

LIMEHELMET

Helmet Rental Kiosk

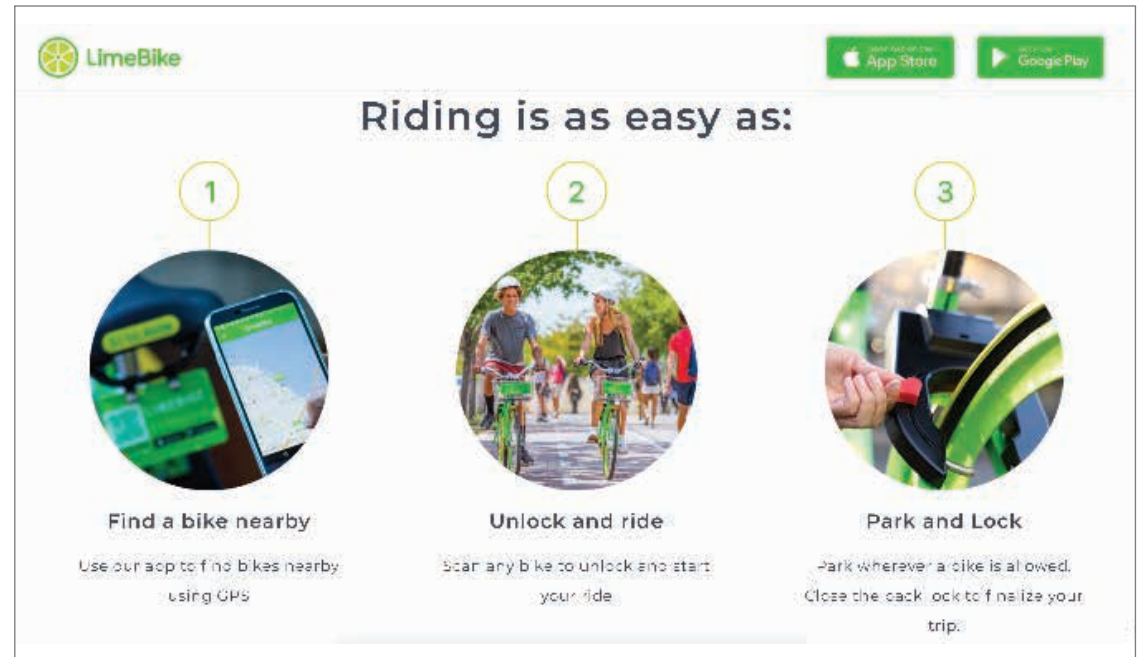
CLIENT

Client

LimeBike is a bicycle-sharing company launched in June 2017 based in San Mateo, California. It operates dockless bicycle-sharing systems in several cities and college campuses across the United States.

Limebike's mission is to provide a sustainable solution to the first and last mile transportation problem by helping people move around their cities in an affordable and convenient way while eliminating their carbon footprint.

LimeHelmet launch with the goal of encouraging more users to use helmets when biking. Moreover, the kiosk is where rider can rent their helmets with LimeBike by using face detection technology.



CREATIVE BRIEF

Purpose

For the bike helmet to protect you, it needs to fit accurately. By using the face detection technology, the kiosk will be able to measure rider's head within seconds. It will take the rider's head measurements then give the appropriate helmet size for them.

Client Expectation

- The design is simple and easy to use for riders
- Increase the use of helmets when cycling from 3/20 in Feb to 15/20 bikers in Feb 2018.
- Increasing the revenues from 500 millions in Jan to 1.1 billions in Aug 2018.

Target Audiences

- LimeBiker users
- Tourists
- Cyclists aged 18 - 45
- Urban areas
- Health concerned

Solutions

Develop the kiosk that is simple and easy to use. LimeHelmet will provide a rental helmet kiosk for LimeBike users. An automated vending machine that will dispense helmets for a small fee will also apart of the project.

The kiosk design will improve the lack of sanitation from competitors. Following each rental, LimeHelmet will sanitize and inspect each helmet before handing it to users. Users have an option to keep track on cleaning processes before they get the helmet on their hands.

Limehelmet also ensures that each kiosk will remains continually stocked with enough helmets to meet the community's need.

COMPETITIVE ANALYSIS

HelmetHub

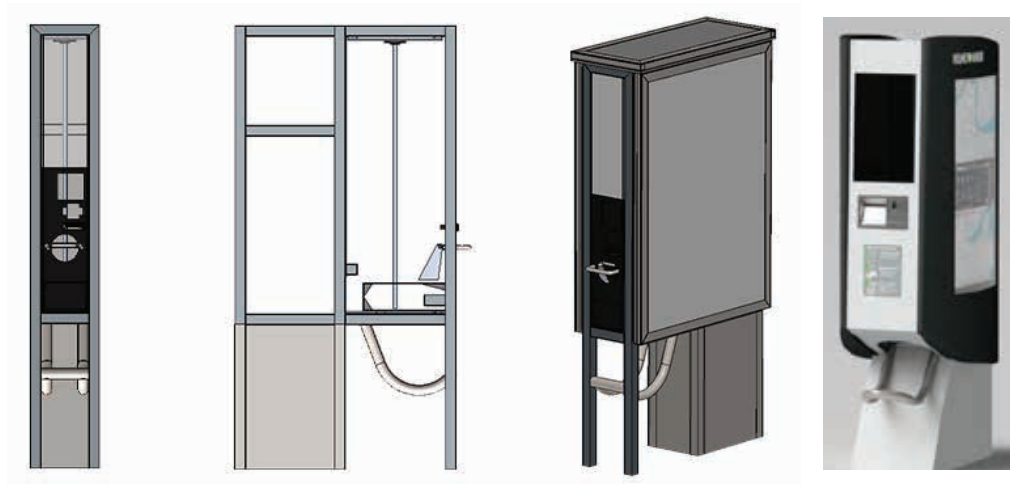
Features

- City Maps
- User manual
- Payment instruction
- Solar power
- Real-time analytics
- Each machine can hold 36 helmets.
- Touch screen system to help deploy the safety gear.
- Sent to the company's headquarters to be cleaned and sanitized before the next customer.



Design

- Simple color scheme
- Effective use of illustrators
- Large screen display
- Helmet tray display



COMPETITIVE ANALYSIS

MelBourneBikeShare

Features

- Refrigerator Display
- User manual
- Payment instruction
- Each machine can hold 30 helmets.
- Returned at 7-Eleven stores for cleaning, disinfection and lining replacement.

Design

- Bright color scheme
- Transparent machine design
- Large screen display



FEATURES

Instruction

- Provide clear step by step instructions for users.
- LimBike user required (There will be an option to signup for LimeBike account)

Measure your size

- Camera Scanning
- Visual direction instructions
- Option to Re-do
- Giving the best size

