

Bikable

A bike-sharing rental platform

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Problem ?

- Vandalism
 - Stolen & cheat
- Bike safety
- Time-consuming on finding docks
 - Bikes are parked everywhere
- Payments
 - Charge extra money



Solution/proposal

Bikable is a bike-sharing platform with

- Sturdy, durable and on-demand bikes
 - locate and use bikes more easily and safely
- Personalization service
 - plan and save the routes
- Voice assistance
- In-app payment & problem reporting (rewards)
- Fitness & environment tracker



Target audience

People (regular & occasional riders)
who care about the time, health,
and environment

- Students & workers
 - save time/money and avoid traffic
- Locals & visitors
 - exercise/explore the cities



Storyboard



Key findings/feedback

Feedback for mobile –

- It's unnecessary to have the profile feature in the bottom nav. Make it accessed from the sidebar
- It would be helpful to view the bike features when scanning the bike
- Shows specific direction steps when finding the bike/dock
- Provides infographics in fitness/environments

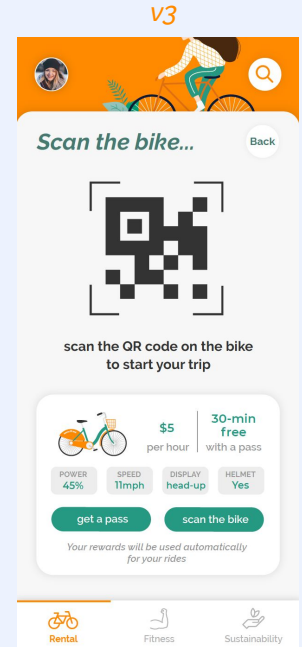
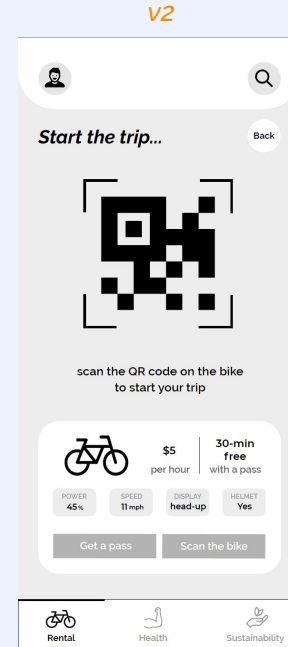
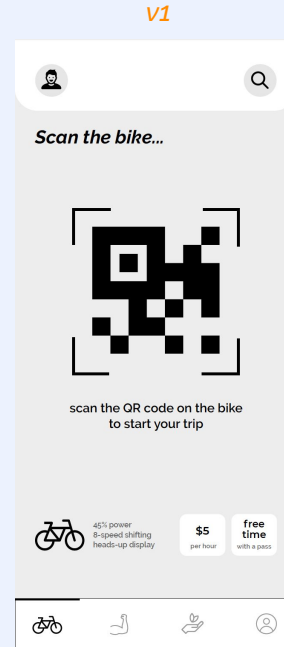
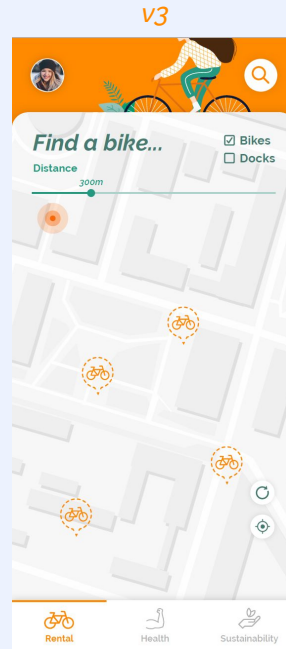
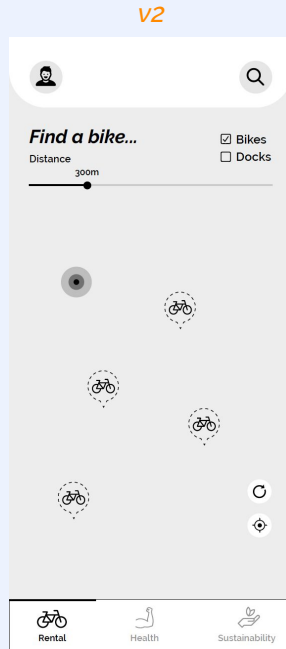
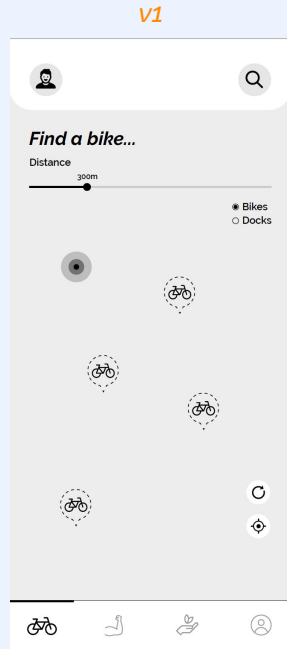
Key findings/feedback

Feedback for desktop –

- When using a desktop, I wouldn't click on “download the app” necessarily. Maybe create something to prompt me to go to my phone to download
- Provides more options for the route filters cuz there're more spaces on a desktop
- In addition to the bike pass price, showing the regular price (without a pass) and rewards in Pricing

Iterations...

