

Bluebikes User Experience Redesign

FINAL PRESENTATION BY

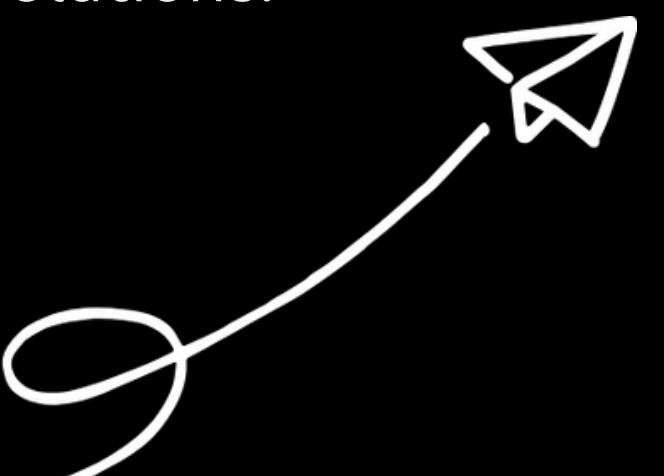
Bhavya Reddy Ganta
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Problem Statement(s)

- Users finding difficulty while accessing help during bike lock, unlock & rides
- Longer user onboarding process
- The absence of integrated public transportation information renders it inefficient for users to plan their rides and first/last mile connectivity with local transit
- Isolated travel experiences due to a lack of community engagement

This diverse set of problems with Bluebikes are addressed with multi-faceted solutions.



Style Guide

TYPOGRAPHY

Heading: 23px

Subheading: 16px, 18px

Normal text: 14px

FONTS

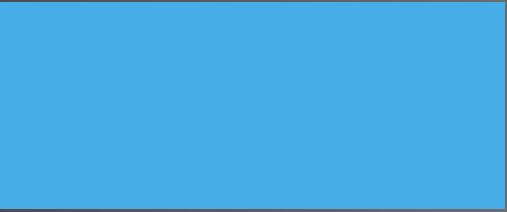
Arial Bold, Regular, Italic

Inter Bold, Regular

PRIMARY COLORS

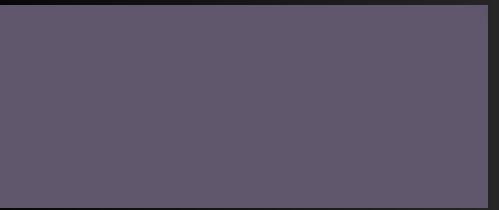


Fun Blue
#1D428A

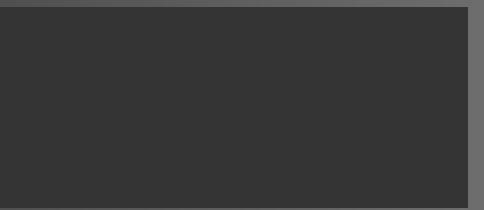


Picton Blue
#46AEE4

SECONDARY COLORS



Rum
#61586C



Mine shaft
#343434

TERTIARY COLORS



West side
#FE9015



Cinnabar
#DF3E26

Product Objectives

- Reduce user churn, increase ridership, and brand awareness among the Boston community making Bluebikes a staple transport method.
- Increase real-time information exchange on the app with feedback and public transit information.
- Gamify the app and improve engagement with the Boston rider population.
- Increased in-app trip planning, intuitive help offered, and safety thus, reducing trip and bike abandonment.



Target Audience

20-45 year olds

Demographics

Families, young professionals, empty nesters, tech & knowledge workers, students, creative professionals

Behaviors

Spontaneous outings, recreation/short trips, errands & commute.

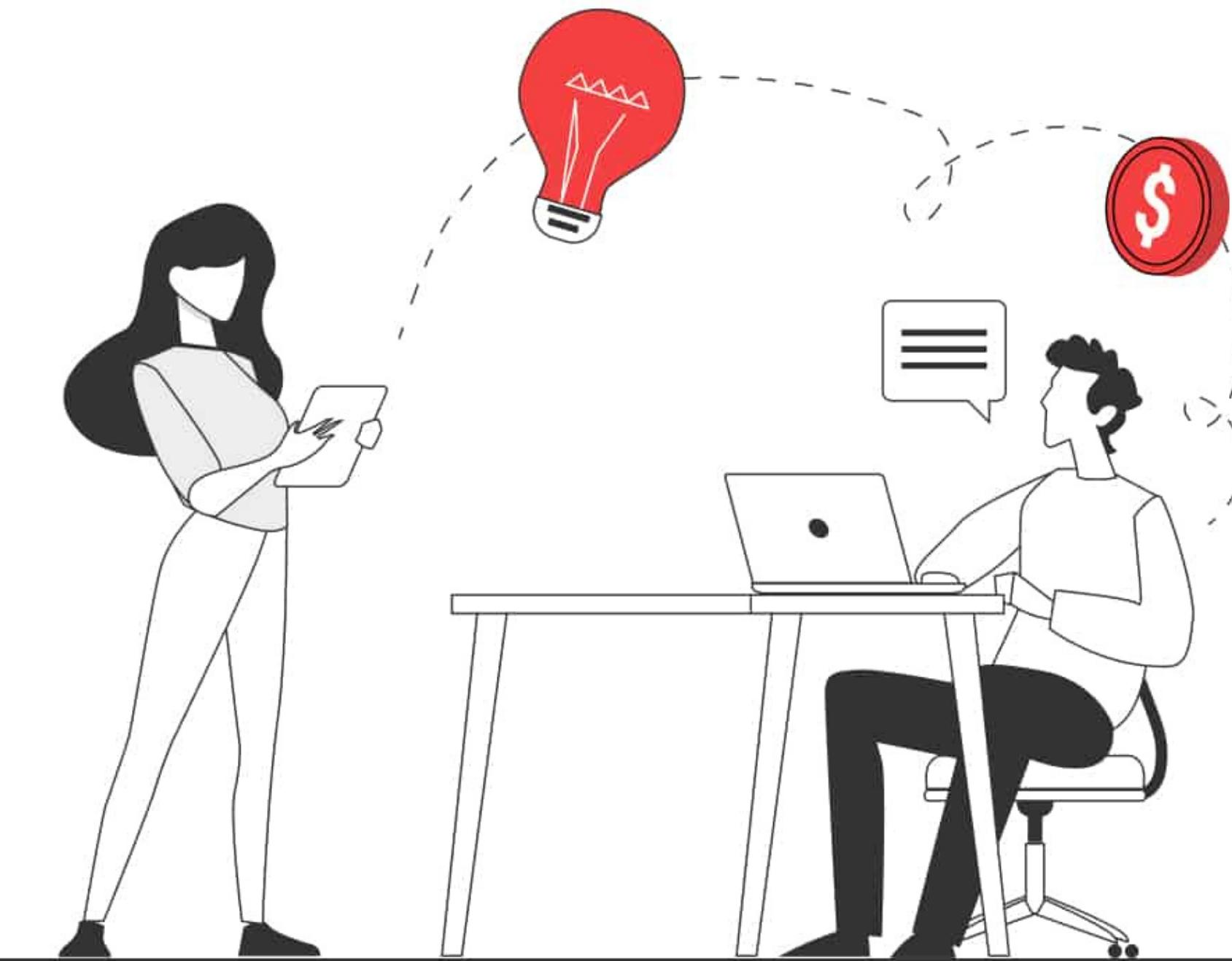
Preferences

Active lifestyle, environmental responsibility, urban convenience, tech-savviness.

Residents, Commuters, students, , travelers, tourists and eco-conscious individuals.

