



 UI & UX Case Study

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# E-Commerce Rental Service

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# # Project Synopsis

## **Challenge**

A rental bike company is making its shift from online to offline in eCommerce. Reports show that 63% of shoppers start their journey online. To capitalise on that, O2O businesses should make that online experience as first-rate and convenient as possible. Some of the opportunity spaces envisioned are: In-store pickup of products bought online or on a mobile app. Permitting goods that have been purchased online to be returned to a physical store.

## **Approach**

I approached the exercise in five parts:

1. Context: Problems, Assumptions
2. Understand Requirements: User Research, Competitive Review
3. Setting the Stage: Personas, The Ecosystem, User Flow
4. Implement Design Development: Wireframe, High fidelity Prototype
5. Delivery of Final Considerations: Edge Cases

## **Problems**

The goal is to design journey processes for different users and conceptualise the optimum ecosystem for this e-commerce platform.

## **Assumptions**

- Assume that the users who would use a bike renting app are technologically savvy and familiar with existing patterns around popular transport app services like Uber and Ola etc.
- Business goal is retention- Design should make it rewarding for users come back and use the app again by reducing cognitive load (e.g. saved searches, meaningful defaults, pre-filled states, etc.)

# # Client Depiction

With a large spike of new people buying bicycles during COVID-19. A global urgency to find more sustainable ways of living due to our ongoing climate crisis. Cowalker is an initiative to make commute eco-friendly, also reduce congestion because people can use bicycle to move around city easily. It will allow users to move from one destination to another at a low cost. Users will be able to pick and return a bike at their convenience. Cycling is continuing to soar in popularity as healthy leisure activity and as effective mode of transportation. Cowalker is expanding its online presence into offline retail to boost business. It provides top-quality merchandise, safety equipment, repair and maintenance services, bicycle accessories and more.

## **What are value proposition of it ?**

- Health-first mindset
- Commute faster and smarter
- All-round care for you and your bicycle journey
- Explorer locally culture heritage and event landmarks
- Hassle free pickup and return
- Bicycle needs and equipment under one roof

## **Why would people use it ?**

- Greener way of transportation
- Healthier & more active lifestyle
- Affordable and cheap
- Quick and efficient service
- Equip cyclists with tool and knowledge

# # Offers Highlight

Post online shop in-store  
pick-up or return

Accessories rental for  
both bike and riders

Customer care and in-store  
support team

Cycle care maintenance &  
repair service

Feature purchased product  
customisation

Ensure booked cycle  
availability before ride

Personal cycle guide  
notification for riders

Organised seasonal  
community rider rally

Tracks rides, calories,  
distance & locations

# # User Research

While talking to some people in my close circle, I mainly came across 2 types of people:

1. Who had already used a bike renting app but uninstalled it after sometimes of use
2. Who had not tried a bike renting app but were open to the idea

To understand these users better, a research plan was prepared:

## **Background**

To design a platform that provides accessories for bikes and riders in a convenient quick and hassle-free way to new as well as existing users for bike renting app “Cowalker”.

## **Research Objective**

To understand the needs, wants and drivers for opting for a bike ride, by also understanding the patterns of usage of the same. To understand if there are any particular problems that existing users are facing that leads to them opting out of the service.

## **Methodology**

Digital Depth Interviews (total duration of each depth interview - 10 mins)

## **Target Group**

- 18-50 years
- All genders
- Living in urban cities
- Middle-Upper Middle Class

# # User Interview

## **Introduction**

- Self introduction, purpose of interview-to understand their views on bike renting app.
- There are no right or wrong answers, please be free to give me your frank opinions!
- Can you tell me a little about yourself? What do you do?
- What does a work day look like?
- What do you do in your spare time?
- What do you do on weekends?

## **Day-to day Travelling**

- How does your commute to work look like?
- How much time do you spend on your commute to work?
- How do you usually travel shorter distances?
- What all modes of transport/services do you use?
- Do you see any mode of transport as a leisure activity or as a recreational activity?

## **Bike renting apps**

- Have you used a bike renting service earlier?
- Why did you use it?
- How long did you use it for?
- Why did you stop using it?
- What all would you expect from a bike renting app?
- On what occasion would you opt for renting a bike?