Rental Review

- Information about the size, the rental period

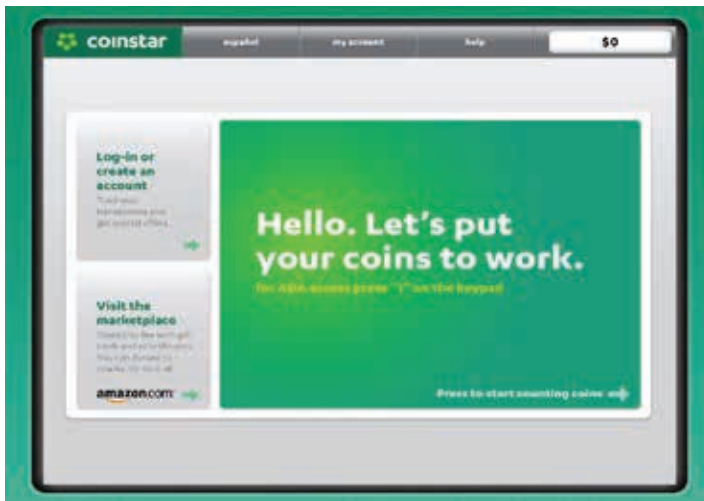
Payment

- Payment process before ready to go

Confirmation Page

- Confirmation rental
- LimeHelmet location search

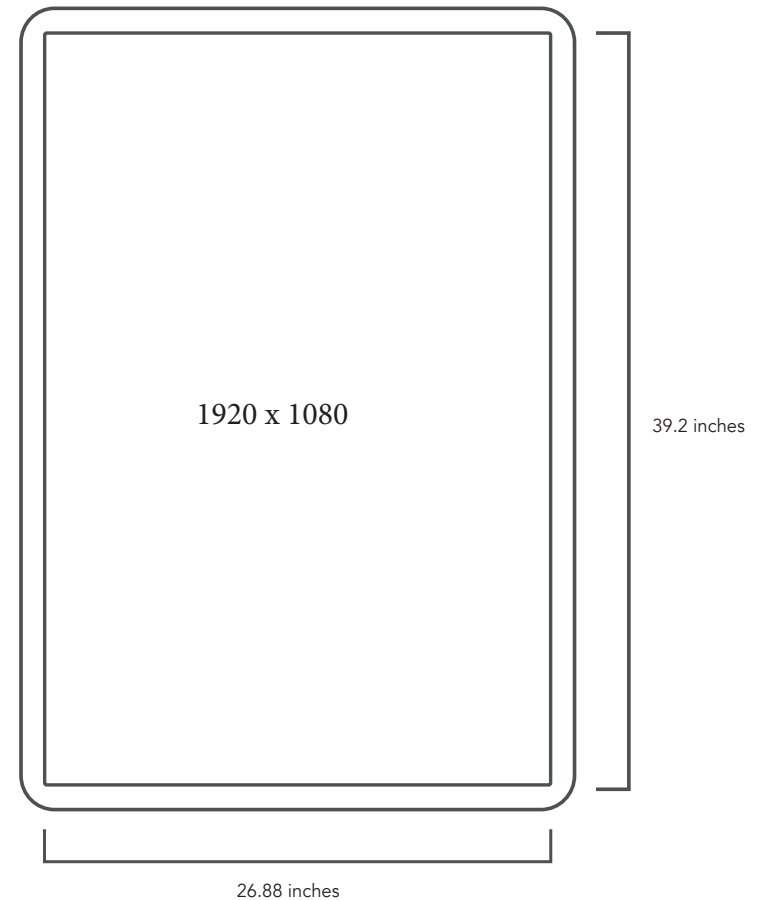
INSPIRATIONS



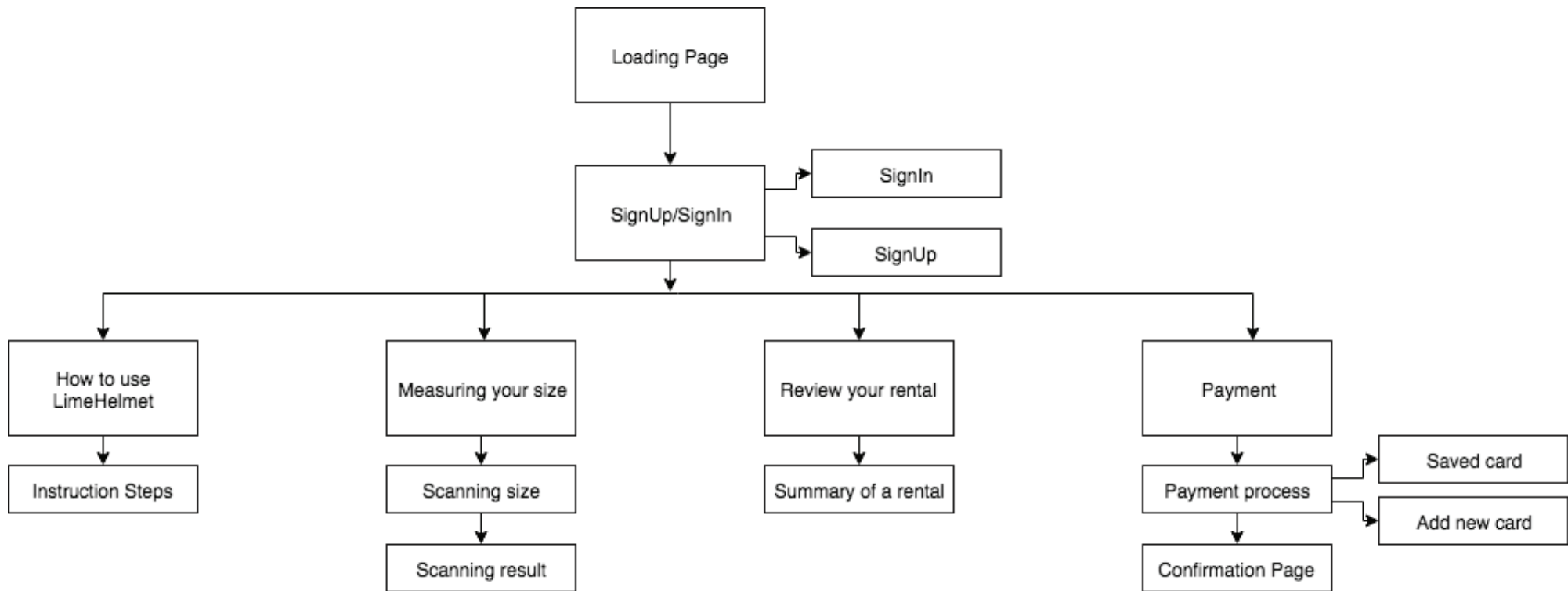
KIOSK DIMENSIONS

Touch screen kiosks including all of the following:

- **Touch Screen Kiosk Monitor Sizes:** 42 inches
- **Aspect Ratio:** 16:09
- **Dimensions:** 38.39" x 22.63" x 3.46"
- **Active Area:** 36.53" x 20.55"
- **Resolution:** 1920x1080
- **Touch Glass:** 4mm



