

Project Overview

The Product:

Cycle becho provides a convenient way for college students to buy bicycles for themselves at reasonable prices . It enables them to bid on any cycle of there interest and buy it , which also saves them from the hassle of finding previously owned cycles by themselves.

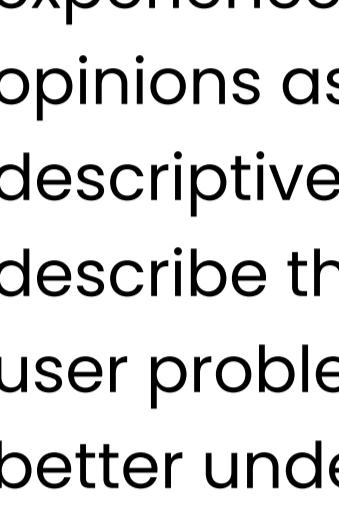
The Problem:

Many college students rely on bicycles as their primary mode of transportation around campus. However, not all students can afford one. A small cycle bidding app could help students get there cycles at lower rates. The current app has low engagements. The problem is to improve the app's user experience by identifying and addressing pain points and usability issues, increasing engagement rates and user satisfaction, and ultimately making it easier for college students.

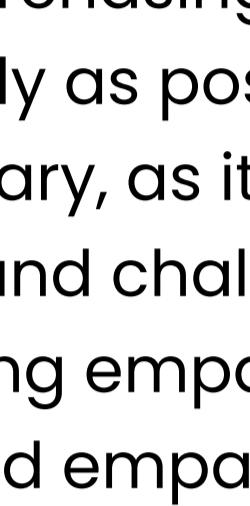
The goal:

The objective of this project was to brainstorm potential solutions and produce prototypes for a product that is developed through an iterative process informed by insights gathered from user research studies and usability testing.

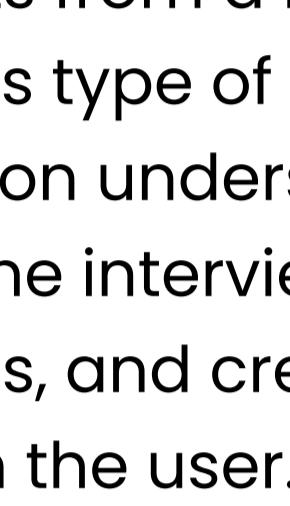
My Roles and Responsibilities



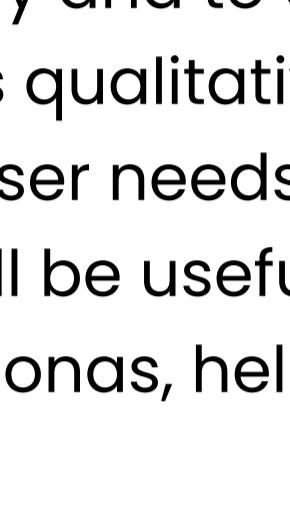
Research



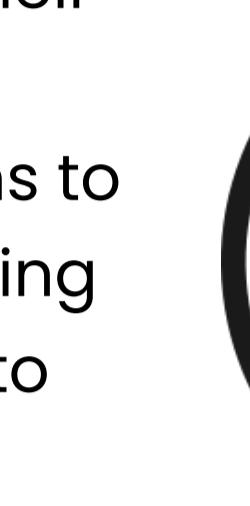
Personas



User Flow



Wireframing



Visual Design

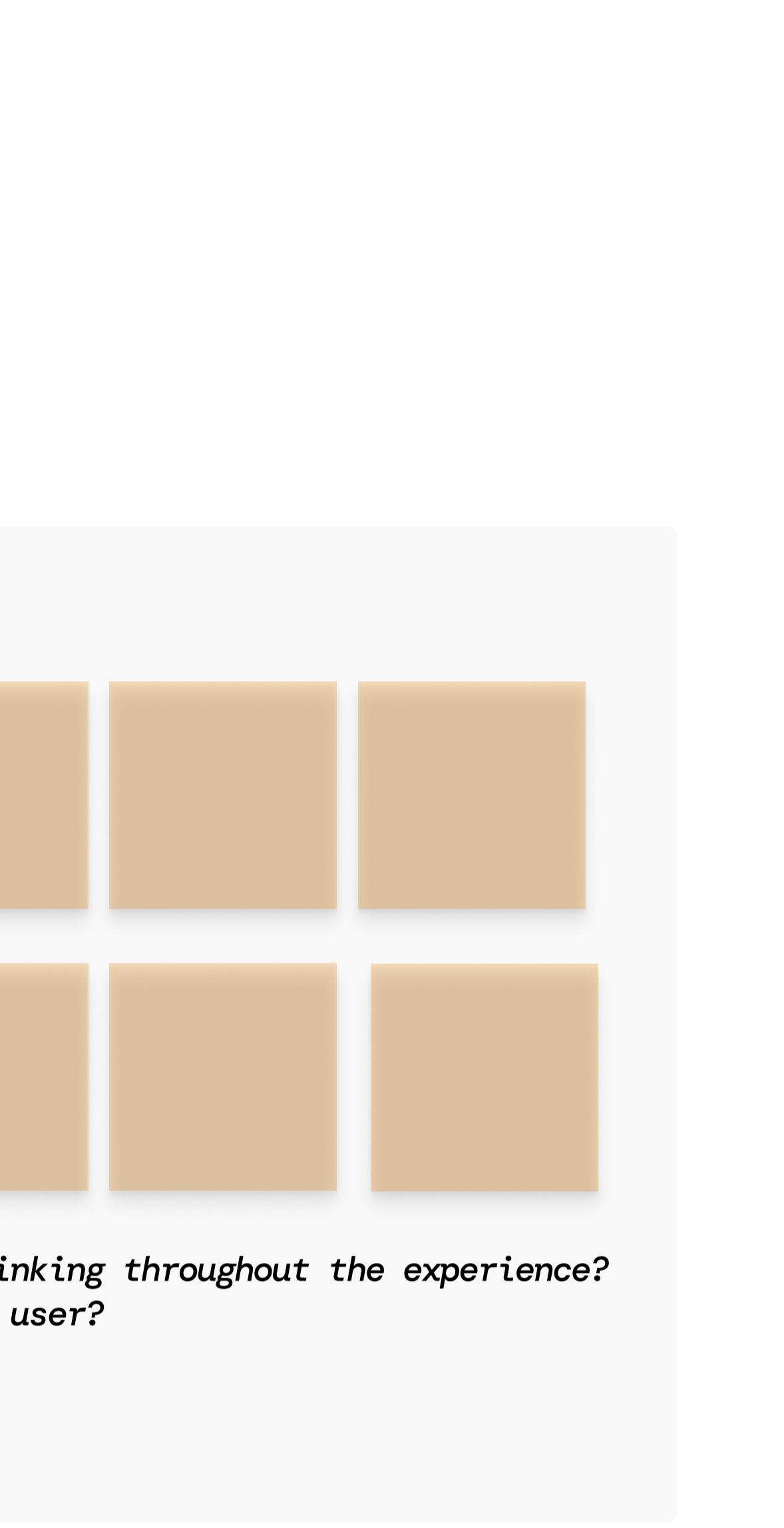


Prototyping

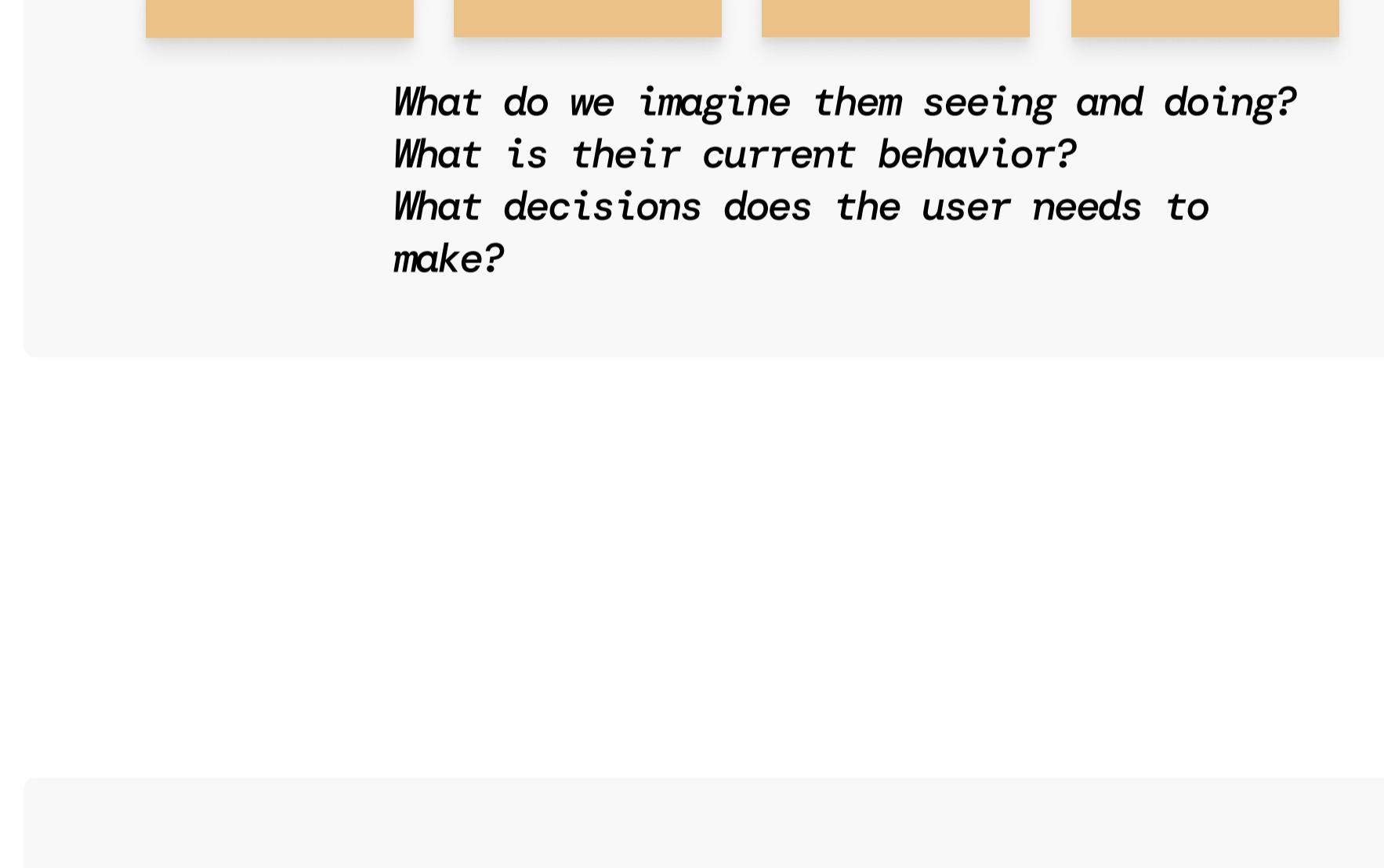
Foundational Research

Summary

During the foundational research stage, my primary objective was to identify user needs and determine how to address those needs with my product. To achieve this, I conducted semi-structured interviews to gather user research data. The purpose of these interviews was to gain insights into participants' experiences when purchasing products from a local bakery and to explore their opinions as thoroughly as possible. This type of research is qualitative, descriptive, and primary, as it focuses on understanding user needs and aims to describe their goals and challenges. The interview data will be useful in defining user problems, building empathy maps, and creating personas, helping me to better understand and empathize with the user.



