2018

Personas & Storyboarding

JUMP BIKES

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Introduction

JUMP Bike brings on-demand electric bikes to cities and neighborhoods across the country and the world. JUMP creates hardware and software that provides users with a station-less bike service. Each bike comes hooked up with a built-in ulock, solar panel, electric motor, and an electronic keypad. For college students on grocery runs or tourists seeing a city for the first time JUMP offers a new, and fun, solution. Additionally, Uber has recently acquired JUMP bike and integrated the bike reserving functionality into the Uber app itself making JUMP more prominent now than ever before.

The Interface - To help understand how the interface works I will reference the various sketches found on the last page.

The JUMP bike interface comes in two parts, the Uber mobile-app and the keypad found on each JUMP bike. A new addition to the Uber application is the option to select 'Bike' from the sidebar (1). Once a user selects 'Bike' they are brought to a new page which contains a map of the area surrounding the user and all of the available bikes in that area (2). From this screen users can view how far away each bike is and how much charge that bike has. Once the user has selected a bike they can reserve the bike, choose a payment method (3), and confirm their purchase (4). Once confirmed the mobile-app presents a activation code to the user (5), this code is then entered into the keypad attached to the bike (6), if the code is correct the ulock attached to the bike is unlocked. Once the user has finished their ride they re-lock the ulock and are presented with the final screen which provides a summary of the ride (7).

Observations

Andrew - Andrew spends a few moments inspecting the bike and the keypad, seemingly searching for an explanation of how to unlock the bike.

Katie - Katie exits the CIT and approaches a single JUMP bike amongst the bike rack. She then pulls out her phone and in under a minute is on her way with her JUMP bike

Won - Won falls short only to Chris in terms of the amount of time spent at the station. Won approaches the bike station with his phone already out, enters the activation code, and is quickly on his way.

Kevin - After a few minutes of inspection Kevin pulls out his phone and after a few more minutes of struggling with the app he continues on with the rest of his family and without any JUMP bikes.

Jacob - Upon inspecting the bike Jacob quickly began to mess around with the keypad. After a number of minutes Jacob pulled out his phone and in few minutes more left riding a bike.

Chris - Chris simply approached the bike, read the instructions on the bike shaft, and then left. When I asked Chris what the issue was he stated that "I'm better off walking than waiting for an app to install"

Analyzing the patterns of the observations reveals that for many users it is quite difficult to determine exactly what steps are required to purchase the JUMP bikes. Other users however seem to immediately know what they are doing and how to manage the JUMP bike interface. There is little ground in between these two groups for now let's consider them to be the inexperienced user vs. the experienced user.

Interview Questions

Questions asked of all users:

1. Do you live on College Hill or are you just visiting?
    a. If they live here: On average how much time did you spend walking around every day?
    b. If visiting: Is this your first time on College Hill?
2. Is this your first time using JUMP bike?

If the user successfully used the bike:

1. What did you use this bike for?
2. If JUMP bike wasn't available, what would you use as a substitute?
3. Did you feel that the purchasing process was efficient and intuitive?
4. Would you recommend jump bike to a friend? Why or why not?

If the user decided not to use the bike:

1. How come you decided to not use the bike?
2. What was your intended use for the bike?

Final question: Would you like to add anything else about your overall experience with JUMP bike?

Response Summary

After interviewing 5 JUMP bike users I was able to notice a few patterns that allow me to categorize the different types of users I ran into.

