

# Reduce. Reuse. Cycle.

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## Table of Contents

1. Table of contents (page 2)
2. Purpose of the site (pages 3)
3. Target Audience (pages 4-8)
4. Preliminary mockup (pages 9-15)
  - a. Homepage (page 9)
  - b. Events Page (page 10)
  - c. About Us Page (pages 11-12)
  - d. Get Involved Page (page 13)
  - e. Benefits Page (page 14)
  - f. Shop Page (page 15)
5. Information Architecture Map (page 16)
6. Usability Testing (pages 17-18)
7. Competition Research (pages 19-20)
8. Moving Forward into Development (21)

## Purpose of the site

The purpose of the site for our bike shop entitled “Reduce. Reuse. Cycle.” is to inform citizens of Rochester, New York about the benefits of bike lanes and commuting to their destinations by bicycle and motivate them to get involved in our campaign. We want those who visit the site to easily find information about why we want to help the environment as well as the several events we put on to support our cause. They can also find how to contact us as well as how to donate or buy a bike from us for use in their daily lives.



## Target audience

The target audience of this site would be people who are living in or near the Rochester community / Western New York. Someone who would be accessing this website would be nature loving and wanting to get more involved in outdoor activities.



# Kevin O'Keif



Heroic

Humble

Reasonable

Family-Oriented

Friendly

## Goals

- To become more active
- Spend more time with his family
- Volunteer for his community

## Frustrations

- Doesn't know where to ride his bike
- Doesn't like sitting at home

*"Kevin is recently retired and wants to get active again"*

**Age:** 62

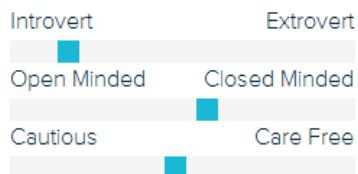
**Work:** Retired Fire Fighter

**Family:** Married, One Daughter

**Location:** Greece, NY

**Character:** Quiet

## Personality



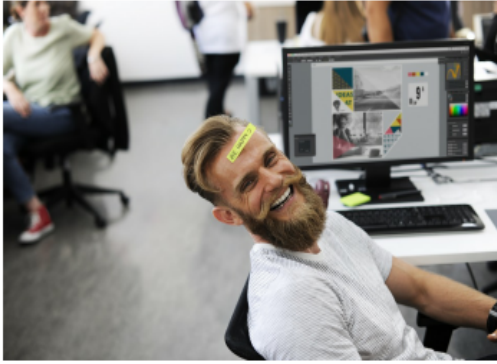
## Bio

*"I wish that I could get my family more involved with riding bikes, I used to love riding my bike and I hope I can get them to love it too."*

*"Now that I am retired, I miss giving back to my community and would love to find a place that I could get more involved and give back."*

*"I am not very involved online and would like to find a website that clearly tells me where to go and who to call"*

# Xander Martinez



*"Xander is a happy-go-lucky guy who loves spending time outdoors and working at BuzzFeed"*

**Age:** 31

**Work:** BuzzFeed editor

**Family:** In a relationship, no children

**Location:** Webster, NY

**Character:** Bubbly

## Personality



Silly

Outdoorsy

Happy

Traveler

Friendly

Athletic

## Goals

- Get more involved in the bike community
- Learn more about biking
- See more of Western New York

## Frustrations

- Not enough bike lanes or trails

## Bio

*"When I moved to the area, I was very upset that there was seemingly no where to ride my bike, but as I've experienced the city more, I see the possibilities and would like to utilize the world around me"*

*"I enjoy getting out and exploring the world, I would love to get more involved with the cycle community in Rochester."*

*"I work during the daytime so I need a company that has a strong website and weekend business hours."*

# Jenna Lee



Hiker

Singer

Focused

Organized

Friendly

Nature Loving

*"Jenna is an aspiring actress who wants to incorporate more environmentally friendly traits in her daily routine"*

**Age:** 26

**Work:** Actress / Waitress

**Family:** Single, no children

**Location:** Rochester, NY

**Character:** Fun

## Personality

Introvert Extrovert

Open Minded Closed Minded

Cautious Care Free

## Goals

- Ride her bike to work
- Wishes to buy a new bike
- Meet more people interested in bike riding