THANK YOU FOR YOUR TIME. YOUR ANSWERS ARE VALUABLE TO ME.

# # User Category

An overlying theme that emerged from the interviews was that of majority people being conscious to use public transport after the pandemic. They are looking for other cheaper and efficient ways of daily commute

I interviewed 6 people and on the basis of that, 3 types of users can be identified:

- **The Fit-Eco-Conscious Rider:**

Primary motive to rent a bike for : stay healthy and positively impact the environment too.

Although these riders are want a service but not an essential ride-or-die situation.

"After the pandemic I have been looking for affordable and efficient transportation means sine I am a little apprehensive of public transport. I would rather prefer rental service than purchasing products."

- **The Daily-Money-Save Rider:**

Primary motive to rent a bike for : save money on daily commute to work.

Getting cheap ride to work and getting on time everyday readily available is of utmost importance daily.

"I want a hassle-free, personalised commuting option. I don't like to wait, I want the option to have the service right when I need it and give proper end-to-end service as well. I want the service to feel like it is made for me."

- **The Just-For-Fun Rider:**

Primary motive to rent a bike for : to try something new.

Part of recreational activity explore the city at leisurely pace, want to be a part rider group that meets routinely.

"On weekend I usually have lot of free time when I would love to take cycling hobby. But I don't want to invest in it, so I would like to try it out whenever I feel. Being part of rider group would help me to motivate and pursue my hobby farther"

# # Competitor Review

Decathlon

Firefox Bikes

Calamus

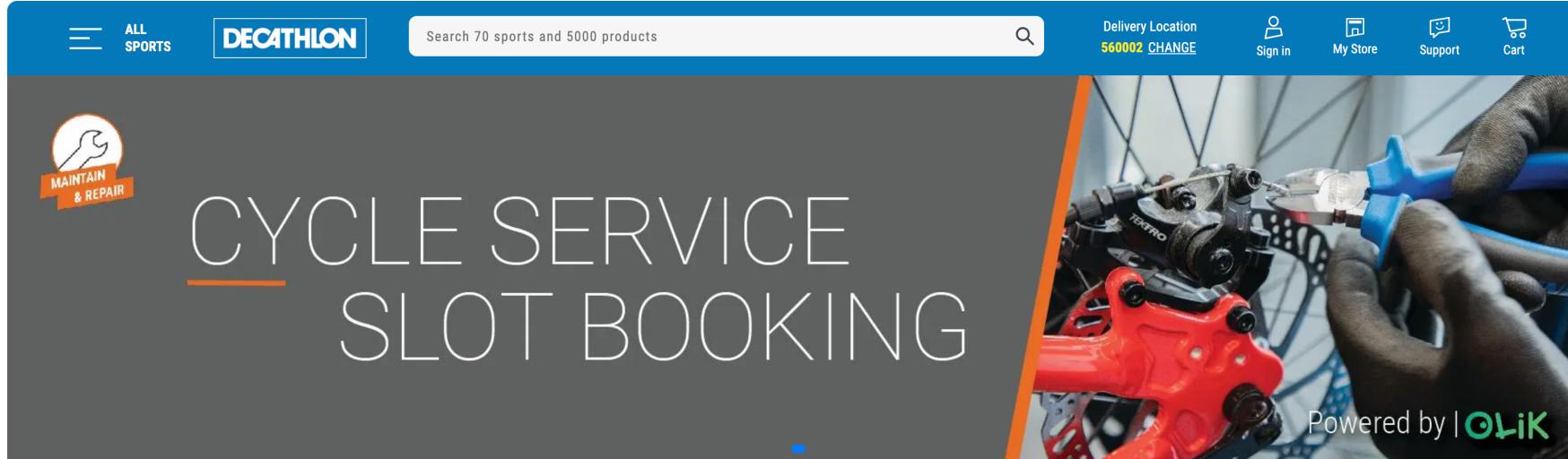
Hero Cycle

Yulu

Mybyk

Vogo

Avon



The screenshot shows the Decathlon website's cycle service booking feature. At the top, there's a navigation bar with 'ALL SPORTS' and the 'DECATHLON' logo. A search bar says 'Search 70 sports and 5000 products'. Below the search bar, it shows 'Delivery Location 560002 CHANGE'. To the right are links for 'Sign in', 'My Store', 'Support', and 'Cart'. On the left, there's a circular icon with a hand holding a wrench, labeled 'MAINTAIN & REPAIR'. The main heading 'CYCLE SERVICE SLOT BOOKING' is displayed prominently. To the right of the heading is a close-up image of a person's hands working on a bicycle wheel, specifically adjusting the rear caliper. Below this image, the text 'Powered by OLiK' is visible. The background of the main section is dark grey.