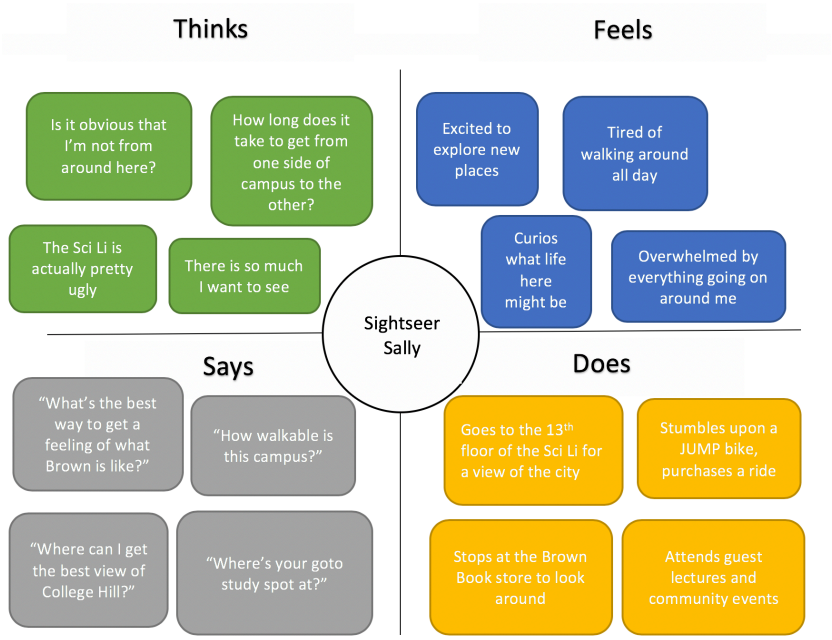
One group of users primarily used the bike for sight-seeing. This group was primarily made up of first-timers (or someone showing a friend/son/daughter around for the first time) and used the bike to ride around College Hill in an effort to get a better feeling of the area. However most of these users had never used JUMP bike before, and thus struggled operating the interface. After riding, most of these users would recommend JUMP bike to friend and many even added how much fun they had with the JUMP bike.

Another group of users primarily used the bikes for errands. This group was primarily made up of students who lived on campus or others that lived close by. This group used the bike to get groceries, get to class, or to get off of College Hill and reach other parts of Providence. Generally this group had no car but would consider using Zipcar if JUMP bike wasn't available. Nearly all of these users had prior experience with JUMP bike, were comfortable with the reservation process, and were able to reserve a bike efficiently. When asked if they would prefer a $100 bike or $100 worth of rides with JUMP bike this group generally said $100 worth of JUMP rides citing the trouble of maintaining a bike and the advantage of the basket on the JUMP bike when running errands.

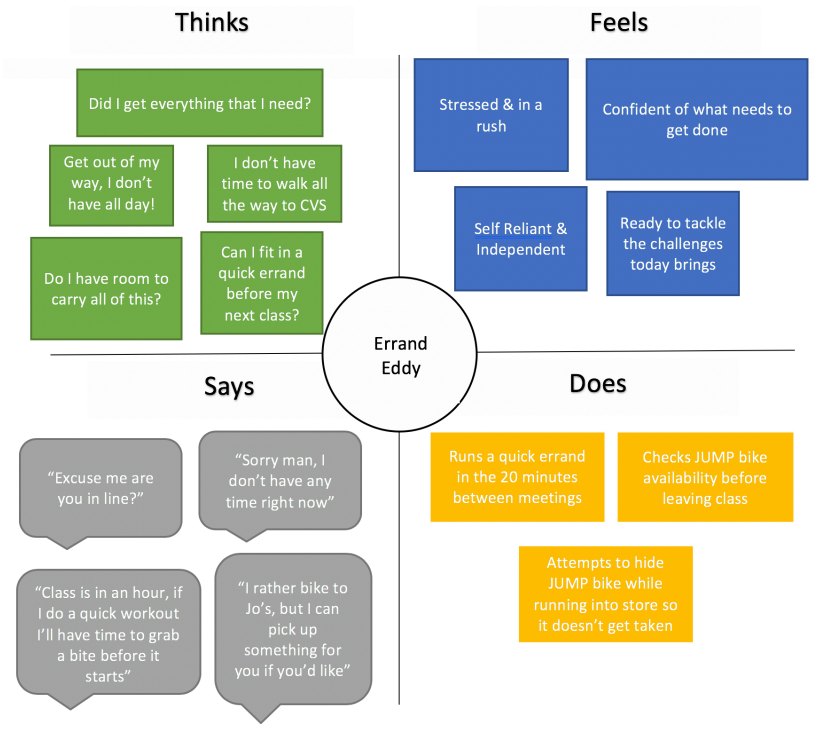
Personas & Mental Models

The Sightseer Model: This mental model is derived from the ability to freely travel around an area. The Sightseer's model consists of the ability to jump on the closest available bike and pay as they go. However this Model differs from the system model as it leaves no room for reservation functionality. This leads the site seer to not consider the need for a mobile-app at all to reserve a bike, thus Sightseers to swipe their credit card on the keypad attached to the bike to make the purchase.