## Frustrations

- Not enough bike lanes
- Needs to find a new bike

## Bio

*"I enjoy spending time with my friends, but I sometimes wish that they wanted to do more outdoors activities. I absolutely would want to meet more people interested in things like biking or hiking"*

*"Saving money is very important to me, so if I could ride my bike to work and auditions instead of driving my car I would save a lot of money on gas."*

*"I want to buy a new bike at a good price so I can incorporate bike riding into my life more"*



# Patricia DeSantis



Professional

Focused

Cheerful

Traveler

Friendly

## Goals

- Volunteer in the Rochester community
- Donate her old bike instead of sending it to the dump
- Buy new biking apparel

*"Patricia is a person who loves the community, the earth, and meeting new people"*

**Age:** 39

**Work:** Marketing CEO

**Family:** Single, no children

**Location:** Victor, NY

**Character:** Spiritual

## Frustrations

- Not enough bike lanes
- Doesn't know where to buy biking apparel
- Has an old bike sitting in the garage

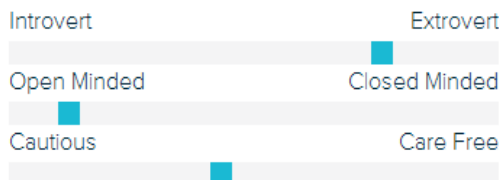
## Bio

*"I would really like to donate my old bike somewhere and have it be recycled"*

*"Giving back to the community is very important to me but I have been so busy lately with work. I need to make time to give back again."*

