

User Interface design

Aayush
| Khanna

User research and
persona creation



Assignment

#2

Present State Website

the bicycle kitchen
(bicicocina) is a nonprofit
bicycle repair
educational organization

our mission is to
promote the bicycle
as a fun, safe, and
accessible form of
transportation and to provide a
welcoming space to
learn about building,
maintaining, and
riding bicycles.



About Us
Hours and
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Programs
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Calendar
Friends
Volunteer
Supporters
Learn
Blog



Open regular hours, starting Sunday
New look, but the same old Kitchen!



4429 Fountain Ave, LA
CA 90029
[Learn more...](#)



Get yer FOK ROCK
mp3's. Good music
man!!!! (F.O.K. =
"Friends Of Kitchen")
[Learn more...](#)



Pieces of stitched cloth
with graphics on it that
sits on your head.
[More...](#)

01



R.I.P.
SHELDON
BROWN.

support for the Bicycle Kitchen has been provided by the Metabolic Studio, a
direct charitable activity of the Annenberg Foundation led by Artist and Foundation
Director Lauren Bon. [Site by Type Goes Here](#)

Persona Hypothesis

+ **What different sorts of people might use this product and how will their needs/roles vary?**

Cyclists

newbies: need to be taught and learn on the go

junkies: skilled, need less help and often volunteer

Volunteers

maintain the shop, hold workshops, co-ordinate bike rides and teach/fix bikes

+ **What ranges of behaviors and types of environments need to be explored?**

Motivation to learn to fix their bike

from very motivated to apathetic

Willingness to teach or volunteer

from very motivate to apathetic

User Research // cyclists

- + how often do you ride your bike ?
- + how often do you maintain your bike ?
- + how experienced are you with fixing bike issues ?
- + what is your mode of commute to the kitchen ?
- + how far do you live from the kitchen ?
 - if far – are there any kitchens nearby your place ?
- + would you be interested in volunteering for the kitchen ?



User Research // volunteers

- + how often do you volunteer for the kitchen ?
- + what made you volunteer for the kitchen ?
- + what do you do in a usual session of volunteering ?
- + are there any alternate motives to volunteering at the kitchen ?
- + what is the most fun part about volunteering ?

Primary Persona // cyclists

Tom's daily commute to his workplace is a combination of the metro 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.

Goals and Needs

- + Tom needs a cheaper means, and a workshop with the equipment to maintain his bike.
- + He loves hanging out with other cyclists, and learning a few neat tricks here and there.
- + When it comes to harder fixes and maintenances he isn't shy to ask for a helping hand.



Primary Persona // volunteers

Peter is self-employed, an avid cyclist and loves everything about bikes. He also knows the ins and outs of a cycles mechanics and doesn't mind getting his hands dirty. He finds working at the kitchen liberating and fun and loves teaching and holding workshops and camps for kids.

Goals and Needs

- + Peter 's primary goal is to do help people fix their bikes by teaching them. He likes to makes sure that people learn the right approach to fixing and maintaining their bikes.
- + He wants to promote cycling as a fun safe and accessible form of transportation in Los Angeles.