USER NEEDS

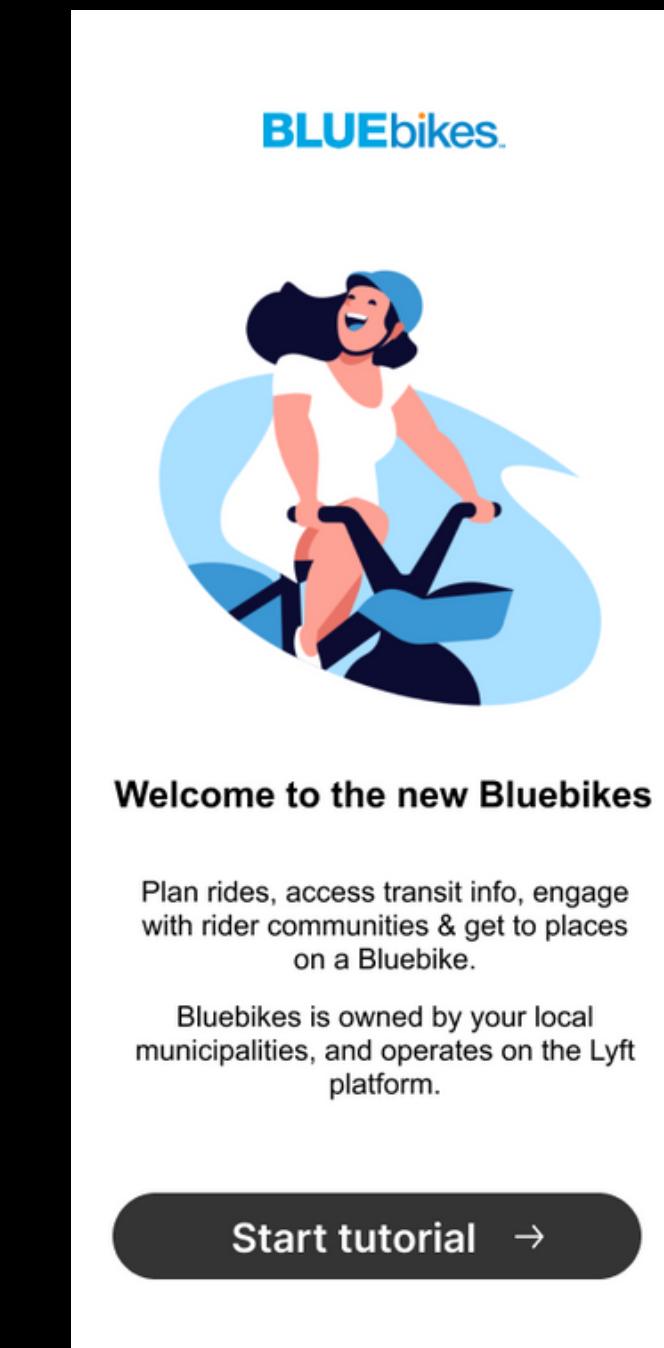
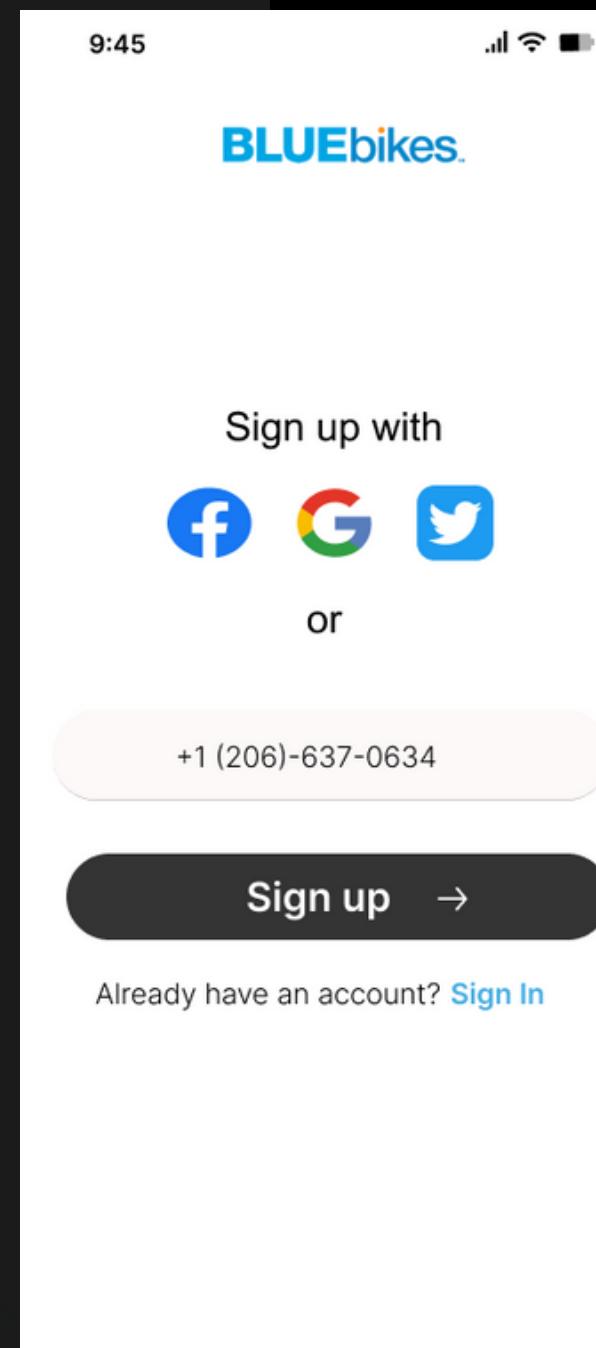
- Sign Up via Social Media
- Live Chat Support
- Inclusion of Popular Payment Methods
- Interactive Ride History
- Clearer maps
- Multiple Languages Support
- Notification Preferences
- Community Engagement & Feedback
- Data Privacy & Security



