



CyclingInVancouver  
[www.cyclinginvancouver.com](http://www.cyclinginvancouver.com)

Ken Ngai (A01004556)  
MDIA 2533  
Information Architecture  
Design Brief\_Final\_Project



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# Introduction



## 1.1 About “CyclingInVancouver”

“CyclingInVancouver” is a non-profit organization that provides platform and guides to enhance the cycling experience for cyclists in Vancouver. It is a Metro Vancouver route planner, which lets you plan a different kind of cycling routes from A to B by difficulties. It is designed by cyclist community, for the cyclist community, and give an easier start to the novice cyclist in Vancouver. A new cyclist can join the community by signing up and able to join group cycling formed by the community’s cyclist. It can also be used by tourist cyclist who enjoys finding new cycling route, cycling together and make new friends.

The website has three main features:

- 1) Cycling Route Planner
- 2) Share interesting cycling route or cycling tips in Vancouver with the community
- 3) To set up or to join a group cycling

For the first feature, the route planner is for those who want to get started with cycling or searching for a safe route to cycle to their destination. There are many cycling routes already planned from the community and commented by the cyclist who submits it.

For the second feature, there is a blog where organization post about interesting cycling route or cycling tips in Vancouver to share with the community.

After becoming a member of the website, the user will be able to find/create/join the group cycling or post a comment for an individual.

# Goal



## 2.1 Mission

At this time, “CyclingInVancouver” does not have a website. The purpose of this new website is to help the local and tourist cyclists and enhances their cycling experience in Vancouver. Therefore, the website will provide cycling route planner, interesting cycling route and tip to the users. They also have an option to create and join group cycling to gather people to cycle together. The second purpose is to advertise the sponsor’s information when there is sponsorship, and this will lead to increase the number of sponsorship.

## 2.2 Short Term Goals

- Launching the new website
- Provide new and fresh content to users
- Build up the user base

## 2.3 Long Term Goals

- Build loyal customers (returning users)
- Persuade new users to get involved with the communities
- Promote the use of Cycling Group function
- Promote the user to submit their own cycling route to share with communities
- Increase the Sponsorship/Donation
- SEO

# Goals



## 2.4 Tasks

Tasks that users will perform to achieve these goals are listed below:

- Check and plan the cycling route with Cycling Route Planner
- Print, Email and rate the route from the Cycling Route Planner
- Login / Sign up for the membership
- Find/Create/Join cycling group (login required)
- Find different difficulties of cycling routes
- Read the organization's blog
- Read about the organization's current events through blog
- Learn how to use the website through FAQ page
- Sign up for the newsletter
- Read about the organization's mission, origin and team members
- Find contact information or Request for General Inquiries/Sponsorship

# User Experience



## 3.1 Audience Definition

The target audience of the website is following:

- Local passionate cyclists
- Tourists
- Local novice cyclists

They are looking for information for recommended cycling route that could enjoy safely in Vancouver.

## 3.2 Broad Demographics

- Age group: Teenager - Senior
- Gender: Both genders
- Ethnicity: Anyone who wants to enjoy cycling in a group or cycling alone
- Income: Anyone with a bike and internet access

The 3 basic user types:

### User Type #1

Local Passionate Cyclist  
(Single Person/Married couples)  
Gender: Male/Female  
Age: 20+ years old  
Occupation: Any  
Annual Income: \$20K+  
Residency: Vancouver

### User Type #2

Tourist  
(Single Person/Married couples)  
Gender: Male/Female  
Age: 20+ years old  
Occupation: Any  
Annual Income: \$30K+  
Residency: Foreign Country

### User Type #3

Local Novice Cyclist  
(Single Person/Married couples)  
Gender: Male/Female  
Age: 12+ years old  
Occupation: Any  
Annual Income: \$10K+  
Residency: Vancouver

# User Experience



## 3.3 Scenarios #1

User Type: Local passionate cyclists  
Name: Wilson  
Age: 25

Wilson is a 25 years old passionate cyclist in Vancouver. He is part of the Bike to Work BC where he participates in group commutes to work. He has been cycling for 15 years and enjoys every aspect of it. He enjoys cycling for exercise, transportation and joy rides. When Wilson is not working, he is often organizing group ride (both for leisure and commuting). He is always looking for new people to meet to participate in group rides with and wants to find others who enjoy his passion with him.