Empathy Map

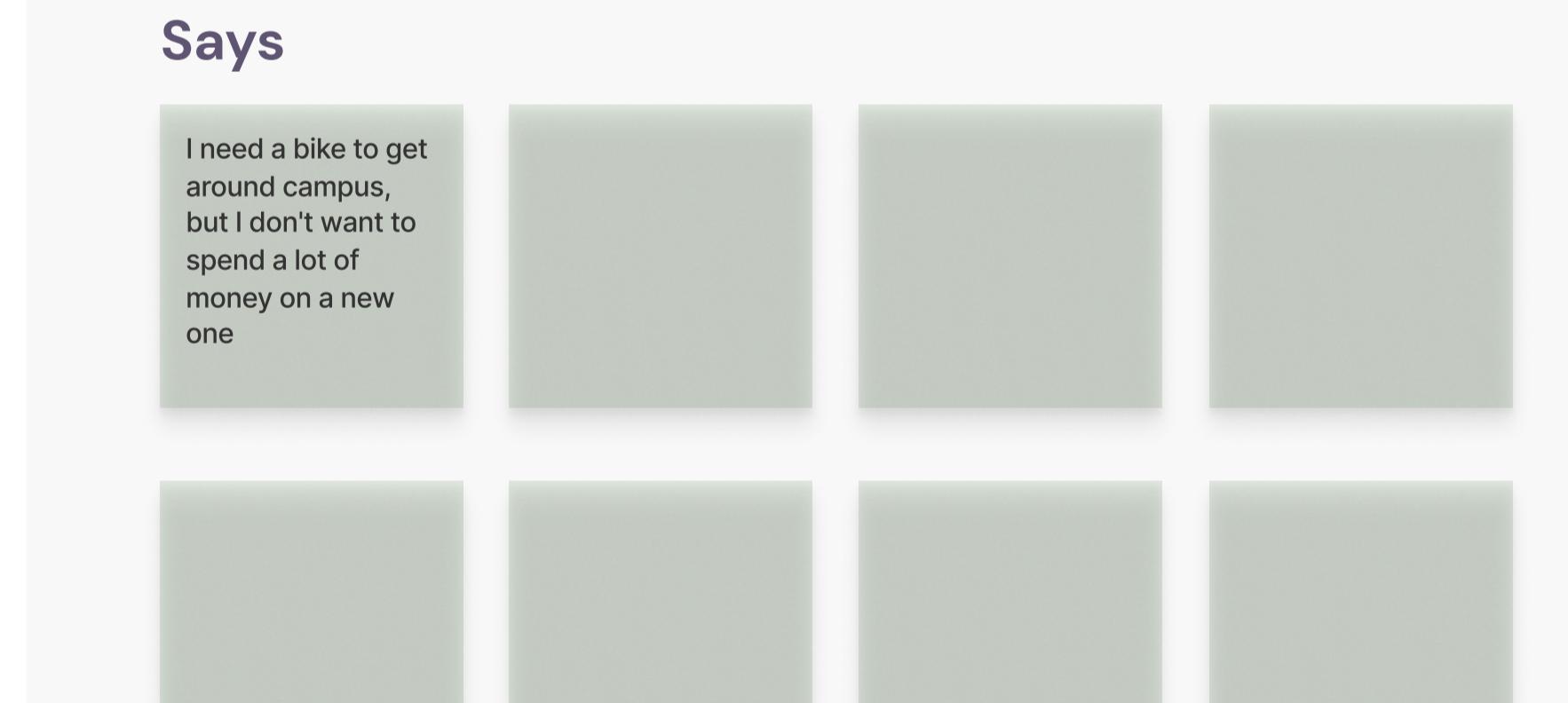


Thinks

They are frustrated when they can't find a bike that fits their budget.			

*What is the user thinking throughout the experience?
What matters to the user?*

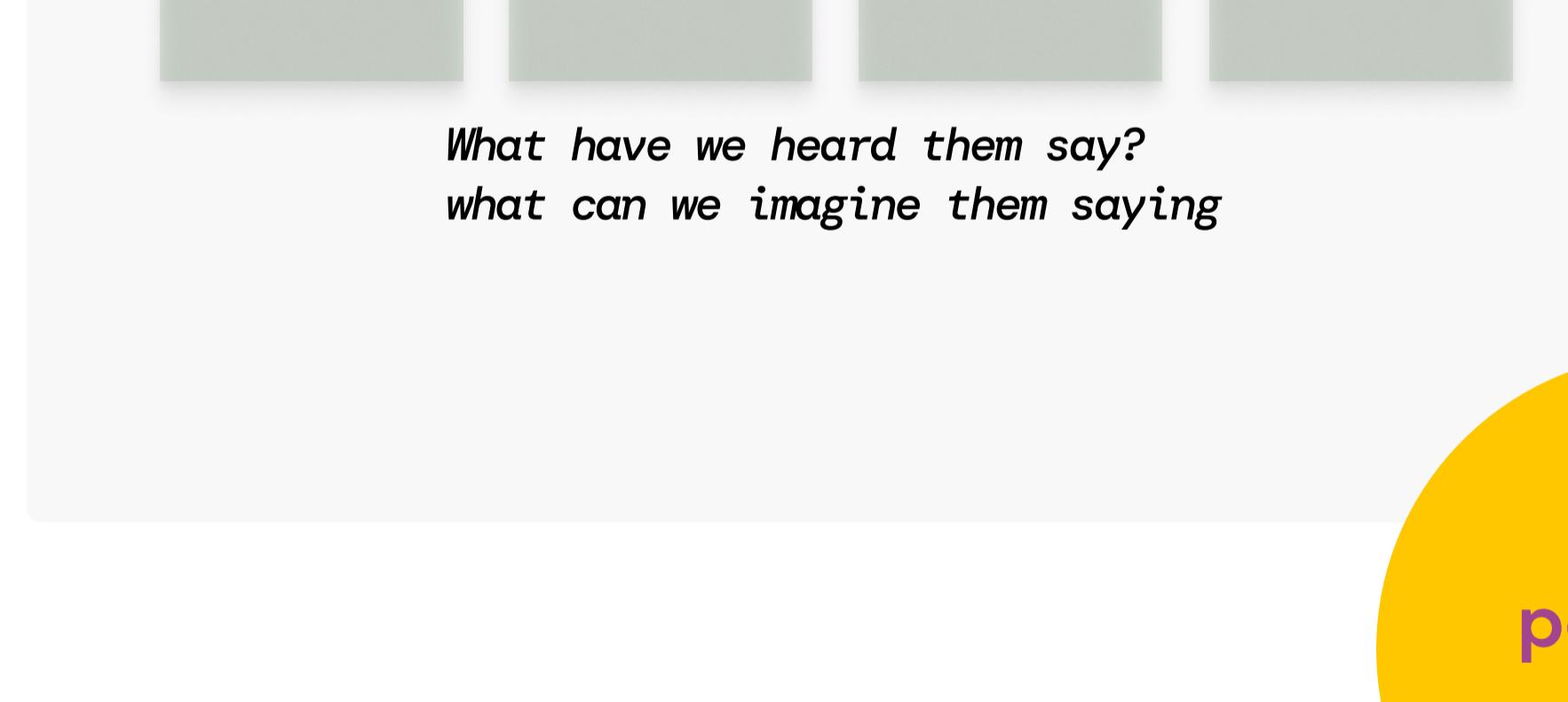
Current users



Feels

They are excited when they win a bid on a bike they like			

*What worries the user?
What does the user gets excited about?
How does the user feels about a experience?*

