Bike Time

App Design

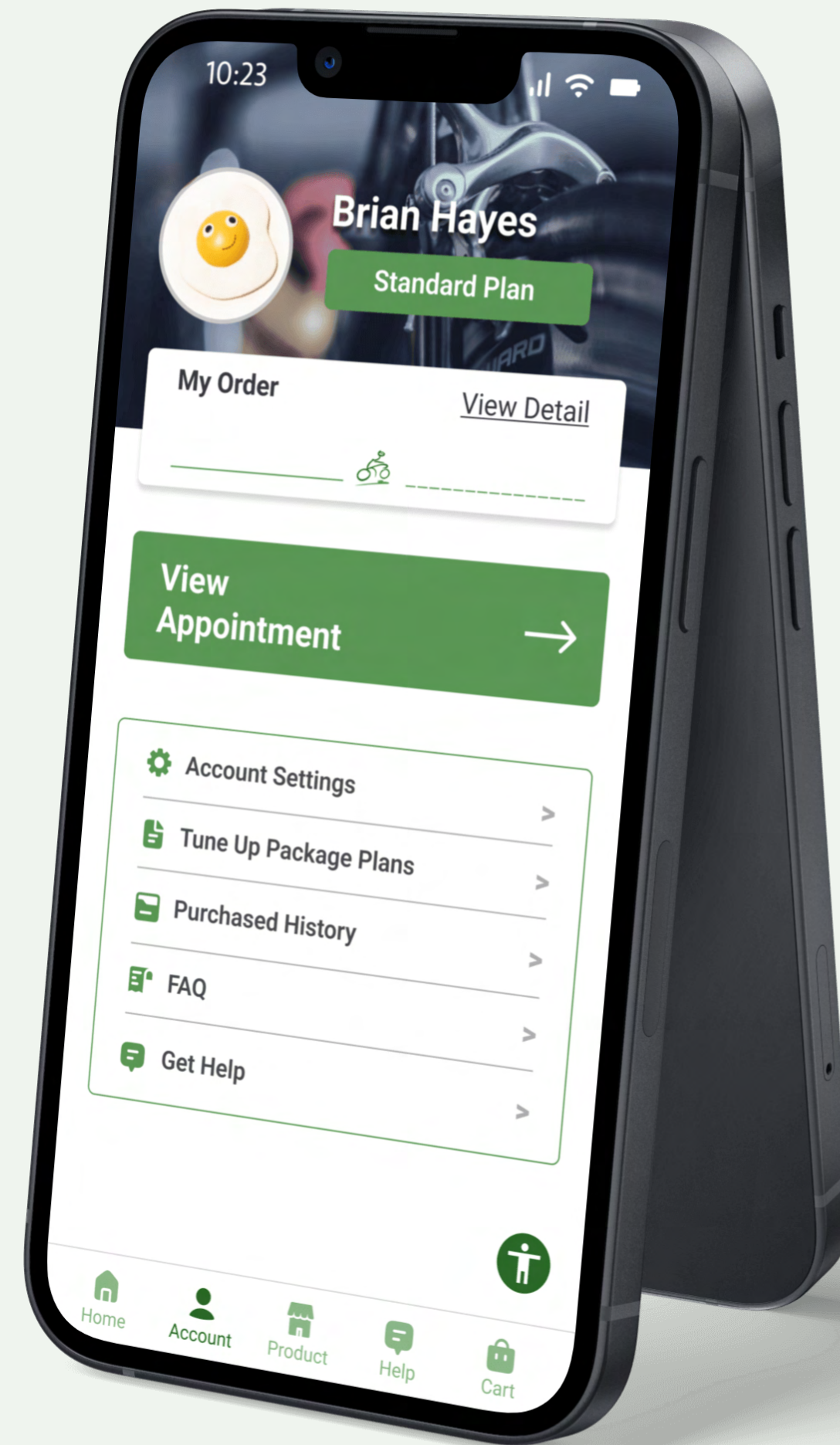Mikan Lei

The Product

OVERVIEW

The Bike Time app provides a comprehensive set of features for bike enthusiasts. It offers convenient options such as online shopping and customer support. With this app, users can easily schedule appointments, make purchases, and complete online payments by using their mobile app.

The Problem

Customers are experiencing frustration due to long wait times and receiving poor service from overwhelmed staff members.

The Goal

The mobile app Bike Time allows users to easily place, track, and return orders. Additionally, users should be able to schedule appointments and access help and support directly within the app.

My Role & Responsibilities

UX designer designing an app for Bike Time from conception to delivery.

Conducting research, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the User

User Research

Persona

User Journey Map

Competitive Audit

User Research: Summary

SUMMARY

To better understand the users' feelings, needs, and motivations, I created an empathy map. I also conducted an unmoderated usability study, where five participants shared their experiences using the Bike Time app's digital wireframe.

These research methods have helped me identify the pain points that users face when using the Bike Time mobile app. The study results have revealed the missing features in the app and provided deeper insights into improving the design components.

User Research: Pain Points

1

IRRESPONSIBILITY

Customers are not receiving any follow-up from employees after making a deposit in-store.

2

LACK OF TRAINING

Employees are not well-trained, leading to repeated questions from different employees and ultimately wasting the customers' time.

3

CUMBERSOME PROCESS

Customers are required to contact the bank to get a refund because the store failed to process it.

Persona

"By keeping my bike balanced, I can ensure that my life remains balanced as well."

Brief Story

As a professional bike instructor, Brian is currently in search of a reliable bicycle shop that can fulfill his needs for bikes, bike parts, and tune-up services. Unfortunately, the local bicycle shops he has visited so far have not provided satisfactory customer service. His orders have been lost or delayed, and the process of requesting a refund from the argumentative boss has been frustrating.

Brian Hayes

Age: 32

Education: Bachelor of Science

Hometown: Minnesota

Family: Single

Occupation: Bike Instructor

Goals

- Check my order status
- Clear return/refund policy
- Keep me updated on product pricing, services, and new arrivals, promotions...
- Less waiting time
- Opportunity to get a group price discount for my students

Frustrations

- I paid a deposit for a part but never received any follow-up on it, and the refund was not issued
- The price of the Tune-Up package was raised without informing me, and I was charged for the difference when I visited the store

PROBLEM STATEMENT

Brian Hayes is a bike instructor who needs comprehensive customer service from a bicycle shop and keeping track of his order because he doesn't want to lose his order and waste the money.
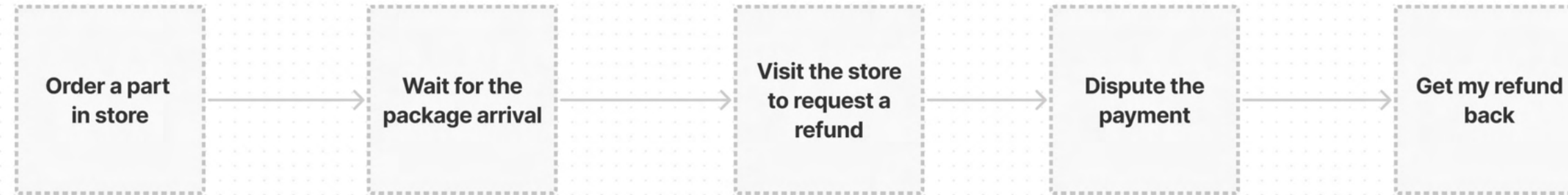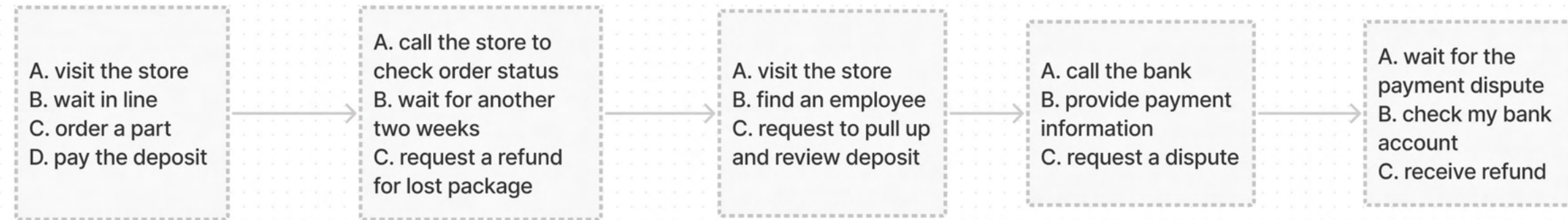
User Journey Map