The Errand Runner: This mental model consists of the ability to get from point A to point B quickly. The Errand Runner is often a frequent user of the reservation interface and has mastered its use, however this model lacks elsewhere. The Errand Runner's model consists of the ability to park the bike outside of their destination and return to the bike once they finish class, shopping, working out, etc. However this differs from the system model, as once the JUMP bike has been locked it needs to be specified that the user will be returning to the bike, otherwise the JUMP bike becomes available to all users. This may lead to an Errand Runner paying for the bike again or losing their bike to another user.



Persona 1 – Sightseer Sally: Sightseer Sally is visiting College Hill, or any given city/neighborhood, for the very first time. Sally wants to get a good feeling for what the area is all about, the people, the culture, the infrastructure, etc. to help determine if this would be somewhere she can see herself living for a number of years. There's a lot Sally wants to see but walking everywhere is tiring and takes too long, she is only visiting after all. JUMP bikes gives users the ability to see more of an area faster and without putting forward too much energy, this is exactly what Sally wants! Sally proceeds to whip out her credit card and attempts to pay for a ride however she finds out that this is not the correct use of the keypad and is left unsure what to do.



Persona 2 – Errand Eddy: Today isn't Errand Eddy's first time on College Hill, or any given city/neighborhood, in fact, Eddy has lived here for over a year and holds a strong lay of the land. After a year of settling in Eddy finds himself busier than ever before, he has to balance school, work, relationships, good health and fitness all while keeping his refrigerator, wardrobe, and toiletries stocked; easier said than done. For Eddy anytime spent not keeping up with his ongoing list of to-dos is time wasted. Recently Eddy realized how much time he spends walking to and from his various destinations. JUMP bike gives users the ability to quickly run errands or race from class to the gym to a lab faster than ever before, this is exactly what Eddy needs! Eddy often wants to run quick errands, whether it's purchasing a new roll of paper towels or grabbing a quick bite to eat, however with JUMP bike his ride can be taken within just a few minutes when left alone.

The Storyboard

Below is a storyboard that depicts the user journey of the two all too familiar characters, Rick and Morty. In this case the duo embody the Sightseer persona as they are looking for a better mode of transport to move freely about College Hill. Rick's issues with the interface are evident, it isn't immediately clear to him how a bike-ride purchase is to be completed. Luckily, Rick eventually is led to the Uber app which holds the answer. In this case Morty saves the day with his up-to-date business knowledge, but not everyone is lucky enough to have a Morty around causing many potential bike-riders to settle for walking.

There comes a point in every child's life where they are suddenly forced out into the real world. In anticipation of this and as a scientist himself, Uncle Rick decides to visit his alma matter, Brown University, with his nephew Morty.

Unfortunately they arrive just as the final campus-tour comes to end. "It's no matter," claims Rick "I'll show you around myself."

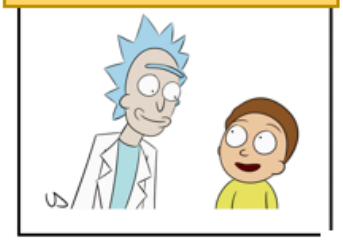
"Ah jeez Uncle Rick, I'm pretty tired, wouldn't you rather head back home than walk around?"

