Project 2: Bootstrap5 Bikeshare Web app & design pieces

March 07, 2022 - May 12, 2022

50%

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GRAPHIC & WEB DESIGN STUDIO

(UFCT6-30-1)

The Scenario

You have been hired to promote the new bike share service in a major city near where you live and work. This is an exciting opportunity to make something impactful — not only for your portfolio, but also for the health of your community, the environment, and the greater community. You quickly accept the project and are excited to get to work.

The company wants to target any city user who can ride a bicycle. They are all adult sized bicycles, so adult city dwellers, commuters within the city and adventurous holiday-makers are the target audience. It has also been found out that bike sharing schemes also encourage women to bicycle, which is something the client is interested in promoting as well. They are looking for other opportunities to educate the community on the overall benefits of cycling — regardless of the user.

> *"Bike-sharing schemes also encourage women to cycle. Generally only 25% of bicycle commuters in cities are female, but this rises to 42% with bike share schemes. The report concludes: "A majority of bike-share users report that they feel healthier, and a similar number also report feeling happier."*
>
> *https://www.theguardian.com/money/2017/feb/25/best-and-worst-city-cycle-schemes-bike-sharing-london*

The competition is heating up for who can catch the eyes of the city dwellers and visitors who want to get from a to b, so your client is hoping for a fresh, clean, visually modern and attractive branding and promotion creative solution.

The Website

You decide to use **Bootstrap 5** as this framework will work great both on a website and as a phone "app". Making the website act as a phone application will take you to your clients first target **MVP** (Minimum Viable Product) — to have a usable way to reserve and pay for a bike share, have a location finding service (a *dummy* route map) that can also be accessed easily on your phone as well while moving around the city. Because of this, the app must work seamlessly between desktop and mobile using the tools built into Bootstrap5, as well as media queries (to be fully explained in class). The client wants you to focus on the **Minimum Viable Product** for this first submission.

Required features (tasks) – Website

Your website must include as highlighted features

1. Identity including name (Mark, logotype, or combination mark)
2. How does the scheme work (join, pick, locate, pay, unlock, enjoy, return) (see below)
3. Membership & pricing (see below)
4. Bike Station Map (see below)
5. Working top navigation (either working anchor links and / or links to pages)
6. Footer with relevant footer information
7. Member advantages, including promotions and discounts
8. Appropriate socials
9. Relevant images
10. Relevant copy

The "Graphic Design" Part

Your client is interested in you designing a **logotype/mark**. Something really visual and easy to recognise around the city. They would also like you to make two mockups of your choice. The client has provided some mockup files for you to use with specific sizes. (**Choose two**) (see below). They will be designed to grab attention, promote the new service and make your name known throughout the city, thus driving traffic to the website.

- Double sided flier
- Billboard
- Bus shelter poster
- Bus posters (two that work together with each other)
- Physical branding on a sharebike

Required features (tasks) – Designed Pieces

The logotype / Mark will be delivered on an artboard at 200mm x 200mm with a 50mm white space interior border and delivered as a .pdf

The other two design pieces are your choice. There will be psd mockup files with size information provided to you in a .zip folder for you to use. You must save your mockup as a pdf and submit it to blackboard by the deadline of this project.

Deliveries – Hand-in Requirements

The url to where you site is being hosted — GitHub pages

The final html file and accompanying folders including a .txt file citing references and code sources

High resolution .pdf files of finished mock ups submitted via blackboard, as specified in Required features (see above)

Considerations (or the "see below" bit):

WEBSITE DESIGN AND PROGRAMMING

- You may use any Documentation from https://getbootstrap.com
- You must use bootstrap 5
- You may include popper.js or react.js et al in your website
- HAVE A PLAN. KNOW WHAT YOU ARE GOING TO MAKE BEFORE YOU MAKE IT.
- You may **not** use finished bootstrap templates
- When considering your UX, think about what a user would want to see **FIRST** or would find **MOST** important when looking at this website on their **phone** (regular commuter, city dweller, holiday maker).

- For how the scheme works, the information stated above is a guideline, and can be changed by you if you come up with a better way for your project

- Membership and pricing will be provided by the client along with the mockup files

- The bike station map does not have to be interactive. For the MVP it can be a static map location with markers located on the map and a location list provided

- **You must choose two other design pieces for mockups.** If you choose the bus poster (not the bus shelter), there are two posters pictured and they must somehow interact with each other conceptually, visually, or both (**they can not be the same poster twice**)

ON MAY 9 WE WILL BE HAVING IN PERSON INFORMAL STUDENT PRESENTATIONS FOR LAST MINUTE FEEDBACK. THESE ARE NOT REQUIRED, BUT ENCOURAGED, AND YOU WILL NOT BE MARKED ON YOUR PRESENTATION, OR WHAT YOU PRESENT.

I Urge you, however, to participate in presenting. You will be given immediate feedback on what you can do to make last minute improvements to your project.

Also, it is beneficial to you, the student, to participate. Presentations and feedback are an integral part of the learning process throughout your university journey.

A voluntary sign-up sheet will be published after the Easter Break. Presentations will be no longer than 2 minutes, and you do not have to be finished with your project to present. Present what you have before the hand-in.