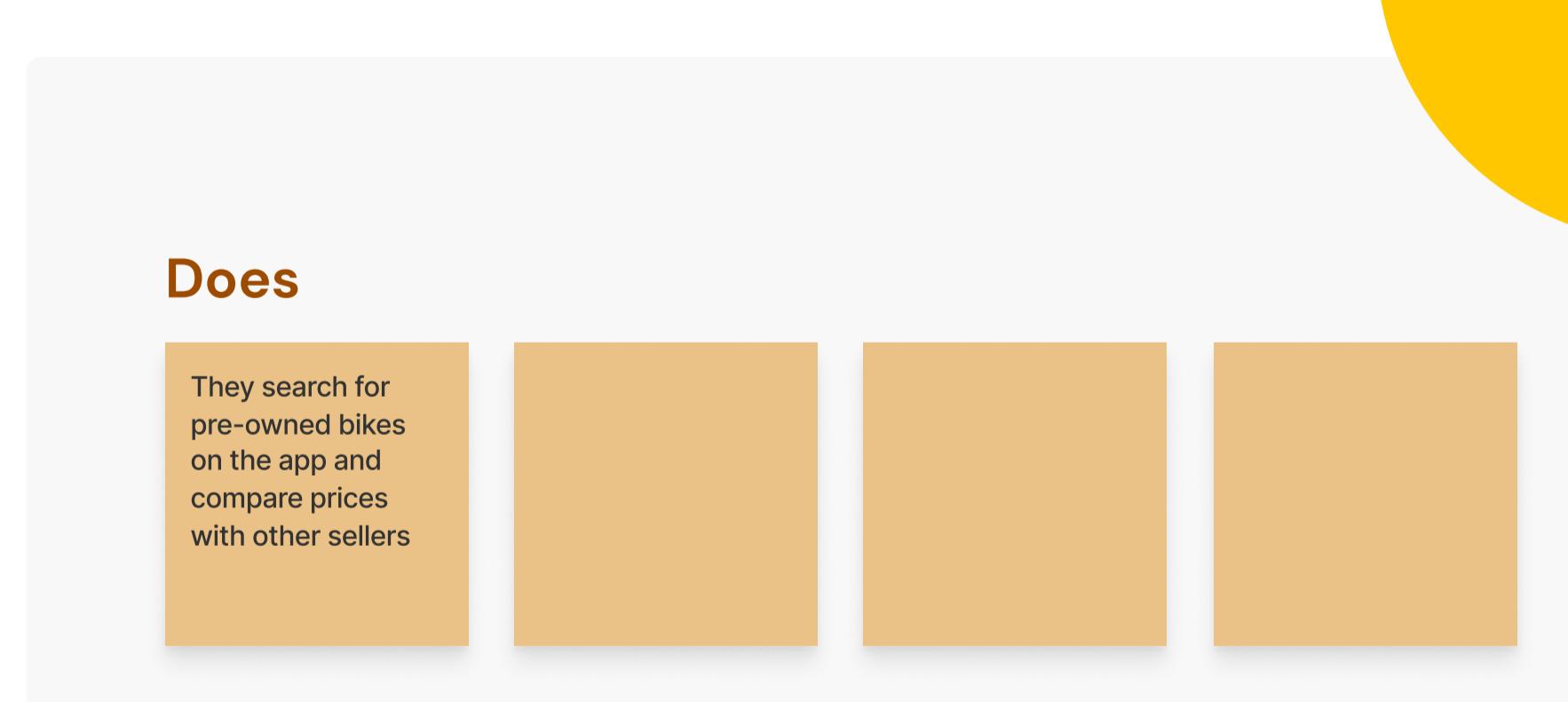


Thinks

They are excited to find a bike that fits their budget.			

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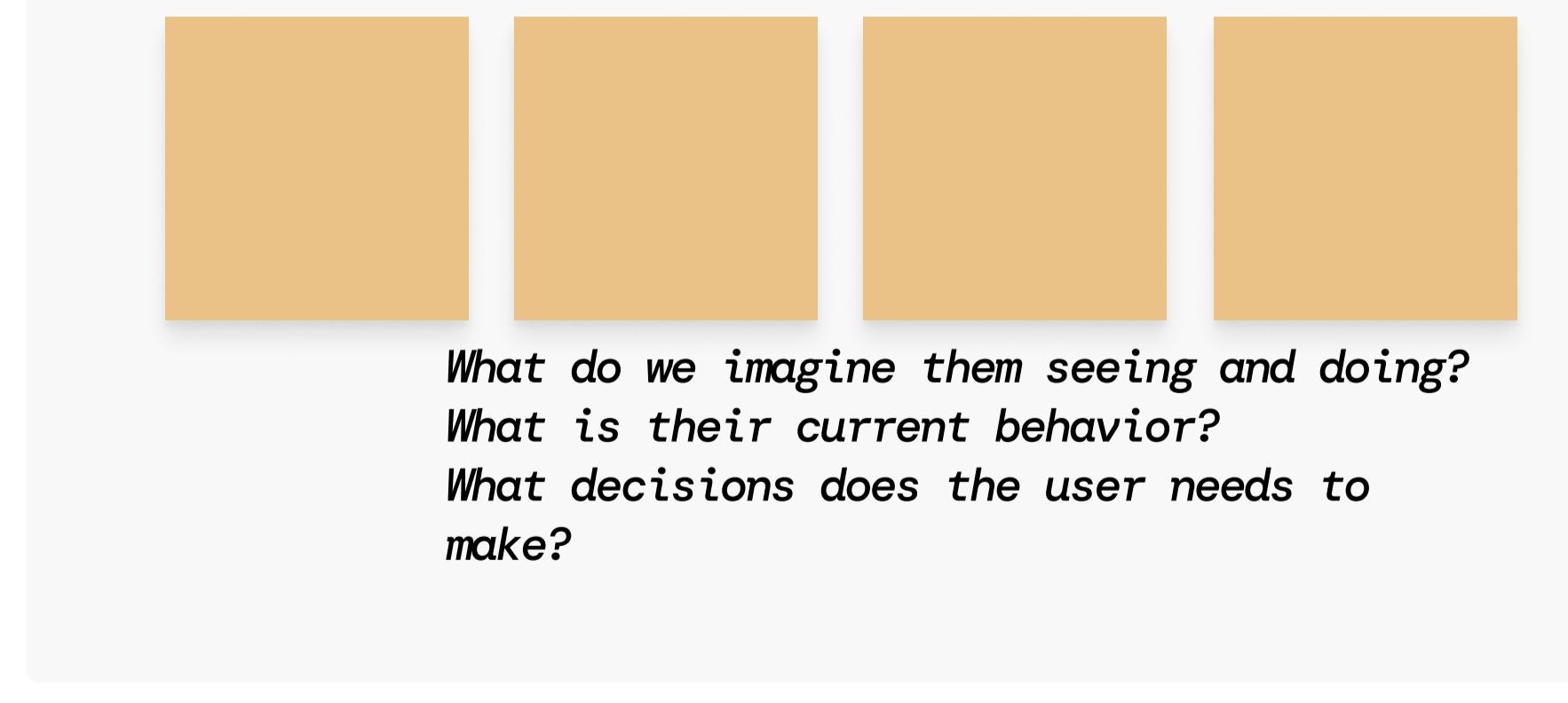
potential users



Feels

They are worried about the quality of the bike and if it will last.			

*What worries the user?
What does the user gets excited about?
How does the user feels about a experience?*



Thinks

They are excited to find a bike that fits their budget.			

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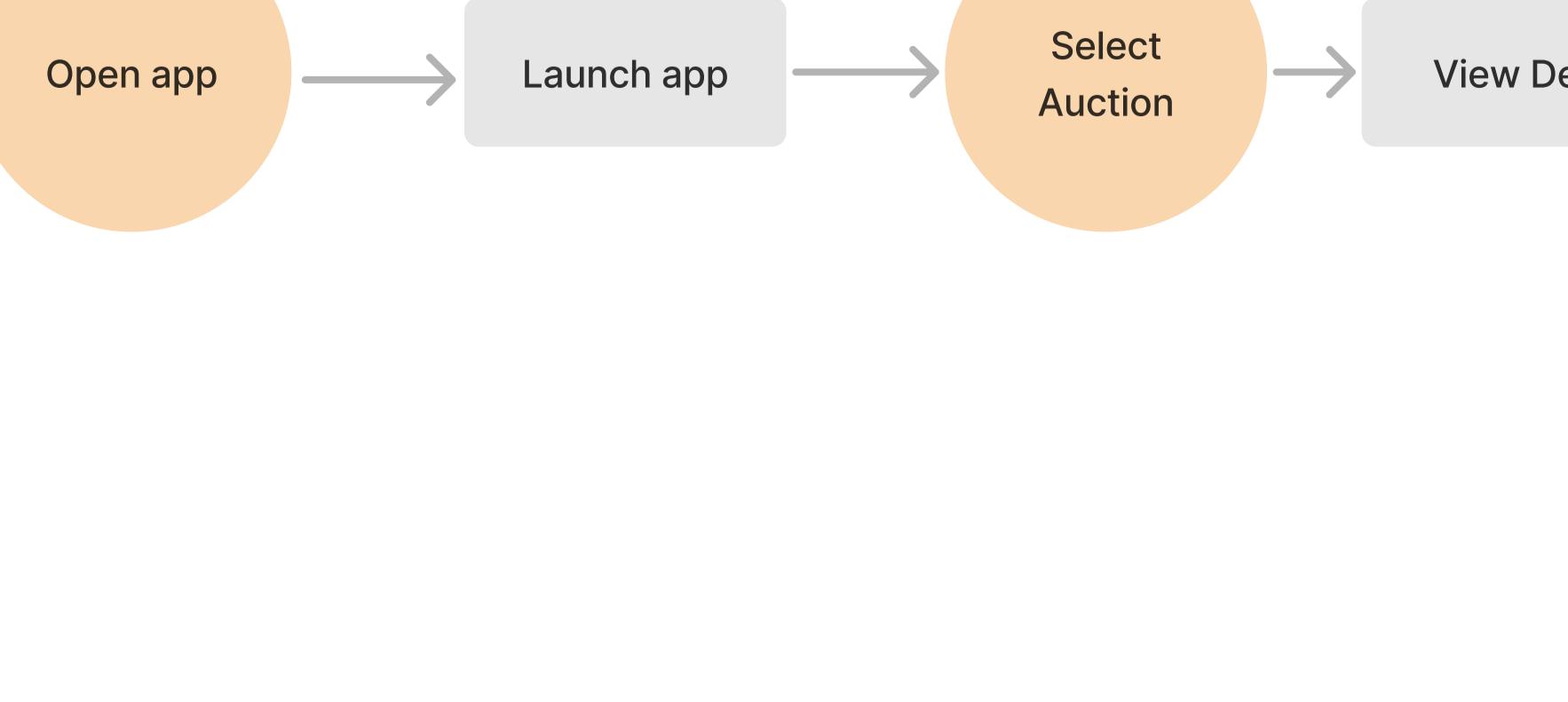


