

# City Ride

An affordable, sustainable, and environmentally friendly transport network.



# Project Overview

City Ride is a service that provides city bikes on subscription. This will be on android or iOS devices, as well as a pickup and pay dashboard located with the bikes. We have taken advantage of upcoming technologies like interesting devices and utilized ideas for a user to have fewer steps from arriving on a bike.







# Antwerp - the Smart City

Over the past two years, Antwerp has built upon its well-established reputation as a bicycle-friendly city. The city's recent bicycle plan has focused work to improve and connect the cycling network through intersection improvements, traffic light management, and an aim to lower speed limits. Antwerp's bicycle modal share rose from 29 to 33 percent from 2014 to 2018, with a slight majority of **female bicycle commuters**.





# What we are offering

The City Ride is an initiative that provides an affordable, sustainable, and environmentally friendly transport network. It will allow its users to move from one destination to another destination at a very low cost. The app aims to help casual and annual members use the bike scheme more effectively.



# The Audience

Our persona hypothesis consisted of three different archetypes which we used to facilitate discussions about our users' needs, desires, and varying contexts of use. Through careful analysis of our research, we identified sufficient behavioral variables to segment our user audience. These variables could be categorized into activities such as frequency of use of the scheme, skills such as riding confidence, and motivations such as reasons for cycling.







## John Doe

Age 32

Software Engineer

Antwerp

A Daily Commuter - John always uses his phone to check if there are any bikes available at his nearby docking station. John is habituated to this service for regular commuting. John enjoys using the scheme because it's more reliable and safe than catching the metro-train everyday.

### Characteristics

- Has taken up regularly cycling to his office in the square mile.
- A regular member of City Ride.
- Quite confident on the road and riding the bike.

### Motivations

- Enjoys the time-saving and convenience of the journey.
- Good health and fitness.
- Prefers the comfort of cycling over the Metro-train.

### Goals

- To commute to work reliably and painlessly.





## James Frank

Age 28

English Teacher

Antwerp

A Casual User - James likes to mix it up and often combines walking, buses, and trains to get to where he needs to be. Rather than relying on the Metro-train, James prefers to walk or cycle when the situation is right. He is motivated by knowing that walking or riding is better for health and the environment and also a cheaper alternative.



### Characteristics

- Cycles 3-5 times a week when situation and weather are good.
- Often combines different modes of transport like train and cycle.
- New to commuting by bike and becoming more confident.
- Thinking of becoming a regular member.

### Motivations

- Like having access to a cost-effective mode of getting around.
- Good health and fitness.
- Enjoying the fact that he's doing the right things in taking a greener alternative.

### Goals

- A cost-effective mode of transport.
- Burn a good number of calories.





## Natalie

Age 29

Fashion Designer

Antwerp

A Hesitant Prospect - Natalie has recently moved to Antwerp from Ghent and has noticed many people riding the City Ride service around the city. Leaving her own bike at her parents' place. Natalie is thinking that the bikes could be a better way to commute to and from work. Although she owns a bike, she isn't a very confident rider and feels hesitant to ride around in Antwerp.



### Characteristics

- Used to own a bike but hasn't ever cycled in Antwerp.
- Not a member but thinking of trying the scheme to get to work.
- Owns a smartphone running Android.

### Motivations

- Worried about safety on the road.
- Proper navigation on the road, because she is new in the city.
- Keen to talk to a friend who's tried the scheme/package for reassurance.

### Goals

- To be able to trial the scheme in a safe environment.
- An alternative, safe, fast way to commute to work.





# Rider Empathy

- People want to skip metro-rail due to the COVID-19 situation;
- A cost-effective mode of transport;
- Want to commute reliably and painlessly.
- Convenience and time-saving;
- Proper navigation on the road;
- Want to burn a good amount of calories;
- Doing something right to keep the environment safe and green (carbon)
- Want to try something new but need a test/trial option;
- Variety of schemes/packages as per necessity.



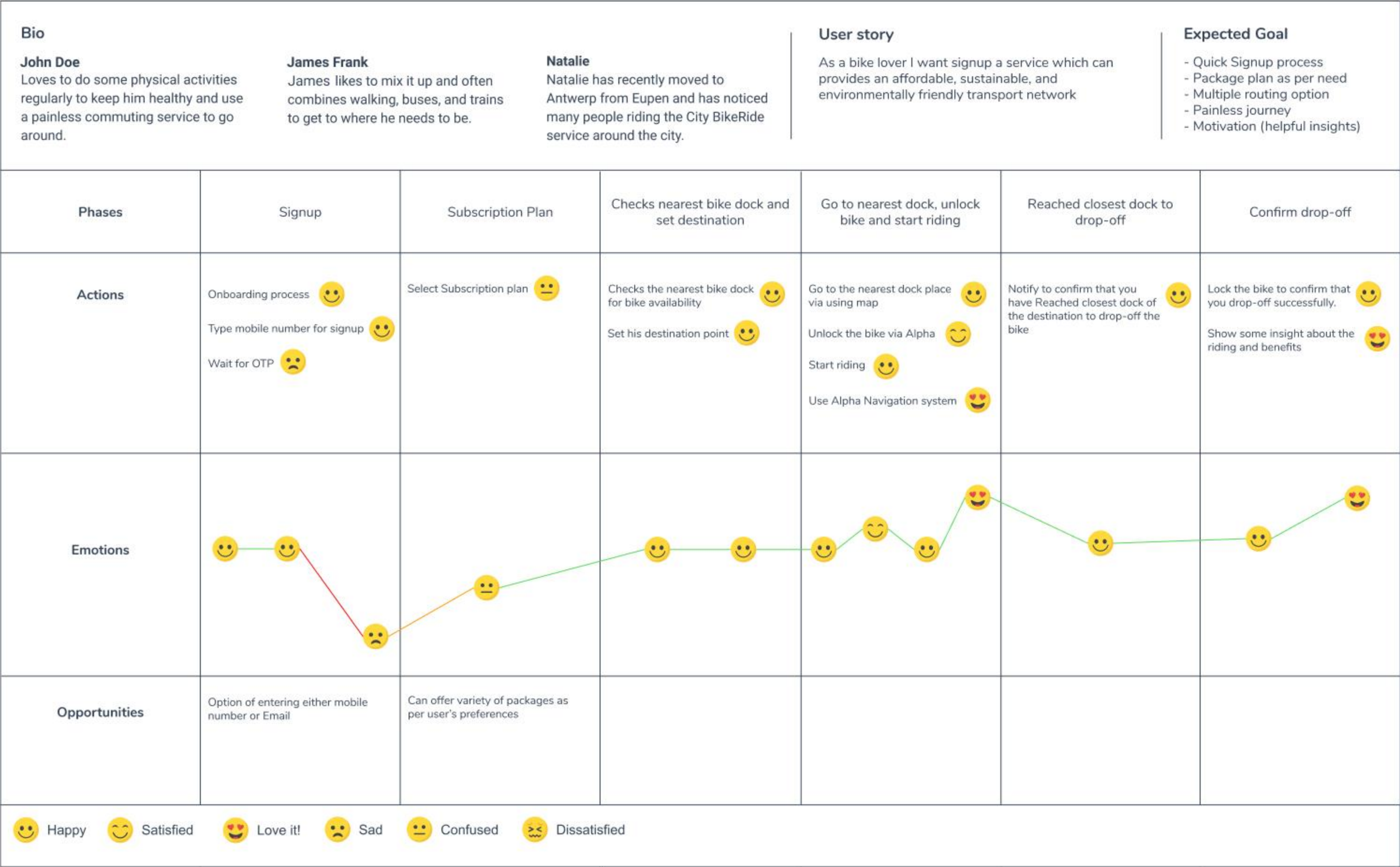


# Visualizing the end-to-end

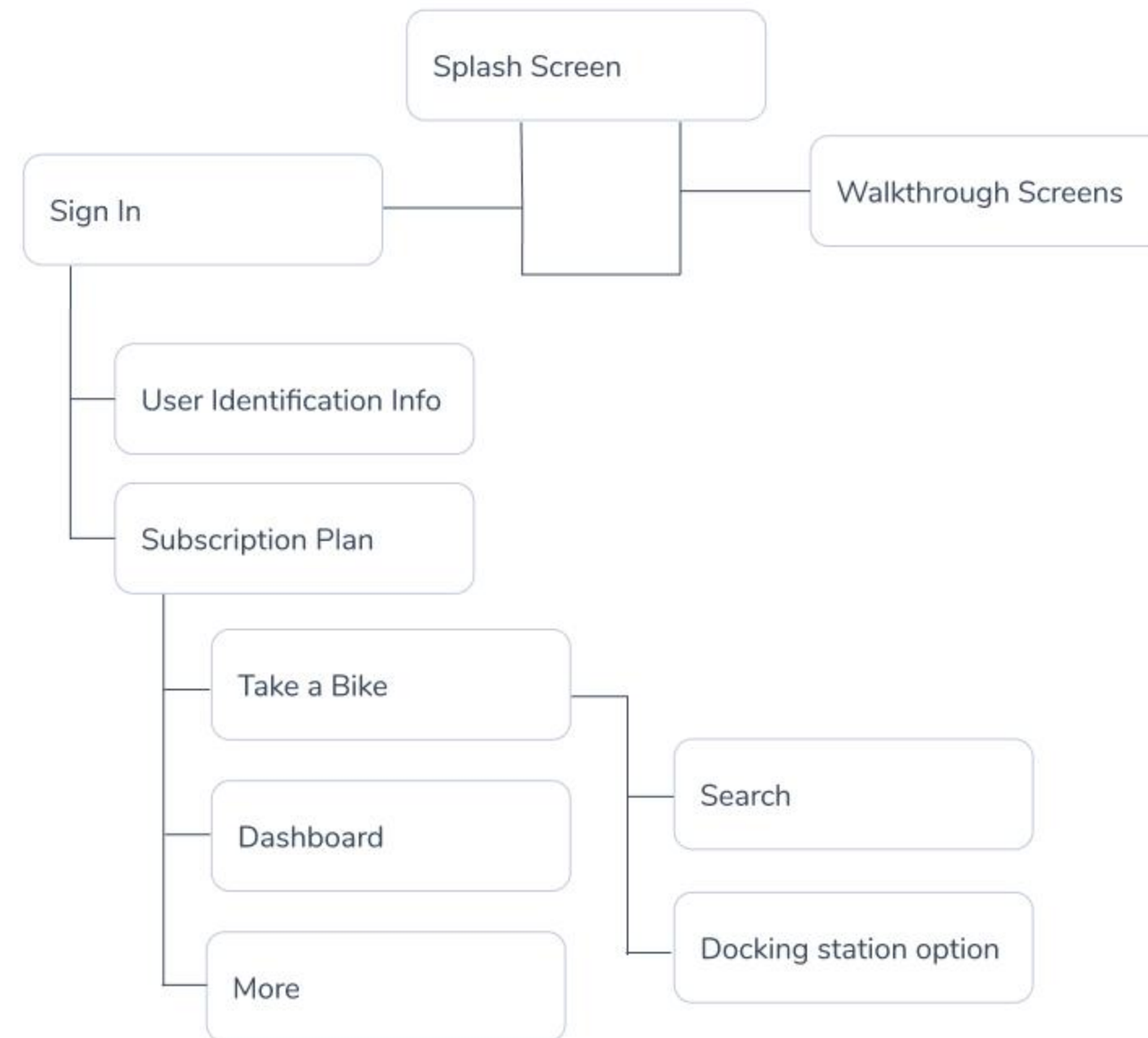
Combining through our research and brainstorming the different things people do before, during, and after riding allowed me to come up with a broad set of tasks—quickly. I categorized and segmented the tasks into behavioral affinities and aligned content and features. This gave me a way to visualize what existing functionality and content would be useful, what tasks needed supporting, what opportunities were available to innovate, and also what could be discarded from the existing app.







# User Flow





# Wireframing

There are lots of great tools for drawing wireframes today. But I prefer the initial wireframe by pen and paper. Because this is the best way to kick start any new project. It is so easy to share just upload them to Dropbox, Google Drive, or message them to the discussion room in Slack.



