London Bikes: Case Study

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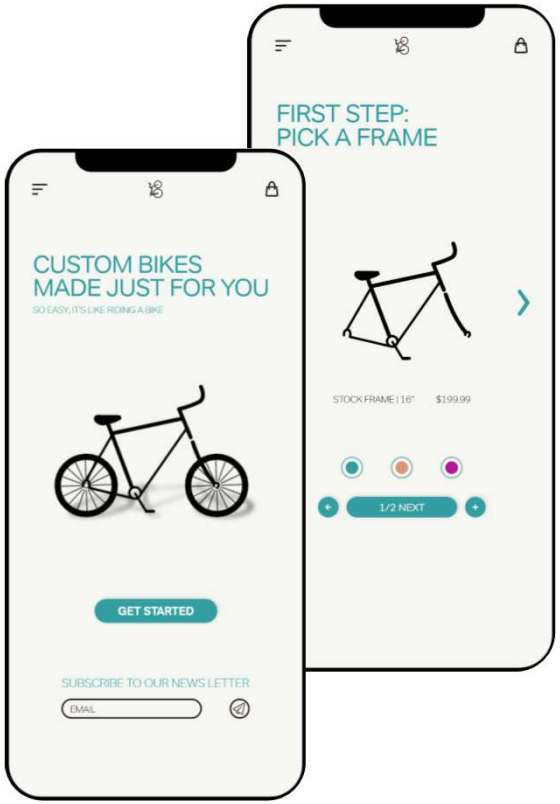
Project overview

The product:

London Bikes is a custom bike shop located in the heart of London, UK. London Bikes aims to provide a premium custom bike experience at an affordable cost to the consumer. They offer limited customizable options, but are looking to expand their options.



Project duration:

06/04/21 – 10/10/21

Project overview

The problem:

Custom bikes are typically a big ticket item that is out of reach for lower income individuals.

The goal:

Design an app that allows anyone to build a custom bike provided at an affordable price.

Project overview

My role:

UX designer creating an app for London Bikes from conception to delivery.

Responsibilities:

Planning and organizing research efforts, collecting and analyzing data, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, building in Figma and Adobe Xd.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I gathered and analyzed data, as well as created an empathy map to determine my users' needs and help guide my design. A primary user group determined was middle to lower class individuals looking to find affordable ways to exercise.

This user group confirmed initial assumptions about London Bikes customers, however, further research discovered those who could afford higher cost custom bikes preferred affordable options. In addion, income level was not the only factor. Not having time to exercise and prioritizing work influenced as well.

User research: pain points

1

Cost

People are reluctant to spend large amounts of money on a custom bike

2

Time

Users are not willing to take the time to customize a bike, and they hesitate to spend money on something they don't have time to use

3

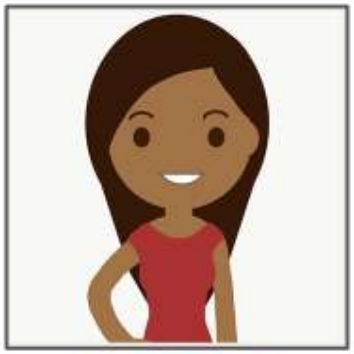
Accessibility

Similar platforms do not offer accessibility options for access

Persona: **Cece Schmidt**

Problem statement:

Cece is a working mother of one who needs an easy and consistent way to exercise because of her limited time between work and her child.



Cece Schmidt

Age: 35
Education: B.S. Nursing
Hometown: Rockford, IL
Family: Married, One Child
Occupation: Registered Nurse

"It is difficult to commit to a bike for Liam because he is still growing. It's a big investment to keep getting a new one every year."

Goals

- To provide for her family
- To be budget friendly and save some money
- To not have to continuously buy bikes to fit her kid's growth

Frustrations

- "... I don't really have the time to go pick out a nice bike."
- "I am really not a fan of predatory sales. It's frustrating and gives me anxiety."

Cece is a working mother who has a busy schedule working typically 40-50 hours per week. She does not have the time to go shop around for big ticket items, and is mindful of her budget. In addition, Cece does not like predatory lending as it makes her uncomfortable and prolongs her stay.

Persona: **Lucas Everett**

Problem statement:

Lucas is a college student and part-time door to door salesman who needs an affordable way to be more efficient with door to door sales because he would like to leave college debt free.