One day, Wilson wants to organize a group leisure cycling, but he cannot find enough people to join him. All of his friends are busy with their personal lives but Wilson really wants to bike ride. As a last resort, Wilson turns to the internet where he hopes to find others in his area who shares his passion for cycling. He finds the website “CyclingInVancouver”, he sees “CyclingInVancouver” have a group cycling organizer, so he creates an account which allows him to create or join a group cycling. Wilson then fills out the form and creates his favourite bicycle routes to see if there are other people in his general area and likes to travel the same cycling routes he uses for recreation. Sure enough, several people find Wilson’s cycling route interesting and joined the group and Wilson now has more people to join him. The group cycling has all the information required for other to know where and when is the group ride, and everyone has a route map planned by the cycling route planner. The group cycling also have everyone’s contact info that joined the group ride, so if anyone has a problem they can contact each other. At the appointed time for the group ride, Wilson travels to the meeting spot where he introduces himself to these new people who all seem very friendly. Wilson and his new cyclist friends set off for their group ride which was easily done through “CyclingInVancouver” a website for the cyclist.

# User Experience



## 3.4 Scenarios #2

User Type: Tourist  
Name: Vanny  
Age: 26

Vanny is 26 years old, lives in the Seattle. Vanny is a Web Developer in Seattle. She loves travelling and meet new people, and she is the type that always plan out everything before doing so, and believes the experience is everything.



One day in the winter, Vanny decides she will go to Vancouver for her summer vacation, so she research on what to do in Vancouver. She found out that Vancouver's summer is perfect for cycling, but she doesn't want go cycling alone. Then she search on google for "group cycling planner vancouver" and found "CyclingInVancouver", she finds that this website have everything she needs, from group cycling organizer and route planner to all kind of famous cycling place guide. Hence, she creates an account which allows her to create or join a group cycling. Vanny then fills out the form and creates her cycling tour routes from the famous cycling place guide to see if there are other people likes to cycle together. Sure enough, several people find Vanny's tour route interesting and joined the group and Vanny now has more people to join her. The group cycling has all the information required for other to know where and when is the group ride, and everyone has a route map planned by the cycling route planner. The group cycling also have everyone's contact info that joined the group ride, so if anyone has a problem they can contact each other. In the summer, Vanny travels Vancouver and go to the spot where she introduces herself to these new people who all seem very friendly. Vanny and her new cyclist friends set off for their group tour ride which was easily done through "CyclingInVancouver" a website even for the tourist.



# User Experience



## 3.5 Scenarios #3

User Type: Local novice cyclists  
Name: Cherry  
Age: 14

14 year old Cherry is a Vancouver Technical Secondary High School student who lives a few miles away from the school and has a mobile cell with internet access. Among her circle of friends, she's known as a nature lover who tries to minimize her carbon footprint. Although she can take a bus or get her parents to drive her, she prefers not to do it. So, she wants to bike to school, but she feels uncomfortable cycling alongside with road drivers since she is a novice cyclist. She wants to find a safe cycling route that she can safely cycle to school.



When Cherry was searching for a cycling route that she can commute to school safely. She found the website “CyclingInVancouver”, because their cycling route planner can choose shortest distance or safest route. So, she quickly type in her address as starting point and school address as ending point. Then she choose safest route, the planner then display the safest route from her house to school with all the direction in point form as well as a marked map. Then she scrolls down to print and email herself the cycling route plan, after reading it through she thinks she remember the direction. Next day, she tries out the cycling route plan, but half way she forgot the route and got lost. Luckily, she has her mobile cell with her and went back on the “CyclingInVancouver”, but this time she enter her starting location as current position with GPS and ending point as school address and choose safest route. Then the cycling route planner display the new set of direction from her current position to her school with the fastest route. Because of “CyclingInVancouver” she got her school safely without cycling along the busy road.

# Competitive Analysis



## 4.1 Competition

There are a lot of Bike rental cycling tour website in Downtown Vancouver, but there is hardly any that provide what we have to offer. There is three website with content similar to us, but they lack a lot of functionality aspect of our website. None of them has group cycling organization, cycling route planner and sharing cycling route in one single package. Two of the website is the local competitor, and one is a platform for organizing group. The one for organizing group is called “Meetup”. We see a lot of cycling group created on this website, so we think comparing this site will be helpful to our own success.

Analysis Tools:

- Alexa (<http://www.alexa.com/>)
- Hubspot’s Website Grader (<https://website.grader.com/>)
- Nibbler (<http://nibbler.silktide.com/>)

(A general content analysis as well as the results of the analysis research can be found in Appendix A.)