Thinks

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potential users

*What have we heard them say?
what can we imagine them saying*

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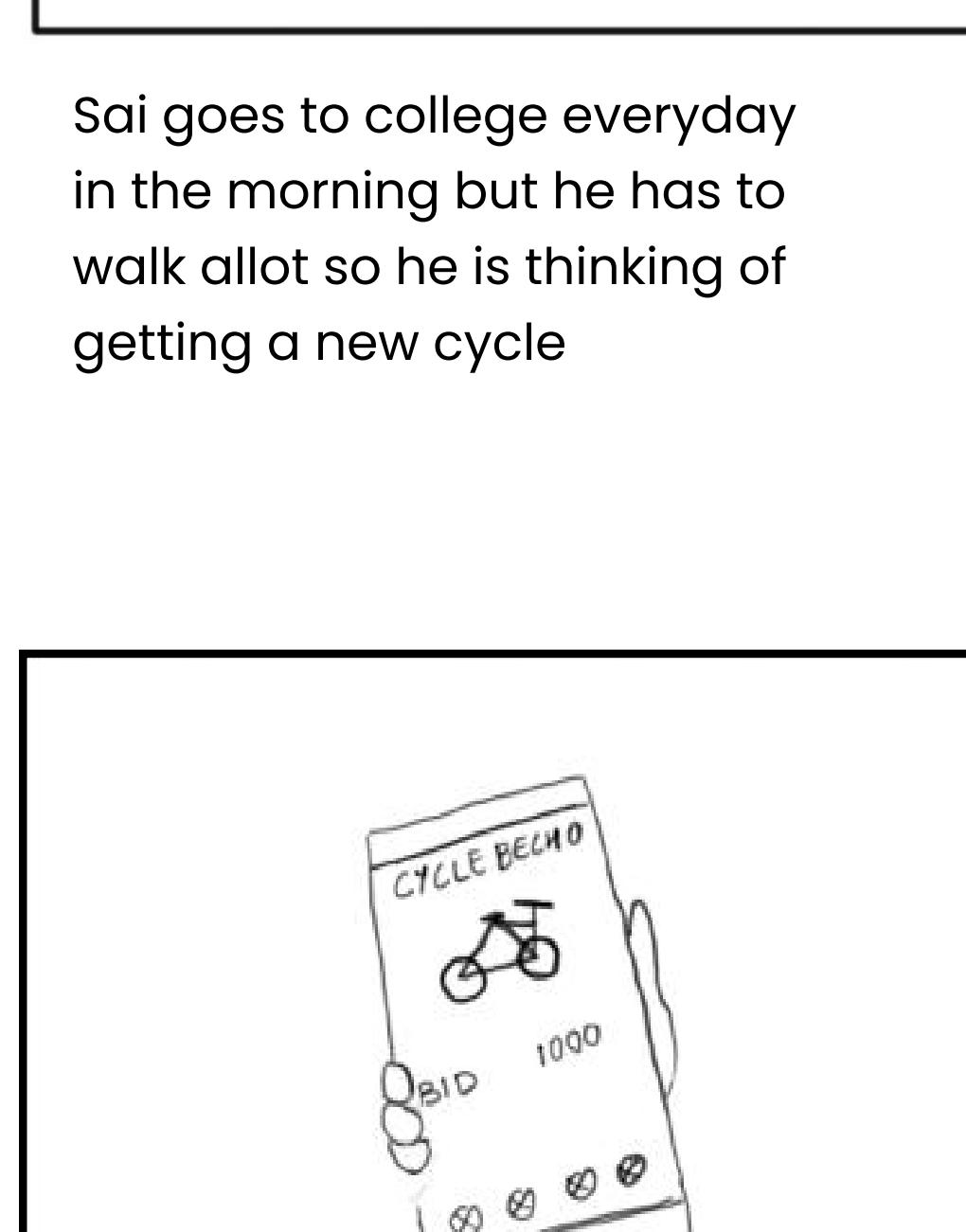
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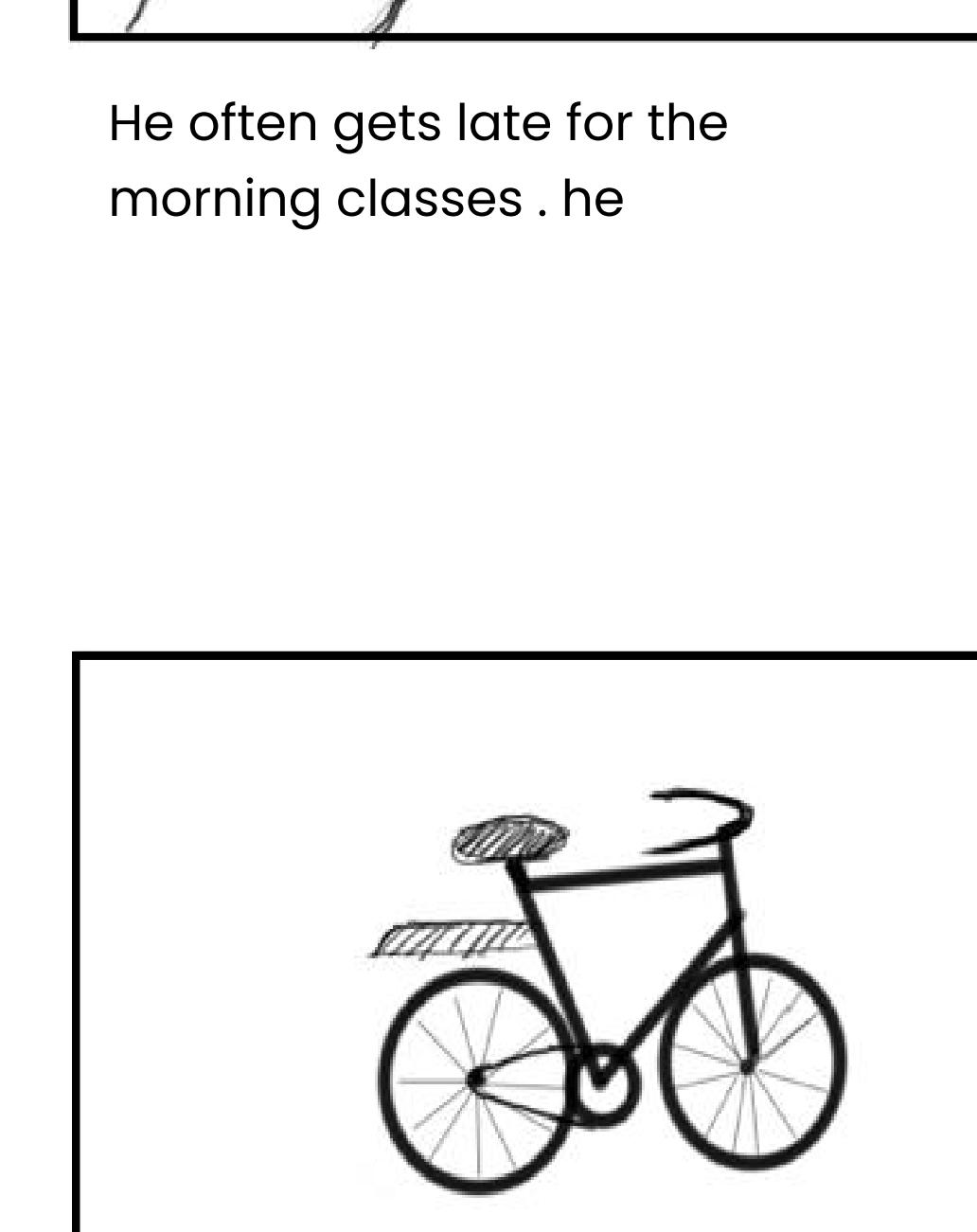
Thinks

Storyboarding

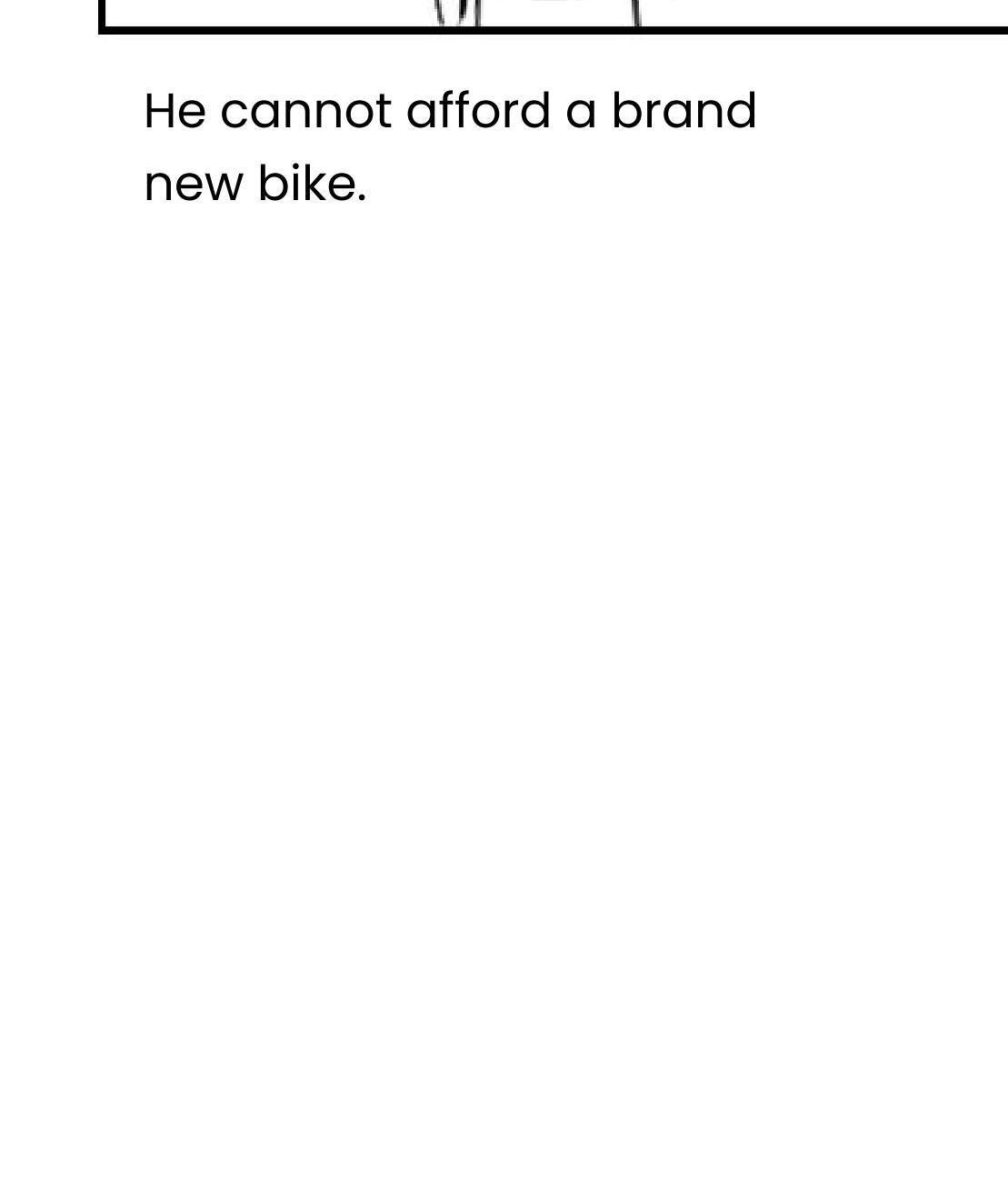
Sai



Sai goes to college everyday in the morning but he has to walk allot so he is thinking of getting a new cycle