Lucas Everett

Age: 19
Education: Pursuing B.S.
Hometown: San Francesco, CA
Family: Single, living alone
Occupation: Door to door sales

"I don't see the value. I've always been a runner. I do door to door sales and that's pretty much my exercise."

Goals

- To work hard and make money
- Plans to pay his way through college debt free

Frustrations

- "I'm hard of hearing and it's frustrating when places don't accommodate."
- "I don't have time to do things outside of work and school."

Lucas is a college student attending full-time and working part-time to help pay for tuition. Lucas stuggles in retail environments that don't accommodate for those who are hard of hearing. Lucas wants to exercise but not at the cost of his time placed in education and employment.

User journey map

Mapping Cece's journey revealed how useful and effective a time efficient, and low-pressure method of customizing a bike would be for the user.

Persona: Cece Schmidt

Goal: A low pressure, time efficient way to shop

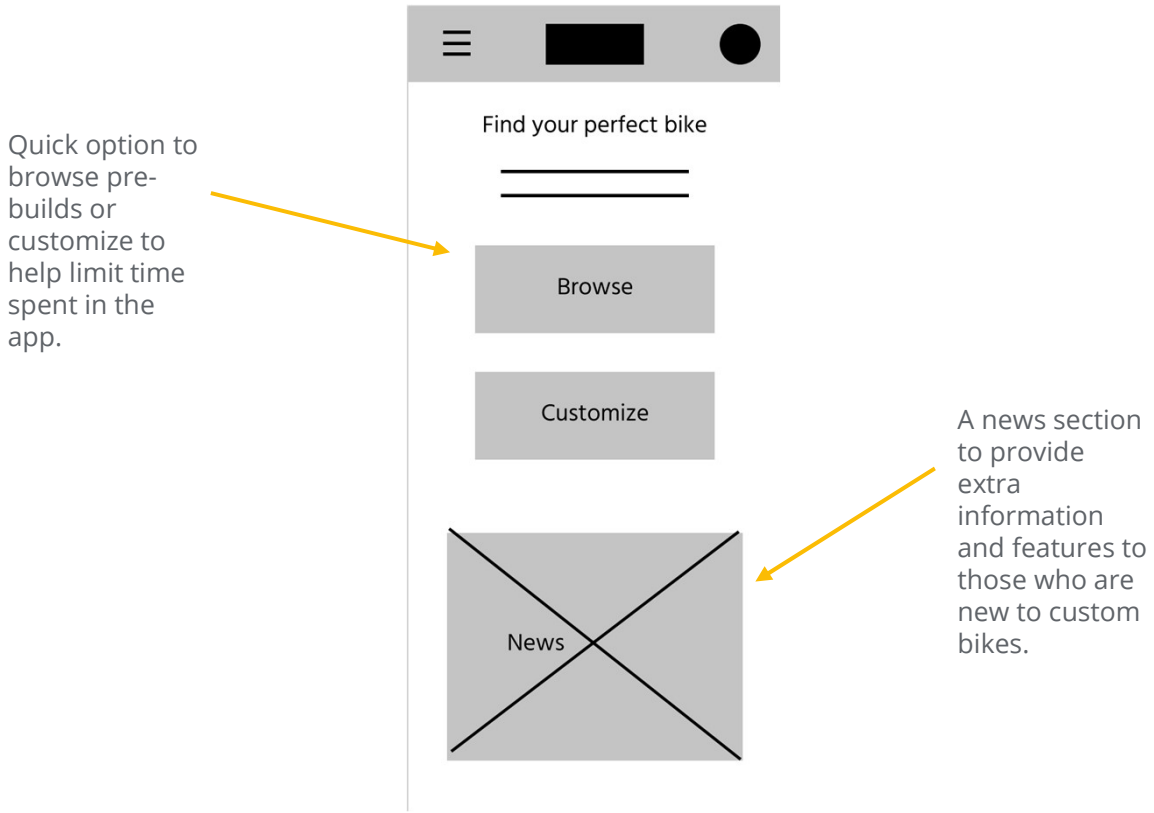
ACTION	Browse Available Bikes	Customize Preferred Models	Place Items in Cart	Complete Order	Pick up/Deliver Completed Order
TASK LIST	Tasks A. Decide to buy a bike B. Search through popular models C. Select a bike	Tasks A. Browse cutomizations B. Select or remove items	Tasks A. Add item to cart B. Confirm add	Tasks A. Confirm order B. Provide payment C. Ship to home or ship to store	Tasks A. Drive to store B. Provide order number C. Bring item home
FEELING ADJECTIVE	Frustrated with high pressure sales Exhausted with not enough time to shop aroung	Upset with frequent purchases for growing child Wanting something fit specifically	Upset with items added to later see they aren't stocked Desires a clear and easy to use cart	Uncomfortable with expensive items sitting on doorstep Annoyed with entering billing and shipping address	I don't like to load heavy products into my vehicle I like clear directions
IMPROVEMENT OPPORTUNITIES	Create a responsive and updated app for the bike shop's inventory	Provide feature filters Include images Include an updating model image	Clear add to cart buttons Visible out of stock tags	Allow option for delivery to home or pick up from store Add option to make shipping and billing same address	Provide an address and link to open in native map app Offer loading assistance as option in cart

