



# CITY CYCLES UX PROJECT

Key Takeaways, UX Solutions & Proposed Next Steps

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# AGENDA

1. INTRODUCTION
2. KEY TAKEAWAYS & SOLUTIONS
3. PROPOSED NEXT STEPS
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# INTRODUCTION

**About this UX project:** City Cycles wants to increase the number of users booking bicycle reservations through their existing website. Users currently prefer to book via phone or in-person. To solve user problems with the site, I conducted UX research to determine why users weren't booking online.

**About me:** Hi, I'm Joy Fonderson and I was hired to help City Cycles improve their website's user experience.

User experience, or "UX" for short, is the process of enhancing user satisfaction with a product by improving the usability, accessibility, and pleasure provided in the interaction with the product.

# KEY TAKEAWAYS

## Improving the User Experience of City Cycles' Website

**Key Takeaway from UX Research:** Users listed several pain points with the current City Cycles online reservation process. Key findings and takeaways from my UX research and data collection included:

The site confusing and annoying - Users keep coming back to the logo, the menu and the search bar to try & find what they are looking for.

Knowing this, users prefer to call or drop by to make their booking and bypass the site completely -  $\frac{3}{4}$  of users never return to the site after a 1st visit.

# ASH'S STORY

## Meet A Real City Cycles User

**Meet Ash.** Ash is a City Cycles user we interviewed. To help understand the problems users are currently facing when trying to rent bikes online, let's look at Ash's story:

**Ash needs to rent a bike because:** he cares about saving the environment and staying fit. His employer also contributes his transport costs so cycling has become his preferred way of getting around.

**But it's hard for Ash to rent a bike online because:** the site is confusing and to get the result he wants he usually has to call or drop by the office which is time intensive.

**This makes Ash feel:** misled and frustrated with the whole process.



# SOLUTIONS

1. **Based upon my UX research, I created the following prototype for an improved City Cycles online reservation process:** <https://invis.io/8AO2BKK45GS>
2. **Here's what I changed:** I changed the main navigation to make finding the desired information clearer and I made the booking process front and centre on the front page so users could reserve a bike easily without getting frustrated by endless browsing.

I also adjusted the text and search box colours so they would be easier to read and find.

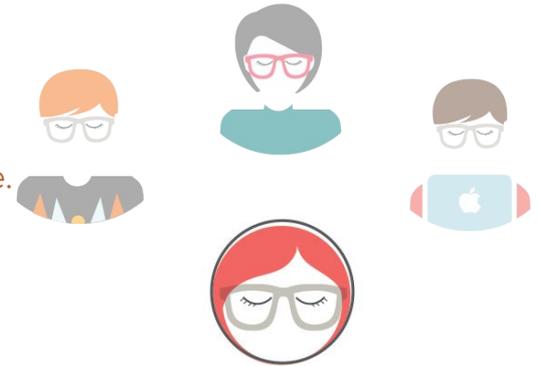
These combined changes resolve the confusion and frustration pain points users described and the concern about users not using the site as much as was expected originally.

# PROPOSED NEXT STEPS

**Based upon what I learned during user testing, I propose the following next step(s):**

As no more testing rounds are needed, I propose moving forward with updating the live site with the navigation change in a first instance.

Once that is done, I suggest building an in site booking and payment process and payment in order to remove the need to for users to call the office by default.



# CONCLUSION

**Thank you for listening to my UX presentation!**

That concludes today's presentation. Thanks for your time.

Do you have any questions for me?