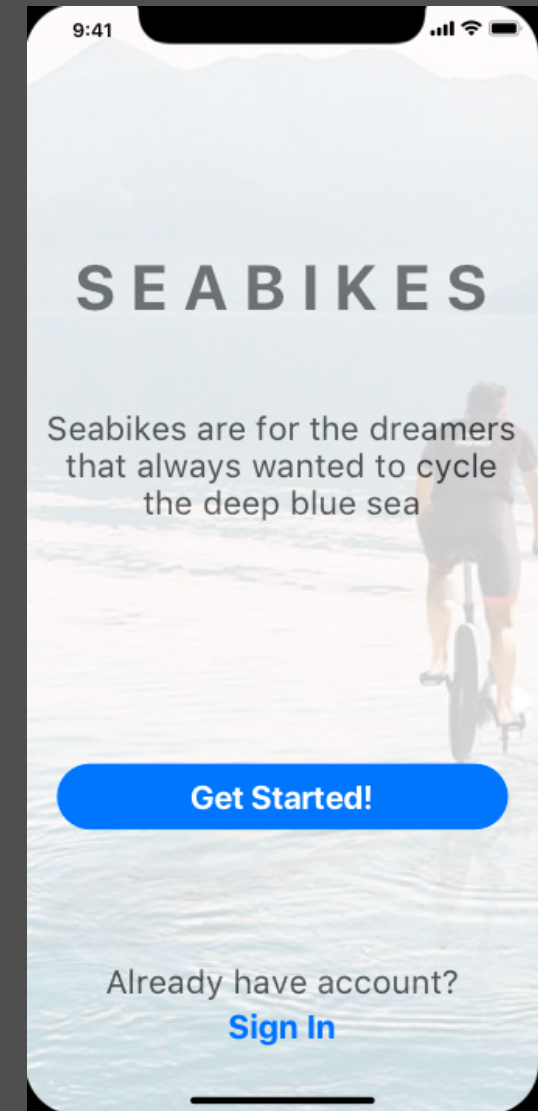# CASE STUDY
SEABIKES

- **Roles:** Research UX/UI Design

- **Deliverables:** User Research via Interviews & Surveys, Moodboards, Mind Mapping, List Making, User Personas, Competitive Analysis, User Stories, User Flows, Low-Fidelity Wireframes, High-Fidelity Wireframes, User Testing, & Prototypes.

- **Tools:** Sketch, Axure, Peek, Usability Hub, InVision.

9:41

SEABIKES

Seabikes are for the dreamers that always wanted to cycle the deep blue sea

Get Started!

Already have account?
Sign In

OVERVIEW

- **Overview:** Water biking is a luxury sport that is becoming quite trendy. Start up companies are beginning to build new water bike designs and market them directly to consumers. Shopping for a water bike is difficult for a consumer because there is no single solution which enables consumers to learn about the sport in general, view all available water bike models from multiple companies, browse water bikes by category, see technical specifications, pictures, videos, read reviews, and experience an easy checkout process. We made it our mission to research and design an e-commerce platform that would improve customer experience for water biking consumers.

- **Problem:** Shopping for a water bike is very difficult for a consumer today. It's a new trend so many consumers have not actually tried it before, so they require as much information as possible, including specs, pictures, videos, and reviews of the product. Many older water bike companies provide poor user experience, request phone calls for purchase, don't have enough information on the different models, and they market towards resorts instead of consumers. Currently no water bike company makes it simple to shop water bikes by category. There is also no one stop shop to evaluate and compare water bikes models from multiple vendors, so research can be difficult and time consuming.

- **Solution:** SEABIKES was designed to make it simple to learn about the sport, browse water bikes by category, see pictures and videos, view the technical specifications, read reviews, and checkout seamlessly, all in one simple to use application.

RESEARCH

- **User Research:** User Research was conducted through interviews and surveys which allowed us to ask potential users questions regarding functionality and features of the solution. Based off of the responses, we were able to determine what problem we were attempting to solve and also who our target audience would be.

70% of surveyed users have never been on a water bike.

80% of surveyed users would like to ride a water bike if given the opportunity.

5% of surveyed users know someone who has shown interest in purchasing a water bike, or have already purchased one.

90% of surveyed users said that they would feel comfortable purchasing a water bike online if the site provided extensive information about the product.

- **Market Research:** Competitive Analysis was completed to shed light on potential competitors, and to determine how SEABIKES could differentiate itself. Many older competitors such as Castle Craft provided extremely poor user experience with "calls to action" buttons not even working, while the newer startup companies such as Schiller and Manta5 were impressive but did not let users shop by category and easily compare models from various vendors.

STRATEGY

- **User Stories:** Developed by analyzing every path that a new or returning user would take to complete certain tasks. User Stories were then prioritized to determine the MVP. Here is a sample below.