# Fonts

## Ubuntu

A MODERN, HUMANIST-STYLE TYPEFACE

Standard Title

Screen Large Title

Page Title

Section Title

Paragraph large

Paragraph Regular

BUTTON TEXT

Caption

OVERLINE



## Roboto

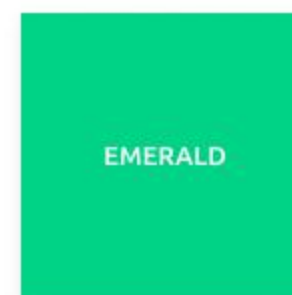
SPECIALLY DESIGNED FOR READING AND THE WRITING

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# Colors



EMERALD

#00D385



OUTRAGEOUS  
ORANGE

#FF6937



WHITE

#FFFFFF



CHARCOAL

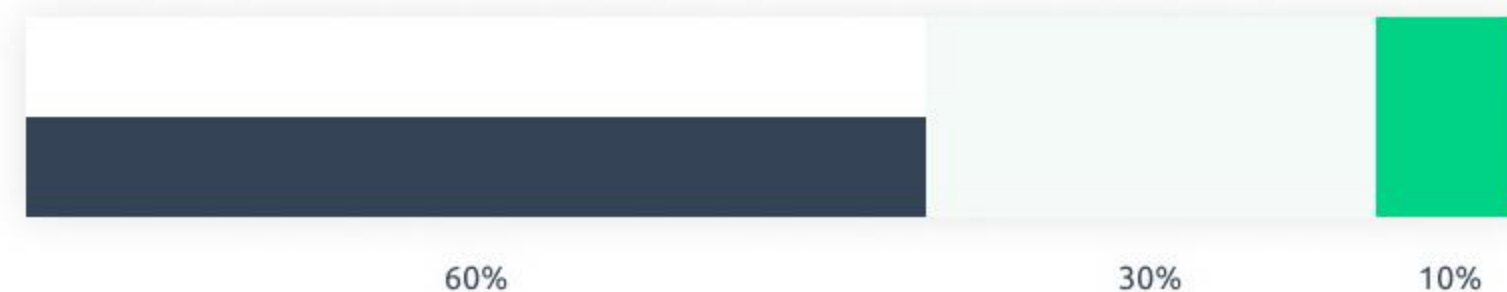
#344356



MINT CREAM

#F4FAF7

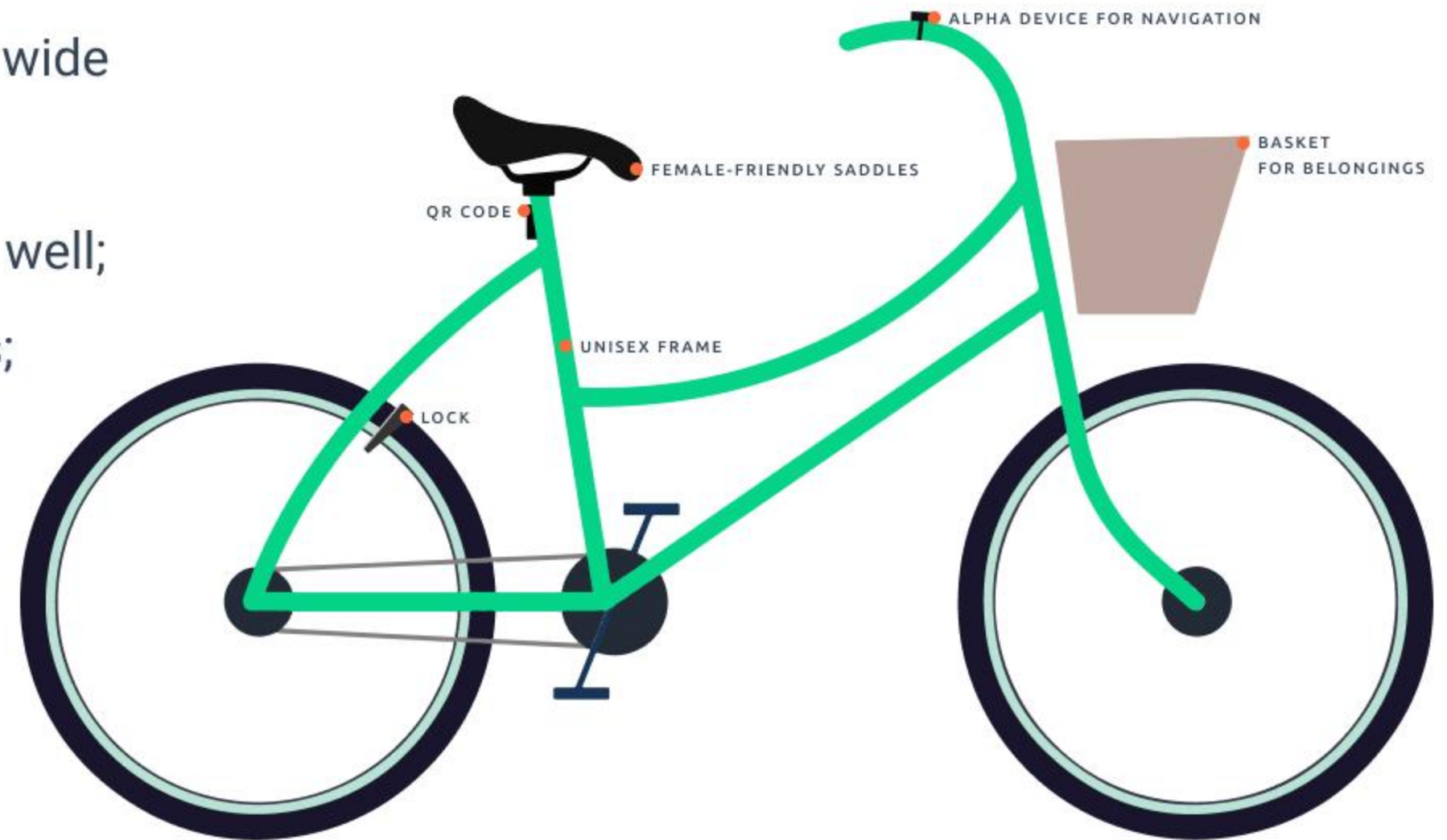
60 - 30 -10 color rules for creating color palettes

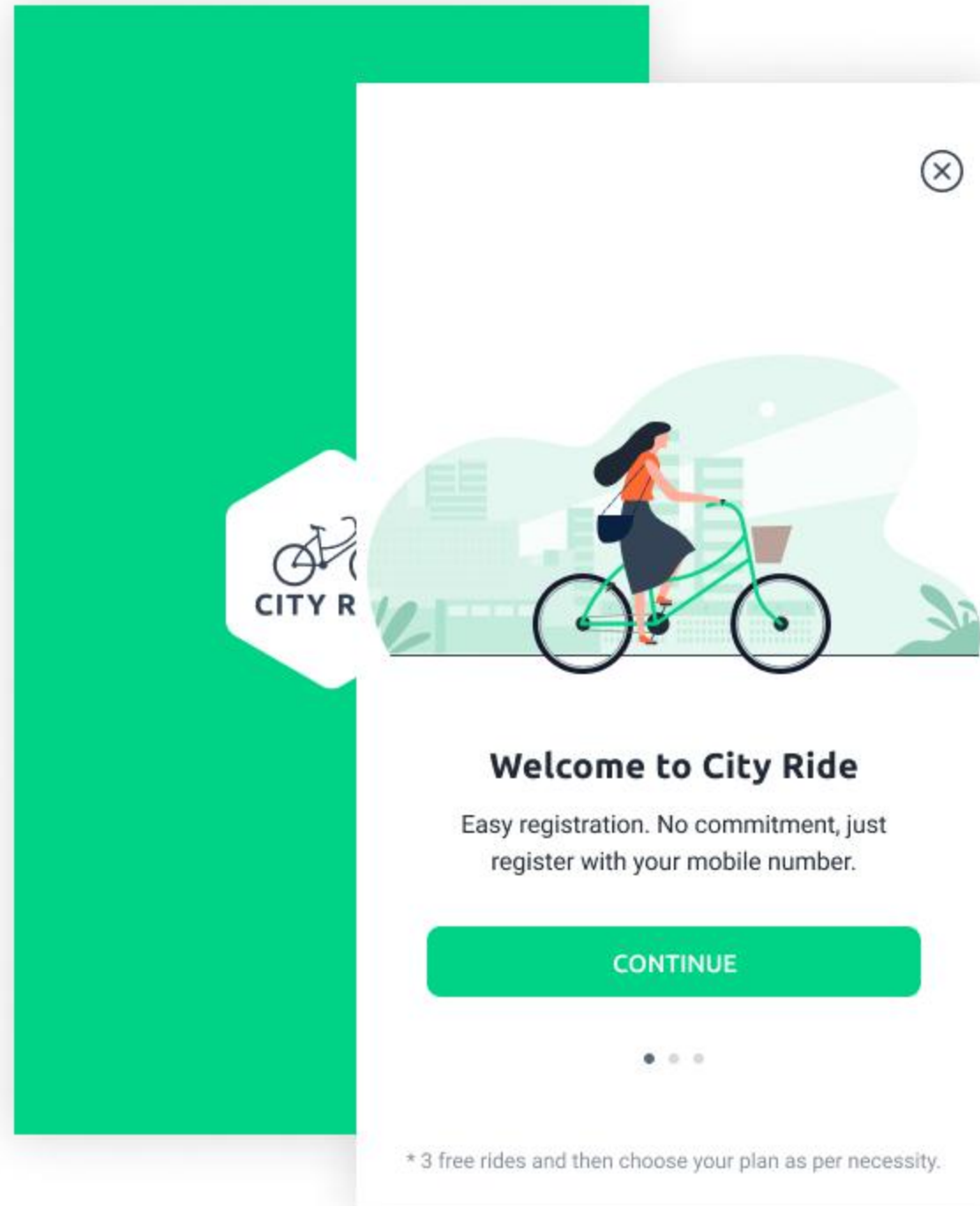




# The Bike and the reason behind this

- This is a unisex bike - as it focuses more on creating a wide range of options for a wide range of body types;
- The smaller frame which is comfortable for women as well;
- Step-thru frame for wearing skirts or any other dresses;
- Female-friendly saddles;
- Shorter reach brake levers;





# City Ride Service

- Easy to understand, no help or tutorial required;
- Slick, professional, and modern feel;
- Feel the power of detailing and its presentation;





# The strategy behind presenting the solution

Here I am presenting the design by the User Story which will help us to connect with the user to understand the user's perspective and the solution we are providing.



As a user, I want to connect with City Ride service.

←

Login to City Ride

By logging in you are agreeing to our [Terms & Conditions](#).

LOGIN WITH PHONE NUMBER

G

SIGN IN WITH GOOGLE

←

My name & number is

John Doe

BEL +32 ▾ 1 893 13 34 |

When you tap Continue, City Ride will send a text with verification code. Message and data rates may apply. The verified phone number can be used to login.

CONTINUE

123

456

789

0⌫

←

My code is

+321 893 13 34 RESEND CODE

CONTINUE

123

456

789

0⌫

Congratulations!

You have successfully created your City Ride account.

Share additional info which will give you more comfort and flexibility and make your experience smoother and faster.

