COIT20268 – Responsive Web Design

Term – 1, 2023

Assignment 1

HamroRide Service

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Contents

Introduction:

Bike Renting Service HamroRide Application is a bike renting service that connects users with competitive pricing and a user-friendly app, HamroRide aims to provide a reliable and convenient transportation solution for its users.

Background:

In recent years, the demand for bike rental services has risen due to increased awareness of environmental issues, health consciousness, and the need for affordable transportation. The bike-sharing system enables city dwellers to rent bicycles from various rental stations situated within the city, utilize them for their transportation needs, and subsequently return them to either the same station or a different one (Macioszek, Świerk and Kurek, 2020). Consequently, several websites and apps have emerged to meet this demand. However, some of these platforms lack user-friendly interfaces, easy rental procedures, and transparent pricing policies. Furthermore, certain platforms may not offer adequate safety features and customer support to guarantee a satisfactory rental experience. To address these challenges and provide a more seamless experience for users, I propose a new bike renting website and app HamroRide Application.

Motivation and Advantages:

HamroRide application has several benefits that surpass the current solutions. Firstly, a Partnership with local bike shops guarantees a broad selection of bike options, such as electric bikes and bikes with child seats, for customers to select from. Secondly, It will provide real-time updates on bike availability and personalized rental options, which simplifies the process of finding and renting bikes that cater to customers' specific requirements. Finally, our seamless payment processing and round-the-clock customer service support will ensure customers have a stress-free bike renting experience.

The motivation for HamroRide website or app development is to offer customers a seamless and convenient renting experience that prioritizes safety, transparency, and customer support. My platform will provide users with an intuitive interface that allows them to easily search for available bikes, select rental periods, and make secure payments. I will also offer a range of safety features such as helmets and reflective gear to ensure customer safety. Furthermore, my platform will provide customers with 24/7 customer support and a transparent pricing policy to enhance their experience. By prioritizing customer satisfaction, safety, and convenience, I aim to provide a more convenient solution than the existing bike renting application.

User Research and Personas:

To identify potential users of the HamroRide bike renting application, a survey was conducted among people aged 18-45 in urban areas who use bicycles for transportation. The research findings suggest that the majority of potential users are environmentally conscious, health-conscious, with traffic congestion, and looking for affordable and convenient transportation options. They value safety, convenience, and transparency in bike rental services.

Based on the research, I have created two personas that represent different types of users:

Persona 1: Niscal Background: Niscal is a 28-year-old recent college graduate living in a busy urban area in Sydney. He is a web developer and environment lover and an avid cyclist who prefers cycling to drive or using public transportation. However, he does not own a bike and rents one frequently. He often uses a bike to commute to work or run errands around the city. Goals: Niscal wants to rent a bike that is safe, affordable, and convenient for his daily commute. He values transparency in pricing and easy access to customer support. Challenges: Niscal struggles to find a bike rental service that meets his needs in terms of safety, convenience, and affordability. He has had negative experiences with rental services that lack transparency in pricing and customer support.

Persona 2: Jeevan Background: Jeevan is a 28-year-old university student studying at CQ University who lives in the suburbs. He uses a bike for daily commuting to save money and stay active. He does not own a bike but enjoys renting one when needed. Goals: Jeevan wants to rent a bike that is affordable, easy to access, and suitable for urban commuting. He values a seamless rental process, including easy sign-up and return procedures, and low-cost rental options. Challenges: Jeevan finds it challenging to find bike rental services that offer low-cost rental options, particularly during peak hours. He has had many negative experiences with rental services that lack bike availability or have limited rental locations and inefficient user interfaces. As a student, he has a limited budget and needs a rental service that provides affordable options.

User Scenario

Scenario 1: Searching for a bike with specific requirements using HamroRide

User's goal: To search for a bike with specific requirements, such as a child seat, and rent it using HamroRide.

Feature: Search filter Steps involved.

- User opens the HamroRide app or website and log in to their account.
- The user selects the 'Find a bike' option from the main menu.
- The user is presented with a list of available bikes in their area, along with filter options such as bike type, rental period, and bike features.
- The user selects the 'Child seat' filter option to find bikes with child seats.
- The search results in an update to display only bikes with child seats.
- The user selects the desired bike and proceeds to rent it.

Potential challenges:

- Limited availability of bikes with child seats.
- The user may encounter technical issues when using the search filter.
- The user may need to adjust their rental period to find a bike with the desired features.

