

UX Case Study

Created by Lana Crow for client: CITY CYCLES



City Cycles

Introduction

As part of my Skillcrush UX class, I was tasked with improving the user experience of an existing website for a client named City Cycles.

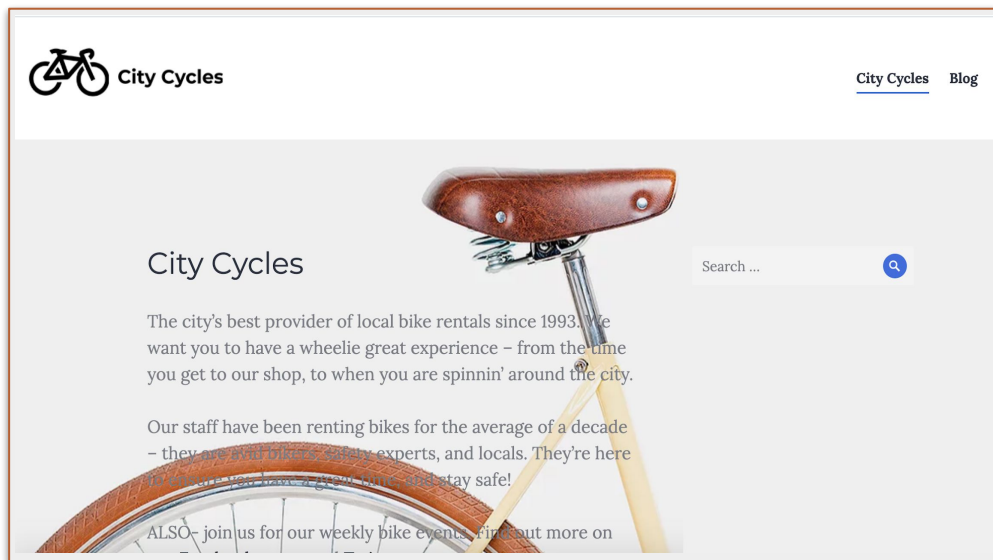
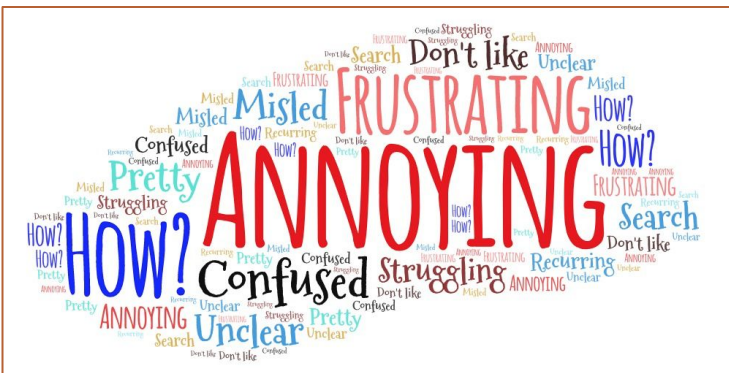
City Cycles is a bike rental shop that is currently experiencing an increased number of reservations coming through via phone or in person as a result of users avoiding using their website for bookings. This puts additional pressure on staff and City Cycles would like to see more bikes reserved online.

I was hired to conduct the research and find the reasons for the drop in online bookings and make improvements to the site that will lead to rise of online rentals.

The Problem

The client's existing website looked like this:

Users were complaining that the site was “frustrating” to use and they felt “misled.”