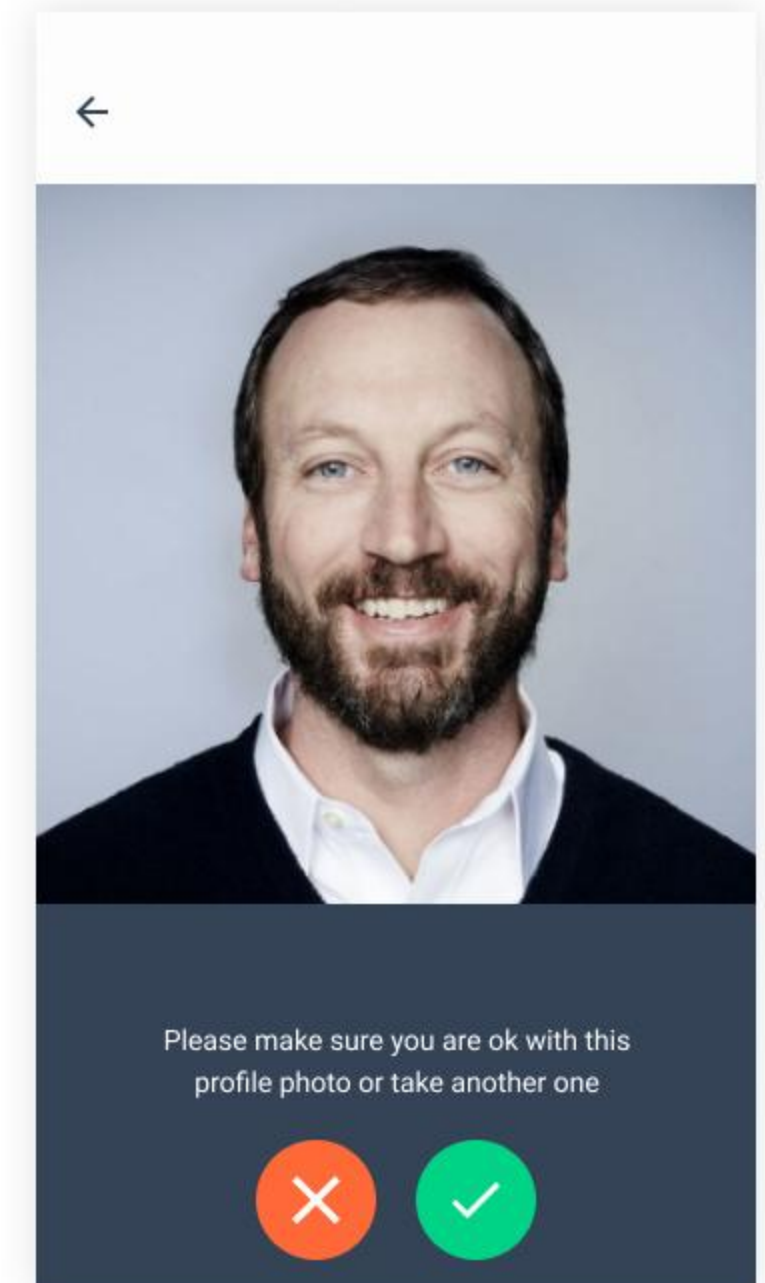
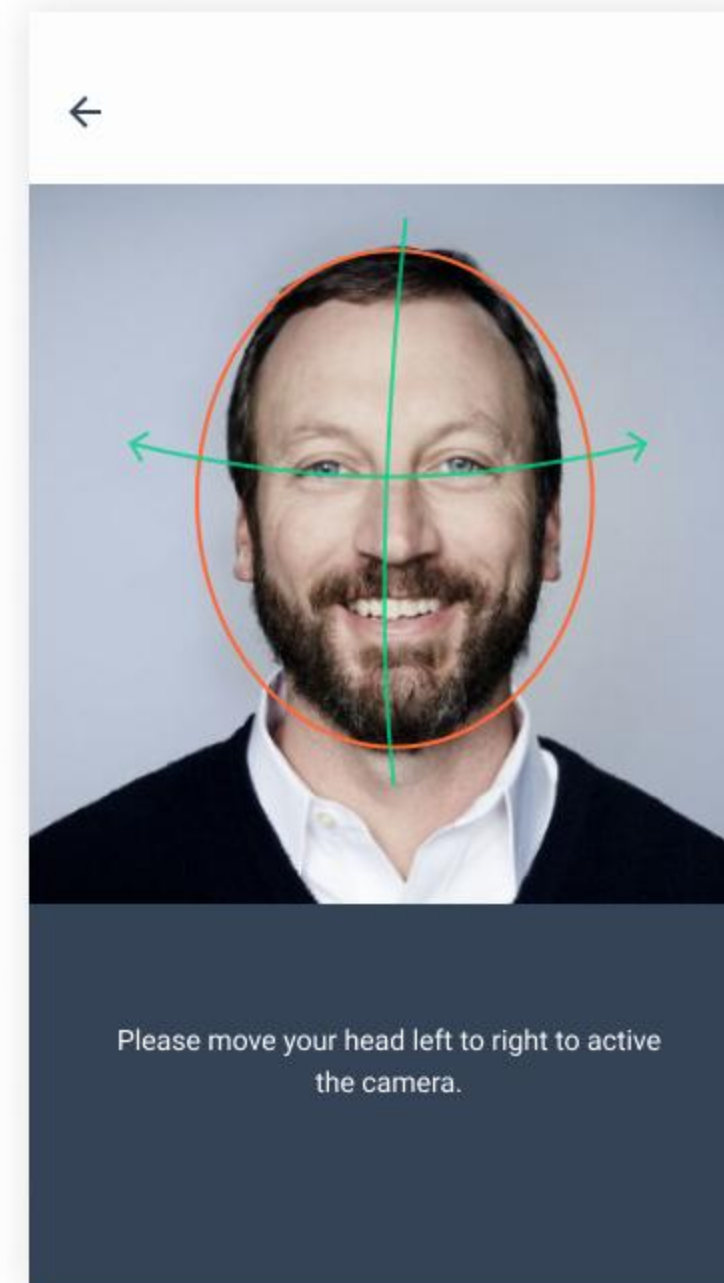
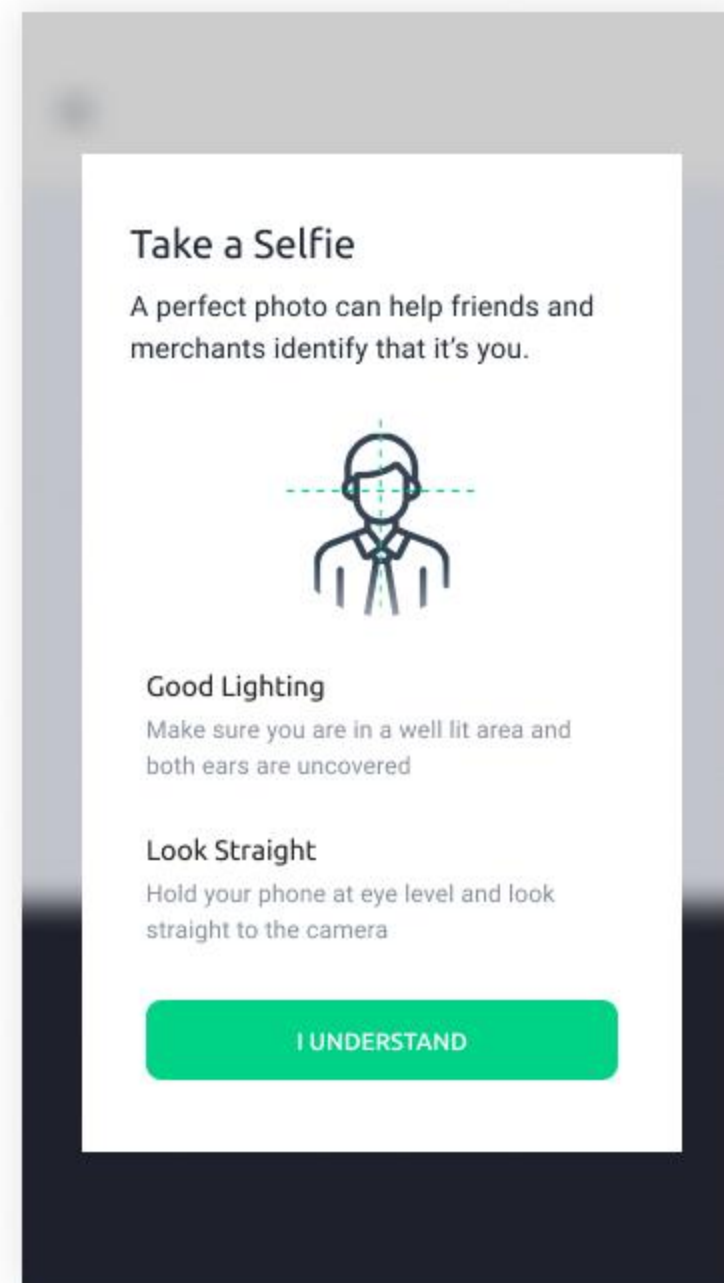
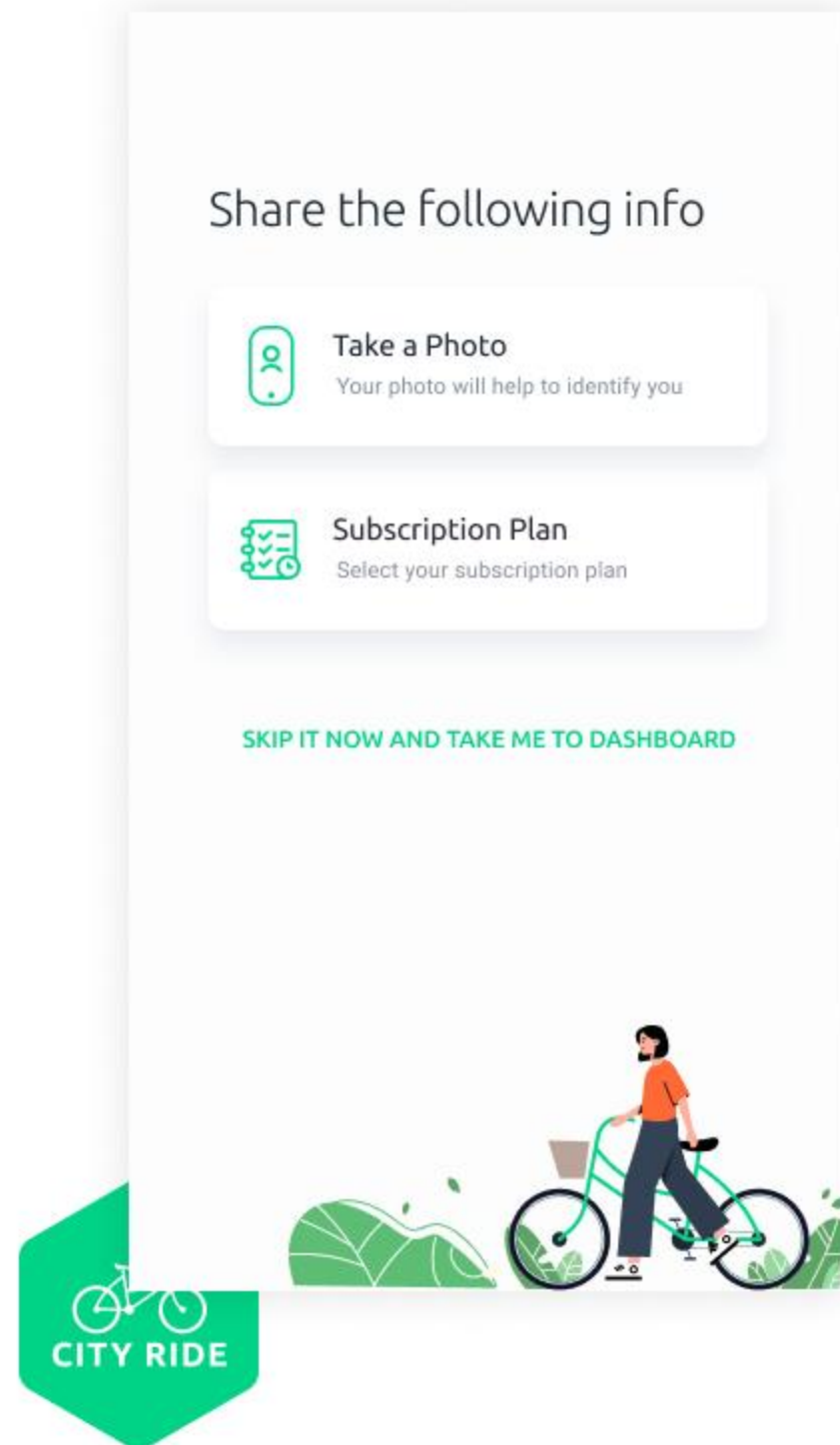
I WANT TO DO IT NOW

SKIP IT, I WILL DO IT LATER

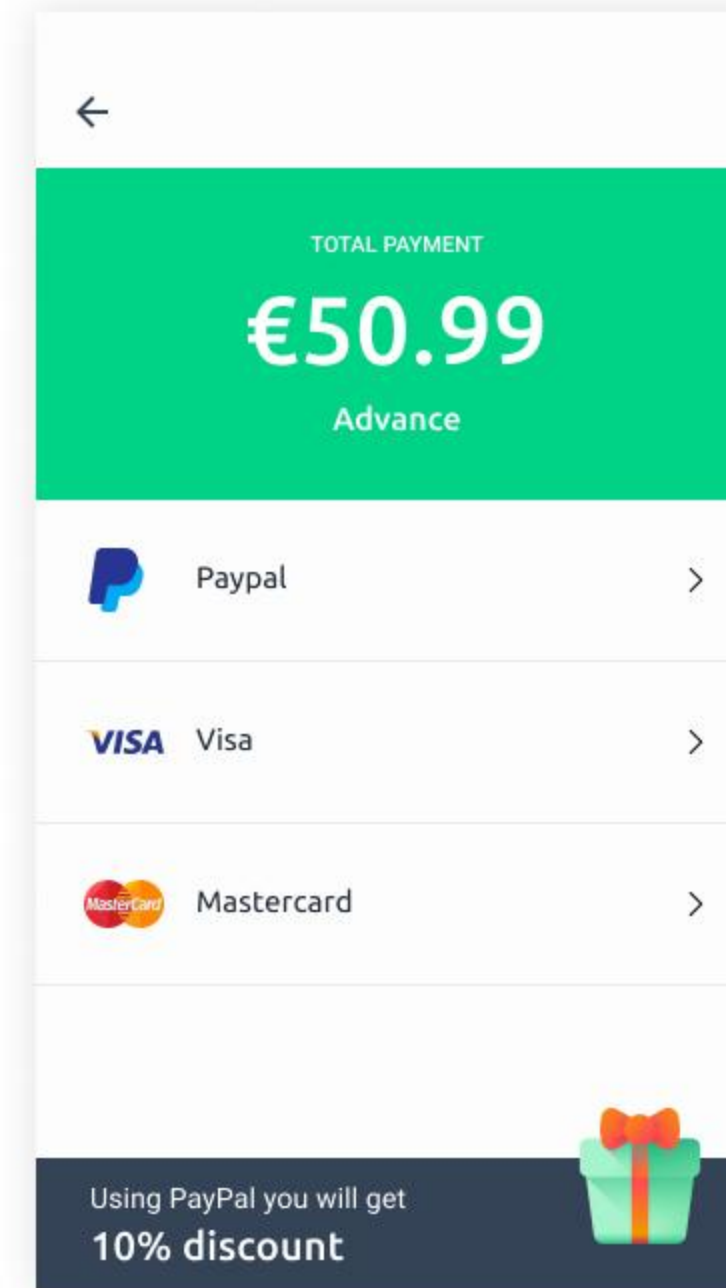
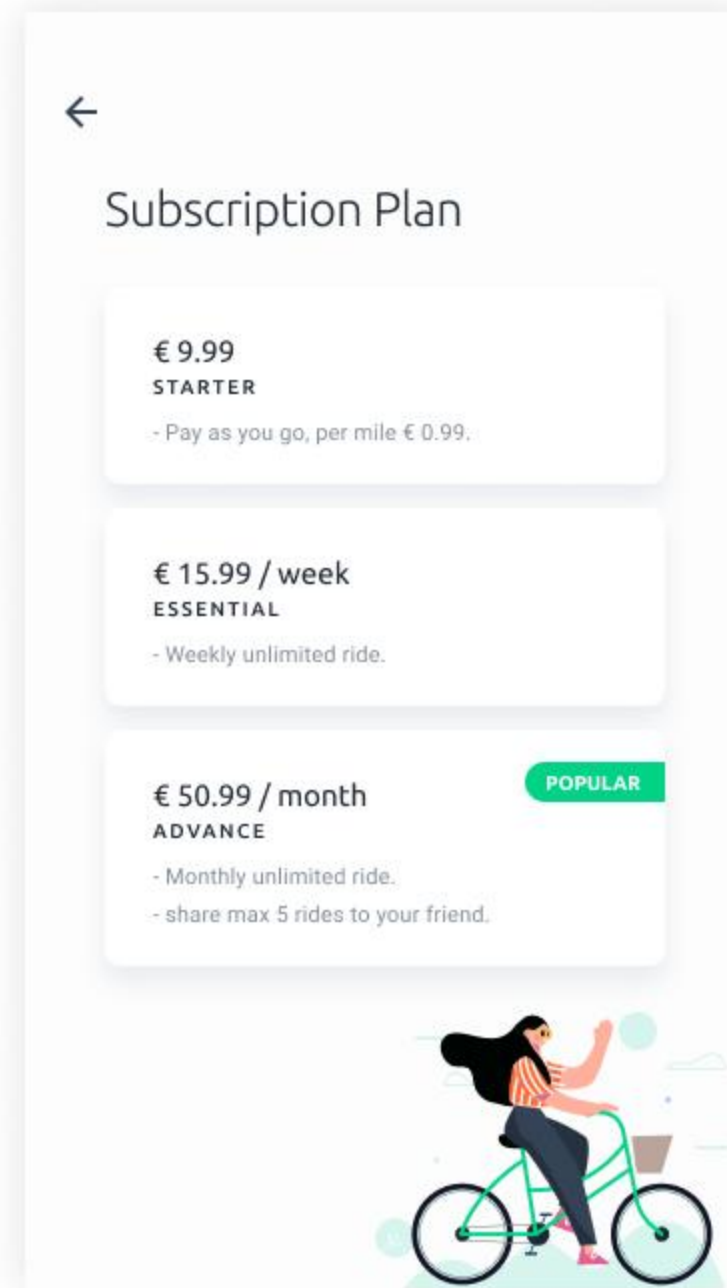
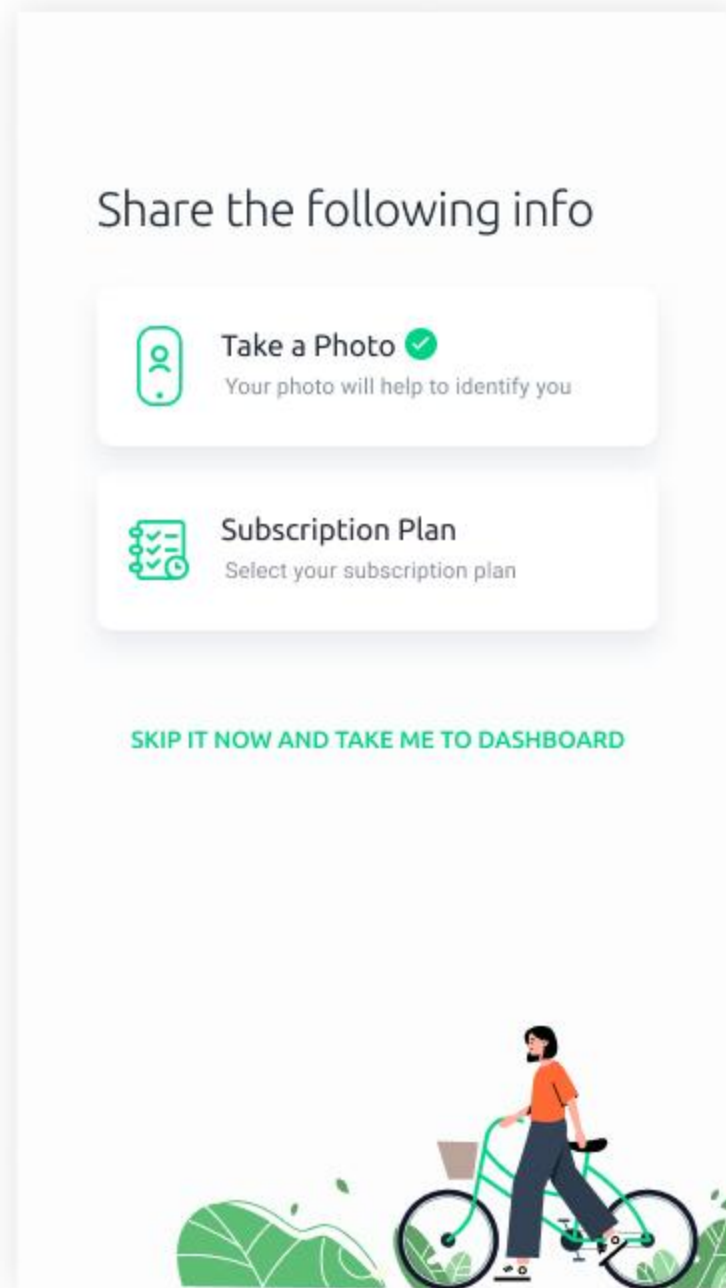
CITY RIDE