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

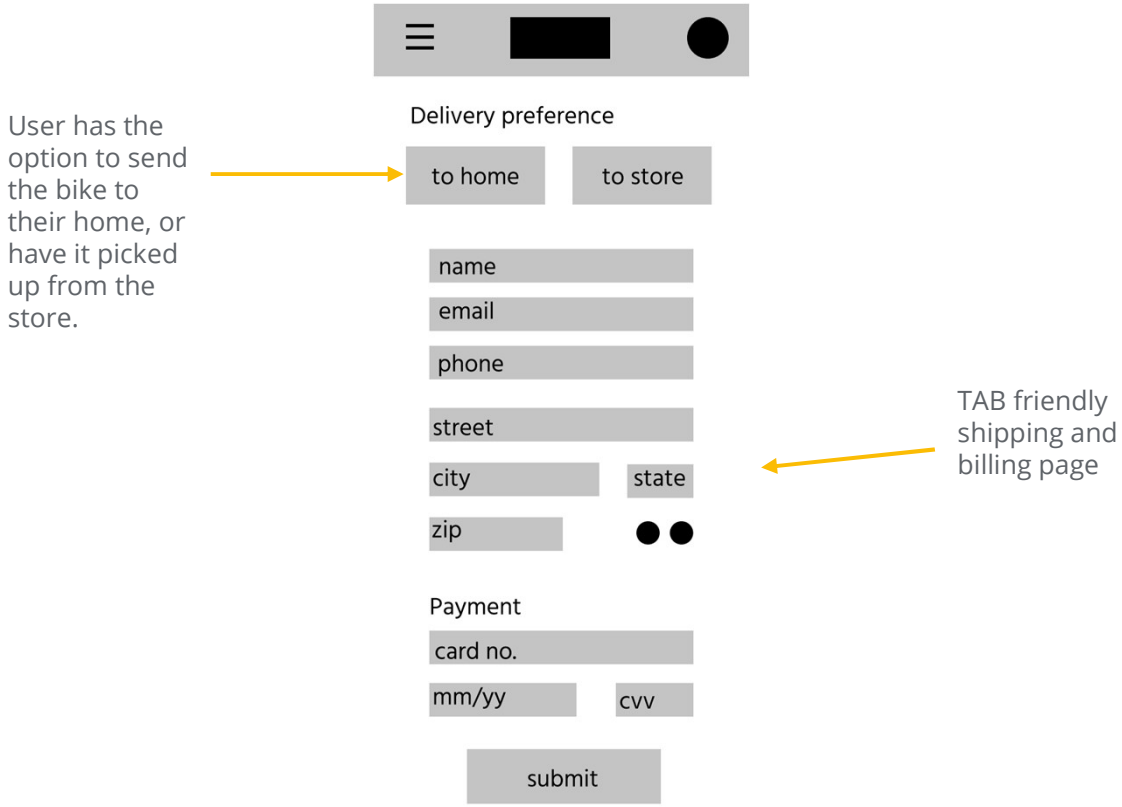
Digital wireframes

As the initial digital wireframe, I aimed to design a screen utilizing and focusing on areas included in user feedback.