My UX Role in This Project

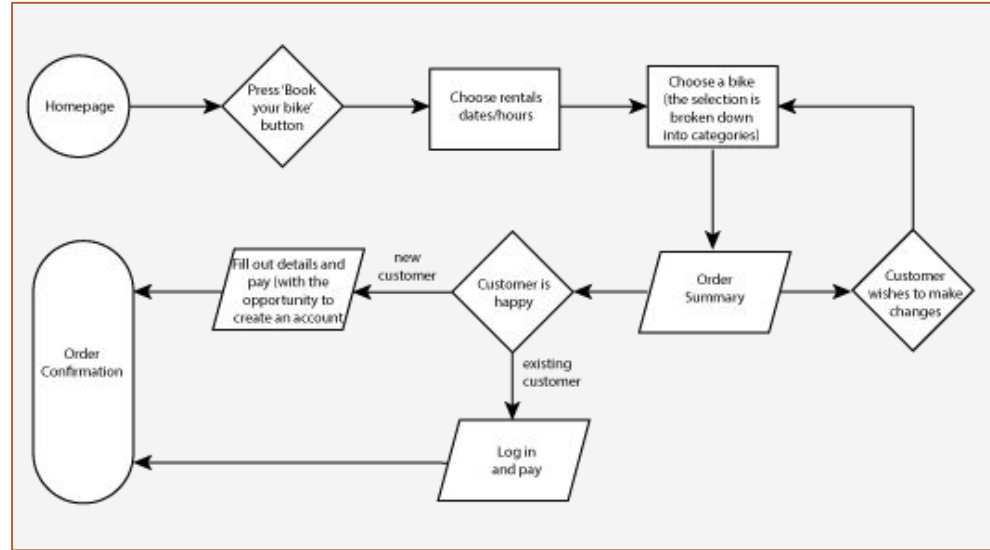
My role on this project involved improving the user experience (UX) of the existing City Cycles website. Throughout this UX project, my job included completing the following tasks:

1. Conducting research.
2. Interviewing users.
3. Interpreting collected data and ideating solutions for the users' problem or pain point.
4. Deciding the scope of the project.
5. Making wireframes.
6. Creating a prototype.
7. Testing it with users.
8. Presenting it to stakeholders and recommending next steps.

My Approach

My approach to this UX project started with taking the following steps:

1. Empathising with the user and addressing users' main pain points first.
2. Creating a flowchart that would improve the users' experience with online rentals.
3. Implementing the said user flow into the prototype.

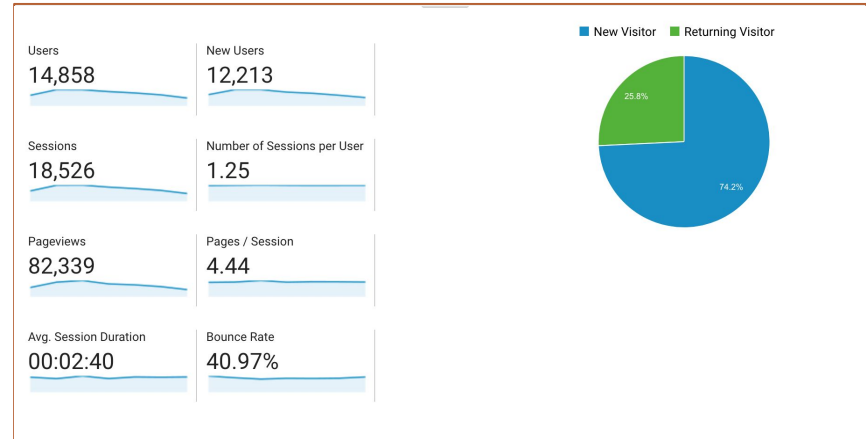
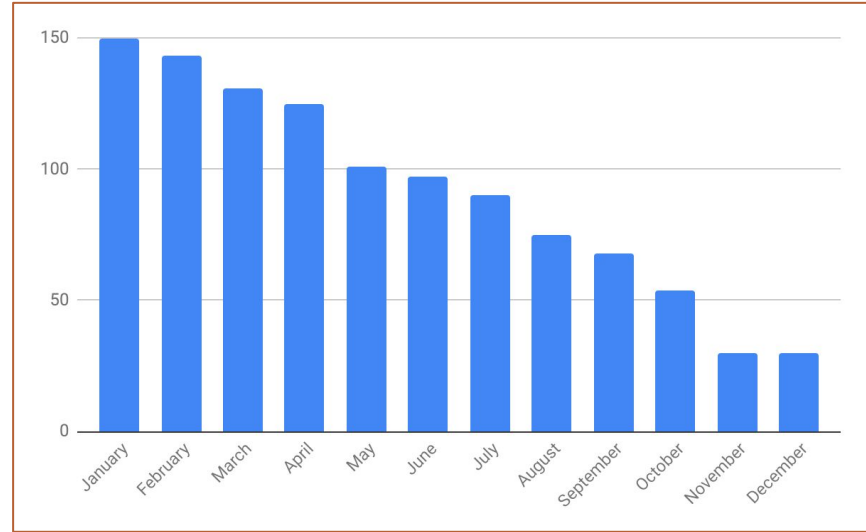


