

UX CASE STUDY: SHIFTY

CROWDSOURCED
ALERTS FOR
CYCLING ROUTES



THE PROBLEM

- ▶ Cyclists don't know about problems in their routes ahead of time.

*Snow is cleared
from streets, but
what is the status of
the W&OD trail?*

*Construction zone on
Vetch St. is a flat tire
waiting to happen.*

*M Street bike lane
closed from 20th to
24th Streets NW.*

THE EFFECTS RANGE FROM INCONVENIENCE TO PUTTING THE CYCLIST'S SAFETY AT RISK.

FINDINGS

- ▶ Interviewees: year-round commuters, seasonal commuters, and weekend warriors
- ▶ Many already use multiple apps for ride planning and tracking
- ▶ Reporting of problems already exists online (local forums, Facebook groups...) - but is imprecise and not real-time
- ▶ A new use case: planning long leisure rides

PERSONAS

JASON // 34 // IT PROFESSIONAL // WASHINGTON, DC

Behaviors

- ▶ Bicycle is primary form of transportation
- ▶ Year-round commuter - multiple bikes, studded tires and winterized gear
- ▶ Uses apps to track and plan rides, contributes to local bike forums online

Needs/Goals

- ▶ Use bike for transportation whenever possible
- ▶ Get from A to B safely and efficiently
- ▶ Be aware ahead of time when conditions warrant re-routing, or leaving the bike at home