### Website #1

#### Let’s Go Biking

<http://www.letsgebiking.net/>

### Website #2

#### Average Joe Cyclist

<https://averagejoecyclist.com/>

### Website #3

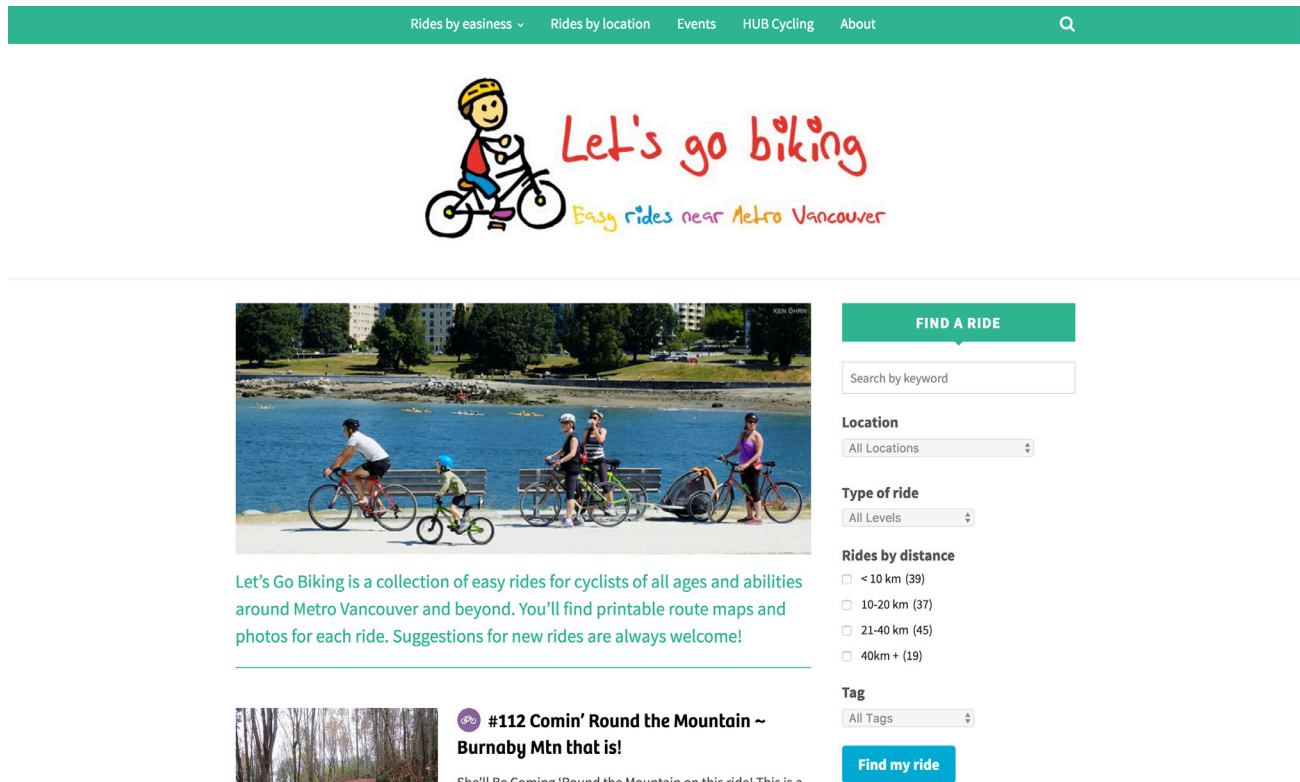
#### Meetup

<https://www.meetup.com/>

# Competitive Analysis



## 4.2 Let's Go Biking



The concept of the website was very good, it has search for finding route and task-orientated at navigation bar. It have a responsive design for mobile device, but the design and logo looks a little childish. The website is basically a blog, but user have no way of commenting or feedback on the post. The only way is to email the blogger, but this should be on a comment area where everyone can discuss about.

