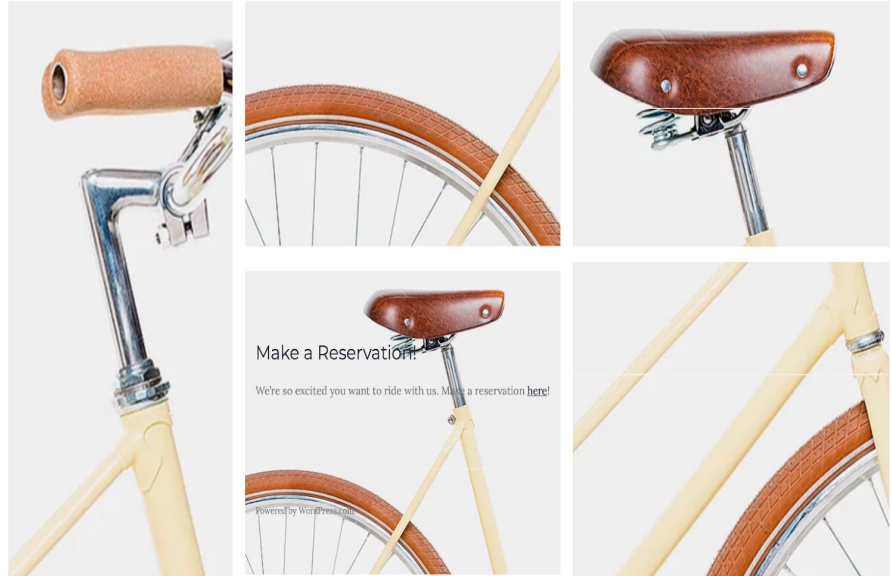


# City Cycles UX Research

Case Study evaluation of the UX of a bicycle rentals website



# UX Research Case Study

This is a case study analysis I've completed for a professional User Experience (UX) research project.

## THE CUSTOMER

City Cycles is a bike rental shop in the downtown area of Riverside. Providing bike rentals allows customers to enjoy the experience bike riding, reduce their carbon footprint by biking instead of driving, and provides convenience to explore the downtown area while getting physical exercise.

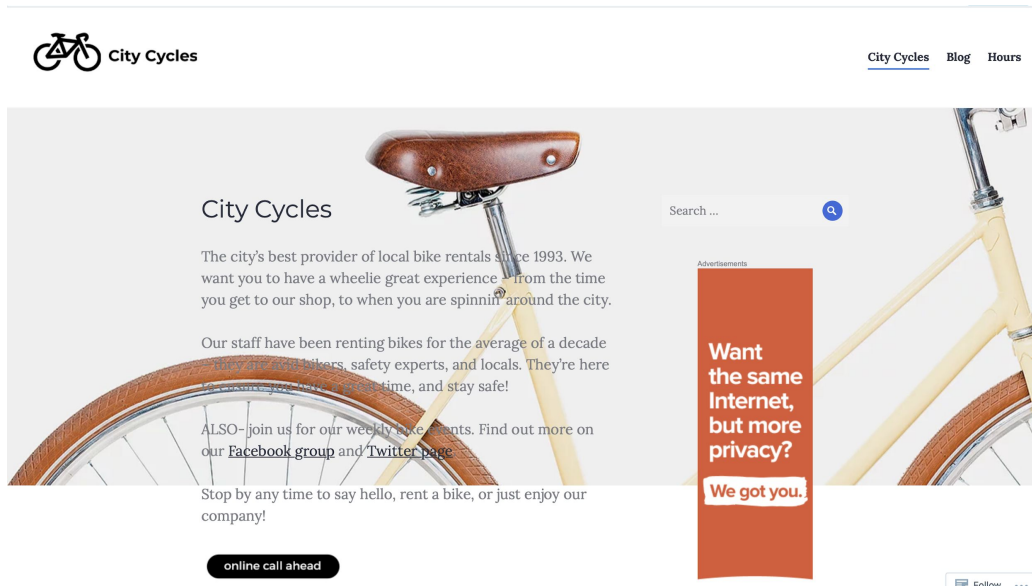


## THE PROBLEM(S)

Customers don't like to use the online reservation process on the City Cycles website and instead call in or come by the shop in-person to book their reservations. Unfortunately, this has created a high number of phone calls and drop-ins, making it difficult for City Cycles to provide quality customer service. They aren't sure why people aren't booking online but they'd prefer more online reservations.