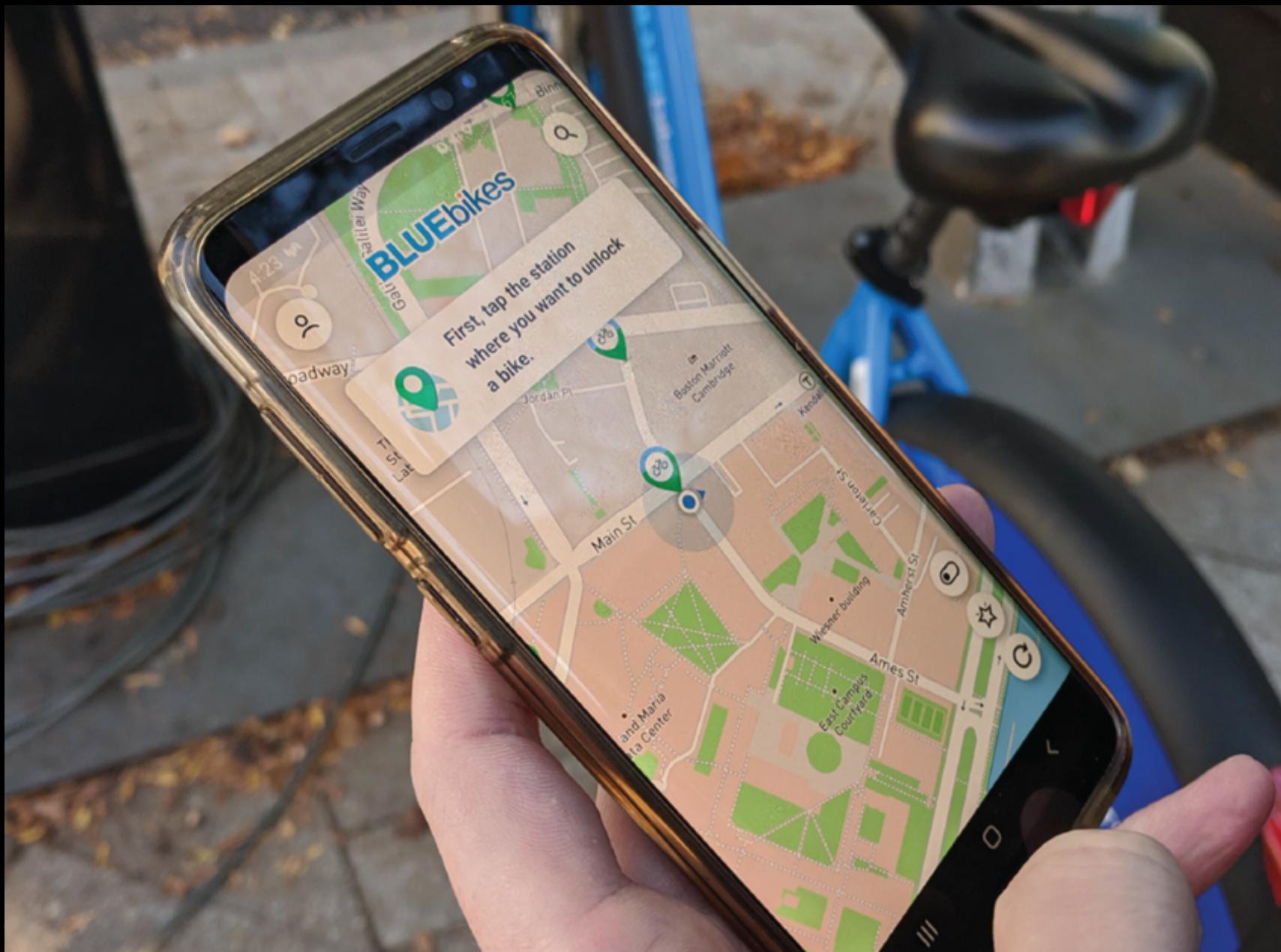
USER ONBOARDING

A simplified user onboarding improves

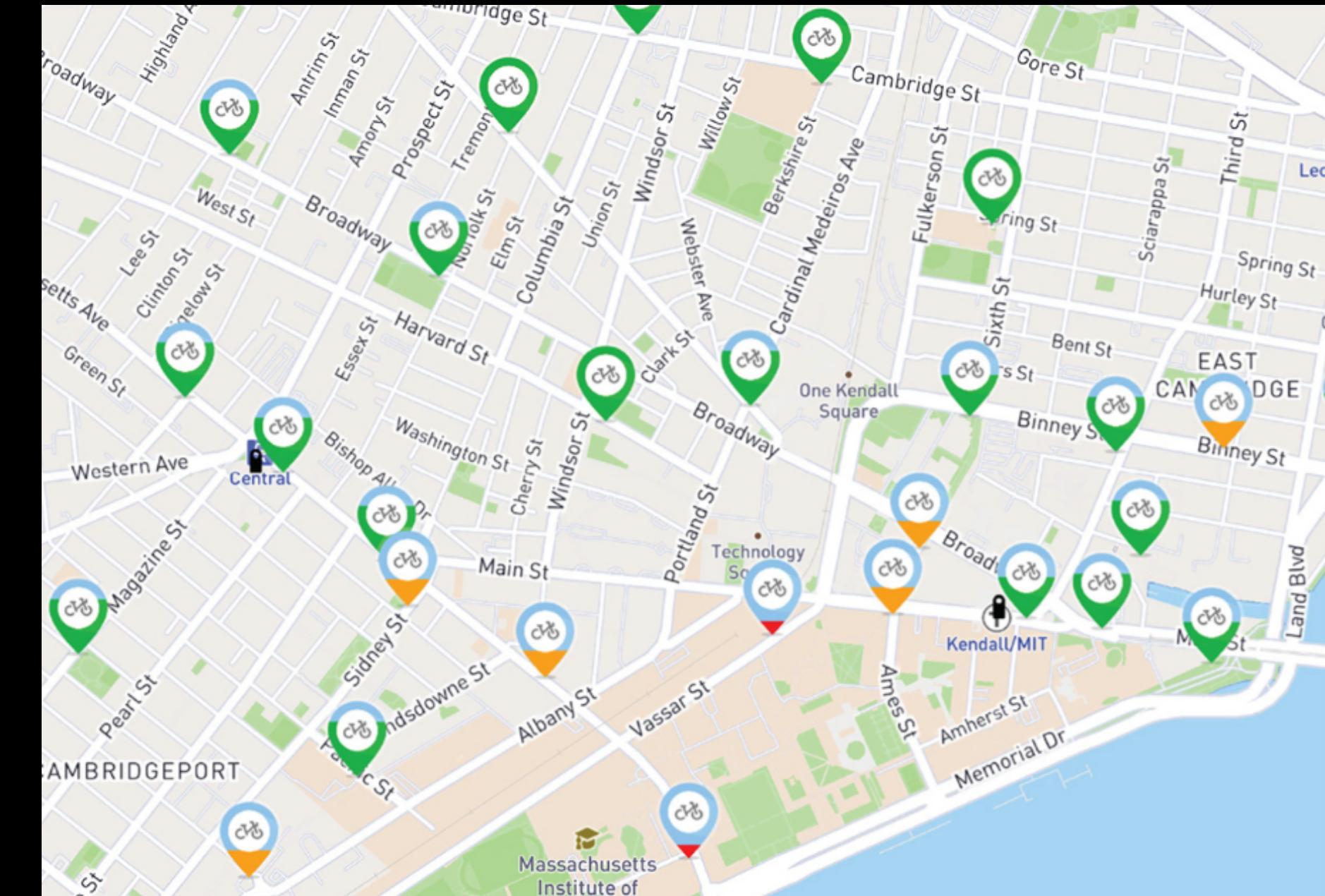
- user's understanding of the app and its core values and benefits
- user engagement, satisfaction, and eventually user retention with seamless product adoption
- costs incurred in creating extended customer support



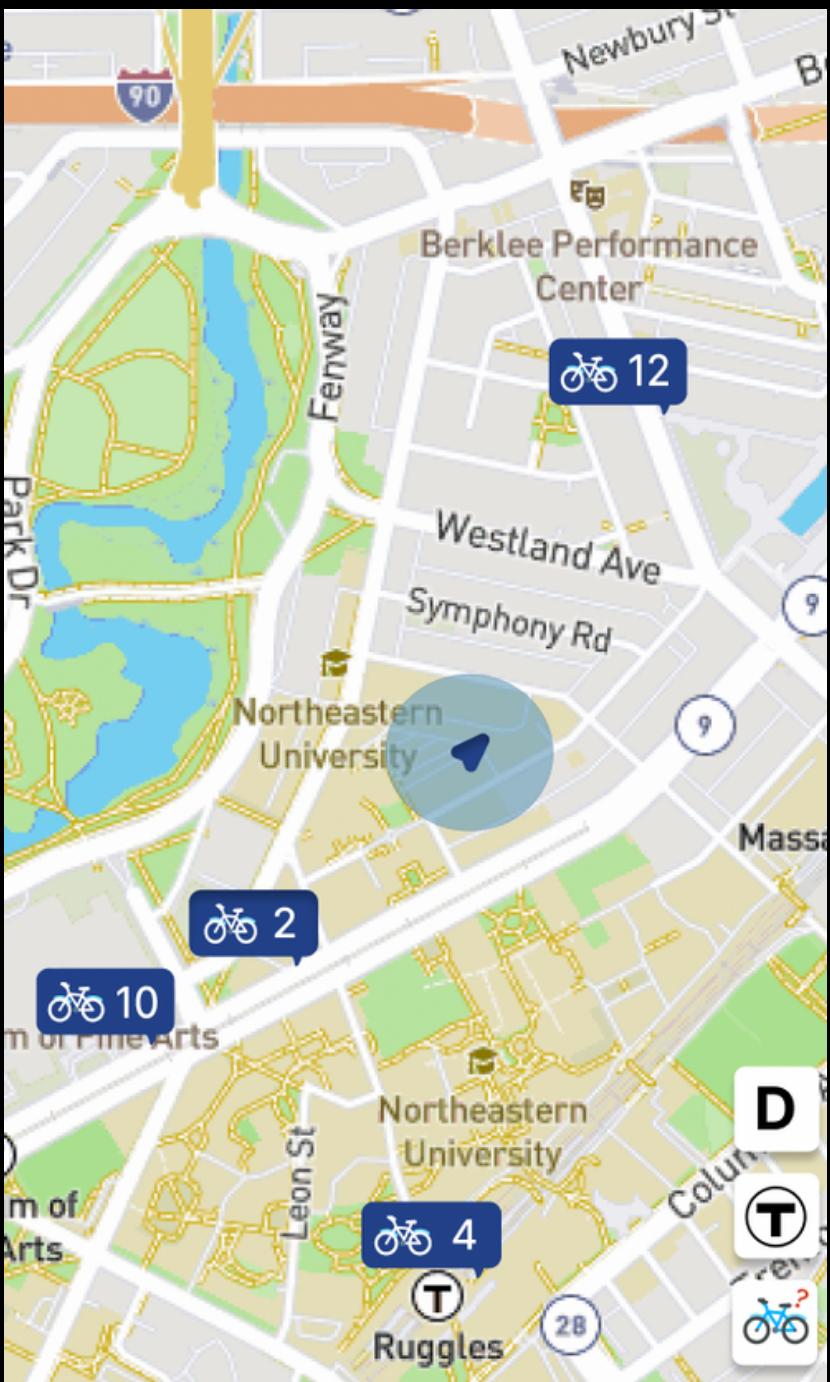
Old Bluebike app screen



Old Bluebike map screen



New Bluebike map screen



Our prototype includes:

- Bikes available at docking stations
 - Docks
- Local transportation information

It also primarily focuses on identifying the location of docking stations with less focus on what exists in that area around them.

HEAVY WEIGHT USE CASE

PAY FOR THE RIDE



Bluebikes user



Massachusetts Bluebikes



User needs to start the ride so needs to make a payment



User knows how to ride a bicycle, has a smartphone/PC with internet

Basic flow:

- >The user pays for his trip on the Blue Bikes website
- > User chooses a trip by adding to location, and arrival times, gets trip suggestions, and reviews maps
- > Gets a confirmation code which he uses at the docking station
- > Begins his journey

Alternative flow:

- >The user pays for his trip on the Blue Bikes website
- > User chooses a trip by adding to location, and arrival times, gets trip suggestions, and reviews maps
- > Chooses to make payment after the ride but his payment method is not saved
- > The user updates their payment method
- > Books ride again and gets confirmation to begin the ride

Termination outcome:

The user successfully pays for his planned trip to his work location on the Blue Bikes website.

