

## LimeHelmet Cleaning Process



**RENT NOW**

# LimeHelmet

## Helmet Rental Kiosk

*Introducing face detection API technology*

*Anh Mai-Summer 2018*

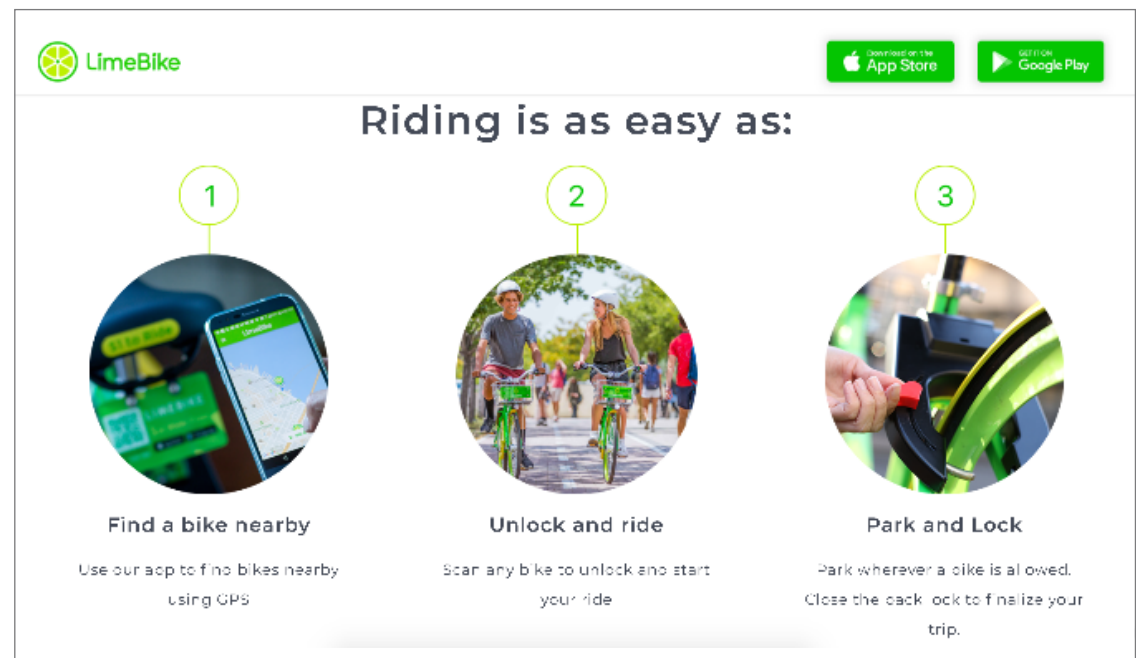
# 1-CREATIVE BRIEF

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



# 1-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 biker's head within seconds. It will take the biker's head measurements then give the appropriate helmet size for them.

## Client Expectation

- The design is simple and easy to use for bikers
- 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.

# 2 - COMPETITIVE ANALYSIS

## HelmetHub

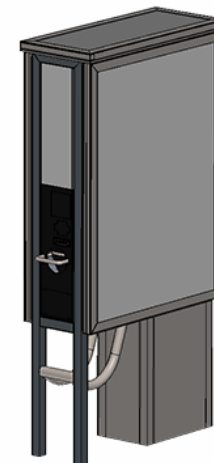
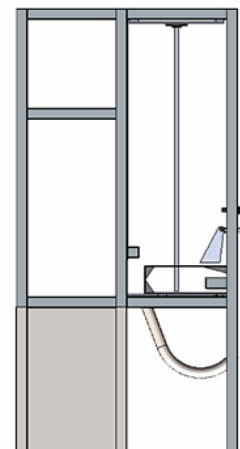
### Features