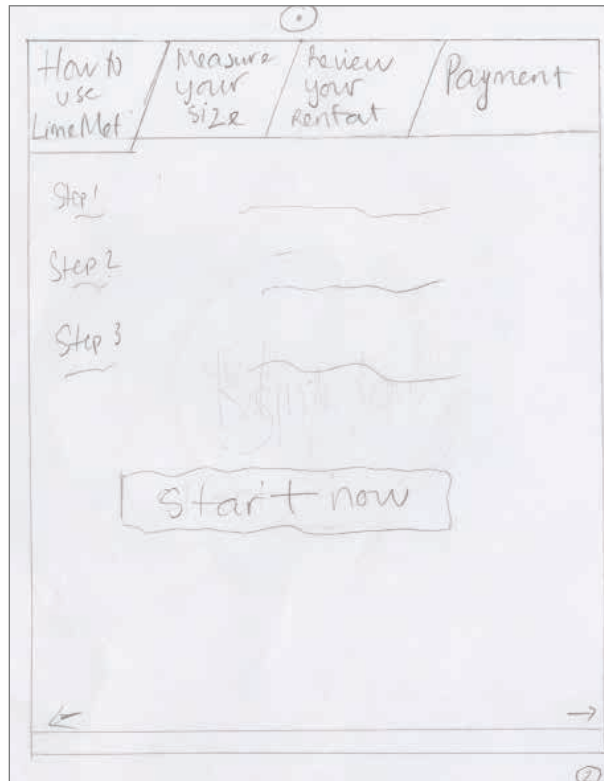
USER FLOW



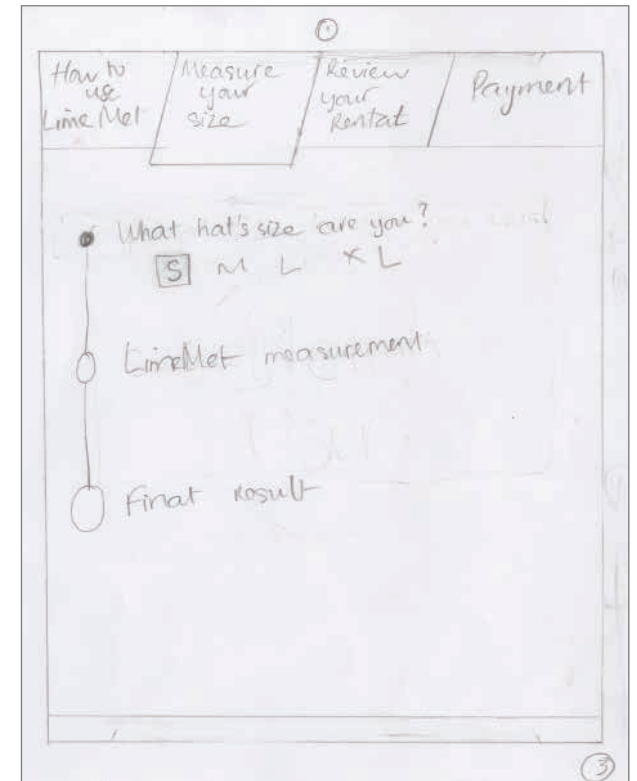
SKETCHES



Landing Page

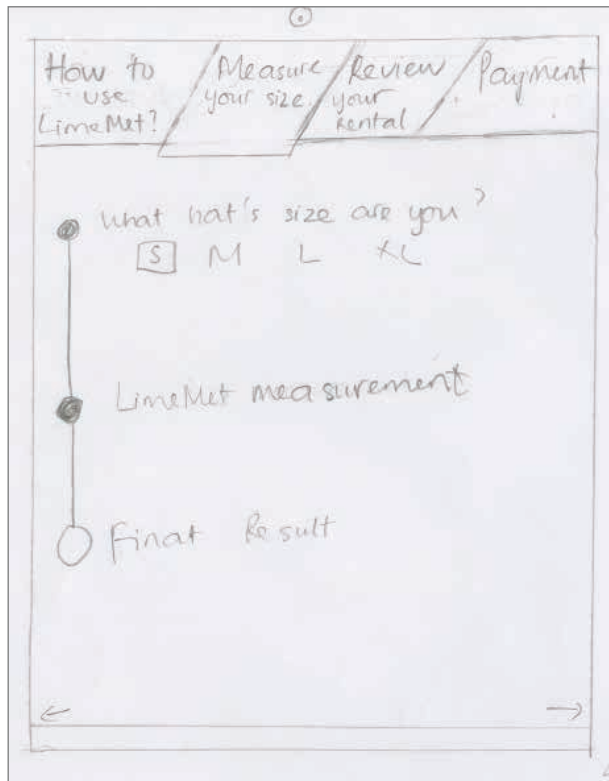


Instruction Page

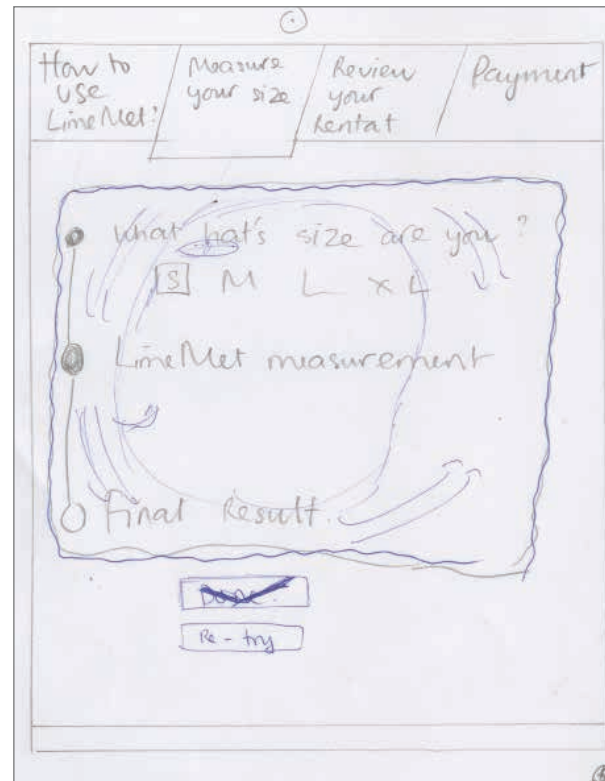


Measurement Page

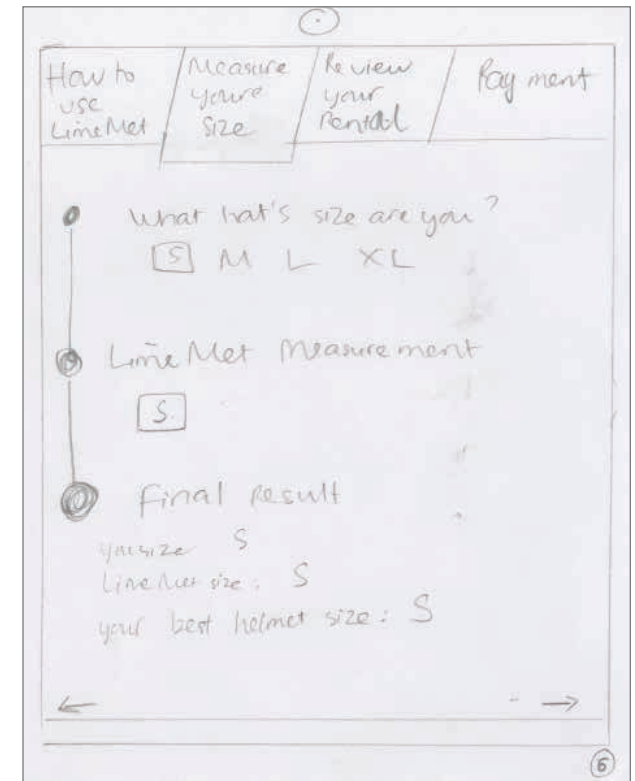
SKETCHES



Measurement Page #2

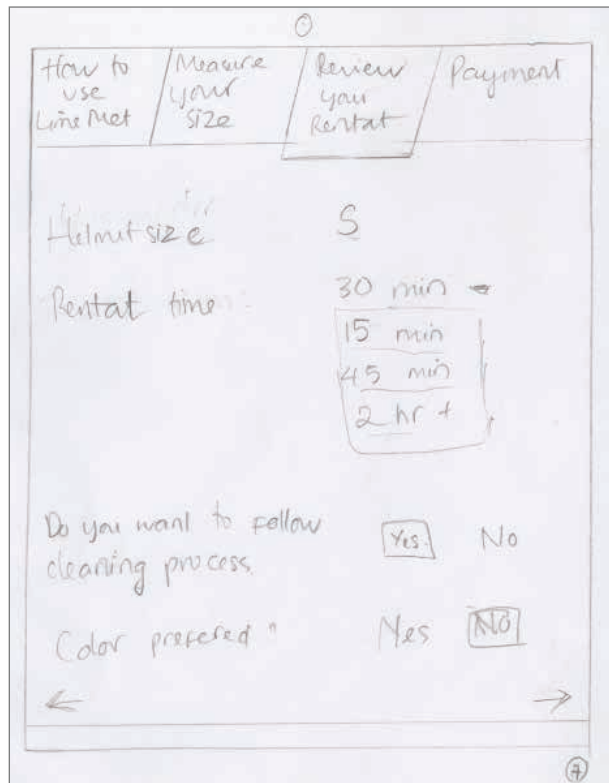


Measurement Page #3

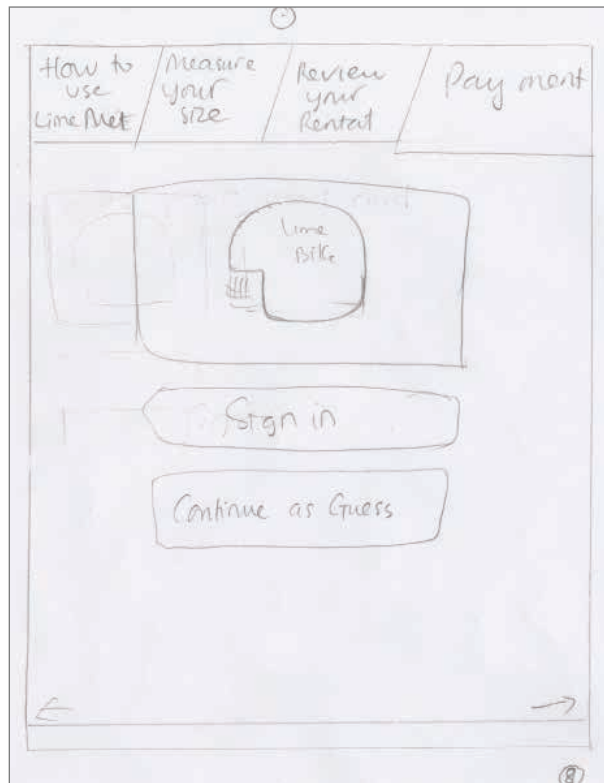


Measurement Page #4

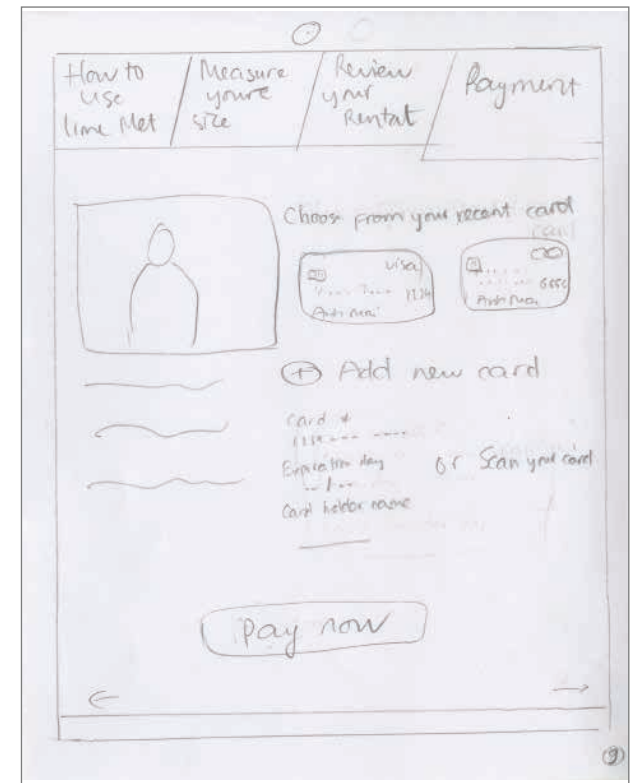
SKETCHES



Review Page

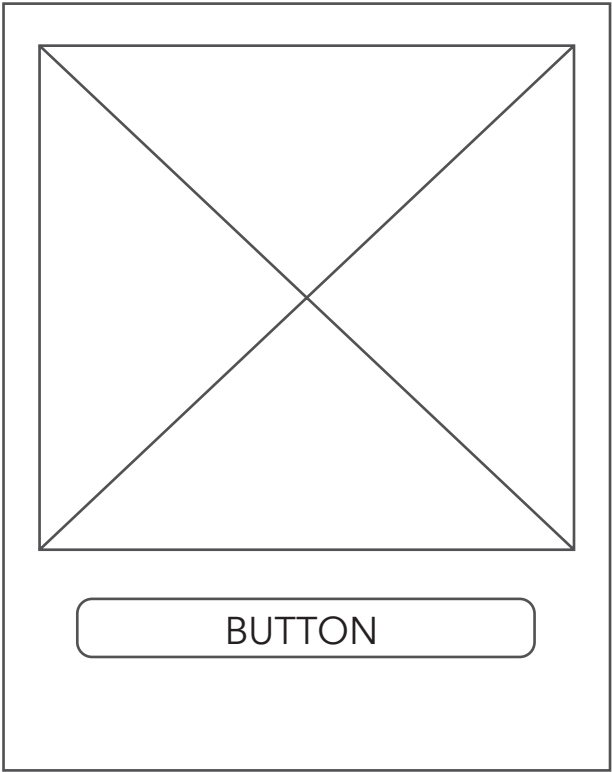


SignIn Page

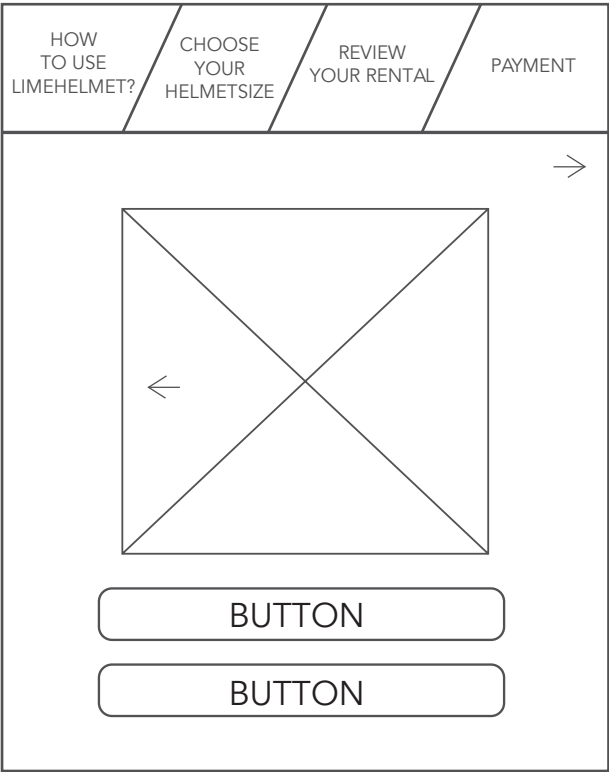


Payment Page

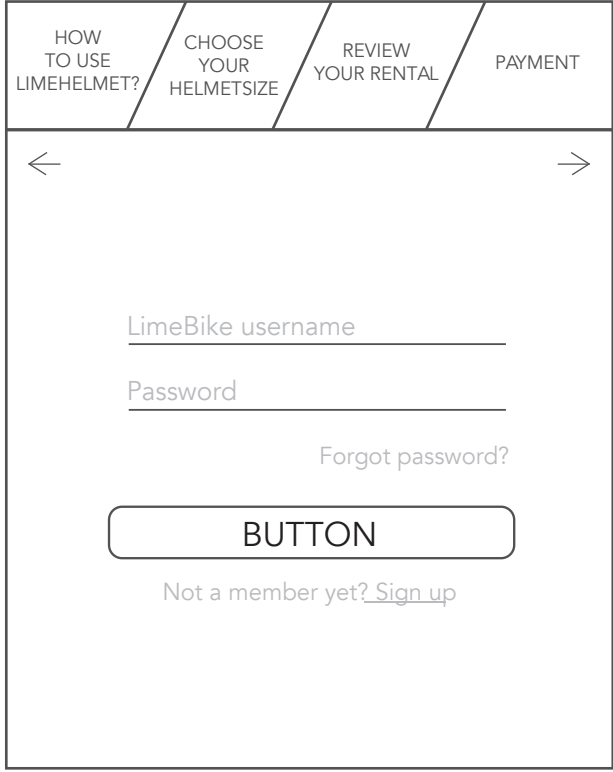
WIREFRAME



Landing Page

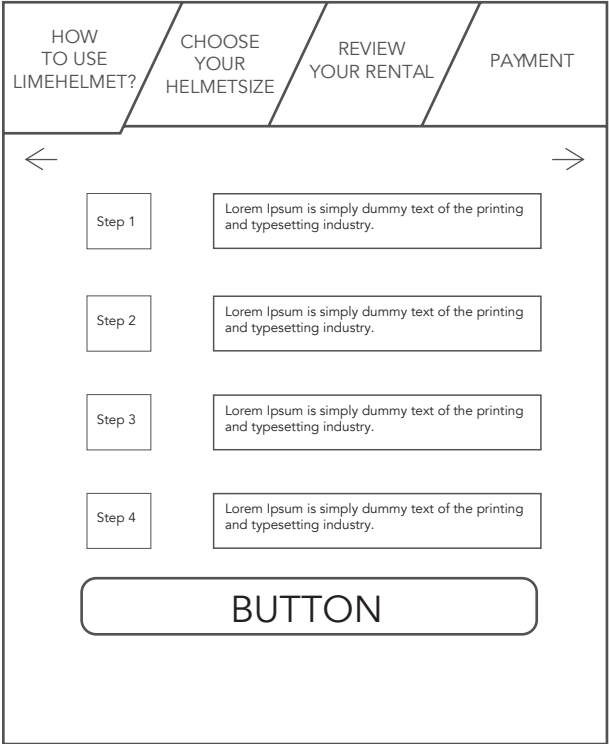


SignIn Page

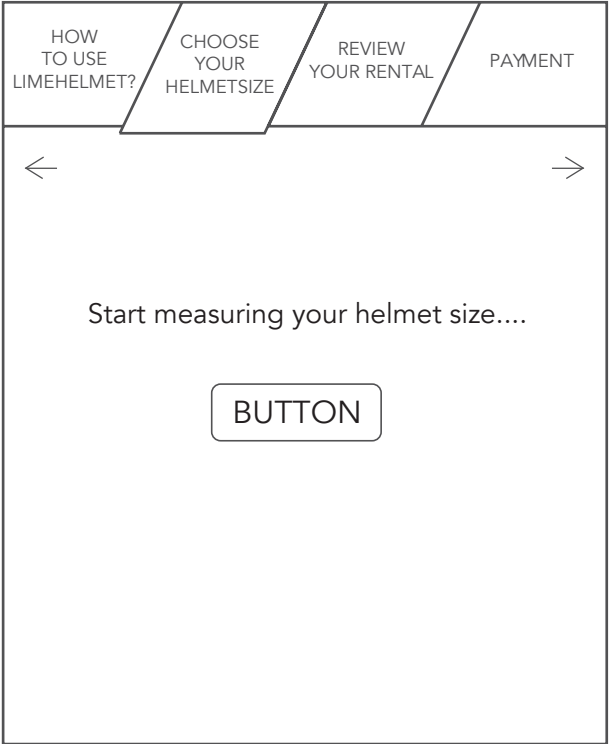


SignIn Page

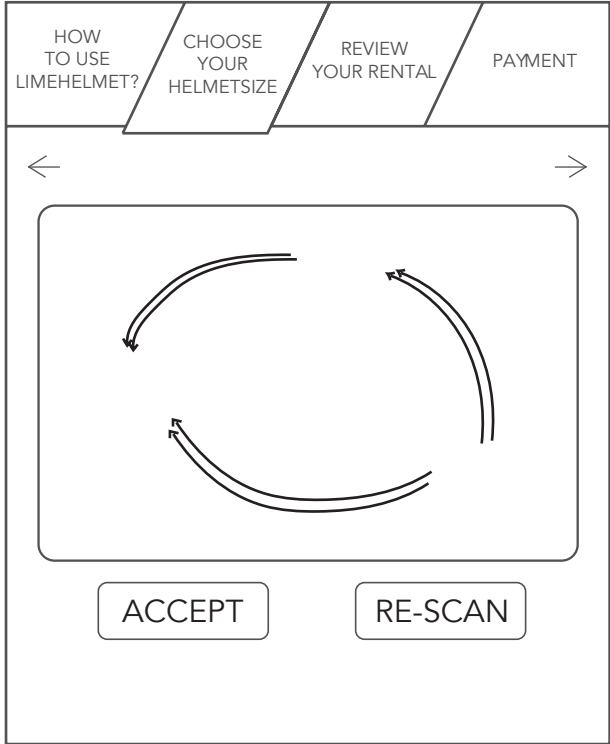
WIREFRAME



Instruction Page

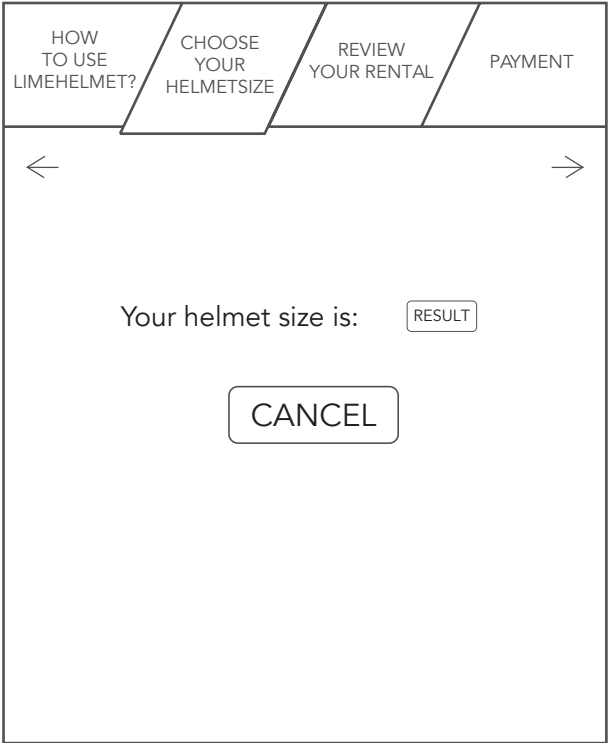


Measurement Page

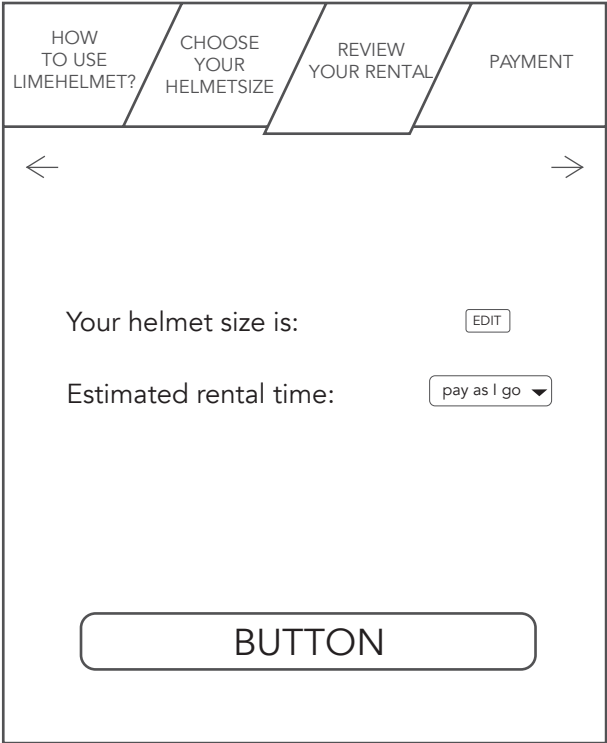


Scanning Page

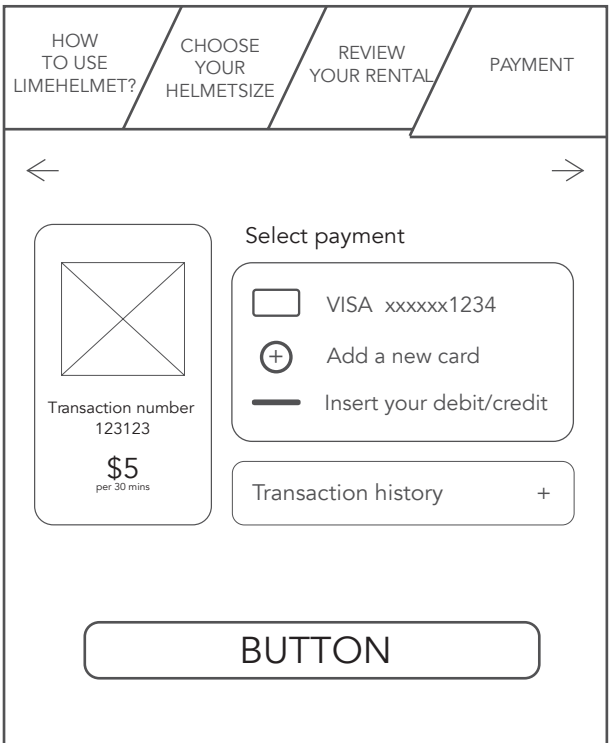
WIREFRAME



Result Page



Review Page




Payment Page

WIREFRAME

| | | | |
|------------------------|------------------------|--------------------|---------|
| HOW TO USE LIMEHELMET? | CHOOSE YOUR HELMETSIZE | REVIEW YOUR RENTAL | PAYMENT |