HEAVY WEIGHT USE CASE



Bluebikes user



Massachusetts Bluebikes



User needs to go to a grocery shop nearby



User knows how to ride a bicycle, has a smartphone/PC with internet

PLAN A TRIP

Basic flow:

- > Signs in and enters destination and pit stops on the website
- > Picks best route and checks arrival time(s)
- > Makes payment/choose to pay later and start ride

Alternative flow:

- > Signs in and enters destination and pit stops on the website
- > Picks best route and checks arrival time(s)
- > The user can continue their journey on their phone at any point of time
- > Makes payment and starts ride
- > Clicks on the return bike to set return journey

Termination outcome:

The user persona plans a well-planned trip from his location to the destination utilizing all the available options of the Plan a Trip feature on the app.

MIDDLE WEIGHT USE CASE



Bluebikes user



Massachusetts Bluebikes



User runs into a problem while using the app, finds a shortcoming



User knows how to ride a bicycle, has a smartphone/PC with internet

SEND FEEDBACK

Basic flow:

- > Signs in and enters destination and pit stops on the website
- > Picks best route and checks arrival time(s)
- > Makes payment/choose to pay later and start ride

Alternative flow:

- > Signs in and enters destination and pit stops on the website
- > Picks best route and checks arrival time(s)
- > The user can continue their journey on their phone at any point of time
- > Makes payment and starts ride
- > Clicks on the return bike to set return journey

Termination outcome:

The user persona plans a well-planned trip from his location to the destination utilizing all the available options of the Plan a Trip feature on the app.

MIDDLE WEIGHT USE CASE



Bluebikes user



Massachusetts Bluebikes



User wants to stay updated with the app's alerts



User knows how to use a smartphone with internet

GET ALERTS TO PHONE

Basic flow:

- > Signs into the Blue Bikes website with their credentials
- > Clicks on "Allow" notifications
- > Enters phone number and alternatively, to their email
- > Gets verification via OTP and confirms the phone number
- > Sets the route(s) to which they need the alerts and updates about and clicks "confirm"

Alternative flow:

- > Signs into the Blue Bikes website with their credentials
- > Clicks on "Allow" notifications
- > Enters phone number and alternatively, to their email
- > Gets verification via OTP and confirms the phone number
- > Sets the route(s) to which they need the alerts and updates about and clicks "confirm"
- > Clicks "unsubscribe" to stop receiving alerts on both phone and email

Termination outcome:

The rider successfully customizes alerts about inclement weather, updates, and cancellations to their bike bookings in time.

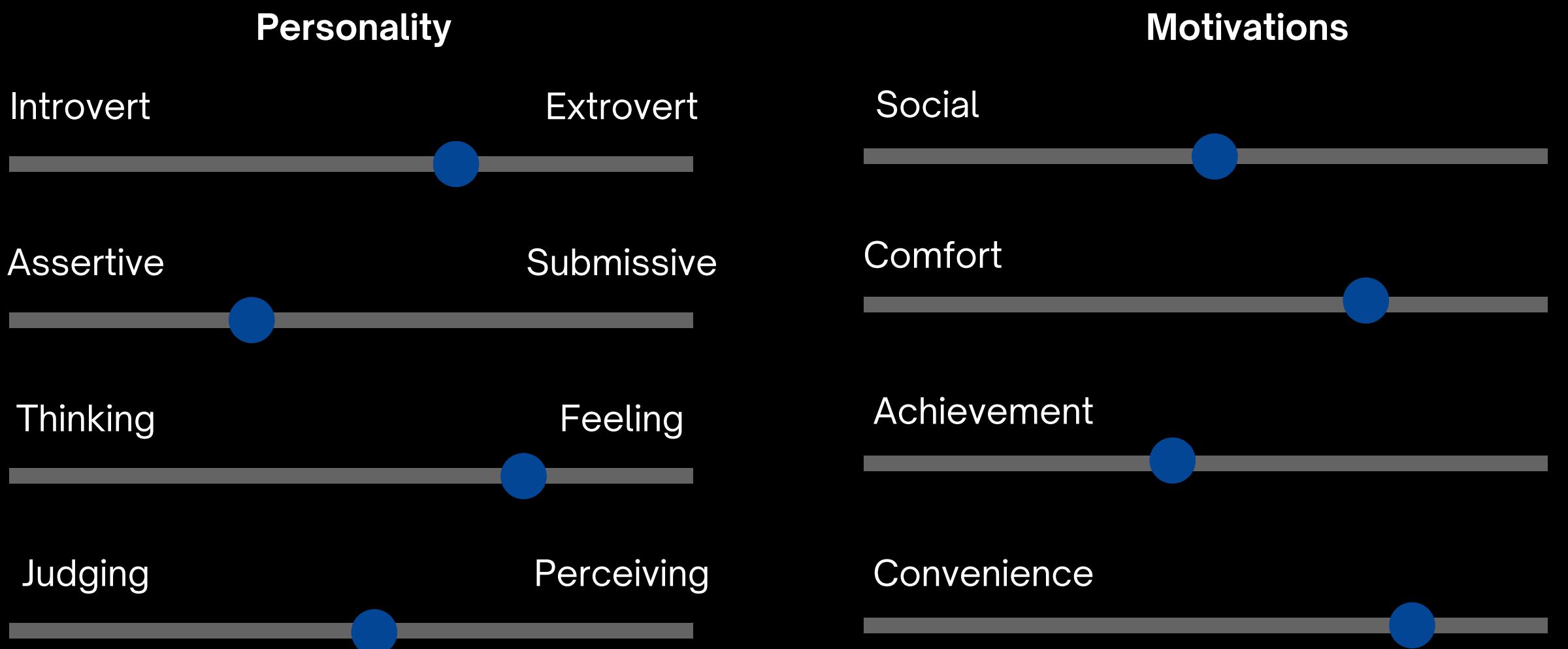
USER PERSONA



Name : Tobias
Age: 18 | Gender: Male
Location: Traveller from Greece

Archetype: He is an independent and carefree nomad who loves exploring new places and cultures.

Quote: "I wish I had a map on my phone to bike around these Boston streets."



Goals

- Tobias values transportation options that save him time.
- He prefers transportation that offers privacy and comfort, unlike public buses.

Frustations

- Mid-ride bike maintenance
- Inclement weather

Needs

- Tobias needs a user-friendly bike-sharing app.
- Directions on usage of the bike and bike stations near tourist locations.
- Would also require bike stations in slightly remote places.

Values

- Open-minded decision-making
- Pro-technology. Exploratory. Safety-first

USER PERSONA

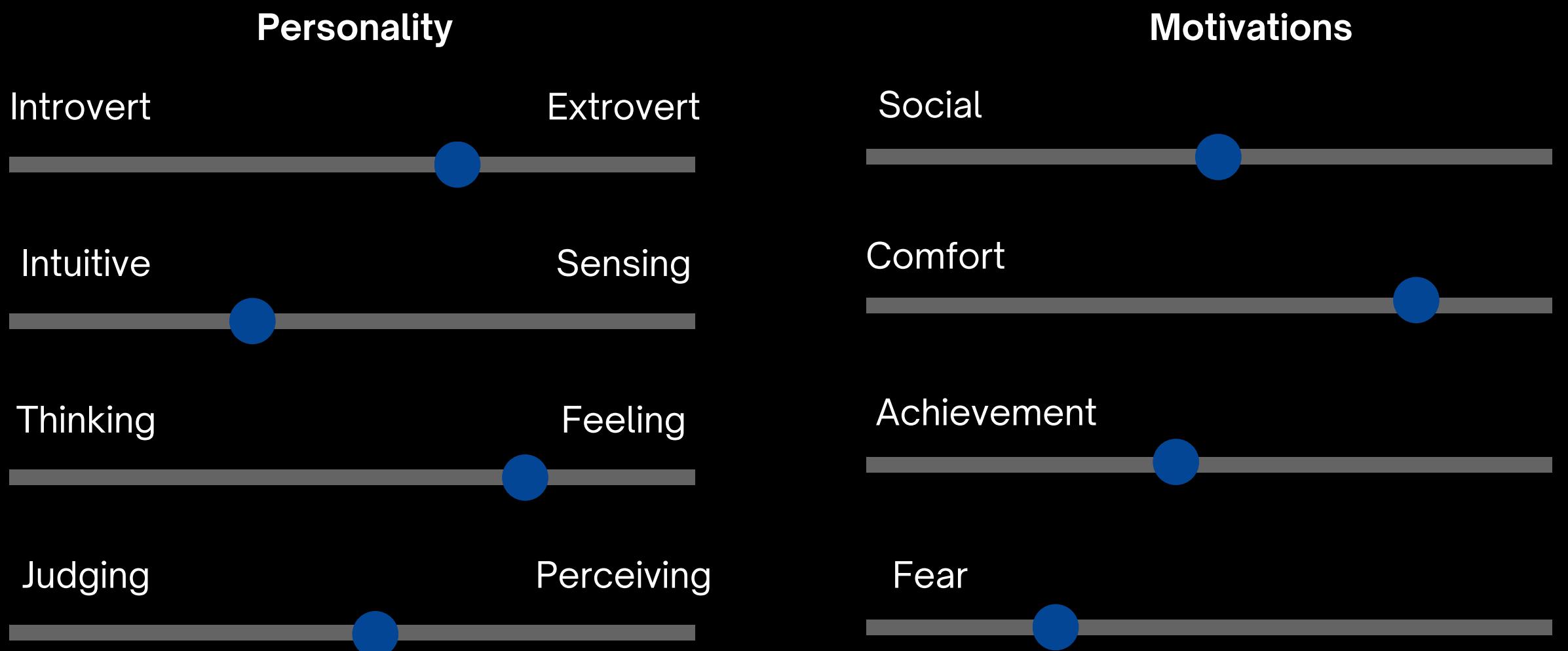


Name : Natasha
Age: 27 | Gender: Female
Location: Boston

Archetype: She is a cheerful go-getter who never takes no for an answer.