Digital wireframes

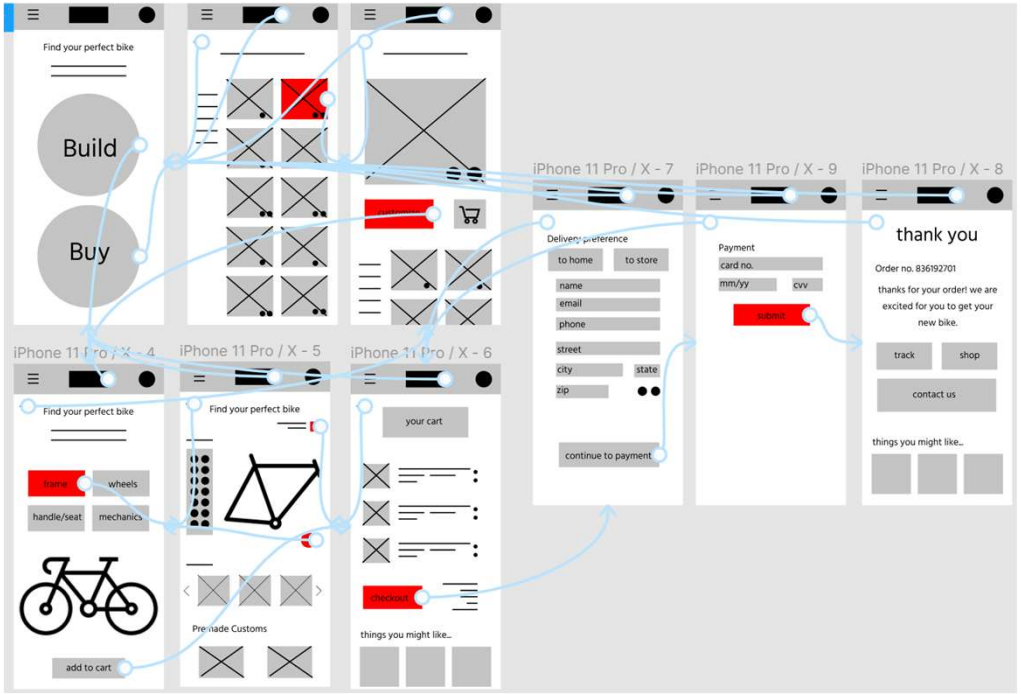
Easy form filling was a focus to accommodate for accessibility. Delivery options were also addressed on this page.



Low-fidelity prototype

This low-fidelity prototype connected the primary user flow of building or buying a pre-built bike, in order to use the prototype in a user study.

[View the low-fi prototype here]



Usability study: findings

I conducted two rounds of usability studies. Findings from the first helped guide designs from wireframes to mockups. The second study provided more information to help create a high-fidelity prototype and determined what still needed further refining and editing.

Round 1 findings

1. User needs an easier followed home screen
2. User needs a cleaner checkout process
3. User wants a smoother customizing interface

Round 2 findings

1. The buy feature isn't desired; customize is
2. Checkout page is difficult

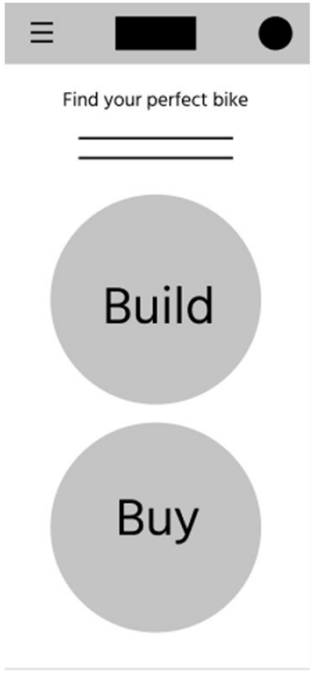
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

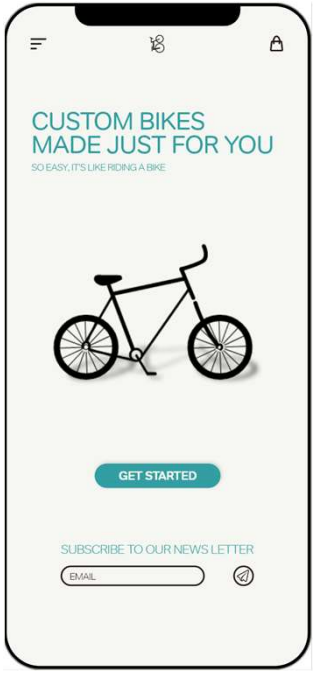
Mockups

Early designs allowed for a pre-built bike option, but after the usability studies, it appeared users were more interested in only a customizable focus. News was also removed and replaced with an option to subscribe to a newsletter.