Scenario 2: Seamless rental process using HamroRide

User's goal: To rent a bike using HamroRide without any issues or complications.

Feature: Seamless rental process Steps involved:

- User opens the HamroRide app or website and log in to their account.

- The user selects the 'Rent a bike' option from the main menu.
- The user is presented with a list of available bikes in their area.
- The user selects the desired bike and rental period. The user reviews the rental details and confirms the rental.
- The user is directed to the payment page, where they can submit a request or chat with a support
- The user receives a quick response to their issue.

Potential challenges:

- Delayed or slow response times from customer support.
- Difficulty in describing the issue or problem encountered.
- Technical issues with the customer support chat system.

Scenario 3: Avoiding Traffic Jams

User Goal: To find a bike rental service that can help them avoid traffic jams during their commute. Feature: Real-time traffic updates and suggested alternative routes.

Steps:

- User opens the HamroRide application and selects their current location and destination. The app provides real-time traffic updates and suggests alternative routes to avoid traffic jams.
- The user selects the suggested route that best suits their needs. The app shows the availability of bikes for rent at bike locations along the chosen route.
- The user reserves or book the bike and picks it up at the selected bike location.
- The user follows the suggested route and returns the bike to any drop-off location of their destination.

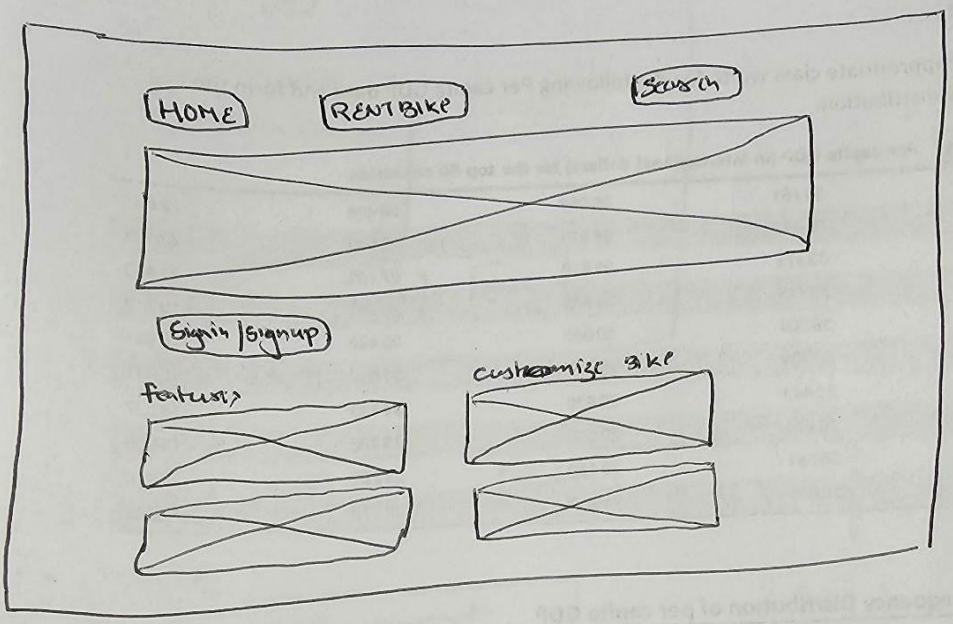
Potential Challenges:

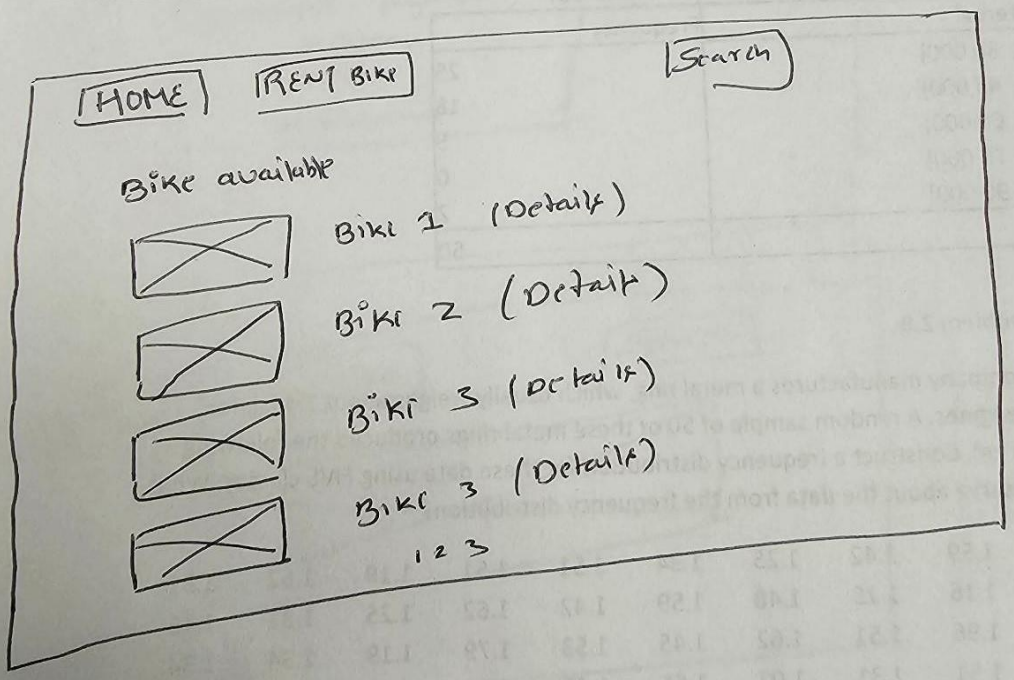
- The real-time traffic updates may not be accurate or up-to-date, leading the user to take a route that is not optimal.
- The availability of bikes at the suggested stations may be limited, and the user may have to search for an alternative station to pick up a bike.
- The user may encounter difficulties in returning the bike to the designated drop-off station if the station is full or not working properly.