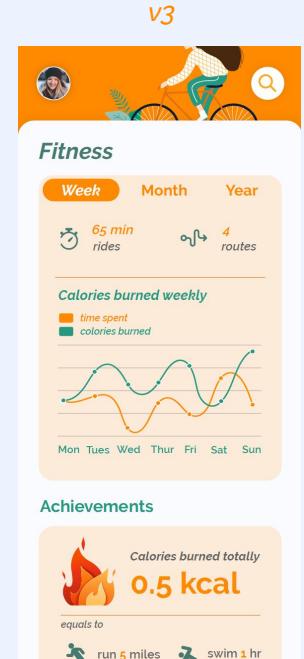
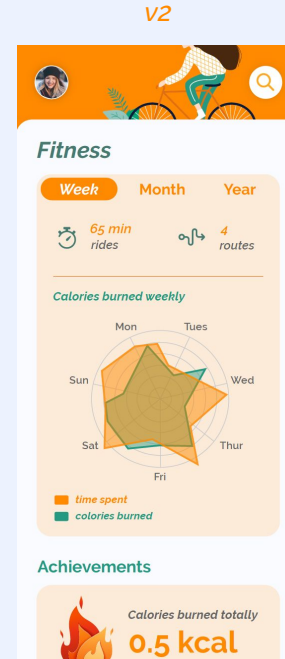
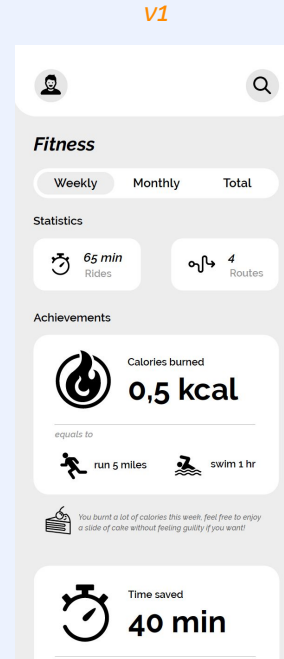
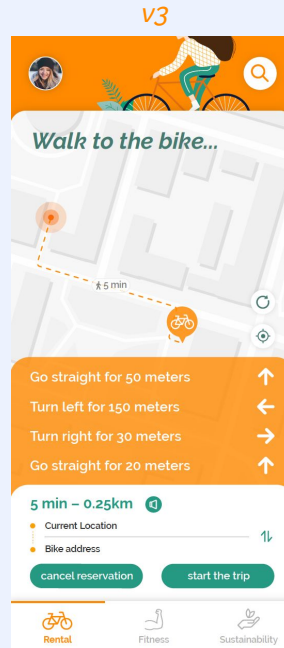
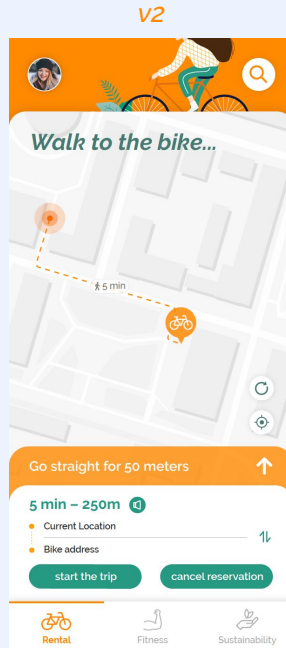
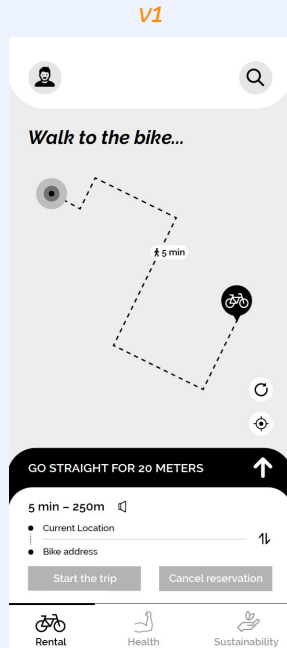
bottom nav



bike features

Iterations...

