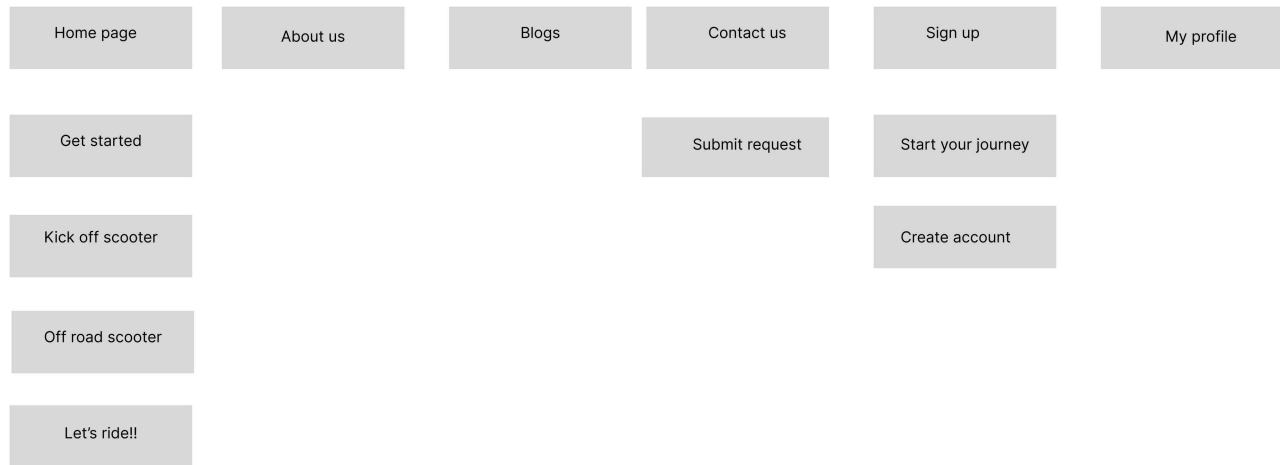


urbanglide\Milestone - 4.md

Sitemap



Layout and navigation:-

1. Organization:

- The website's content is logically organized into distinct sections, making it easy for users to locate information.
- Navigation menus are thoughtfully structured, allowing users to quickly find relevant pages or features.
- Content is presented in a clear and structured manner, reducing cognitive load and enhancing readability.

2. Ease of Navigation:

- The navigation menus are intuitive and user-friendly, enabling users to navigate the website with ease.
- Links and buttons are strategically placed, guiding users towards their desired destinations without confusion.
- Interactive elements, such as hover effects and dropdown menus, provide additional guidance and feedback to users.

3. Clarity of Headings, Labels, and User Instructions:

- Headings and labels are descriptive and informative, effectively communicating the purpose of each section or feature.
- User instructions are clear and concise, guiding users through complex processes or tasks without ambiguity.
- Error messages are informative and actionable, helping users understand and resolve any issues they encounter.

4. Obvious Call to Action:

- Call-to-action buttons are prominently displayed throughout the website, drawing users' attention to key actions such as booking a scooter rental.
- The language used in call-to-action buttons is persuasive and actionable, encouraging users to take the next step in their journey.
- Visual cues, such as contrasting colors or directional arrows, further emphasize the importance of call-to-action buttons and encourage user interaction.

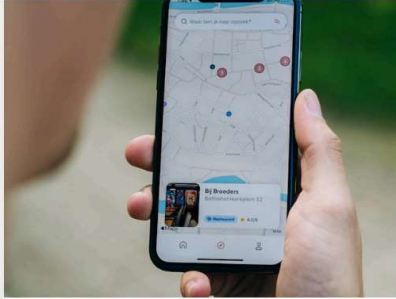
5. Minimum Number of Clicks:

- The website's architecture minimizes the number of clicks required to access essential information or complete tasks, enhancing user efficiency.
- Important pages or features are accessible within a few clicks, reducing user frustration and streamlining the browsing experience.
- Navigation pathways are optimized to minimize unnecessary steps, allowing users to accomplish their goals with minimal effort.

Visual design

Grids

How it **works?**



On your marks

Find nearby e-scooters using our real-time map feature.



Get set

Unlock your selected e-scooter seamlessly by scanning its QR code within the app.



Go!!

Enjoy a smooth and eco-friendly ride through the city streets with our e-scooters.

Colors

****Color scheme is checked and adjusted for accessibility**

Your **Urban Adventure** Begins Here

Find your first **Ride!!**

Let's Ride →

Explore our **vehicles**



Kick scooter



Off road scooter

Typography

Typography: Roboto for Headings and Poppins for Body Text

1. Roboto for Headings:

- **Modern and Versatile:** Roboto is a modern and versatile sans-serif typeface that adds a contemporary touch to the website's headings.
- **Distinctive Character:** With its clean lines and geometric shapes, Roboto provides a distinctive character to the headings, ensuring they stand out prominently on the page.
- **Readability:** The balanced proportions and consistent letterforms of Roboto enhance readability, making it easy for users to quickly scan headings and grasp the content hierarchy.

