

User Interface design

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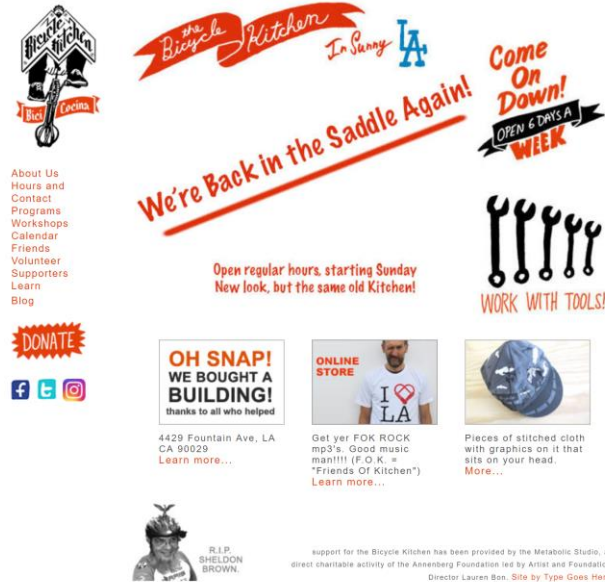


Persona creation, user stories/scenarios,
use cases, and feature list

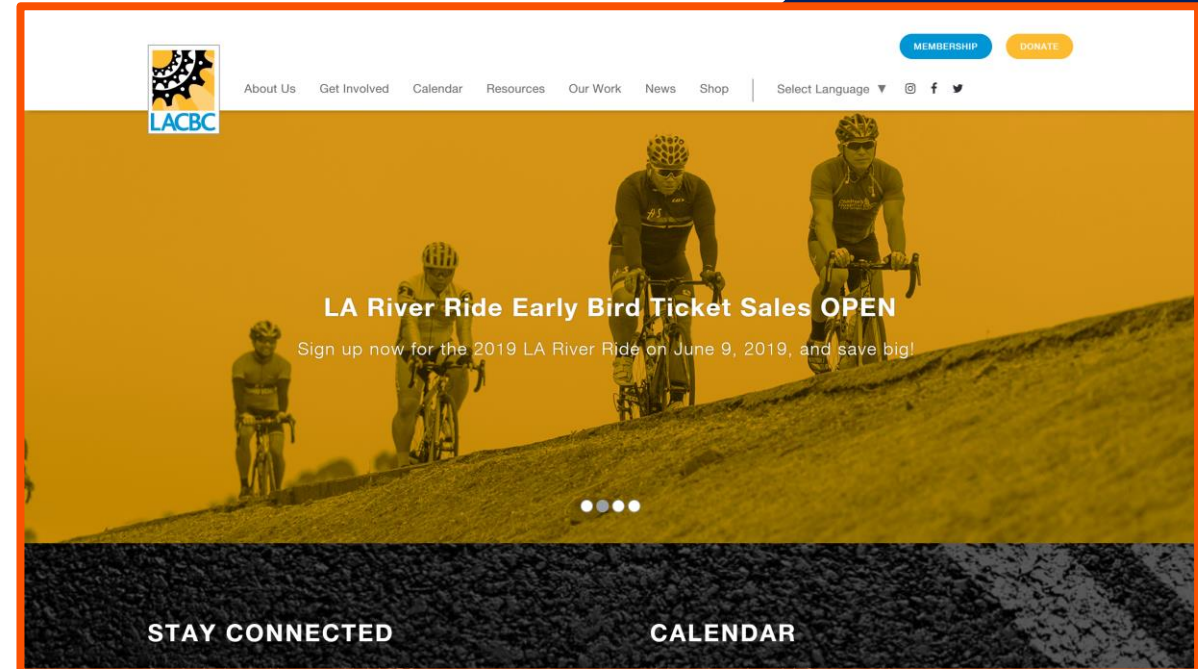
Assignment

#3

Solution Concept



Present State Website
The Bicycle Kitchen



Future State Influencer
Los Angeles Bicycle Coalition

Primary Persona // cyclists

Tom's daily commute to his workplace is a combination of the public transport and cycling. While zipping through the streets of Los Angeles he often finds himself mending a flat or a set of worn off brake pads. He feels it's about time he learnt to fix his bike by himself, in a cheaper manner.

Goals and Needs

- + Tom needs a cheaper means, and a workshop with the right equipment to maintain his bike.
- + Being a novice, he often requires a helping hand with most fixes and isn't shy to ask for help.



Context Scenario // cyclists



Tom rides his bike to and from work everyday. He lives in Korea Town and works in Pasadena. His daily commute is a combination of the purple and gold metro lines and around 3-4 miles of cycling. Initially he thought a bike would be a one time investment, but he's spending around \$10-20 every month on maintaining his bike. He's sick of spending so much on maintaining his bike and wants to find a cheap alternative.

