UX Research Case Study

This is a case study analysis I've completed for a professional User Experience (UX) research project.

THE CUSTOMER

City Cycles is a local bike shop located in downtown Riverside. Their staff is highly experienced and passionate about bike riding and their main business is bike rentals for locals and tourists.

THE PROBLEM(S)

City Cycles customers are calling or coming into to the shop directly to confirm a reservation instead of doing so online. As a result this has become an inefficient way of doing business for them as it takes away time from their shop employees and has slowed and decreased their bike rental sales.

The City Cycles Website

City Cycles needed my help evaluating the UX of their existing website:

The UX Research Process

In order to help find potential solutions to these problems for City Cycles and their users, I performed the following types of UX research and data collection:

UX RESEARCH METHODS

Interviewed users, reviewed analytics data, generated a survey and performed competitive and SWOT analysis.

QUALITATIVE DATA

Created a Journey map, empathy map, conducted a user interview, created a user persona and an empathy map.

QUANTITATIVE DATA

Reviewed website analytics data and heat mapping results.

The UX Research Process

Throughout the UX research process for City Cycles, I faced some challenges and obstacles. Luckily, I was able to use problem-solving skills to overcome any setbacks along the way and continue working towards ideas and solutions.

CHALLENGES AND OBSTACLES

The biggest challenge I faced while conducting UX research was collecting data to focus specifically on why their online reservations have steadily and drastically declined over the past year.

PROBLEM-SOLVING

I was able to overcome these challenges and obstacles by reviewing their website analytics and interviewing their users directly. It was clear after journey mapping how difficult it was making a reservation through the website and all the data confirmed it.

The Results

KEY FINDINGS AND RESULTS

After performing research, collecting data, and analyzing the results, this is what I found: Users are very frustrated, bothered and confused by the reservation process on the website thus affecting the rental sales of the bikes.
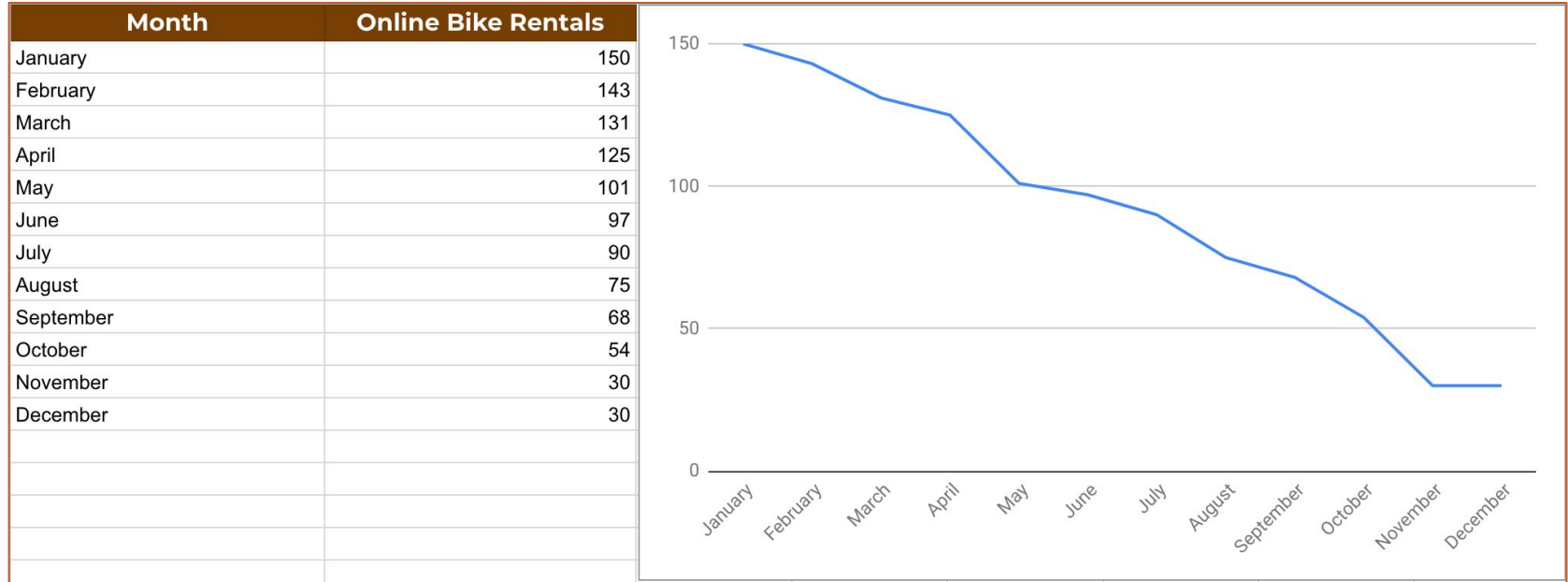
TAKEAWAYS AND DISCOVERIES

The most interesting takeaway or discovery from the City Cycles UX research process was that a poorly designed reservation process can affect sales dramatically and that overall unsatisfactory experience will result in customers not returning.

