

Custom Bikes Online Store

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Project overview



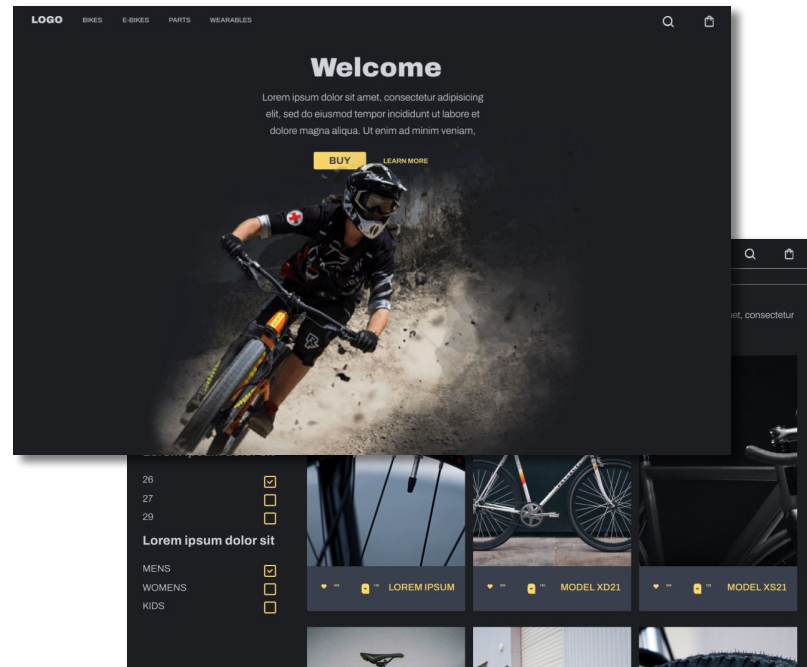
The product:

Is a online store for custom bikes that offers affordable various options. The typical user is between 19-50 years old, and most users are early career professionals. The shops goal is to make shopping fun, fast, and easy for all types of users.



Project duration:

December 24th to December 31st 2021



Project overview



The problem:

Available online shopping websites have cluttered designs, inefficient systems for browsing through products, and confusing checkout processes.



The goal:

Design a custom bikes website to be user friendly by providing clear navigation and offering a fast checkout process.

Project overview



My role:

UX designer leading the custom shops website design



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users treat online shopping as a fun and relaxing activity when they need a break from school or work. However, many shopping websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of relaxation.

User research: pain points

1

Navigation

Shopping website designs are often busy, which results in confusing navigation

2

Interaction

Small buttons on shopping websites make item selection difficult, which sometimes leads users to make mistakes

3

Experience

Online shopping websites don't provide an engaging browsing experience

Persona: Leo

Problem statement:

Leo is a busy freelancer who needs intuitive website navigation and search filters because they want online shopping to be stress-free.



Leo Caple

Age: 22

Education: BoA Design

Hometown: Stuttgart Germany

Family: Girlfriend and a cat

Occupation: Fashion Designer

"I love to customize and style my own bikes and boards"

Goals

- More options for customization
- Better navigation and layout

Frustrations

- There are not so much options to customize your bike
- I don't want to spend much time to search the options

Leon is a Junior Artist and Designer that lives in Stuttgart and has his own atelier where he works on his designs and prints. He loves to do art and has a lot of requests which takes time to manage and schedule. He wants to have an app where he can easily customize his own bike and order.

User journey map

I created a user journey map of Leo's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Mahalia