2. Poppins for Body Text:

- **Clarity and Legibility:** Poppins, a sans-serif typeface with rounded corners, offers excellent clarity and legibility for body text, ensuring optimal readability across various screen sizes.
- **Friendly and Approachable:** The soft curves and rounded terminals of Poppins create a friendly and approachable tone, making it suitable for conveying longer blocks of text.
- **Visual Harmony:** The pairing of Roboto and Poppins creates visual harmony on the website, with Roboto's bold headings complementing Poppins' clean and elegant body text.

Iconography

Certainly! Here are the revised points without the "Engagement" topic:

1. Facebook Icon:

- **Recognizable Branding:** The Facebook icon, featuring the brand's iconic lowercase "f" in a square, is instantly recognizable and associated with the popular social media platform.
- **Symbol of Connectivity:** The Facebook icon symbolizes connectivity and social interaction, allowing users to easily identify and connect with the brand's Facebook page.
- **Consistency:** By using the official Facebook icon, the website maintains consistency with the platform's branding guidelines, ensuring a cohesive visual identity.

2. LinkedIn Icon:

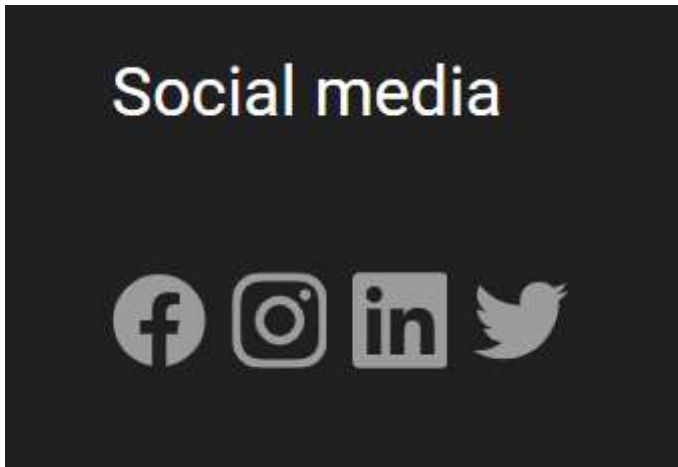
- **Professional Network:** The LinkedIn icon, featuring the platform's distinctive "in" logo, represents a professional networking platform aimed at connecting professionals and businesses.
- **Professionalism and Credibility:** Including the LinkedIn icon on the website conveys professionalism and credibility, indicating the brand's presence on a reputable professional networking platform.
- **Networking Opportunities:** The LinkedIn icon provides users with a direct link to the brand's LinkedIn profile, offering networking opportunities and facilitating professional connections.

3. Twitter Icon:

- **Microblogging Platform:** The Twitter icon, featuring the platform's recognizable blue bird logo, represents a popular microblogging platform used for sharing thoughts, news, and updates.
- **Brand Promotion:** By linking to the brand's Twitter profile, the icon enables users to stay updated on the latest news, promotions, and announcements from the brand.

4. Instagram Icon:

- **Visual Storytelling:** The Instagram icon, featuring the platform's iconic camera logo, represents a visual-centric platform focused on sharing photos and videos.
- **Brand Visibility:** By linking to the brand's Instagram profile, the icon enhances brand visibility and allows users to explore visual content shared by the brand.



User feedback and guidance

Hey there,

Just checked out the website's heatmaps, and there are some interesting insights!

Seems like folks on desktops are more into scrolling down the page, but only about half of them actually make it to the bottom. Looks like there's room to grab their attention better down there.

Also, it's cool to see that desktop users are really digging the "Let's Ride" and "Get Started" buttons. They're definitely showing interest in the product and service.

But when it comes to mobile users, they're mostly clicking on the "Blogs" link. Looks like they're more into getting more info rather than jumping straight into the main offer.

So, here are a couple of takeaways:

1. We might wanna tweak the website to be more mobile-friendly, so it looks good and works well on different screen sizes.
2. Adding more visuals, like images or videos, especially near the top of the page, could help showcase the benefits of the product or service right away.
3. And hey, let's make those calls to action super clear and compelling, like "Sign Up" or "Contact," to keep users engaged and reduce any bounce rates.

Error handling



Location

jaljer

Error while fetching your request

Search

Login

adfe|


⚠ Please include an '@' in the email address. 'adfe' is missing an '@'.

password

Login

Don't have an account? [Sign up](#)

Performance




Discover the city with UrbanRide

Latest Performance Report for:

<https://mpatel24.imgd.ca/>

Report generated: Tue, Apr 2, 2024 11:27 PM -0700
Test Server Location: 🇨🇦 Vancouver, Canada
Using: 🦊 Chrome 117.0.0.0, Lighthouse 11.0.0

Share 

GTmetrix Grade ?

