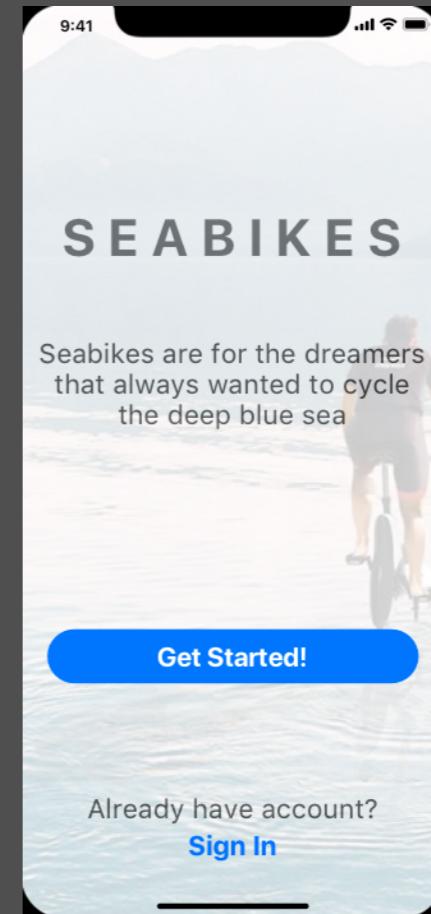


CASE STUDY

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.



- *Designed and Developed as an exercise for the UX/UI Foundation Course at Bloc.io*

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, 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 collection, 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 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.

30% of surveyed users know someone who has shown interest in purchasing a water bike, or have already purchased one.

90% of surveyed users said the app would have to be informative and show pictures, videos, and reviews for each model so that they can easily compare water bikes.

RESEARCH

- **Market Research:** Competitive Analysis was completed to shed light on potential competitors, and to determine how SEABIKES could differentiate itself. Many competitors provided poor user experience while the newer startup companies were impressive but did not let users shop by category and easily compare models.

Company: Schiller Bikes

Website: <http://schillerbikes.com>

- How do they position themselves? As the world's best water bike, merging design, technology, and engineering.
- Who is their primary audience? What user groups are they targeting? Professional or serious cyclists, consumers who have money for luxury sporting goods, individuals interested in athletic water sports.
- What are their key differentiators and features? Unique product unlike any other water bike. The Schiller bike looks the most like a road bike on the water.

Strengths

- Effective messaging with videos and clear product description.
- Clear and obvious calls to action.
- Relevant content.
- Intuitive navigation structure.
- Responsive design.
- Modern.

Weaknesses

- The pictures and video takes up too much space on the website. It takes too long to scroll to the bottom of the website.
- The hero includes a video and then right underneath there is a moving product - the two of those combined makes for a very busy and confusing site leaving me a little dizzy and frustrated with the movement.

Opportunities

- Potential untapped market for luxury and professional water bikes.

Threats

- Not much of an existing market so would require a great marketing effort to attract users to the website.

STRATEGY

- **User Stories:** Developed by analyzing every possible path that a new or returning user would take to complete certain tasks. Tasks were then prioritized so it could be determined which tasks were part of the MVP.

Prioritize	User Type	Action	Reason
High	New User	I want to find out more about The Seabike Shop	I can learn more about the company
High	New User	I want to create an account using email and password	So that I can sign up and access the Seabike Shop
Low	New User	I want to create an account using twitter	I can sign on more easily through my social media account
Low	New User	I want to create and account using Facebook	I can sign on more easily through my social media account
High	New User	I want to update my account settings	To change details about my personal settings
High	New User	I want to add my payment information	So that I can checkout
High	New User	I want to change my password	I'd like to have the ability to change it when I want to
High	New User	I want to browse seabikes by categories	I can easily browse bikes based on the product category I am interested in
High	New User	I want to learn more about each seabike category	I can learn more about each product category
High	New User	I want to click on a seabike and view product details	Learn more about the technical specs and price
High	New User	I want to see more pictures of the product	View the product before buying it
High	New User	I want to read reviews on the product	Learn about what other users thought about the product
High	New User	I want to add items to the shopping cart	So I can checkout now or at another time
High	New User	I want to change the quantity of items added to my cart	So that I can add more than one bike to my cart
High	New User	I want to view my shopping cart	I can see all products before final payment
High	New User	I want to view shipping details	See the price and ETA
High	New User	Browse from any device	Pick up where I left off on all of my devices
High	New User	View payment methods	Know my checkout options
High	New User	Contact the company for questions	Get more information