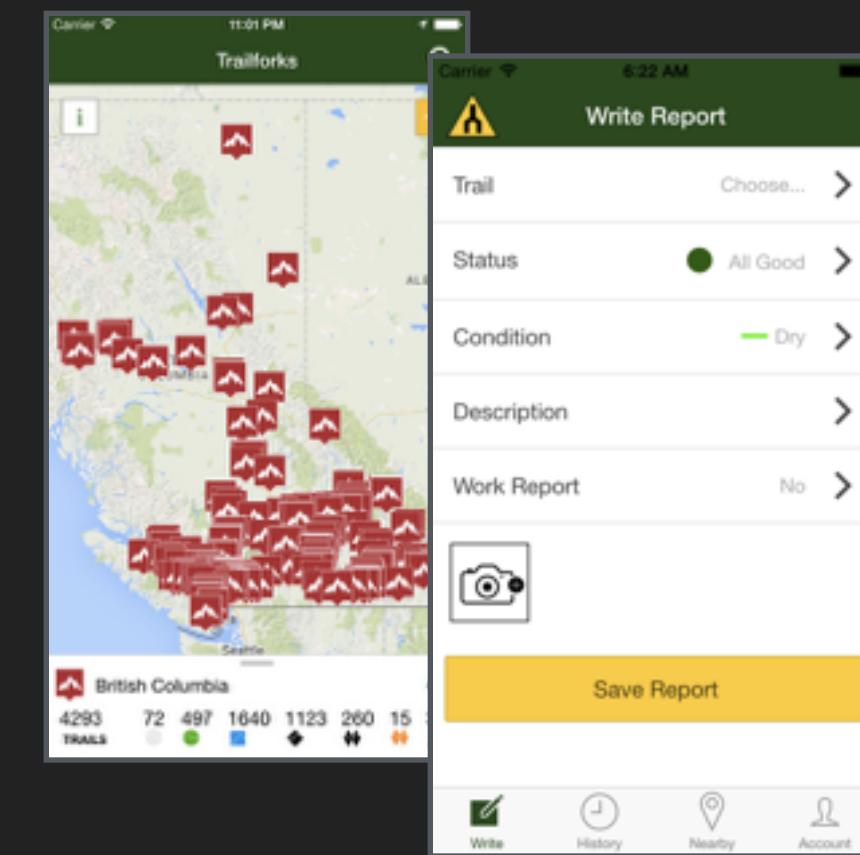


COMPETITIVE ANALYSIS



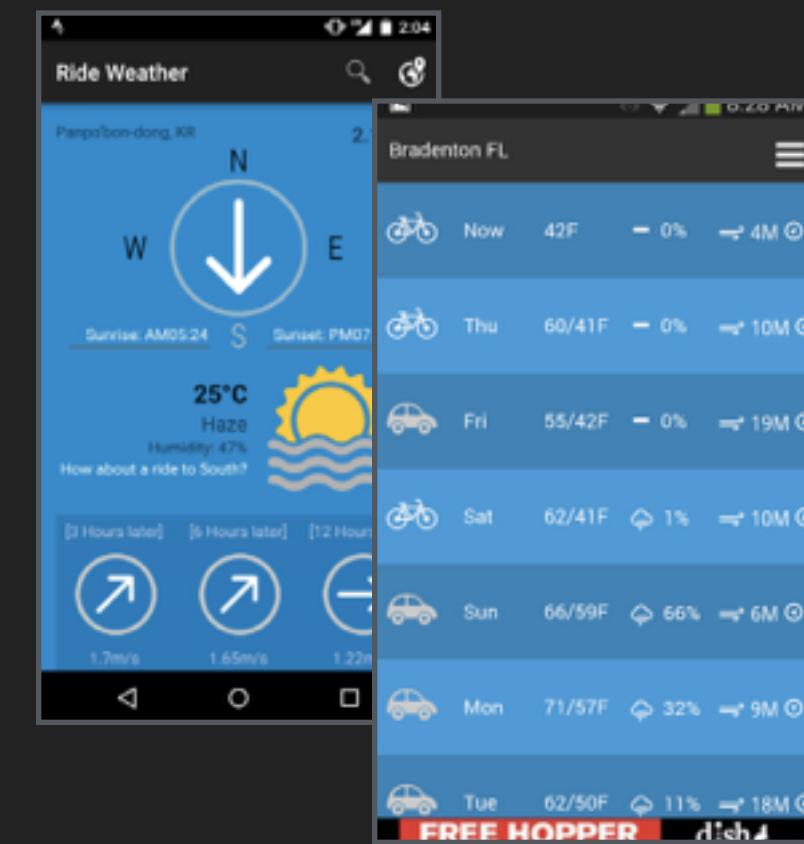
SOCIAL CYCLIST

- ▶ Bikeshare mapping
- ▶ Ride tracking
- ▶ Social sharing
- ▶ Suggest bike infrastructure
- ▶ Report conditions/issues



TRAILFORKS

- ▶ Ride tracking
- ▶ Report conditions/issues
- ▶ Mountain bike trails only



BICYCLE WEATHER

- ▶ Weather alerts (location and preference- based, but not route-based)
- ▶ Alternative transportation recommendations

Strava and MapMyRide also have large user bases in a similar space, but are focused on ride tracking

WHAT'S MISSING?

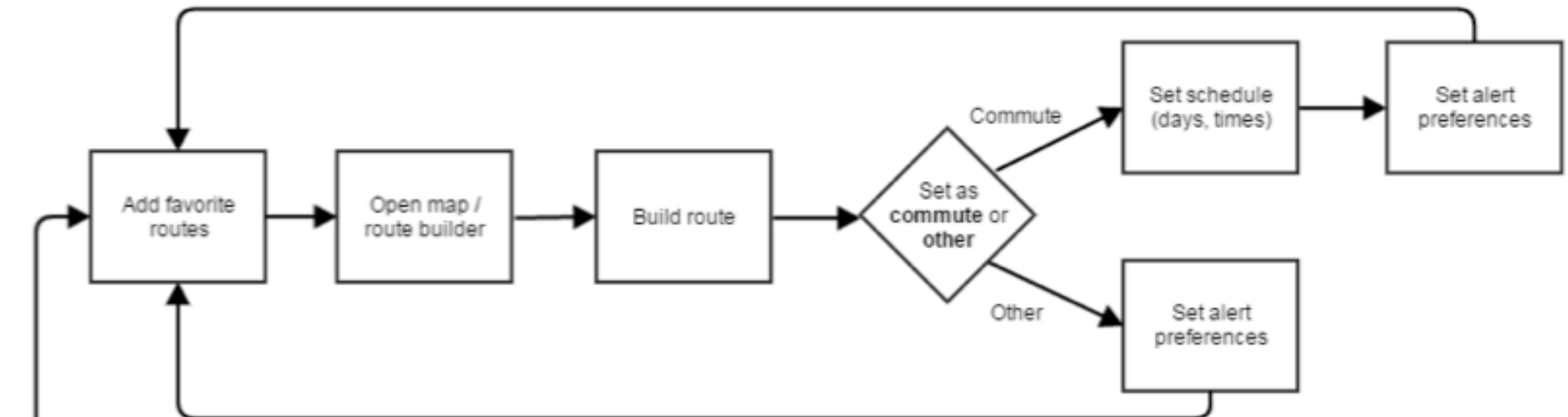
**Advance alerts – based on
knowing where the user rides**