A	Performance ? 92%	Structure ? 89%
----------	-----------------------------	---------------------------

Web Vitals ?

LCP ? 1.5s	TBT ? 0ms	CLS ? 0.04
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Case study

UrbanGlide - Case study

Project Title & Subtitle

UrbanGlide - Empowering Urban Mobility

Client/Company/Project type

UrbanGlide - E-scooter rental service

Project date/duration

January 2024 - April 2024

Your role

Lead developer and designer

Project Summary

The UrbanGlide project aimed to revolutionize the e-scooter rental experience by providing a streamlined online platform for users to easily discover, book, and ride electric scooters in urban areas. By reimagining the website layout and optimizing key features, the project sought to enhance user satisfaction, increase booking conversions, and solidify UrbanGlide's position as a leader in sustainable urban transportation.

The challenge

The primary challenge was to address the existing website's outdated design and cumbersome booking process, which hindered user engagement and conversion rates. Additionally, UrbanGlide aimed to differentiate itself from competitors by offering a unique and memorable online experience while maintaining a strong focus on usability and functionality.

The solution

The solution involved a comprehensive redesign of the UrbanGlide website, focusing on enhancing the user experience, optimizing booking processes, and improving brand visibility. This included implementing a clean and intuitive layout, incorporating vibrant visuals to showcase the scooters, and streamlining the booking system for a seamless user journey. Additionally, the website was optimized for mobile responsiveness to cater to users on various devices.

Results

The UrbanGlide website redesign project successfully transformed the online presence of the e-scooter rental service, resulting in a modern, user-friendly platform that increased customer engagement and bookings. The revamped design improved overall brand perception and positioned UrbanGlide as a leading player in the urban mobility market.

User persona

Tyler



Job Title

IT specialist

Age

35 to 44 years

Highest Level of Education

Master's degree (e.g. MA, MS)

Social Networks



Industry

Technology

Tools They Need to Do Their Job

- Project Management
- Cloud-Based Storage & File Sharing Applications

They Gain Information By

Online courses

Their Job Is Measured By

team productivity

Goals or Objectives

- To streamline his daily commute through innovative and tech-driven solutions.
- To find efficient transportation options that reduce his dependency on traditional modes of commuting.

Biggest Challenges

- Traffic Congestion: Tyler often faces traffic congestion during peak hours, impacting his commute time.
- Lack of Parking: Parking in busy urban areas is a challenge, especially when attending events or social gatherings.

Organization Size

Self-employed

Needs

- Tech-Driven Solutions: Tyler is always on the lookout for technologically advanced solutions to simplify his daily routines.
- Flexibility: He values transportation options that provide flexibility and adapt to his dynamic schedule.