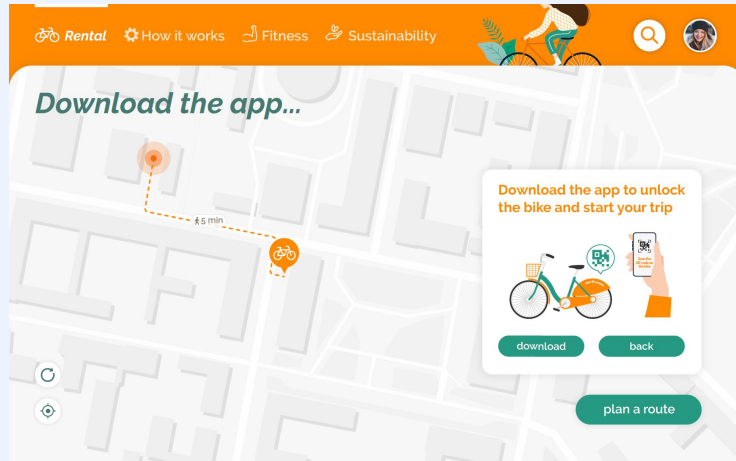
direction steps



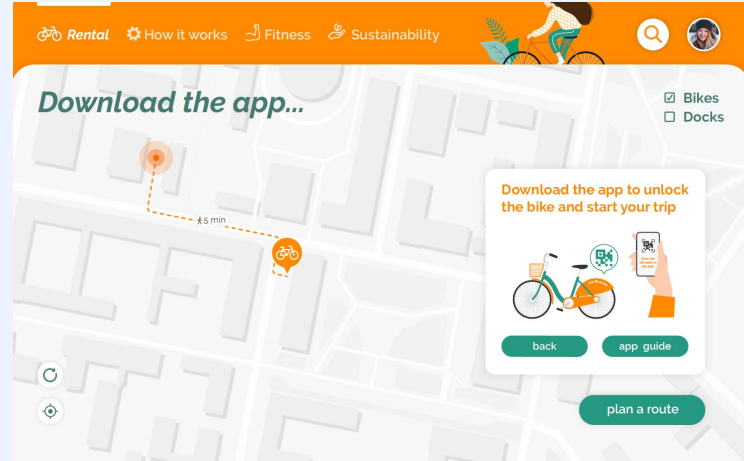
infographic

Iterations...

download the app



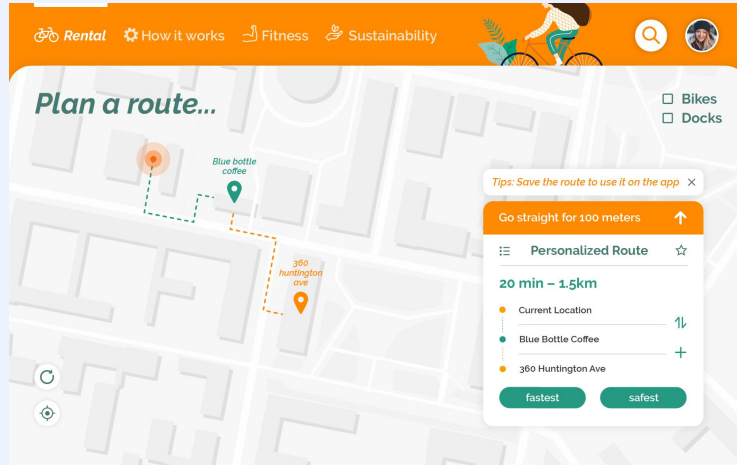
V1



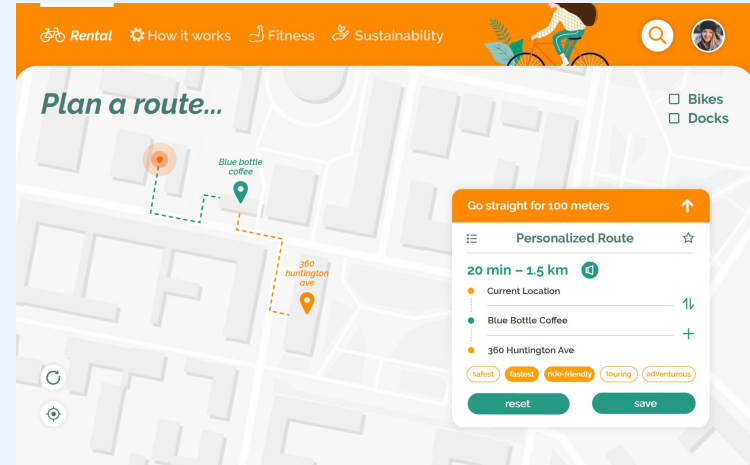
V2

Iterations...

