

UX Research Study — RideOn Bicycle Application

Introduction

- Title: Updating RideOn Bicycle App
- Author: Pradhyumnaa G, UX Designer, pradhyumnaag30@gmail.com
- Stakeholders: RideOn's Customers, RideOn's CEO and RideOn's Investors.
- Date: 07/04/2021 (April 7th, 2021)
- Project background: We are planning to update RideOn's application to attract and retain customers. We would like to understand what specific challenges our users face when performing tasks such as Booking a bike, ending the ride and paying for the ride and how we can help them improve the process.
- Research goals: We would like to figure out what specific difficulties users face when finding a bike to ride, booking it to ride and then paying for it.

Research questions

- How long does it take for a user to select and book a bike in the app?
- Are there any parts of the bike booking process where users are getting stuck?
- Approximately, how far is the bike booked from the user?
- What type of bike is booked most often by users?
- Is the payment process easy for the customer?

Key Performance Indicators (KPIs)

- Time on task: How long does it take a user to find and book a bike for renting.
- User Error Rates: How often does the user click a wrong navigation option when trying to book a bike for rent.
- Conversion Rates: How many bikes the users are renting after installing and creating an account in the application.

Methodology

- Unmoderated Usability Study
- Location: Canada, Remote (Users will go through the usability study at their own homes, without the presence of a moderator.)
- 30 Participants will book a bike through the application. To ensure more diversity in the participants, a few must-include participant categories are mentioned below.
- Each session will last about 20-45 minutes as this includes the time that the user will take to walk to the bike.

Participants

- Participants are anyone who uses public transport and uses other bike renting applications.
- Members of the testing group need to reside in urban, suburban, and rural areas.
- Participants can be of any gender, age will be recorded though. Among the participants, there should also be:
 - At least 1 user who is not fluent in English. (This is to test if the language used in the application is easy enough to understand for non-native English speakers.)
 - At least 1 user who is not familiar with the city they live in. (This is to test if the map is easily understandable.)
 - At least 1 user who is new to technology. (This is to test if the application can be used by the Next Billion Users.)
- Incentive: A “50% Off On Your First Ride” Coupon to RideOn’s application upon completion of the task.

Script

- Prompt 1: Start with creating an account in the RideOn application.
 - Follow-Up Question: How easy or difficult was this process? Is there anything you would change about this sign-up process?
- Prompt 2: Start the process of choosing a bike near you.
 - Follow-Up Question: How easy or difficult was this process to complete? What made you pick the bike that you did when there are other options available? What would you change about the bike picking process?
- Prompt 3: Paying for the bike and walking to the bike.
 - Follow Up Question: How easy or difficult was the payment process? What would you change about the payment process? Additionally, how accurate was the map when indicating the location of the bike?
- Prompt 4: How did you feel about RideOn’s application overall? What did you like or dislike about it? Do you have any suggestions to improve it?