



# CLASS PROJECT 02 - ROAR BIKES

## Client:

Roar Bikes is a manufacturer of small run, contemporary bicycles sold exclusively from their own website. Roar Bikes currently have 3 models of bike to purchase (Siamese, Sphynx, Bengal)

## Primary objectives:

To build a e-commerce website for people to browse & purchase.

## Target Audience:

See: Persona - Roar Cycles.pdf

## Feature List (Product requirements)

### Homepage:

- Logo
- Nav
  - Shopping Basket
  - Login
  - Contact
- 3 Bike Models
- Owner Photos (social media streaming)
- Footer

### Product Page for each of the bike types

- Photograph of the bike.
- Description
- Price
- Available colours
- Add to cart
- Owner photos

## Competitors & Product Inspiration

- [www.swiftyscooters.com](http://www.swiftyscooters.com)
- [www.yeticycles.com](http://www.yeticycles.com)
- [www.santacruz bicycles.com](http://www.santacruz bicycles.com)

## Deliverables

- Wireframes for client approval.
- High fidelity prototype.
- User Testing - We'll be using Hallway testing & unmoderated remote testing.
- UI Assets for developers.

## Cost

- \$4000 total with \$93 p/hour for any additional work outside our brief.
- 50% payment required to begin work.

## Timeline

- 10 November - UX research to be completed by Daniel.
- 17 November - First wireframes delivered to BYOL.
- 21 November - Feedback from wireframes due to Daniel.
- 28 November - High Fidelity Prototype to BYOL for review.
- 1 December - Feedback of prototype due to Daniel and begin final amends to UI.
- 4 December - User testing begins
- 18 December - User testing completed & usability report presented at joint meeting.





# Jake

28 / GRAPHIC DESIGNER / BANGALORE, INDIA

## DESCRIPTION

Jake is a graphic designer for a large design agency in Bangalore. Jake prides himself on having strange & interesting versions of everyone else's everyday objects.

He likes to make his purchase (big or small) from local people. He doesn't own a car. He always brings a reusable cup to the coffee shop.

Jake cycles to work and wants a new e-bicycle. Now, he is looking for a new, sturdy mountain e-bicycle, which he can use for everyday travelling, as well as for long distance cycling : Recreational purposes. He visits the Roar Bikes website, which he found on google as a new brand franchise, near his current location. He will just check what kind of cycles Roar Bikes have, the specifications, the price, and will visit if he likes.

So, as a UX designer, my aim is to make the process of walk-in easier for him, and let him find out if the e-bicycle he liked on the website is available in our Roar Bikes showroom or not.

I prefer buying things directly from the market, or from the walk in store. I'm not comfortable ordering something online.

## SOLUTIONS FOR MAKING JAKE A HAPPY CUSTOMER OF ROAR BIKES

1. Locate store near you - Show address of the Roar Bikes shop.
2. Check availability - If available - Confirm Book now - Buy in store option - Booking amount - Visit shop - Choose the bike you have booked - Booking amount transferrable across different products of same brand - Booking exclusively reserved for you! - If you want to cancel booking, there will be a 50% deduction on booking amount (500-1000 Rs)
3. Check availability - If available - Book now for free - Buy in store option - We will record your booking, and reserve a bike for you (assuming we have the availability), for the next 3 hours. After that, you have to check the availability and book again.
4. Compare bikes.



# High-fidelity prototype

The final high-fidelity prototype presented the same user flow. It includes changes made after the usability study.

View RoaringCycles:

Website:

<https://xd.adobe.com/view/d84bd239-e1b1-4c77-8e58-64a4fbfa2ba4-8d18/>

App:

<https://xd.adobe.com/view/93d64065-379f-4911-bda8-86f132b72276-c685/>