Alexa: 1,583,720  
Hubspot's Grader: 79/100  
Nibbler: 7.1/10

### Pros:

- Good interface
- Have Analytic tools
- Responsive website
- Facet searching
- Good design

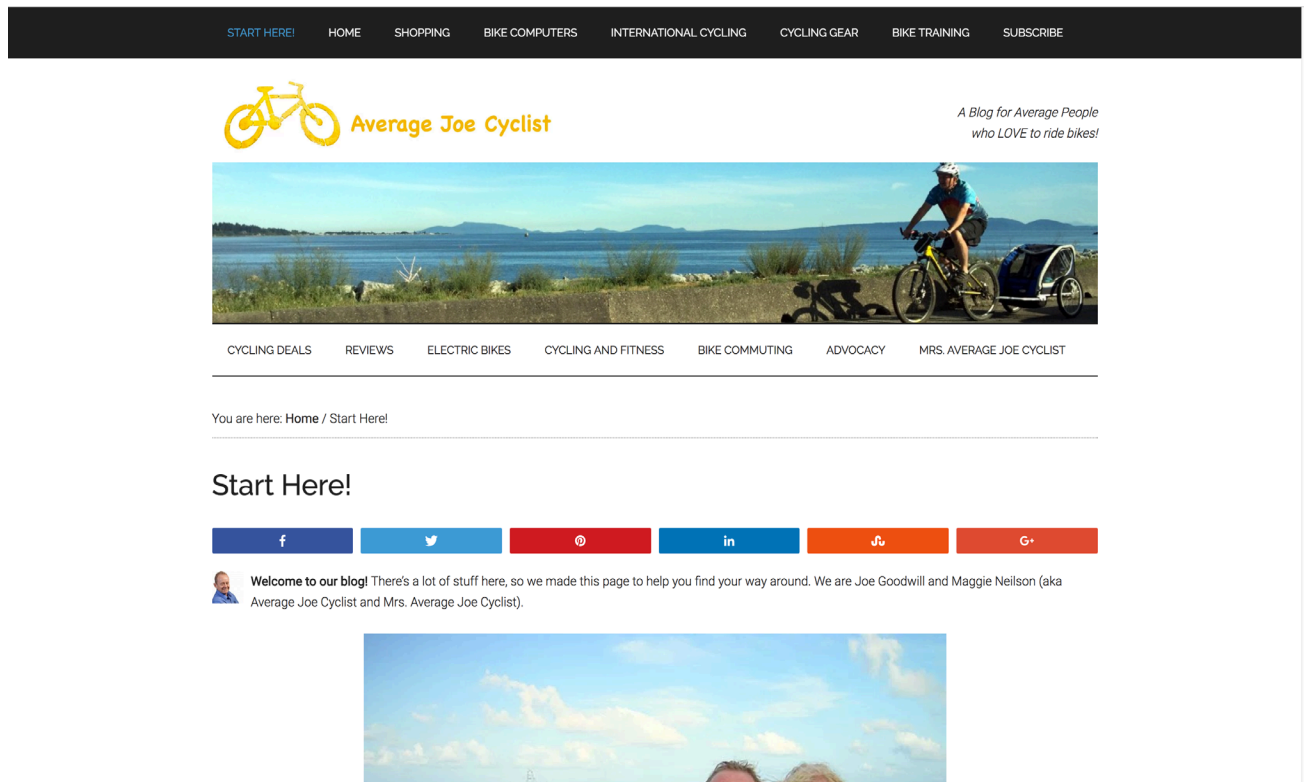
### Cons:

- Poor Community aspect
- Poor theme
- No meta description tags
- Poor SEO

# Competitive Analysis



## 4.3 Average Joe Cyclist



The navigation of the website is hard to follow, sure at first, it looks clean but when to try to search for cycling route if your window isn't full sized it will go out the window. Because the navigation of this website uses nested dropdown menu, the label will go off screen if the dropdown menu is nested too many time. The content of the site is very good, but the page size is too large and takes some load time.

Alexa: 684,385  
Hubspot's Grader: 64/100  
Nibbler: 8.2/10

### Pros:

- Good social media
- Decent SEO
- Wide Coverage
- Good analytic tools
- Responsive website