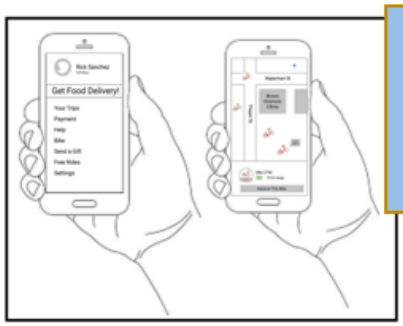
Rick and Morty suddenly stumble upon a group of JUMP bikes. "Oo, Oo, Morty what's this? Nothing beats walking like 2 wheels!"

"Now if I could just get this thing to work…"

"Hmm, I can't quite figure this out, how do I get the activation code?"

"Get hip Uncle Rick! Uber just acquired JUMP. Check your phone!"

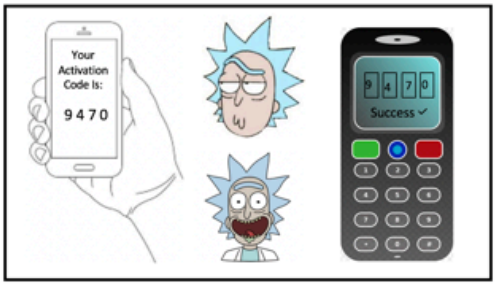




"Hey, Uber! I have that app already.

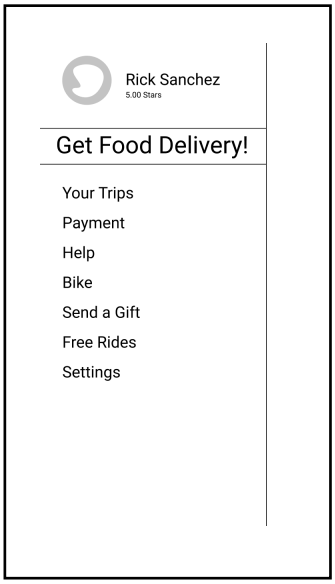
This is pretty easy"

Rick proceeds to purchase two bike rides for him and his nephew. "Now we can really get all around town!"

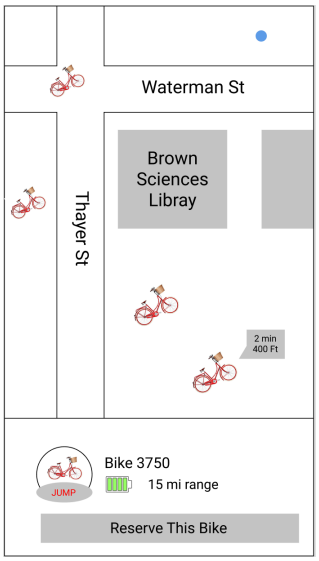


After just an hour of riding Morty feels like he's seen it all. "Hey Uncle Rick, Brown isn't half bad. Maybe I will be a Scientist like you after all!"

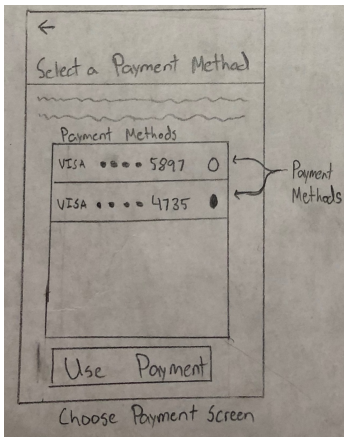
1


Rick Sanchez
5.00 Stars
Get Food Delivery!
Your Trips
Payment
Help
Bike
Send a Gift
Free Rides
Settings

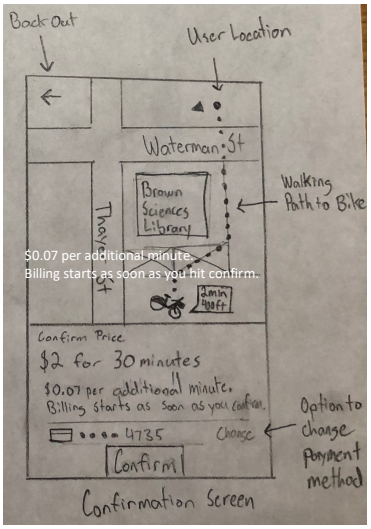
2


Waterman St
Brown Sciences Libray
Thayer St
2 min
400 Ft
JUMP
Bike 3750
15 mi range
Reserve This Bike