About: She is a Marketing Professional at Pagona Media, Back Bay.

Quote: "Let's protect the environment together!"



Goals

- Natasha's goals are aligned with nature.
- She aims to make nature-smart choices during her travel, commute, shopping, investments and in other facets in life.

Frustations

- Balancing work-life, figuring out routes and socializing, personal safety in a new city.

Needs

- Needs a viable transportation method to and from her office.

Values

- Punctuality, financial discipline, reduce her carbon footprint, be kind to the Earth and everyone around her.

RESEARCH METHOD - SWOT ANALYSIS



STRENGTHS

- Convenient station placements and route filter
- Offline availability of key functionalities
- The home screen is optimized for bike rentals & returns
- Real-time information on bike availability
- Health focused ride history and achievements



WEAKNESSES

- Subpar search functionality
- No dark mode – affects low-light usability
- Limited customization options in settings
- Poor adaptability to landscape mode or tablet use
- Outdated interface design



OPPORTUNITIES

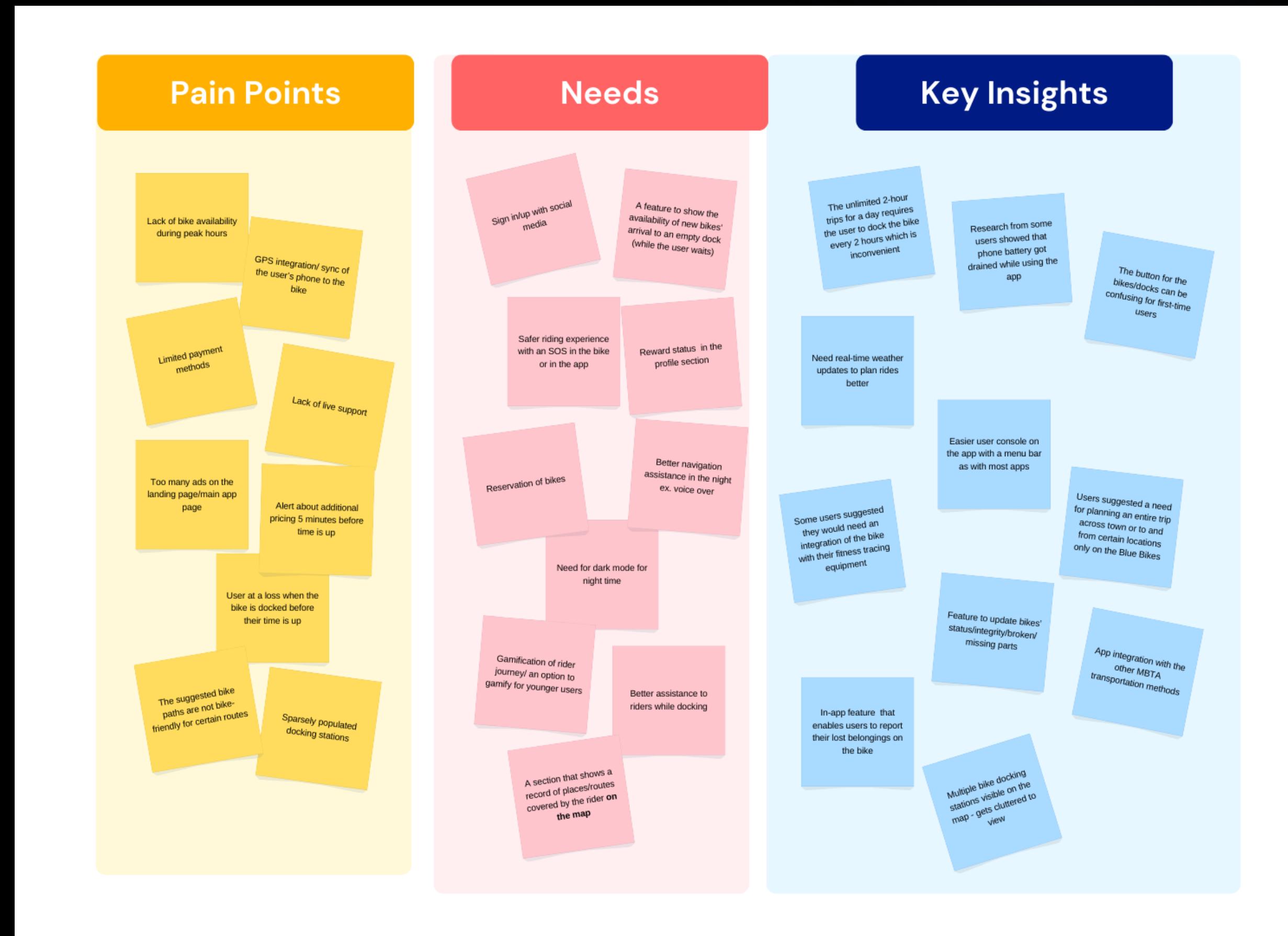
- Integration of voice commands for hands-free navigation
- Improved security with biometric authentication
- Quick access widgets for bike booking
- Social media profile linkage for easy sharing
- Split-screen functionality for enhanced tablet experience



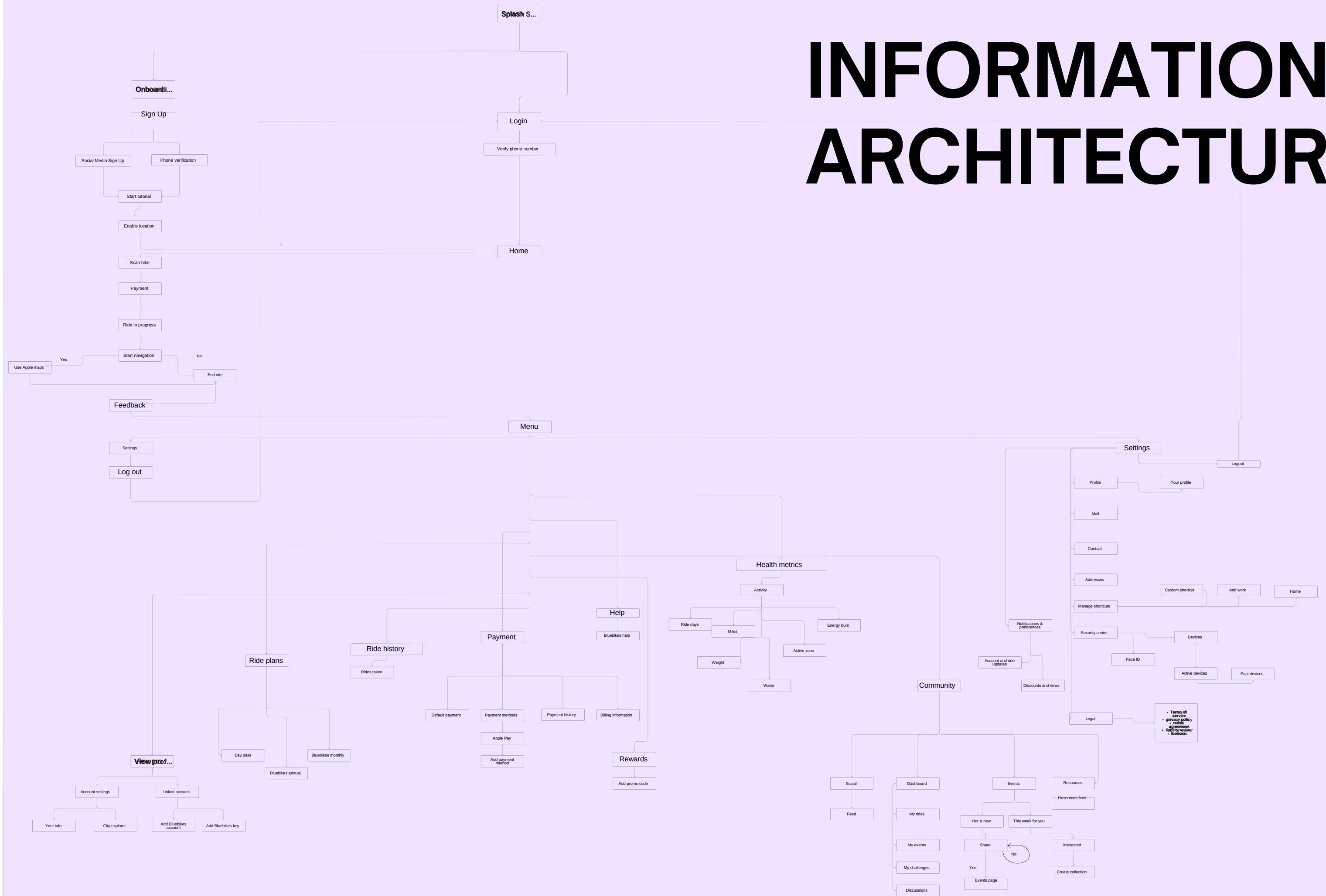
THREATS

- User frustration due to lackluster updates
- Some features are unresponsive
- Intrusive ads affect user experience
- UI is not adaptable to accessibility preferences
- Slow loading times risk app abandonment
- No feedback options for users