He tries 'YouTubing' his problems and learn the basics, and he realizes he doesn't have the tools required to operate on his bike. He plans on buying the tools from Amazon, but that would cost more money. His co-worker suggests him to look-up non-profit bike shops nearby.

A quick Google search suggests **The Bicycle Kitchen** as a cheap and trendy means to solve his bike issues. He heads over the kitchen during the weekend and curses he didn't think of doing this earlier !

User Stories // cyclists

A person is riding a bicycle through a narrow, arched stone tunnel. The tunnel is made of rough-hewn stone blocks and has a low ceiling. The person is in the center of the frame, riding away from the viewer. The lighting is dim, with light coming from the end of the tunnel, creating a silhouette effect on the rider. The walls of the tunnel are textured and aged.

“As someone who isn’t financially well-off, the kitchen is the best place to get my first bike, made by my own hands”

“As a frustrated cyclist, I’ve been having a hard time with my bike. I just want to save some money on maintenance !”

“As an experienced cyclist, I just need a workstation with the right tools to get back on the road ”

“As someone who is scared to bike on the streets of Los Angeles, I’ve enrolled in the ‘Ride Safe LA’ workshop, I’m excited !”

Use Cases

#1 // Upcoming Workshops

- + Lists all upcoming workshops and events.
- + Workshops can be sorted based on various criteria. (kids, vs adults, novice vs advanced, types of bike fixes, etc.)
- + Selecting an event, displays a modal with more details such as a description, time/date and suggested donation fee for the event.
- + The Modal also has RSVP and share options.

#2 // Parts Available

- + Lists a catalog of donated parts.
- + Parts can be sorted based on various criteria. (section of the bike, type of bike part, model, fix, fitting, size, etc.)
- + Helps someone assemble their bike from scratch with a broader view of things.
- + Saves bikers an inquiry trip to the store.

#3 // Donation Options

- + Lists the various means to donate to the kitchen
- + Money donations, volunteering (time), bike parts donations are the three major sections.
- + Patreon or membership options for monthly donations with return incentives.
- + Contact details listed for other donation enquires.

Feature List

#1 // Navbar

Ease of access to every section of the website.

#2 // Social Media

Ability of share the event, page, workshop on social media

#3 // Product Listing

Ability to view all merchandise and sort based out of price, rating, size, etc.