- 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



## 2 - 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



# 3 - 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

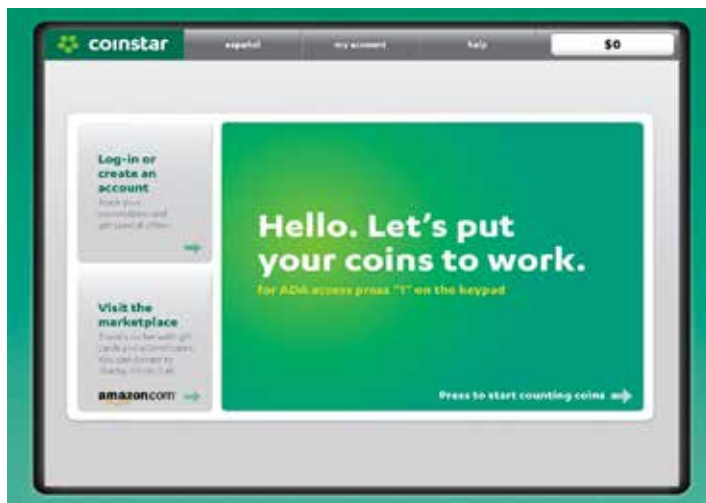
- Payment process before ready to go

## Confirmation Page

- Confirmation rental
- LimeHelmet location search



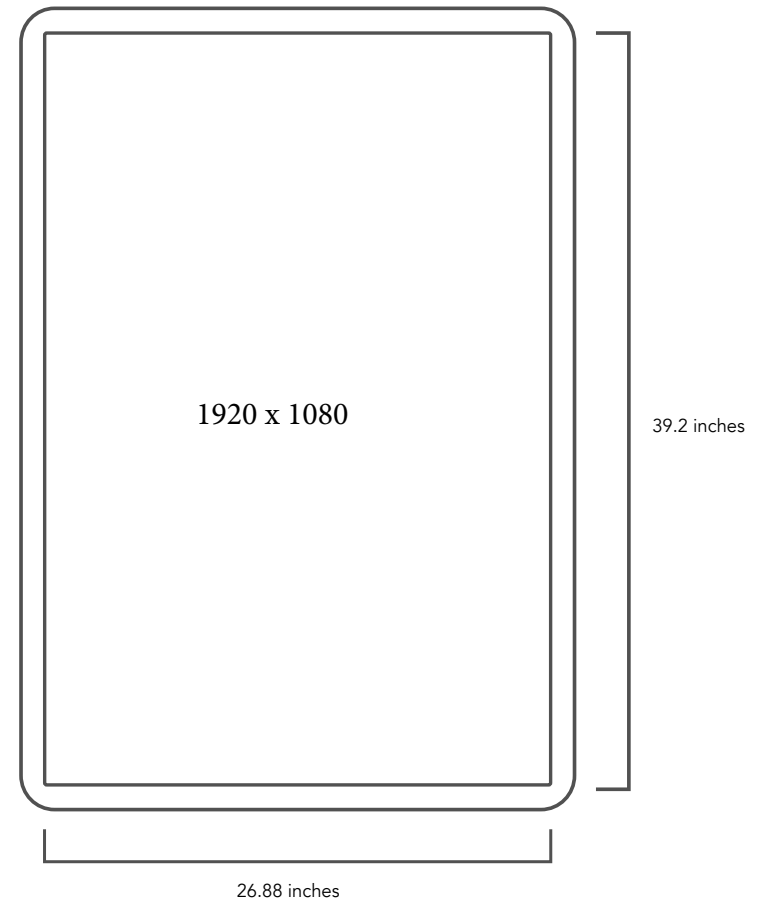
## 4 - INSPIRATIONS



# 5 - KIOSK DIMENSIONS

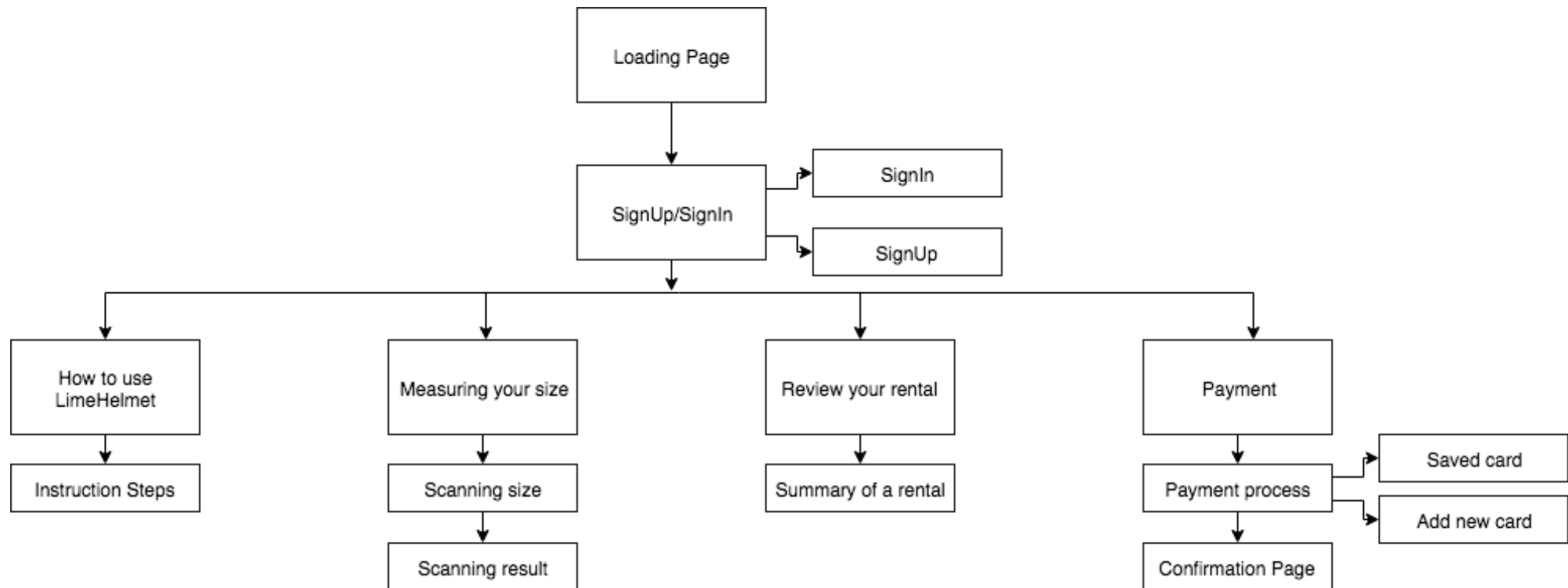
Touch screen kiosks including all of the following:

- **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





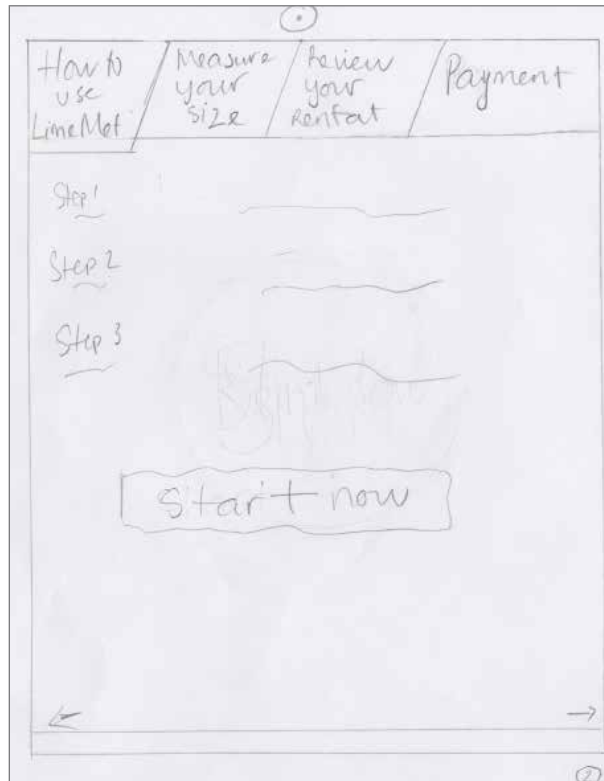
## 6 - USER FLOW



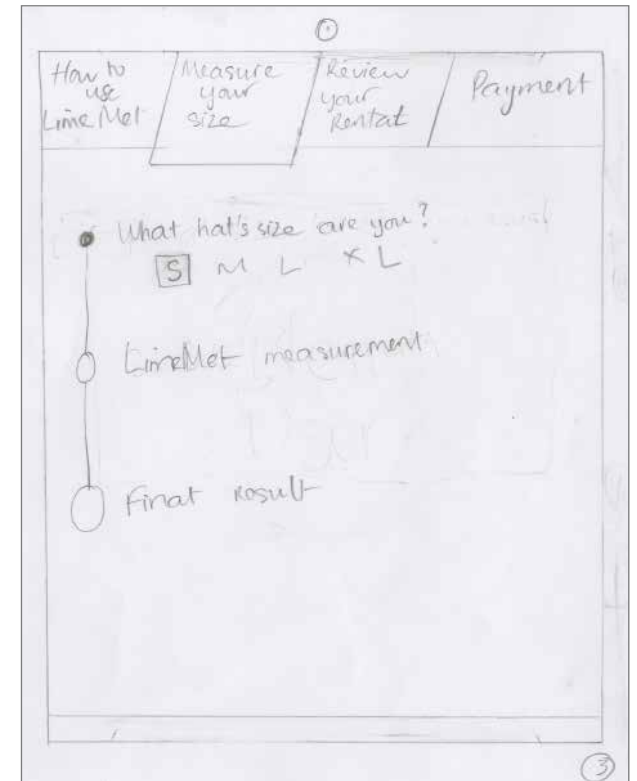
## 7 - SKETCHES



Landing Page

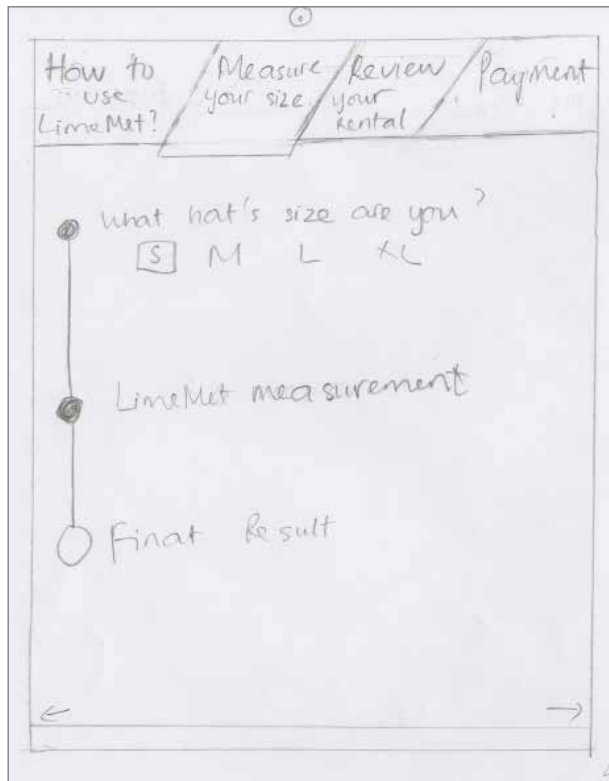


Instruction Page



Measurement Page

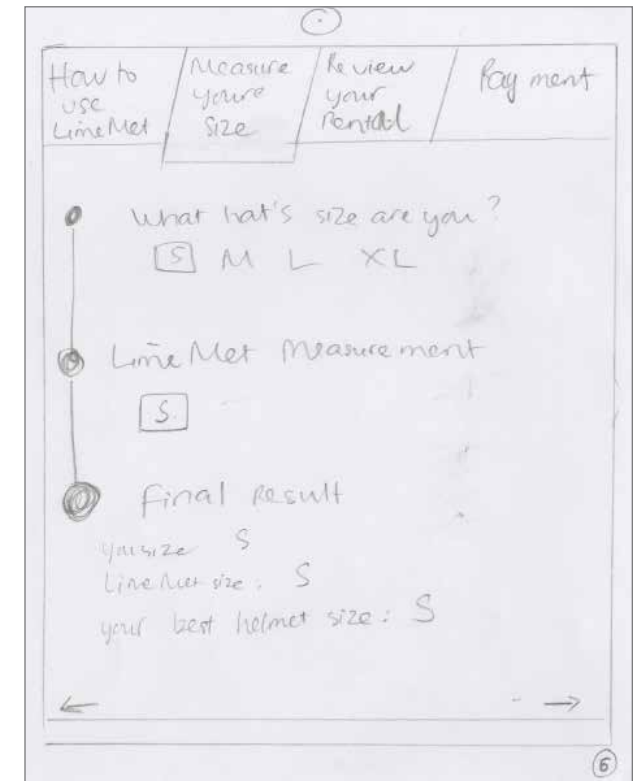
# 7 - SKETCHES



Measurement Page #2



Measurement Page #3



Measurement Page #4

# 7 - SKETCHES

⑦

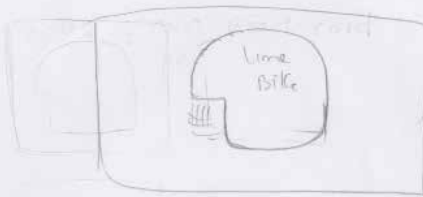
How to use Lime Met	Measure your size	Review your Rental	Payment
Helmet size	S		
Rental time	30 min 15 min 45 min 2 hr +		
Do you want to follow cleaning process?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Color preferred	Yes <input checked="" type="checkbox"/> No		

← →

⑦

Review Page

⑧

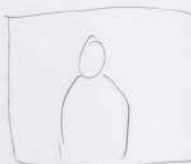
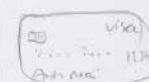
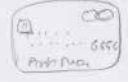
How to use Lime Met	Measure your size	Review your Rental	Payment
			
<input type="text" value="Sign in"/>			
<input type="text" value="Continue as Guest"/>			

← →

⑧

SignIn Page

⑨

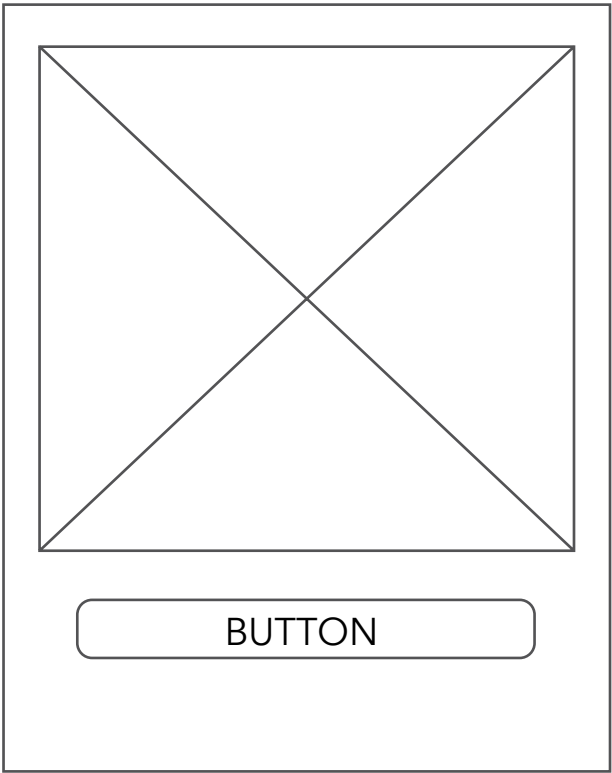
How to use Lime Met	Measure your size	Review your Rental	Payment
			
Choose from your recent card			
 			
<input checked="" type="checkbox"/> Add new card			
Card # _____			
Expiration day _____ or Scan your card			
Card holder name _____			
<input type="text" value="Pay now"/>			