The User Journey Map of Brian Hayes

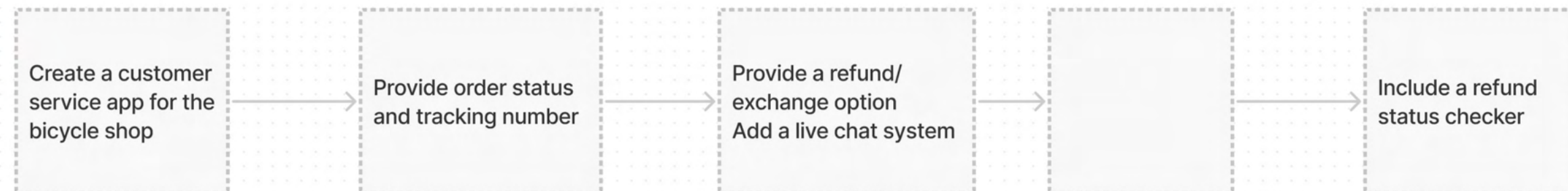Goal: to get comprehensive customer service from a bicycle shop and keep track of his orders.

ACTION

Order a part in store	Wait for the package arrival	Visit the store to request a refund	Dispute the payment	Get my refund back

TASK LIST

A. visit the store B. wait in line C. order a part D. pay the deposit	A. call the store to check order status B. wait for another two weeks C. request a refund for lost package	A. visit the store B. find an employee C. request to pull up and review deposit	A. call the bank B. provide payment information C. request a dispute	A. wait for the payment dispute B. check my bank account C. receive refund

FEELING ADJECTIVE

• Excited to use the new part	• Frustrated at lost order • Angry about unprocessed refund	• Annoyed at employee's mistake on lost deposit data	• Anxious about getting the money back	• Stress released

IMPROVEMENT OPPORTUNITIES

Create a customer service app for the bicycle shop	Provide order status and tracking number	Provide a refund/exchange option Add a live chat system		Include a refund status checker

Brian's user journey map effectively addresses common user frustrations, enabling us to enhance the app's features.

Competitive Audit: List of Competitors

Competitor List	Competitor type (direct or indirect)	Location(s)	Competitor URL	Cost	Target audience	Unique value proposition
Westside Joe's Bikes	indirect	Alameda, CA	https://www.westsidejoes.com	$$	local customers	open 7 days a week
Eden Bicycles	direct	Castro Valley, CA	https://www.edenbicycles.com	$$	children and adults	large variety in bikes and accessories
Alameda Bicycle	direct	Alameda, CA	https://www.alamedabicycle.com	$$	children and adults	large variety in bikes and accessories, tune-up packages in a reasonable price
Sports Basement	indirect	11 locations in CA	https://shop.sportsbasement.com	$-$$	outdoorsy people	shop, rental, and trip all in one website

Competitive Audit: Functionality Comparison

	Westside Joe's Bikes	Eden Bicycles	Alameda Bicycle	Sports Basement
Shop		●	●	●
Cart		●	●	●
Wish List		●	●	●
Profile		●	●	●
Buyer's Guide			●	
Search		●	●	●
Service & Repair	●	●	●	●
Appointment	●		●	
Bike Fitting	●	●	●	●
Bike Trade-In		●	●	
Contact	●	●	●	●
Events Calendar		●	●	
Accessibility Adjustment				●
Responsiveness		●	●	●
Consistent Brand Identity			●	●
Easy to Navigate		●	●	●

Starting the Design
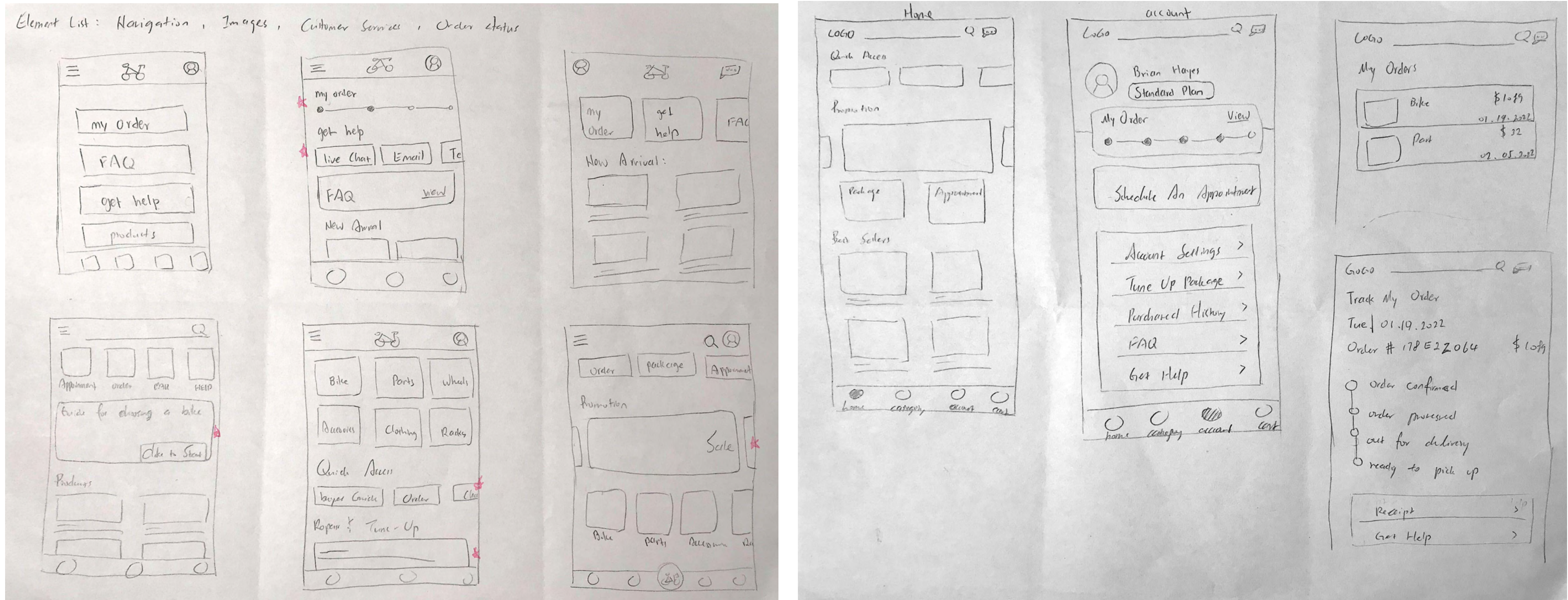
Site Map

Paper Wireframes

Digital Wireframes

Low-Fidelity Prototype

Usability Studies

Site Map

Home

Account
- My Order
  - Order Status
- Appointment
- Account Settings
- Tune Up Plans
- Purchased History
  - Return
  - Exchange
- FAQ
- Get Help
- Sign In / Sign Up

Product
- Product Categories
- Product Detail

Help
- Live Chat
- Call Us
- FAQ
- Email Us
- Visit Us
- Appointment

Cart
- Wish List
- Shopping Cart

Paper Wireframes

I focused on optimizing the navigation elements on the home page to ensure users can easily access the desired features.

