



CLASS PROJECT 02 - ROAR BIKES

Client:

Roar Bikes is a manufacturer of small run, contemporary bicycles sold exclusively from their own website. Roar Bikes currently have 3 models of bike to purchase (Siamese, Sphynx, Bengal)

Primary objectives:

To build a e-commerce website for people to browse & purchase.

Target Audience:

See: Persona - Roar Cycles.pdf

Feature List (Product requirements)

Homepage:

- Logo
- Nav
 - Shopping Basket
 - Login
 - Contact
- 3 Bike Models
- Owner Photos (social media streaming)
- Footer

Product Page for each of the bike types

- Photograph of the bike.
- Description
- Price
- Available colours
- Add to cart
- Owner photos

Competitors & Product Inspiration

- www.swiftyscooters.com
- www.yeticycles.com
- www.santacruz bicycles.com

Deliverables

- Wireframes for client approval.
- High fidelity prototype.
- User Testing - We'll be using Hallway testing & unmoderated remote testing.
- UI Assets for developers.

Cost

- \$4000 total with \$93 p/hour for any additional work outside our brief.
- 50% payment required to begin work.

Timeline

- 10 November - UX research to be completed by Daniel.
- 17 November - First wireframes delivered to BYOL.
- 21 November - Feedback from wireframes due to Daniel.
- 28 November - High Fidelity Prototype to BYOL for review.
- 1 December - Feedback of prototype due to Daniel and begin final amends to UI.
- 4 December - User testing begins
- 18 December - User testing completed & usability report presented at joint meeting.