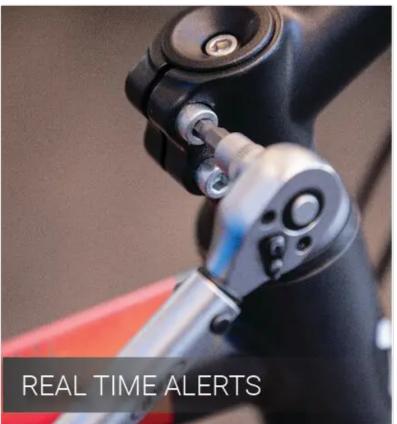
Benefits of booking



EASE OF BOOKING



NO WAITING



REAL TIME ALERTS



SAME DAY DELIVERY



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The screenshot shows the Firefox Bikes website's accessories section. At the top, there's a navigation bar with links for BIKES, ACCESSORIES, STORE LOCATOR, BIKE SERVICE, #GOBIKING TRIBE, and CUSTOMIZED BIKES. A search icon and a shopping cart icon with a '0' are also present. The main header features the Firefox logo and the word "ACCESSORIES" in large orange letters. Below the header is a large image of various cycling accessories including a helmet, gloves, and components. A sidebar on the left contains links for BIKE REGISTRATION, For Bike, For Rider, Components & Add ons, Price, and Color. The main content area displays three product cards: "HANDLEBAR GRIP EZ SHIFTER (13 CMS)" showing two black grips, "REFLECTIVE TROUSER BAND" showing two reflective bands, and another "HANDLEBAR GRIP EZ SHIFTER 13 CMS" showing two black grips.