*Stars were used to mark the elements that would be used in the initial digital wireframes.

Digital Wireframes

The delivery process timeline is a valuable tool for users to track the location of their package.

Order Status

01.19.2022
Order # 178E2Z064 $1089

● Order Confirmed

● Order Processed

● Out For Delivery

○ Ready To Pickup

Estimated Delivery Date : 01.26.2022

Pickup Location :
578 Lakeside St. Santa Clara CA 95046

Pickup Date : 01.26.2022 - 02.05.2022

Download Receipt   >

Get Help   >

home   category   account   cart

Users often become frustrated when they are unable to locate their packages. By incorporating a timeline, we can clearly indicate the package's locations. Customer support is available via the Get Help button at the bottom.
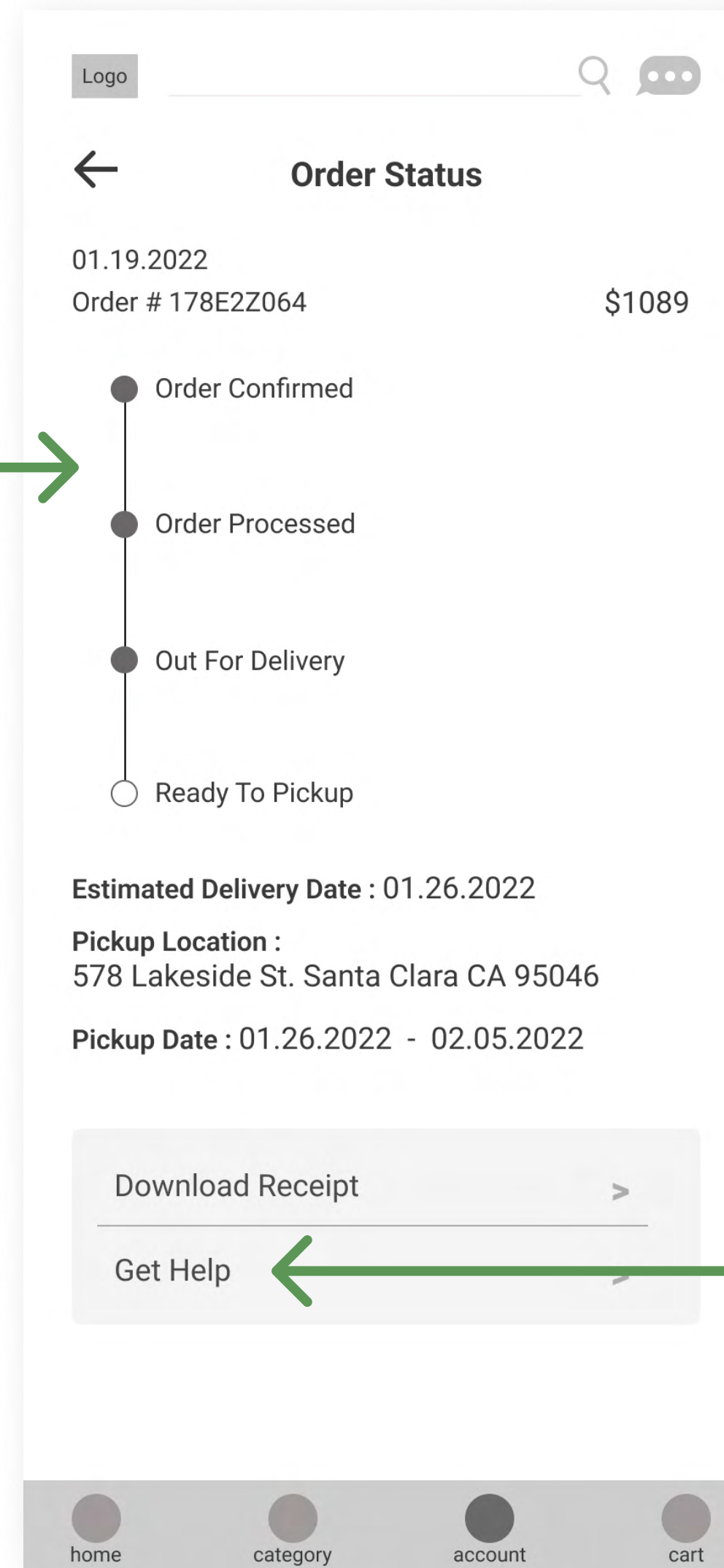
The Get Help button provides users with multiple support options, catering to their individual needs.

Digital Wireframes

Users can select multiple services for their appointments.
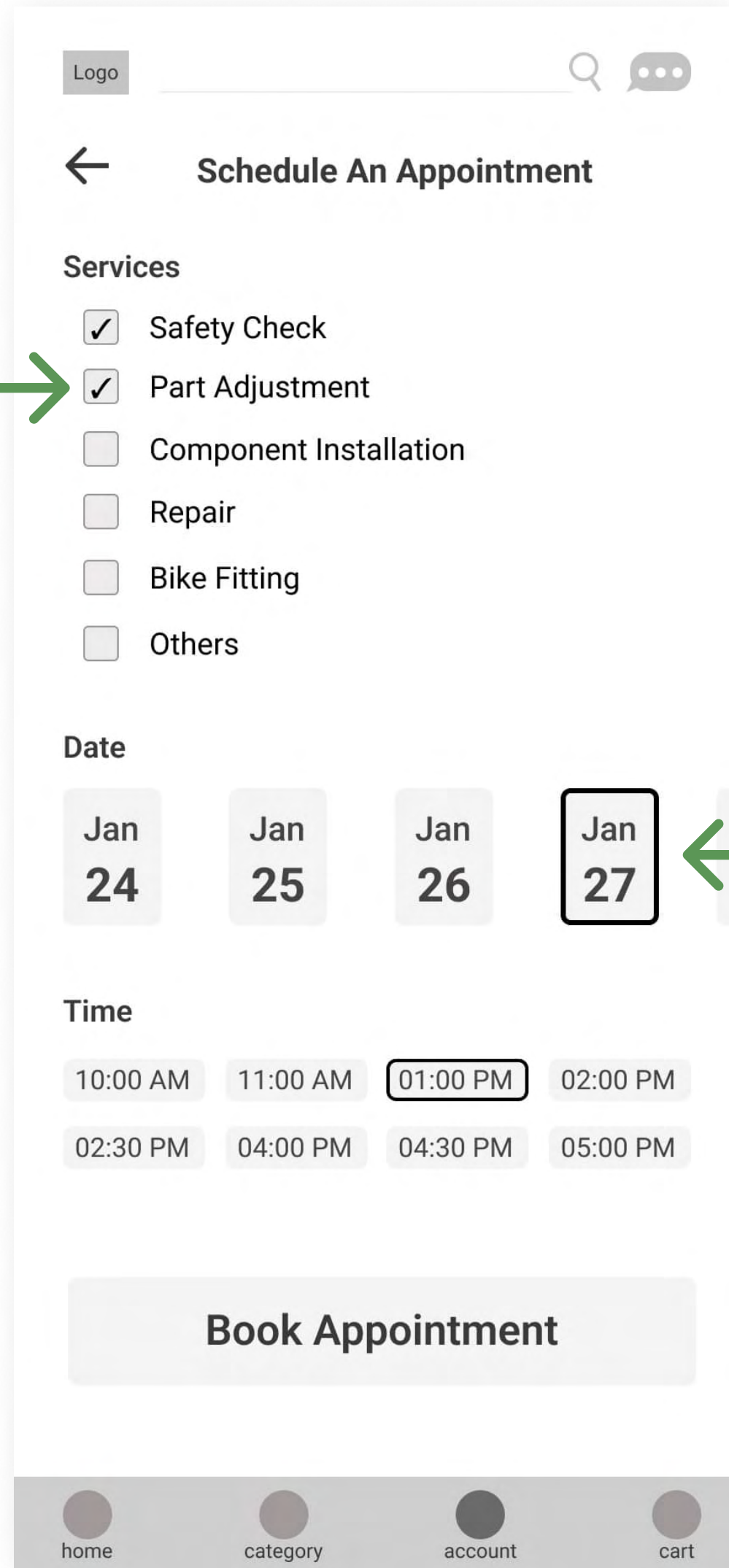
The larger calendar button design simplifies the selection process for users.