*"I want to be able to do things on the weekends and meet new people."*

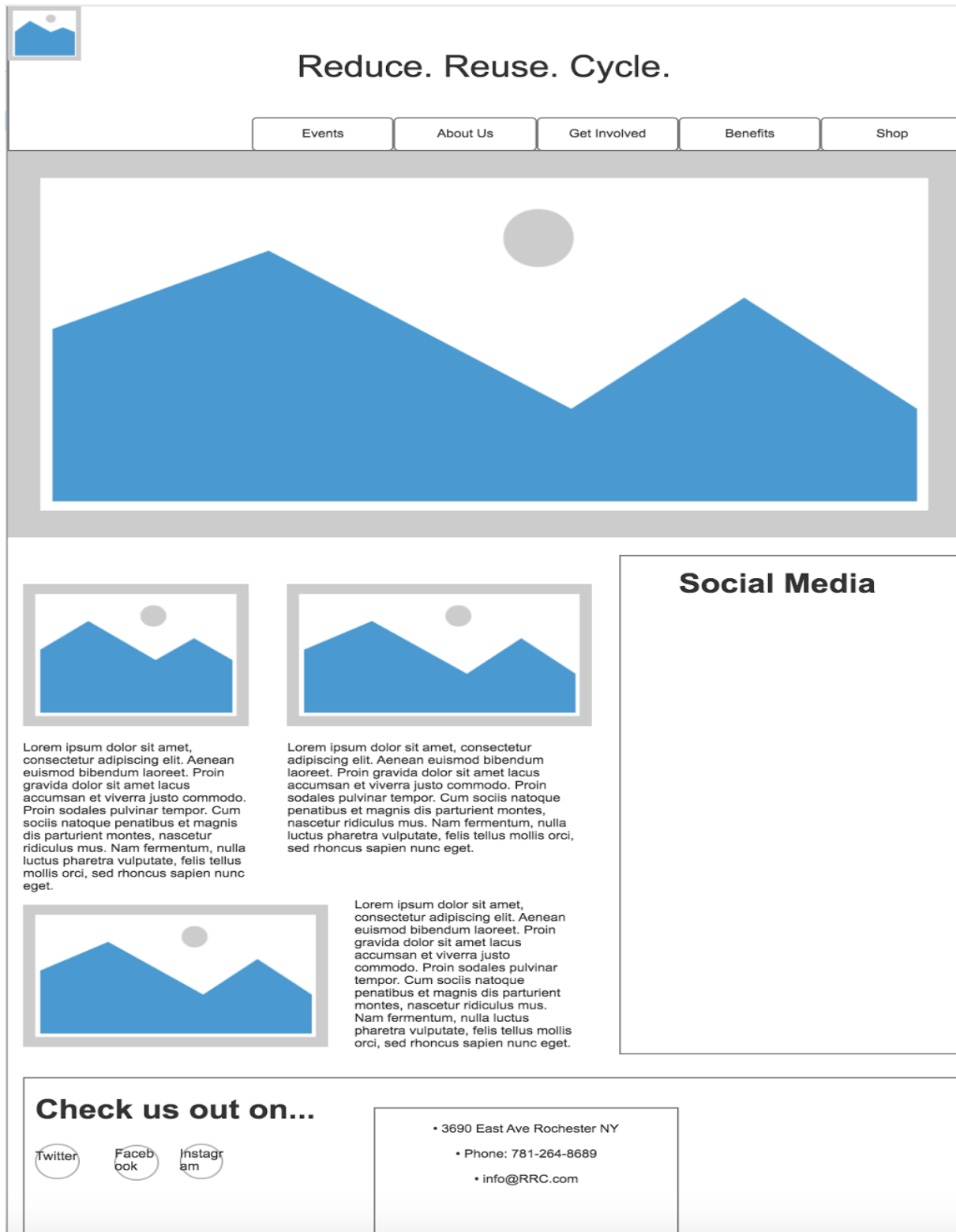
## Personality





# Preliminary mockup

## Homepage



## Events Calendar Page



# Reduce. Reuse. Cycle.

[Home](#)
[About Us](#)
[Get Involved](#)
[Benefits](#)
[Shop](#)

## JANUARY 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 <i>New Year's Day</i>	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 <i>M L King Day</i>	17	18	19	20 <i>Emma's Birthday</i>	21
22	23	24	25	26	27	28
29	30	31				

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### Event 1

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### Event 2

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### Check us out on...




• 3690 East Ave Rochester NY

• Phone: 781-264-8689

• info@RRC.com

About Us Page (p1)



# Reduce. Reuse. Cycle.

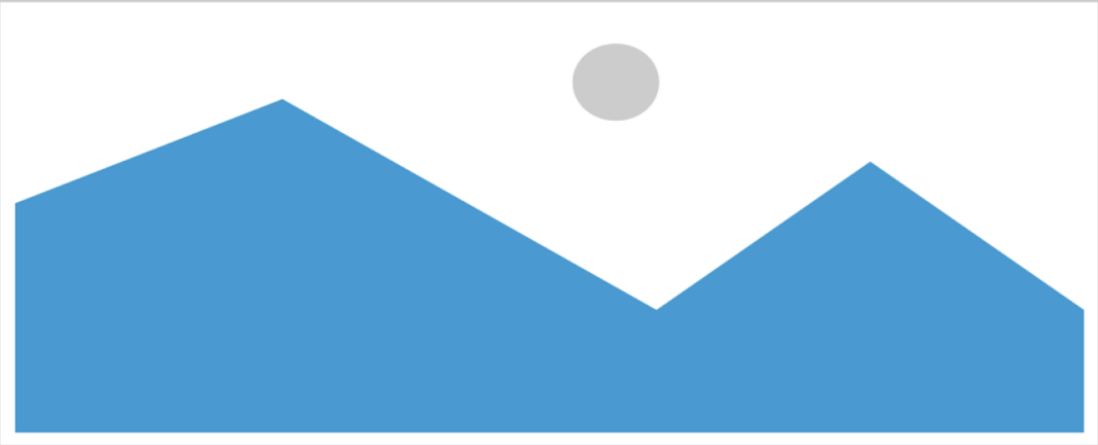
Events

About Us

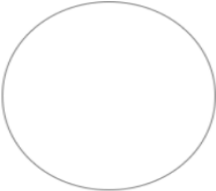
Get Involved

Benefits

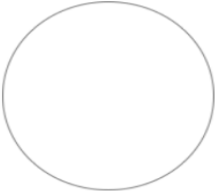
Shop



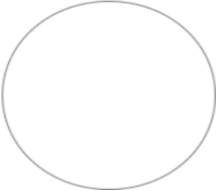
## Meet The Team.



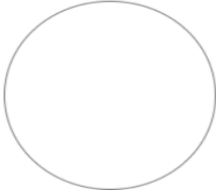
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## About Us Page (p2)

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## What do we Do?

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### Check us out on...



