Bebo's Bikes
Mobile App & Responsive Website

JULY 2024

Amy Adams
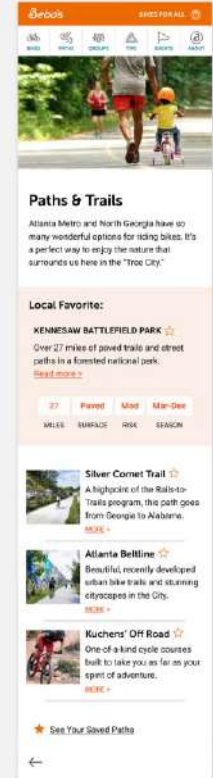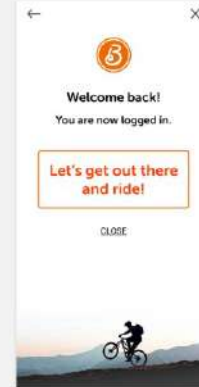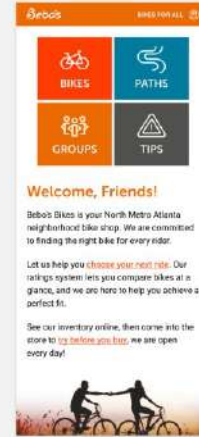### Google UX Design Certificate Program

Project Overview

The product:

Mobile app and responsive website created for local bike shop in north Metro Atlanta with an aim to increase brand awareness and engage users with a foundry of information around which a community can be built.

Project duration:

8 weeks

Project Overview

The problem:

Many buyers are overwhelmed with product options when shopping for a bike, and suffer from a shortage of:

- guidance when choosing a bike
- auxiliary information like where to ride
- personal attention

The goal:

By creating a branded mobile app and responsive website, we hope to build a sense of community online and in-store, increasing our customer base with personal relationships and unique offerings.

Project Overview

My role:

Lead UI/UX Designer

UX Researcher

Responsibilities:

Following the curriculum of the Google UX Design Certificate Program allowed me an opportunity to touch on every aspect of user experience design.

- User research
- Personas
- Problem statements
- User journey maps
- Goal statement

Understanding the User

User Research Summary

I conducted user research with a broad-to-specific approach, initially leaning on statistical information about bike paths, riders, and sales around the Atlanta Metro area. Big pictures were filled in with details culled from in-person cyclist and customer interviews, as well as extensive competitive analysis of comparable apps, websites, and the internet presence of nearby bike shops.

Research led to a shift in design direction when a need was discovered for a different kind of bike shop application. I found an overabundance of homogeneous sales sites that offered nearly identical inventory and used similar layouts and colors. Considering this sameness made me rethink my approach, and the original sales-driven model became a more resource-driven, informational application that offers expert help and insight to potential customers. I feel that this direction helps to differentiate Bebo's Bikes, allowing them to make a unique imprint on the local cycling community and potentially bring more customers into the store.

Before beginning research, I had some incorrect general assumptions about demographics and was largely unaware of real riders' pain points. My research unveiled a wider, more diverse user base (in age, ability, and purpose) and details of issues that affected them while riding.

User Pain Points

1

Overwhelming options

Online retailers offer too many options and not enough guidance. Several online catalogs appear to be identical and offer hundreds of bikes of every variety.

2

Returning bikes

Due to the cost and hassle of returning a bike purchased online, many customers go into stores to "exchange" it with something more suited to their needs.

3

Choosing a bike

Sizing and fitting for your bike are crucial, but not included with many bike purchases or are billed as an extra fee. Competitors charge for this service. ($25, REI)

4

Where to ride

Fragmented resources about where to ride are cumbersome to compile, and not all paths are official or posted online. Where do the locals ride?

Persona: Keeley Mitchem

Problem statement:

Keeley is a mom of two who needs help finding places to ride bikes that satisfy the needs of both of her children because she doesn't want them to lose interest in cycling outside or spending time together.

User Journey Map: Keeley

Reviewing the flow and hiccups in Keeley's user journey revealed some inconsistencies in navigation and an opportunity to make the journey more intuitive by adding design elements and transitional copy.

Persona: Keeley Mitchem

Goal: As a mom trying to encourage biking as a family, I want to find out more information on places to bike in the area so that we can enjoy this outdoor activity together.

ACTION	VISIT APP or WEBSITE	NAVIGATE TO PATHS	BROWSE PATHS	NAVIGATE TO PATH DETAIL	SAVE TO FAVORITES (Optional)	GET DIRECTIONS TO PATH
TASK LIST	• Open web browser on phone or computer • Enter URL • Download app when prompted (Optional)	From the featured boxes on the landing page, main or footer navigation, select "Paths"	• View list of local bikeways, paths and trails • Access saved Favorites	Click on path name for detail	Click star icon to save to Favorites	Click map icon or accompany text to get directions
FEELING ADJECTIVE	Hopeful	Breezy	Informed	Clumsy – text is small to click	Nonchalant Familiar	Satisfied
IMPROVEMENT OPPORTUNITIES	I believe this path resource would only grow more valuable as more content is added	Incorporating "find a path" CTAs in other places in the app would increase awareness	The path list could be ordered with the closest to the user's location listed first	A way to select and compare different paths might be useful for users	This typical process might be improved with a more customized icon like a bike tire	Would be nice to have the maps housed in the app instead of an external link

Persona: Nic Jones

Problem statement:

Nic is a daily street rider who would like to find other folks to ride with because it's safer and more fun.

Nic Jones

"You don't have to get ready if you stay ready."