Mood board

Mood board

Colors



Fonts

Robot - Headings

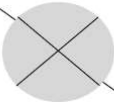
Poppins - Paragraph text

Images



Wireframes

Home page



UrbanGlide

Button

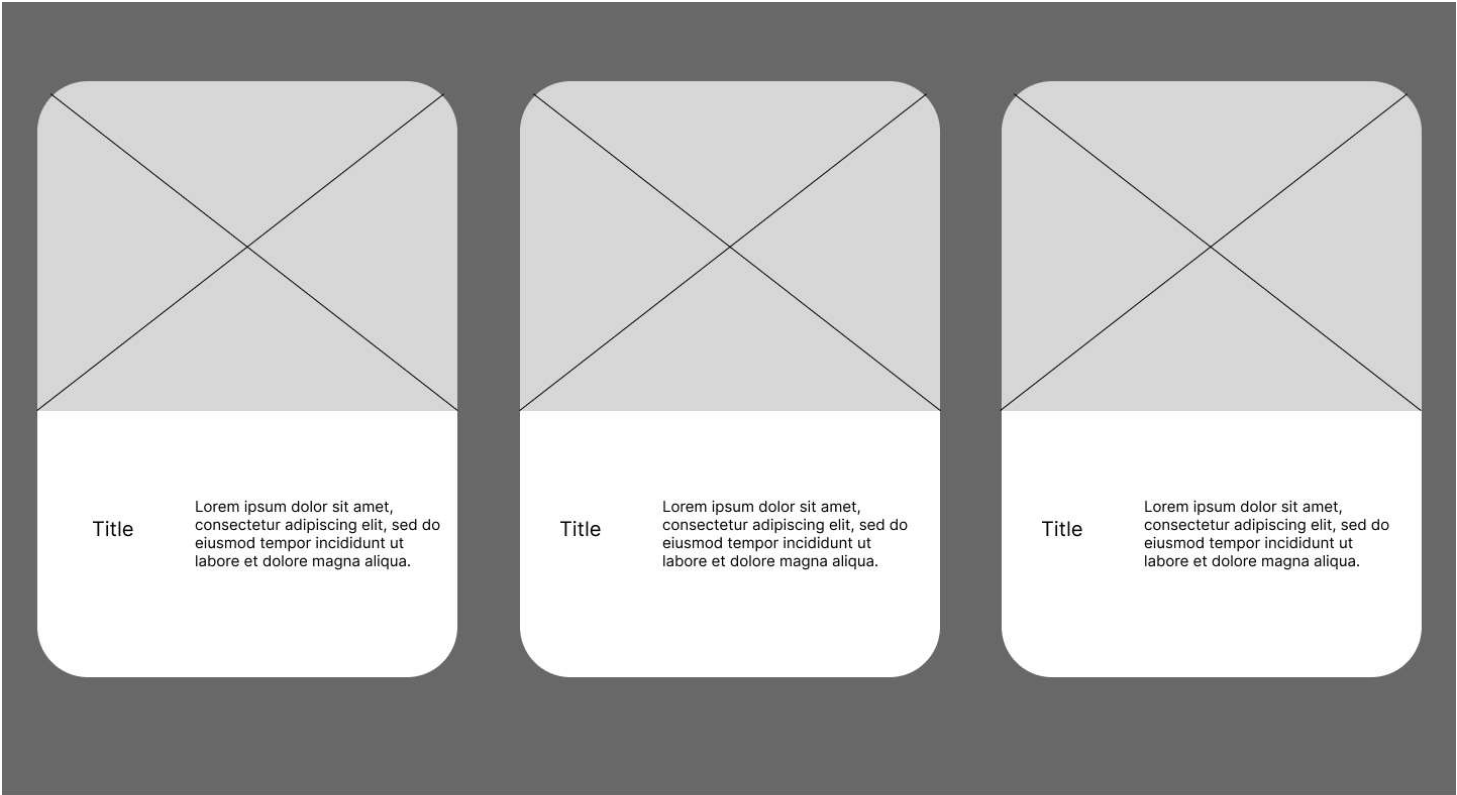
Button

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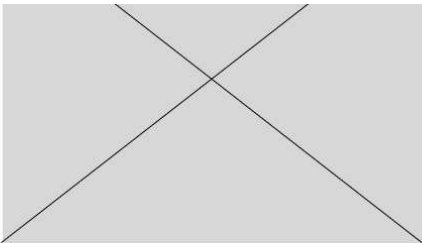
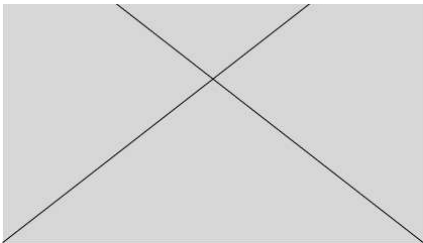