← →

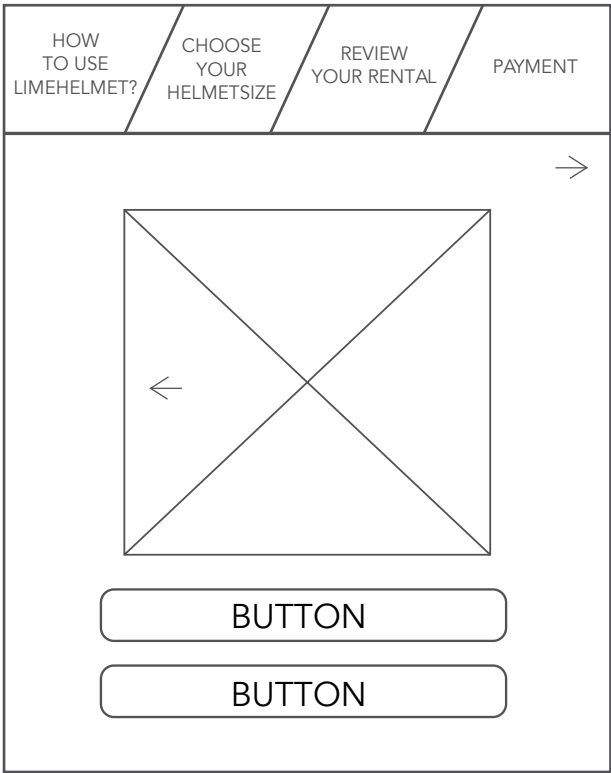
⑨

Payment Page

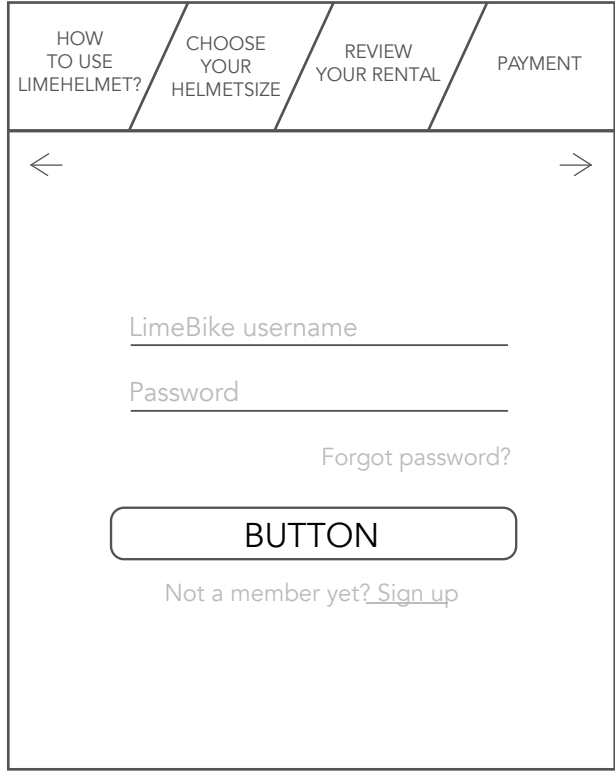
# 8 - WIREFRAME



Landing Page

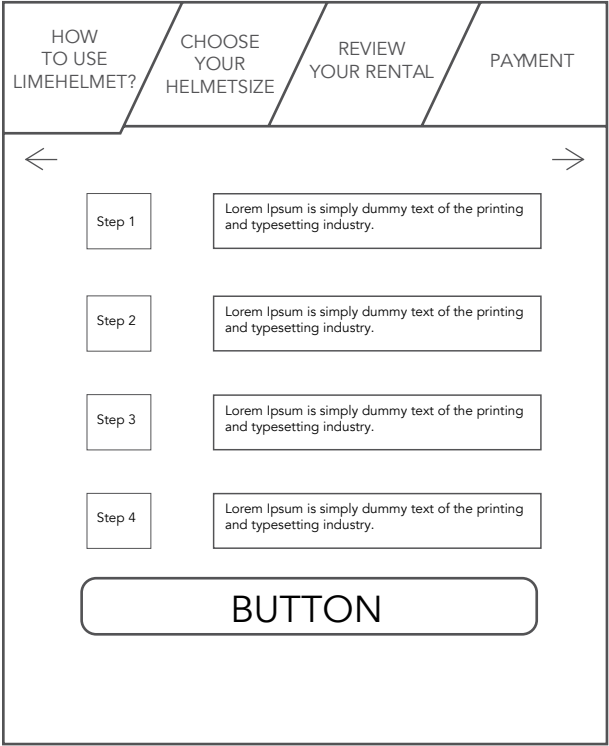


SignIn Page

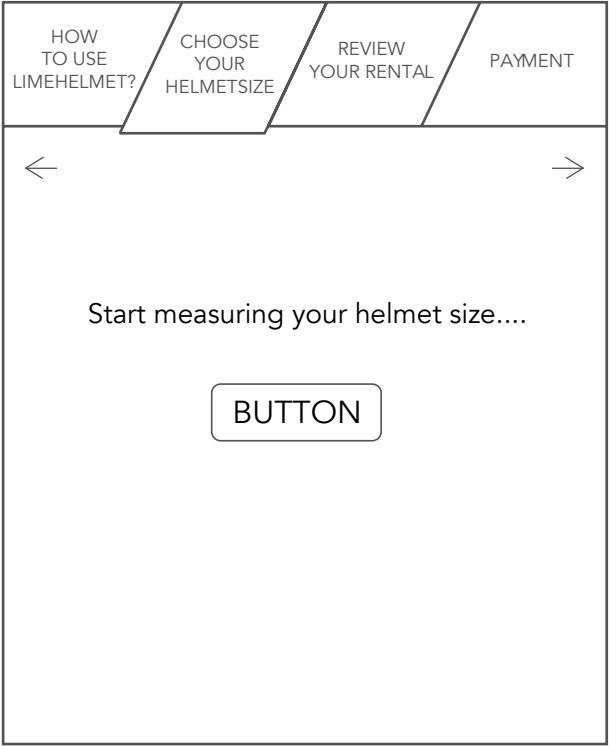


SignIn Page

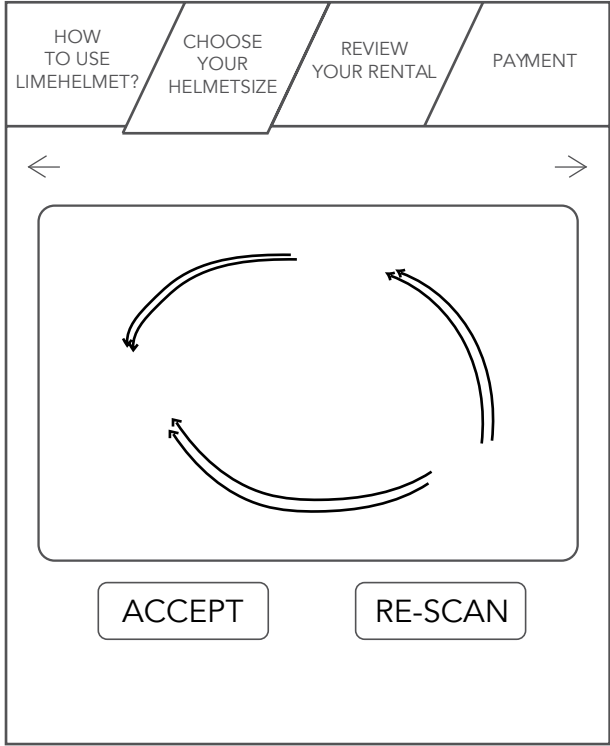
# 8 - WIREFRAME



Instruction Page

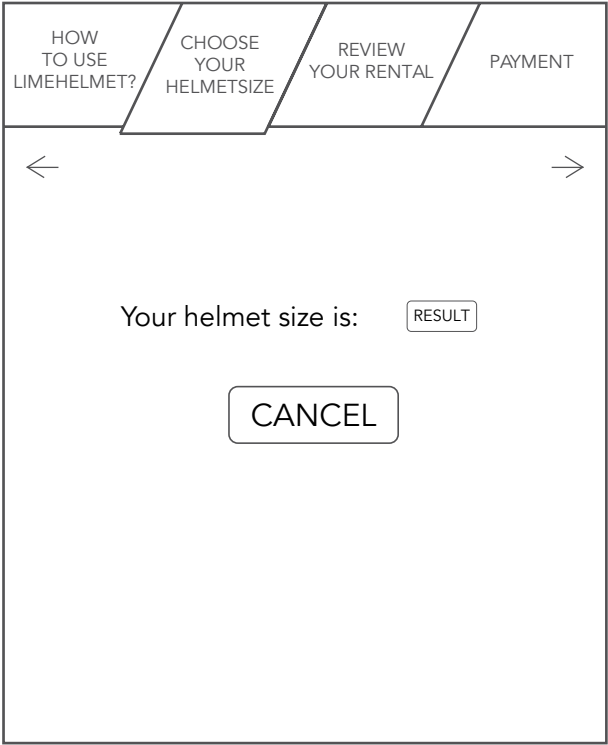


Measurement Page

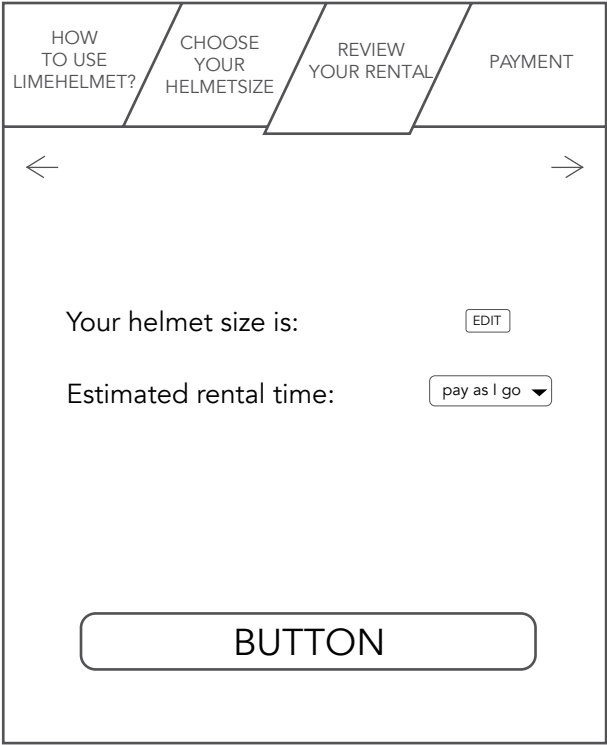


Scanning Page

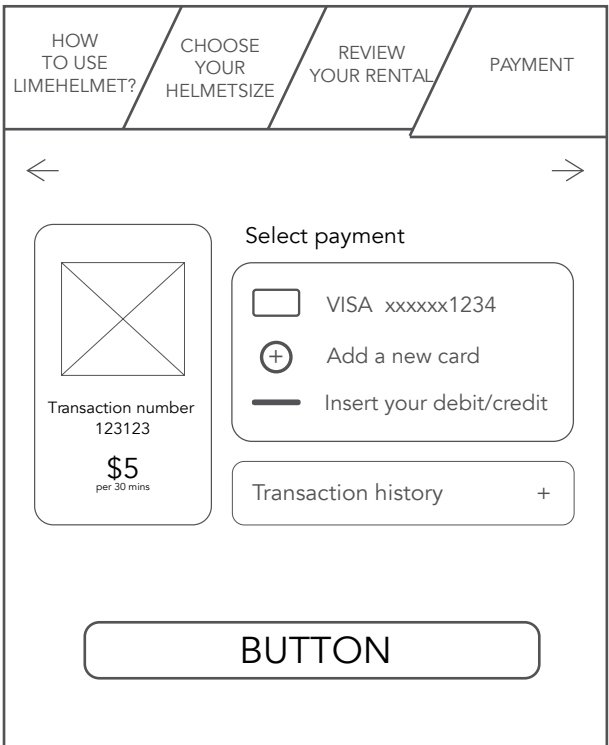
# 8 - WIREFRAME



Result Page



Review Page



Payment Page



# 8 - 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

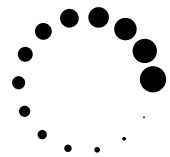
Add a new card Page

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!