(e.g., daily commute, or planned weekend ride)

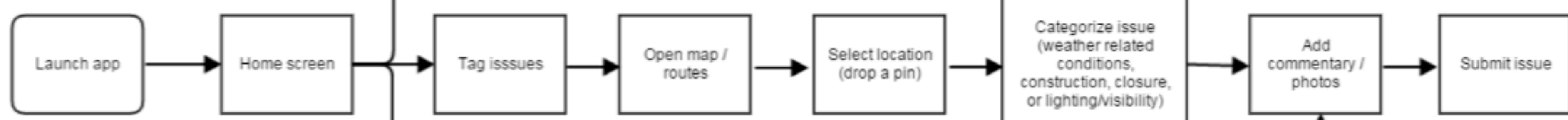
USER FLOW

THREE CORE TASKS

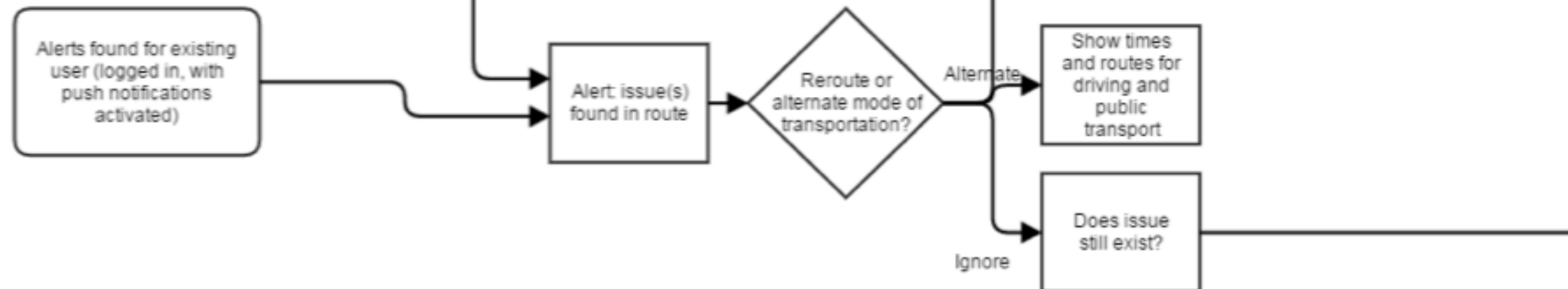
1 Add Route



2 Report Issue



3 Alerts