STRATEGY

- **User Personas:** Personas were created in **Sketch** and were based off of the feedback received from the interviews and surveys.

Kurt Rogers

avid cyclist - keep training exciting

Age: 32

Occupation: Engineer

Location: Miami, FL

Gender: Male



Motivations

Kurt is an avid cyclist and the pack lead of his cycling group. He is interested in finding a seabike so that he can keep the sport interesting and exciting for himself, all while training hard for the big race day.

Goals

The seabike would need to replicate the cycling experience on the road so that there is no difference in training. Any added benefits would be above and beyond.

Frustrations

Kurt does not know anyone with a seabike so he would be relying on the reviews. He doesn't want to wait any longer to make a change though.

Bio

Kurt has been cycling since high school on his Trek road bike. While he is the best cyclist in his cycling group, he still faces stiff competition. Kurt gets bored easily so he knows he needs to keep training exciting in order to continue to train and win competitions.

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.

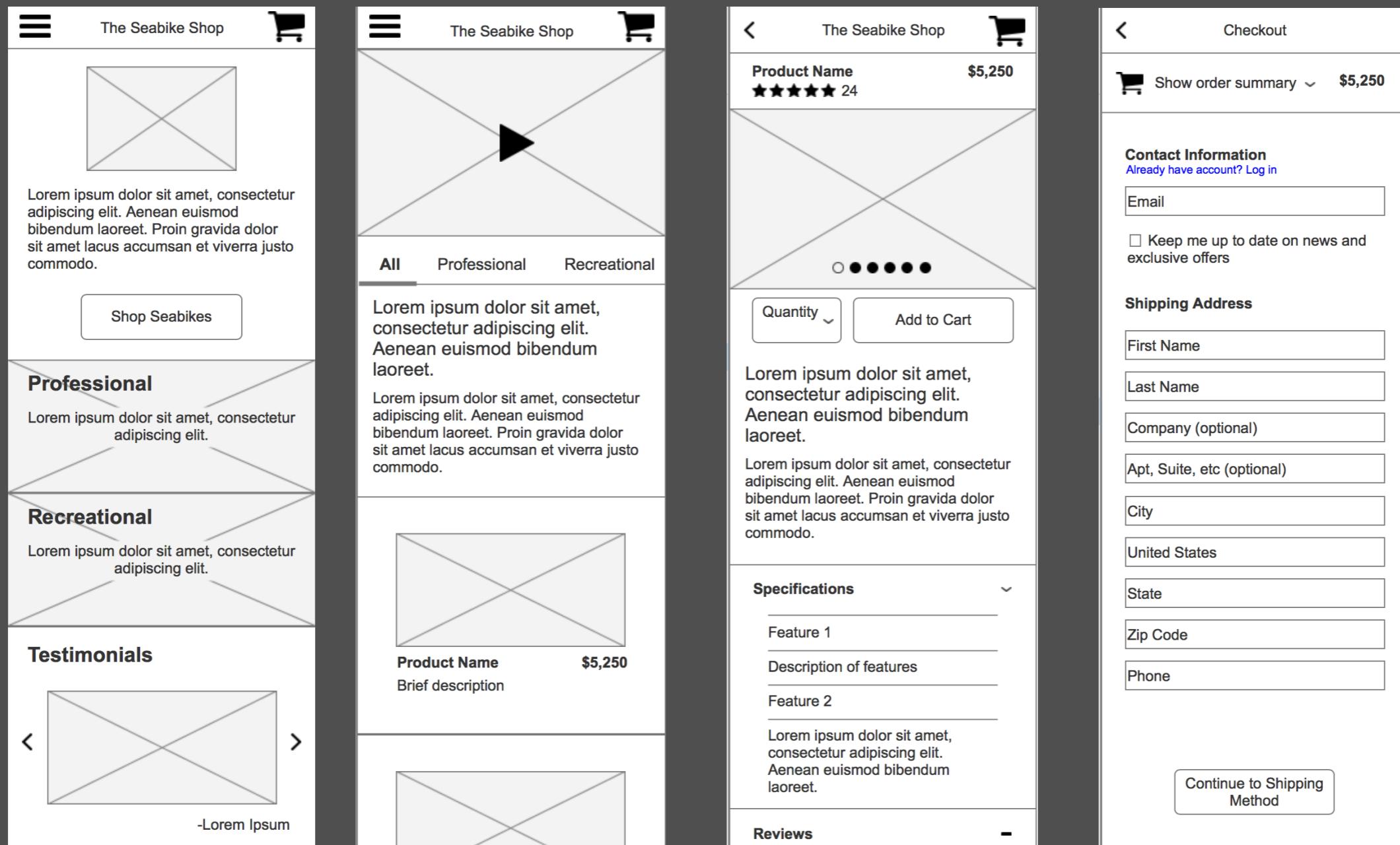
Frustrations

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

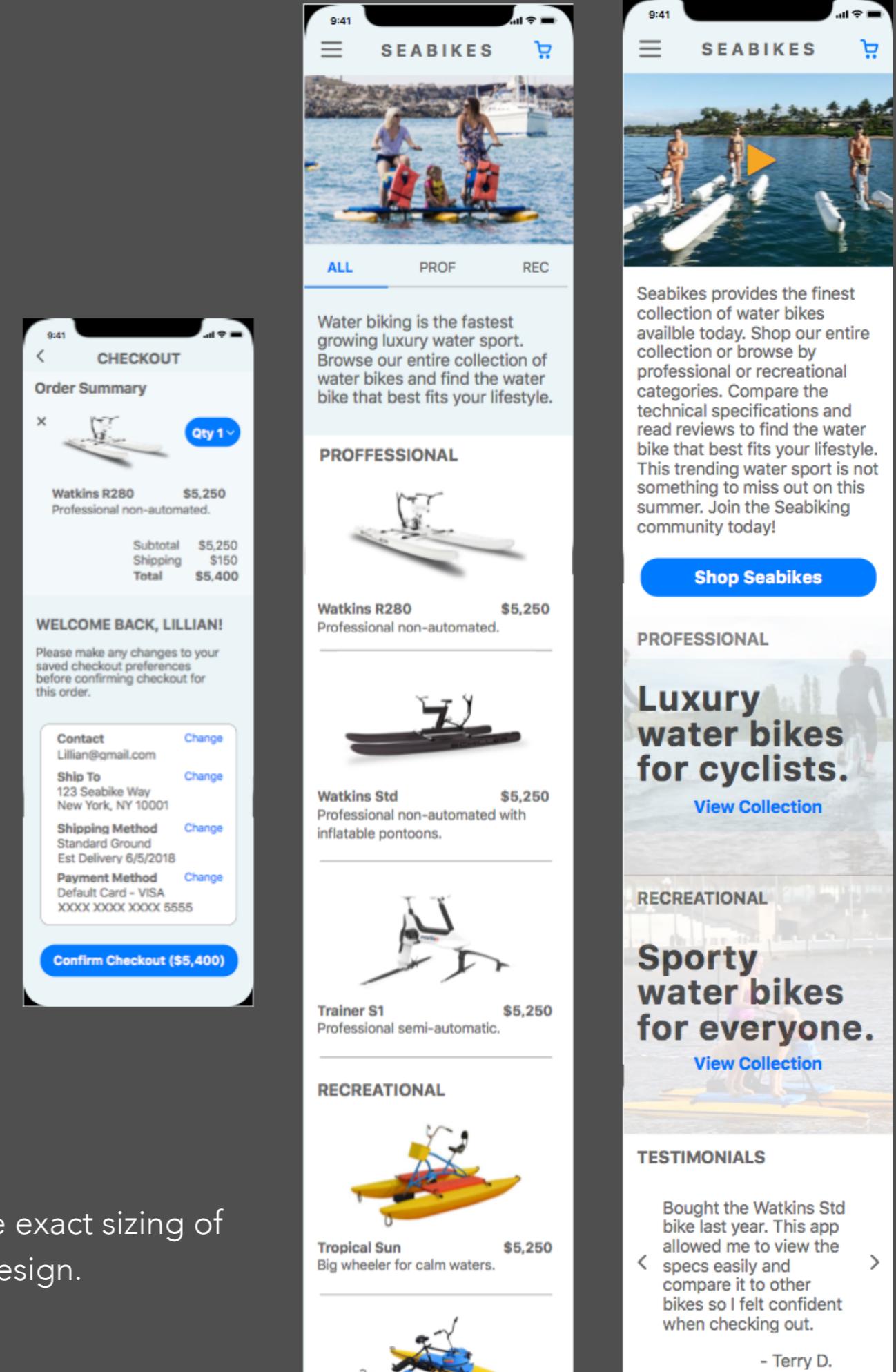
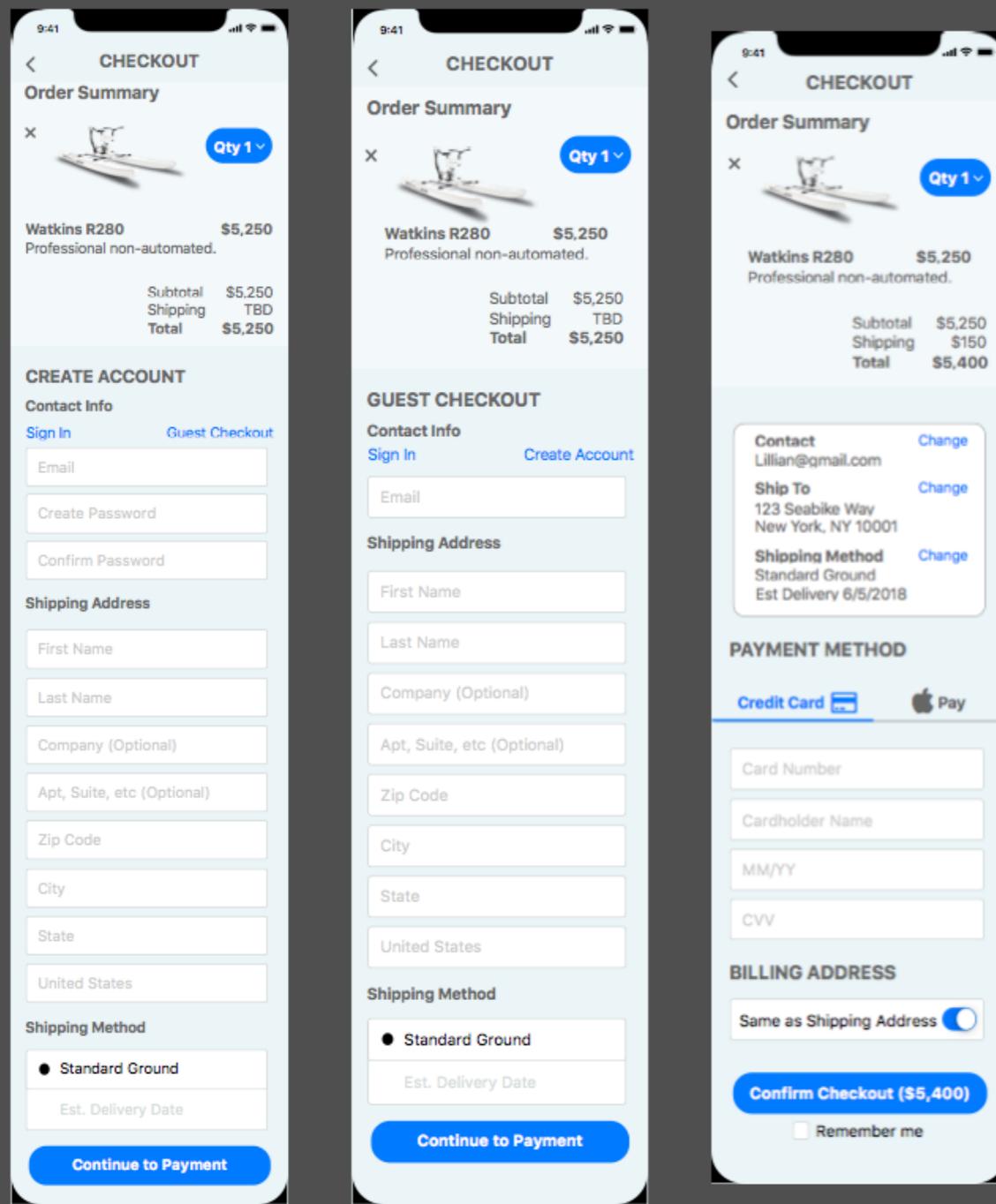
Lilly is a mother of two and a social butterfly. She has a kayak, canoe, and a SUP. She would love to add a seabike to the collection for even more fun this summer.