|------------------------|------------------------|--------------------|---------|

VISA



AMERICAN EXPRESS

DISCOVER

Card Number

Card Holder Name

Expiration Day


--/--

CVV

BUTTON

Add a new card Page

| | | | |
|------------------------|------------------------|--------------------|---------|
| HOW TO USE LIMEHELMET? | CHOOSE YOUR HELMETSIZE | REVIEW YOUR RENTAL | PAYMENT |
|------------------------|------------------------|--------------------|---------|




Processing

BUTTON

Processing Page

| | | | |
|------------------------|------------------------|--------------------|---------|
| HOW TO USE LIMEHELMET? | CHOOSE YOUR HELMETSIZE | REVIEW YOUR RENTAL | PAYMENT |
|------------------------|------------------------|--------------------|---------|



SUCCESS!

It our pleasure to offer you our product

BUTTON

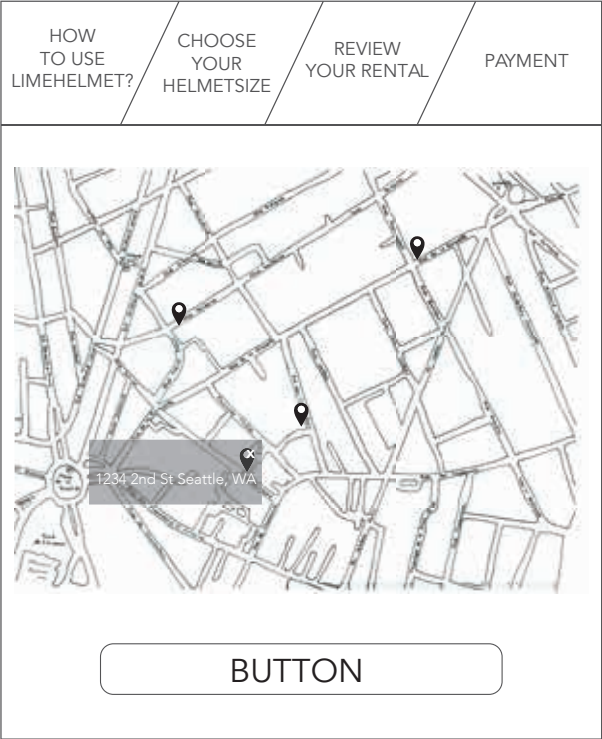
BUTTON

Confirmation Page

WIREFRAME



Location Page



Location Selected Page

USABILITY TESTING

The usability test mainly focused on the following perspectives:

- Overall user flow
- The interaction between users and functions
- Time-consuming (How long does it take users to figure out)
- Effectiveness of navigation
- Overall design criteria (icons, text, layout..)