Priority	Action	Reason
High	I want to find out more about SEABIKES	learn more about the company
High	I want to create an account using MY email	Sign up and access seabikes
Low	I want to create an account using twitter	easily sign on through social media
Low	I want to create an account using facebook	Easily sign on through social media
High	I want to update my account settings	change details about my personal settings
High	I want to add credit card information	checkout
High	I want to browse Water Bikes by categories	easily compare water bikes by category

STRATEGY

- **User Personas:** Personas were created in **Sketch** and were based on the user research. Some potential users were open to water sports in general, while others were cyclists who were interested in water bikes for training purposes. Here is an example of one of the personas.

Lilly Chen

water sports - social activities

Age: 42

Occupation: Designer

Location: Highlands, NJ

Gender: Female

Motivations

Lilly lives by the beach and is always looking for a way to stay active outdoors with friends and family. She would love a new toy that could be used as a means of transportation so that her family could explore nearby islands and go on sea adventures together.

Goals

The seabike would be used as a way to stay active, connect with family and friends, and as a means of transportation for adventures in the sea.

Frustrations

Lilly has always wanted a recreational seabike but has not found a website that seems modern and up to date. She thinks that could reflect poorly on the products available.

Bio

Lilly is a monther of two and a social butterfly. She has a kayak, canoe, and a SUP. She would love to add a seabike to the collection for even more fun this summer.

DESIGN

- **Branding:** The brand name SEABIKES was chosen because we believe it has the potential to be the generic term for the entire water bike product category, exactly in the way that the brand "Jacuzzi" is referred to for all hot tubs. The most important visual feature on the app is the product details. The rest of the interface is designed to showcase those product details and minimize any frustrations or distractions. The UI of SEABIKES includes a calming very light sea foam blue and green, gray and sand orange color scheme which is meant to remind the users of the sea. A single typeface was chosen for this app to increase simplicity, though we used different shades and included a visual hierarchy to aid the users with reading the material on each display view rapidly and without thinking.
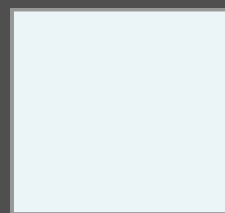
Typography

SF Pro Text

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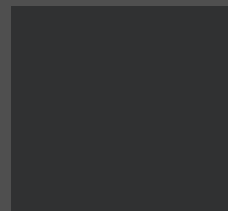TUVWXYZabcdefghijklmn
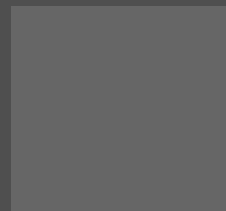opqrstuvwxyz0123456789

Color Scheme
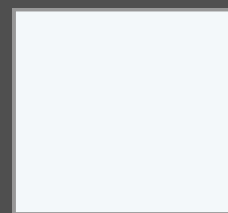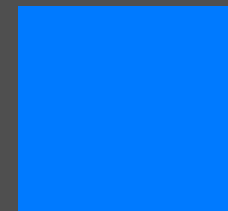
#F3F9FA   #EBF4F7   #F5A623

#303132   #666666   #007AFF

Logo

SEABIKES

SEABIKES

DESIGN

- **Wireframes:** Low-fidelity wireframes were created on **Axure** then uploaded into **InVision** for user testing. Many changes were made based off of the user testing, and then the high-fidelity wireframes were created on **Sketch** to provide exact sizing of each element. Further testing was conducted through **Peek**. The feedback gave us the data we needed to make improvements on user flow and design decisions.
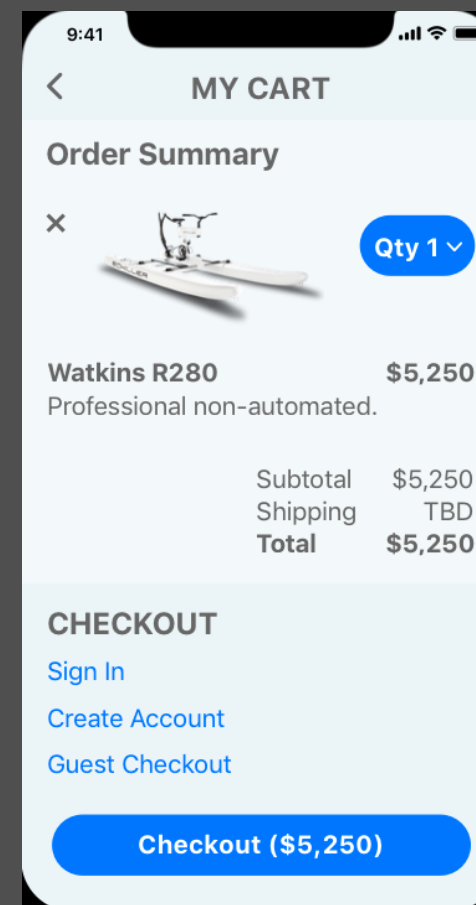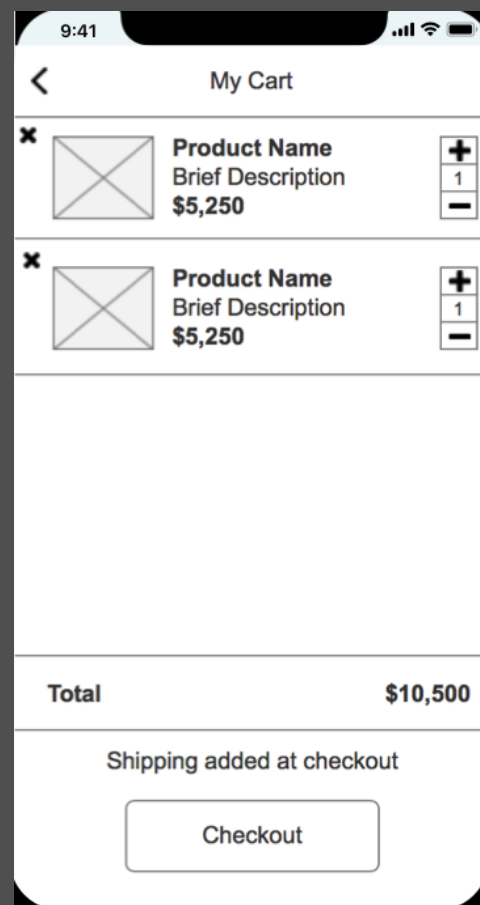