In contrast to traditional calendar designs, this version features larger buttons, enhancing user-friendliness and ease of selection.

Logo

← **Schedule An Appointment**

Services

☑ Safety Check
☑ Part Adjustment
☐ Component Installation
☐ Repair
☐ Bike Fitting
☐ Others

Date

| Jan 24 | Jan 25 | Jan 26 | **Jan 27** |

Time

| 10:00 AM | 11:00 AM | 01:00 PM | 02:00 PM |
| 02:30 PM | 04:00 PM | 04:30 PM | 05:00 PM |

Book Appointment

home   category   account   cart

Low-Fidelity Prototype

Each page of the low-fidelity prototype is interconnected, allowing users to interact with it during usability studies.

View the Bike Time
Low-Fidelity Prototype
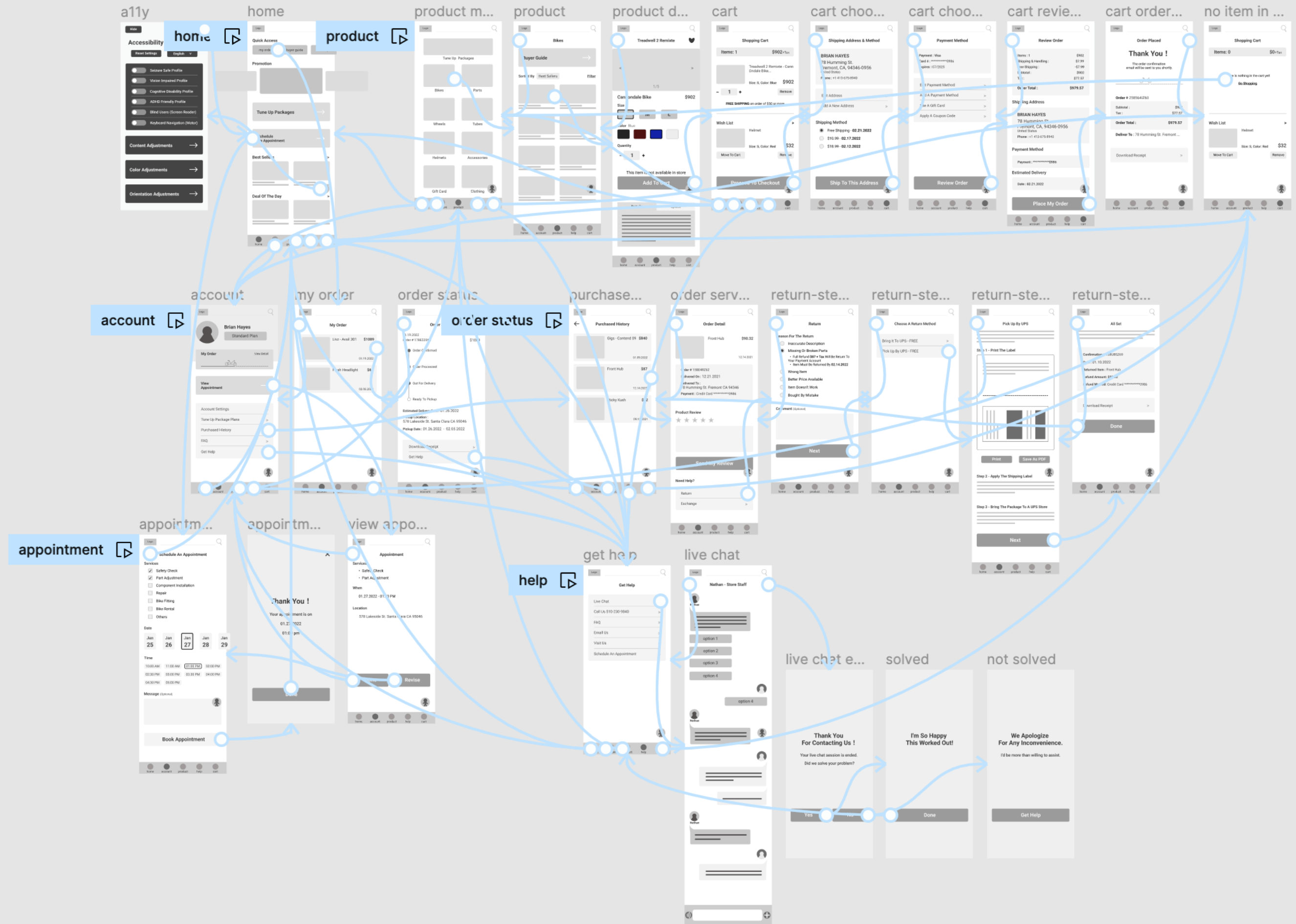
Usability Studies

I conducted two rounds of usability studies to gather feedback on the user experience of the digital wireframe and high-fidelity prototype. The first study helped identify the app's features, while the second study revealed areas for refinement in the mockups.

ROUND 1 FINDINGS

1 Users require multiple methods to reach a support representative.

2 Users expressed a need to know the refund amount before completing a return process.

3 Users with vision impairment also requested assistance with adjusting color and font size.

ROUND 2 FINDINGS

1 It was noted that some pages do not require an exit or go-back button.

2 The primary color should provide contrast to the background.

Refining the Design

Mockups

Style Guide

High-Fidelity Prototype

Accessibility

Mockups

Based on feedback, I made several changes to the design. In the navigation bar, I added five links instead of four and renamed one of the links to make it more recognizable. Furthermore, I increased the button size for the tune-up package and appointment.