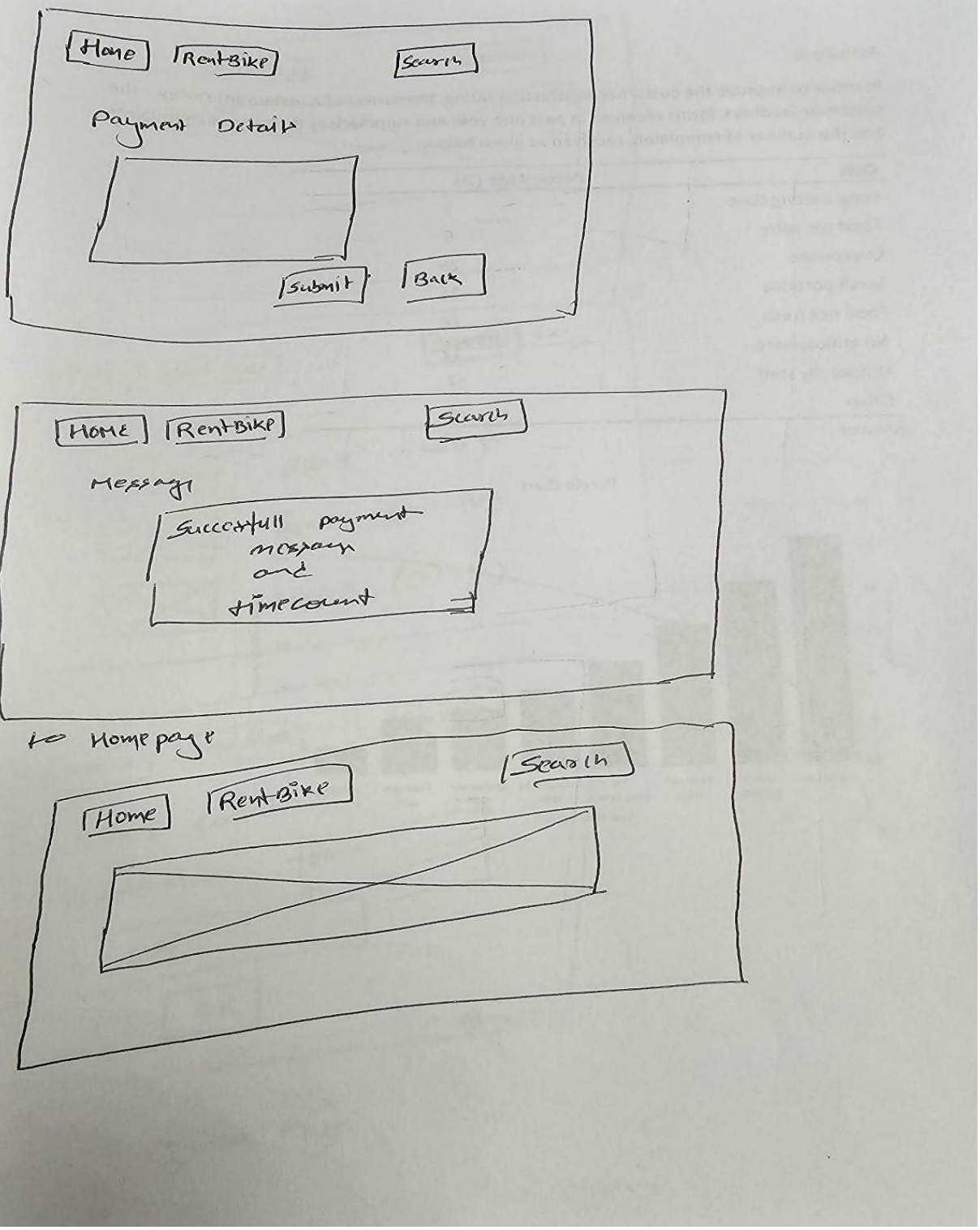
Paper Wireframe

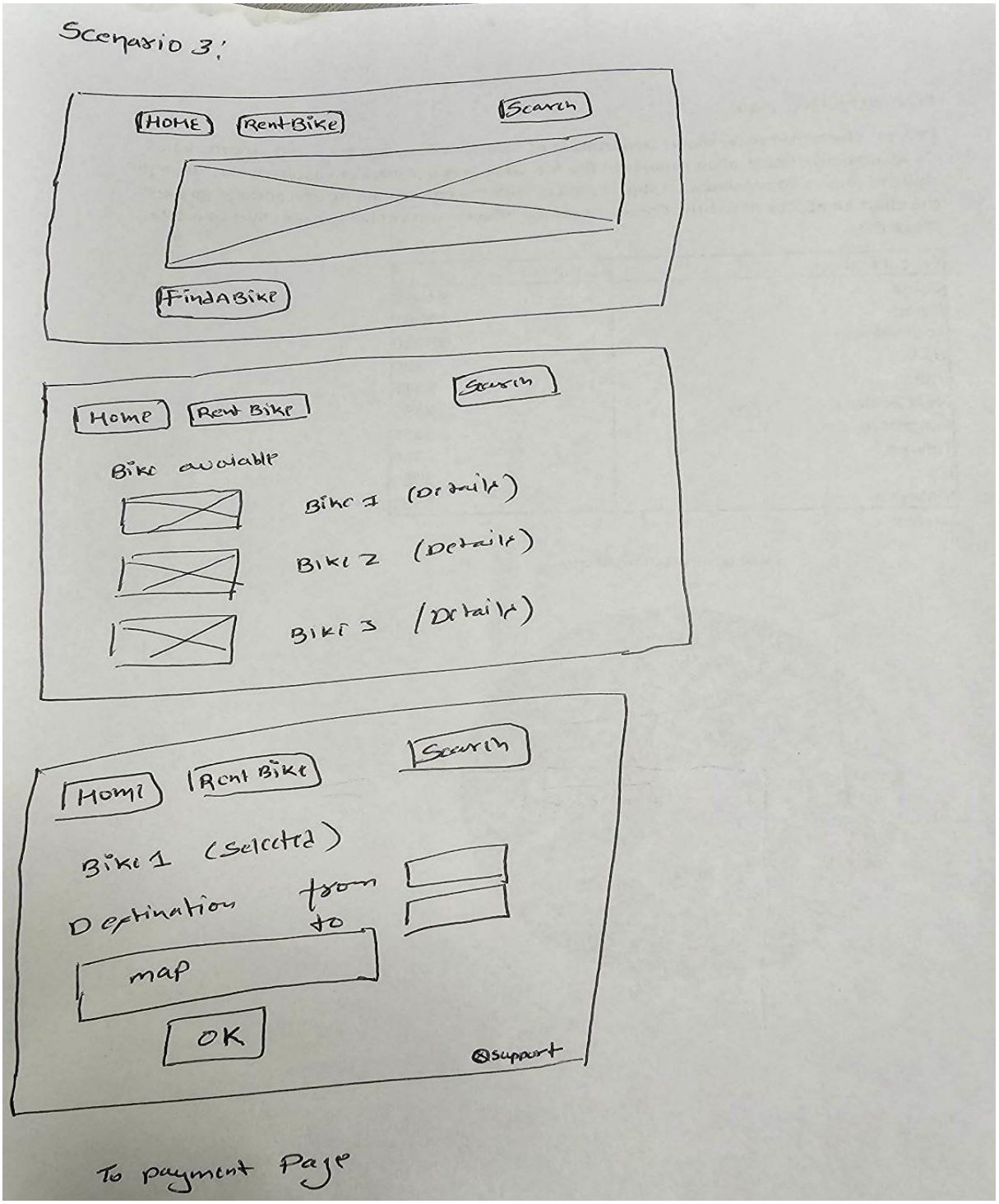
A paper wireframe for a HamroRide bike renting application consists of a 2D visual representation of the site's layout, navigation, and features in the paper. Wireframing is a procedure that involves arranging the prioritized information structure into a visual layout before designing the user interface(Adi Segara,2019). The given below paper wireframe illustrates the concept of the HamroRide service.