Before usability study



After usability study

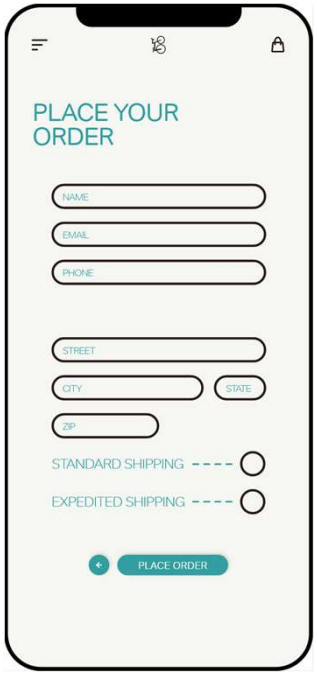


Mockups

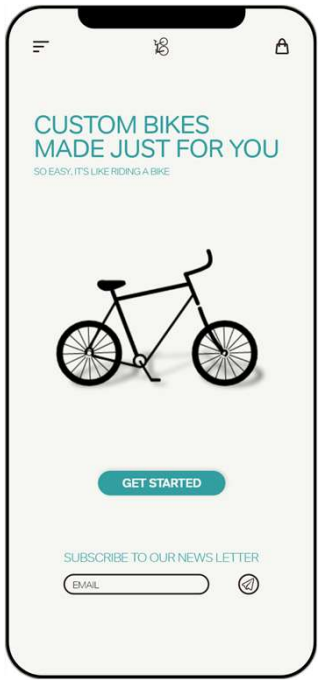
The second usability study revealed further issues with the shipping and billing pages. To streamline this flow, the screens were separated to improve focus on one item at a time and allow to go back and make changes after previewing their inputs.