# The City Cycles Website

City Cycles needed my help evaluating the UX of their existing website:



# The UX Research Process

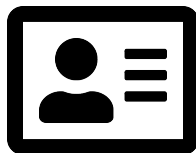
In order to help find potential solutions to these problems for City Cycles and their users, I performed the following types of UX research and data collection:

## UX RESEARCH METHODS

I began by empathizing with City Cycles' users so that I could understand their pain points in order to best advocate for their needs. I utilized several UX research methods: Interviewing users, conducting surveys, reviewing analytics, graphing data, and others.

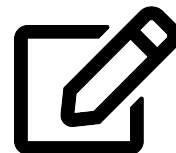
### QUALITATIVE DATA

- Heatmaps
- Journey Maps
- User Personas
- User Interviews



### QUANTITATIVE DATA

- Website Analytics Data
- Survey Results
- Measurable User Data



# UX Data Visualization: User Persona



City Cycles

## UX User Persona



**Name:** Ava Zanders

**Location:** Riverside

**Age:** 25 years old

**Job:** Student, Waitress, AirBNB host

**Interests:** Outdoor activities, vegan foods, urban architecture

**Quote:** "There's nothing like the wind in your hair on a sunny day."

**Frustrations:** Traffic congestion, long waiting lines, lack of compassion

**Goals:** Support local businesses and community, actively stay in shape, and to lead a healthy, sustainable lifestyle

**I'm enthusiastic about meeting new people and exploring the diversity of my town with good company!**

**The key takeaway from this data is:** A typical user persona demonstrates frustrations including waiting and obstacles in the way of her destination, while also enjoying a healthy, active lifestyle.

# UX Research Methods



## Journey Map Structure

### Before:

(Things users do *before* arriving at the site)

Step 1: **Think to rent a bike**  
Feelings: **Eager / Optimistic**

Step 2: **Open iPhone browser**  
Feelings: **Excited / Eager**

Step 3: **Search for the site**  
Feelings: **Hopeful / Anxious**

### During:

(Things users do on the City Cycles site)

Step 1: **Open the City Cycles site**  
Feelings: **Curious**

Step 2: **Search for booking form**  
Feelings: **Interested**

Step 3: **Proceed with booking**  
Feelings: **Focused**

### After:

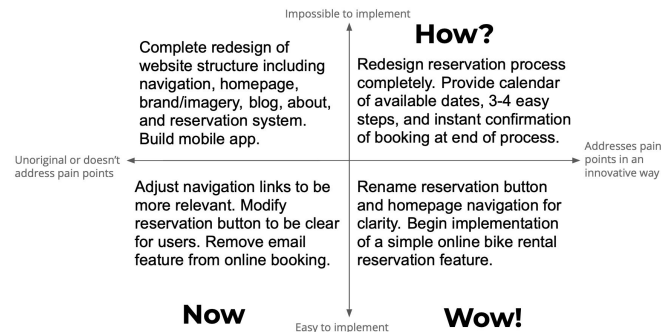
(Things users do *after* leaving at the site)

Step 1: **Make note of details**  
Feelings: **Anticipation**

Step 2: **Plan for riding bike**  
Feelings: **Content / Ready**

Step 3: **Ride off into the sunset**  
Feelings: **Happy / Relaxed**


## Now How Wow Method Practice



# UX Research Data Collection

## CITY CYCLES UX SWOT ANALYSIS

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>Only bike rental shop to offer same-day online reservations</li> <li>Relevant imagery on the site</li> <li><b>Clean, attractive presentation</b></li> <li><b>Good downtown location</b></li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>No longer have the capacity to process reservations by phone</li> <li>Their address is not listed anywhere on the site</li> <li><b>Not the best site navigation</b></li> <li><b>Inefficient online booking</b></li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>They could do a better job of updating their blog</li> <li><b>They could streamline nav</b></li> <li><b>They could improve online booking process</b></li> <li><b>They could improve homepage</b></li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>Competitors have snazzy websites with online maps of city bike routes</li> <li>Some competitors have iPhone apps</li> <li><b>Competitors have easy site nav</b></li> <li><b>Competitors have online process</b></li> </ul>



### Customer Feedback

We would love to hear your thoughts on how we can improve your website experience!