USER RESEARCH METHOD - AFFINITY MAP



INFORMATION ARCHITECTURE



THE FIVE PLANES

Strategy Plane:

Determines Bluebikes mission to provide eco-friendly urban transportation, identifying the target audience (commuters, tourists), and highlighting unique features (bike availability, cost-efficiency).

Scope Plane:

Specifies features like route planning, bike availability tracking, membership options, and community engagement.

Structure Plane:

Creates intuitive categories like "Find a Bike," "Plan Your Route," "Membership," and "Community" for streamlined user navigation.

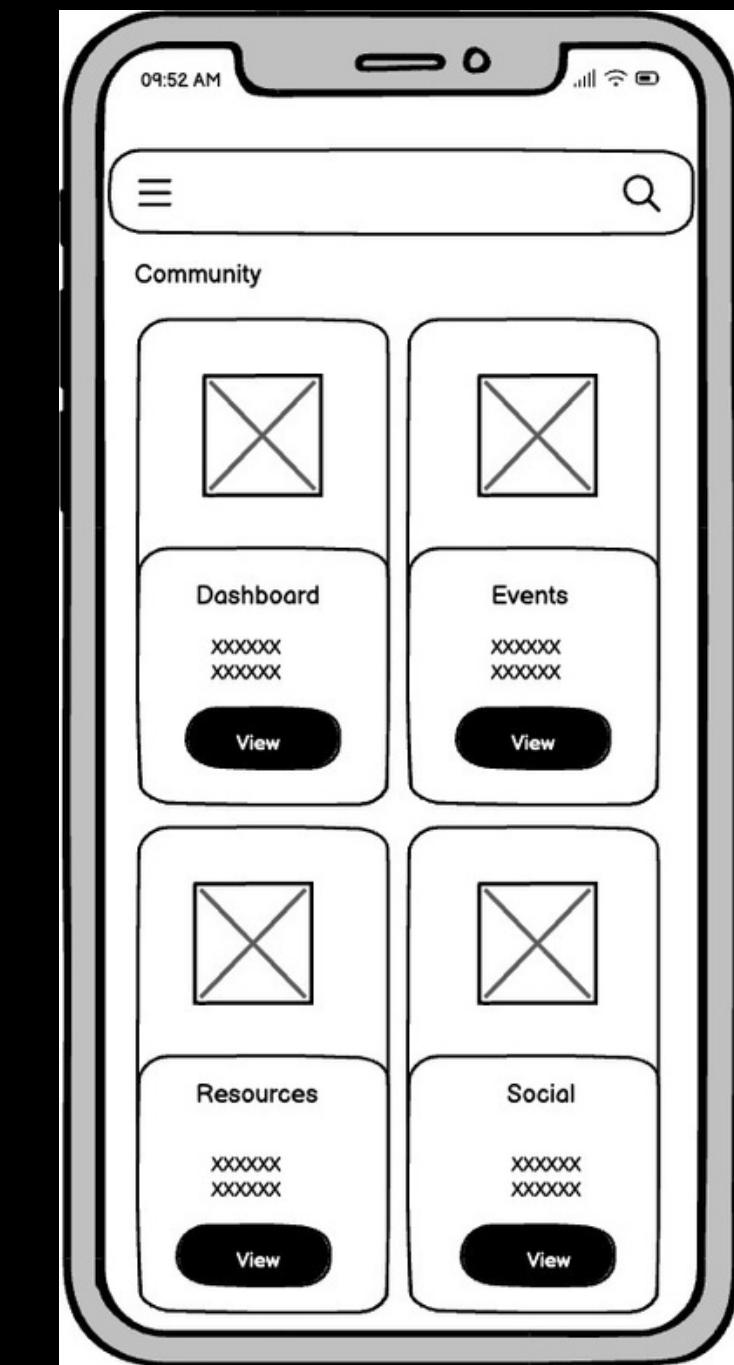
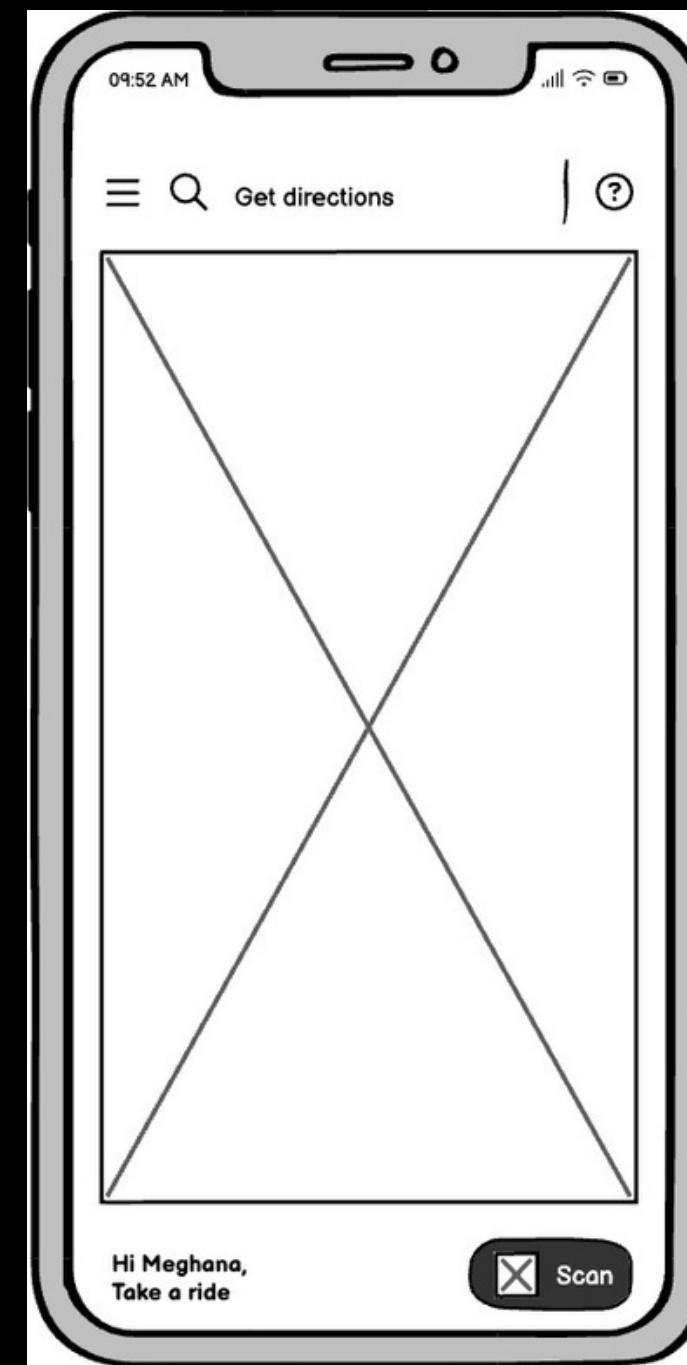
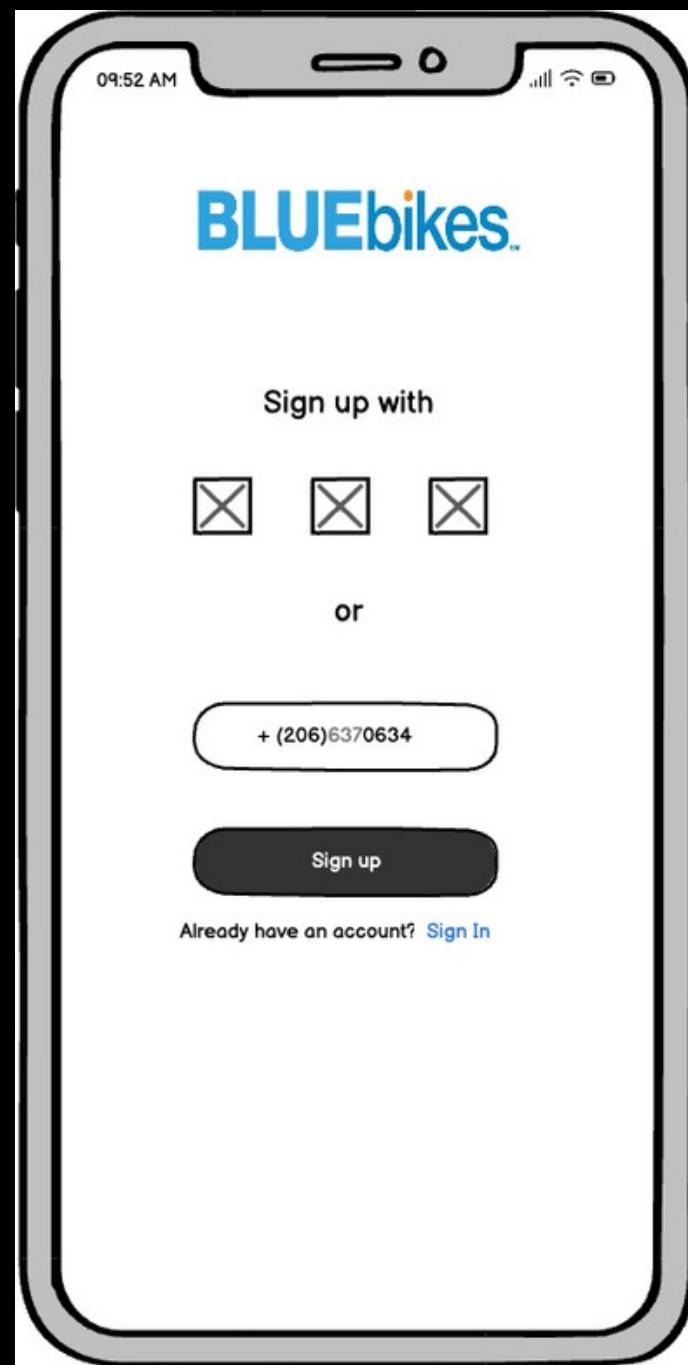
Skeleton Plane:

Using wireframes to showcase the placement of buttons, maps, and user interactions without focusing on visual details.

Surface Plane:

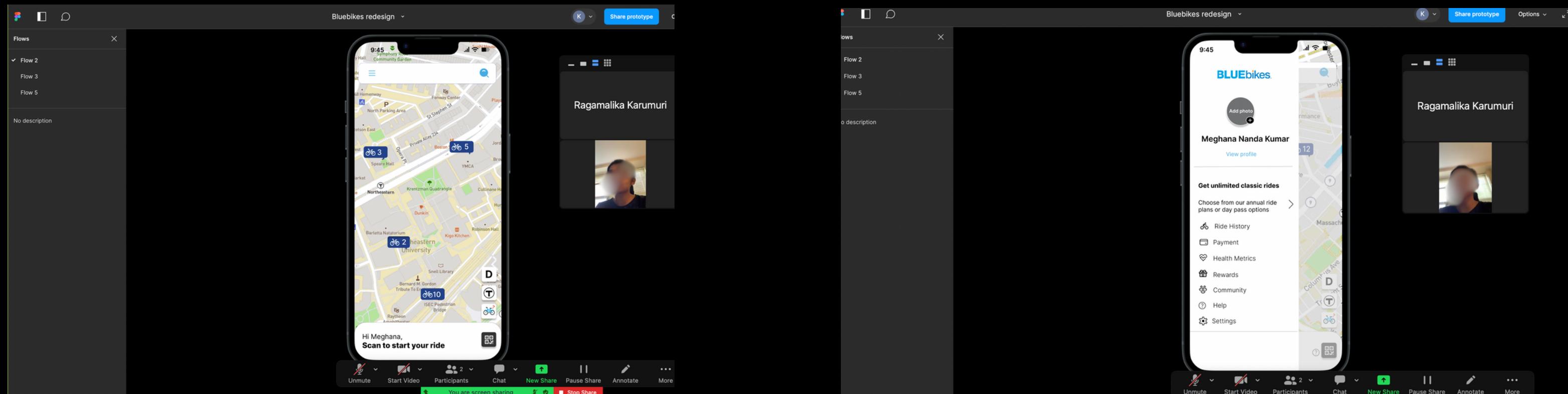
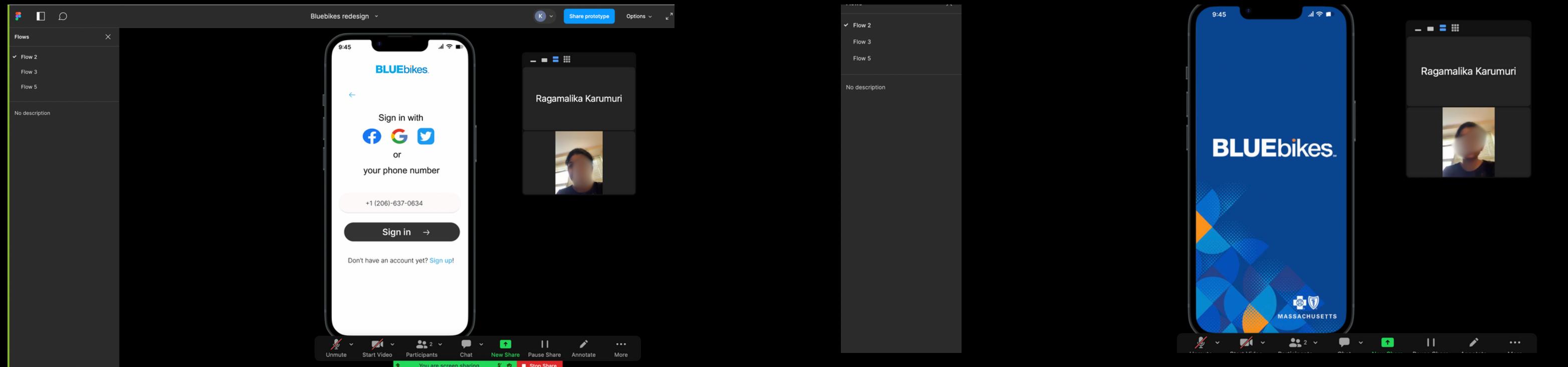
Helps in applying a visually appealing color scheme, legible typography, and high-quality images of bikes, riders, and cityscapes to enhance user engagement.

WIRE FRAME



USABILITY TESTING

This method involves observation of the users testing out the app on their own free will to understand participant's satisfaction with the app and improve app performance and user satisfaction.