Mockups
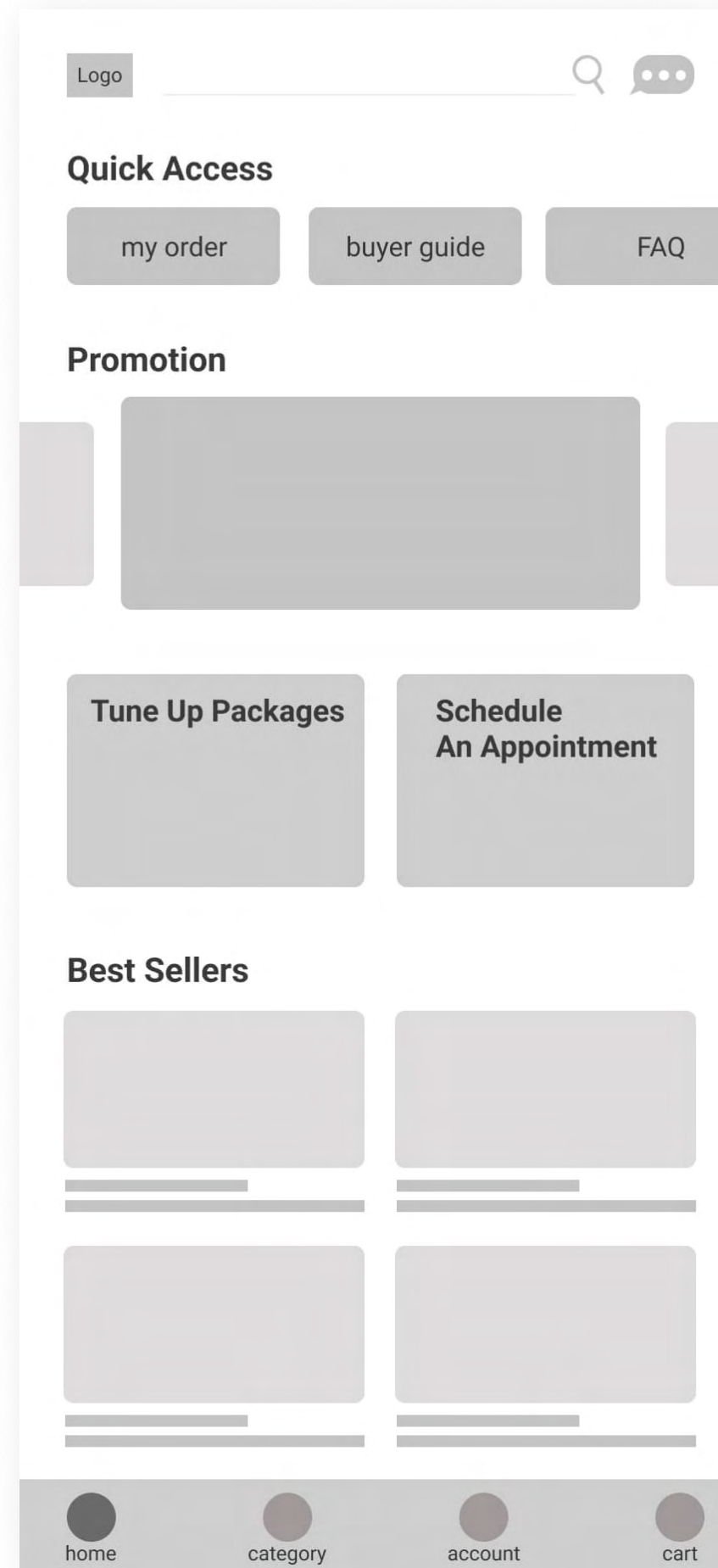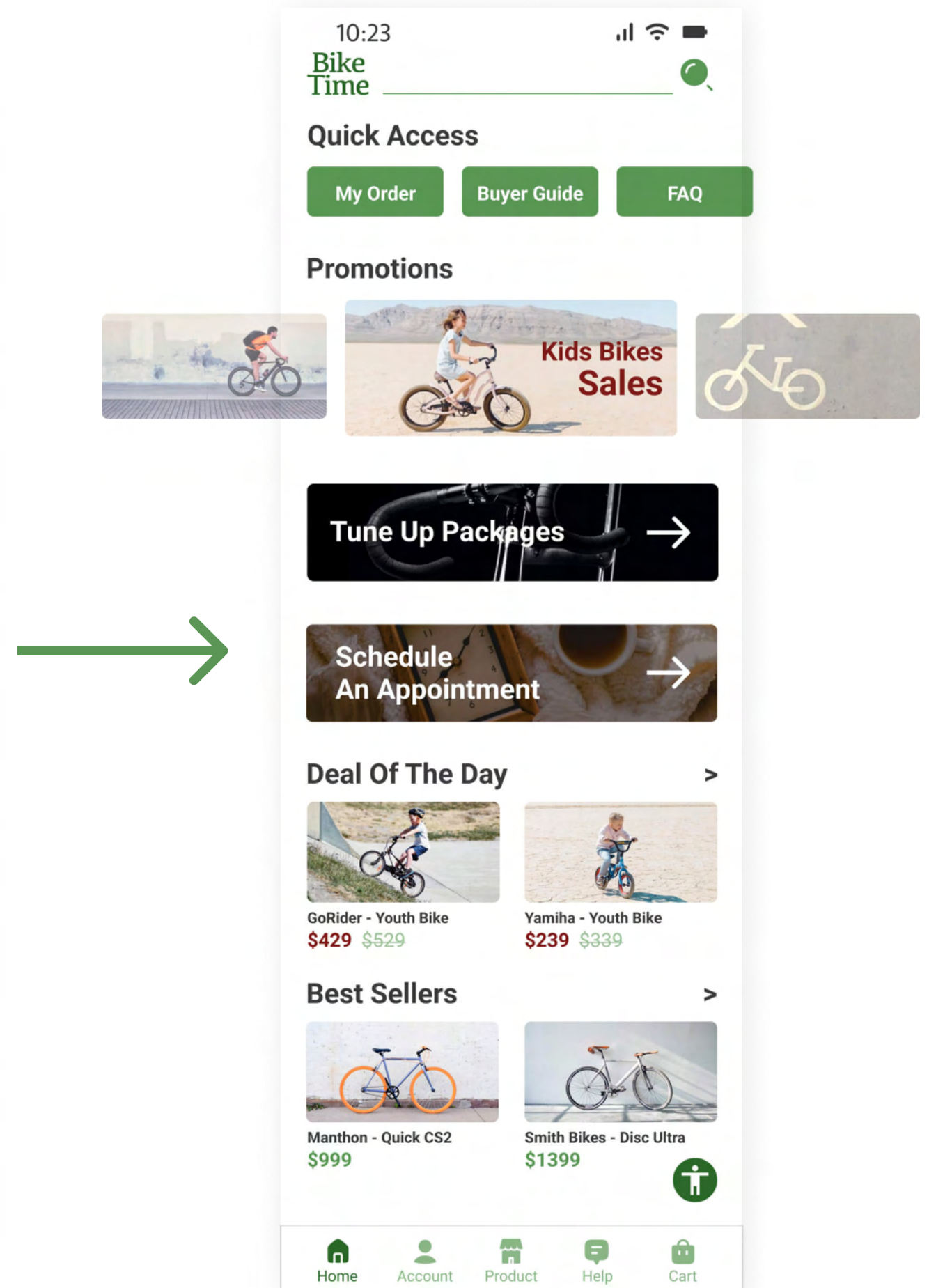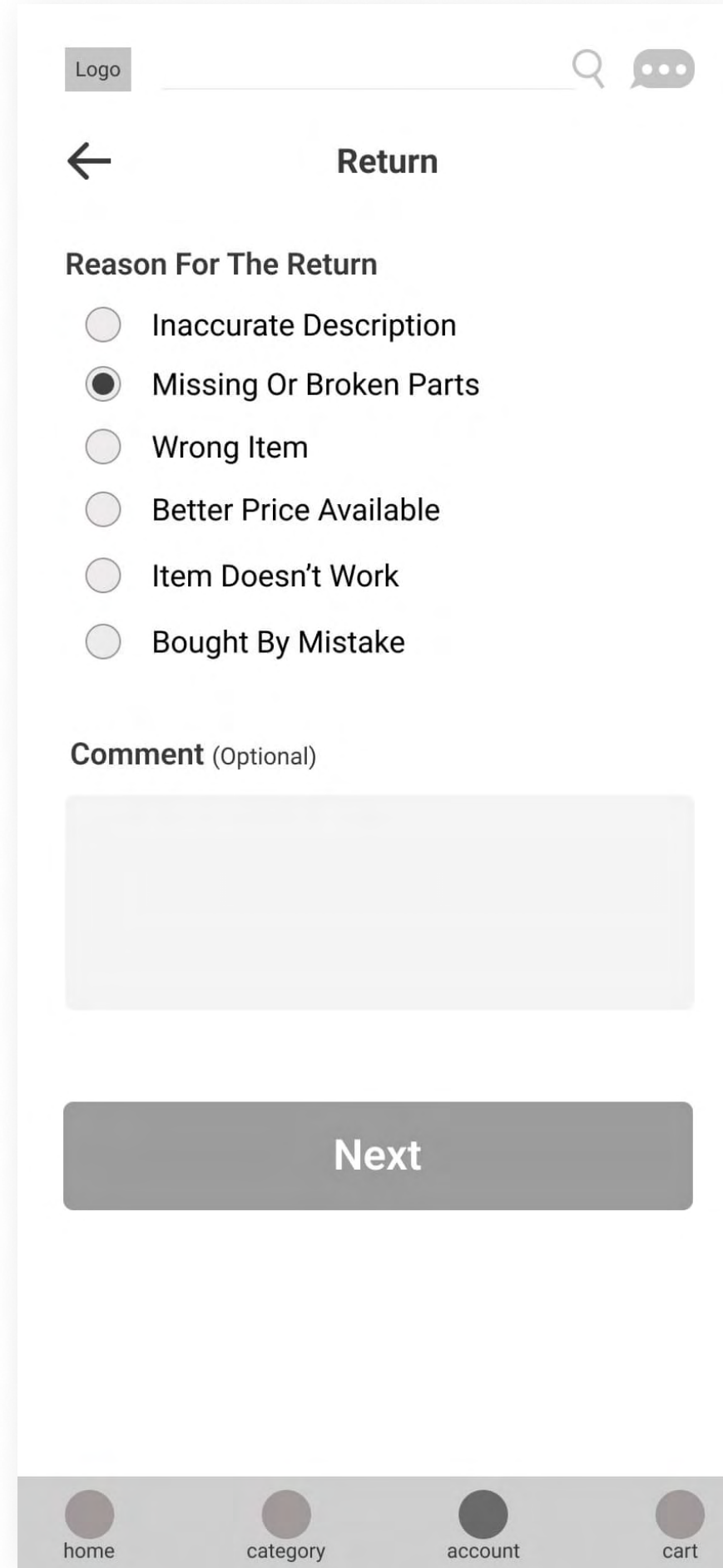
In response to a user pain point, I ensured that the refund amount was displayed after users selected a return reason.