### Cons:

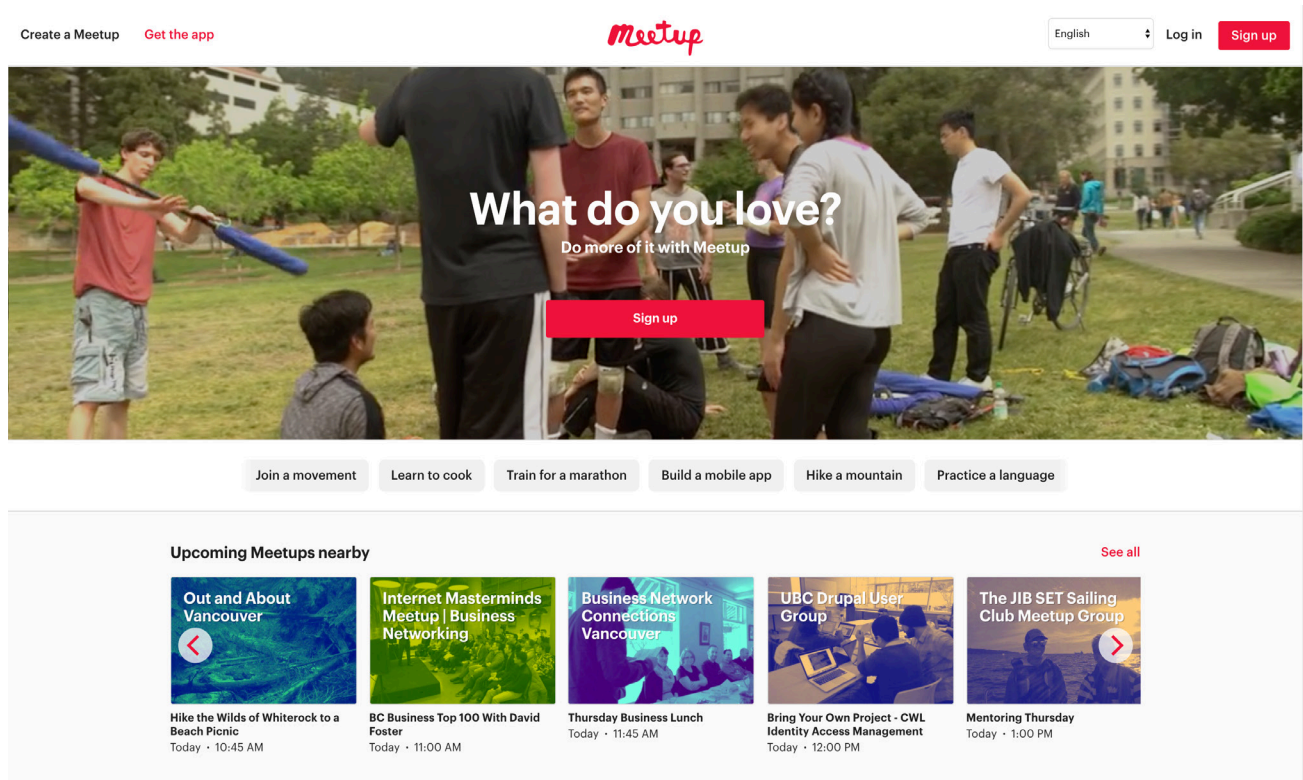
- Navigation structure
- Large page size
- Long load time
- Too many unwanted ads



# Competitive Analysis



## 4.4 Meetup



This is one of the leading websites in offer group meetings organization around the globe. Their design is simple and clean, but for those that don't have an account. You will find out that is very hard to find the right group you want to join without search bar. Which the site don't offer a search bar for people that don't have an account. They should use install a facet searching system and accessible for everyone.

Alexa: 686  
Hubspot's Grader: 84/100  
Nibbler: 7.9/10

### Pros:

- Clean
- Well Organized
- Wide Coverage
- Uses grid for layout
- Have app for mobile

### Cons:

- Slow page speed
- Not user friendly to new user
- No navigation bar
- No search bar to search for group

# Site Content



The users come to this website to help them find new cycling route or find cycling group that they can join. Therefore, it is essential for users to quickly navigate to their goal.

## 5.1 Content Grouping and Labelling

The content for the site was organized by Task-oriented and Audience-specific, and generated the following major categories:

- Home / Logo
- Group Cycling (Login Member required)
- Route
- About
- Contact
- Donate
- Blog
- Sign up
- Login

The labels follow the general convention for most websites. This allows users to quickly adept when they arrive at the site. To navigate users to their destination, the label should be easy to understand and be found. Since most users will be using the Cycling Route Planner, so it will be placed in the “Home” page.

## 5.2 Organizational Scheme

The website will make use of a hybrid organizational scheme. Audience-specific and task oriented, users will be able to specifically target and accomplish their goals faster and easier.

## 5.3 Content Inventory

We have backed up the site on the development server.



## 5.4 Functional Requirements

The user will navigate from the global navigational menu, where users can navigate to the homepage and other pages within the site. The footer will contain copyright info, basic contact information, such as the organization's phone number, email link, and social media links. There is also a footer global navigation menu which contains only important one to help users get out of the bottom of the site.

With regards to this particular site, the most important functional requirements are split into 3 elements. The 3 element is Group Cycling, Blog and Cycling Route Planner.

