Bike Shop Kuala Lumpur

Welcome to Kuala Lumpur's Bike Shop.
Our application allows users to easily look through bicycles and find the best ones for themselves. Our focus is to educate the user of different types of bikes rather than just sell them a bike, or any bike. Our goal is to make the users fall in love with biking.

The Problem
Most users get intimidated when they enter a Bike Shop with all different types of bikes. Showing them an online way to order bikes, and learn about them really helps a user a lot. Our application will also help with the COVID restrictions and lockdown orders.

My Role
Hi, I am Prabhpreet Singh and I am a Software Engineering graduate from San Jose State University, California, United States. I love to bike and do it for fun a lot! I even try long runs, fun fact: my longest bike ride was 60 miles long. One thing I realized was that after I purchased a really good bike, I fell in love with biking. So as a UX Designer using research, wireframing, prototyping, high-fidelity prototypes and iteration, I feel like my role is to make sure a user can purchase a bike that will also make them fall in love with biking.

User Personas
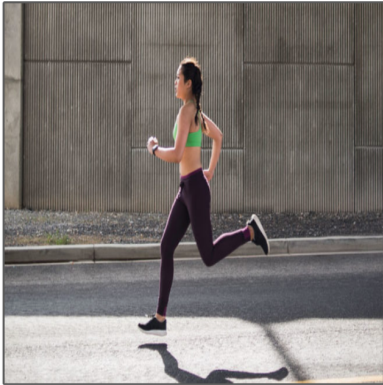
Martha

Age: 29
Education: Masters in Business
Hometown: San Jose
Family: Married no kids
Occupation: Business Manager

"Biking to fitness"

Goals
- Learning about bikes
- Purchasing a bike
- Purchasing accessories
- Getting Repairs

Frustrations
- too confusing
- too expensive

Martha goes on a bike ride every morning. She strives to go faster and longer over periods of time. She needs an application that can help her purchase a bike for herself that she will love riding.

Jack

Age: 35
Education: BS in CS
Hometown: Orlando
Family: Married - 2 kids
Occupation: Computer Engineer

"Too busy, but bike once a week"

Goals
- Purchasing a good bike
- Commute to work
- Learn about bikes

Frustrations
- too complicated to order online
- in store customer service isn't great

Jack is a busy man, he works over 40 hours supporting his family. He wants to bike a mile at least once a week to keep up with his fitness and not get a dad belly. He needs an app to purchase a bike and make sure it is in good shape for him.

Research

We conducted our research with potential target users, from the ages of 15-62, male and female. We started the research with assumptions and doing competitive audits to see what the competition is offering. Then we gathered the pain points users were experiencing by the insights we discovered.

Some of the pain points were:
- The text and buttons are not clear enough
- Payment process takes too many steps
- Too vague and not enough information about bikes
- App doesn't suggest accessories for my bike

The information we got allowed us to understand that our application had one main goal: to be informative but also clean and clear for users to read.

Problem Statements:

PROBLEM STATEMENT

Jack _____ is a/an _Busy Computer Engineer_____

user name   user characteristics

who needs   _to buy a road bike from the online bike shop_____

user need

because   _he needs to commute to and from work_____.

insight

PROBLEM STATEMENT

Prabh   is a/an   Software Engineering Student
_____   _____
         user name   user characteristics