• 3690 East Ave Rochester NY

• Phone: 781-264-8689

• info@RRC.com

## Get Involved Page



# Reduce. Reuse. Cycle.


[Events](#)
[About Us](#)
[Get Involved](#)
[Benefits](#)
[Shop](#)

## Volunteer



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## Jobs



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Apply Now!

## Community



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### Check us out on...





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• Phone: 781-264-8689

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## Benefits Page



## Reduce. Reuse. Cycle.

Events

About Us

Get Involved

Benefits

Shop

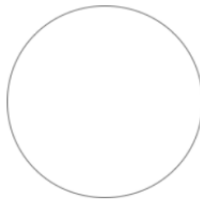
## Why Bike?



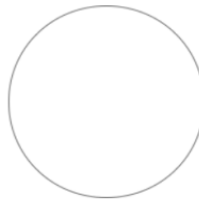
## Reduce

## Re-use

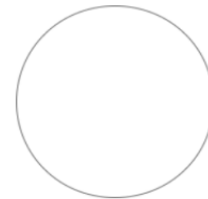
## Recycle



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## Check us out on...

Twitter

Faceb

Instag

• 3690 East Ave Rochester NY

• Phone: 781-264-8689

## Shop Page



## Reduce. Reuse. Cycle.

Events

About Us

Get Involved

Benefits

Shop

## The Shop

## Recycled Bikes



Price\$\$

## T-Shirts



Price\$\$

## Hats



Price\$\$

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## Check us out on...



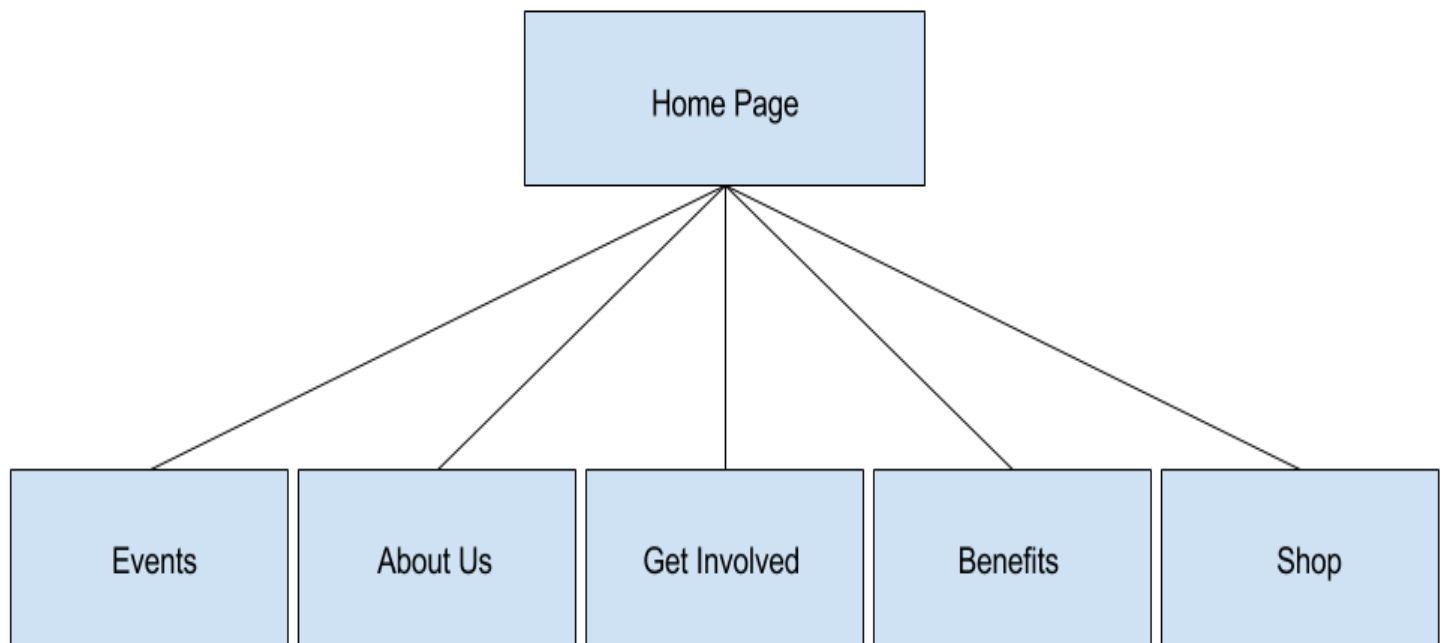
- 3690 East Ave Rochester NY

- Phone: 781-264-8689

- info@RRC.com



## Information Architecture Map



## Usability Testing

During the usability testing, we asked four people a series of five questions and for constructive criticism. We had the design for all six pages of our site together on Auxure and allowed them to flip through each one as many times as they wanted. We asked them;