As a user, I want to share my photo to identify me.

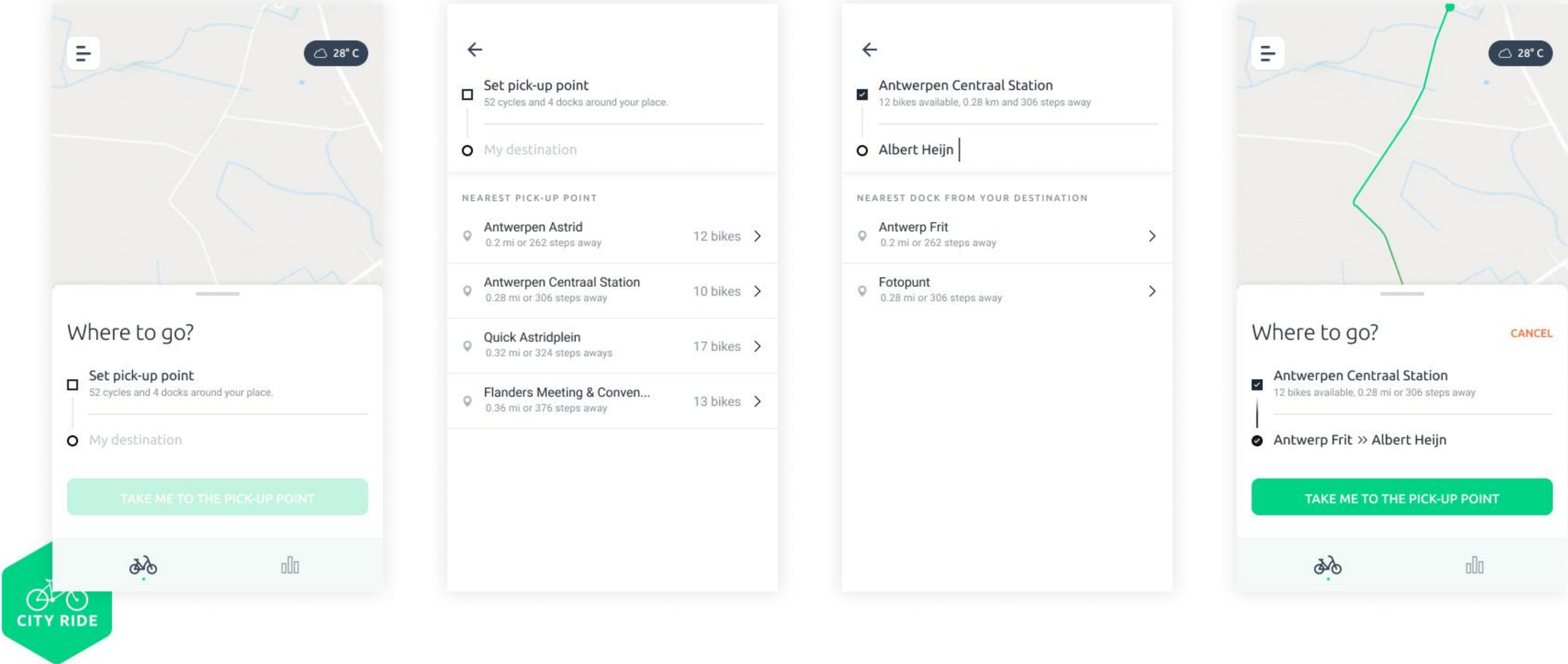


As a user, I want to select subscription plan to avail the service.

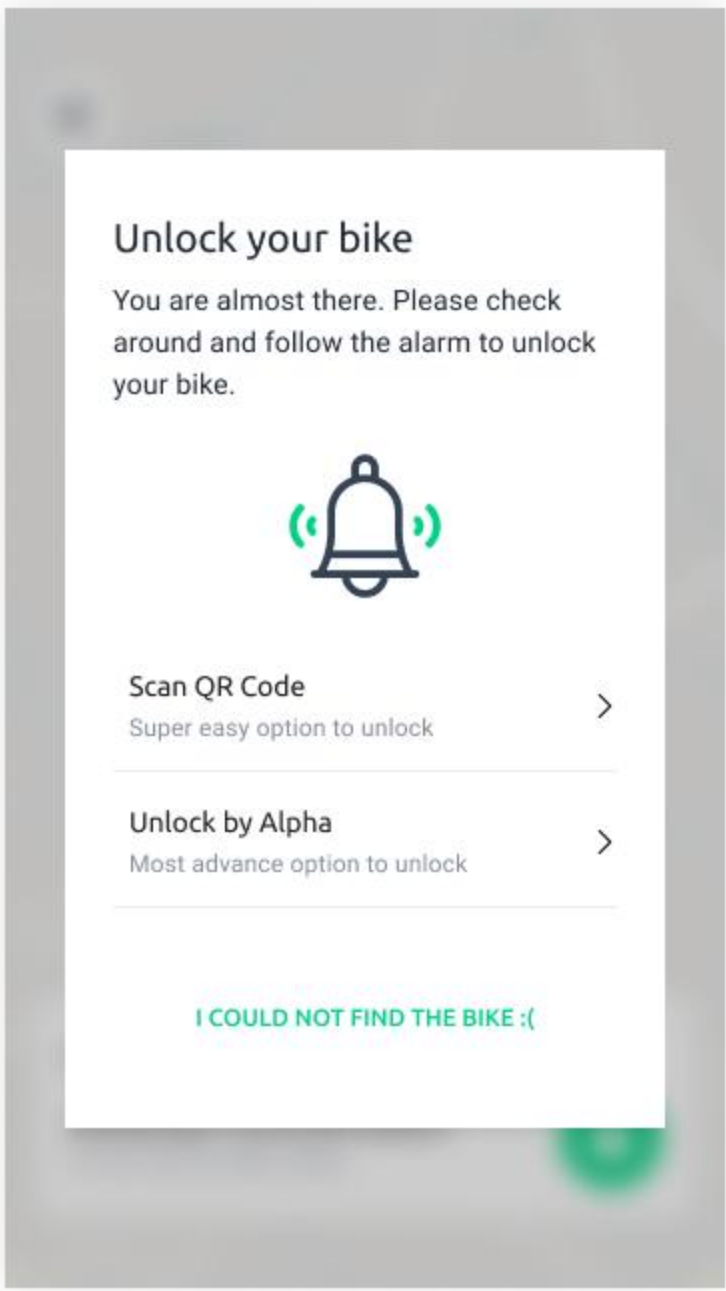
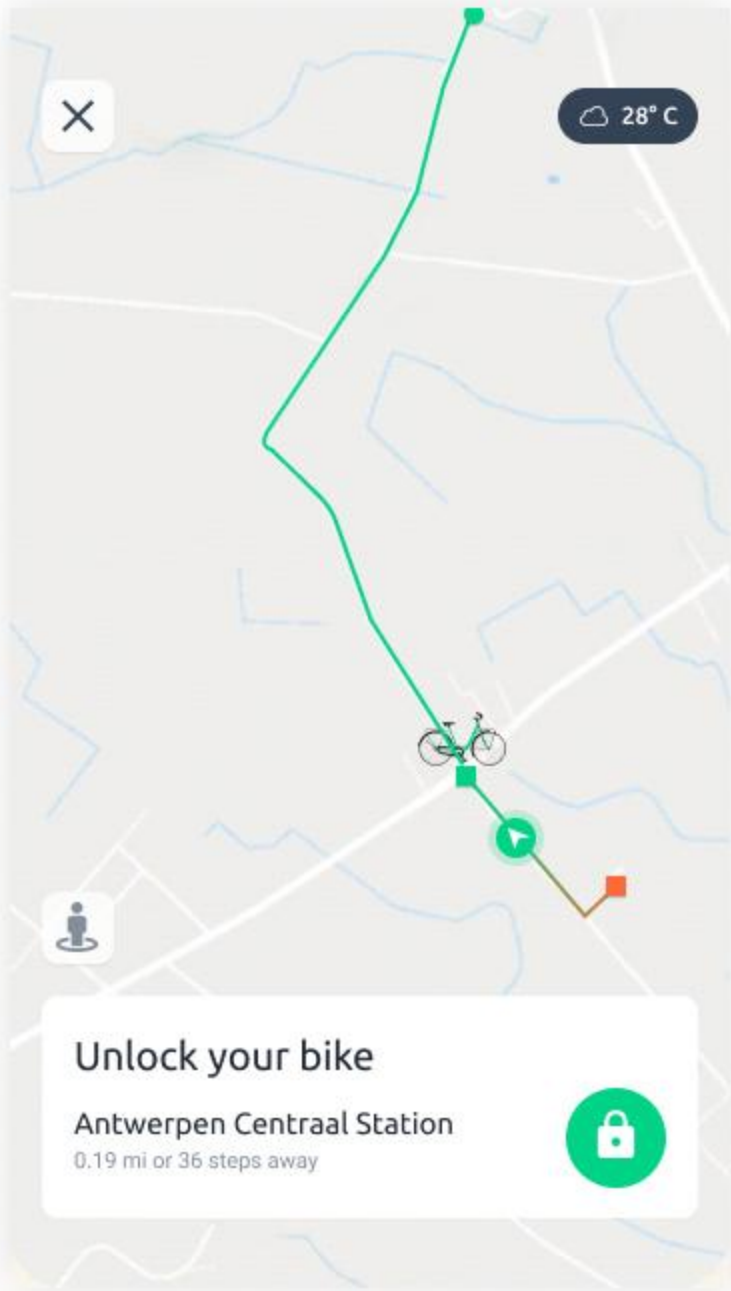
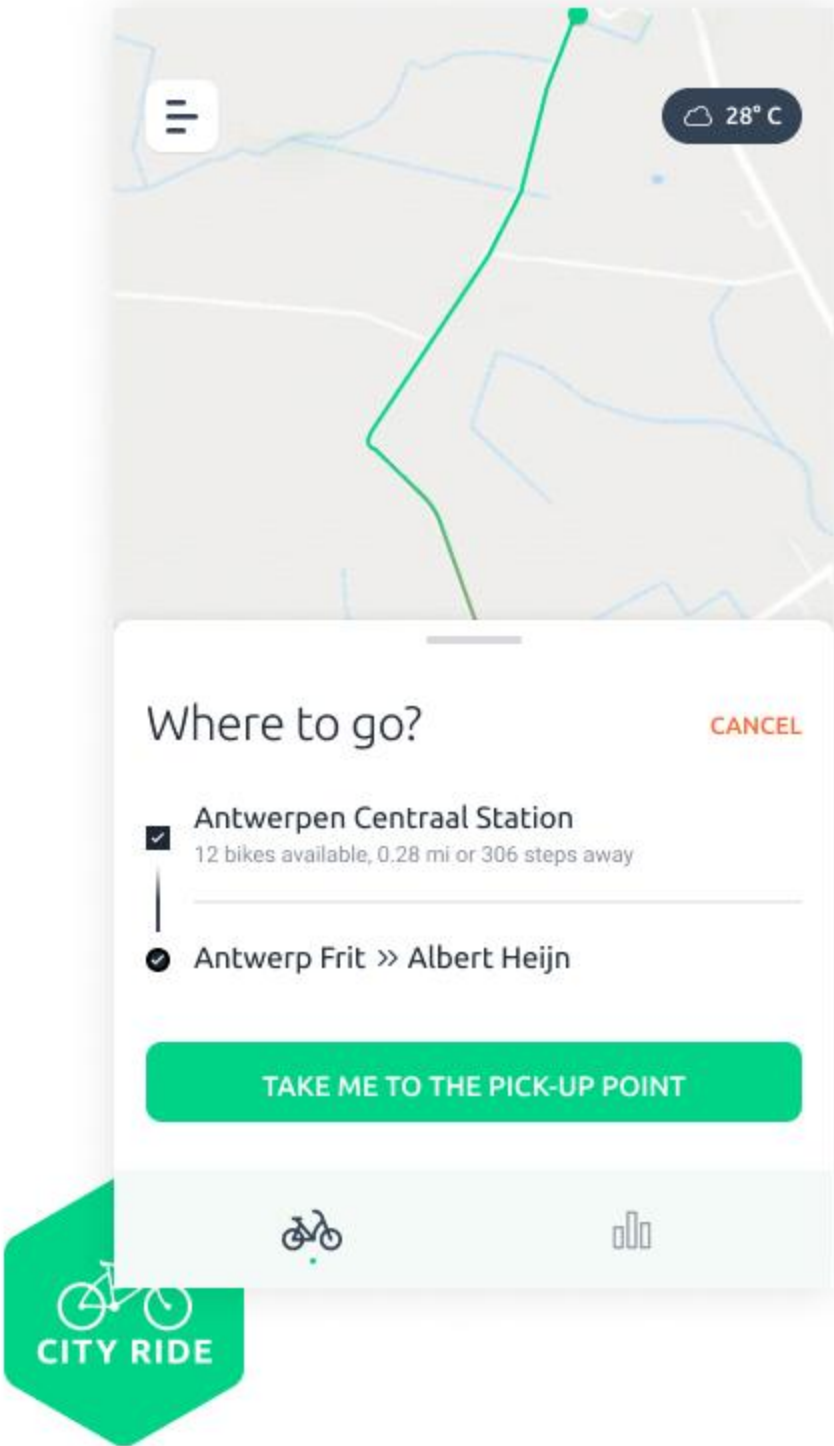