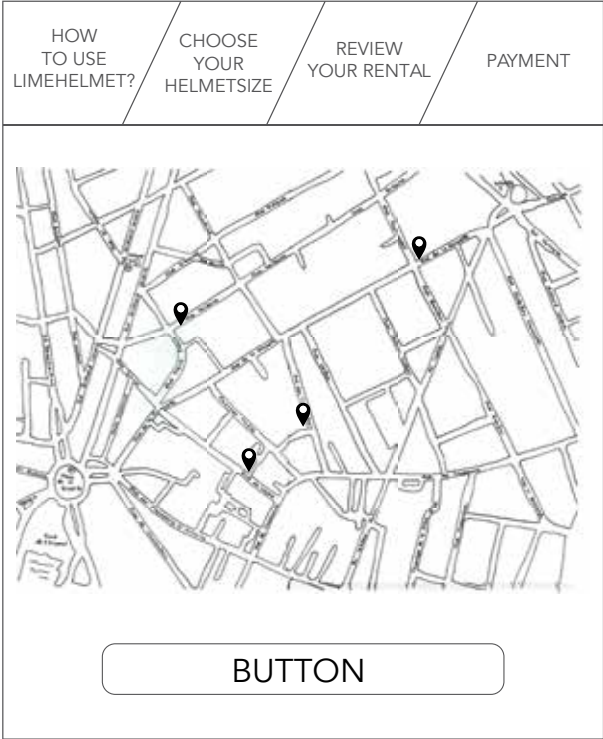
It our pleasure to offer you our product