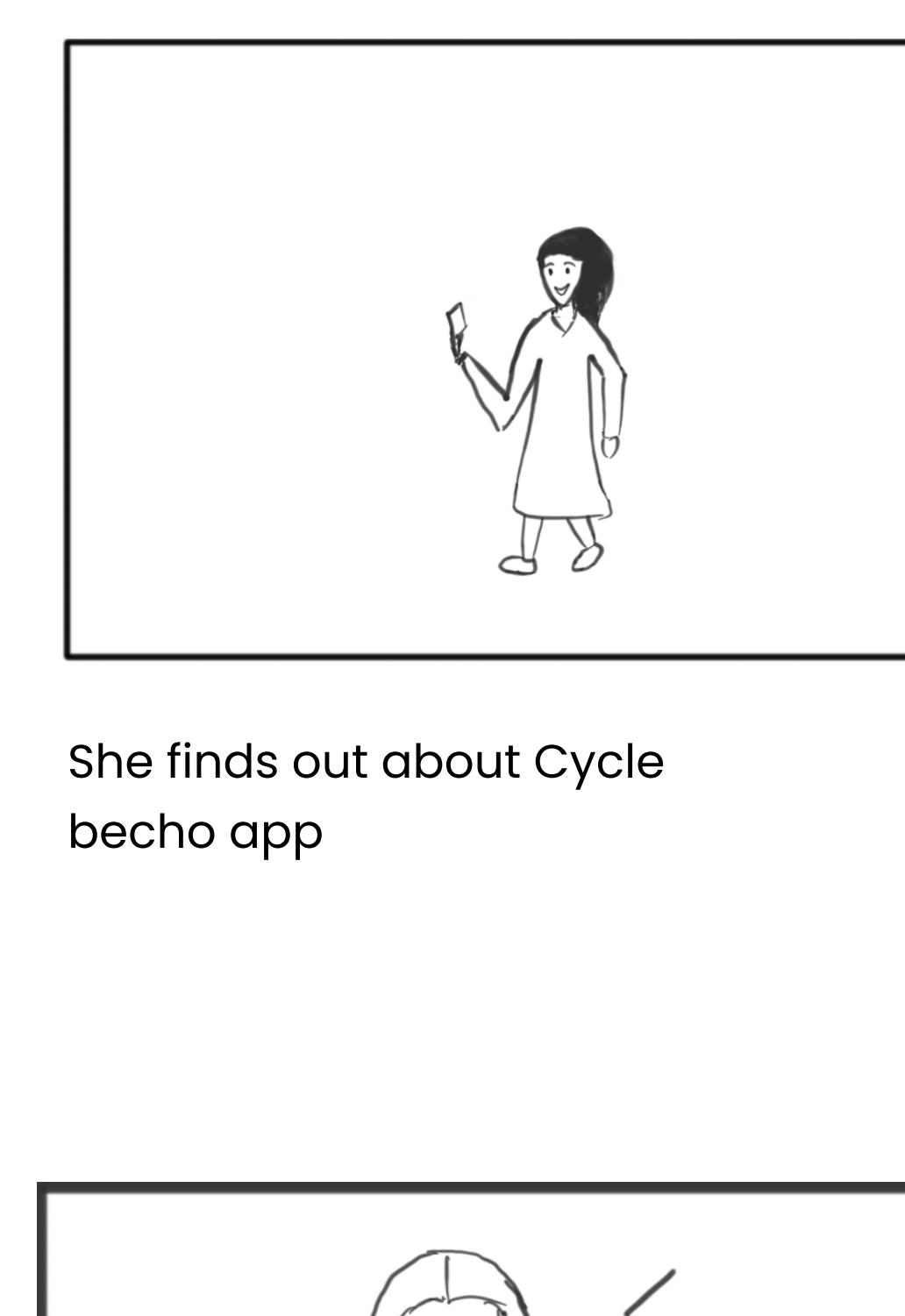
He often gets late for the morning classes , he



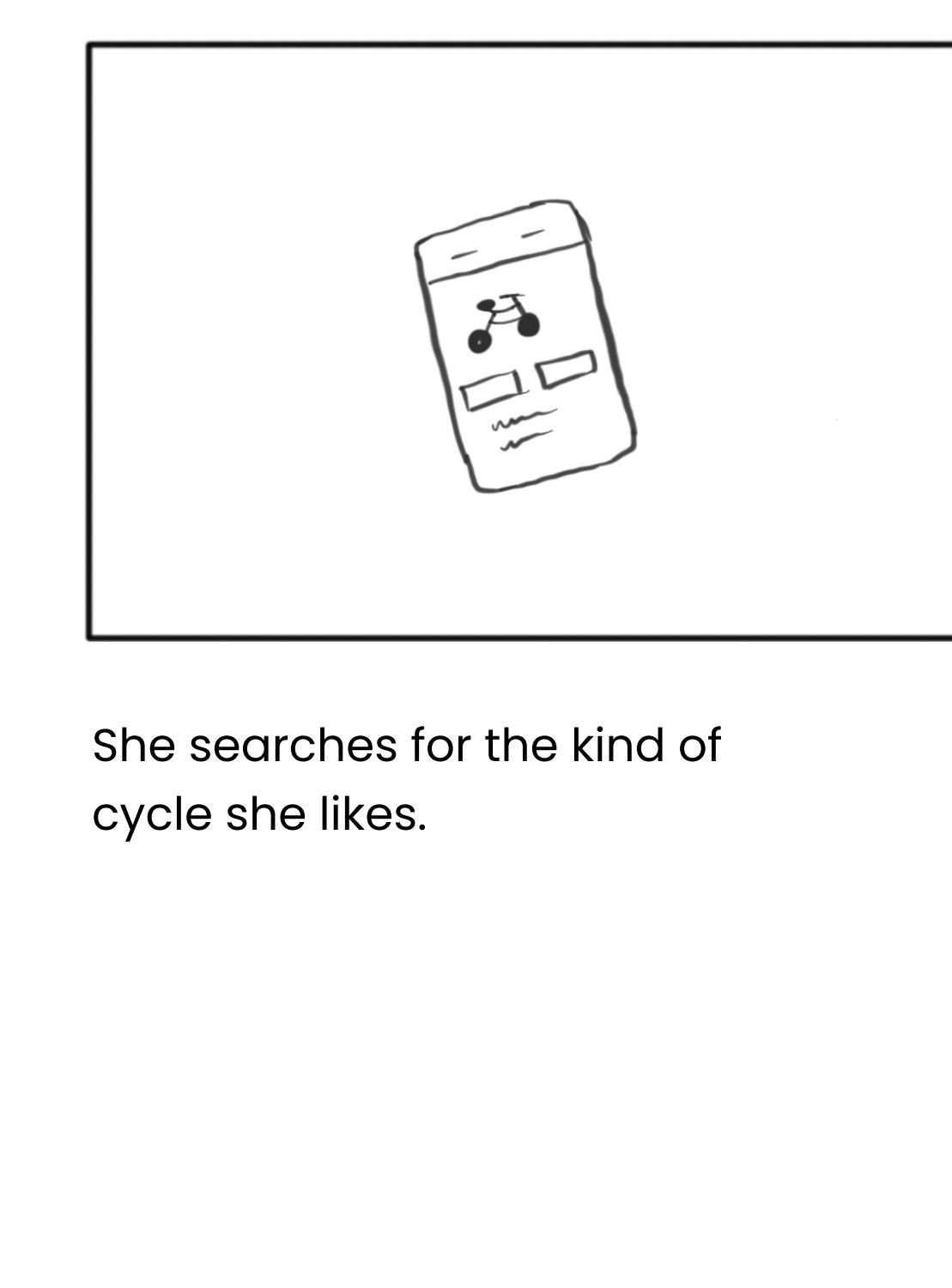
He cannot afford a brand new bike.