As a user, I want to check the nearest bike dock for bike availability and set my destination point to find the drop-off dock point.

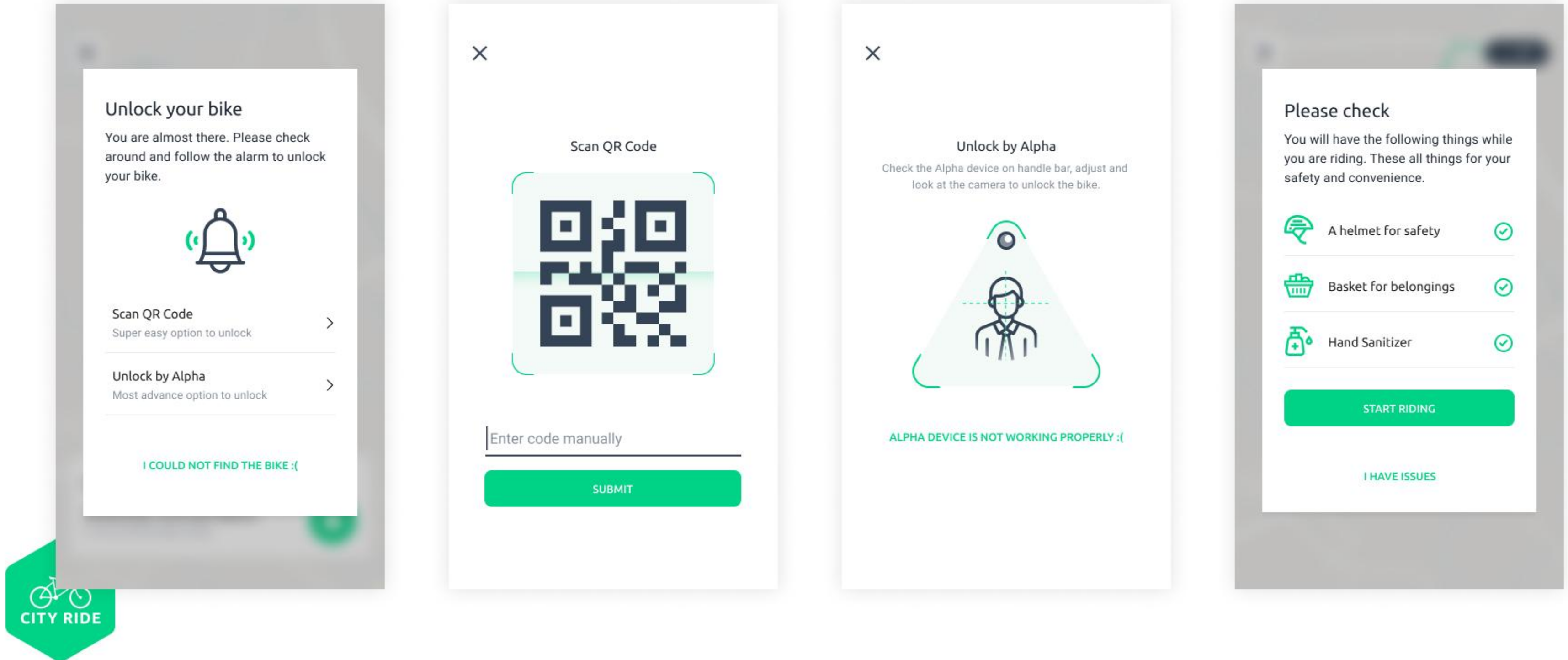


As a user, I want to reach the pick-up point.

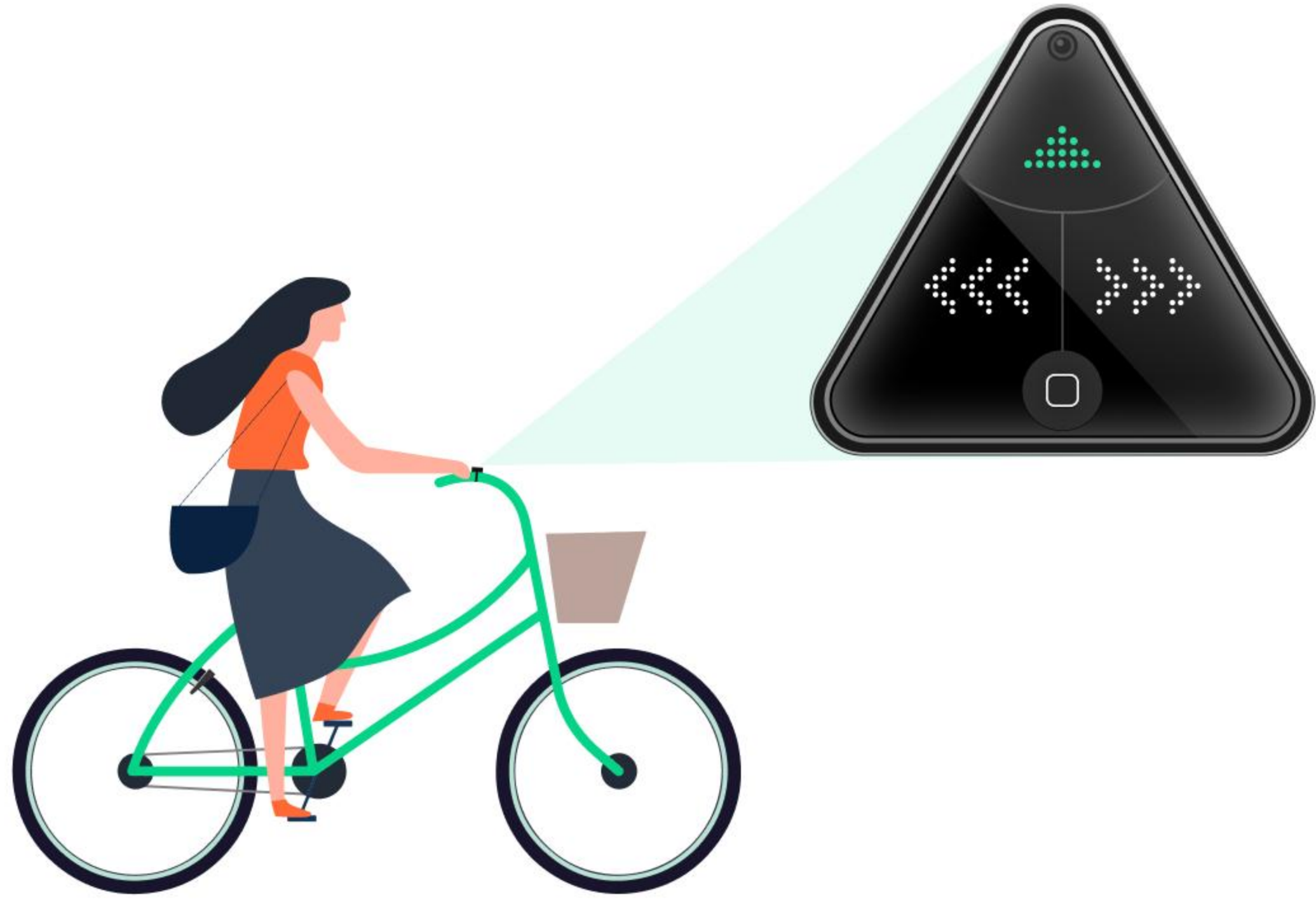
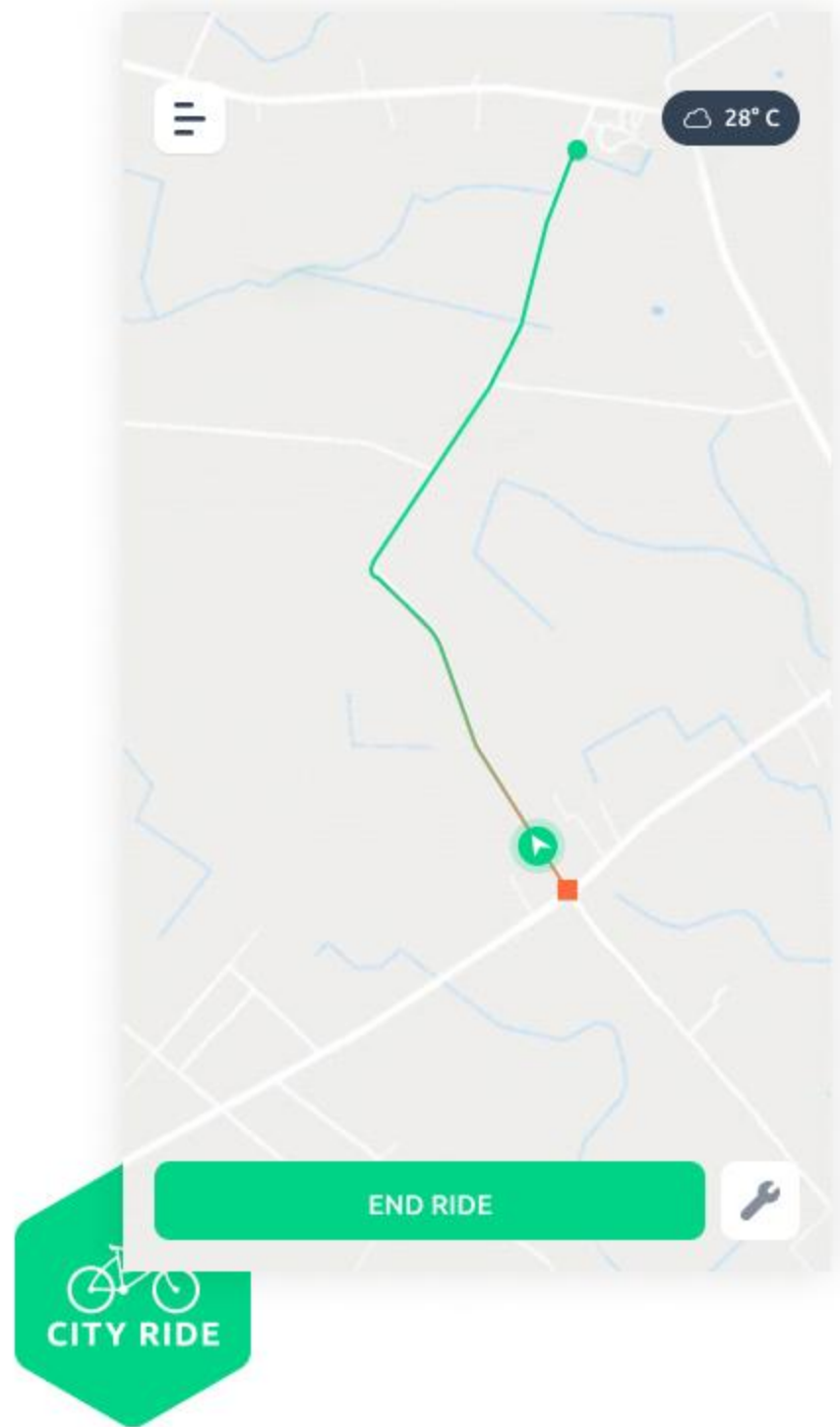




As a user, I want to unlock the bike and pick it up.