Participant Qualifications

- Aged 18-35
- Safety preferred
- Existing LimeBike users for updating testing and new potential users.
- Biking more than two times per week

Tasks

- **You are a new user who is bike with LimeBike and going to rent a helmet in the LimeHelmet kiosk.**
 - You want to know how to use LimeHelmet.
- **Choose the helmet size that suits you best**
 - Follow the direction when measuring your head.
- **Review your rental**
 - You want to rent your helmet for 30 mins.
- **Payment**
 - Pay with your saved card

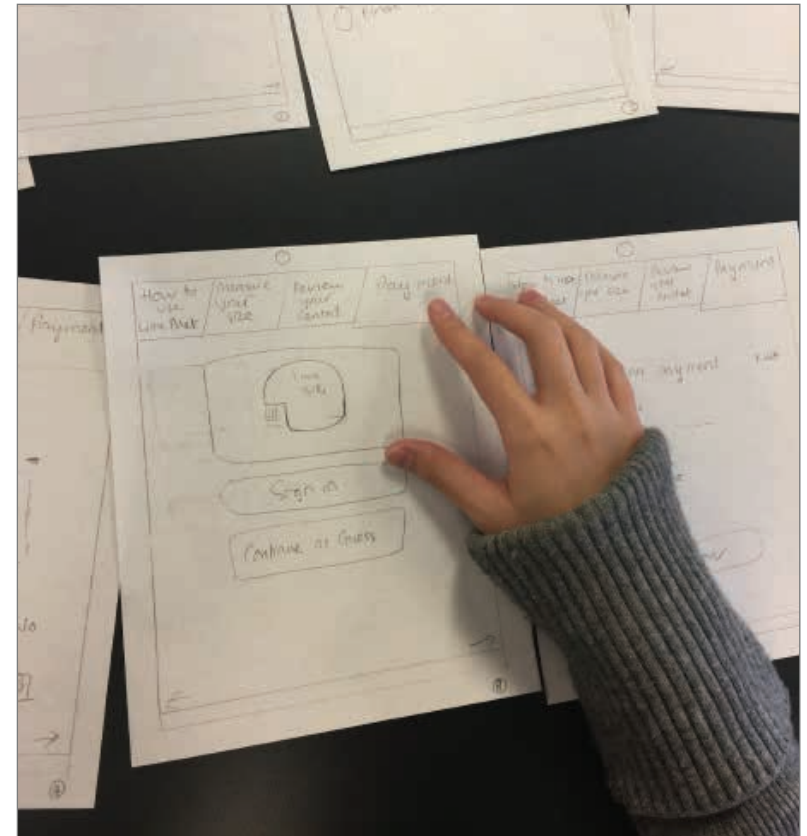
USABILITY TESTING

I tested six users. Here are the paper testing results:

- All of them suggested removing the "measure your hat size" section since LimeHelmet already gives a measurement.
- The colors are very consistent and associated with LimeBike brand
- The user flow was smooth and simple
- The navigation arrows should be bigger for users to see and interact with the big screen like the kiosk.
- One user suggested having "Pay as you go" added into rental time to give them more flexibility.
- Four users were concerned about the payment process, they asked for more options to choose from.

Changes

- Add some missing features as suggested by the usability test.
- Move the "SignIn" page to the first, since becoming a Limebike user is required.
- There should be a confirmation page after done with renting.
- Makes navigation buttons bigger and move it to the bottom of the screen for users easy to navigate.
- Other details as suggested by usability testing.



STYLING

TYPOGRAPHY

Title Montserrat, sans-serif, 48px

Sub-Title Montserrat, sans-serif , 24px

Header Montserrat, sans-serif, 18px

COLOR PALETTE



#454a57



#add136



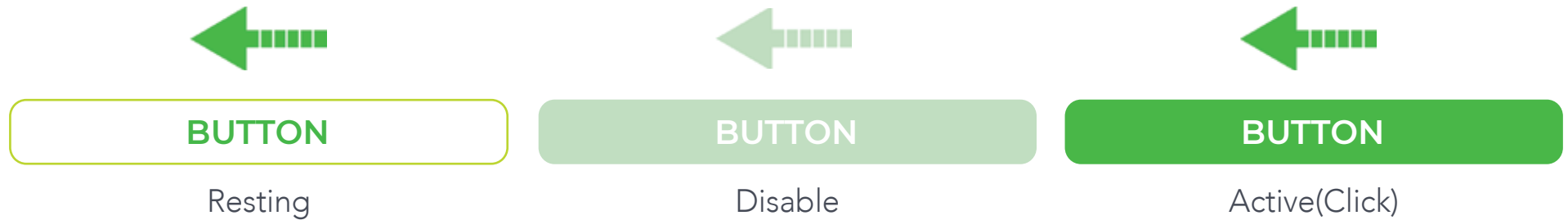
#4bb749

BUTTON AND ICON

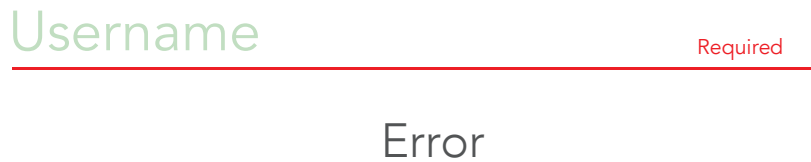
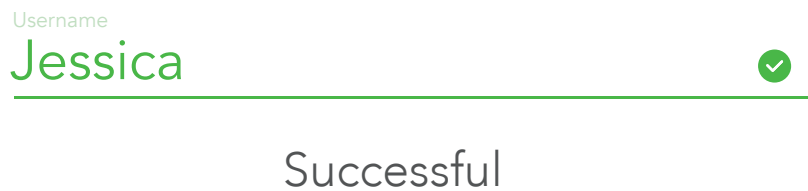


