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Project B.3: User Scenarios and UX Flows

Overview:

Bend Bike Shop is looking to have a bike rental system implemented. Customers can pre-pay for bike rentals using their web-based system or they can use kiosk stations to rent a bike. Both systems will have the same functions. Employees will have access to the system for management purposes.

Scenarios:

1. **Cindy the Customer:** Cindy is a college student in her mid 20s. She usually drives to campus from her apartment. However, recently parking has become limited and so it can be troublesome to find an available parking spot before her first class starts. Even the designated carpool spots are always filled up! She has a friend named Tim that she vents to about the parking situation. He proposes that she rides a bike to class seeing that she lives relatively close to the campus. What a great idea! But she doesn’t have the space in her apartment to store a bike. That’s when she finds out about Bend Bike Shop. They offer affordable rates, and their system is easy to use with kiosks conveniently placed near her home and the campus. She goes online, makes an account, and starts looking at the available bikes. She finds one she likes, inputs how many hours she’ll need it that day, and puts in her credit card information. Before class she gets the bike, she is renting and goes to class. After class she returns the bike using the kiosk and her credit card is charged.
2. **Eddy the Employee:** Eddy is an employee working for Manny at the Bend Bike Shop. He goes into work, signs onto his computer, and sees that a bike was recently returned and is ready for inspection. He gets the bike and lazily looks over the bike. He reports that the bike is still in good condition. He then puts back the bike and waits for the next notification. On his down time he plays solitaire and searches indeed for a new job.
3. **Manny the Manager:** Manny is a co-manager for Bend Bike Shop with the original owner Mr. Ridealot. So far, he really enjoys his position. It pays well and with this new automated system half his job is already being done for him. Manny is a little more tech savvy than Ridealot so he spend a lot of his time trying to teach him how to use the new system (it’s how he landed his promotion). Ridealot is trying to change the rates of the bike rentals but is having trouble so Manny comes in to help. So far, Ridealot has only made It past the sign in screen and is on the Manager interface. Manny directs him to the rate change page where he can then input the new rate. The rate is being lowered now that it is the end of summer and school is starting. He hits submit and Manny then wait for anymore calls for help from Ridealot while he looks over inventory.

UX Flows:

A diagram of a company

Description automatically generated