Mockups
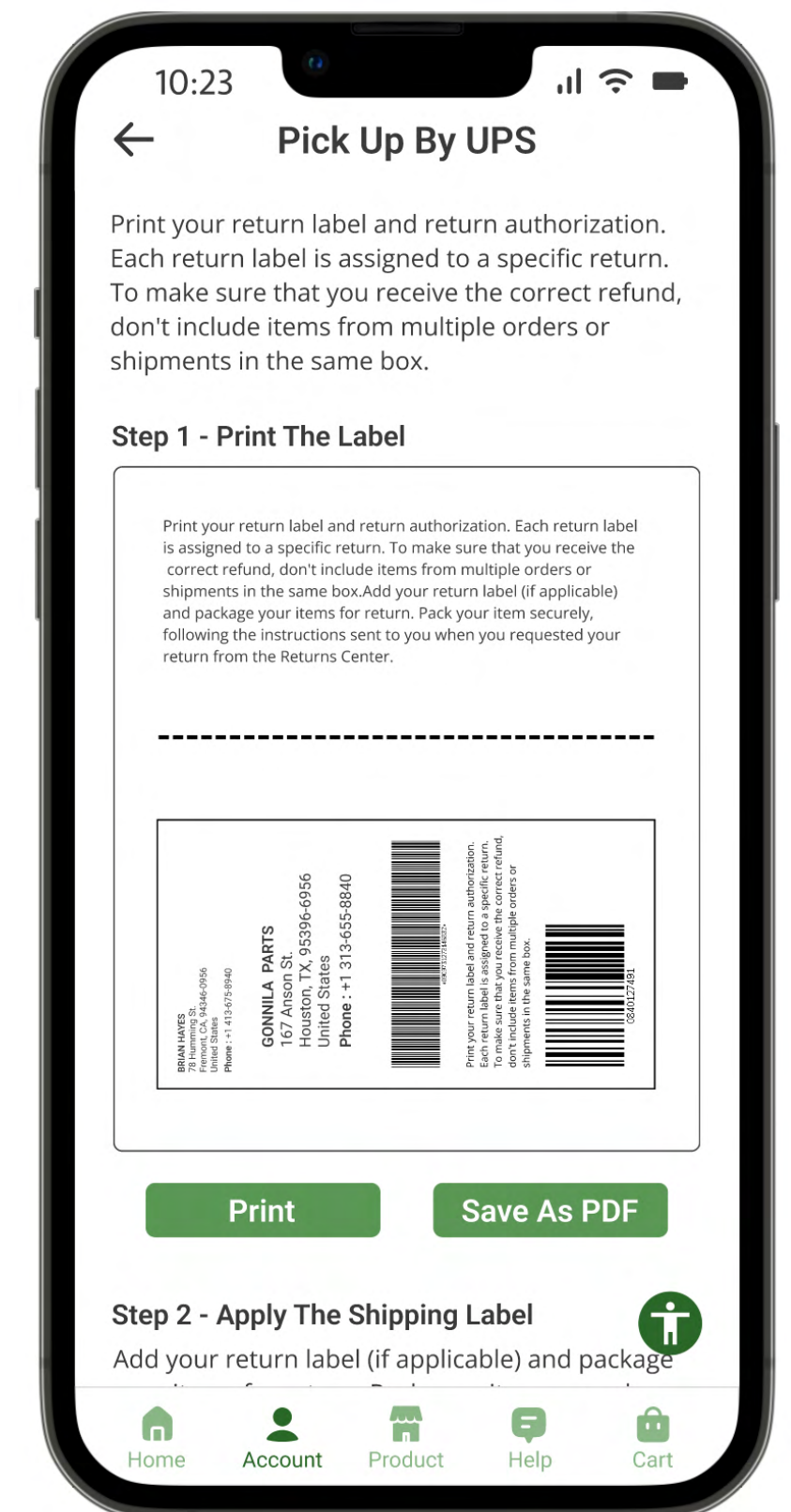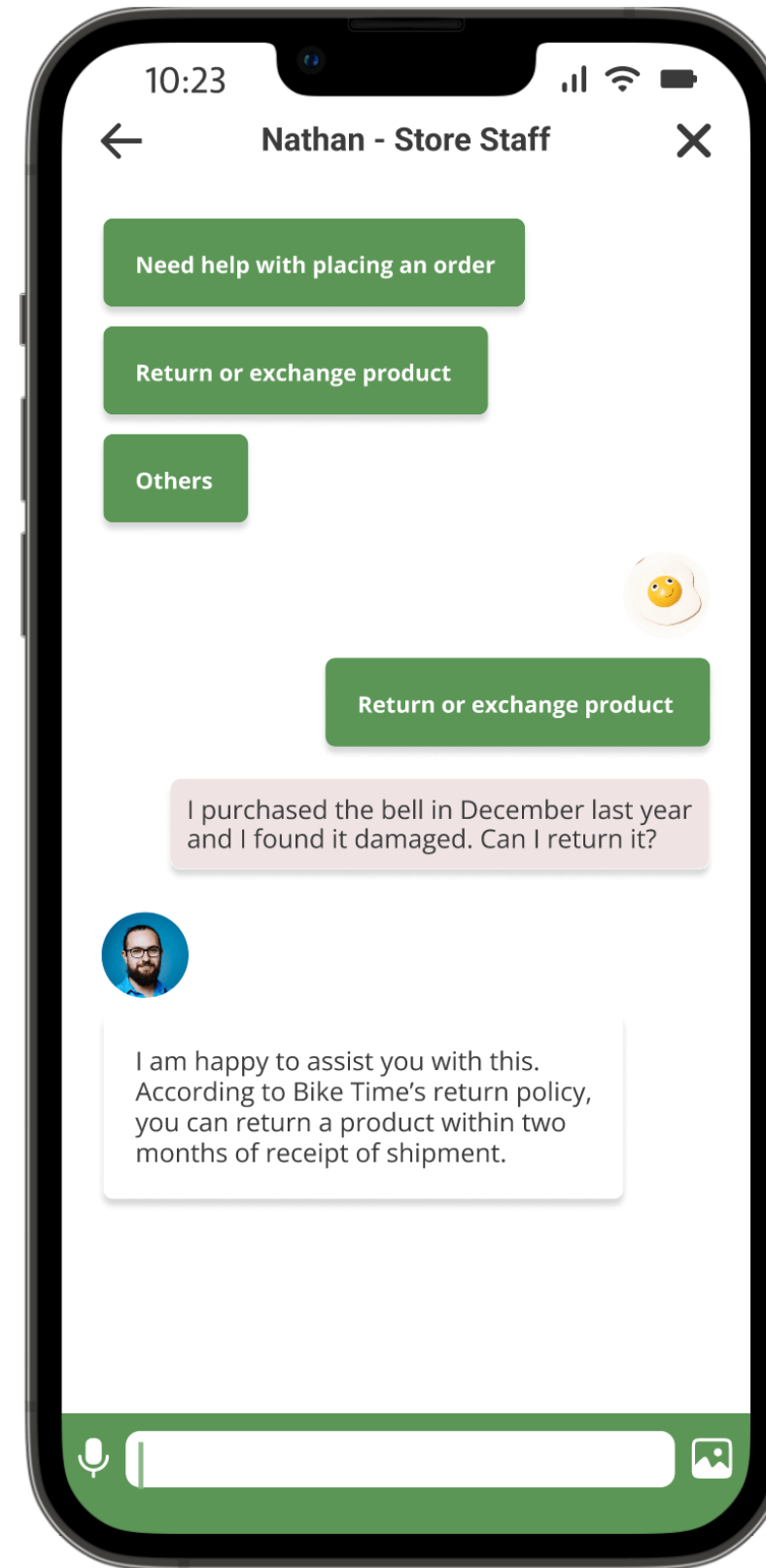