

UX Case Study

Created by Natalie Kalaydjian for client: City Cycles



Introduction

As part of my Skillcrush UX class, I was tasked with improving the user experience of an existing bike rental company for a client named City Cycles. City Cycles is a local bike shop that provides bike rental services to the community and tourists.

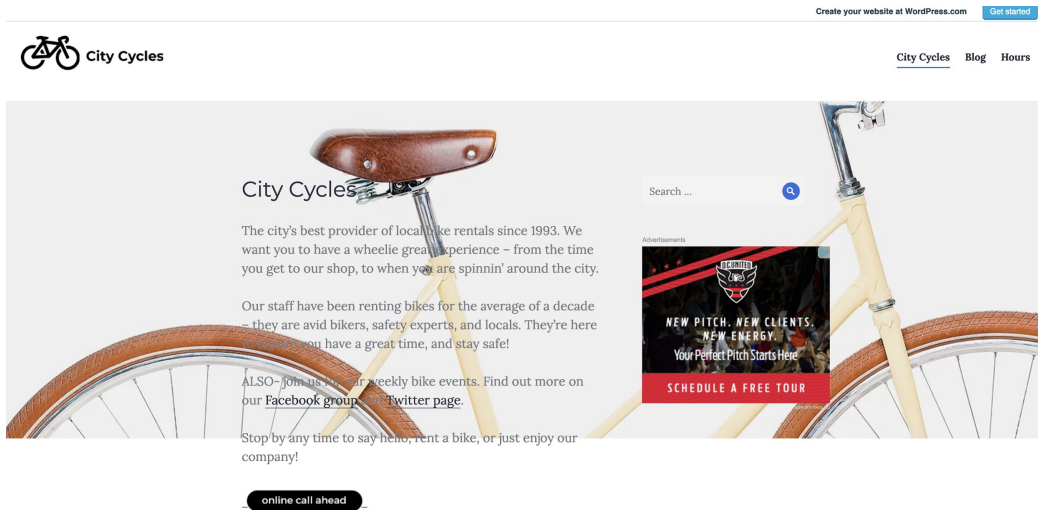
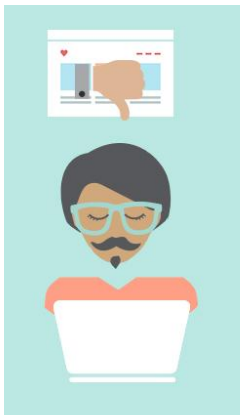
City Cycles discovered that their bike rental sales were dropping yearly and that their employees were spending a lot of time fielding phone calls from their website users trying to book a reservation for a bike.

I was hired to improve the websites UX design and functionality, making the reservation process easier and more convenient for City Cycles, with the goal of increasing their bike rental sales.

The Problem

The client's existing website looked like this:

Users were complaining that the site was "frustrating" to use and they felt "misled."



My UX Role in This Project

I was tasked with:

1. UX research and data collection identifying specific user pain points
2. Ideating solutions for the users' problem or pain points
3. Wireframing and prototyping website redesigns to resolve user issues
4. Performing usability tests with users and concluding results

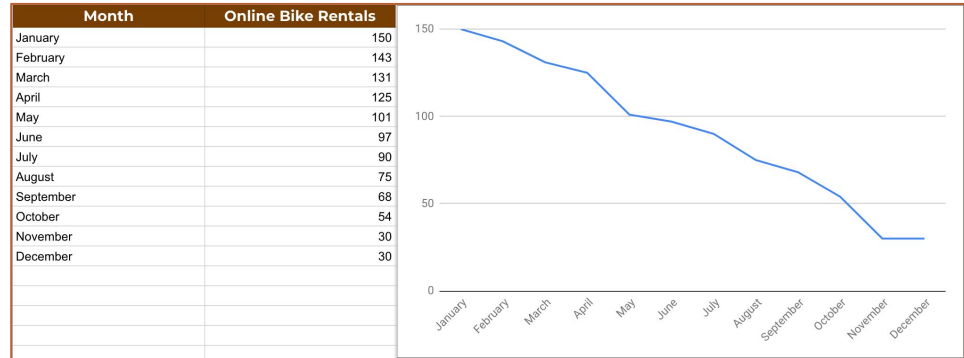
My Approach

My approach to this UX project started with taking the following steps:

1. Identifying who the City Cycles user is through user surveys, site analytics and interviews. Based on this data, I then created user personas to really capture and clarify who the City Cycle user is.
2. Interview the current City Cycle users and identify their pain points with the current website then generated an empathy map to illustrate that.
3. Prioritized and ideated solutions and redesigned ideas to resolve these issues.