\* Required

How many times have you used our online reservation system in the past six months? \*

☐ 1 - 2 times  
☐ 3 - 4 times  
☐ 5 or more  
☐ none

How long did it take you to book a reservation? \*

☐ less than one minute  
☐ 2 - 3 minutes  
☐ 3 - 5 minutes  
☐ longer than 5 minutes

Was this longer or shorter than you thought it would be? \*

☐ longer  
☐ shorter  
☐ neutral

How would you rate your experience on a scale from 1 through 5; 5 being satisfactory, and 1 being poor? \*

1      2      3      4      5  
☐   ☐   ☐   ☐   ☐

Would you consider booking a reservation online with us again? Why or why not? \*

Your answer \_\_\_\_\_

Name \*

Your answer \_\_\_\_\_

Email \*

Your answer \_\_\_\_\_

Submit

# UX Research Data Analysis

## CITY CYCLES COMPETITIVE ANALYSIS

	City Cycles	Waterfront Bikes	Riverside Bike Rentals	The Bike Cycle Shop
<b>Online Reservations</b>	Offers same-day online rentals	Online rentals must be booked 48hrs in advance	Not available	Not available
<b>Easy-to-use Website</b>	Not their strongest feature	Yes	Yellow text & confusing navigation	Yes
<b>Bike Availability</b>	Same-day	Same-day in store or within 48hrs online	Within 48 hours	Same-day in store or by phone
<b>Customer Service</b>	Average	Excellent	Excellent	Poor
<b>Social Media Presence</b>	Facebook & Twitter	None	Facebook	Facebook & Instagram

## Prioritizing MVP Features

Feature Request	Priority Ranking (1 to 10)
Employee bio page with a professional headshot of each City Cycles employee	<u>7</u>
A short welcome video that automatically plays whenever someone visits the site	<b>6</b>
An online reservation system that people love.	<u>2</u>
Hours, location, and contact information clearly displayed	<b>1</b>
A fancy interactive gallery of all of our bikes.	<u>5</u>
A calendar of local bike-related events	<b>4</b>
A music player on the website that automatically plays whatever we're playing at the shop.	<b>10</b>
Information about group bike rides	<u>3</u>
An interactive timeline of the history of City Cycles dating back to 1993	<b>8</b>
A wicked spinning, 3D version of our current logo!	<u>9</u>



# UX Research Process Challenges

Throughout the UX research process for City Cycles, I faced some challenges and obstacles. Luckily, I was able to use problem-solving skills to overcome any setbacks along the way and continue working towards ideas and solutions.

## **CHALLENGES AND OBSTACLES**

The biggest challenge I faced while conducting UX research was identifying exactly what was preventing users from completing the reservation process through the City Cycles website and why this was preventing them from returning to the website.

Another obstacle I faced while conducting UX research was collecting substantial amounts of qualitative data from users.

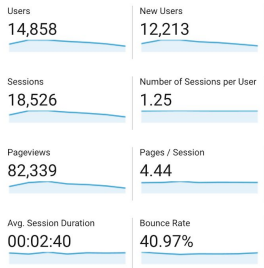
## **PROBLEM-SOLVING**

I was able to overcome these challenges by empathizing with the user, implementing various UX research testing methods, inductive and deductive reasoning, interpreting and organizing the data collected from the analyses, and then ideating potential solutions.

Eventually, I was able to collect enough qualitative data to combine, further analyze, identify user pain points, and form a hypothesis.