Key Findings

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

Rather alarming result of site analytics review - the number of online reservation dropped from 150 to 30 reservations per month over the course of the year. That explains the pressure on City Cycles staff having to deal with increased number of bookings over the phone and in person. The site traffic also has shown that the majority of users, i.e. 75%, are new to the site, which points to the fact that regular customers avoid using the website.

I also discovered that City Cycles has a potential of attracting a new demographic of customers (namely, tourists) if they simplify their online reservation process, as it was discovered that 14.6% of site viewers use foreign languages on their computers. Also, some customers are interested in booking a bike for more than one day and keep it overnight.



Solutions

After ideating some potential solutions to the users' problems and pain points, I decided to move forward with the following idea:

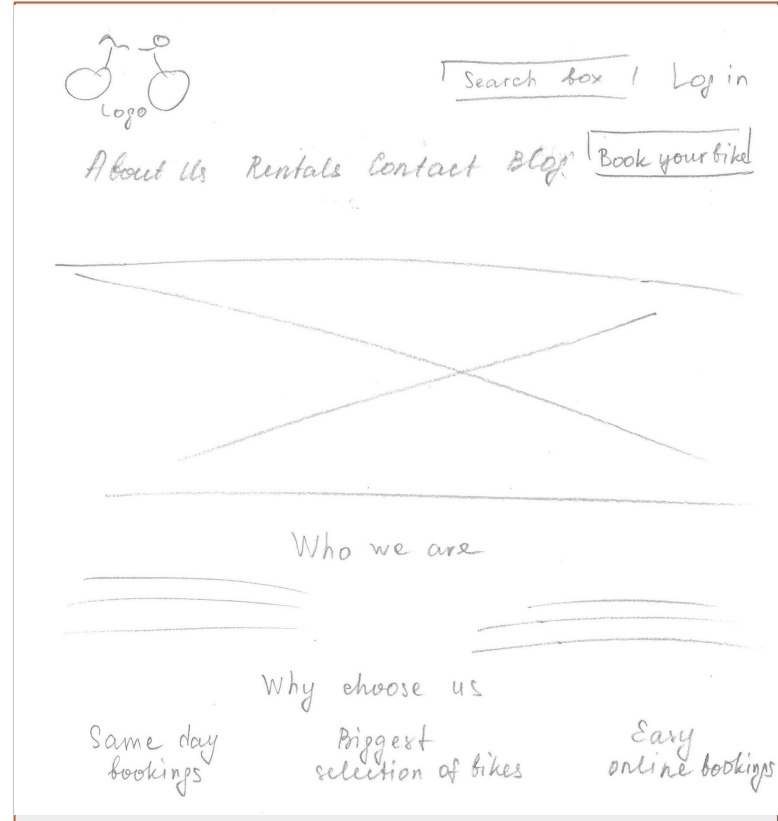
Redesign the homepage to make it more straightforward to use for the customers, with a clear 'Book your bike' button.

Introduce fully digital online reservation process that would launch once the 'Book your bike' button is pressed. The reservation process is split into three pages:

Date/hours of rental and bike selection.

Order summary.

Customer details and payment followed by immediate order confirmation.