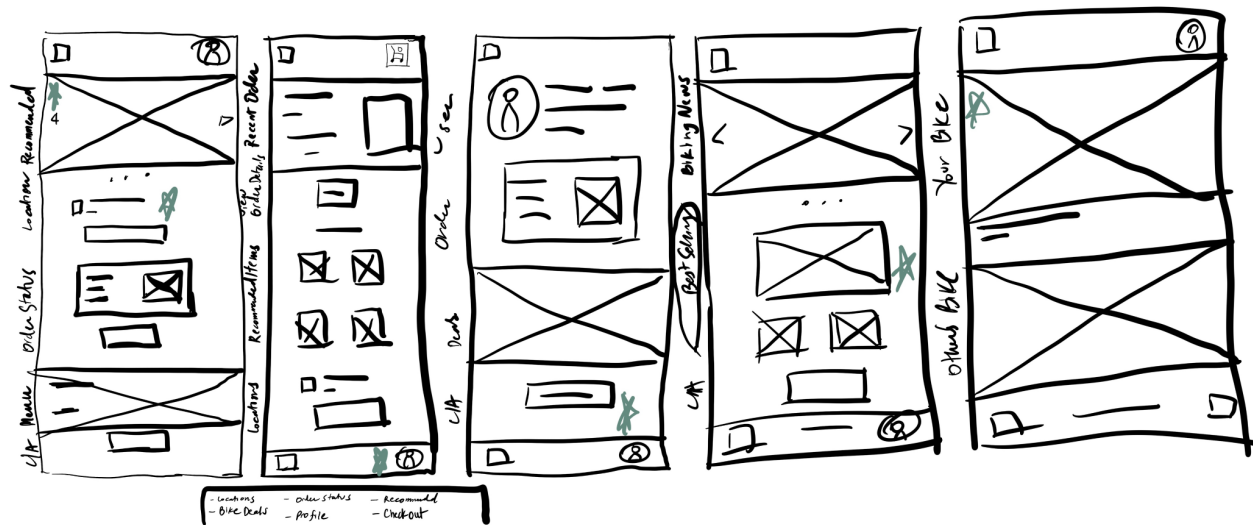who needs   to buy a road bike from the online bike shop
          _____
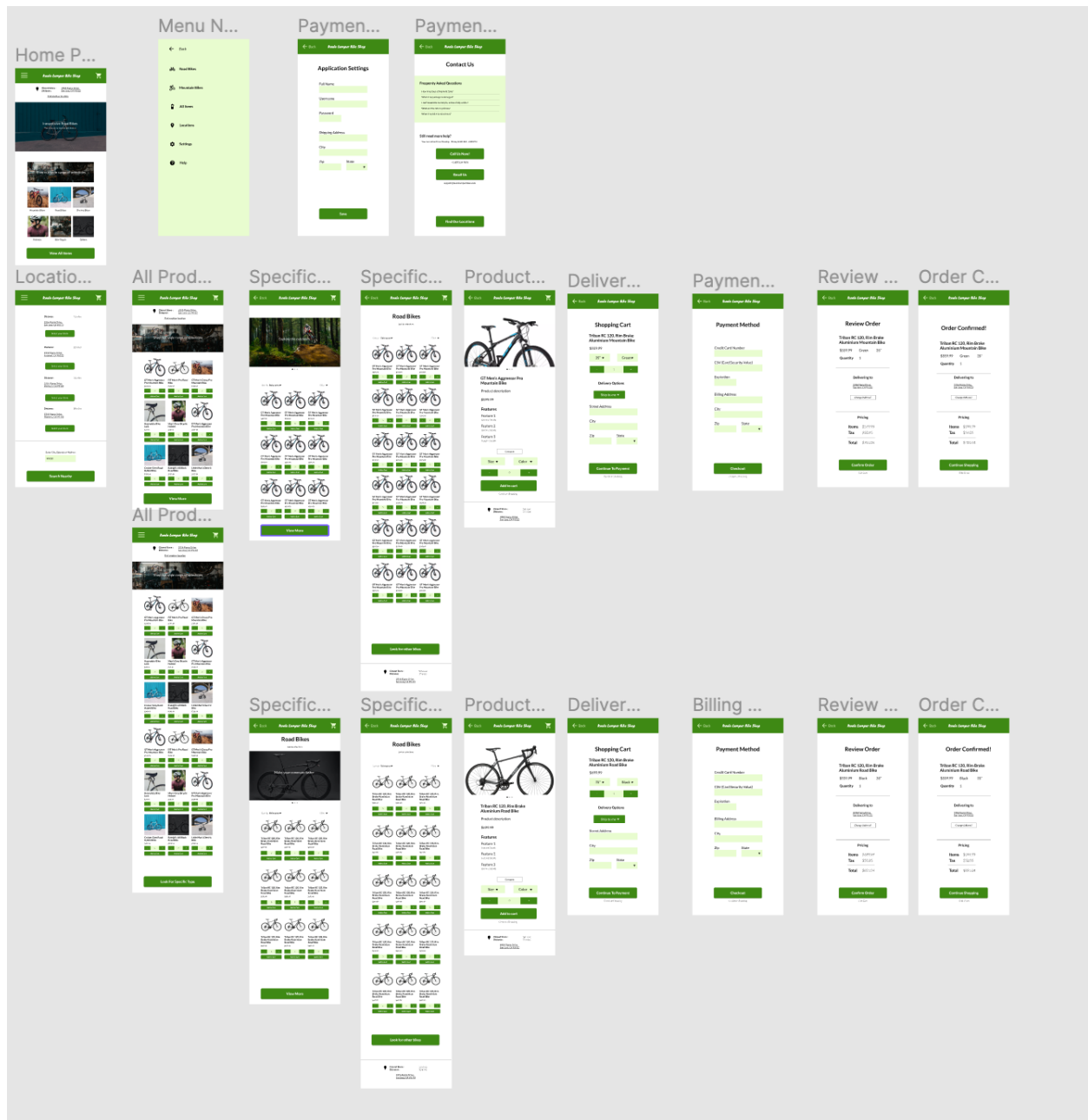   user need

because   he needs to do cardio
        _____.
                                    insight

Initial Designs

Usability Tests and Results

- **Title:** Usability of Bike Shop Kuala Lumpur

- **Author:** Prabhpreet Singh, UX Designer, prabhpreetsinghh@gmail.com

- **Stakeholders**: Bike Shop Owners, Investors, Bike Companies

- **Date**: 04/26/2021

- **Project background**: We are creating an application that allows users to order their bikes from an application. We would like to see where the users have any problems using the application such as finding their item, adding to cart, or the payment process.

- **Research goals**: Figure out if users can easily order their bikes and get a good amount of information on them

- **Results:** We worked on bettering the application by making more pages and cleaning up the process of payment. We also made the pages much more simpler by taking away unnecessary buttons and sliders that took away attention from the main call to action button.

High Fidelity Designs

https://www.figma.com/proto/mPBAdD5COhVCKwGfF4iZ2y/Bike-Shop?page-id=0%3A1&node-id=61%3A1&viewport=513%2C-232%2C0.06962203234434128&scaling=contain

Accessibility Considerations

Our app is designed throughout with numbers and icons so that universally people from any background can use this application. We follow a similar process of ordering an item as many other online shops such as amazon, best buy, walmart, etc. We also use alt text for screen reading if any of our users expect it to be. However, this application is for bike riders, we would not think that vision impaired individuals will be using our application. But just in case, we also have them covered!

What I learned

Mainly from this whole project I learned that a simple task of ordering a bicycle online has a lot more features built into it than a user may see once the product is finalized. Just like any other shop, once you find pain points, that's when you notice that the app is broken and not good enough. If it is done well, it will not even be noticed. I am also really thankful for all the experience this project has taught me. Having included research and studies has made my project much more cleaner and open to a larger population of users.