#4 // Inventory Search

Ability to search for currently available bike parts

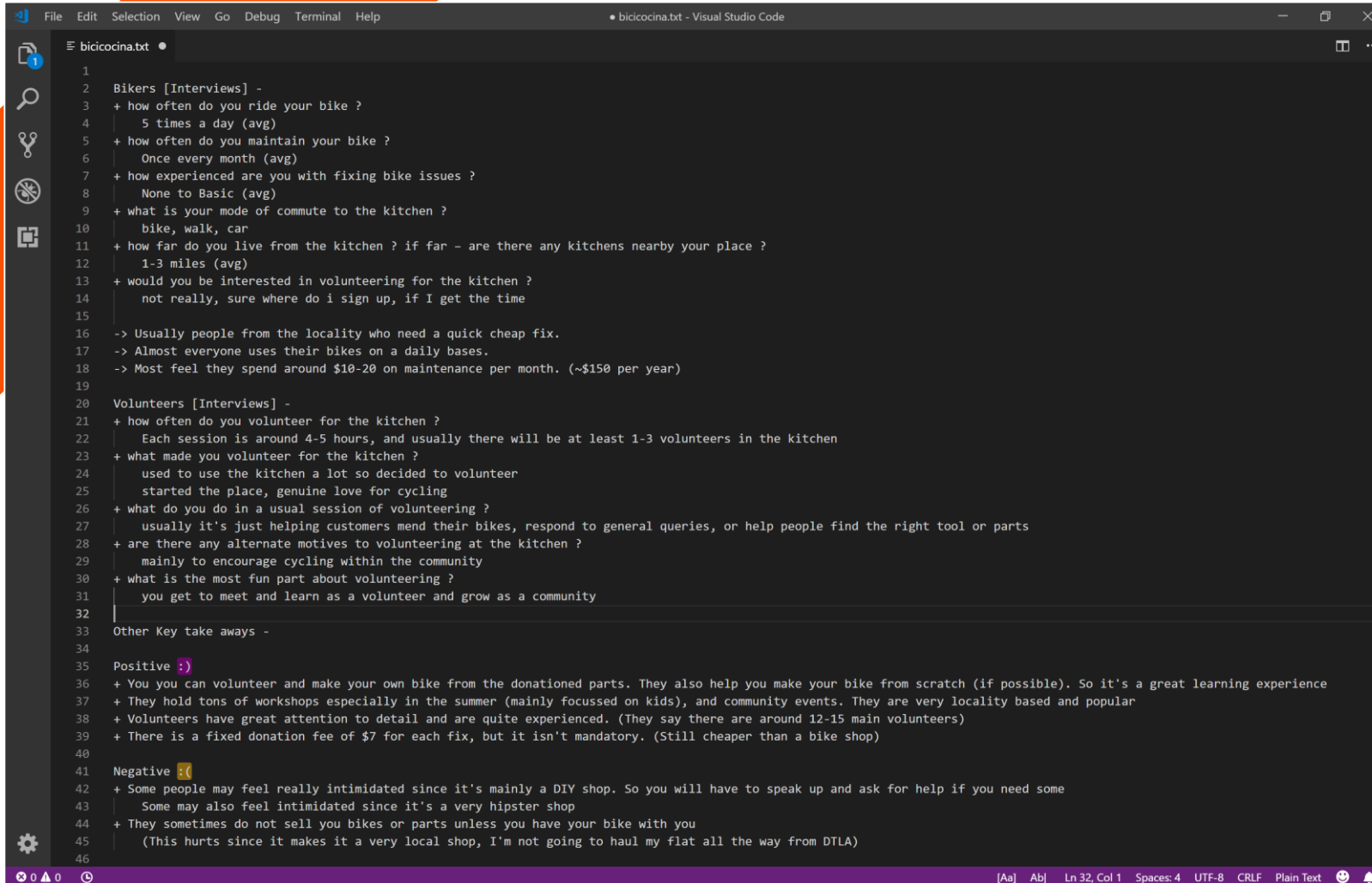
#5 // Calendar

Ability to view events and related information.

#6 // Donation Form

Ability to fill out form to donate.

Interview Notes



The screenshot shows a Visual Studio Code editor window with a dark theme. The file 'bicocina.txt' is open, displaying interview notes. The notes are organized into sections: 'Bikers [Interviews]', 'Volunteers [Interviews]', 'Other Key take aways', 'Positive :)', and 'Negative :('. The text is formatted with indentation for sub-points. The status bar at the bottom indicates the current position is Line 32, Column 1, with 4 spaces, UTF-8 encoding, and CRLF line endings.

```
1
2 Bikers [Interviews] -
3 + how often do you ride your bike ?
4   5 times a day (avg)
5 + how often do you maintain your bike ?
6   Once every month (avg)
7 + how experienced are you with fixing bike issues ?
8   None to Basic (avg)
9 + what is your mode of commute to the kitchen ?
10  bike, walk, car
11 + how far do you live from the kitchen ? if far - are there any kitchens nearby your place ?
12  1-3 miles (avg)
13 + would you be interested in volunteering for the kitchen ?
14   not really, sure where do i sign up, if I get the time
15
16 -> Usually people from the locality who need a quick cheap fix.
17 -> Almost everyone uses their bikes on a daily bases.
18 -> Most feel they spend around $10-20 on maintenance per month. (~$150 per year)
19
20 Volunteers [Interviews] -
21 + how often do you volunteer for the kitchen ?
22   Each session is around 4-5 hours, and usually there will be at least 1-3 volunteers in the kitchen
23 + what made you volunteer for the kitchen ?
24   used to use the kitchen a lot so decided to volunteer
25   started the place, genuine love for cycling
26 + what do you do in a usual session of volunteering ?
27   usually it's just helping customers mend their bikes, respond to general queries, or help people find the right tool or parts
28 + are there any alternate motives to volunteering at the kitchen ?
29   mainly to encourage cycling within the community
30 + what is the most fun part about volunteering ?
31   you get to meet and learn as a volunteer and grow as a community
32
33 Other Key take aways -
34
35 Positive :)
36 + You you can volunteer and make your own bike from the donated parts. They also help you make your bike from scratch (if possible). So it's a great learning experience
37 + They hold tons of workshops especially in the summer (mainly focussed on kids), and community events. They are very locality based and popular
38 + Volunteers have great attention to detail and are quite experienced. (They say there are around 12-15 main volunteers)
39 + There is a fixed donation fee of $7 for each fix, but it isn't mandatory. (Still cheaper than a bike shop)
40
41 Negative :(
42 + Some people may feel really intimidated since it's mainly a DIY shop. So you will have to speak up and ask for help if you need some
43   Some may also feel intimidated since it's a very hipster shop
44 + They sometimes do not sell you bikes or parts unless you have your bike with you
45   (This hurts since it makes it a very local shop, I'm not going to haul my flat all the way from DTLA)
46
```