View Wireframes

TESTING

- **Example 1:** One game changing moment was when a user complained about having to sign in before browsing products. The user felt discouraged and annoyed that he was being asked to do something before he even knew if he was interested. We reworked the design and delayed the Sign In/Sign Up process until checkout to improve the user experience. On-going testing is being done to determine if this change is increasing conversion rates.

- **Example 2:** The design team created a preference test on Usability Hub to determine whether the color of the shopping cart should be orange or blue. The results were fairly even, but more users preferred an orange color over the blue color that I had been using for other links. Further navigation testing was done on Peek and the orange color was causing frustration for users because they were not sure whether the shopping cart was clickable. The design team changed the color back to the consistent blue color and there were no more frustrations.

- **Example 3:** A 5 Second Test was conducted to understand how the app made users think and feel, and if they could understand the app's purpose. First impressions are important for e-commerce companies as there is a lot of competition. The results confirmed that the users trusted the application and could clearly define it's purpose.

CONCLUSION

- **Conclusion:** The water biking industry is a rapidly growing and there is a great opportunity for SEABIKES to lead the way in sales by creating an end to end e-commerce platform that makes it easy for users to shop for water bikes. The design team of SEABIKES took the time to really understand their potential users and competitors through extensive research.

- The result is a simple solution that allows users to learn about the sport, browse water bikes by collection, see pictures and videos, view the technical specifications, read reviews, and checkout seamlessly, all in one simple to use application.
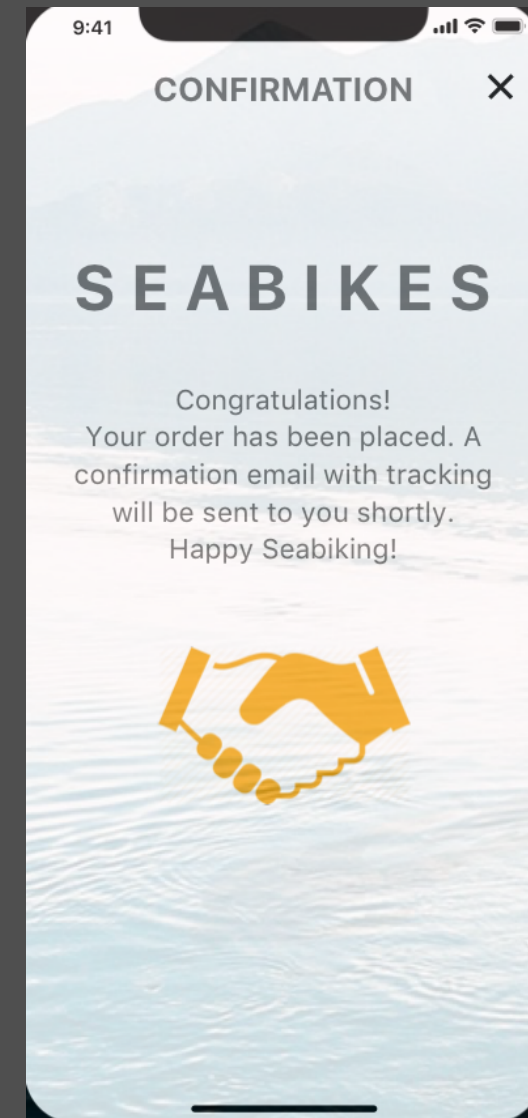
- *Designed and Developed as an exercise for the UX/UI Foundation Course at Bloc.io*