STYLING

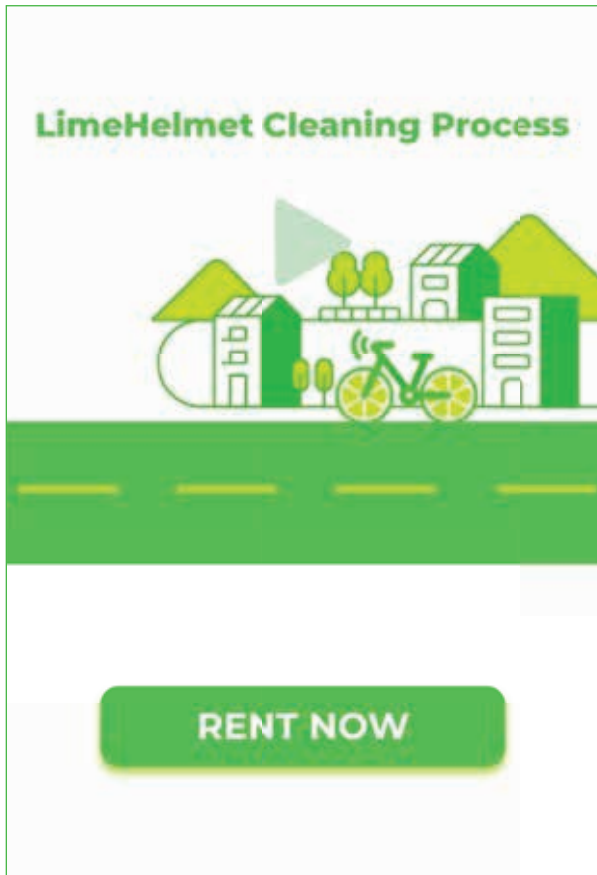
BUTTON AND ICON STATUS



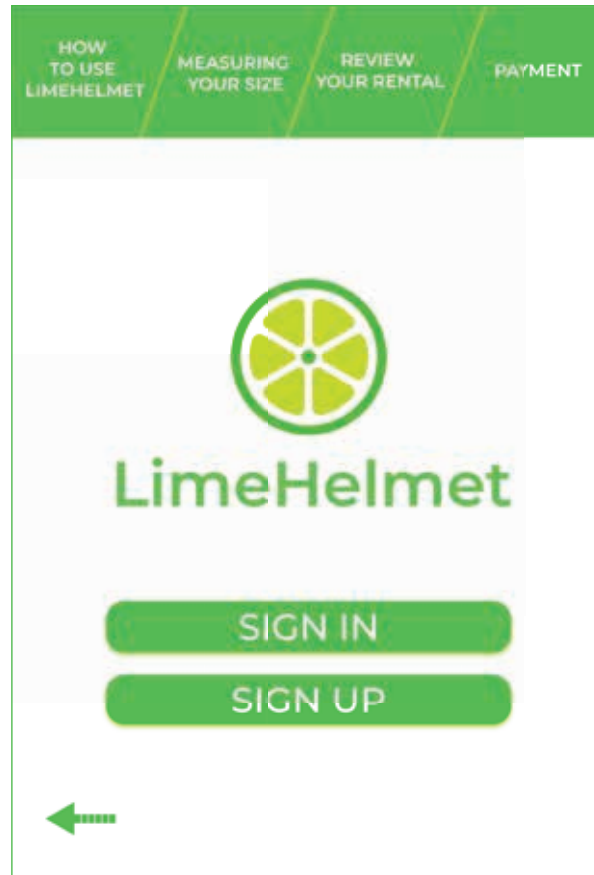
INPUT



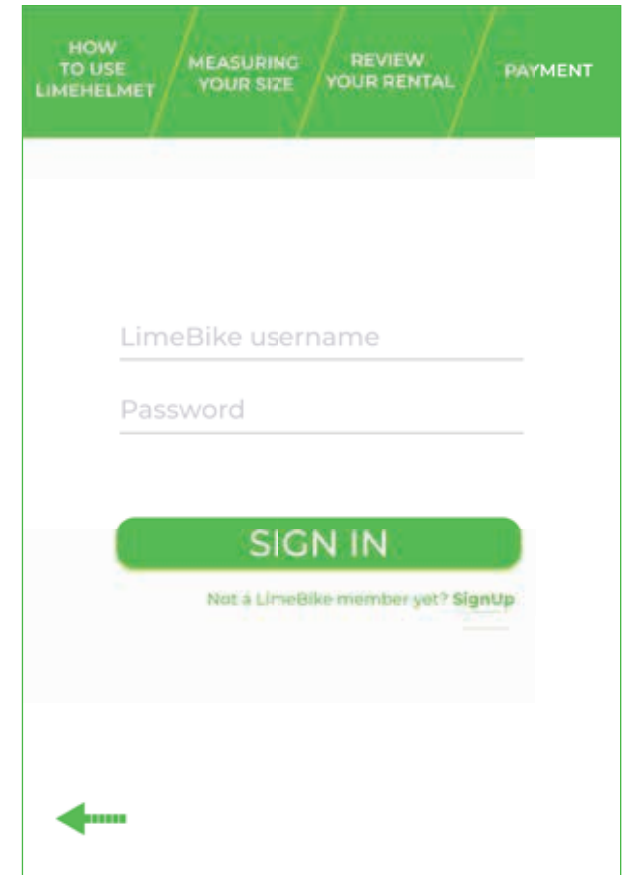
FINAL DESIGN



Landing Page

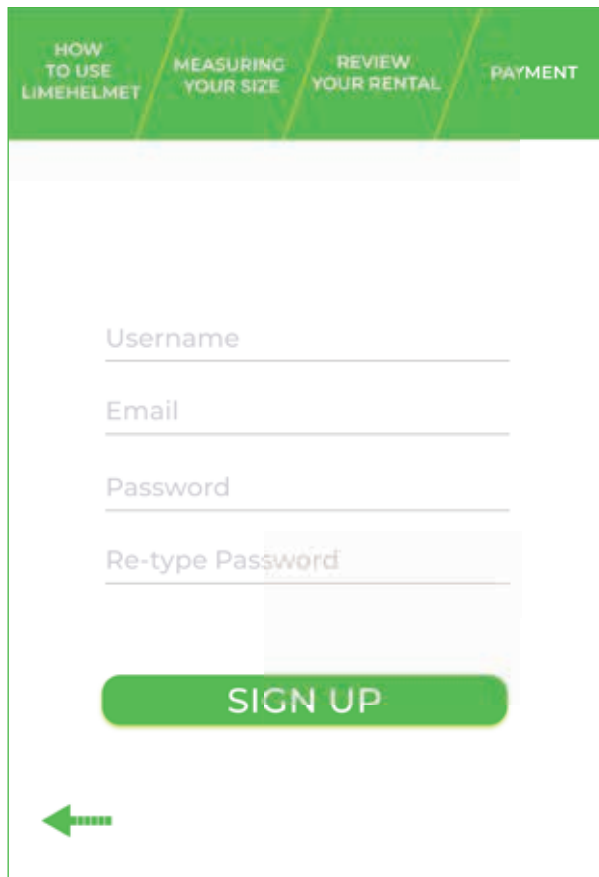


SignIn / SignUp Page



SignIn Page

FINAL DESIGN



HOW TO USE LIMEHELMET | MEASURING YOUR SIZE | REVIEW YOUR RENTAL | PAYMENT

Username

Email

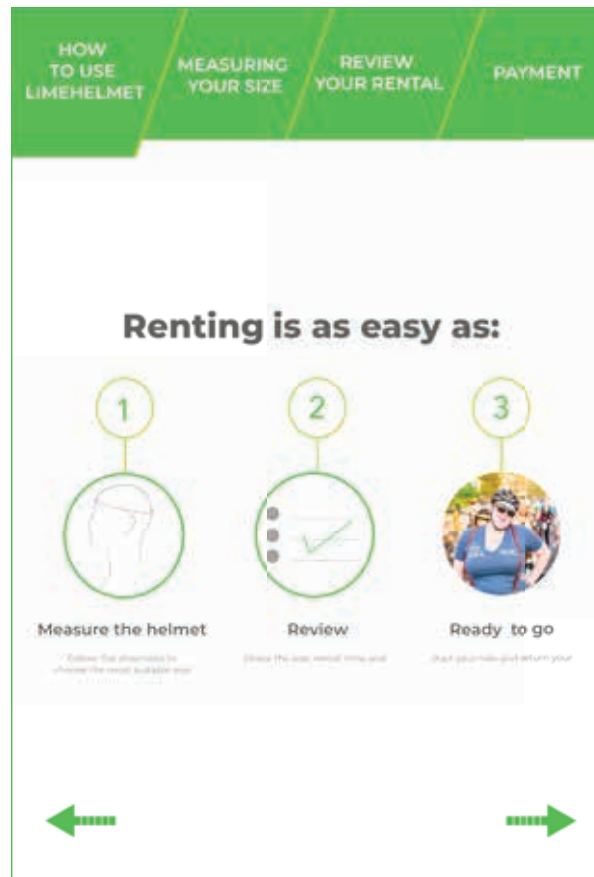
Password

Re-type Password

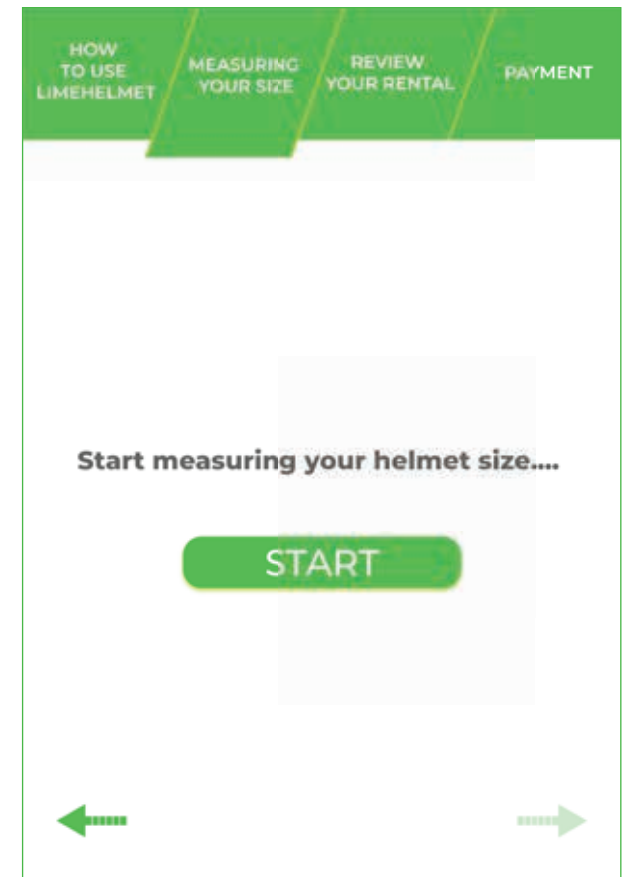
SIGN UP

← →

SignUp Page



Instruction Page



HOW TO USE LIMEHELMET | MEASURING YOUR SIZE | REVIEW YOUR RENTAL | PAYMENT

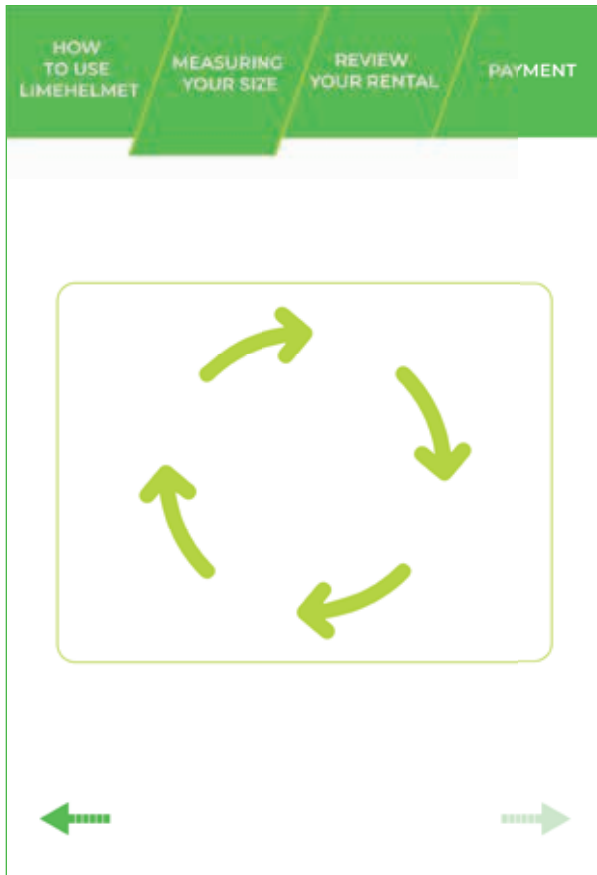
Start measuring your helmet size....