Hand-drawn paper prototype of my initial solution idea

Solutions

Based off my paper prototype, I created a high-fidelity, interactive digital prototype of my proposed solution (can be viewed by following this

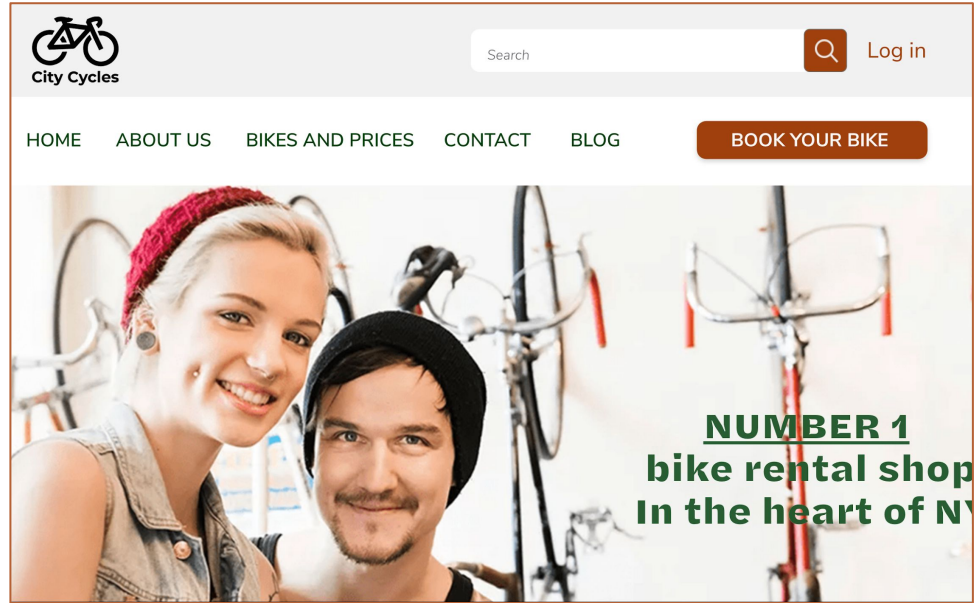
<https://xd.adobe.com/view/d7c9eeb6-950f-4ce9-6daf-1cc3462ba27d-a1f8/?fullscreen>).

After performing a usability test on my prototype, I received the following feedback:

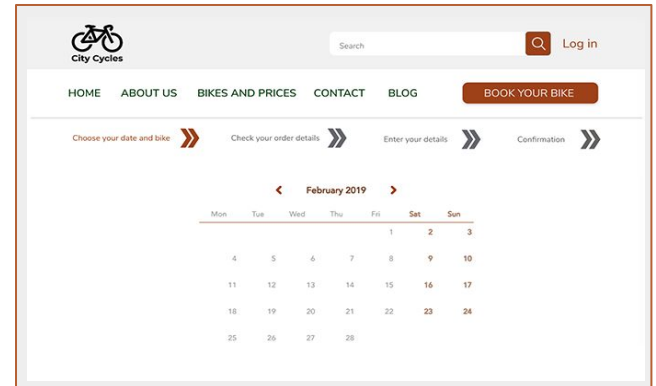
Users felt there was a great improvement to the old site, a few additional tweaks were needed, such as ability to edit the bike order on the order summary page and improving visibility of payment options.

Based upon the results of my usability test, I proposed the following next step(s):

Develop the site according to the prototype, launch it and start recording analytics for it.



Screenshots of my interactive, digital prototype



LESSONS LEARNED

The biggest challenge or obstacle I faced during this UX project was getting users to agree to meet me for an interview. People live very busy lifestyles nowadays and it's understandable that they will not prioritise my interview over family time for example. However I managed to get through to a couple of users who were actually quite keen on being interviewed as they were informed that the interview could potentially bring positive changes to how City Cycles operates. I also managed to get additional funding to sweeten my interview proposal for those who weren't too eager to see me with a £20 Amazon voucher.

The lessons I learned from this UX project included:

- Empathising and letting go of bias.
- Combining qualitative and quantitative data for full picture.
- Getting the most of site analytics.
- Recognising money-making opportunities.