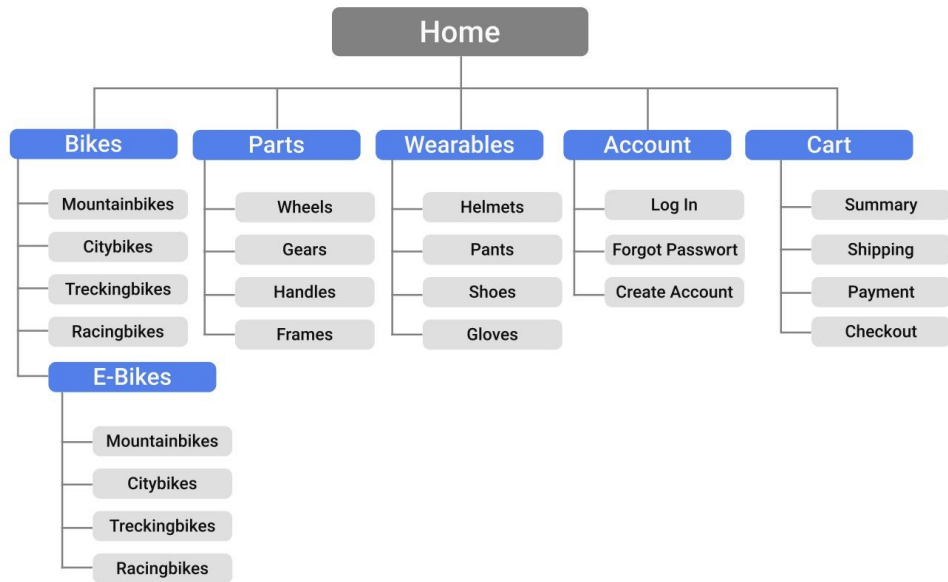
Goal: Shop for clothing online to easily buy items in a specific size

ACTION	Choose online shopping website	Browse clothing	Choose n item	Add to cart	Check out
TASK LIST	A. Search for shopping websites B. Choose a website that has the desired clothing styles	A. Browse the website to find items B. Apply filter options if available	A. Select size, color, and quantity of clothing item	A. Add item to the cart	A. Review cart B. Add billing information C. Add shipping information D. Confirm order
FEELING ADJECTIVE	Excited to shop	Happy to be shopping Overwhelmed by layout and confusing navigation	Nervous about picking the right size Unsure of the color choices	Hesitant about choices Annoyed with button size	Nervous about choices Frustrated with checkout time Eager to try clothing
IMPROVEMENT OPPORTUNITIES	Create an online website for Tee's Shirts with an inviting homepage	Add clear, easy-to-use filters Improve information architecture	Provide a place to read customer reviews Provide a size chart	Make a large enough button that uses accessible colors	Add a quick buy button Offer return policy information

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

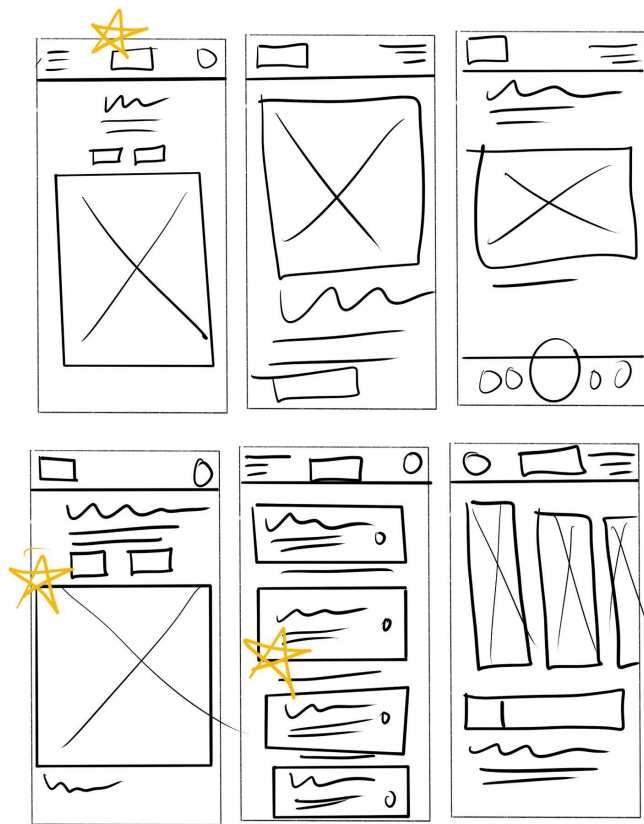
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