Key Findings

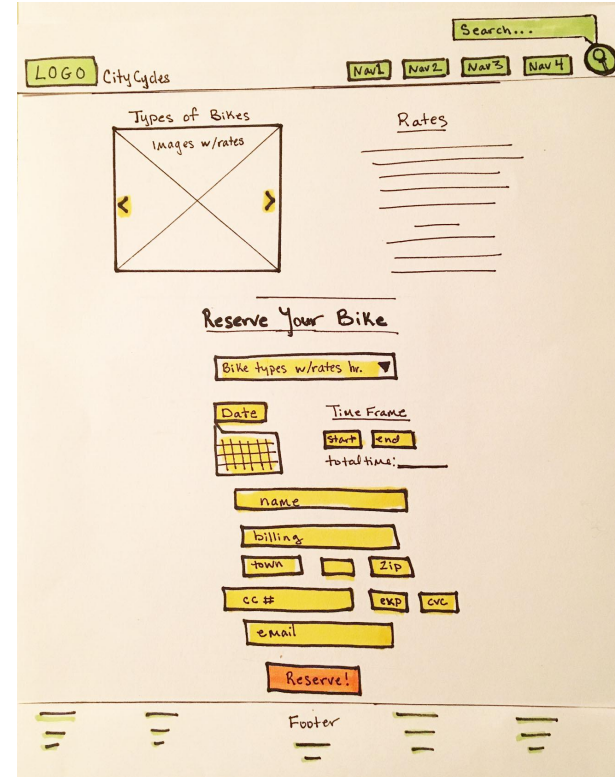
After performing research, collecting data, and analyzing the results, this is what I found: Users are very frustrated, bothered and confused by the reservation process on the website thus affecting the rental sales of the bikes.



Solutions

After ideating some potential solutions to the users' problems and pain points, I decided to move forward with the following ideas:

- There is a "Bike Reservation" button at the top navigation so users can easily find it.
- The reservation page has a section to fill out to reserve a bike for a selected day and time slot and gives the user an option to pay for it ahead of time.
- The "reserve" button at the bottom of the page will take the user to a confirmation page so they are confident in knowing that their reservation has been completed.



Hand-drawn paper prototype of my initial solution idea

Solutions

Based off my paper prototype, I created a high-fidelity, interactive digital prototype of my proposed solution. After performing a usability test on my prototype, I received the following feedback:

The website was easy to navigate for the user.

They quickly clicked on the “bike reservation” button in the navigation bar and went to the reservation page and described that “it all made sense”.

The user also instinctively clicked the “reserve” button on the bottom of the page that took them to the confirmation page which was “clear to them”.

The user did comment that the confirmation page had too much wording on it, so I reduced the wording to the most pertinent information.

Based upon the results of my usability test, I proposed the following next step(s):

I recommended launching the updated website and tracking the sales of the bike rentals.

The screenshot displays the City Cycles website interface. At the top, there is a navigation bar with links for Home, Bike Reservations, Blog, and Contact, along with a search bar. The main content area is titled "Types of Bikes" and features a "Rates" section. The "Rates" section lists rental prices for standard street bicycles (\$25.00 per hour), specialty bikes (\$45.00 to \$55.00 per hour), and triathlon wheels (\$80.00 per hour). It also mentions that all bike rentals come with a helmet, a water bottle, and a flat tire kit. Below the rates, there is a "Reserve your Bike" section with a form. The form includes fields for "Select Bike Types w/rates", "Date", "Calendar Selection", "Name", "Email Address", "Select Form of Payment", and "Credit Card Info". A "Click to Reserve!" button is located at the bottom of the form. A note at the bottom right of the form states "footer section is here!"

City Cycles

Search ...

Home Bike Reservations Blog Contact

Types of Bikes

Standard Mens Bike - \$25 per hour

Rates

Bike rental prices are \$25.00 per hour for our standard street bicycles.

Our specialty bike rentals are \$45.00 to \$55.00 per hour and specialty bikes with triathlon wheels are \$80.00 per hour.

All bike rentals come with a helmet, a water bottle and a flat tire kit (not included with crossroad bicycles).

Please fill out the form below to reserve your bike. Once your reservation is complete you will receive a confirmation email. If you would like to reserve a bike and pay in person, please select, pay in person under form of payment or you can pay in advance with a credit card or paypal.

Reserve your Bike

Select Bike Types w/rates ▼

Date Select Time Frame start ▼ and ▼ am/pm am/pm

Calendar Selection total rental time: total rental rate: \$

Name

Email Address

Select Form of Payment ▼

Credit Card Info
Paypal
Pay-In-Person

Click to Reserve!

footer section is here!

Screenshot of my interactive, digital prototype

LESSONS LEARNED

The biggest challenge or obstacle I faced during this UX project was:

- Discovering who the City Cycles customers are vs. who the business believes them to be.
- Not leading people when asking questions or conducting user testing.

The lessons I learned from this UX project included:

- User testing is crucial in determining any pain points or problems and is key in measuring the success of a potential solution.
- How to create accurate user personas based on data.
- How to be objective and flexible with my own ideas or agenda when researching data, ideating solutions or interviewing or testing users.