Group Cycling is where Member who registered an account to create, find and join group cycling. A blog can be search or browse by facet. Cycling Route Planner will based on a customize Google map provided with starting point and ending point, it will calculate the safest or shortest route. Then it will output the route and direction for you plan, which you can email or print it. There is also a rating system for the route for database usage on ranking the route.

The remaining requirements are lower in priority and are as follows:

- Link from Home page to full news stories blog
- Leave a comment
- Submit a contact form
- Sign up account
- Login account
- Subscribe to the newsletter

Gathering donations is very important to sustain the organization. Functional requirements related to these areas are listed below:

- Donate (links to make donation to company paypal account)
- Link to contact page to inquire about sponsorship

## 5.5 Baseline Statistics

Since we have to build the website from scratch, so we don't have any baseline statistics. But we recommend a few thing that the site should have:

- Facebook page
- Newsletter
- Mobile first
- Twitter page
- Sitemap
- Good SEO
- LinkedIn
- Google Analysis

# Site Structure



## 6.1 Site Structure Listing

1. Header
  - 1.1 Logo
  - 1.2 Navigational Menu
2. Breadcrumb navigation below navigational menu
3. Footer
  - 3.1 Footer Navigation Menu (minimalist sitemap)
    - 3.1.1 Home
    - 3.1.2 About
    - 3.1.3 FAQ
    - 3.1.4 Contact
    - 3.1.5 Blog
  - 3.2 Email link
  - 3.3 Social media links
4. Home/Logo
  - 4.1 Cycling Route Planner
  - 4.2 Short Blurb of recent blog
  - 4.3 Image slider of highlight blog
5. Group Cycling
  - 5.1 Create
    - 5.1.1 Group cycling create form
  - 5.2 Join
6. Route
  - 6.1 Easy
  - 6.2 Intermediate
  - 6.3 Expert
7. About
  - 7.1 Mission
  - 7.2 Origin
  - 7.3 Team member
8. FAQ
9. Contact
  - 9.1 Google map
  - 9.2 Phone number
  - 9.3 Email link
  - 9.4 Social media icon link
  - 9.5 Contact form