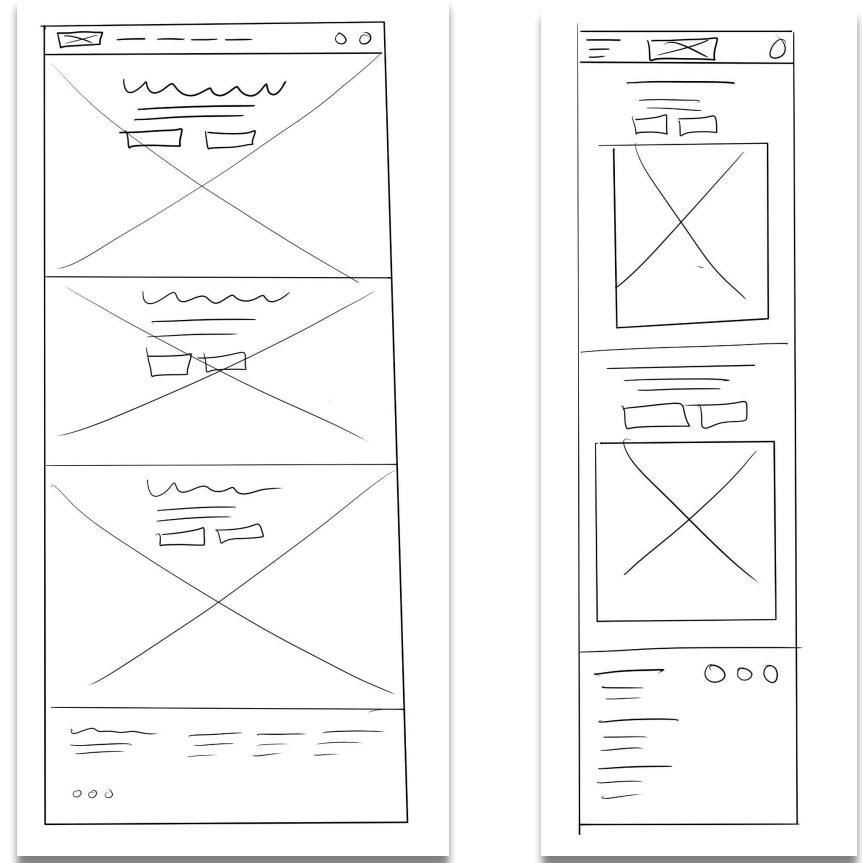
The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.



Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Paper wireframe screen size variations

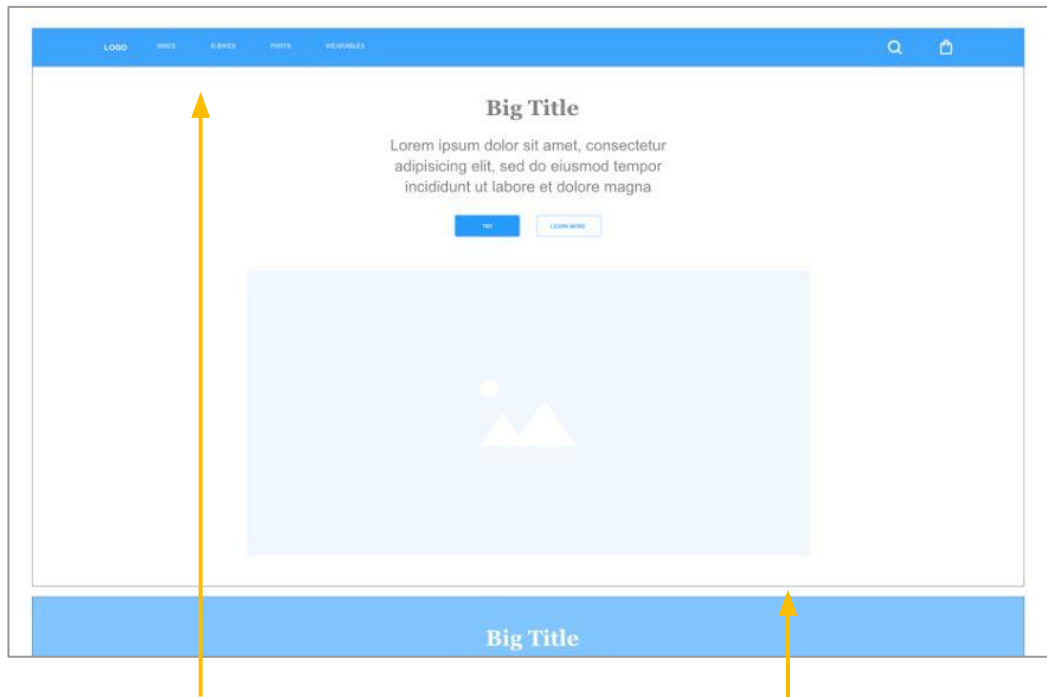
Because custom bike store's customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.



Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

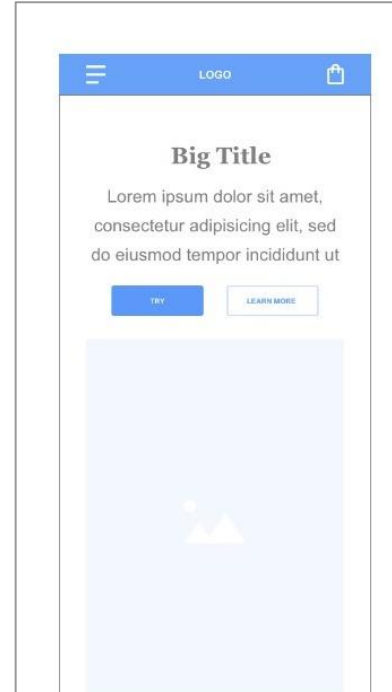
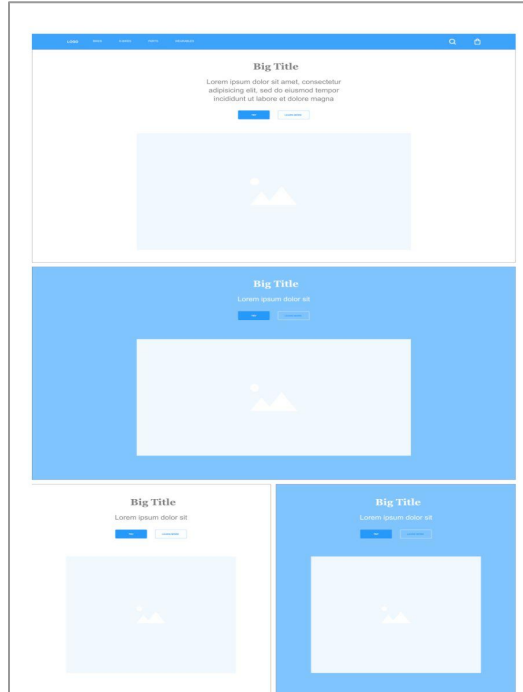
Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.



Easy access to shop products

Homepage is optimized for easy browsing through

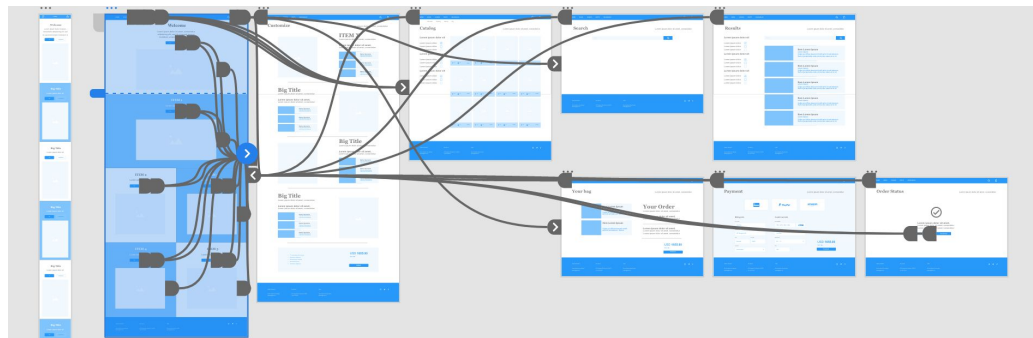
Digital wireframe screen size variation(s)



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



View [low-fidelity prototype](#)

Usability study: parameters



Study type:

Unmoderated usability study



Location:

Germany, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Cart

Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

Checkout

Users weren't able to easily copy the shipping address information into the billing info field

3

Account

During the checkout process, there wasn't a clear way for users to log in to their account to pre-fill previous billing and shipping info