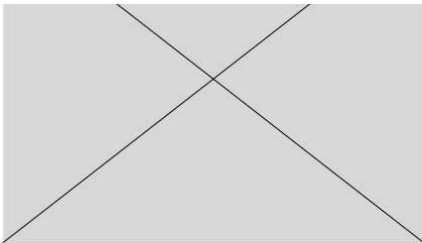
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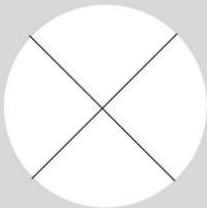
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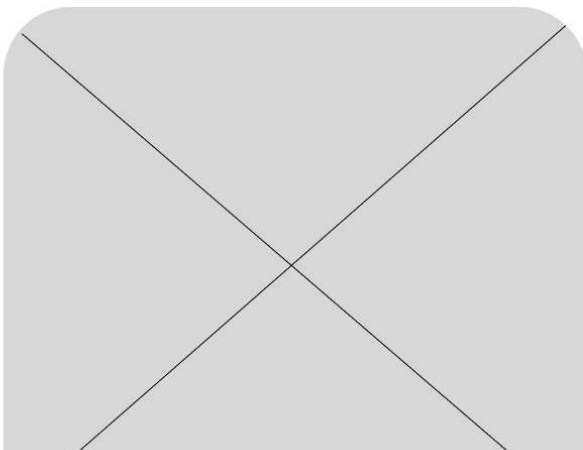
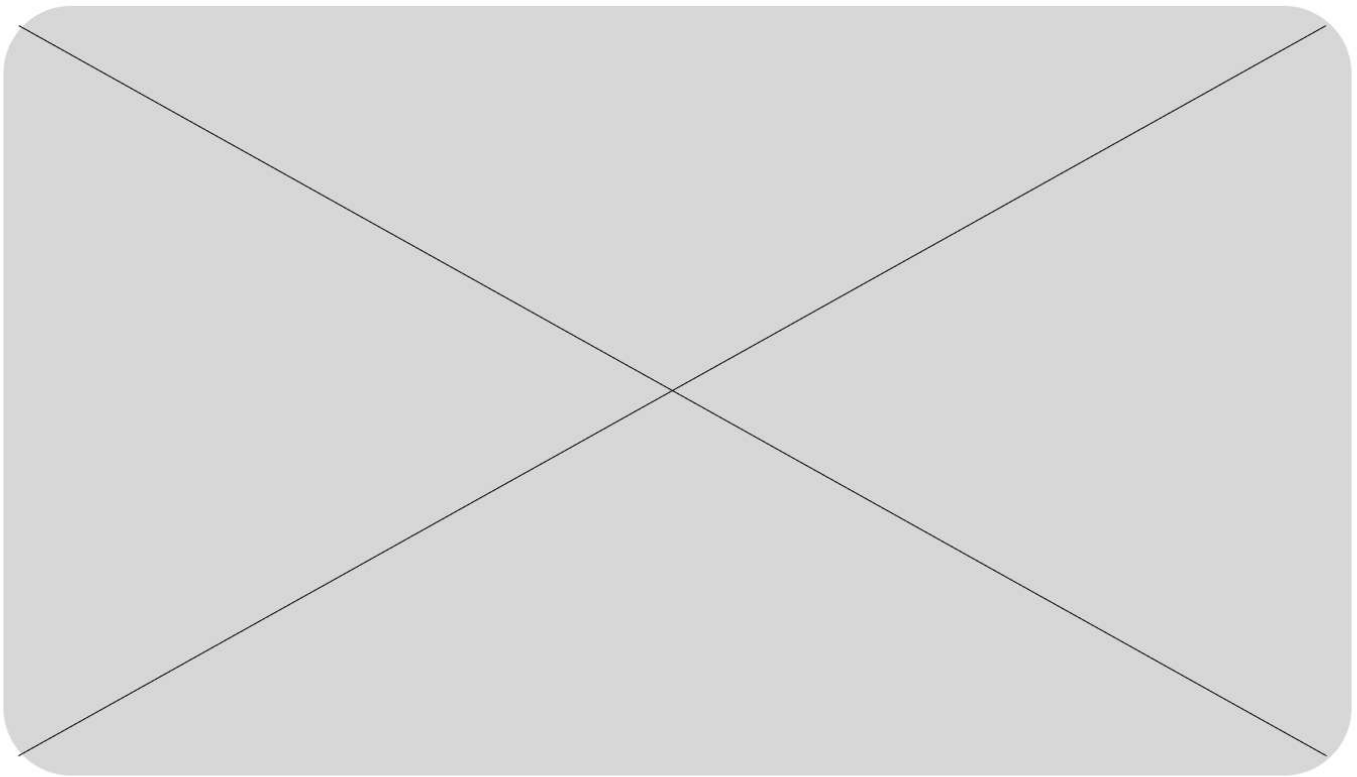
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About us