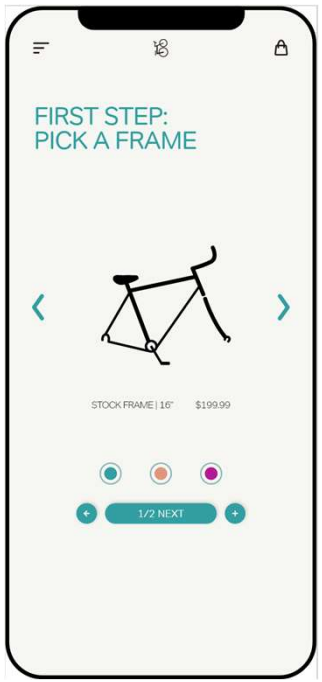
Before usability study

After usability study

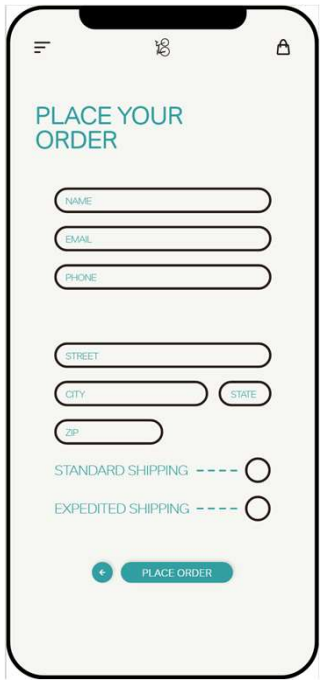


Mockups


CUSTOM BIKES
MADE JUST FOR YOU
SO EASY, IT'S LIKE RIDING A BIKE
GET STARTED
SUBSCRIBE TO OUR NEWS LETTER
EMAIL


FIRST STEP:
PICK A FRAME
STOCK FRAME | 16"
$199.99
1/2 NEXT

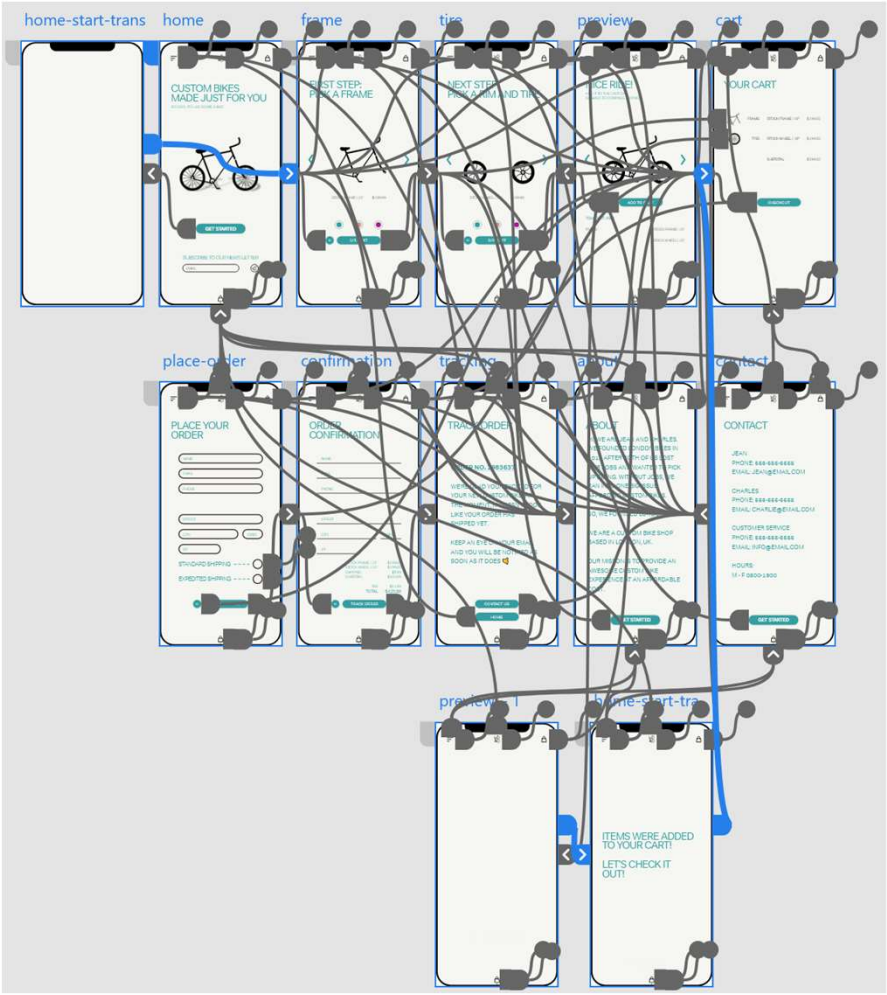

NICE RIDE!
ADD IT TO THE CART OR
GO BACK TO CONTINUE EDITING
ADD TO CART
ITEMS PICTURED:
FRAME:
STOCK FRAME | 16"
TIRE:
STOCK WHEEL | 16"


PLACE YOUR
ORDER
NAME
EMAIL
PHONE
STREET
CITY
STATE
ZIP
STANDARD SHIPPING
EXPEDITED SHIPPING
PLACE ORDER

High-fidelity prototype

The final high-fidelity prototype presented a cleaner user flow for customizing their bike and a smoother, simplified checkout process. The pre-built option was removed all together as well.

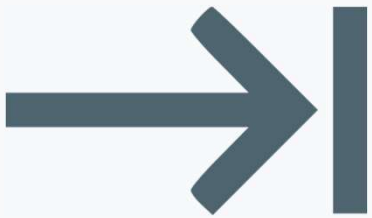
[See the hi-fi prototype here]



Accessibility considerations

1

Both checkout and payment pages accommodate for TAB navigation

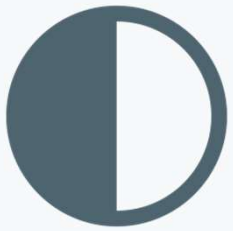


2

Easy access navigation menu and easy to read fonts and font sizes

3

Contrasting colors to accommodate with web accesibility



Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel competent when design their personal custom bike, and gives them confidence knowing it will be affordable. The app provides the user a feeling that London Bikes cares about meeting the user's needs.

What I learned:

While designing the London Bikes' app, I learned that the first designs for the app are the beginning of the process. Usability studies and peer feedback influeced each iteration of the design, and simplier ended up being a more effective design for the app.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experience have been effectively addressed, and find any possible pain points in the revised designs.

2

Conduct more user research to determine any new areas of need prior to finalizing the design.

Let’s connect!

Thank you for your time reviewing my work on the London Bikes’ app! If you'd like to see more or get in touch, my contact information is provided below.

Email: npstrass@outlook.com
Website: TBD

Thank you!