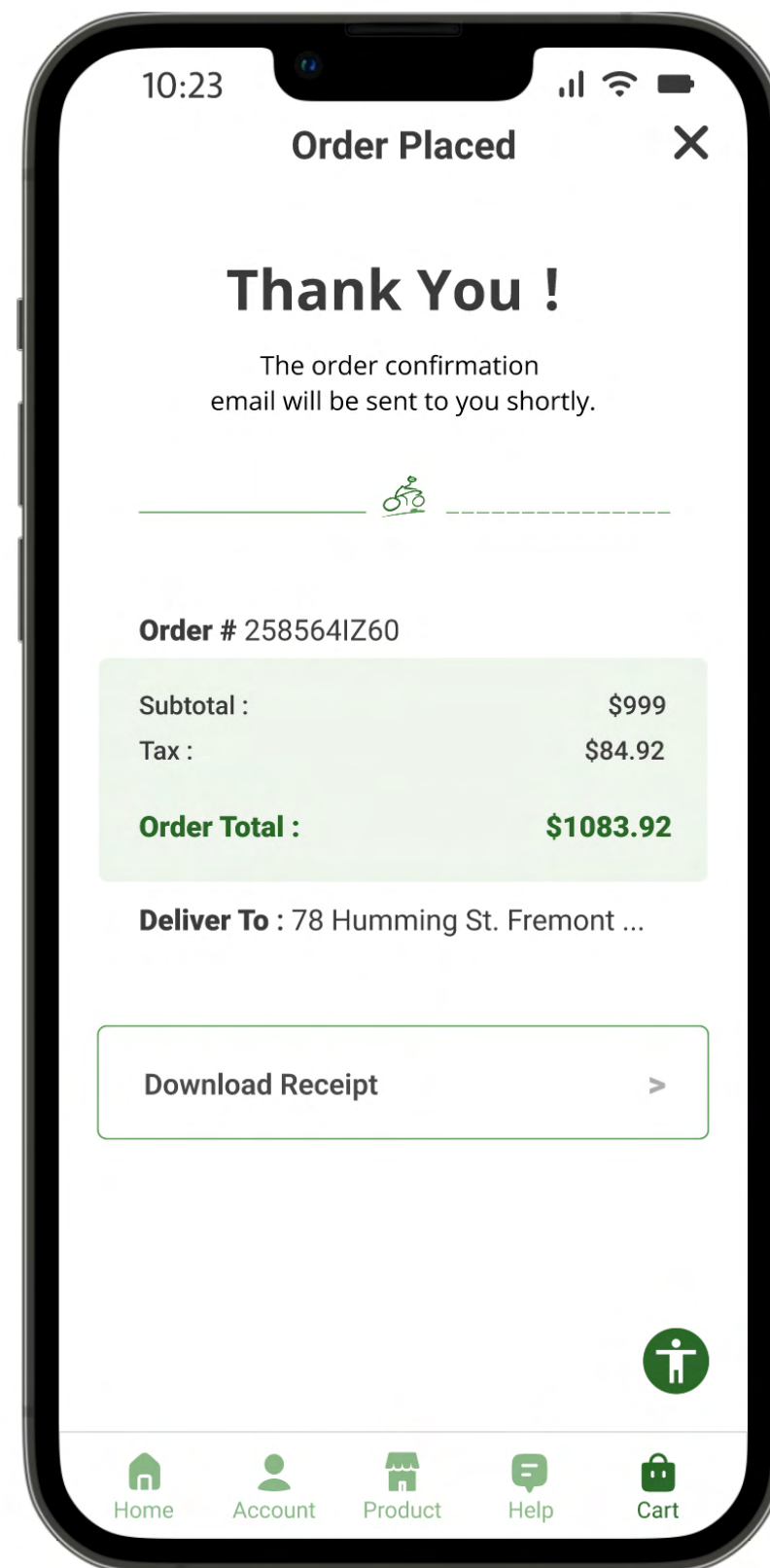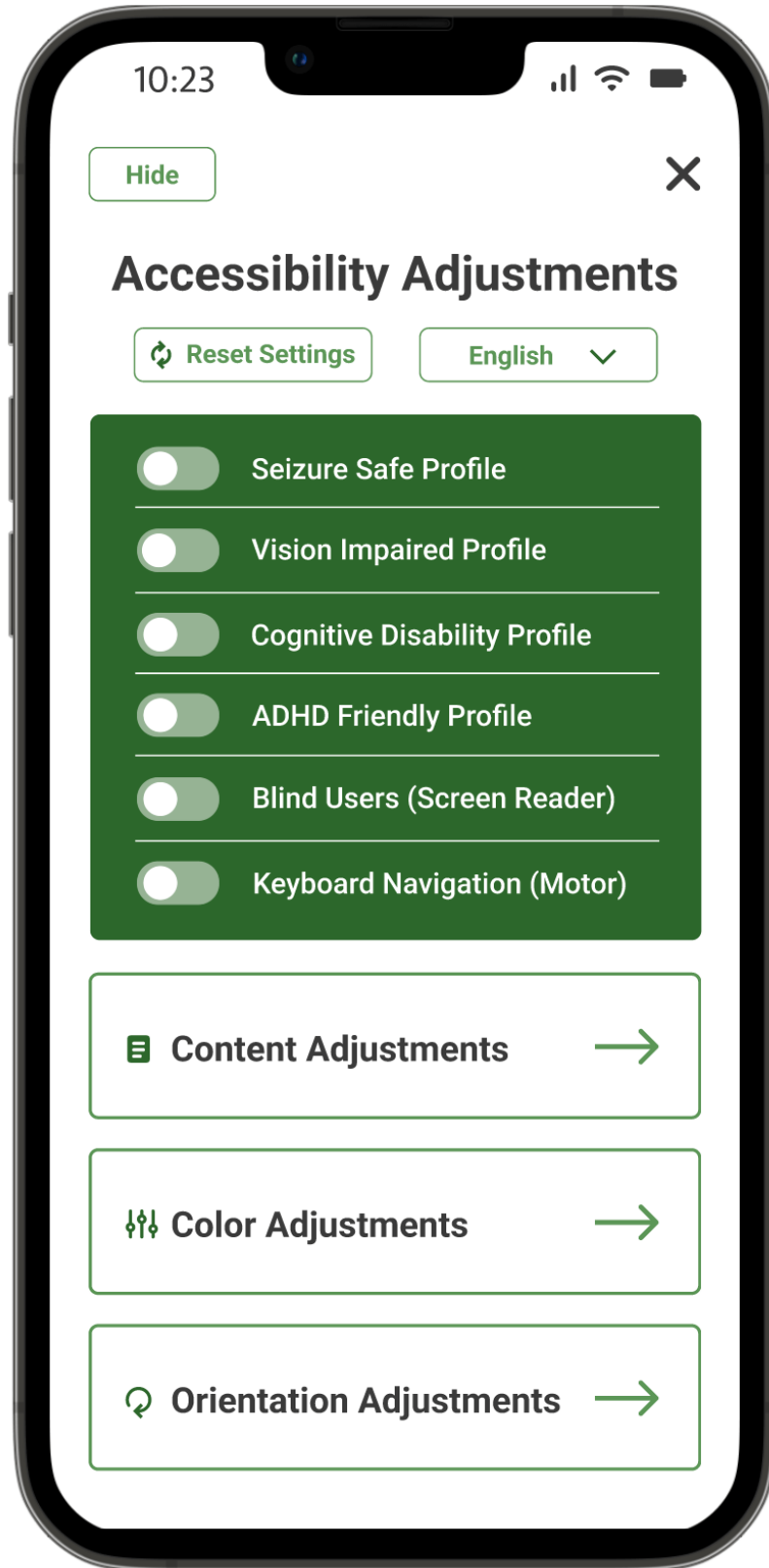
Style Guide