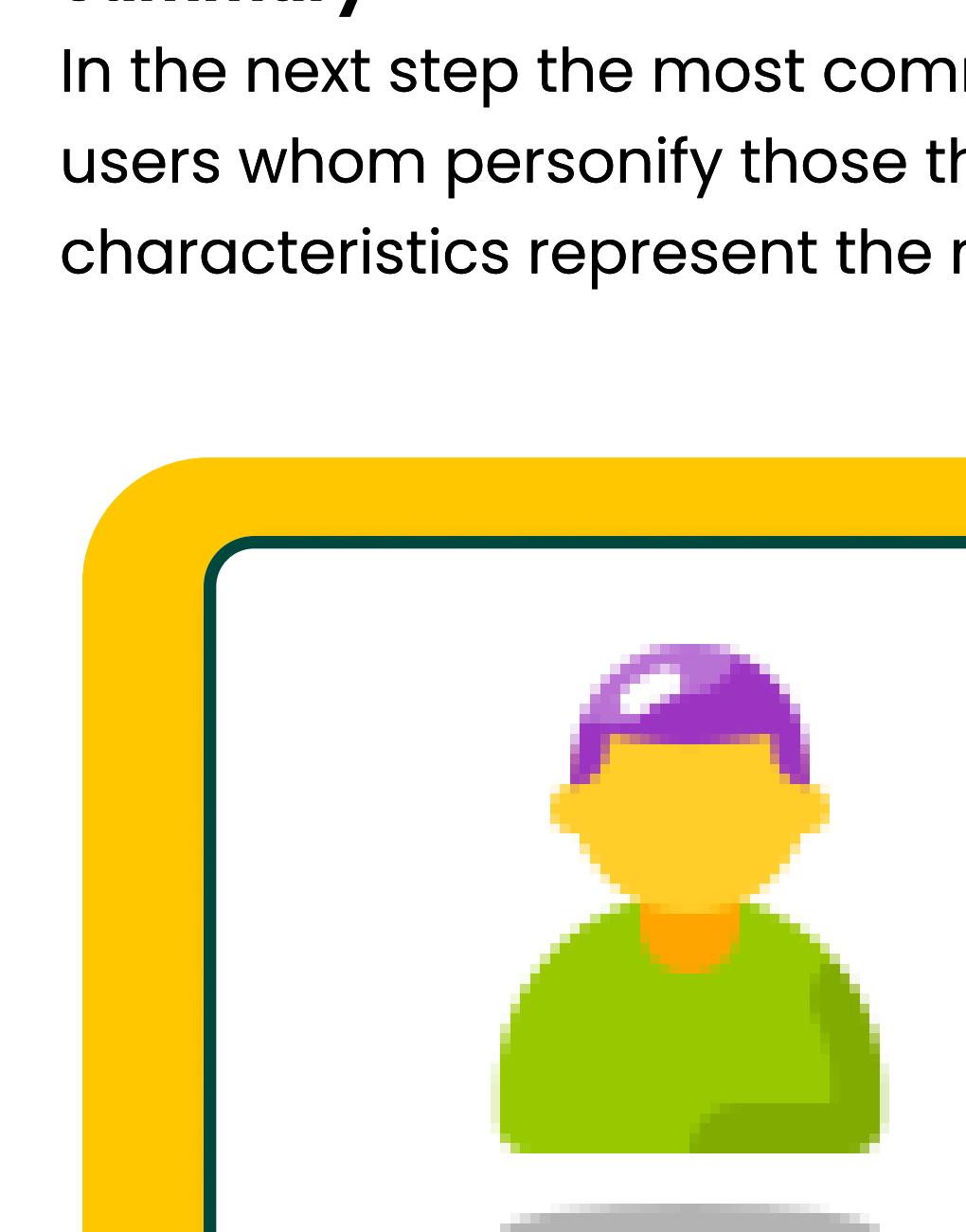
He finds out about cyclebecho app. he bids on a cycle he likes which is also budget friendly



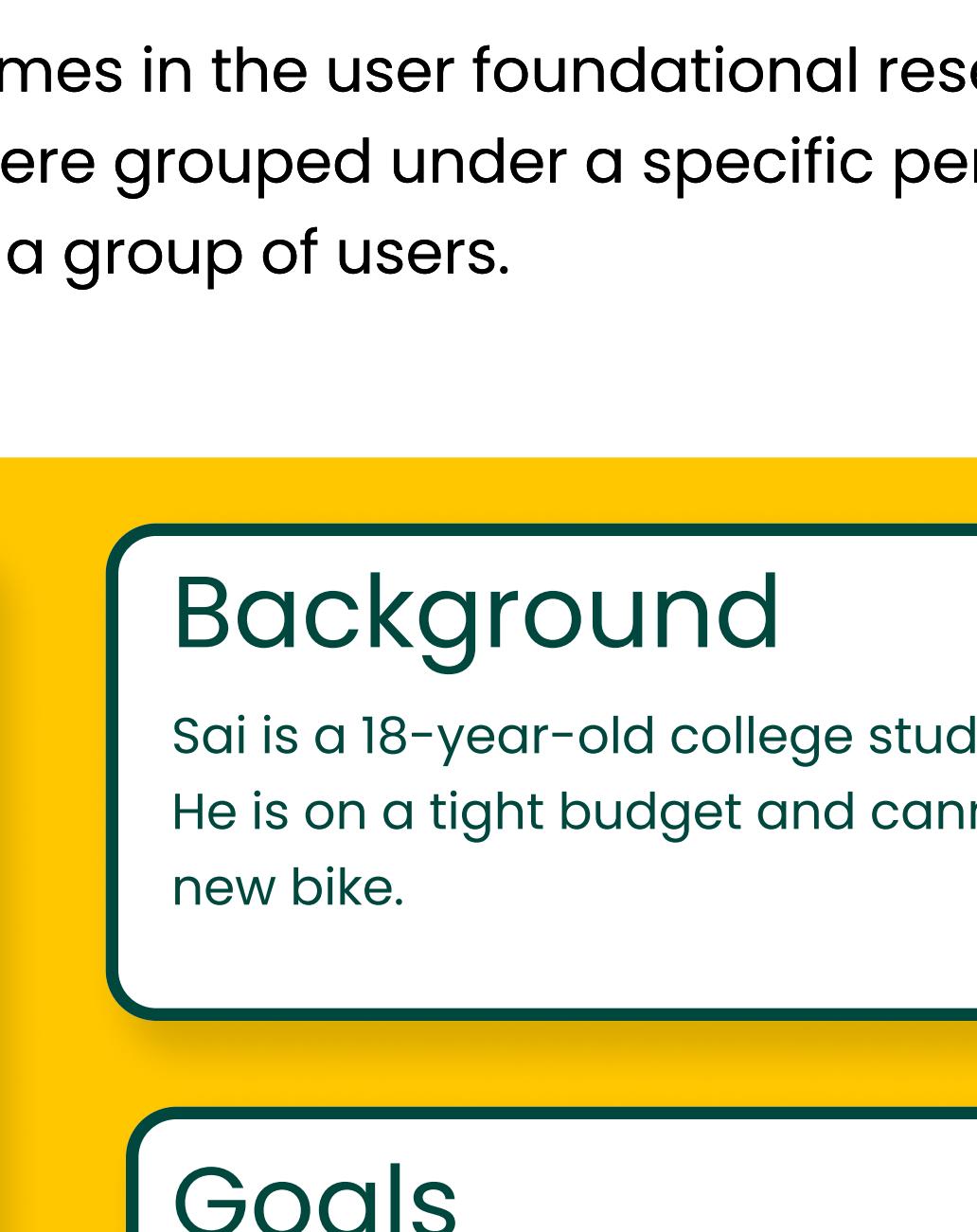
He receives his cycle and he is satisfied with the experience



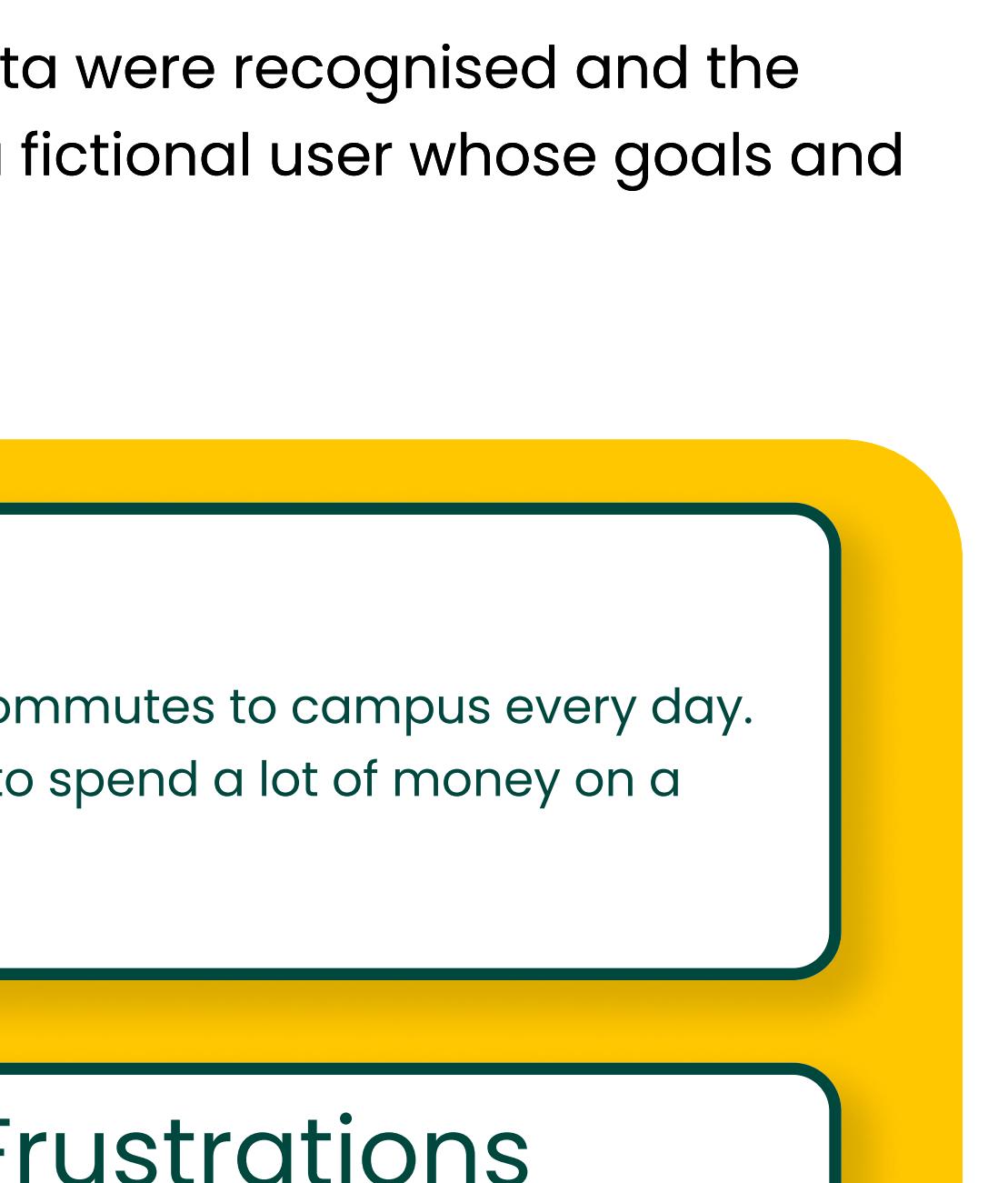
She searches for the kind of cycle she likes.