Who we are

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Who we are

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About UrbanGlide

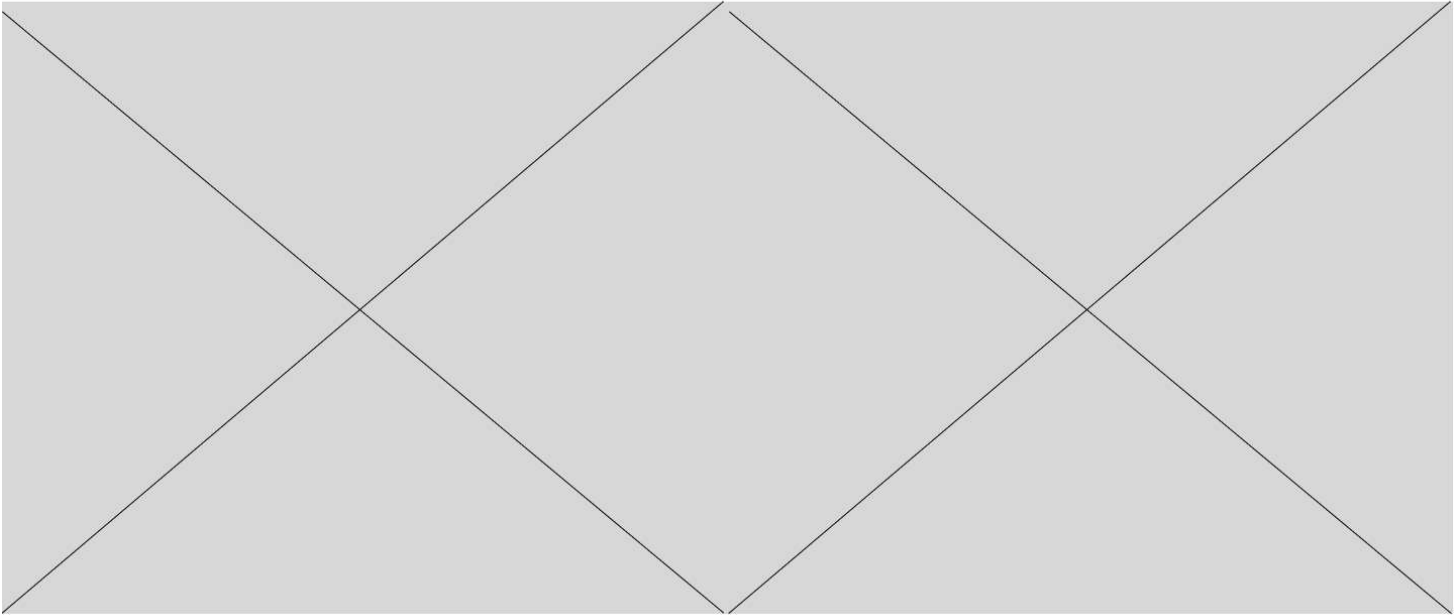


Image 1

About image 1 section

Image 2

About image 2 section

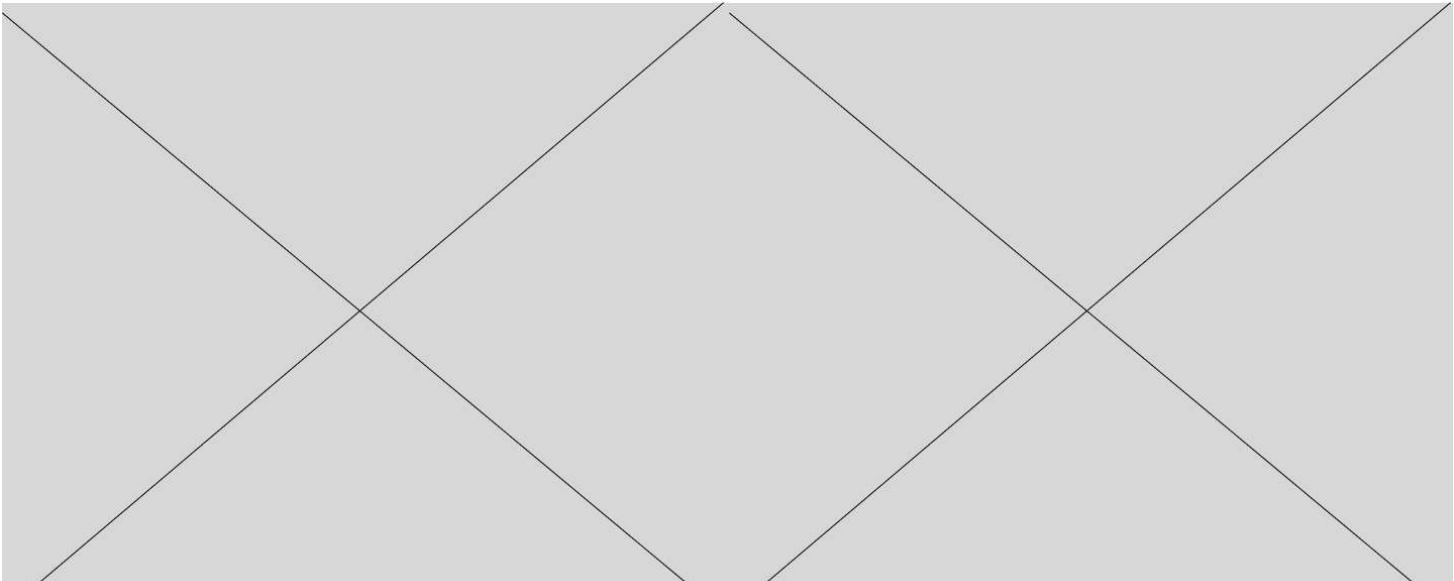


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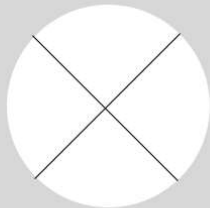
About image 1 section

Image 2

About image 2 section

Learn more about us

Why UrbanGlide?