Colors

#2C672A #5B9656 #3A3A3A #EFF5EE #7D1B1B

Headlines

Headline
Roboto - Bold - 34pt

Headline
Roboto - Bold - 24pt

Subtitle
Roboto - SemiBold - 18pt
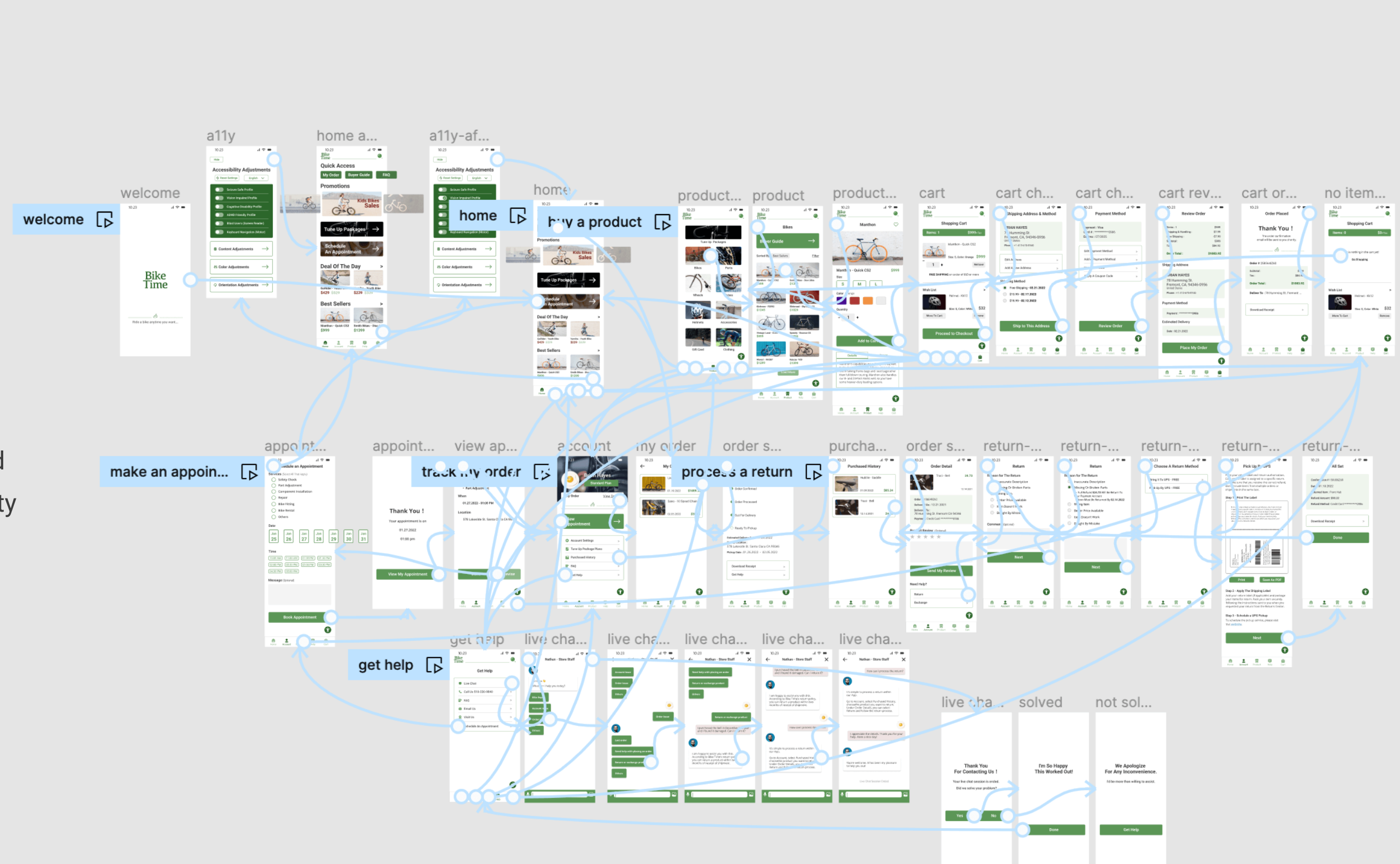
Body

Body Text
Open Sans - Regular - 16pt

Buttons

Home

Home

01:00 PM

01:00 PM

S

S

Jan 27

Jan 27

Button

Hover

Logo

Bike Time

Bike Time

High-Fidelity Prototype

The final high-fidelity prototype incorporated cleaner user flows for each feature functionality, and all pages now include accessibility features.

[View the Bike Time High-Fidelity Prototype](#)

Accessibility

1 | Incorporated text into the icon to ensure that users with screen readers can understand the button.

2 | Used detailed images for the product menu to enhance users' comprehension of the different bike parts.

3 | Users can access the accessibility adjustment feature on any page.

Going Forward

Impact

Impact

Our aim at Bike Time is to optimize the user experience and deliver exceptional service to our customers. We strive to create a comprehensive experience for all bike enthusiasts by integrating e-commerce and customer service within our app.

During my research, I recognized the significance of designing inclusively as users may face difficulties while using our product. By addressing these challenges and implementing necessary enhancements in our app, we can create an accessible product that can greatly improve someone's life.