Insights

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 CALAMUS

ONE-75    ONE-25    ACCESSORIES    CONTACT US    FAQ

 INR  



**ULTRABIKE: ONE-25**

Price - ₹ 340,658 **(20% OFF)**

BUY NOW - ₹ 272,356

\*Free Shipping Globally



**ULTRABIKE: ONE-75**

Price - ₹ 443,112 **(21% OFF)**

BOOK NOW - ₹ 349,196

\*Free Shipping Globally

 Chat

Insights

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Calamus

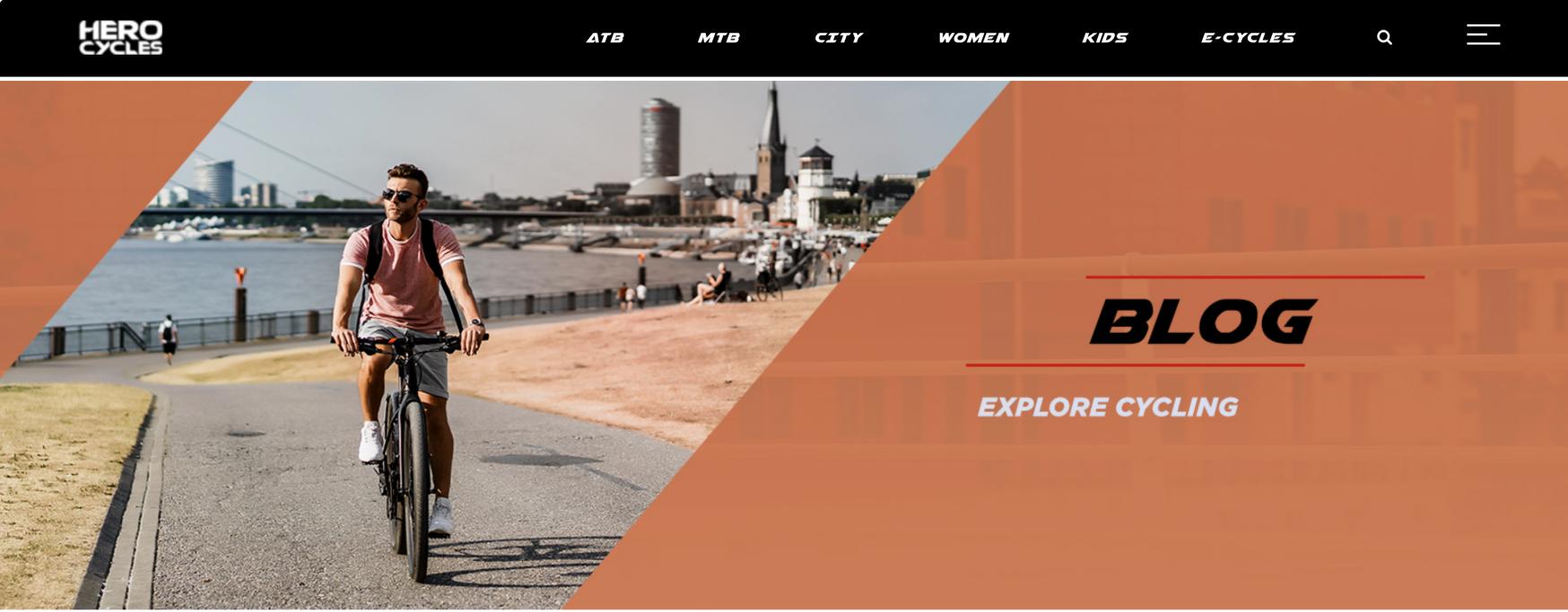
Hero Cycle

Yulu

Mybyk

Vogo

Avon



The image shows the homepage of the Hero Cycles website. At the top, there's a navigation bar with categories: ATB, MTB, CITY, WOMEN, KIDS, E-CYCLES, a search icon, and a menu icon. Below the navigation is a large banner with a man cycling on a path next to a river with a city skyline in the background. Overlaid on the right side of the banner is a dark orange graphic containing the word "BLOG" in large white letters and "EXPLORE CYCLING" in smaller white letters. At the bottom left, there's a breadcrumb navigation showing "Home / Blog". Three blog posts are displayed at the bottom: "HEROSPRINT TIME TO GEAR UP!", "DON'T LET MONSOON RAIN ON YOUR RIDE!", and "CYCLING MENTAL HEALTH BENEFITS AND HOW IT BOOSTS IMMUNITY".

Insights

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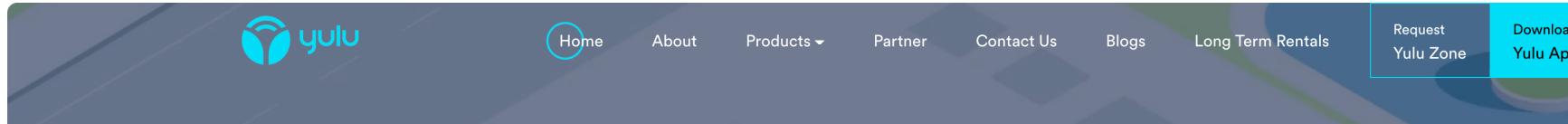
Hero Cycle

Yulu

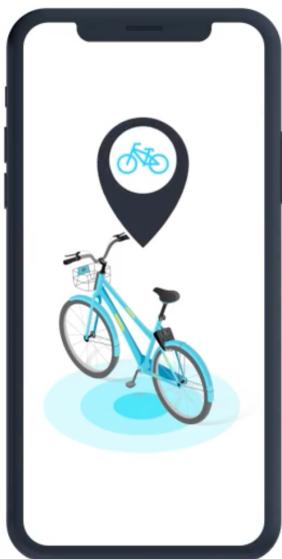
Mybyk

Vogo

Avon



## How to Yulu



### Download YULU app

Download the Yulu app from the Appstore or the Playstore



### Locate a Yulu

Use the Yulu app to find the closest vehicle to you or look out for a Yulu Zone around you.



### Scan the QR code

To unlock the vehicle, simply scan the QR code located on the panel.



### Ride Safely

Enjoy the Yulu ride but remember to abide by all the traffic laws and parking policies.