BUTTON

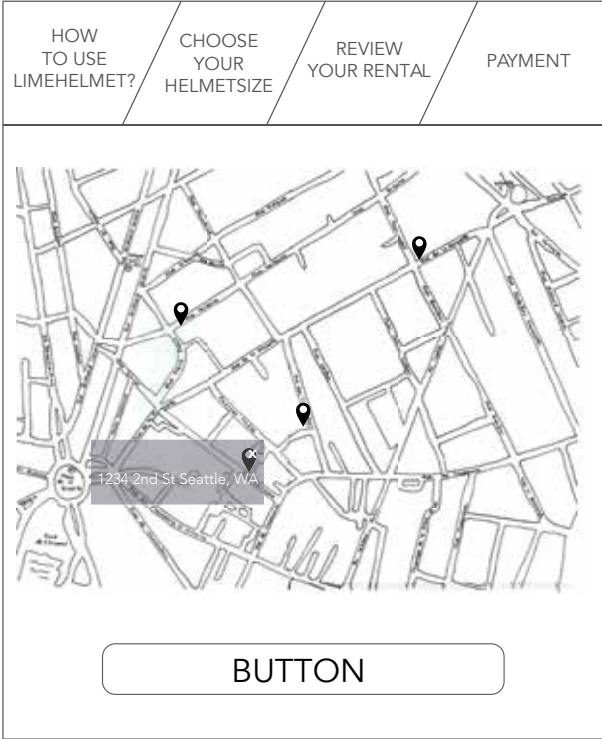
BUTTON

Confirmation Page

# 8 - WIREFRAME



Location Page



Location Selected Page

# 9 - 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

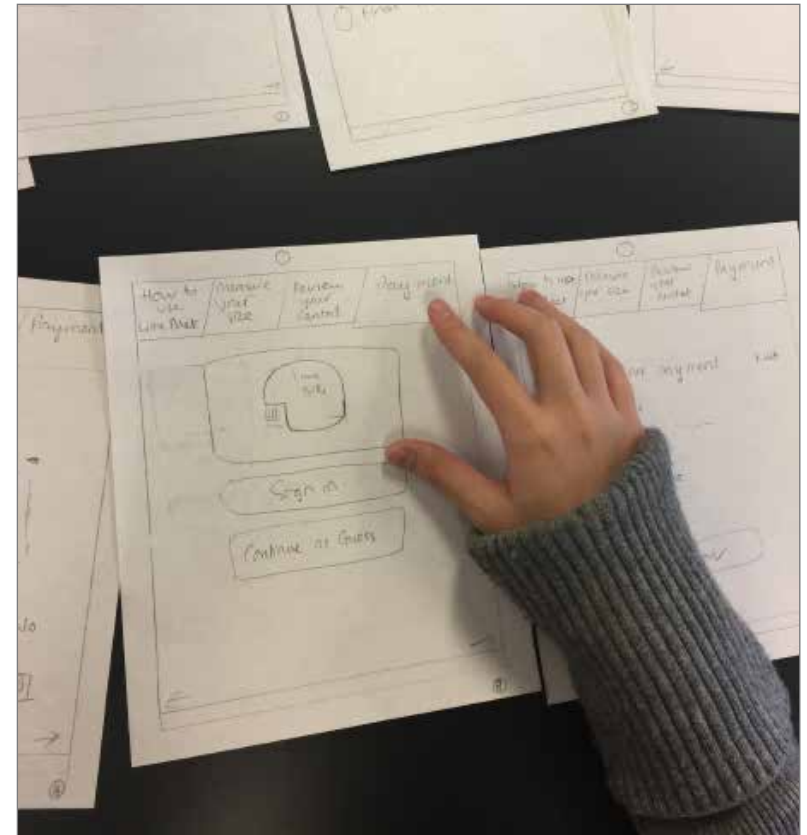
# 9 - USABILITY TESTING

## 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.



# 10 - STYLE GUIDE

## TYPOGRAPHY

**Title**                      **Montserrat, sans-serif, 48px**

**Sub-Title**                      **Montserrat, sans-serif , 24px**

**Header**                      Montserrat, sans-serif, 18px

## COLOR PALETTE



#454a57

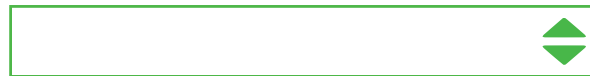


#add136



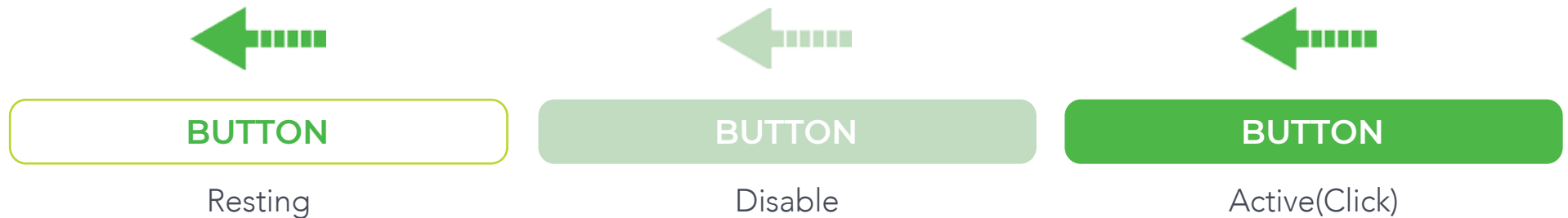
#4bb749