Scenario 1:


HOME
RENT BIKE
Search
Signin/Signup
features
customize bike

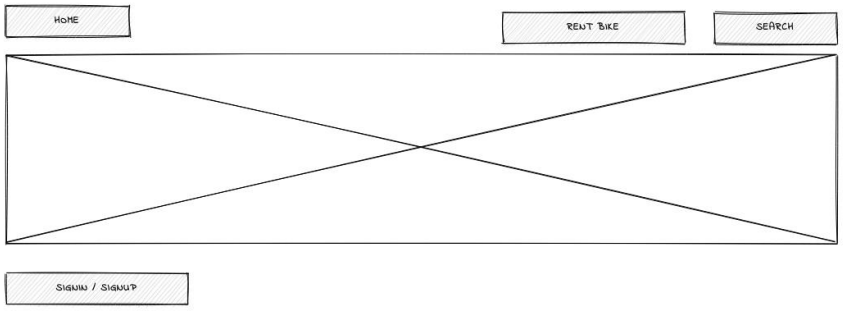

HOME
RENT BIKE
Search
Bike available
Bike 1 (Details)
Bike 2 (Details)
Bike 3 (Details)
Bike 3 (Details)
1 2 3


Home
RentBike
Search
Payment Details
Submit
Back
HOME
RentBike
Search
Message
Successfull payment message and timecount
to Homepage
Home
RentBike
Search

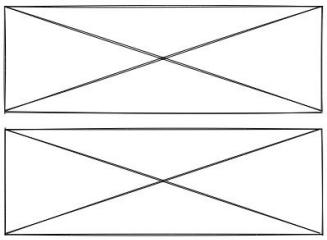


Digital Wireframe

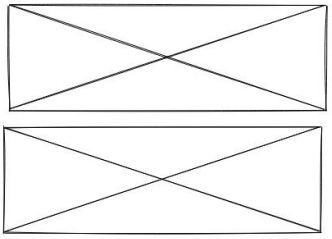
A digital wireframe for a HamroRide bike renting application consist of a graphical representation of the site's content and functionality that is created using specialized software. The digital wireframe for the home page is shown below.



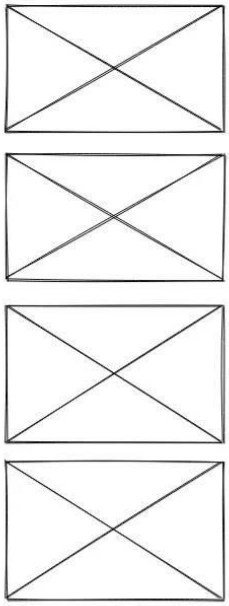
Features



Customize Bikes



Bike available



Biki 1 (Details)

Biki 2 (Detail)

Biki 3 (Details "

Bike 4 (Details)

Reference

Adi Segara (2019). Penerapan Pola Tata Letak (Layout Pattern) pada Wireframing Halaman Situs Web. *Magenta | Official Journal STMK Trisakti*, 3(1), pp.452–464.

Macioszek, E., Świerk, P. and Kurek, A. (2020). The Bike-Sharing System as an Element of Enhancing Sustainable Mobility—A Case Study based on a City in Poland. *Sustainability*, 12(8), p.3285. doi:https://doi.org/10.3390/su12083285.