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Vehicles page

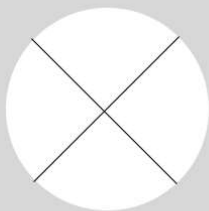


Image Info

Learn more

Image Info

Learn more

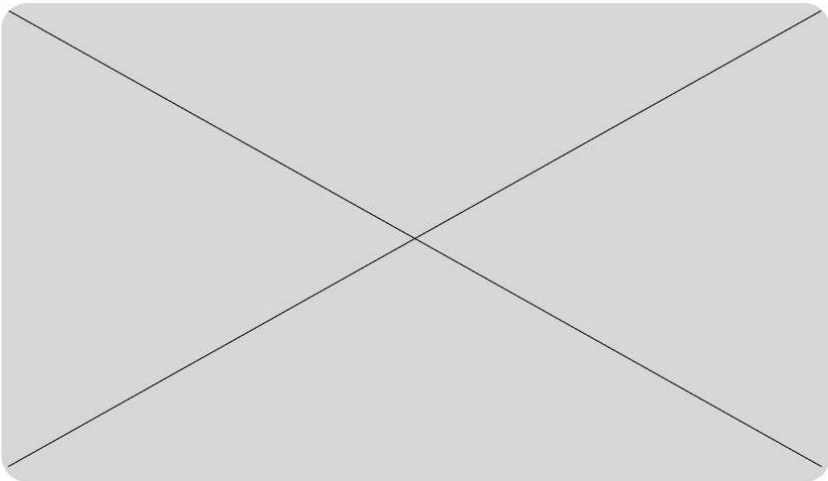


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Blog page



The Blogs



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FEATURED TOPICS

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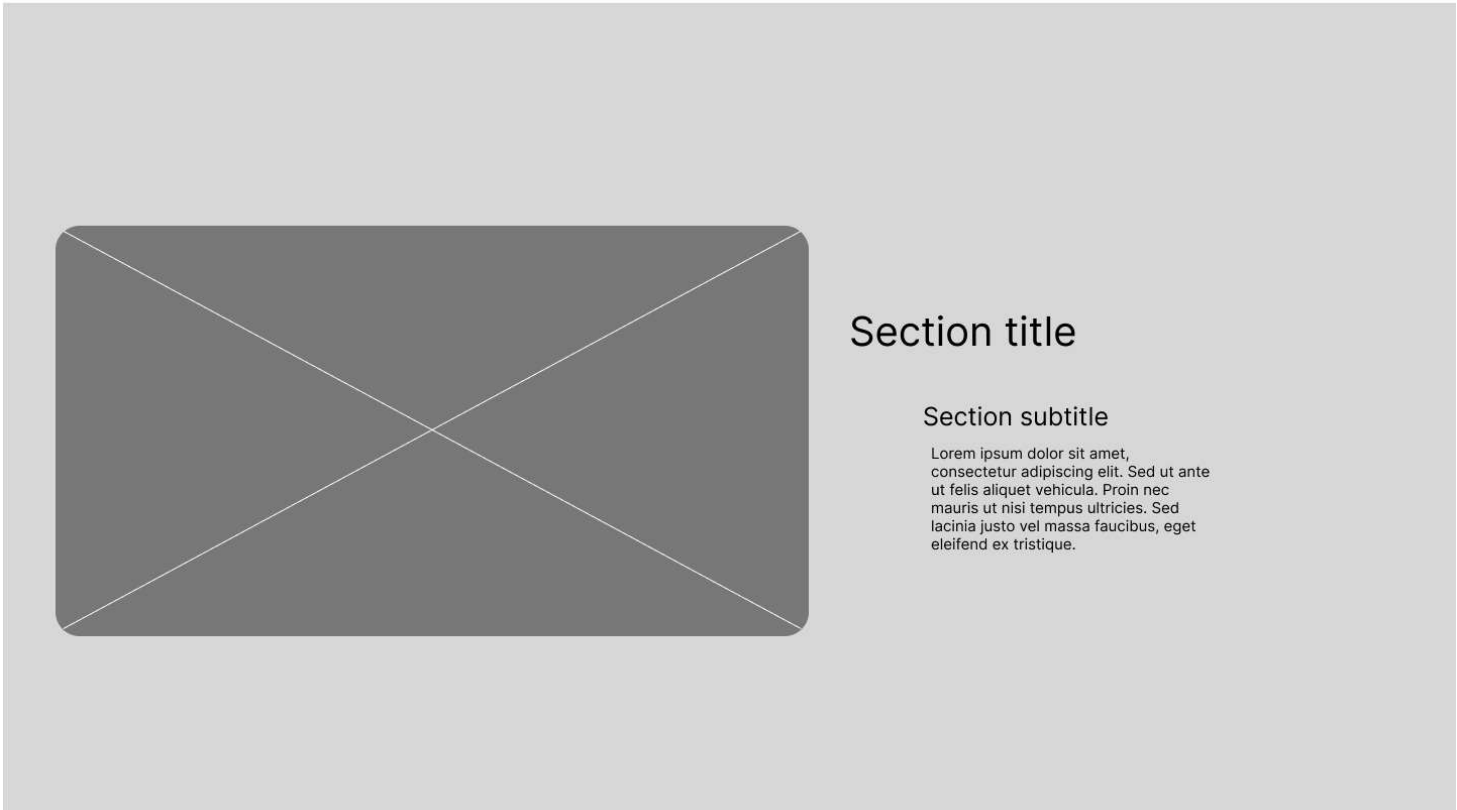
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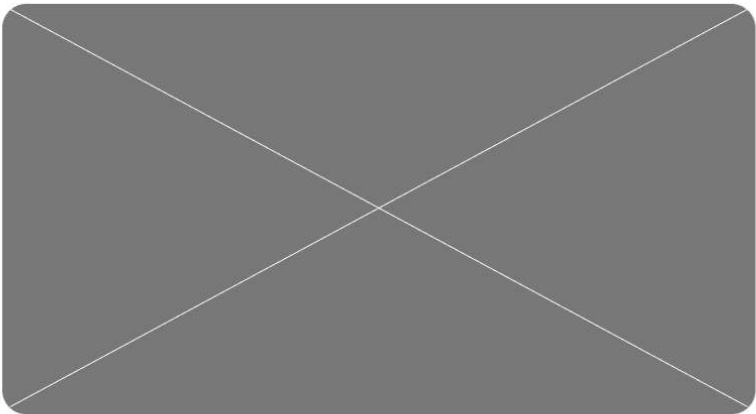
Section subtitle