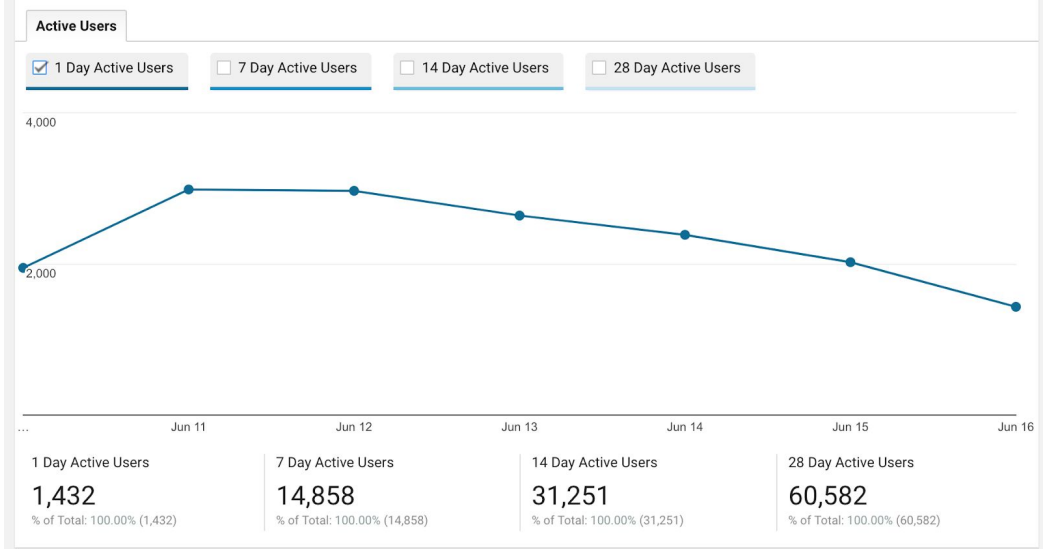
# Analytics Data

An analytics data graph revealed the beginning of the week having the highest spike in visitor traffic. Another chart showed that most site users are new users, and another showed that the majority of users have english set on their computer as their native language.



Demographics	Language	Users	% Users
Language	1. en-us	9,167	61.55%
Country	2. en-gb	947	6.36%
City	3. es-es	389	2.61%
System	4. es-pe	287	1.93%
Browser	5. fr-fr	260	1.75%
Operating System	6. zh-tw	258	1.73%
Service Provider	7. ja	244	1.64%
Mobile	8. de-de	233	1.56%
Operating System	9. pt-br	223	1.50%
Service Provider	10. en	215	1.44%
Screen Resolution			

[view full report](#)



# The Results

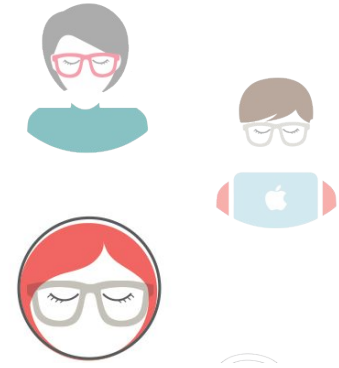
## KEY FINDINGS AND RESULTS

After performing research, collecting data, and analyzing the results, this is what I found:

The City Cycles online reservation process is frustrating for users and they are confused trying to navigate the process, as well as the site. Users prefer to call in or drop by the shop, rather than struggle trying to figure out the reservation feature on the website. The online reservation process is not user-friendly, and the site navigation is inefficient.