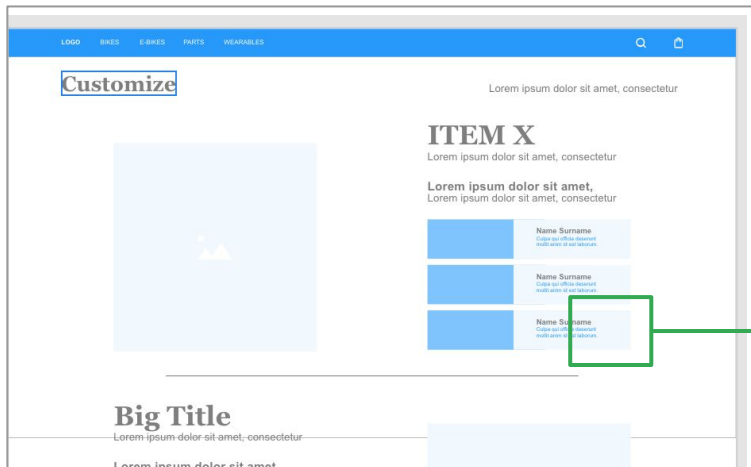
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

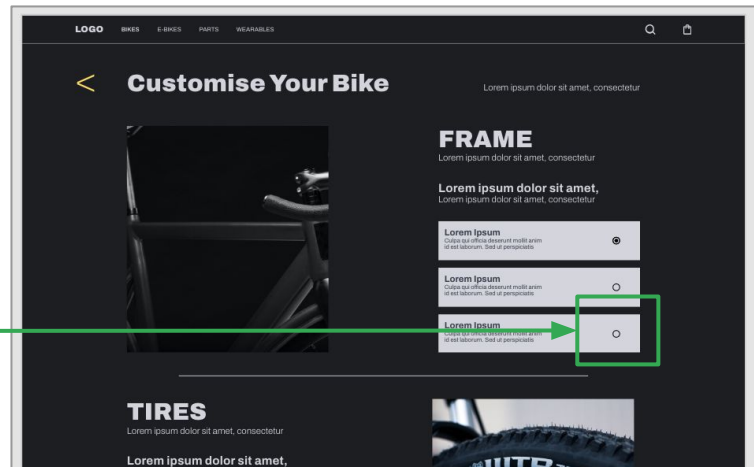
Mockups

Based on the insights from the usability study, I made changes to improve the site's checkout flow. One of the changes I made was adding the option to select one option after another to continue the customization. This allowed users more freedom to edit their cart without going through a complicated process to add or remove items.

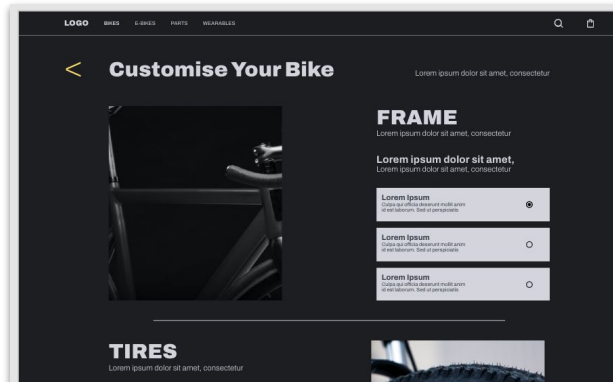
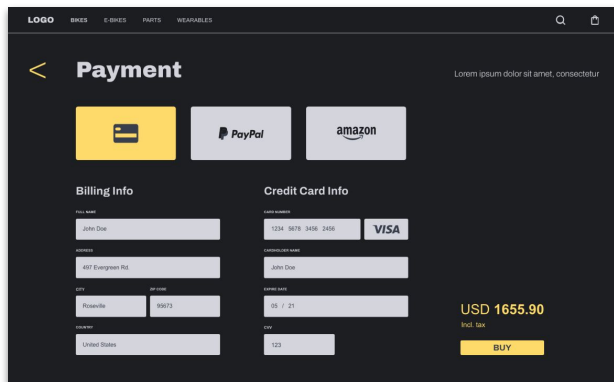
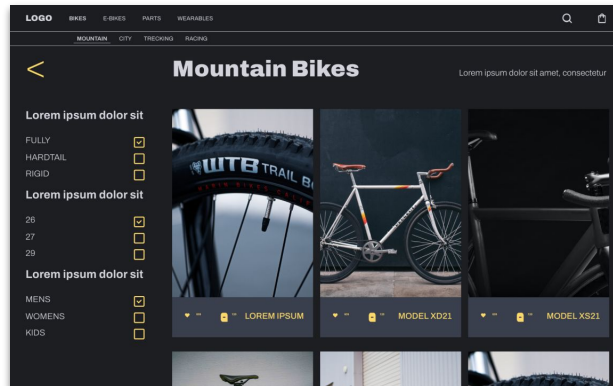
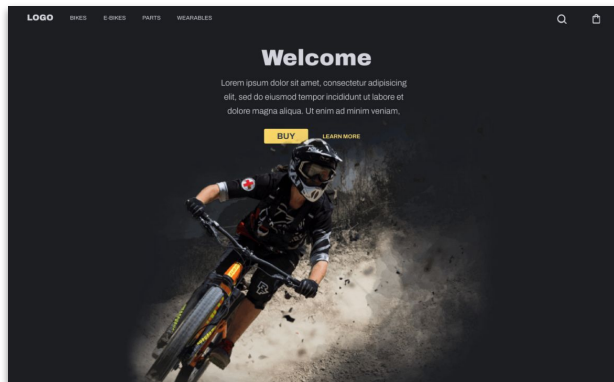
Before usability study