### End your ride

To end your ride, park the vehicle at a Yulu Zone, lock it and click on the End button on your app.



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Avon



Careers About Us Help

Get it on Google Play

Get it on App Store

Start riding at ₹3/km\*

DOWNLOAD THE APP

Get it on Google Play

DOWNLOAD THE APP

Get it on App Store

## Why choose Vogo ?



### Easy to book

Book with just 3 taps of your phone.  
Seamless payments.



### Quick

Skip traffic with our new gearless scooters. No more long waits for cabs.



### Economical

We are the most affordable short commute option in your city. Our fares are easy on your pocket.



### Fuel included

Don't worry about fuel! If you refill fuel, we'll pay you back!



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SEARCH

HOME

PRODUCTS ▾

ACCESSORIES



ABOUT ▾

FIND STORE

CONTACT

MY BAG (0)

A large banner image showing two cyclists in a landscape. One cyclist is in the foreground, and another is slightly behind and to the left. They are wearing helmets and athletic gear. The background features a road, trees, and a body of water under a cloudy sky. A green speech bubble graphic contains the text "Gear up for challenging rides". Below the image, there are three product cards:

- MTB (Geared)**
- CHOOSE YOUR RIDE**
- GO**

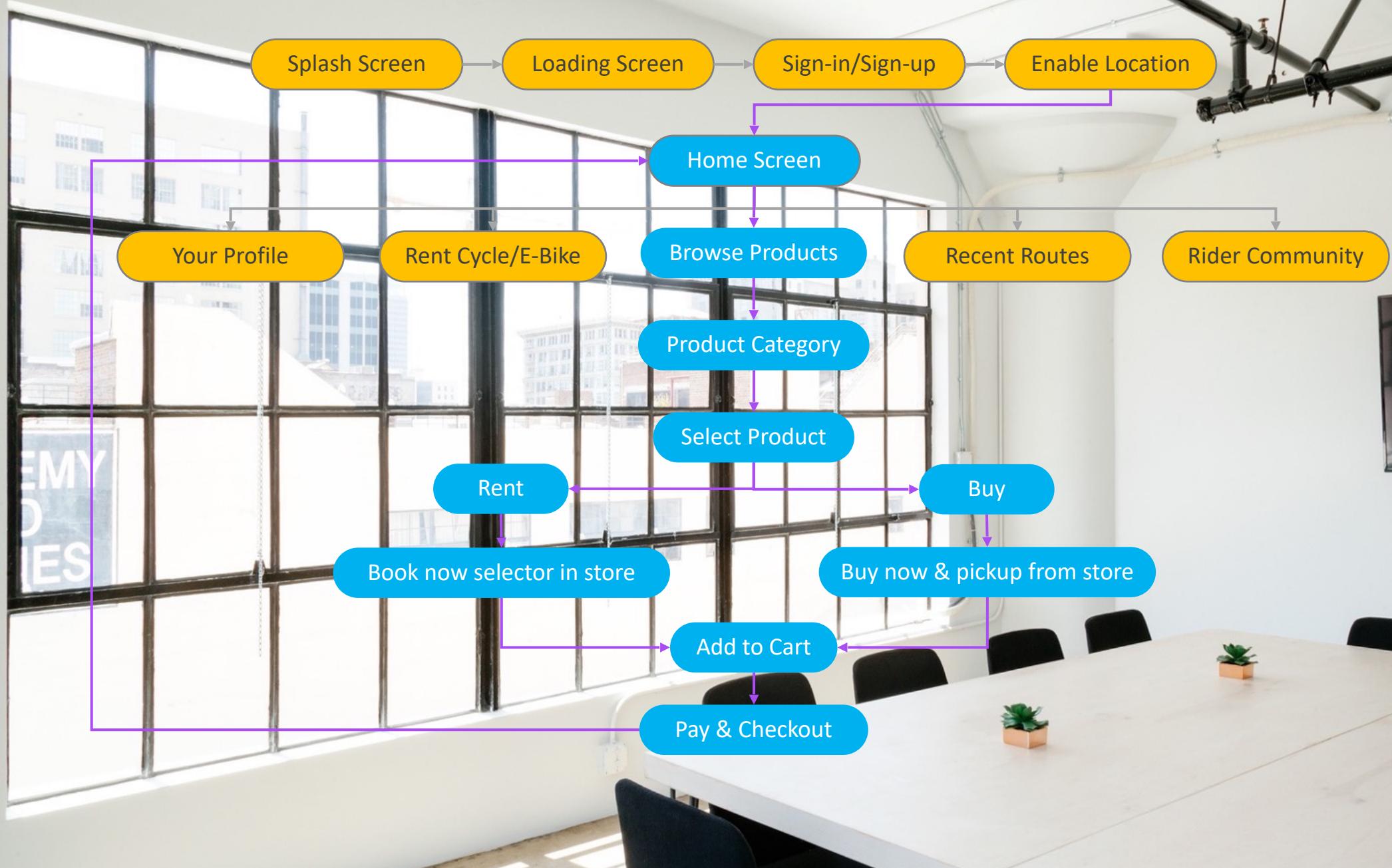
Insights