START

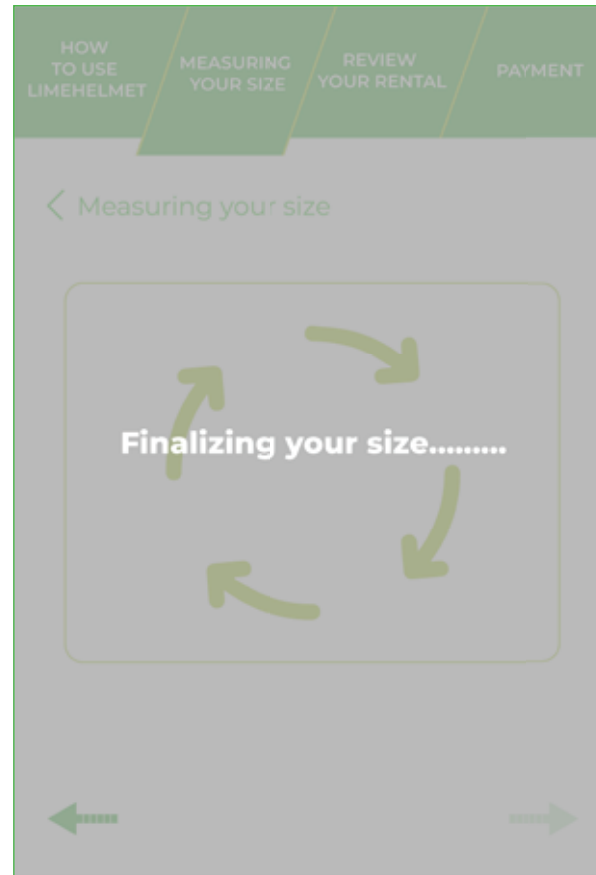
← →

Measurement Page

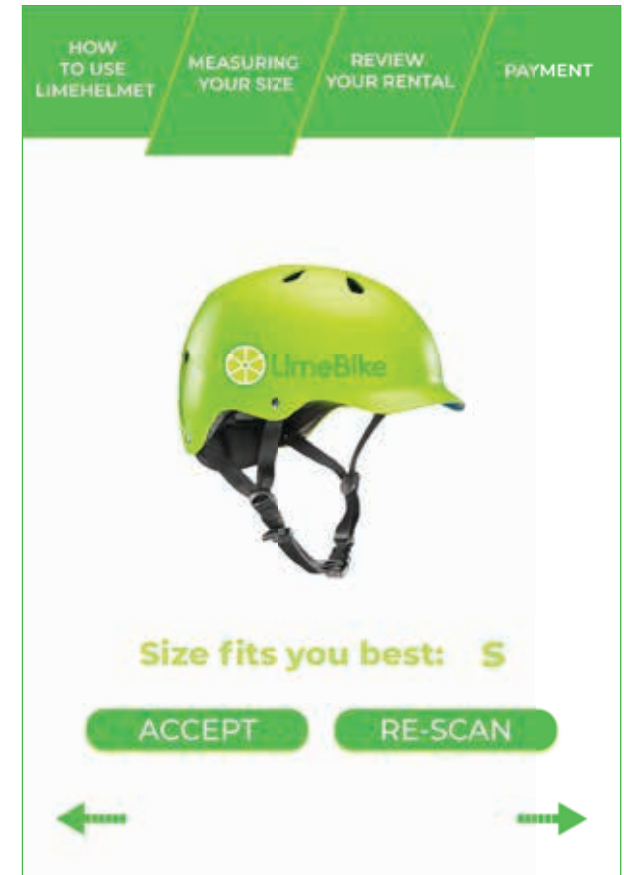
FINAL DESIGN



Scanning Page

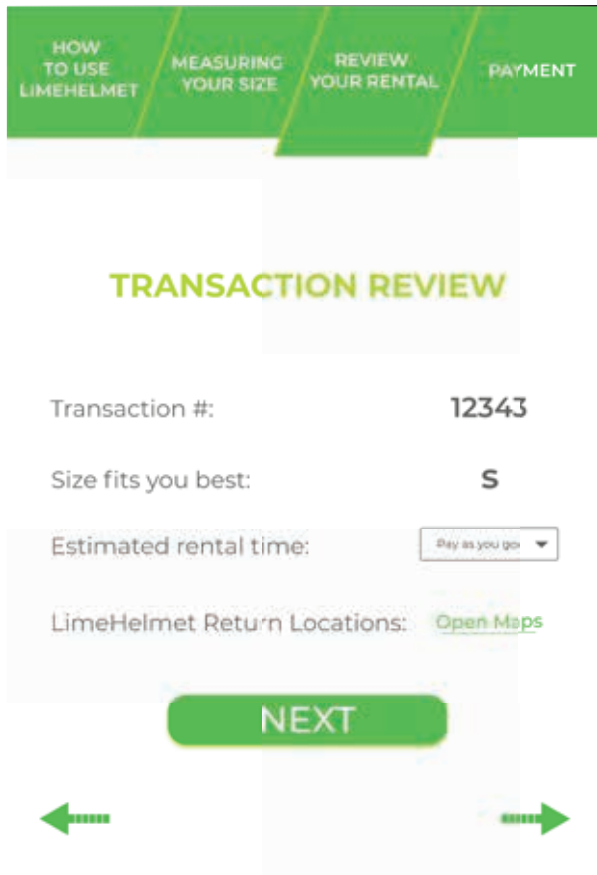


Finalizing Page



Measuring Result Page

FINAL DESIGN



HOW TO USE LIMEHELMET | MEASURING YOUR SIZE | REVIEW YOUR RENTAL | PAYMENT

TRANSACTION REVIEW

Transaction #: 12343

Size fits you best: S

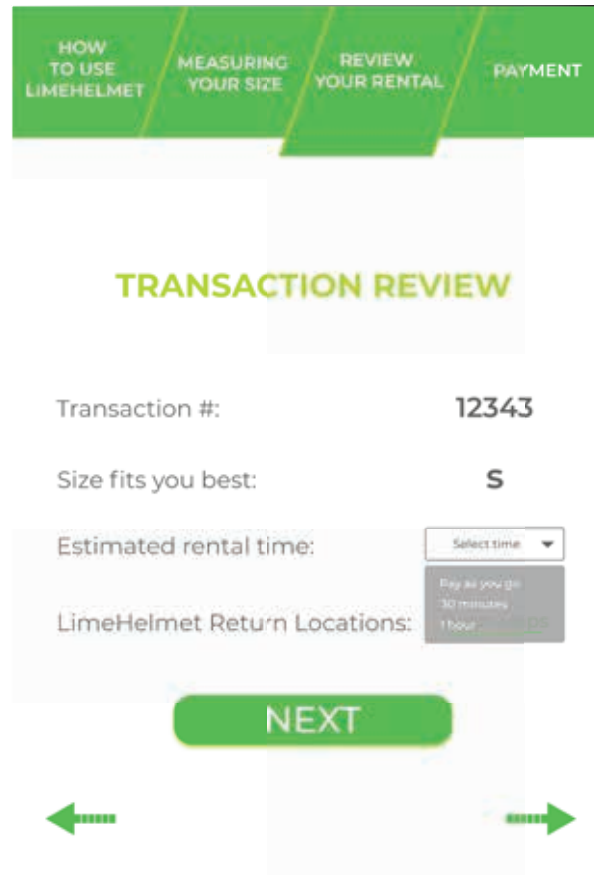
Estimated rental time: Pay as you go

LimeHelmet Return Locations: [Open Maps](#)