After usability study

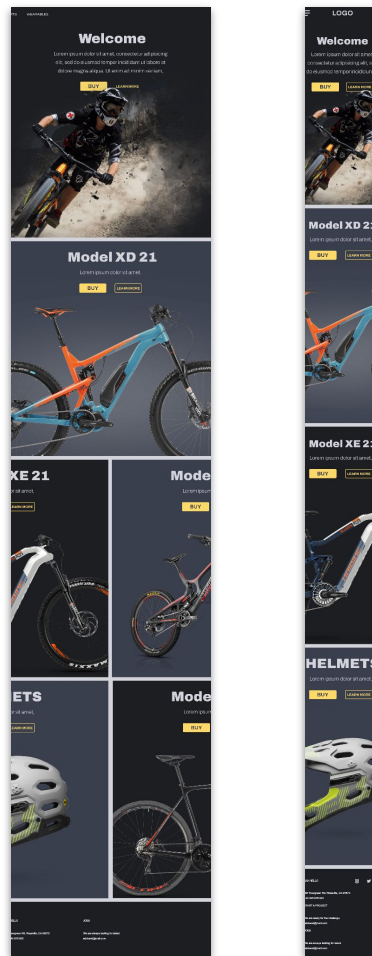


Mockups: Original screen size



Mockups: Screen size variations

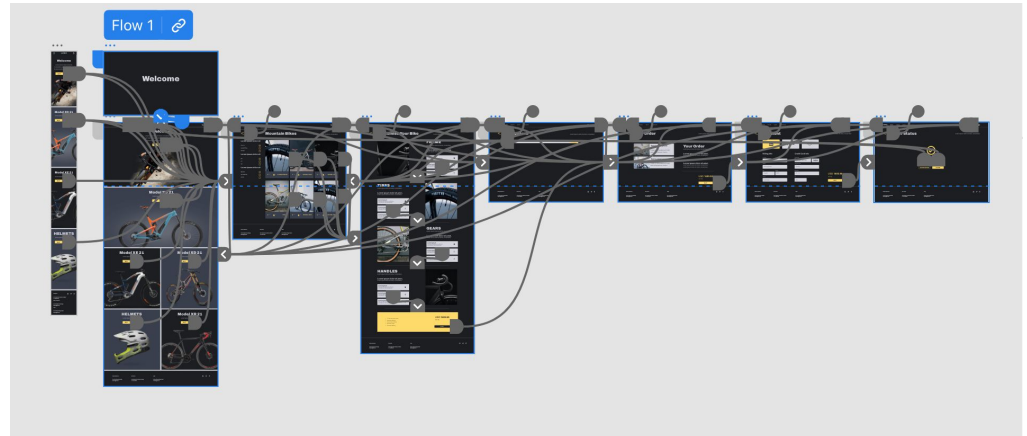
I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.

View the online custom bike store
[high-fidelity prototype](#)



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up
usability testing on the
new website

2

Identify any additional
areas of need and ideate
on new features

Let's connect!



Thank you for reviewing my work on the custom bike store app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

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Website: suleymancihangir.com