



CITY CYCLES UX PROJECT

Key Takeaways, UX Solutions & Proposed Next Steps

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AGENDA

1. INTRODUCTION
2. KEY TAKEAWAYS & SOLUTIONS
3. PROPOSED NEXT STEPS
4. CONCLUSION



INTRODUCTION

About this UX project: City Cycles wants to increase the number of users booking bicycle reservations through their existing website. Users currently prefer to book via phone or in-person. To solve user problems with the site, I conducted UX research to determine why users weren't booking online.

About me: I'm Natalie Kalaydjian and I was hired to help City Cycles improve their website's user experience.

User experience, or "UX" for short, is identifying efficiently any "problem areas" a product or service might have. UX includes researching the root of that problem, figuring out how to solve it, implementing those changes, testing it to see its success rate, then launching the redesign all to help increase productivity, sales and profit.

KEY TAKEAWAYS

Improving the User Experience of City Cycles' Website

Key Takeaway from UX Research: Users listed several pain points with the current City Cycles online reservation process. Key findings and takeaways from my UX research and data collection included:

- Users are very frustrated and confused by the reservation process on the website.
- They are leaving the site early without reserving a bike thus affecting the overall bike rental sales.

ASH'S STORY

Meet A Real City Cycles User

Meet Ash. Ash is a City Cycles user we interviewed. To help understand the problems users are currently facing when trying to rent bikes online. Let's look at Ash's story:

Ash needs to rent a bike because: he is interested in touring a certain area downtown by bike and does not have his personal bike with him as he is a tourist.

But it's hard for Ash to rent a bike online because: he cannot figure out how successfully do so online through the current design of the City Cycles website.

This makes Ash feel: extremely frustrated.



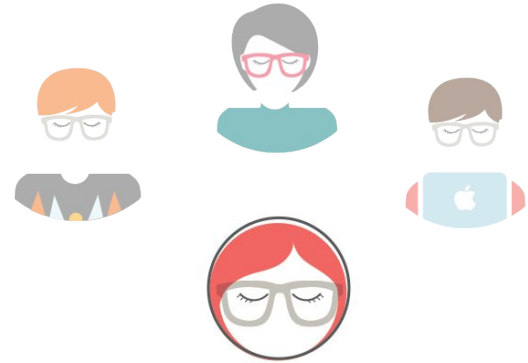
SOLUTIONS

1. **Based upon my UX research, I created the following prototype for an improved City Cycles online reservation process:** <https://invis.io/S3PZWEYN6QG>
2. **Here's what I changed:**
 - The navigation bar has been updated to include a “Bike Reservation” tab this way users can quickly and easily access the bike reservation page. This will resolve the users pain points of wandering through the website trying to find the correct page to make a reservation.
 - The “bike reservation” button on the homepage in the “about us” section is much clearer and bolder for the user to see, it is more accessible and encouraging to use now.
 - The reservation page now has options for paying directly on the website, selecting dates and times so the user can prepay if they wish to do so. This alleviates a lot of time from the user to spend in the store or on the phone with the employees at the store as well as the employees time fielding phone calls from the clients.
 - Additionally, there is now a confirmation page after a booking has been completed that contains pertinent information for the client.

PROPOSED NEXT STEPS

Based upon what I learned during user testing, I propose the following next step(s):

1. I would recommend launching the updated website.
2. In one months time I would run a test to track the website and see how the users are using the website in comparison to how they were using it before. Are many of them still leaving the reservation page without making a reservation? Are they still confused as to how to make a reservation using the website? Are they generally as frustrated as they were before using the site? Following up with the progress of the redesigned website to confirm all is running as expected based on our user testing is highly recommended.
3. Lastly, I would compare overall bike rental sales directly from the website and confirm there has been sales growth.



CONCLUSION

That concludes the City Cycles UX presentation!

Thank you for listening and for your time.

Do you have any questions?