## # Annotation Summary

1. The bike rental service usable do not engage the users in different ways, They mainly provide bike rentals.
2. Other bicycle brands provide their own accessories for their bicycles and some time for rider as well.
3. Very few brands are providing maintenance and repair services.
4. Products are are not listed clearly and might be heard to comprehend by consumer as they use technical jargon.
5. No community engagement which provide regular group rider rallies, expect hero.

*A quick competition review to see what the apps offer, what they look like and what do they lack helped in building an understanding of all the benefits the ecosystem can provide.*

# # User Journey



## # Edge Objectives

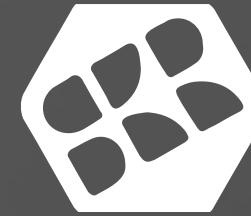
In case of theft or damage, the user would have the option on the app to report an emergency or the damage caused. The app would then ask some follow up questions to gauge the situation fully. In case of theft, last reported location report would be send and analysed and in case of damage, user would have to upload pictures on the app and appropriate compensation would be asked for or you can take it to the nearest Cowalker hub.

### **Prototype Link**

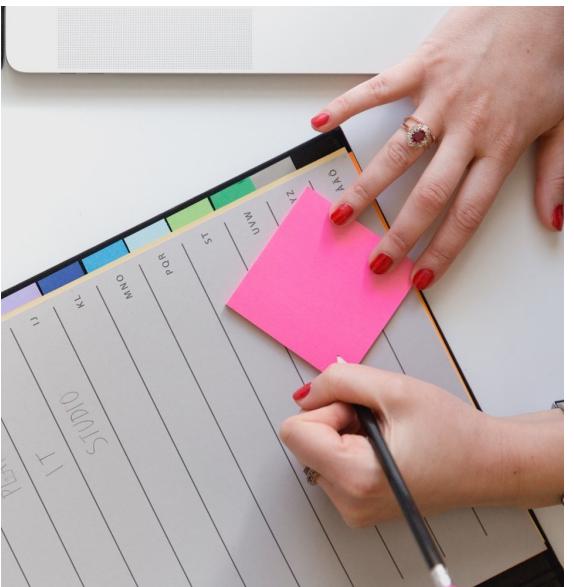
<https://www.figma.com/proto/boN4gmlwPRm3Vd0RTovMmH/CoWalker?node-id=474%3A53&scaling=scale-down&page-id=313%3A2&starting-point-node-id=439%3A1549>