LEARNINGS

As a result of conducting this UX research, I learned that user interviews are essential in cutting to the core of an issue. They are truly valuable and a wonderful resource to have access to. They give you direct understanding and empathy with the actual user of your product, it eliminates a lot of guessing and assumptions about your user and helps you further understand how your customers use your product within their world.

UX Data Visualization: Line Chart

Month	Online Bike Rentals
January	150
February	143
March	131
April	125
May	101
June	97
July	90
August	75
September	68
October	54
November	30
December	30

The key takeaway from this data is: Online reservations for bike rentals have been steadily decreasing since the beginning of the year.

UX Data Visualization: User Persona

City Cycles

UX User Persona

Name: Bisey Cleta

Location: Riverside

Age: 25 years old

Job: Student, Waitress, AirBNB host

Interests: Outdoor activities, vegan foods, urban architecture

Quote: "There's nothing like the wind in your hair on a sunny day."

Frustrations: It takes too long to commute to work with the traffic and all the construction going on in the city.

Goals: Reduce carbon footprint, get to work in a timely fashion, explore downtown area more.

How City Cycle Can Help: Provide a fast and easy way to reserve a bike through the website so she can grab a bike on her way to work or to ride around town if she pleases. Possibly provide other services such as guided bike tours that are themed to our customers interests such as vegan restaurant tastings.
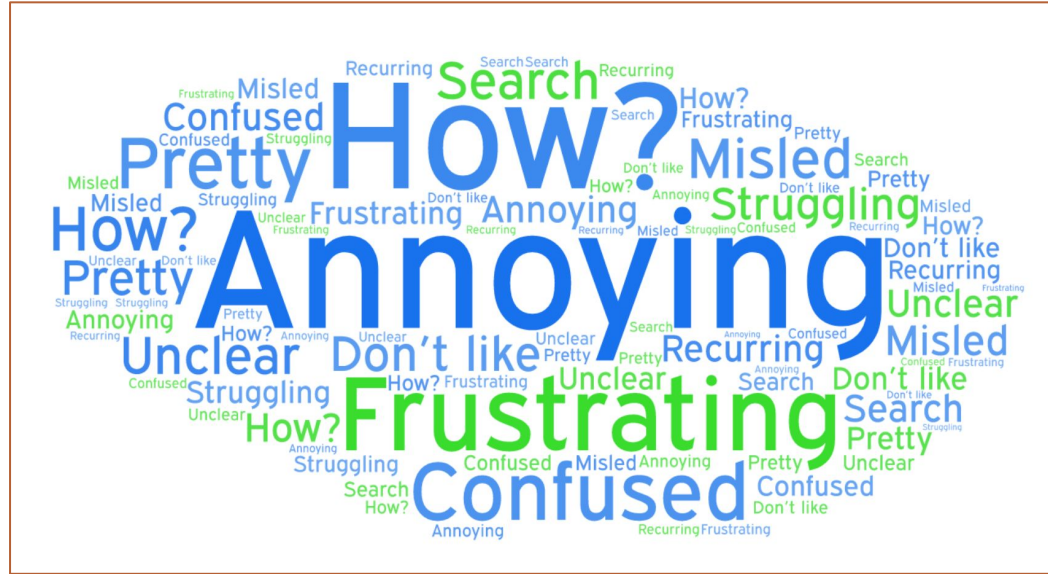
The key takeaway from this data is: Making the online reservation service easy, flexible and convenient to use is key in keeping the users happy as it coincides with their lifestyle.

UX Data Visualization: Word Cloud

The most common words and feelings mentioned by City Cycles users while making online reservations:

Frustrating	10 users
Annoying	20 users
Misled	1 user
Confused	7 users
How?	10 users
Unclear	2 users
Struggling	5 users
Search	1 user
Don't like	3 users
Pretty	5 users
Recurring	1 user

The key takeaway from this data is: A lot of negative words here. The users seem to find making online reservations through the website an unpleasant experience.

UX Recommendations

UX RECOMMENDATIONS

Based upon these results, I recommend the following:
Doing a simple update on the website putting the "Reserve a Bike" option front and center on the homepage so users don't have to search for it.
Make the reservation process no more than 3 simple steps so users can do it quickly and don't waste time waiting for a response from the business to confirm a reservation.

NEXT STEPS

Now that I've performed ideation on potential solutions for City Cycles and their users, the next step is to implement these changes and test them. This way we can see how their users react to these specific changes, either in a positive or negative way, and also see if sales improve as well based on these changes.