PLUGINS



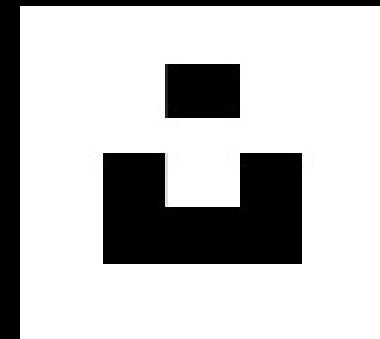
Iconify



Mapmaker



Remove BG



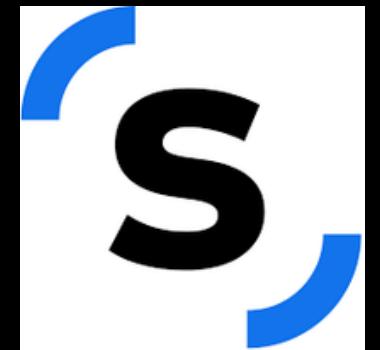
Unsplash



lottiefiles



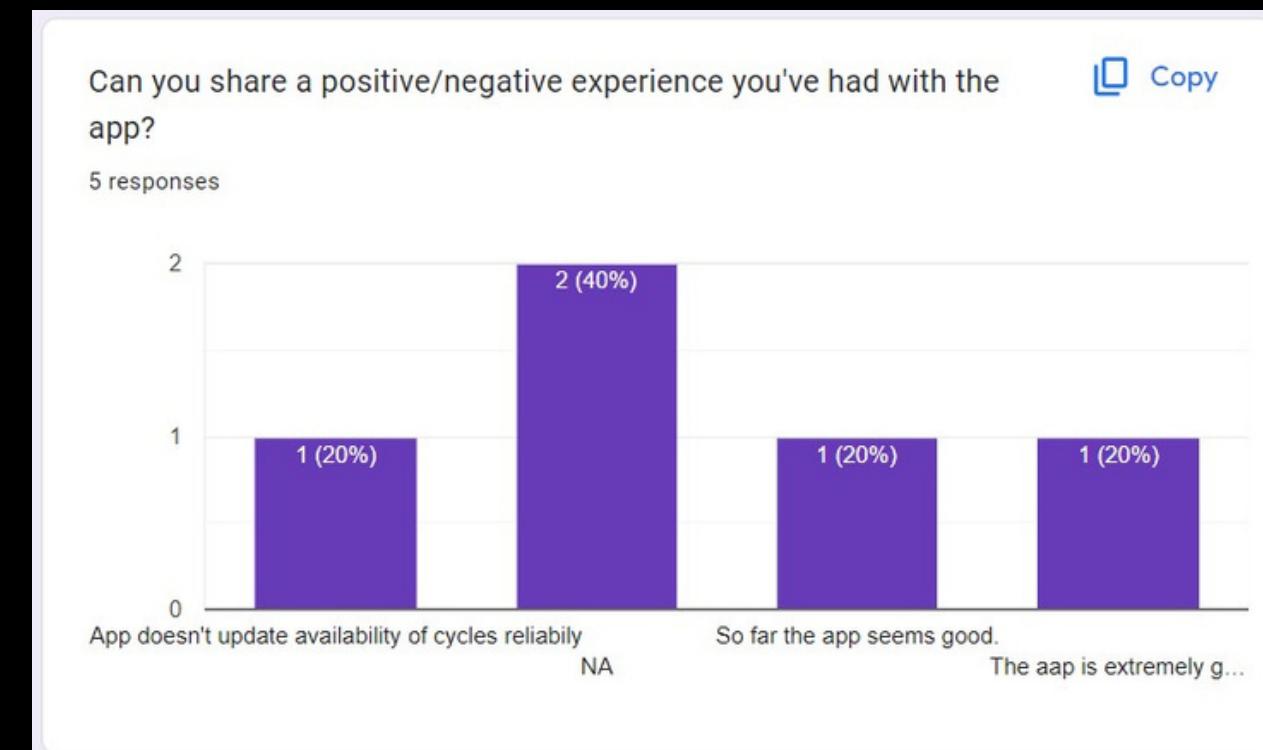
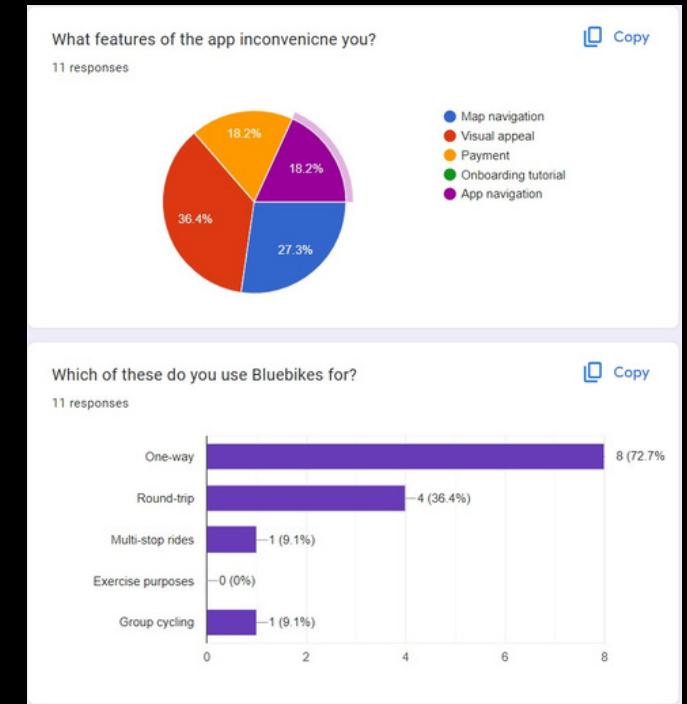
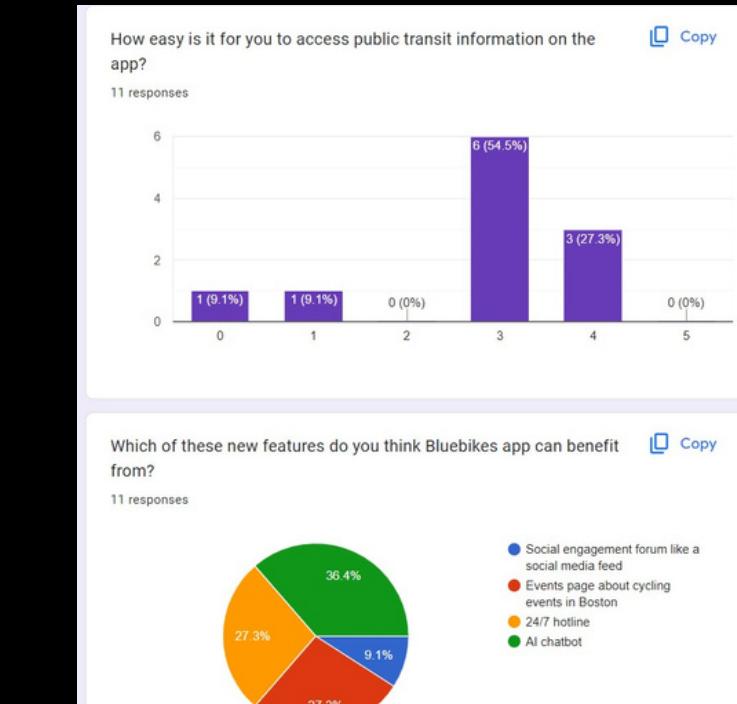
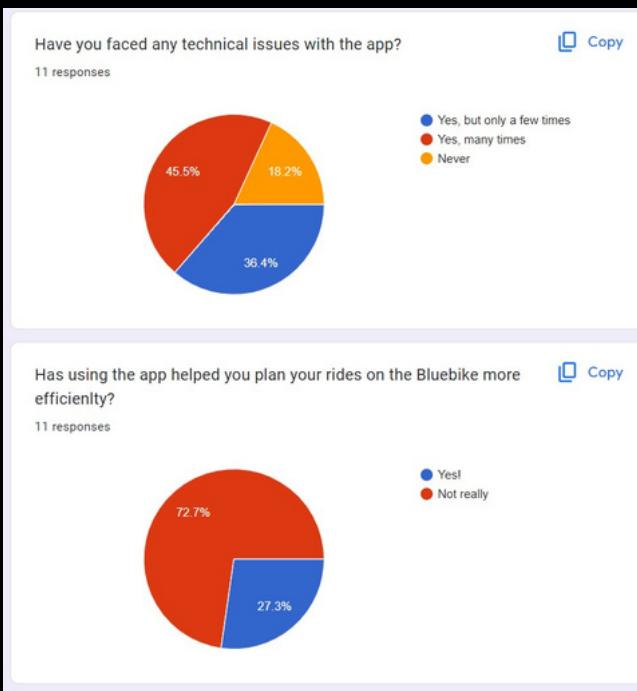
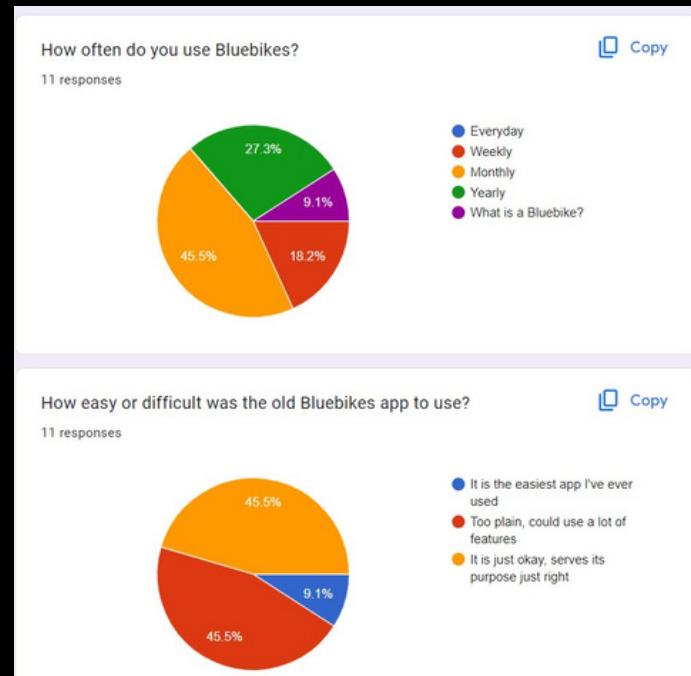
Figma



StorySet

SURVERY

User surveys were done via Google forms to understand shortcomings of the current app and redesign it by incorporating user needs with user-centered design.



COMPONENTS & ANIMATIONS

40+ components are used.

Smart animate, open overlay, linear, dissolve, bounce, scroll, tap and more are also used throughout the frames in the prototype.



THANK YOU