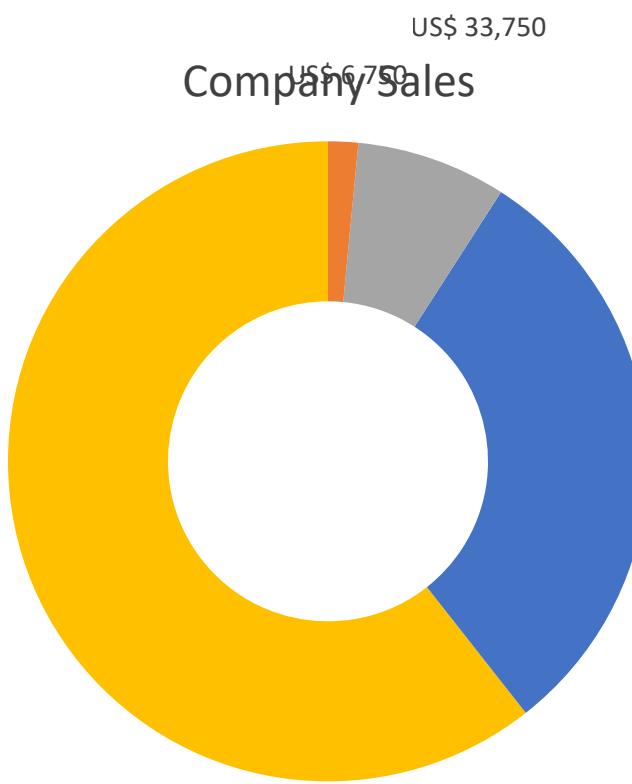
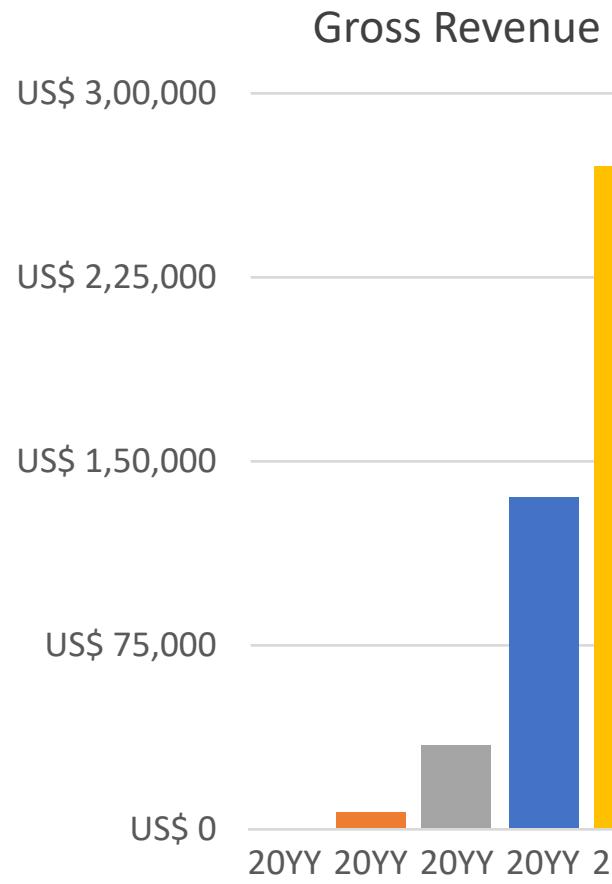


**Thank You**



Portfolio URL | [https://s-kroy.github.io/  
ux/](https://s-kroy.github.io/ux/)





	Vendors	Users	Consultants	Ad Buyers	Gross Revenue	Company Revenue
20YY	0	0	2	0	\$0	\$0
20YY	10	100	50	10	\$6,750	\$1,013
20YY	50	500	60	500	\$33,750	\$5,063
20YY	200	2000	100	5000	\$135,000	\$20,250
20YY	400	4000	120	50000	\$270,000	\$40,500

How to  
*customize* this  
template.



1

## Add your images



Delete the placeholder  
image  
or icon -



then select **or** drag &  
drop your photo

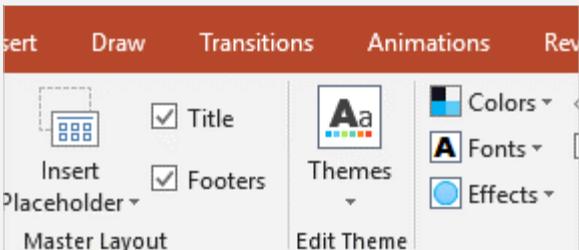
Delete this slide when you are  
familiar with working with  
Master Templates



2

## Company logo

Insert your company logo  
on the **Master Slide**



## Pick your colors

Change the color of your  
Theme in **Master Slide** view

→ View → Slide Master → Colors (Dropdown Arrow)

3

→ View → Slide Master

Make sure you are on the **first slide** (Master)  
then remove the placeholder logo and place  
your logo or edit the text.