**As a user, I want to start riding via Alpha to reach my destination.**





# What is Alpha

Alpha is a navigation tool that connects to Google maps in your mobile over Bluetooth. A simple system in Alpha gives you direction without holding up your phone. The device Alpha inspired by the product like <https://beeline.co/> who is a navigation system for your motorcycle.



- USB Port
- Bluetooth Support
- Magnet and belt material
- Camera
- Power Button

# Why Alpha?

- Taking your phone out while driving to check whether you are going in a correct way may lead to accidents;
- People keep their expensive phone on the handle to navigate. The problem is it distracts you with the notification call. Also, your phone may fall, and you may lose your valuable device.

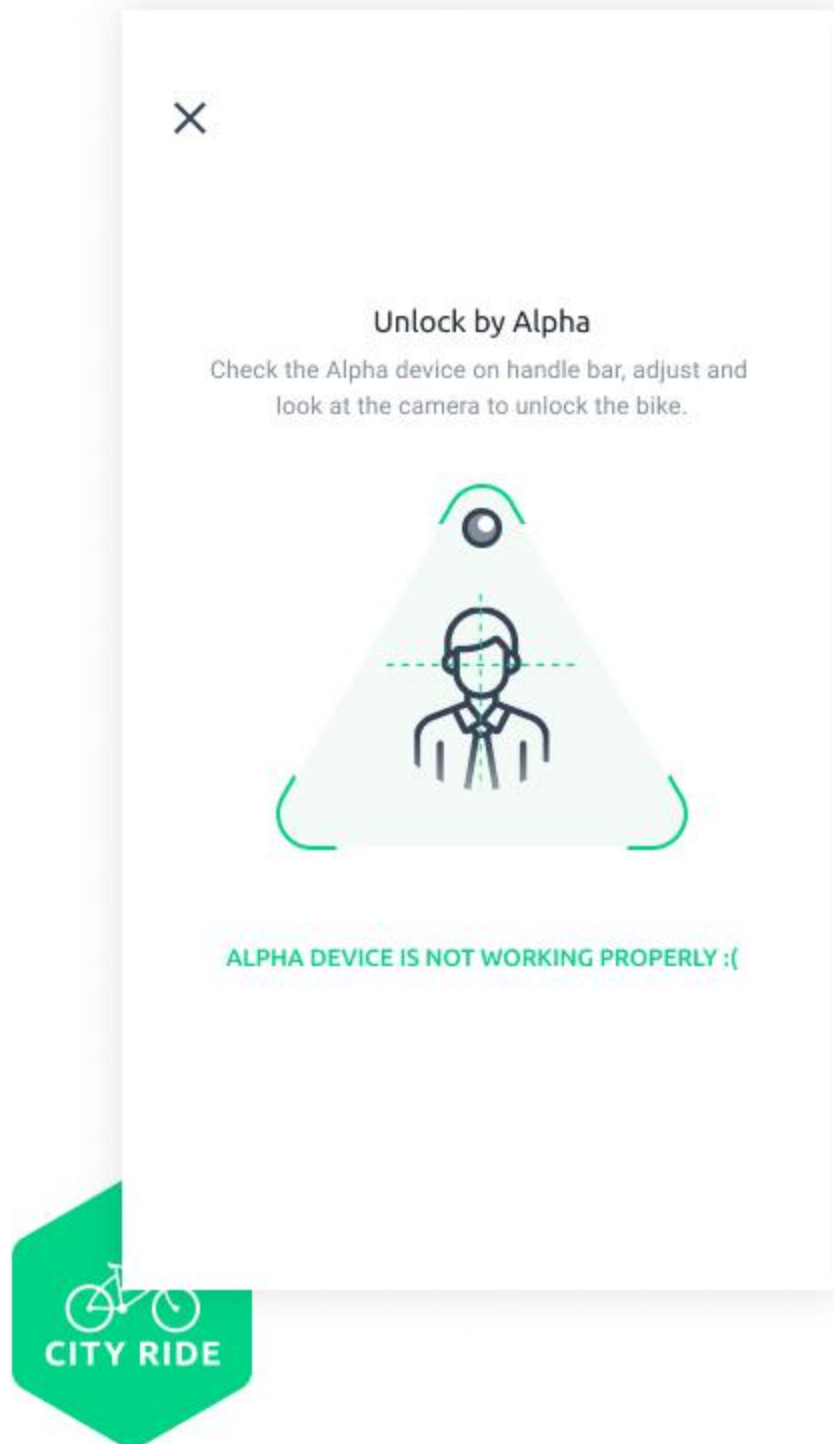
# Goals

- Reduce the need to check mobile while riding;
- Get rid of everything that is not crucial;
- Safety;
- Manage complex navigation by using only three symbols.





## Unlock bike via Alpha



# How will the navigation system work?

Notify the user three blocks before, to reduce the anxiousness of the rider.



Go Straight



Turn Left



Turn Right

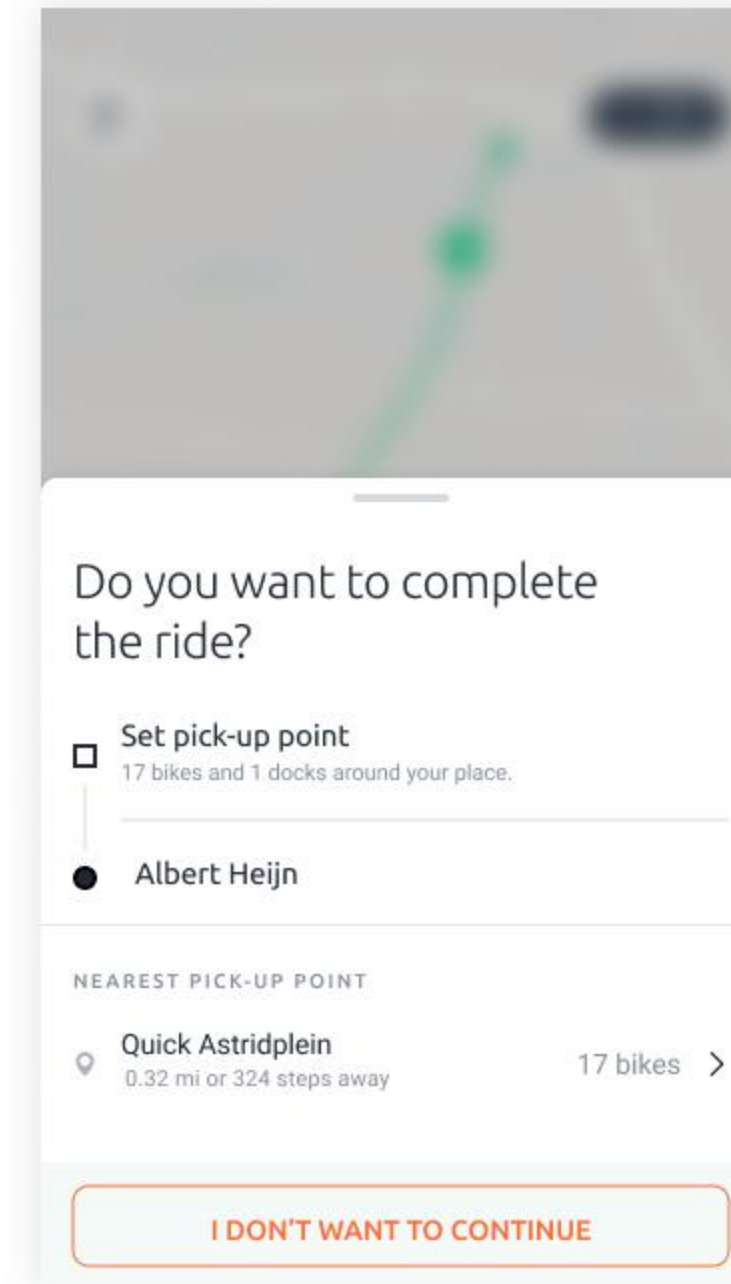
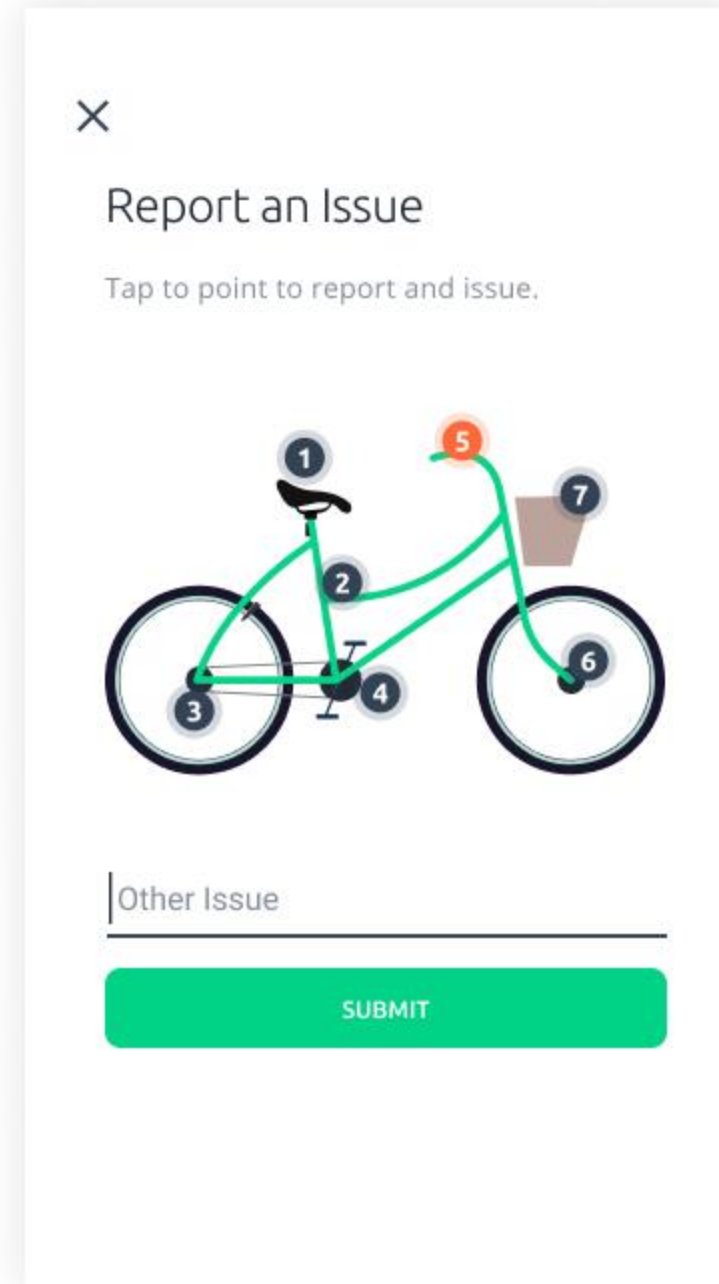
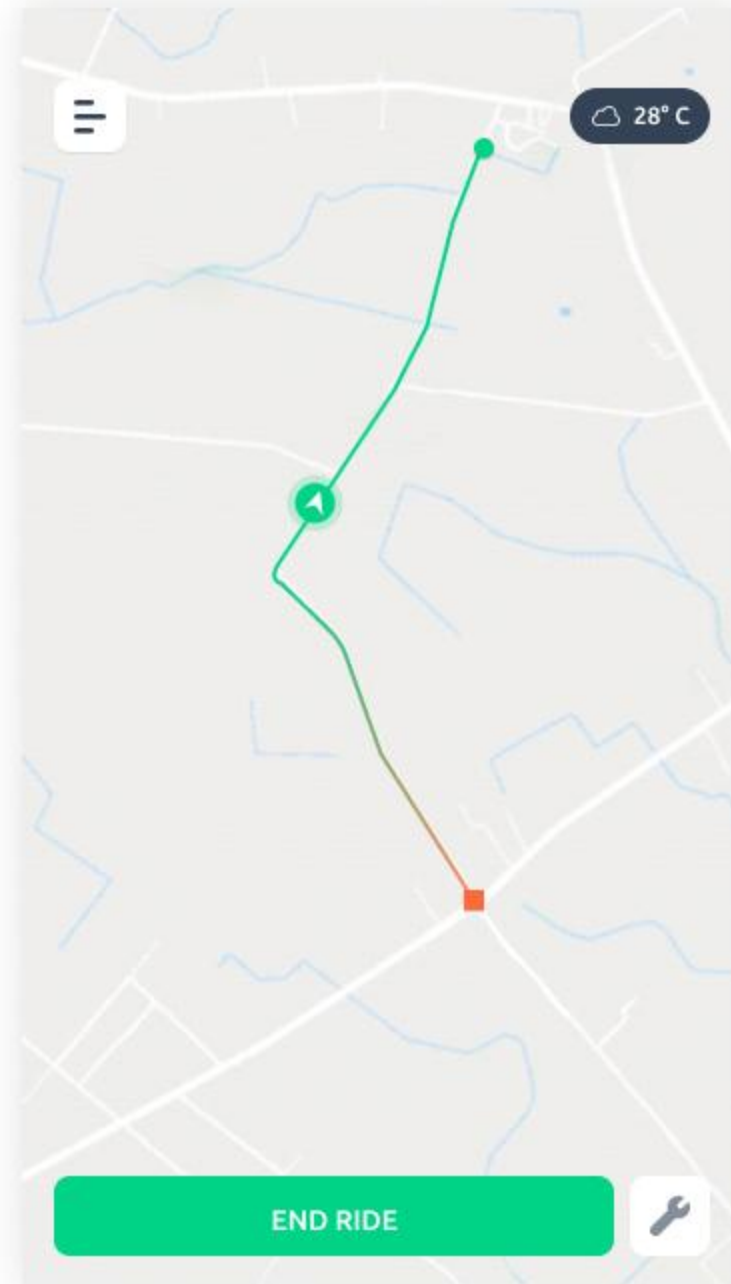