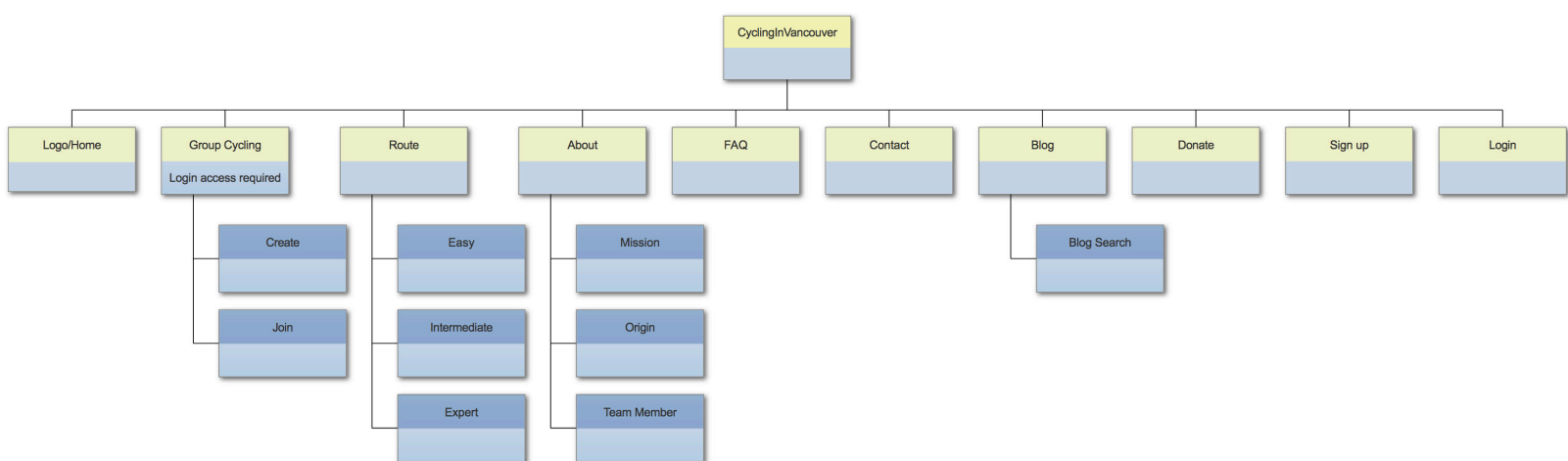
# Site Structure



## 6.1 Site Structure Listing (continued)

- 10. Blog
  - 10.1 Blog Search
    - 10.1.1 Browse by Tip
    - 10.1.2 Browse by Guide
    - 10.1.3 Browse by Route
  - 10.2 New stories
  - 10.3 List of recent stories
  - 10.4 Blog Post
    - 10.4.1 Comments boxes
- 11. Donate
  - 11.1 Link to make donation to company's paypal account
- 12. Sign up
  - 12.1 Sign up form
  - 12.2 Subscribe to the newsletter
- 13. Login

## 6.2 Sitemap



# Site Structure



## 6.3 Global and Local Navigation Schemes

### Global Navigation:

#### Header (Top Menu):

- Home via logo
- Group Cycling
- Route
- About
- FAQ
- Contact
- Blog
- Donate
- Sign up
- Login

#### Footer:

- Home
- About
- FAQ
- Contact
- Blog
- Email link
- Social media links

### Local Navigation:

#### About:

- Mission
- Origin
- Team member

#### FAQ:

- Anchor to each question

#### Blog:

- Search bar

## 6.4 Metaphor

In order to make the user recognize easily, the metaphor will be used in links, button and icon.

- Buttons: Sign up, Login, Read more
- Links: Logo
- Icon: Social media icons

## 6.5 Searching system, facet-browsing

When users who want to search for blog post or events it will utilize the search bar on the Blog page. The searching system is a localized search that uses the Facet-based Classification Scheme. Each post will assign with facets and keywords to enhance the searching system. It will use the following facets:

- Browse by Location
- Browse by Difficulty
- Browse by Time
- Browse by Topic

# Site Structure



## 6.6 SEO

The method of SEO for this website would be:

- In terms of route and tips, it should always have new fresh content consistently
- All the image used in the website will have ALT tags.
- Using metadata such as meta tag description and keyword related keyword
- Using social media
- Use on page SEO with fresh content written using 2-3 keyword, particularly in the headlines, and in the website's metadata, such as the title tags and alt tags.
- Schedule Regular indexing via Google
- Submit XML Sitemap to Google Webmaster

## 6.7 Responsive design & Mobile

In creating the structure for the site, mobile first must be kept in mind. A responsive website adjusts its size and appearance based on the size of the display. It allows users to navigate easily even on their mobile device. For example, the global navigation menu will be arranged horizontally if viewing on a large screen. However, if viewing on a small and narrow screen the navigation menu won't be user-friendly. So in this case, the global navigation menu will put into the hamburger icon.

With mobile, there is an opportunity to port the Cycling Route Planner and Group Cycling into an app. Since it will make the group cycling much more accessible and user-friendly.