route filters



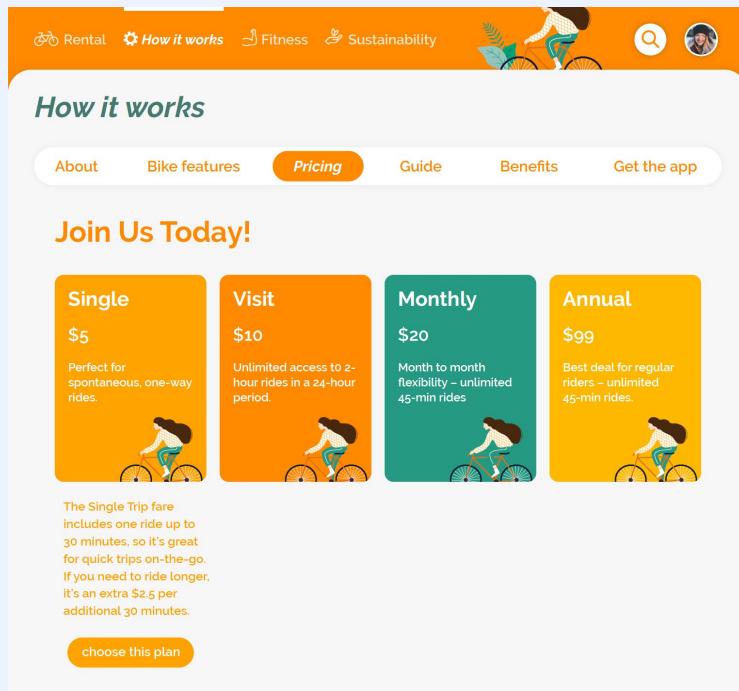
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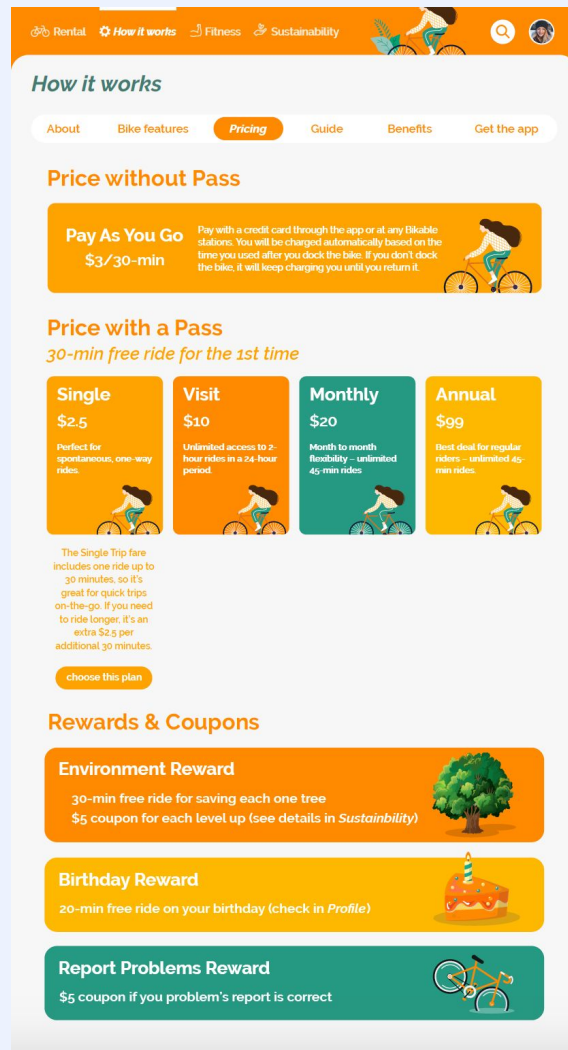
V2

Iterations...

price list



V1



V2

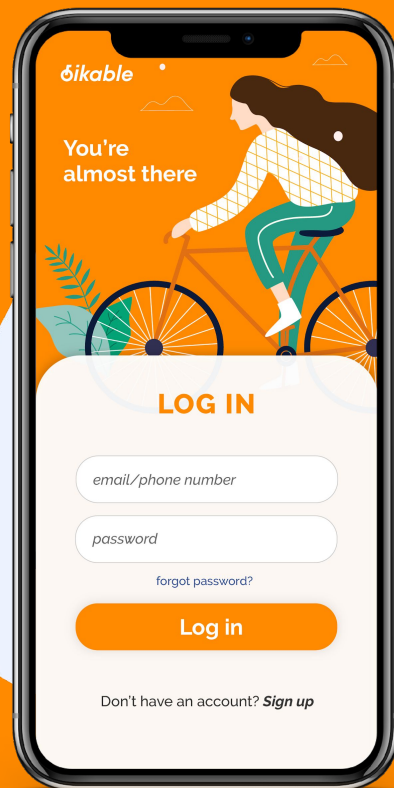
Prototype

Mobile

<https://xd.adobe.com/view/a5473acc-d172-4466-59d8-35a02470e429-d376/>

Desktop

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Thanks for watching!
Questions?