## BUTTON AND ICON

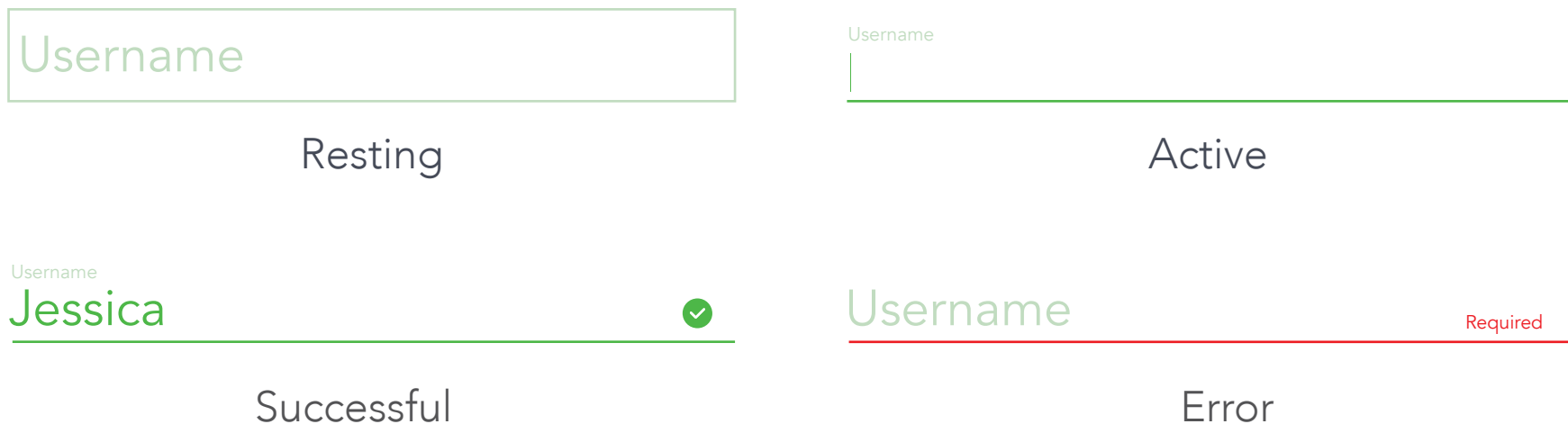


# 10 - STYLE GUIDE

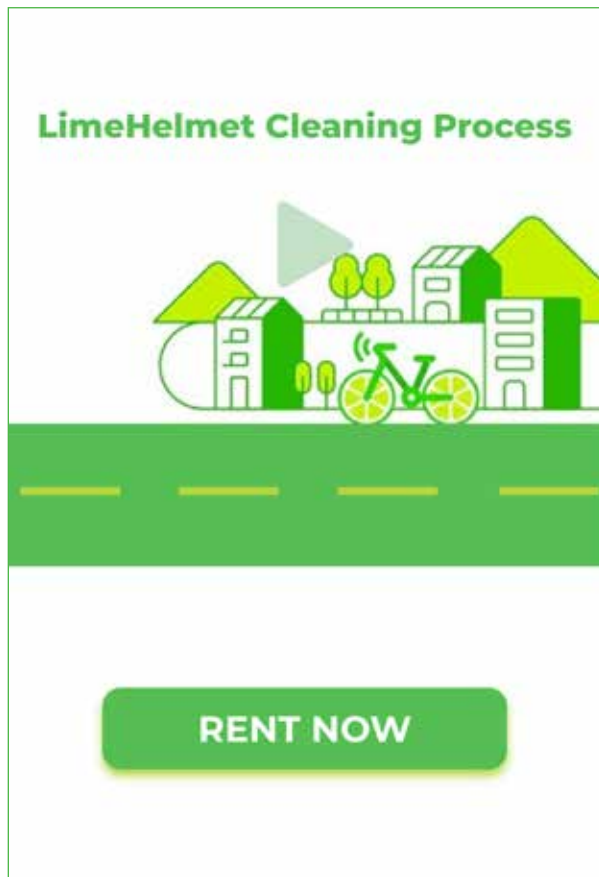
## BUTTON AND ICON STATUS



## INPUT



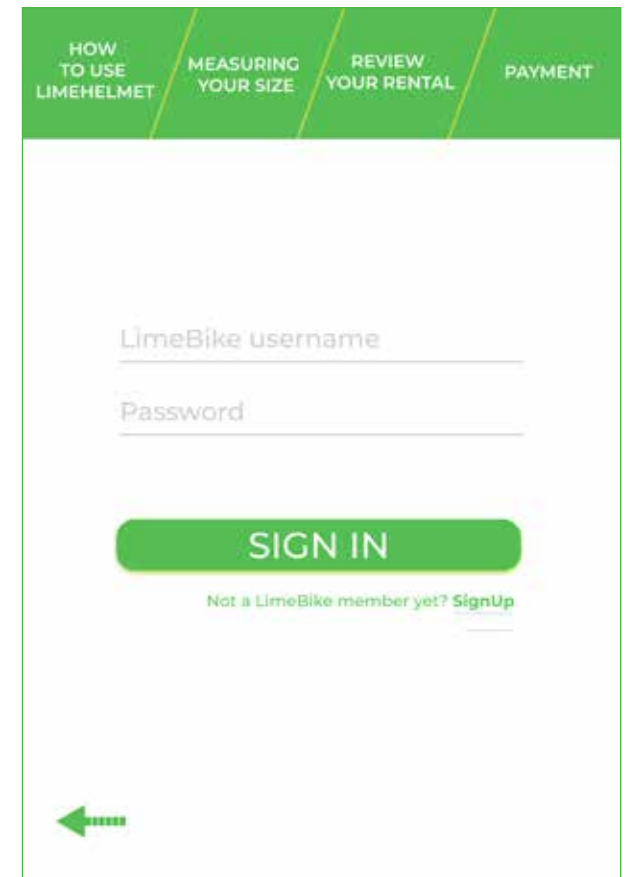
# 11 - FINAL DESIGN



Landing Page



SignIn / SignUp Page



SignIn Page



# 11 - 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

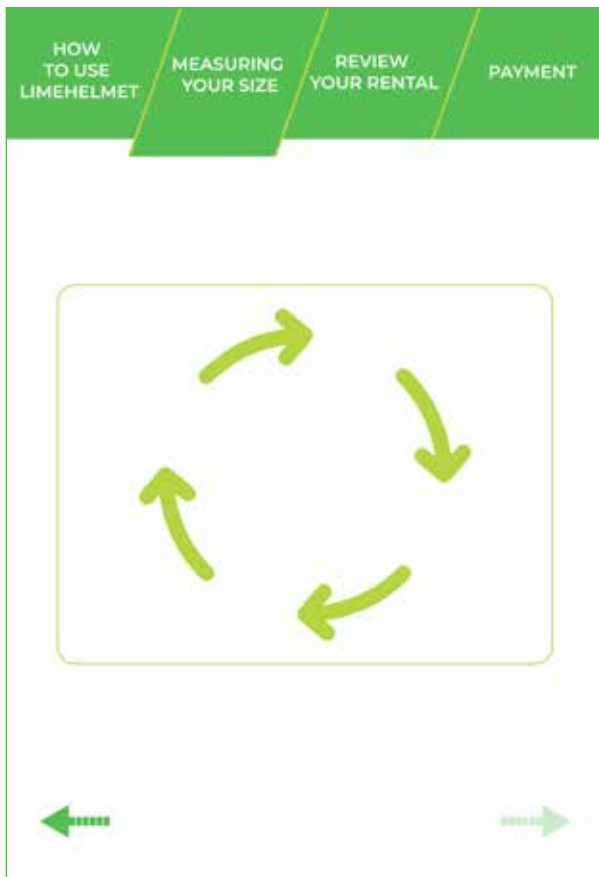
←

→

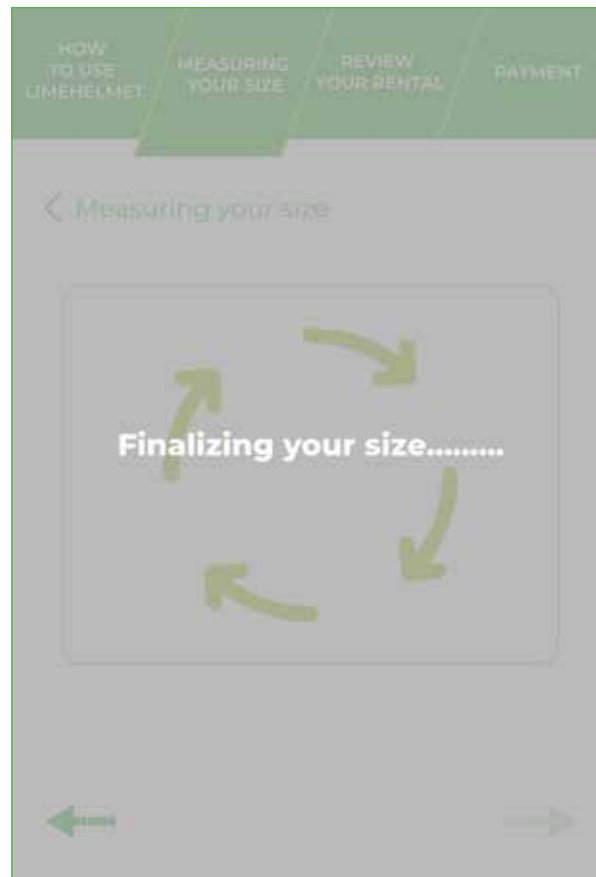
Measurement Page

LIMEHELMET RENTAL KIOSK / ANH MAI 23

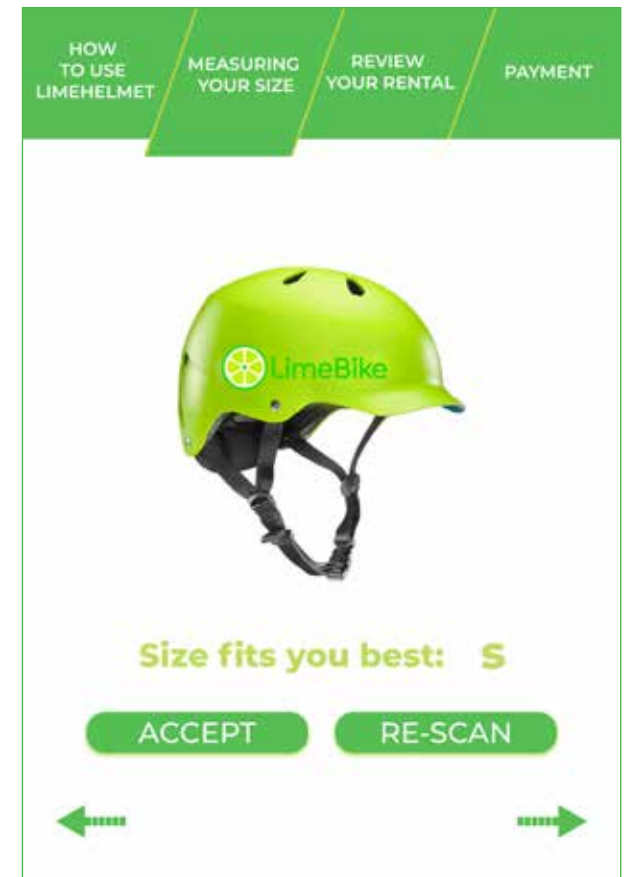
# 11 - FINAL DESIGN



Scanning Page



Finalizing Page



Measuring Result Page

# 11 - 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

Pay as you go

30 minutes

1 hour

LimeHelmet Return Locations:

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

☐

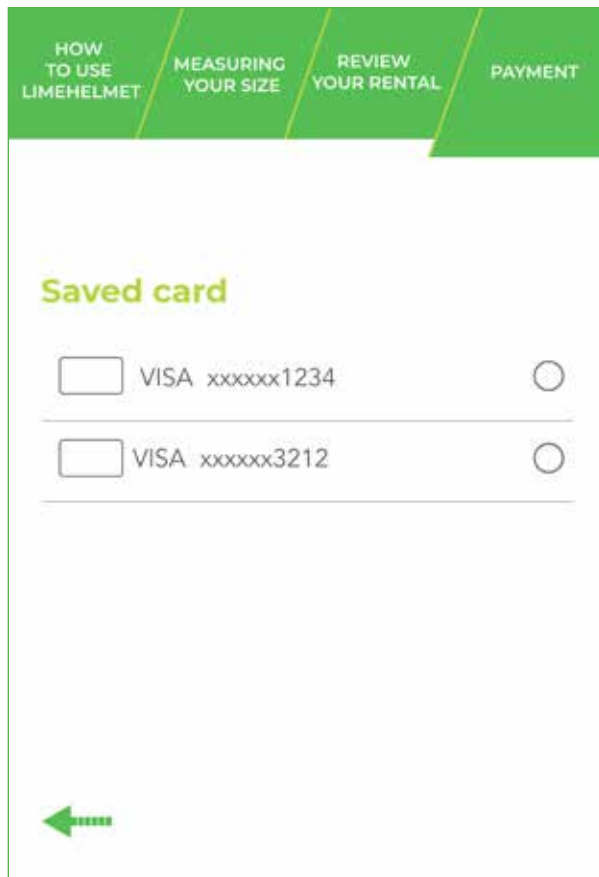
Insert your debit/credit

Transaction History +

CHECK OUT

Payment Page

# 11 - FINAL DESIGN



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

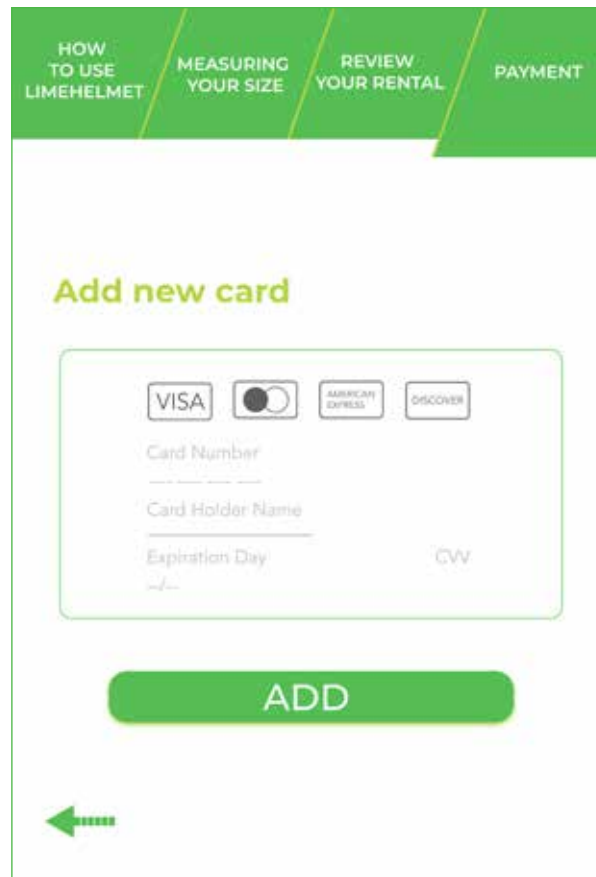
### Saved card

☐ 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

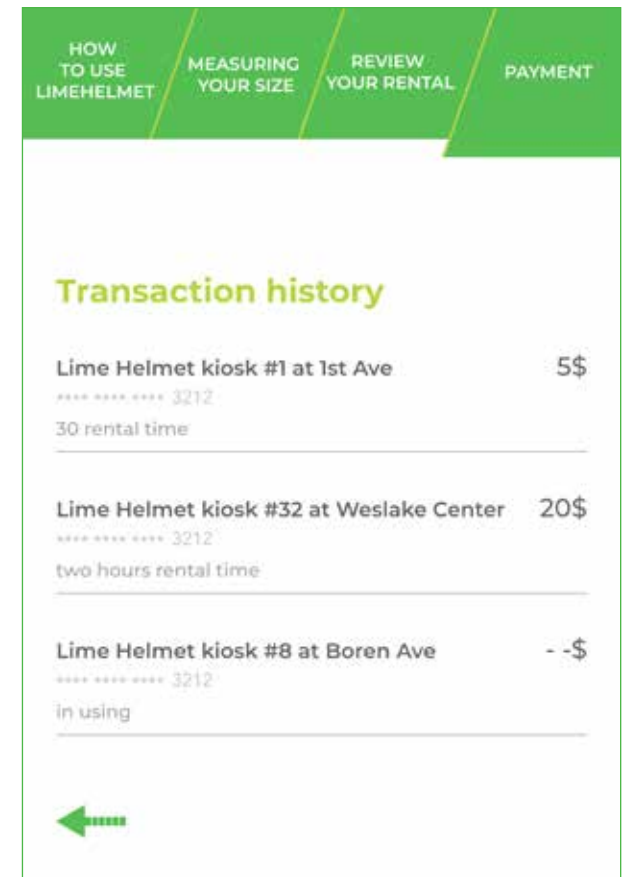
Card Holder Name

Expiration Day CVV

ADD

←

Add New Card Page



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

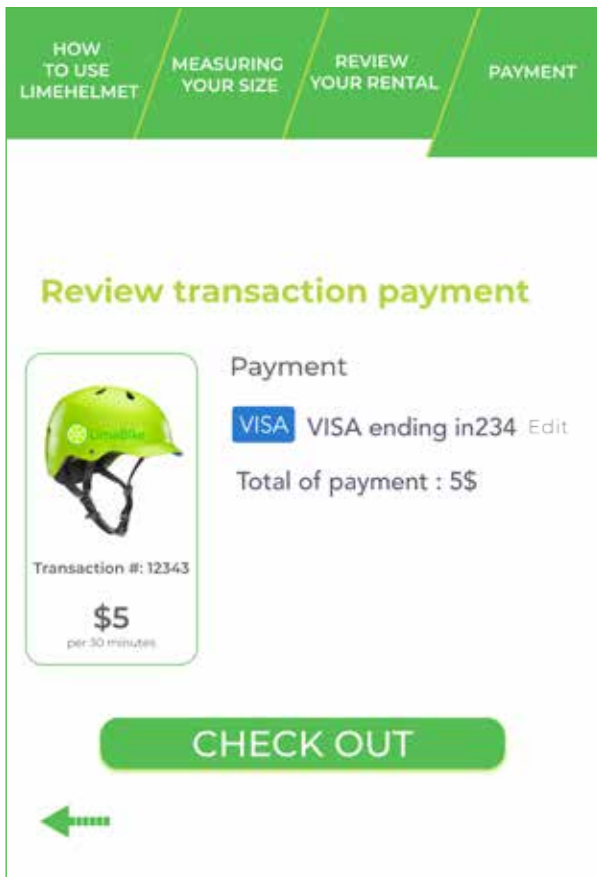
### Transaction history

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

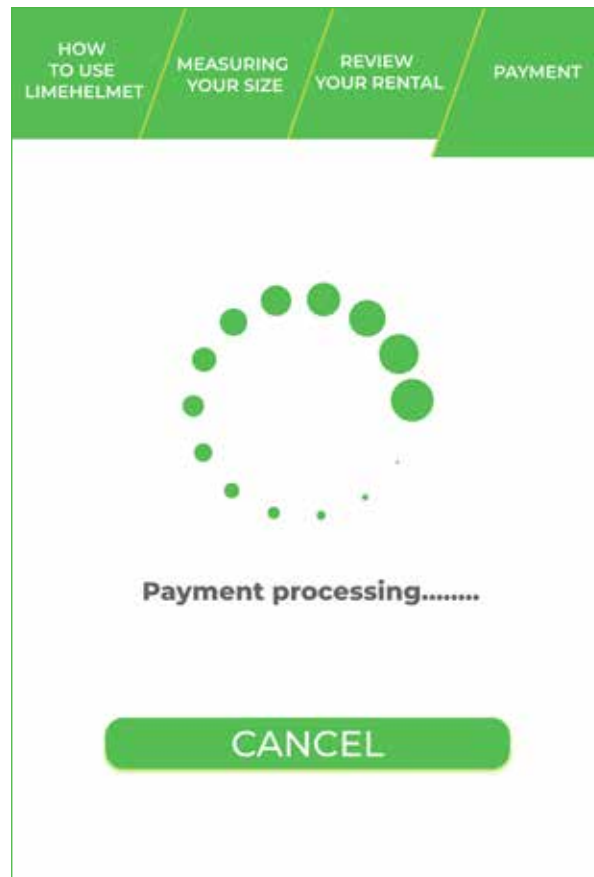
←

Transaction History Page

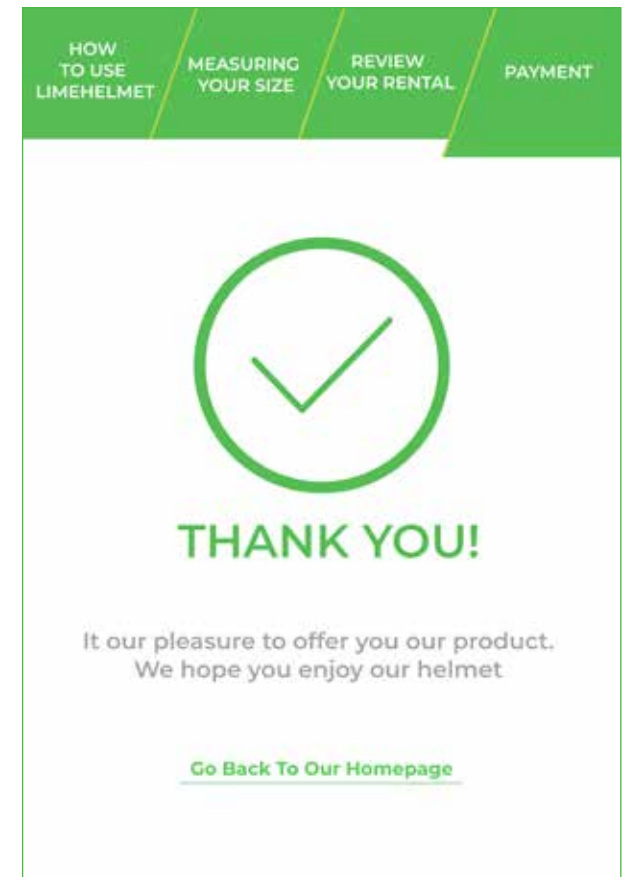
# 11 - FINAL DESIGN



Review Page

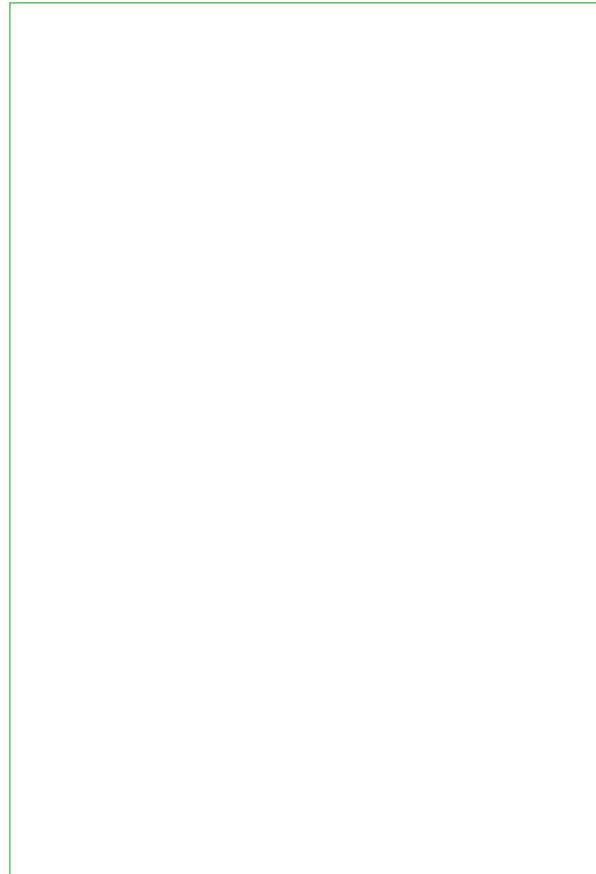


Processing Page



Confirmation Page

# 12 - INTERACTIVE PROTOTYPING



<https://xd.adobe.com/view/02844ae1-04cb-44c9-58ab-d1b7552397e2-74b5/>