INFORMATION ARCHITECTURE



- **Low-fidelity Wireframes:** Created in **Axure** to provide rough sketches to display content placement options for the stakeholders.

VISUAL DESIGN



- **High-fidelity Wireframes:** Created in **Sketch** to provide exact sizing of each element, so that we could test our user flow and design.

Bought the Watkins Std bike last year. This app allowed me to view the specs easily and compare it to other bikes so I felt confident when checking out.

- Terry D.

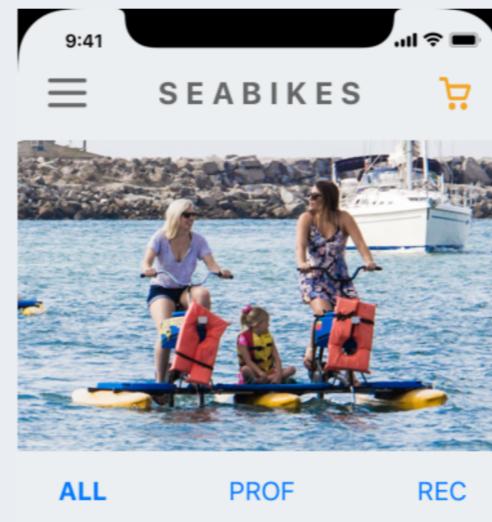
TESTING

Results: Prototypes were created in **InVision** and users were able to test through **Peek**. 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 what the app was all about. 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, but we are anticipating that this change will increase conversion rates.