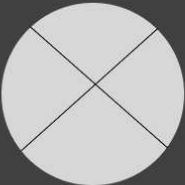
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Section subtitle

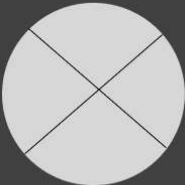
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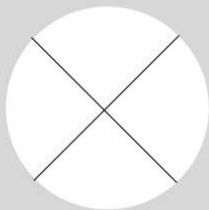
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Contact us page

Get in touch

First name

Last name

Email

Phone Number

Message

Submit

First name

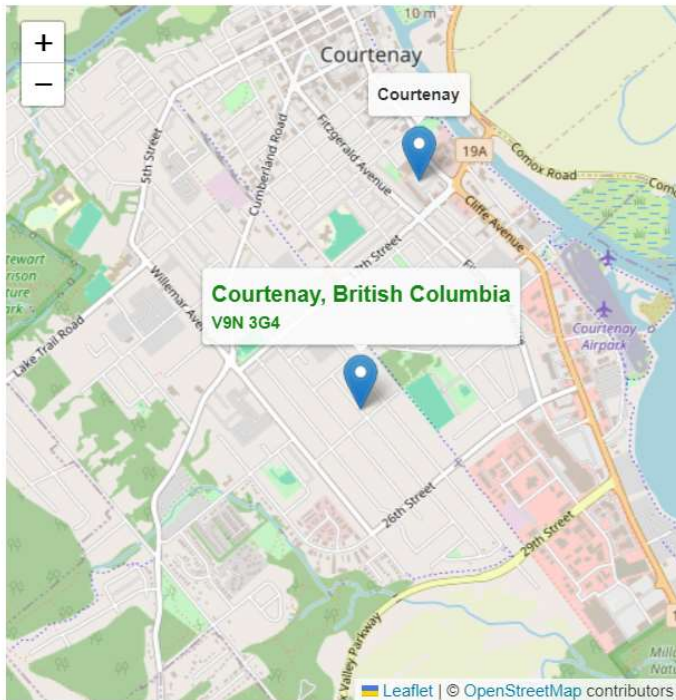
contact@urbanglide.com

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Features implemented

Browsing scooter and booking

Let's find your **ride!!**



Location

Enter zip code of your location

Courtenay, British Columbia

Search

Available locations

Courtenay

Book now

Puntledge

Book now

Sandwich

Book now

Comox

Book now

Royston

Book now

User registration

Sign Up

Enter your first name

Enter your last name

Email Address

Password

Enter your phone number

Start your journey

Skip for now

Already have an account? [Sign in](#)

User profile

User Profile

Email: jrejr@gmail.com

First Name: Meet

Last Name: Stark

Phone Number: 456

Feedback consideration

Incorporating Feedback to Improve the Project

1. User Interface Enhancements:

- Revamped UI based on user feedback for improved intuitiveness.
- Redesigned navigation, buttons, and layout for enhanced usability.

2. Feature Optimization:

- Prioritized user suggestions to optimize existing features.
- Conducted iterative development to fine-tune functionalities.

3. Content Refinement:

- Conducted content review to ensure clarity and coherence.
- Updated messaging to align with project objectives.

4. Responsive Design Implementation:

- Implemented responsive design for seamless user experience.
- Tested and optimized project across various devices.

5. Continuous Iteration and Testing:

- Adopted iterative approach based on regular feedback.
- Prioritized user insights for ongoing improvements.