NEXT

← →

Review Page



HOW TO USE LIMEHELMET | MEASURING YOUR SIZE | REVIEW YOUR RENTAL | PAYMENT

TRANSACTION REVIEW

Transaction #: 12343

Size fits you best: S

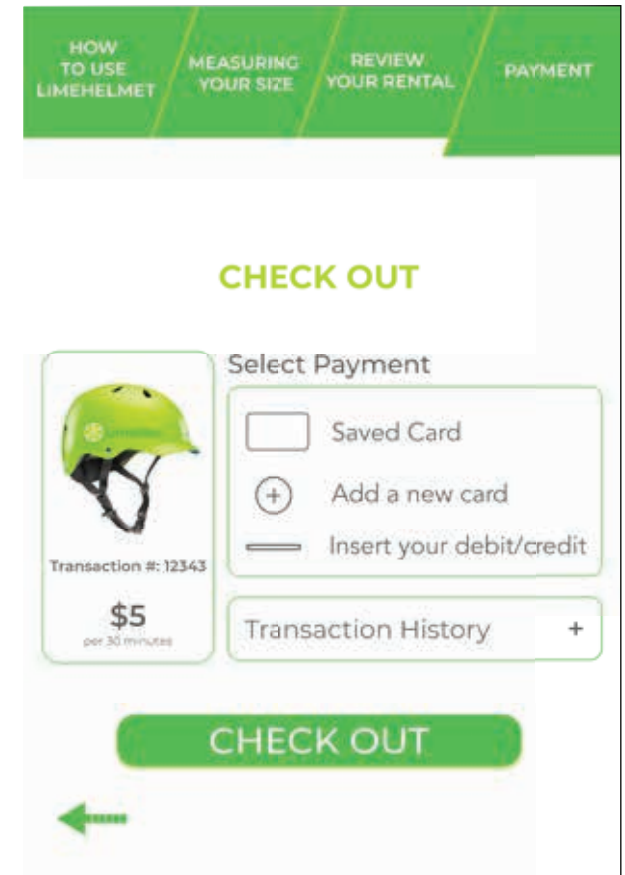
Estimated rental time: Select time

LimeHelmet Return Locations: Pay as you go
30 minutes \$5
1 hour \$10

NEXT


← →

Review Page Selected



HOW TO USE LIMEHELMET | MEASURING YOUR SIZE | REVIEW YOUR RENTAL | PAYMENT

CHECK OUT



Transaction #: 12343

\$5
per 30 minutes

Select Payment

- ☐ Saved Card
- ☒ Add a new card
- ☐ Insert your debit/credit

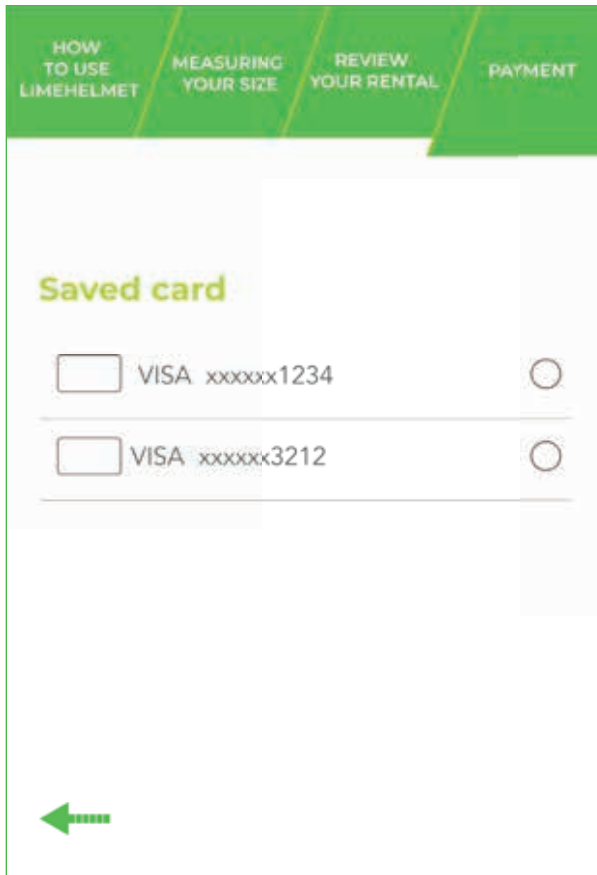
Transaction History +

CHECK OUT

← →

Payment Page

FINAL DESIGN



HOW TO USE LIMEHELMET | MEASURING YOUR SIZE | REVIEW YOUR RENTAL | PAYMENT

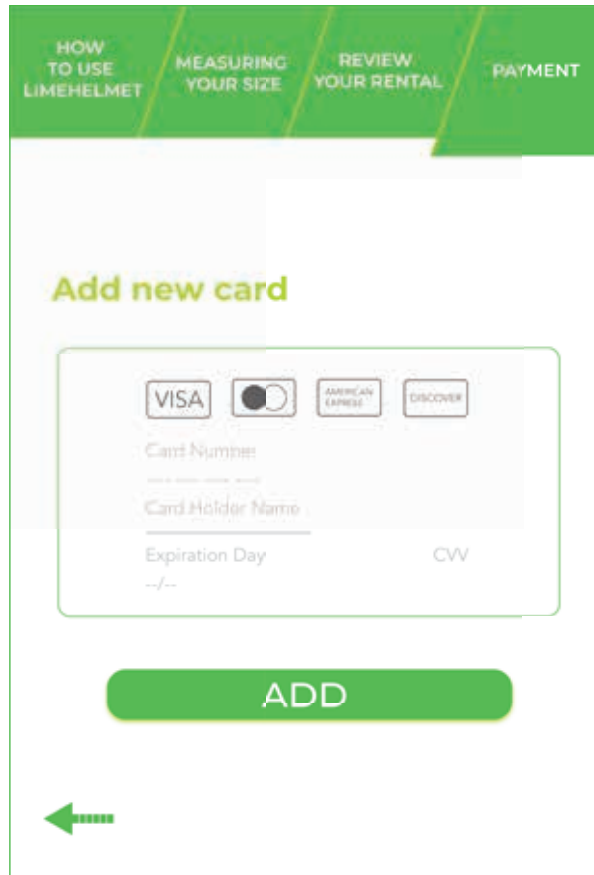
Saved card

☐ VISA xxxxxx1234 ☐

☐ VISA xxxxxx3212 ☐

←

Save Card Page



HOW TO USE LIMEHELMET | MEASURING YOUR SIZE | REVIEW YOUR RENTAL | PAYMENT

Add new card

VISA ☒ AMERICAN EXPRESS ☐ DISCOVER ☐

Card Number

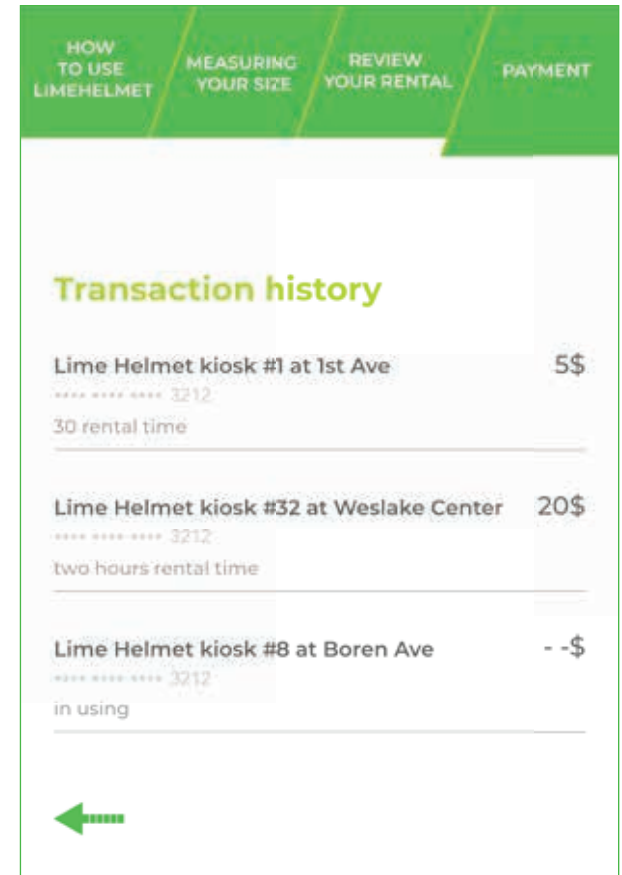
Card Holder Name

Expiration Day CVV
--/-- ---

ADD

←

Add New Card Page



HOW TO USE LIMEHELMET | MEASURING YOUR SIZE | REVIEW YOUR RENTAL | PAYMENT

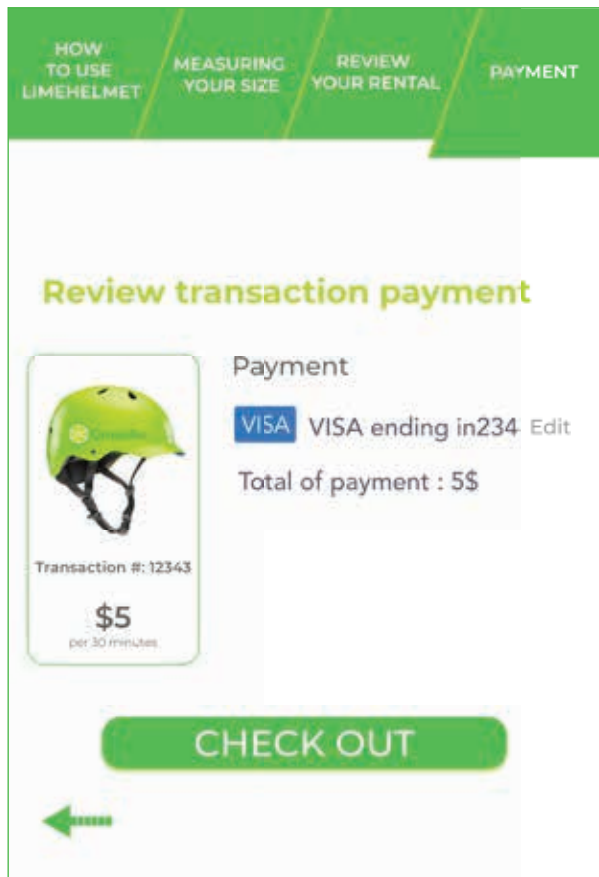
Transaction history

| | |
|---|-------|
| Lime Helmet kiosk #1 at 1st Ave **** * 3212 30 rental time | 5\$ |
| Lime Helmet kiosk #32 at Weslake Center **** * 3212 two hours rental time | 20\$ |
| Lime Helmet kiosk #8 at Boren Ave **** * 3212 in using | - -\$ |

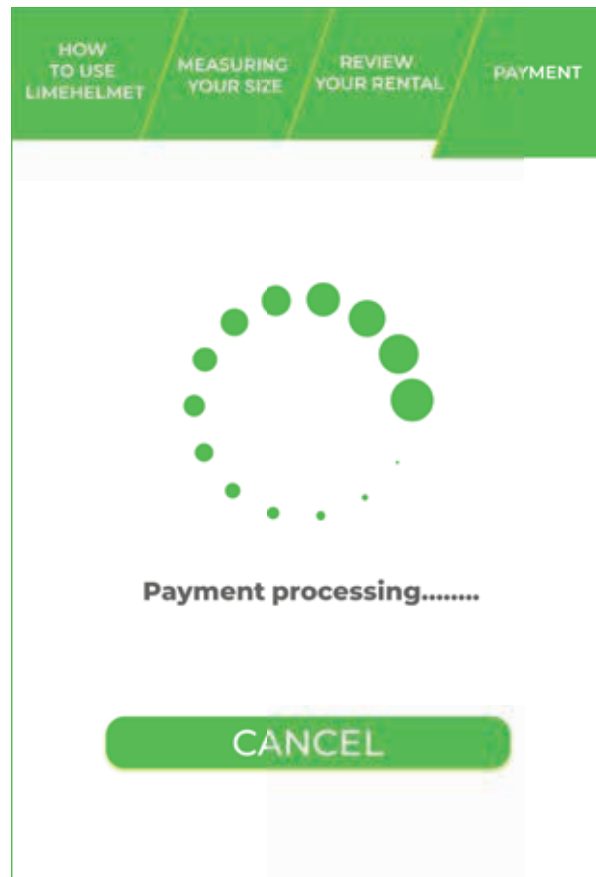
←

Transaction History Page

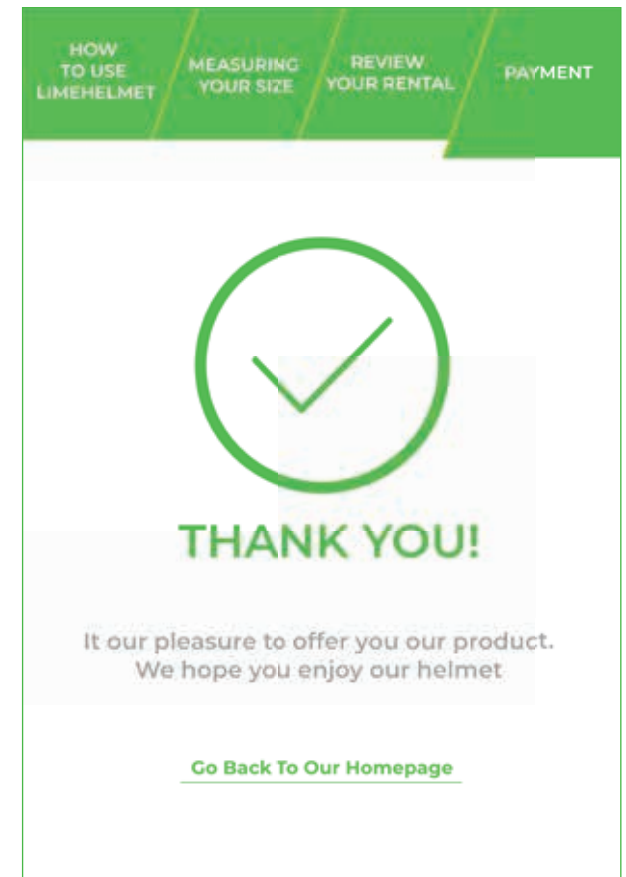
FINAL DESIGN



Review Page

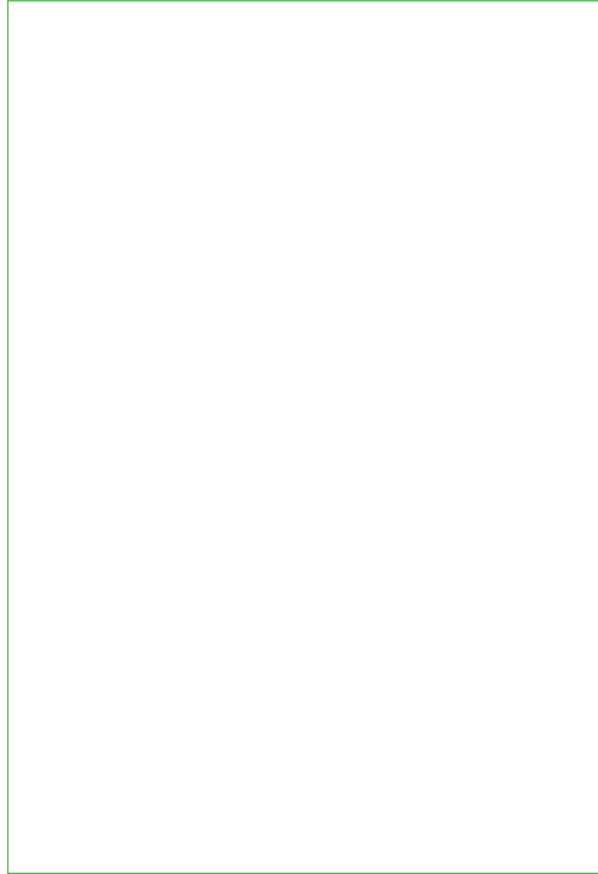


Processing Page



Confirmation Page

INTERACTIVE PROTOTYPING



<https://xd.adobe.com/view/713055ed-074a-4431-7173-a3ba4983ce83-0701/>