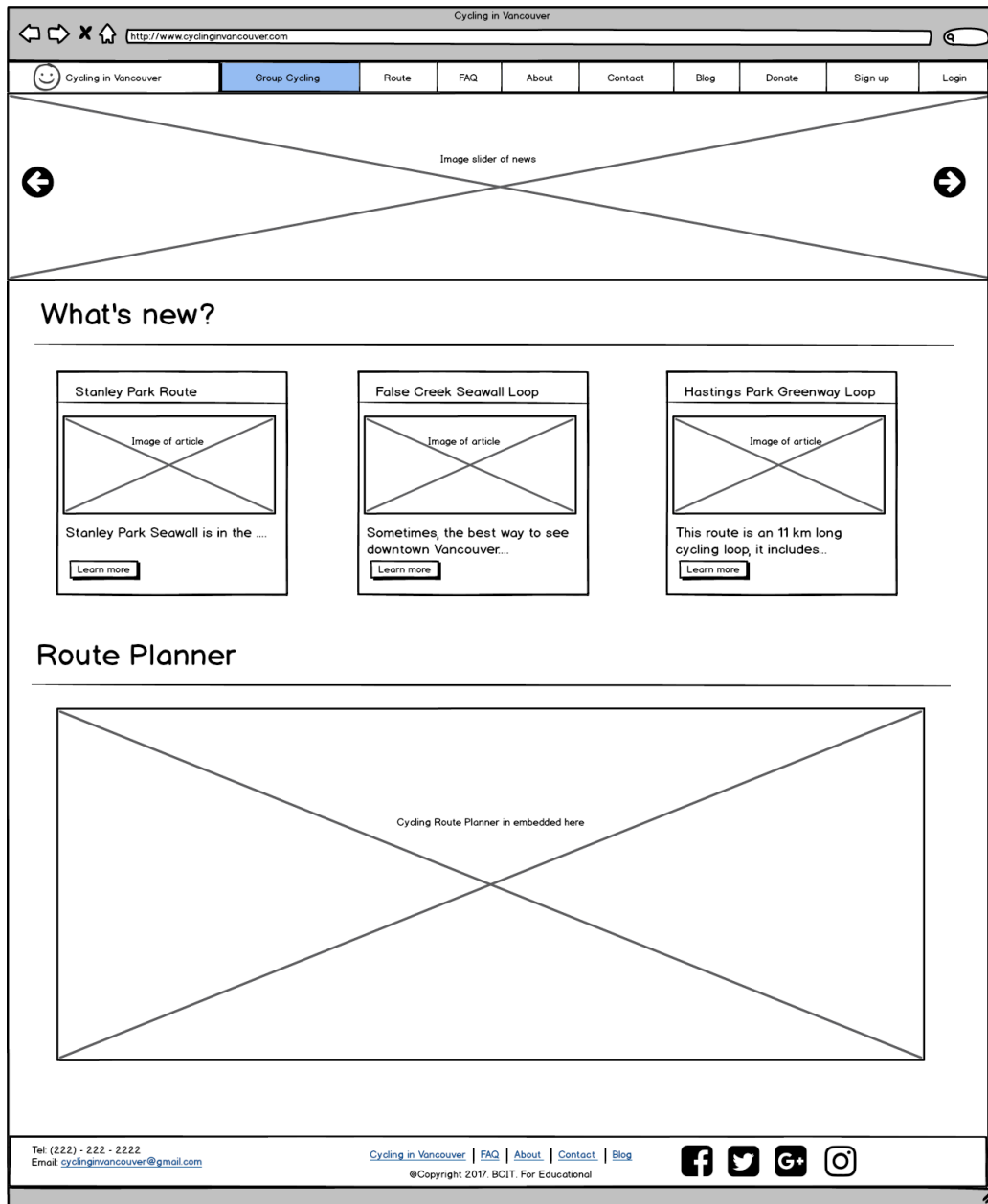
## 6.8 Content Management System

Especially for the article and event from the blog, the website should update the blog regular basis. Hence, there should be CMS, so that website's staffs will be able to access easily and manage the content. The main benefits of using a CMS are reduced development time, and ease of maintenance and growth of the website. Some examples of systems that are free to use are Drupal and Wordpress. I highly recommend using Wordpress for the Blog system, since it will save lots of time and cost from building a new one.

# Visual Design



## 7.1 Wire Frame



Created with Balsamiq - www.balsamiq.com

This is the wire frame layout for home page of cyclinginvancouver.com

# Conclusion



The website “CyclingInVancouver” currently has only a few competitors on the Internet. Hence, it will be a good business to develop and become the leading industry in Vancouver on this. The theme of the website should be integrated by using the theme colour light green, but will still maintain legibility. It will have a friendly legible font such as “Helvetica Neue.”

By look at the competitive analysis, there is the leading website is “Let’s Go Biking”. However, our website will have more feature and more functionality which will help more user. We want to create a one-stop website for the cyclist where they can come plan route, find cycling group, discuss and learn more about cycling. The blog section must always have fresh contents to increase SEO and more content for returning user.

In order to reach the main goals, and to be a leading model for this type of website. We need to slowly increase the user base, the website will be referred by social media and word of mouth. With the one-stop style, the website will be able to become one of the leading web business in the industry in Vancouver.

# Appendix A



## Appendix A: Competitive Analysis

	Let's Go Biking	Average Joe Cyclist	Meetup
Alexa			
Rank(Canada)	36,702	86,748	329
Bounce Rate	59.2%	88.9%	37.5%
Daily Pageviews per Visitor	3.40	1.20	4.67
Hubspot's Website Grader			
Overall	79/100	64/100	84/100
Performance	24/30	9/30	14/30
Mobile	30/30	30/30	30/30
SEO	15/30	15/30	30/30
Security	10/10	10/10	10/10
Nibbler			
Overview	7.1/10	8.2/10	7.9/10
Accessibility	7.7/10	8.0/10	7.8/10
Experience	7.0/10	9.5/10	7.2/10
Marketing	6.2/10	8.4/10	7.3/10
Technology	6.3/10	6.8/10	6.7/10