User interviews and click-tracking heatmaps revealed people were “frustrated” and “confused” by the online reservation process and that the website navigation was “unclear”:

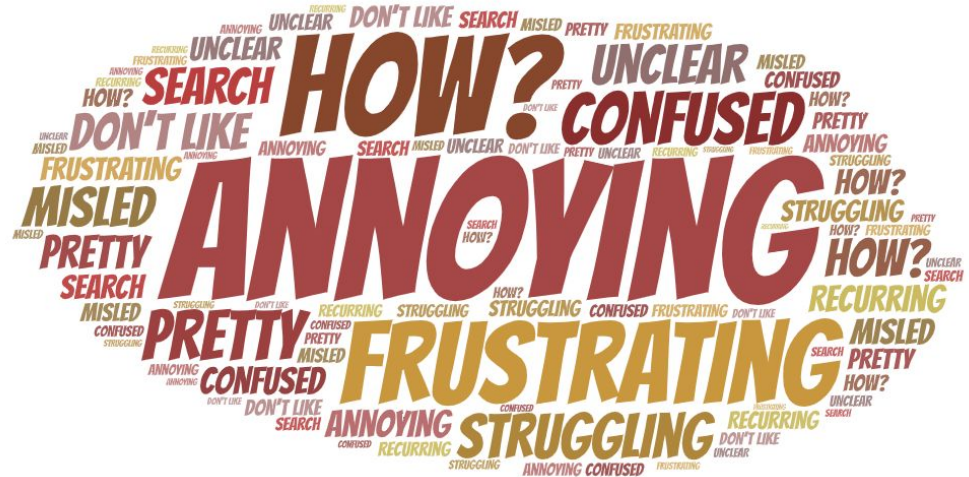
- 75% of users pause their mouse over the portion of the page that contains the navigation menu.
- 89% of users click the City Cycles logo and 80% click the search bar.
- 60% of users click the menu links to navigate the site.
- Only 25% of users scrolled down to view content at the bottom of longer pages, like the Blog or About Us page.



# UX Data Visualization: Word Cloud

**The most common words and feelings mentioned by City Cycles users while making online reservations:**

Frustrating	10 users
Annoying	20 users
Misled	1 user
Confused	7 users
How?	10 users
Unclear	2 users
Struggling	5 users
Search	1 user
Don't like	3 users
Pretty	5 users
Recurring	1 user

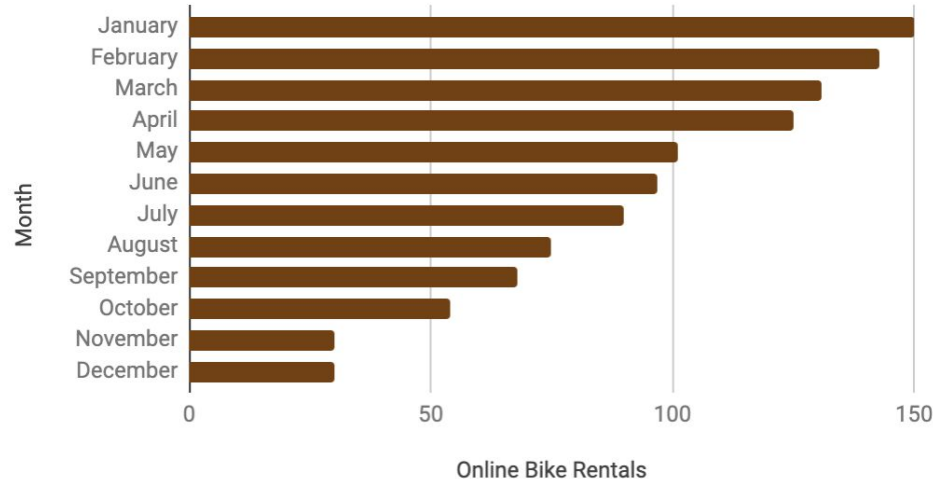


**The key takeaway from this data is:** Users are having mostly negative emotions surrounding the online bike rental experience, evidenced by the most common feelings mentioned while using it.