1. Where would they find information about upcoming activities
2. Where they could find our contact information
3. The ease of navigating between tabs
4. Where do they look first when on the homepage
5. Which tab they would be inclined to click on first.

The first two participants said they would find upcoming activities under the events tab which was correct, but the last two said they would go to the Get Involved tab to find upcoming events. With the next two questions, the first and third participants gave the correct answer on where to find contact information which was at the bottom of each page. The other two said that they would go to About Us first to find contact information, but then they quickly realized the information was on every page. Each participant found ease in navigating between tabs, despite some of their troubles with the Mac mouse. They all also said their eye goes directly to the large image we have in the middle of the Home page.

For the final question, each participant put themselves into the mindset of a passionate biker or environmentalist. The first person said that they would visit About Us after arriving to the site to gain background information on what our purpose and mission statement is. The second participant was interested in what we had to offer under the Shop tab and wanted to see what kind of bike they could buy. The last two participants both wanted to click on the Get Involved tab because they would want to find some biking activities to do around the area.

Instead of setting a color scheme for the website, we asked the participants what colors they would want or expect to see for the purpose of our business. Two participants said they would assume the site would use green, while the other two said they would expect to see red. As they gave us constructive criticism, they suggested reducing the amount of text we have and increase the font size because they admitted they would not read it all. But they all agreed that the layout was efficient and the use of images flowed well.

## Competition Research

### Community Bikes Inc.

**Location:** Rochester, NY

**Hours:** 9am-1pm every day except Sunday. The business does not have many hours that would make them available to people who work during the day.

**Navigation Tabs:** Services (subtabs Giveaways, Repairs, Special Needs Tricycles) and More Info (subtabs Bike Sales and Get Involved)

**Main purpose of the site:** This site is formed to assist people who normally couldn't afford a bike in getting a bike or repairs made to their bike. They also offer custom bikes for people with special needs

**Picture Quality:** The site contains numerous high quality photos from the business.

**Get Involved page:** The business does not offer many different volunteer opportunities, its main get involved features include a place to donate money and bicycles.

**Final Thoughts:** This site does an effective job of relaying information to the viewer. The pages are clear and the logo is clean. The photos that are found on the pages do an effective job of correlating with the text.



## Bike New York

**Location:** New York, NY

**Hours:** No hours of operation could be found on the site.

**Navigation Tabs:** Education, Events, Calendar, Advice, Shop, Blog, About, Volunteer, Membership, Recycle-A-Bicycle, and Donate.

**Main purpose of the site:** The main purpose of the site is to get people more involved in bike events in NYC, and teach people how to bike.

**Picture Quality:** The website contained many beautiful and high quality images of bike life in NYC. Many slide shows could be found across the site, it seemingly had more photos than words.

**Volunteer page:** The volunteer page had numerous opportunities for people to get involved with volunteering at races or teaching people how to ride a bike. There is a separate recycle-a-bicycle page.

**Final Thoughts:** The website does an effective job of giving people a visual insight into the bicycle world. They offer many opportunities for people to volunteer, donate, or purchase a bike.



## Moving Forward into Development

After the usability testing, our participants gave us useful constructive criticism as we move into the development phase of the project. Two of the participants mentioned that there was too much text throughout the site, specifically in the “What We Do” section. When we asked each participant if they would actually read all the text, they answered honestly by saying no. They said that they would want the font size bigger with less text, mainly focusing on the images. This gave us some insight on how powerful the images on our site have to be in order to convey our message with as little text as possible. When we asked about the color scheme they would expect, we used their answers to help shape our color choices as well.

We will take the participants comments into consideration when we begin building the actual site. Collectively, we have agreed to be willing to make adaptive changes to the design throughout the process. We want to begin developing based on our design with the changes we made after the usability testing.