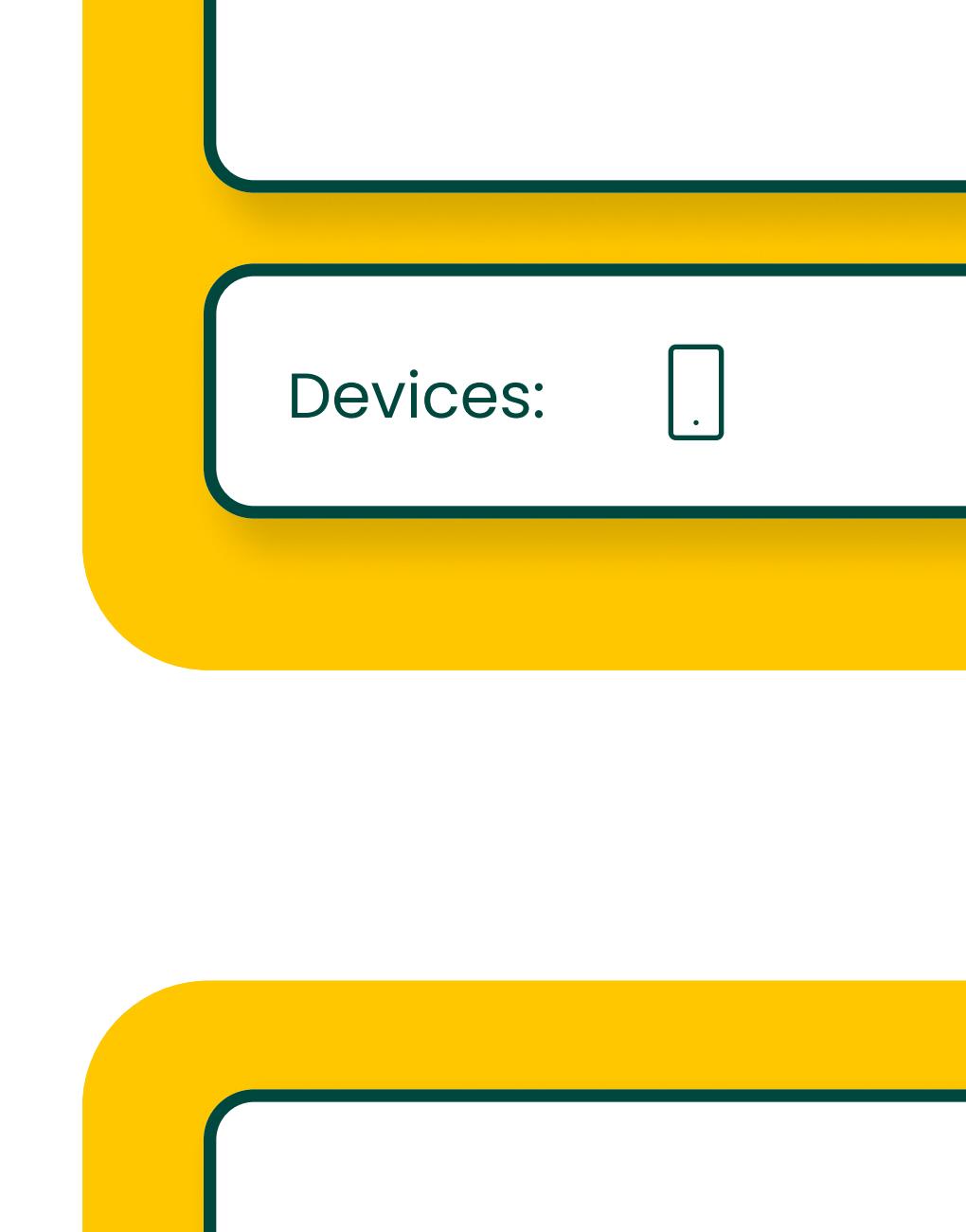
Pragya uses public transport to travel to college which gets expensive sometimes



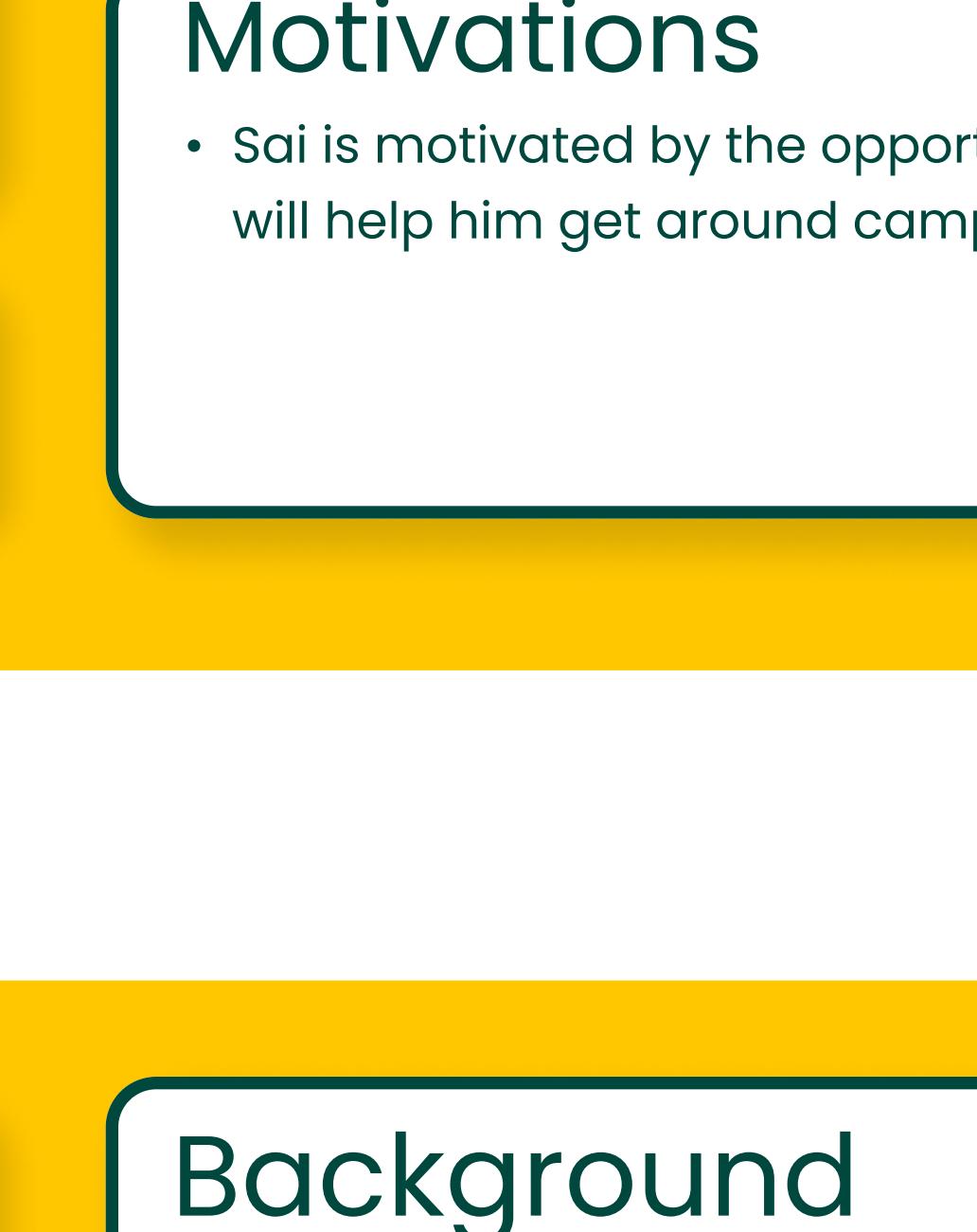
She finds out about Cycle becho app



She also compares the cycle with other sellers and finds that cyclebecho is better