Stop

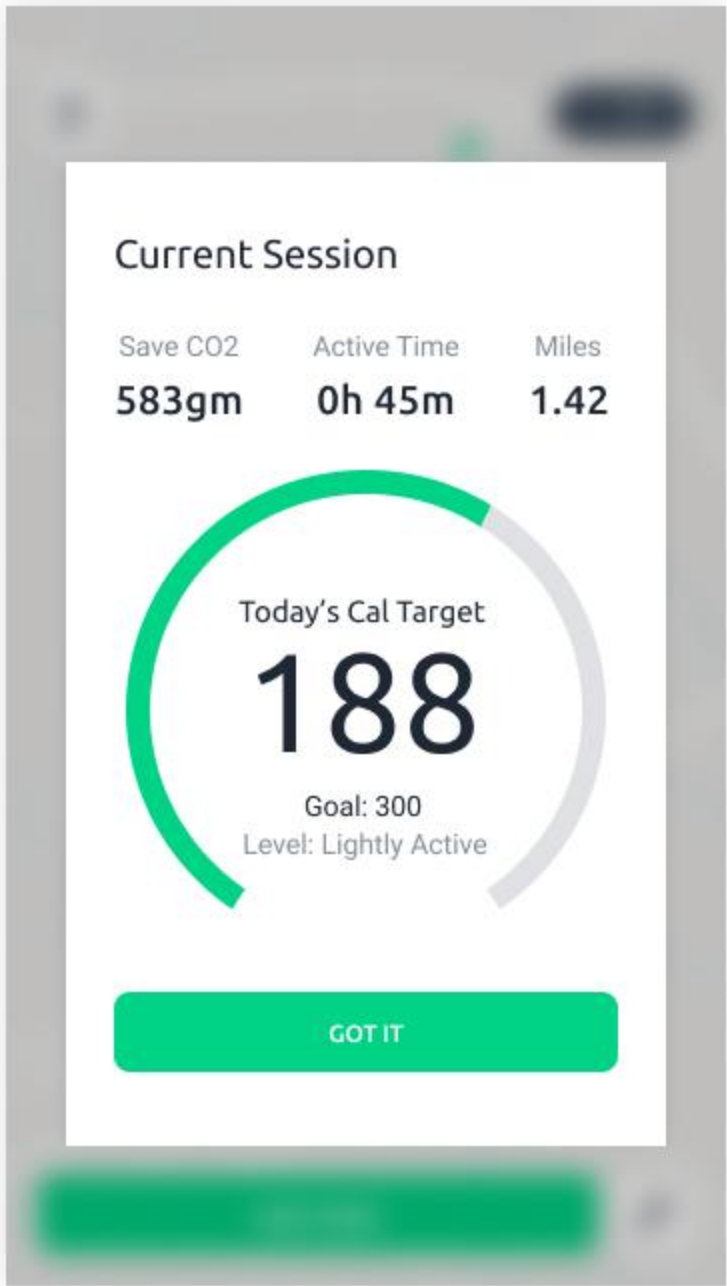
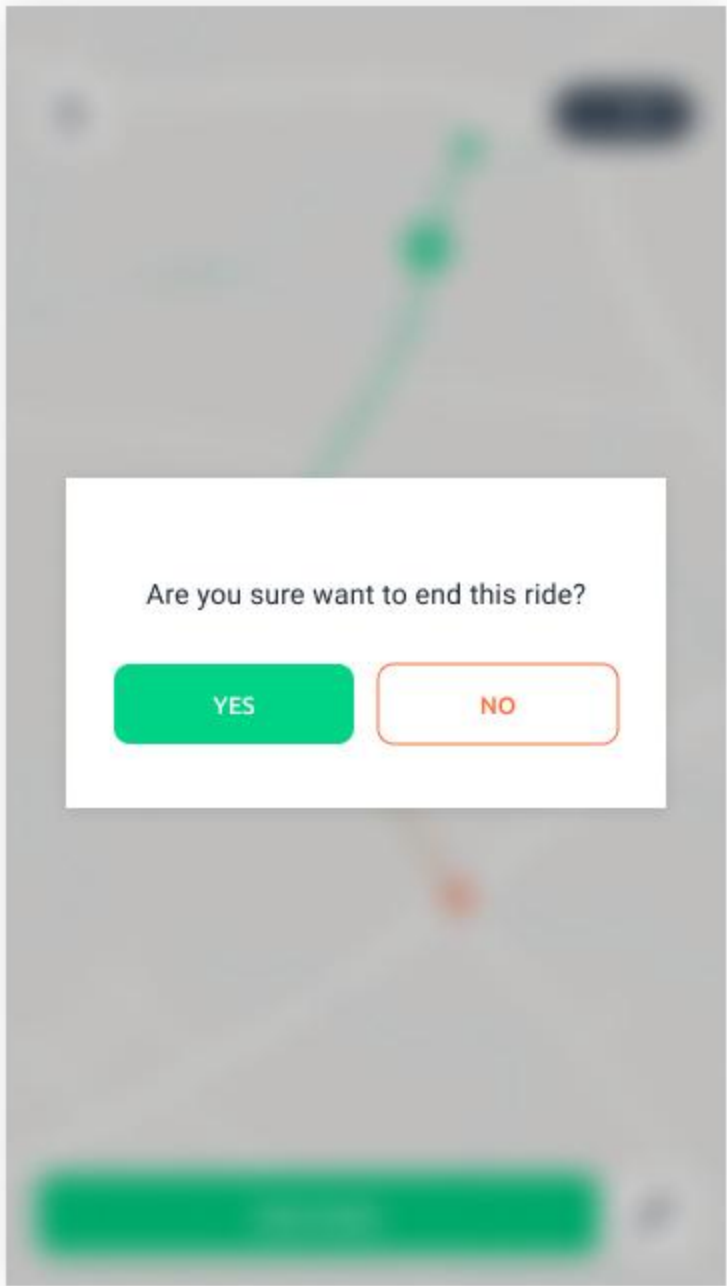
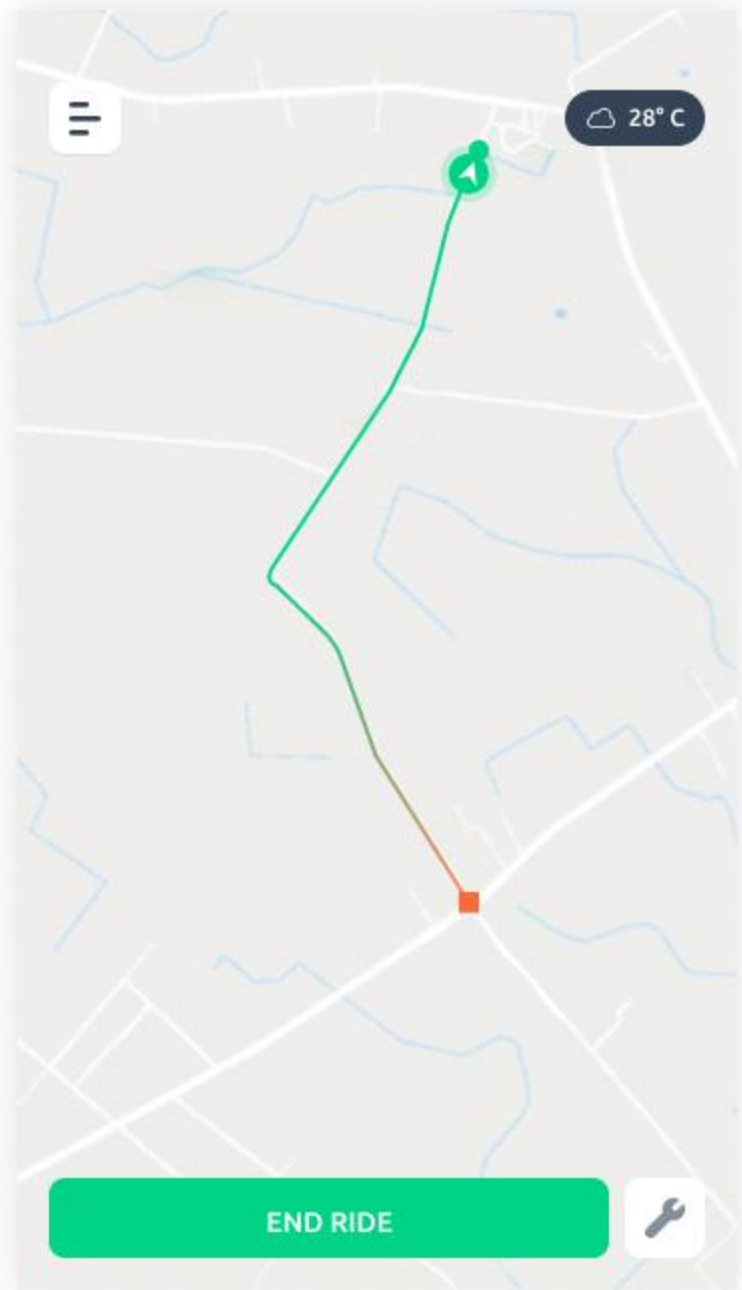




In the middle of the ride, I am having some trouble and want to report an issue.

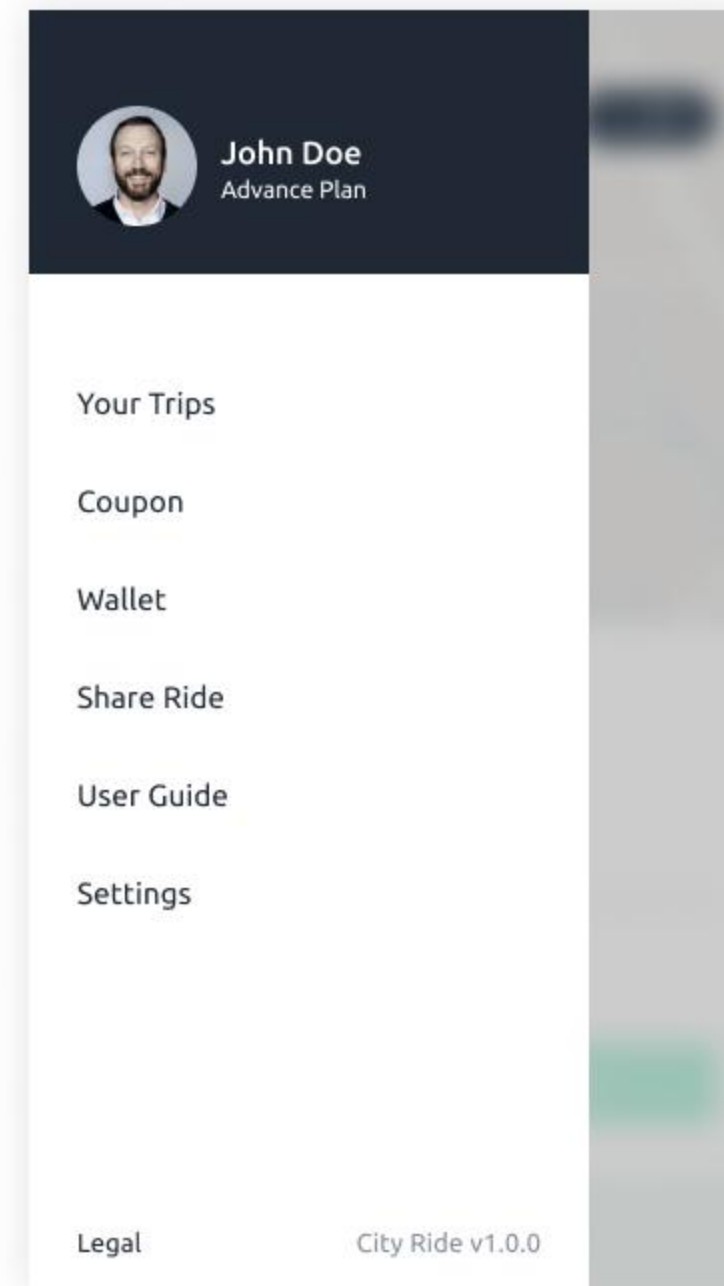


As a user, I want to dock a bike at drop-off.