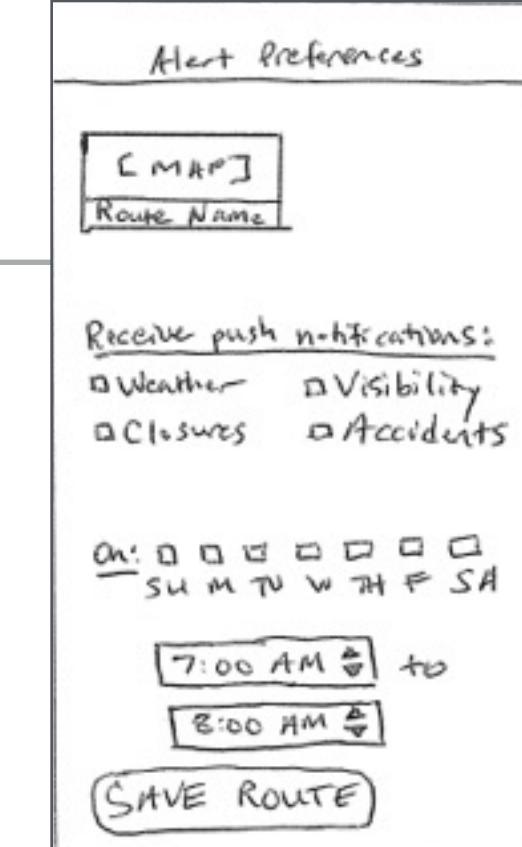


USER FLOW

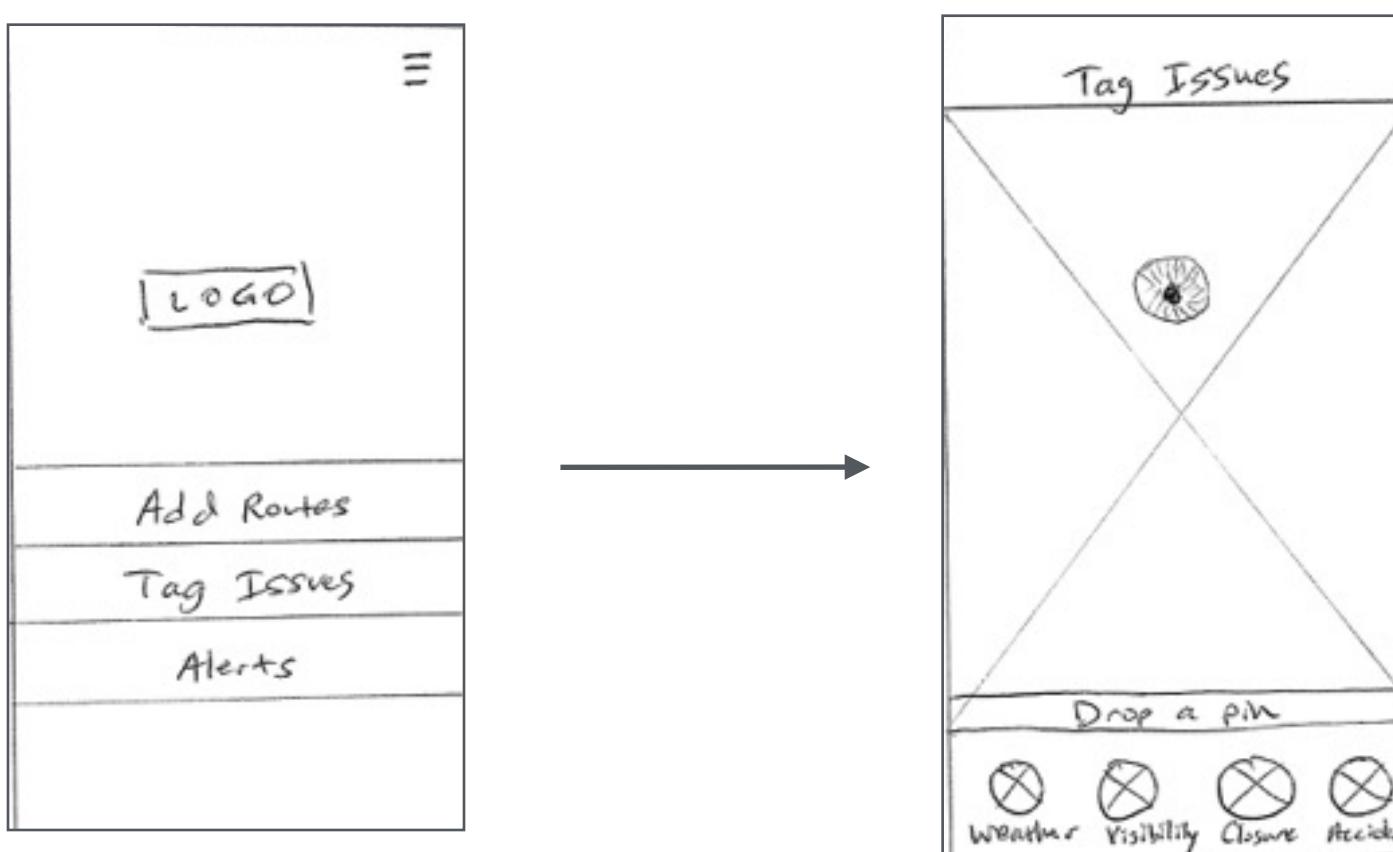
INITIAL SKETCHES

1 Add Route

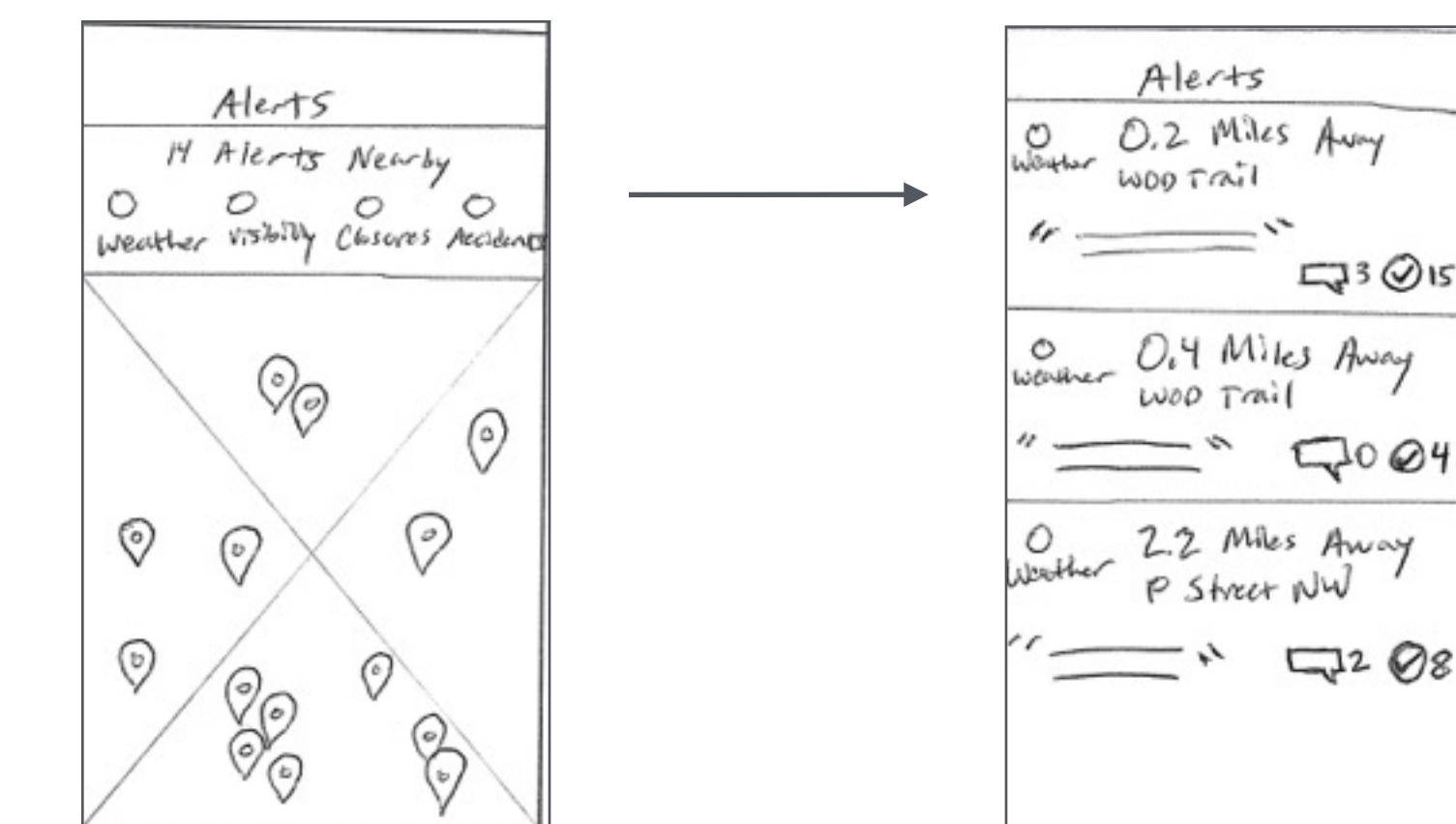
Build/Import/Track Route