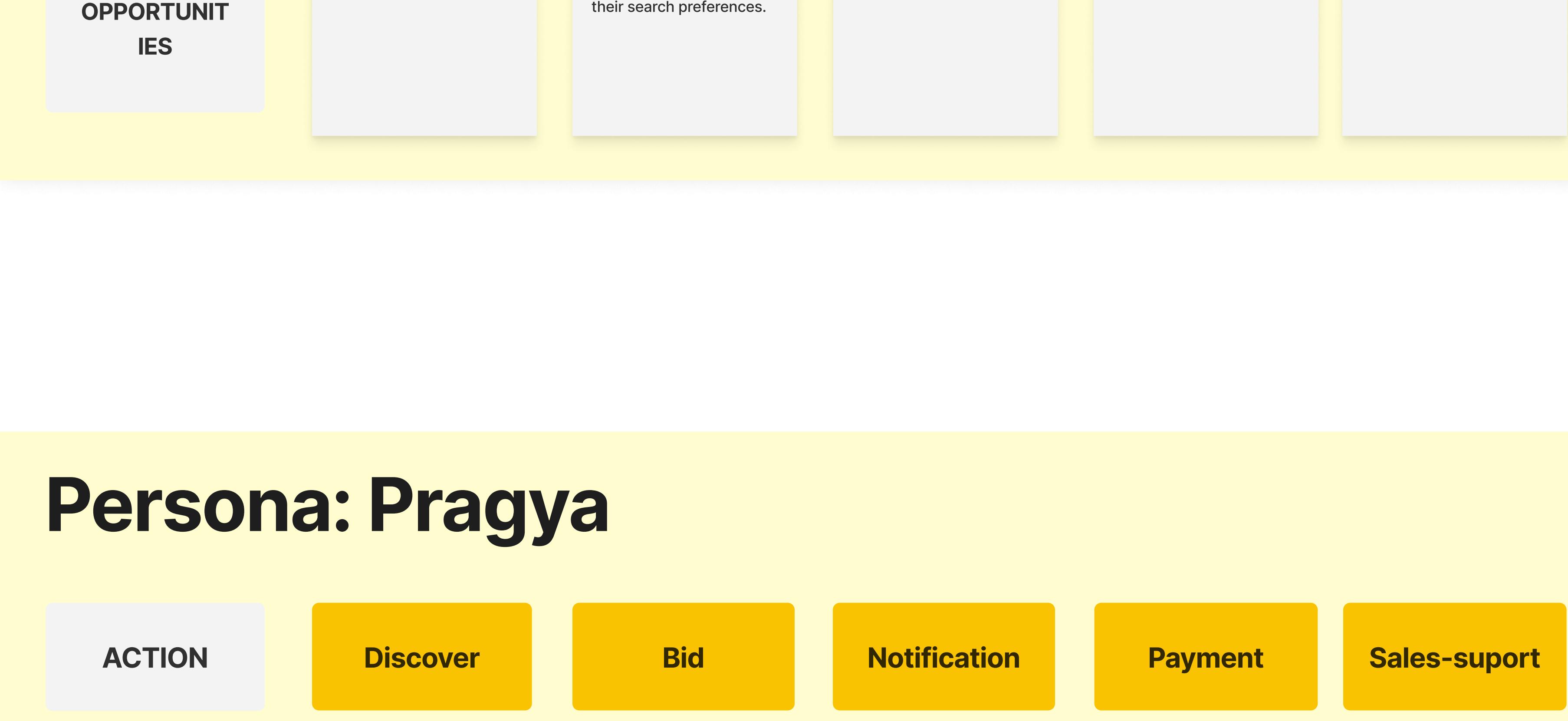
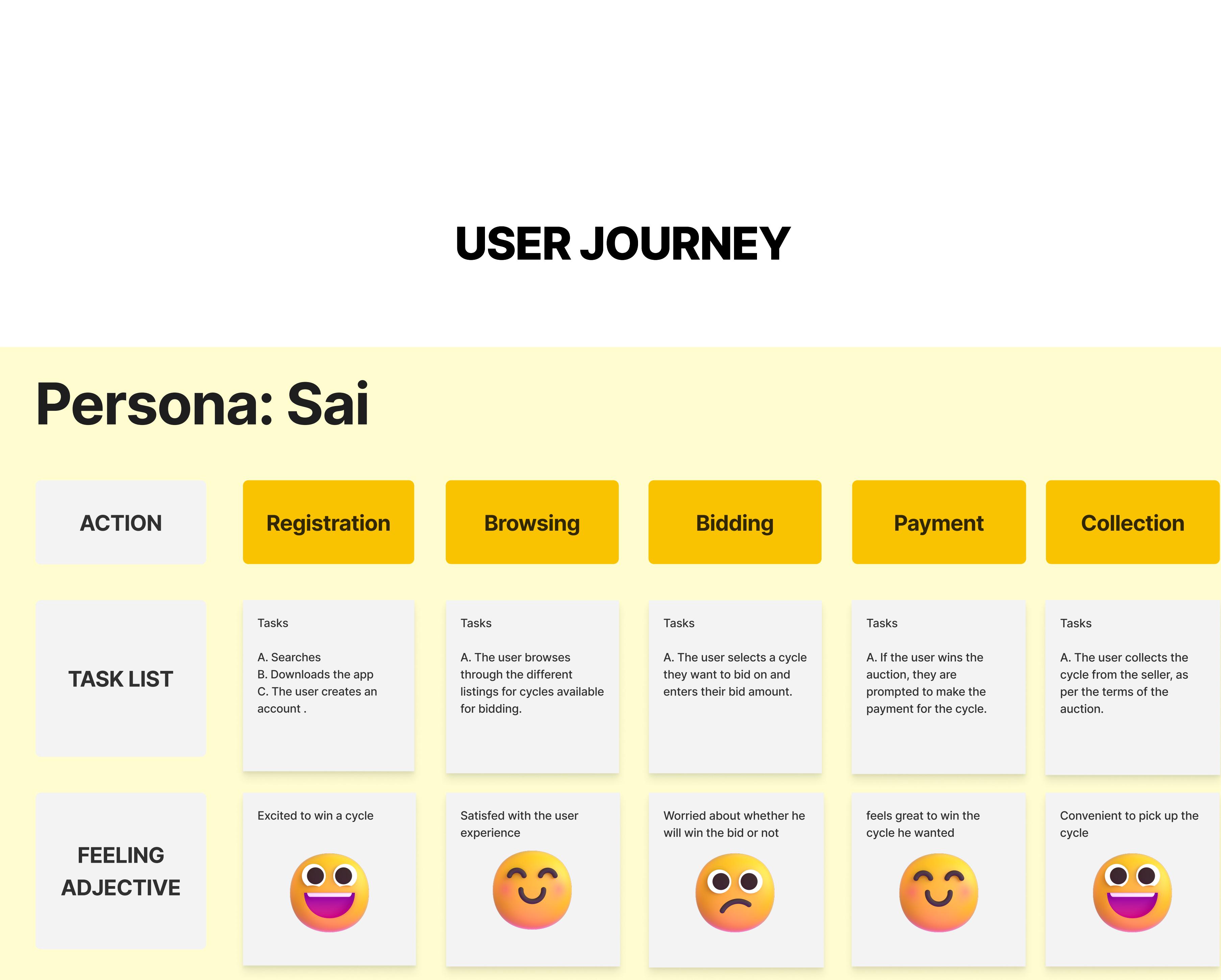
She receives her bike and she feels happy



Personas

Summary

In the next step the most common themes in the user foundational research data were recognised and the users whom personify those themes were grouped under a specific persona - a fictional user whose goals and characteristics represent the needs of a group of users.



USER JOURNEY

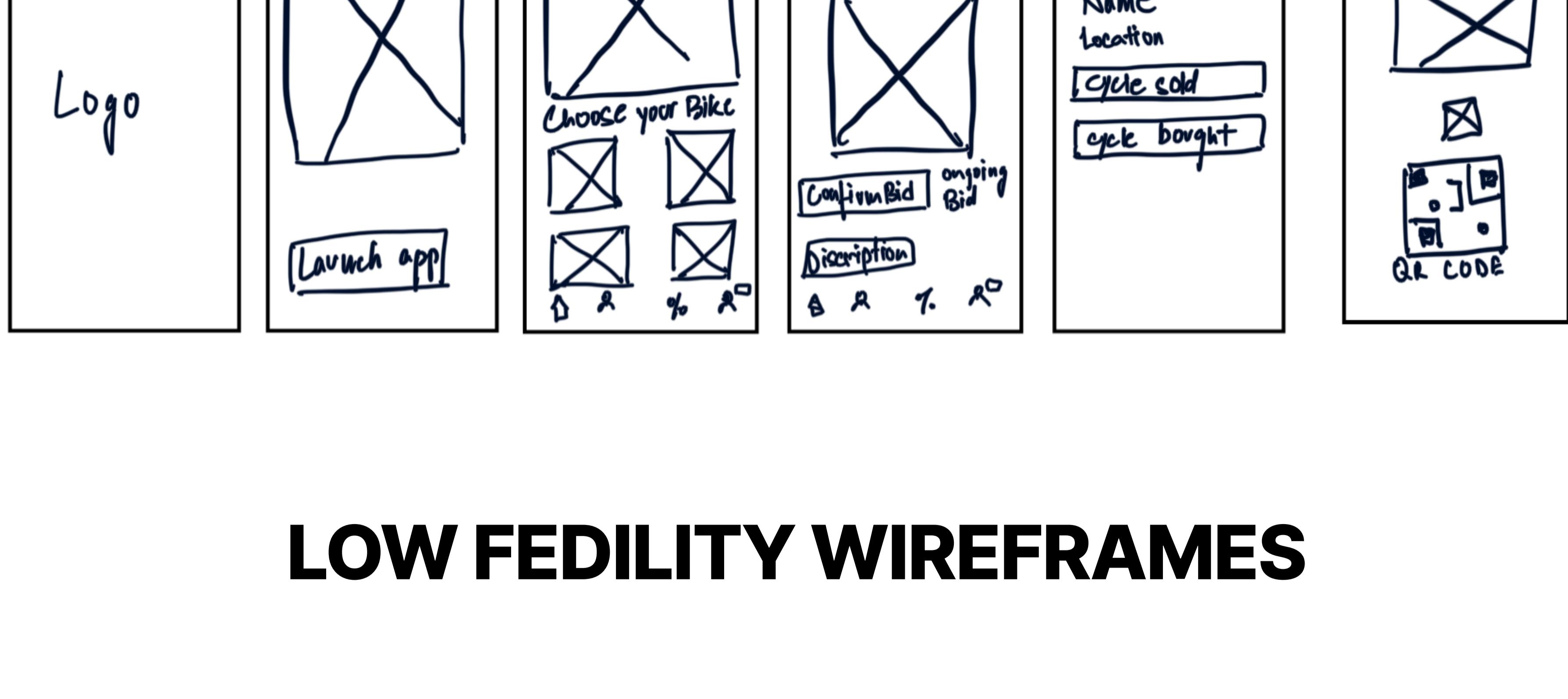
Persona: Sai

ACTION	Registration	Browsing	Bidding	Payment	Collection
TASK LIST	Tasks A. Searches B. Downloads the app C. The user creates an account .	Tasks A. The user browses through the different listings for cycles available for bidding.	Tasks A. The user selects a cycle they want to bid on and enters their bid amount.	Tasks A. If the user wins the auction, they are prompted to make the payment for the cycle.	Tasks A. The user collects the cycle from the seller, as per the terms of the auction.
FEELING ADJECTIVE	Excited to win a cycle	Satisfied with the user experience	Worried about whether he will win the bid or not	feels great to win the cycle he wanted	Convenient to pick up the cycle
IMPROVEMENT OPPORTUNITIES	Add quick login via google , facebook etc.	The app could improve the search functionality by allowing users to save their search preferences.	The app could provide more information about the seller.	The app could offer a rating system for both buyers and sellers.	The app could offer a delivery service for an additional fee.

Persona: Pragya

ACTION	Discover	Bid	Notification	Payment	Sales-support
TASK LIST	Tasks A. Pragya discovers the cycle bidding shop through social media. B. Downloads the app C. The user creates an account .	Tasks A. They place a bid by entering their maximum bid amount.	Tasks A. The notification system alerts the user when the auction is about to end and prompts them to submit a higher bid.	Tasks A. The user completes the payment through the cycle bidding shop's payment gateway.	Tasks A. Once the cycle is delivered, the cycle bidding shop provides post-sale support and maintenance services
FEELING ADJECTIVE	Happy to find a cycle bidding app	Nervous while bidding	Worried about whether he will win the bid or not	Excited to get her new cycle	Gladly promotes the app
IMPROVEMENT OPPORTUNITIES	Add quick login via google , facebook etc.	The app could improve the search functionality by allowing users to save their search preferences.	The app could provide more information about the seller.	The app could offer a rating system for both buyers and sellers.	The app could offer a delivery service for an additional fee.

PAPER WIREFRAMES



LOW FIDELITY WIREFRAMES



HIGH FIDELITY WIREFRAMES