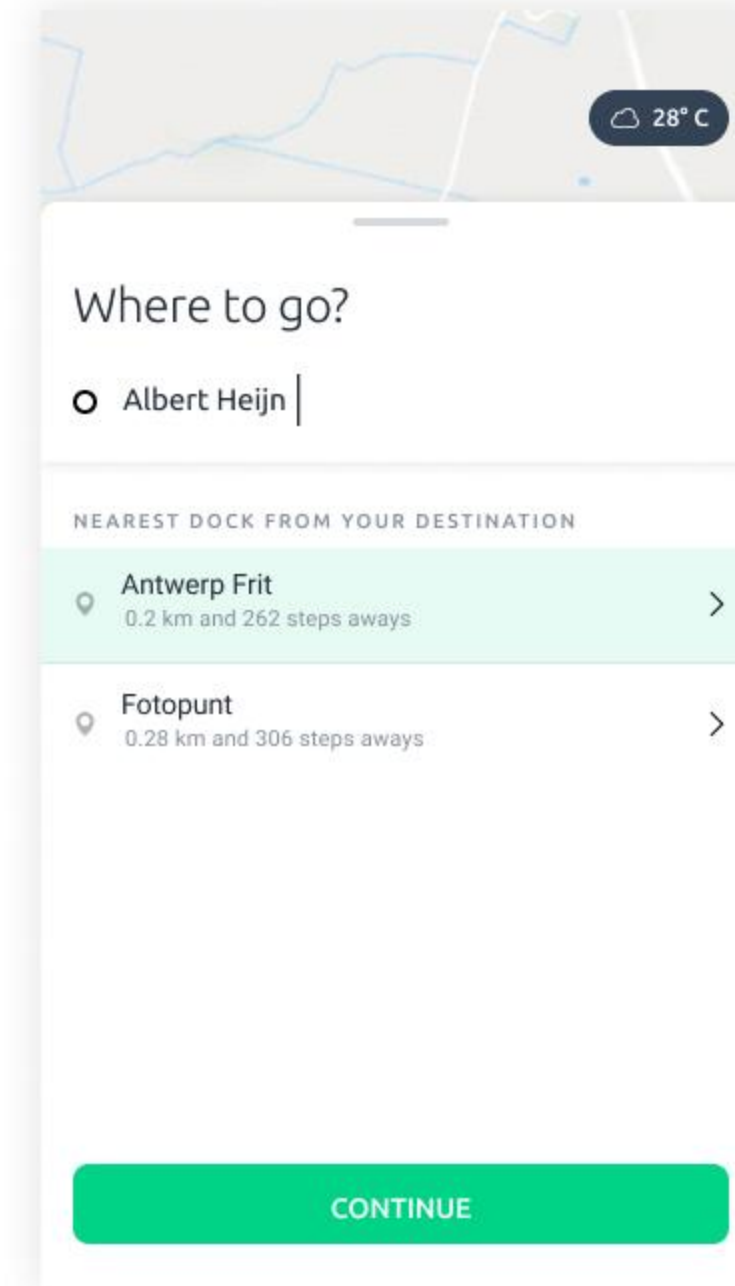
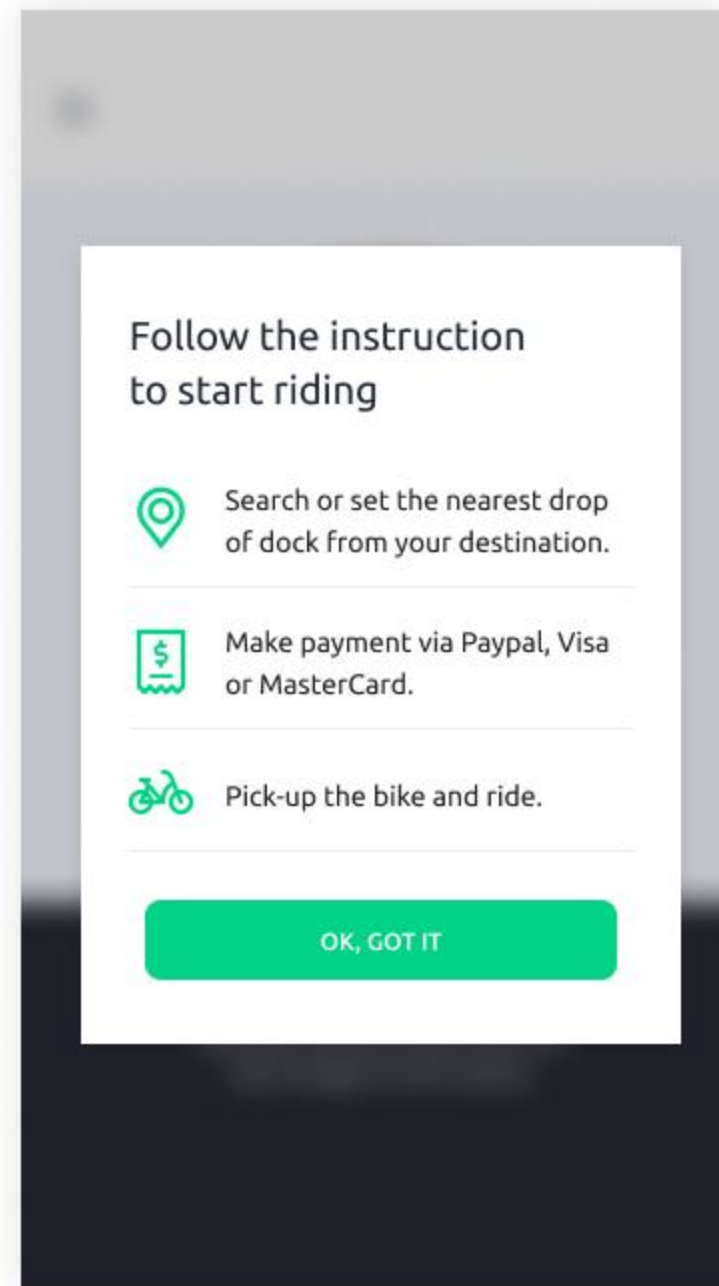
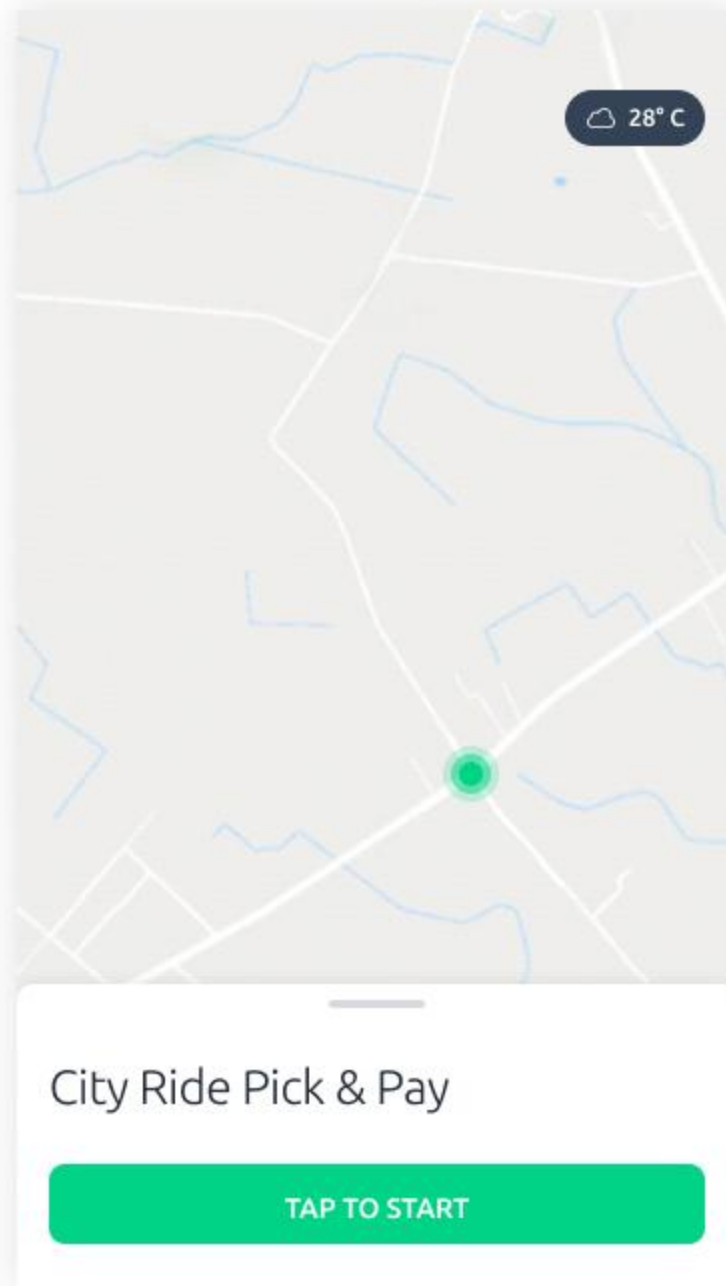




As a user, I want to see my regular activity and other menu options.

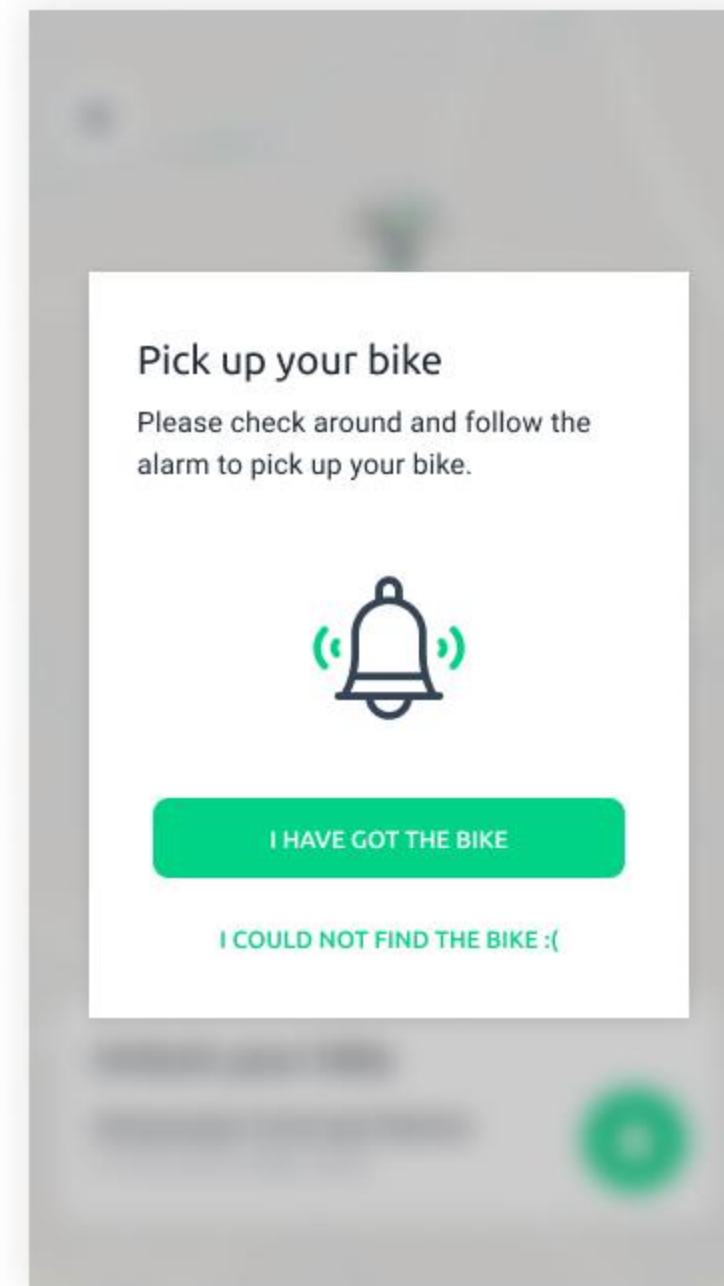
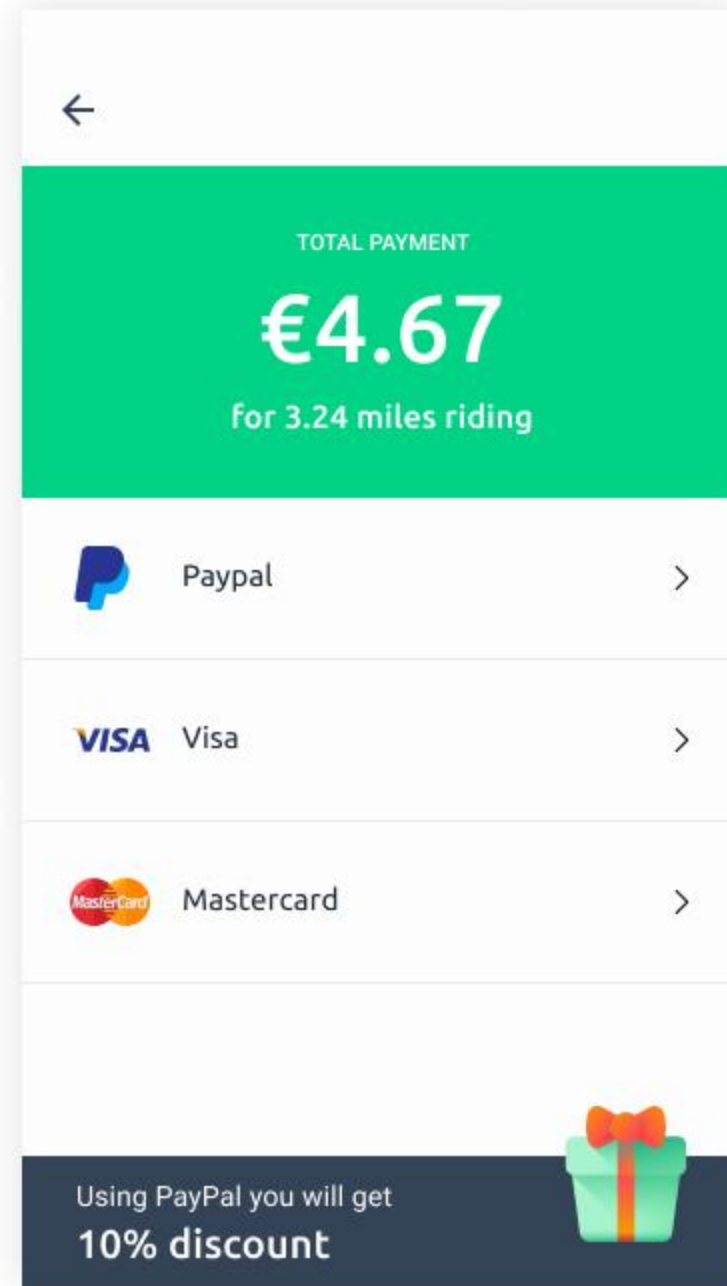


**As a user, I want to pick up and pay using the dashboard located with the bikes - 1**





**As a user, I want to pick up and pay using the dashboard located with the bikes - 2**



# Demo Link

[Prototype of City Ride Service](#)

