## INTRODUCTION

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### Setting the Stage

Please take a look at the [City Cycles](#) website and spend 2-3 minutes reviewing the site. Imagine you are a potential City Cycles customer who might want to book a reservation through this site.

### The Interview

1. Thank you for taking the time to chat with me today! I'm a UX professional who works with companies to make sure customers like you have positive experiences with them. So today, I'd like to ask you some questions about your experiences with City Cycles. But first, I want you to know **there's nothing you can say or do that is wrong here**. Everything you say, feel, think is totally valid and actually very helpful to me. Do you have any questions before we get started?

**answer:** *No questions.*

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## DEMOGRAPHICS

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**Ask a few questions that help you learn about your user as a person and their motivations and background. This may help you discover which persona they are.**

1. How long have you been biking for?

**Answer:** *I started to learn how to ride a bike when I was 7 or 8 but not I was not an active biker, it was more of a leisure thing. Especially during the summer time with friends or family, we'd bike around for a few miles. I've never done competitions, treks or extreme mountain biking, just in the streets or through a park. But there was that time in Chile where I rode a bike through a valley.*

2. So would you say you would explore an area while on vacation?

**Answer:** Yes.

3. How often do you bike? What does a typical biking day look like for you?

**Answer:** *Not as often as I should. If I would bike it would be riding bike trails through the park.*

4. What motivates you to rent a bicycle?

**Answer:** *Styles of bikes, and the environment and the area I'm currently in.*

5. Would you ride a bike where you live right now?

**Answer:** Yes

6. What's stopping you from doing that?

**Answer:** *Going to the store and buying a bike.*

7. If there was a local bike rental place would you rent from them?

**Answer:** *I'd sooner buy a bike because rental places are for if I'm very far from home. If I'm touring a certain area I'm in, not if I'm near home. If I really wanted to ride a bike near my home I'd go and buy a bike.*

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## CORE QUESTIONS

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**These questions help to get to the heart of the issue. Questions about parts of the product and its pain points and problems.**

1. When was the last time you used a website to make a reservation? And what did it look like?

**Answer:** *Earlier this year for a flight and hotel. It had tabs and was easy to navigate, once you found your flight you just filled out your personal info and that was it. It was easy.*

2. What is your usual routine to make a reservation for a product or service (like a restaurant or an event)?

**Answer:** *I'd look them up on yelp, then when I chose a place I'd call to make a reservation, if it's for a restaurant.*

3. Describe a time when the reservation process for a product or service did not go as planned.

**Answer:** *The rental car, I received the wrong type of vehicle that was originally reserved.*

4. If you were to make a reservation using the City Cycles website, what do you think that experience would be like?

**Answer:** *OK I guess, it's different when you book something online than when you book something in the shop. It depends how their customer service is. You can have a nice website but awful people working for you. I think it would be good, it seems easy enough to call and make a reservation if the employees are good. Otherwise you can't depend on the website to do anything then just tell you the phone number and where the shop is located.*

5. What are your expectations in a bike rental company?

**Answer:** *That the bikes are well-maintained and I don't get a messed up bike. There's good overall maintenance and it would be cool to have roadside assistance if something breaks.*

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## CLOSING AND THANK YOUS

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1. If you had a magic wand that could literally do anything, what might you change

about the City Cycles website?

**Answer:** *The background photo made it hard to read the info on the website.*

2. Let's say you go to the City Cycles site tomorrow and you notice a change that delights you, what might that be?

**Answer:** *If they did tours or day trips that would be cool.*

3. Thank you again for your time - this has been so useful for me! Would you like to participate in future interviews or tests to help make City Cycles even better?

**Answer:** *Sure*