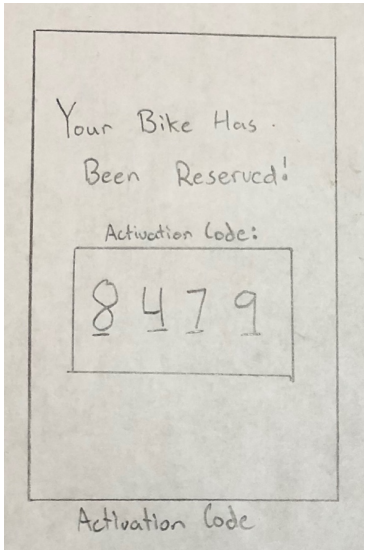
3


Select a Payment Method
Payment Methods
VISA 5897
VISA 4735
Payment Methods
Use Payment
Choose Payment Screen

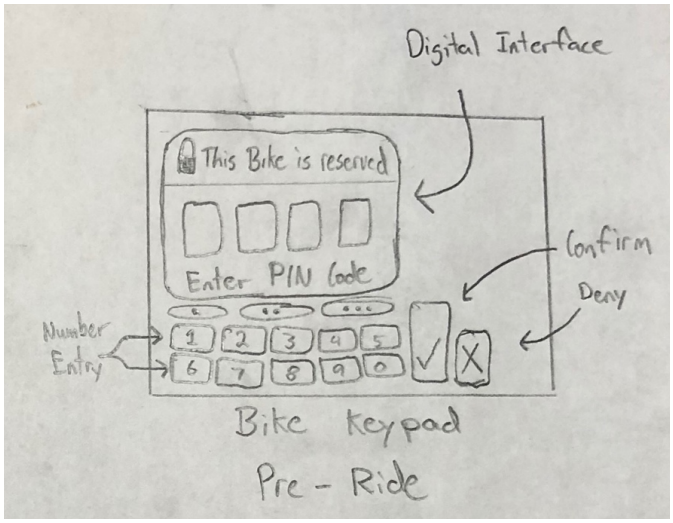
4


Back Out
User Location
Waterman St
Brown Sciences Library
Thayer St
Walking Path to Bike
$0.07 per additional minute.
Billing starts as soon as you hit confirm.
Confirm Price
$2 for 30 minutes
$0.07 per additional minute.
Billing starts as soon as you confirm.
4735
Change
Confirm
Option to change payment method
Confirmation Screen

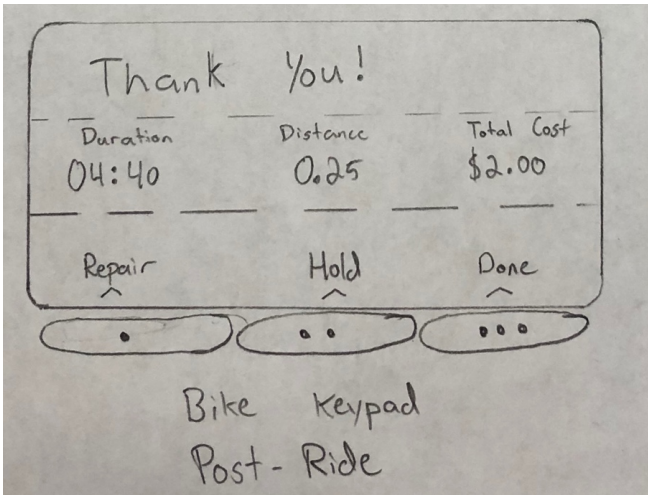
5


Your Bike Has Been Reserved!
Activation Code:
8479
Activation Code

6


Digital Interface
This Bike is reserved
Enter PIN Code
Confirm
Deny
Number Entry
1 2 3 4 5
6 7 8 9 0
Bike Keypad
Pre - Ride

7


Thank You!
Duration
04:40
Distance
0.25
Total Cost
$2.00
Repair
Hold
Done
Bike Keypad
Post - Ride