## UX Data Visualization: Analytics Chart

Month	Online Bike Rentals
January	150
February	143
March	131
April	125
May	101
June	97
July	90
August	75
September	68
October	54
November	30
December	30

Online Bike Rentals vs. Month

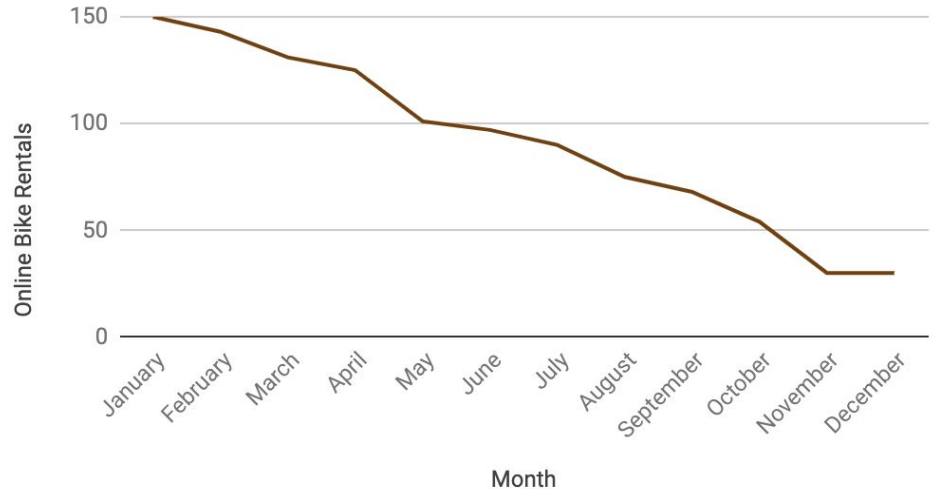


**The key takeaway from this data is:** The number of online bike rentals has been steadily dropping for City Cycles over the course of the year. Not once did the number of bike rentals increase.

## UX Data Visualization: Line Chart

Month	Online Bike Rentals
January	150
February	143
March	131
April	125
May	101
June	97
July	90
August	75
September	68
October	54
November	30
December	30

Online Bike Rentals vs. Month



**The key takeaway from this data is:** The trend in online bike rentals decreased consistently all year long and flatlined between November and December with no upward trend present at all.

# Expanded Results

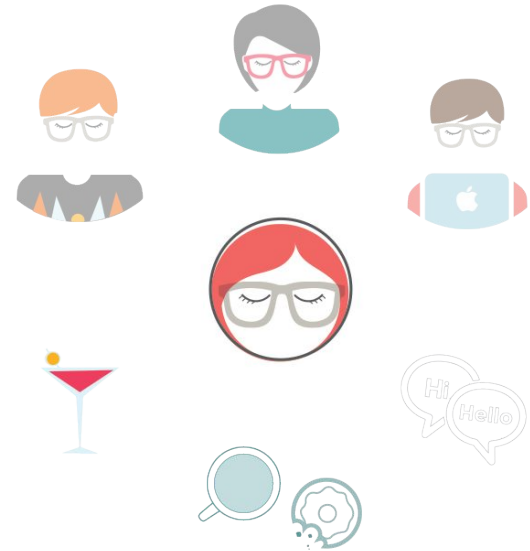
## TAKEAWAYS AND DISCOVERIES

City Cycles website analytics showed a consistent decrease in online bike rentals over the course of a year and revealed the majority of users (85%) were leaving the site after clicking the “Make a Reservation” link - a much higher rate than on any other page on the site.

Most users visiting the site are unique, first-time visitors. And since most of them never return to the site after the first visit, a negative experience may be preventing them from returning and may be a contributing factor to City Cycles declining online reservations, and even loss of potential customers to competitors.

## LEARNINGS

As a result of conducting this UX research I learned the beginning stages of the Design Thinking Process. I learned to examine my own assumptions and personal biases, and not let them interfere with decision making, but instead to rely on the data collected through industry standard research methods. I learned how to empathize with users to deeply understand their problems and frustrations, ultimately becoming user-centered and able to advocate for the users.



# UX Recommendations

## UX RECOMMENDATIONS

Based upon these results, I recommend the following:

City Cycles adjust their homepage, including navigation and reservation button, to clarify their message and purpose for users visiting their site. The reservation process needs to be improved so that it's easier to use and more efficient, so that users will have a positive experience and will opt to reserve online instead of calling in, and will want to return.

## NEXT STEPS

Now that I've performed ideation on potential solutions for City Cycles and their users, the next step in the design thinking process is to begin prototyping these solutions.