2 Report Issue



3 Alerts

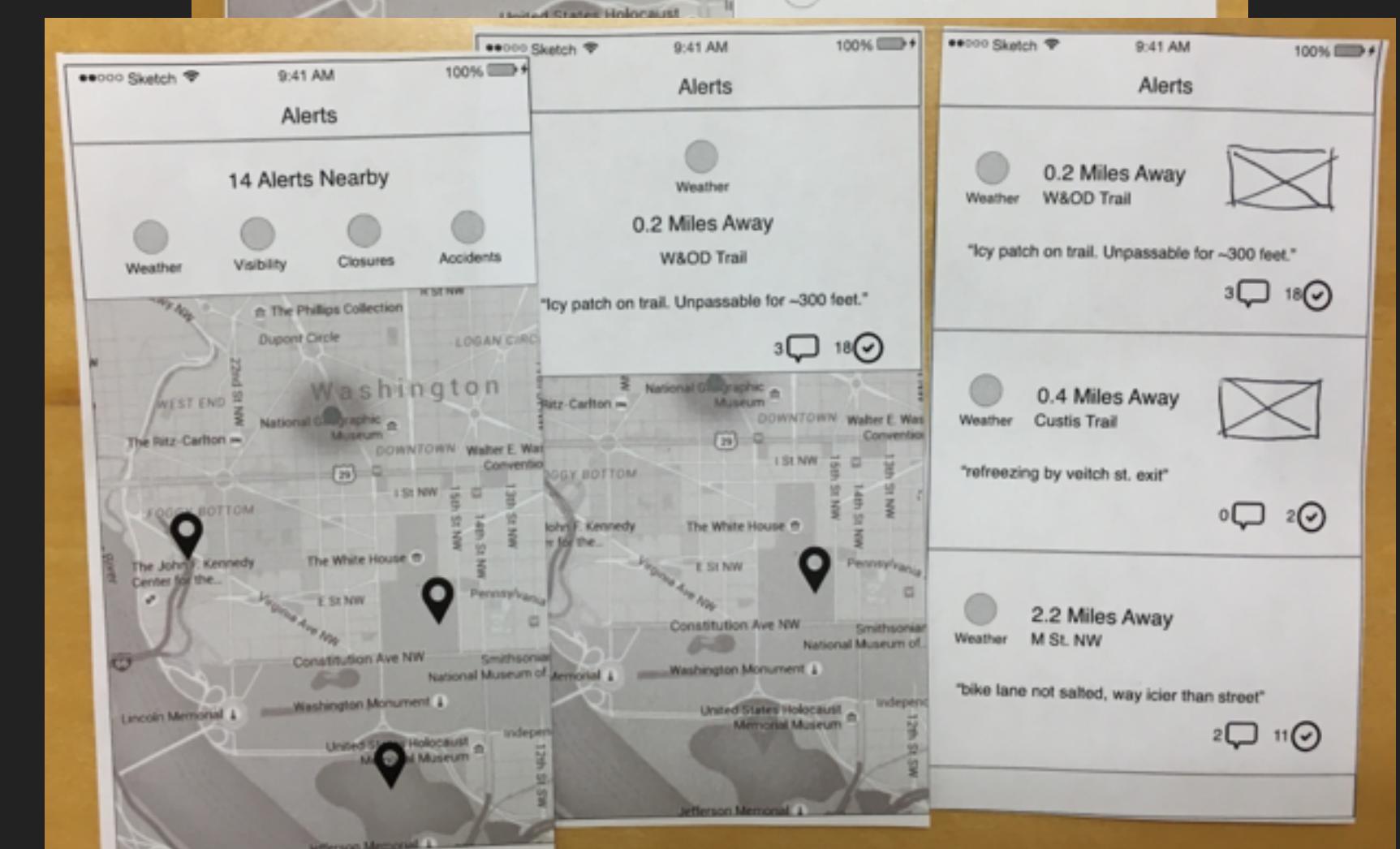
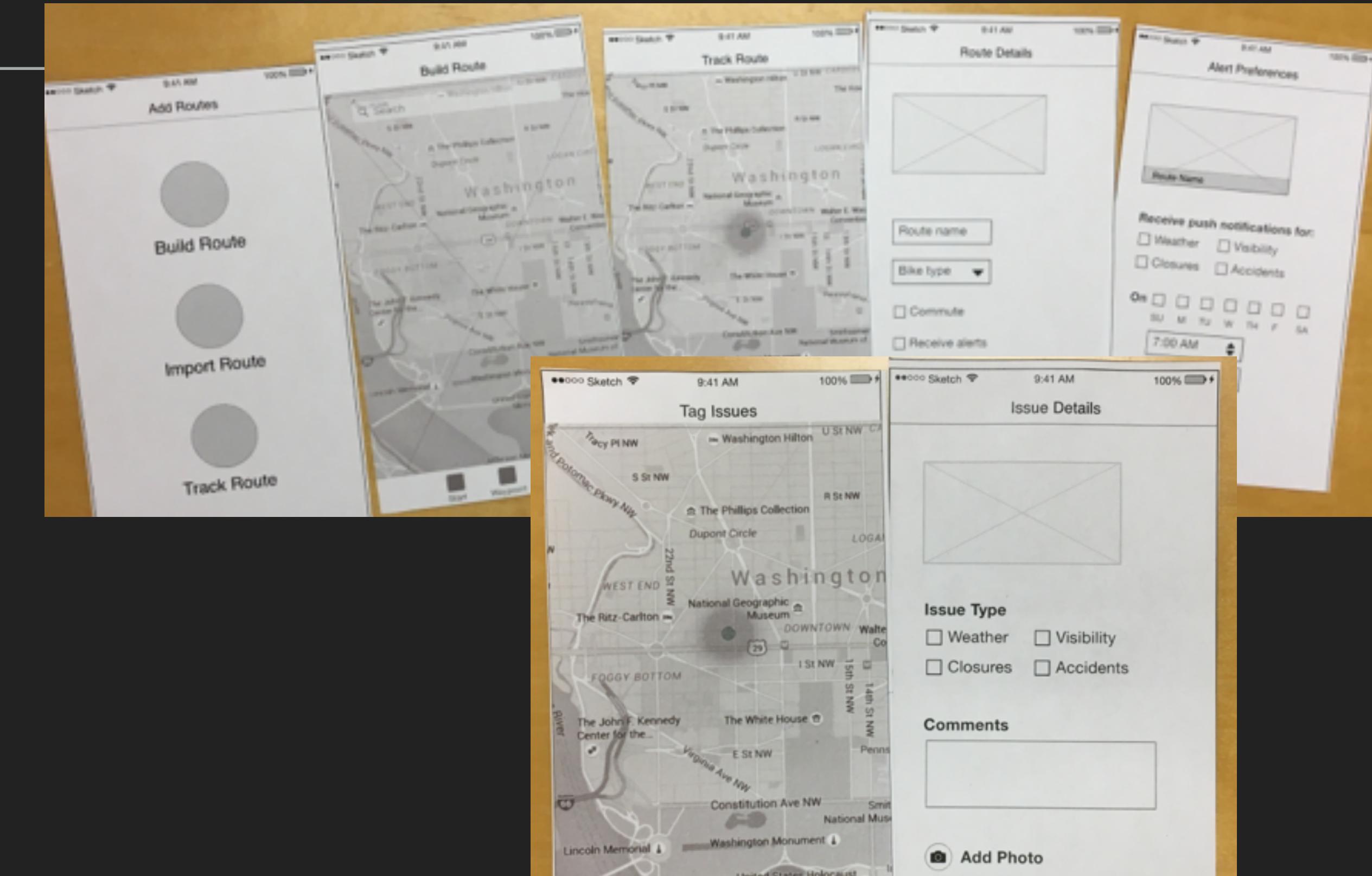


PROTOTYPING

PAPER PROTOTYPE TESTING

► Takeaways

- Base everything around a home screen map
- Make adding routes easier
- Consider in-ride interaction (safely! quick pit stop, one tap for mounted smartphone, or utilize audio via headphones)



CLICKABLE PROTOTYPE

► <https://invis.io/PH6O5R5YM>

USABILITY TESTING FINDINGS

- ▶ Continue to simplify screens
- ▶ Create multiple flows that get the user to alerts (i.e., through “My Routes,” push notifications, or “Alerts” tab)