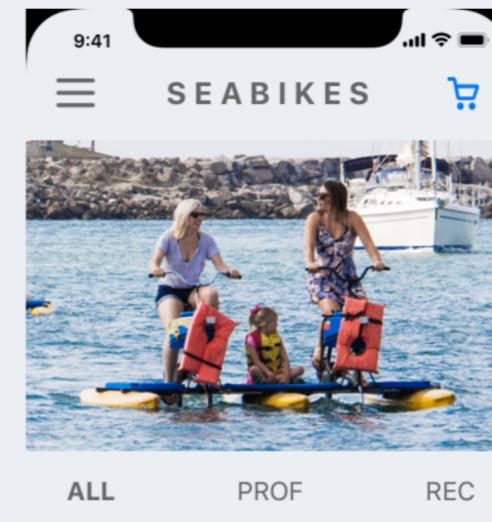
The upper image is a preference test done on **Usability Hub** for the color the shopping cart and the buttons for the categories. Additional testing was done and we received even further feedback through the recordings of Peek, and we ended up moving forward with the design on the lower image.

Which color choices do you prefer for the shopping cart icon and category labels for "ALL, PROF, REC" in these two design options?

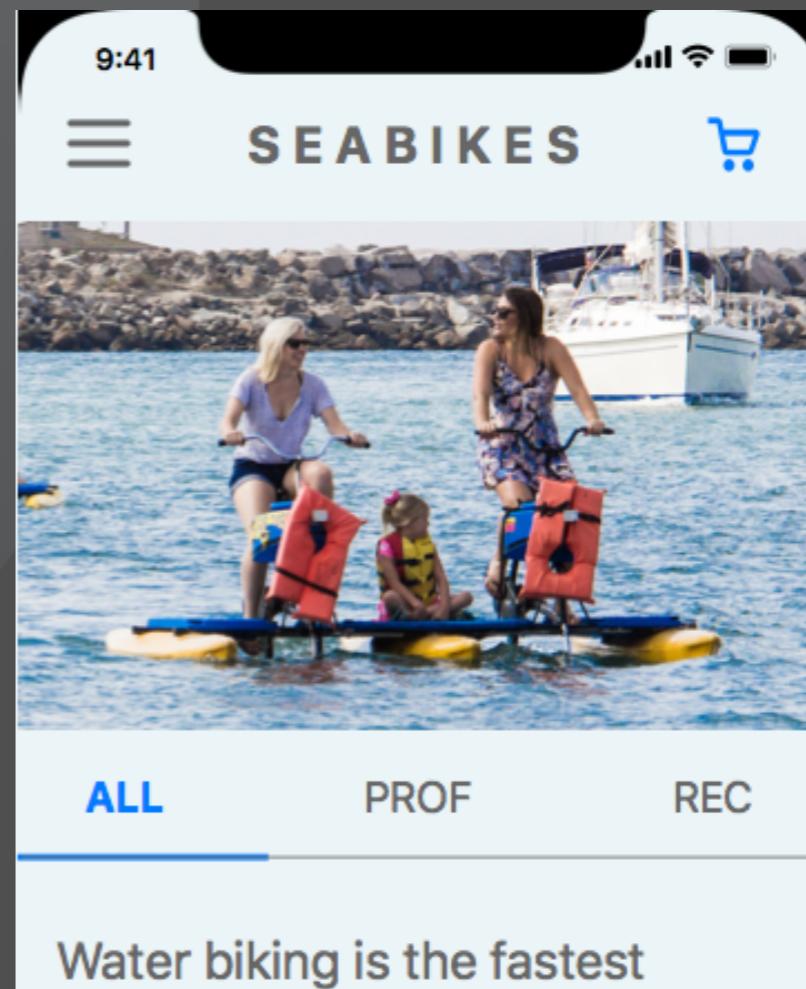
Click an image to zoom in



Water biking is the fastest growing luxury water sport. Browse our entire collection of water bikes and find the



Water biking is the fastest growing luxury water sport. Browse our entire collection of water bikes and find the



Water biking is the fastest

CONCLUSION

- **Conclusion:** Water biking is a rapidly growing industry and research was required to understand the current competitive landscape and potential users. Testing allowed us to remove all of the frustrations in completing any of the user stories, which is so important for the success of an e-commerce app. Here is a link to the full prototype in [InVision](#).
- **High Fidelity Prototype:** <https://invis.io/ARMYK23VFE2>