Goals
- Promotion at work
- Dating
- Exploring Atlanta
- Daily exercise
- Work Hard, Play Hard lifestyle

Frustrations
- Aggressive drivers
- Ghosting
- People who throw trash out of their windows while driving

Nic is a Junior Art Director at a small design firm in Atlanta and lives with a roommate in a northern suburb of the city. He's 31, single, and spends time outdoors with friends and in the dating scene. He is emphatic about healthy living, and often prepares weekly meals for himself. Nic hopes to travel one day with his future wife, but is now concerned with visiting every Southeastern bike trail on a list that he and his friends made in college together.

Nic loves discovering new ways for tech to "improve our lives," and always has the latest phone and gadgets. He's an active video and music streamer, occasional online gamer, and spends most of his time in front of some kind of screen – either at work or home – which makes him really value his time outdoors. He recently convinced his mother to trade in her landline for an iPhone so they could FaceTime together.

Nic is a great planner and organizer, and often the life of the party. His intrinsic interest in others and in life makes him a joy to be around. He spends Sunday afternoons volunteering at a tech and gaming meetup for kids. He hopes all his app-swiping will lead him to a life partner with whom to start his own family.

AGE	31
EDUCATION	Some college
HOMETOWN	Marietta, GA
FAMILY	Lives w/ roommate
OCCUPATION	Jr. Art Director

User Journey Map: Nic

This was a more complex flow to test and ultimately led to simplifying the navigation and proposed features. Realizing that the development necessary to incorporate a messaging system was not realistic (or especially valuable for Bebo's Bikes to administer), an option to email the group's main contact was added instead.

Persona: Nic Jones

Goal: As a cyclist who sonly sometimes rides with friends, I want to be able to join a local group so that I can regularly connect with other riders.

ACTION	VISIT APP or WEBSITE	NAVIGATE TO GROUPS	BROWSE GROUPS	NAVIGATE TO GROUP DETAIL	ACCESS GROUP OWNER CONTACT INFO	CONTACT OWNER TO JOIN GROUP
TASK LIST	• Open web browser on computer or phone • Enter URL • Download app when prompted (Optional)	From the featured boxes on the landing page, main or footer navigation, select "Groups"	View current registered groups along with their summary snippet and photo	Click on group name for detail	• See information about members, miles traveled, year founded, and skill level • Access contact information for the group	• Click on email link to contact group owner about joining • Join group, meet, and ride!
FEELING ADJECTIVE	Dutiful	Anticipatory	Curious Happy	Flow	Surprised by email link not integrated	Resolved
IMPROVEMENT OPPORTUNITIES	Incentivize app download or website visit in marketing and promotions	Create additional links in body text to suggest groups on other pages	• Filter results • Search capability • "Verified" seal	Better to have a form-based input over external email link since group owners are already registered users	Better to have a form-based input over external email link since group owners are already registered users	Automated email sent with summary and contact info when registered users click on group owner's email link

Goal Statement

Our local bike shop app will let users learn more about bikes for sale, local events, groups, and places to ride, which will affect riders in Metro Atlanta by providing easy access to valuable resources specifically targeted to their area. We will measure effectiveness by in-store and online customer interactions and transactions.

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
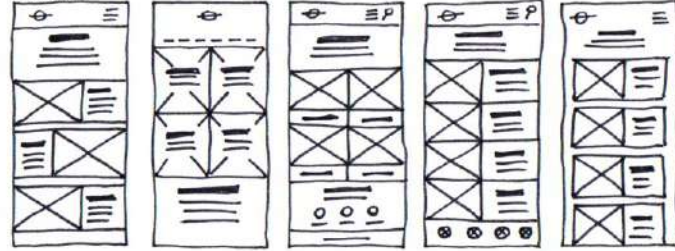- Usability studies

Starting the Design

Paper Wireframes

In creating wireframes for the mobile app, I was able to better visualize and understand which layouts (or elements) were most effective in guiding the user along some of the most common flows.
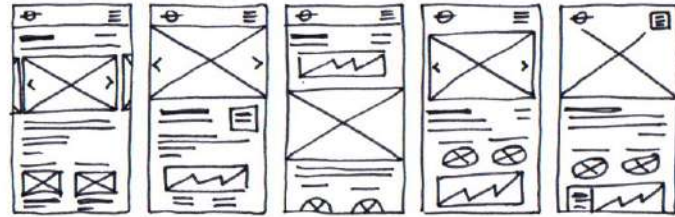
Pages shown here:
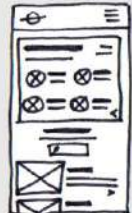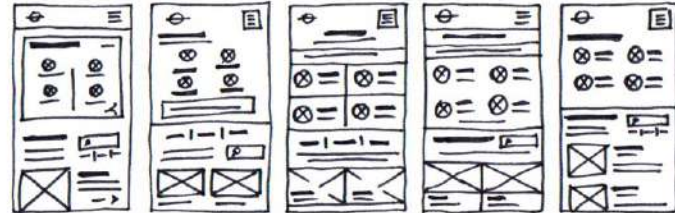*Home, Product Detail, and Tips & Safety*

Digital Wireframes

Aiming to offer users more immediate options in a limited space, feature cards and icons were used to isolate and highlight selected content while offering functionality with map CTAs and favorite stars.

Local Favorites feature box added for quick rotating content without scrolling

Star icon lets users save their favorite paths…

…which they can access from their account page

Map icon is a quick access link to path directions

PATH OR TRAIL CAPTION

Paths & Trails

Suspendisse pellentesque viverra purus in cursus. Ut congue egestas orci et gravida. Maecenas nisi diam, vestibulum sed nisl non, imperdiet elementum ante.

Local Favorites

Suspendisse pellentesque
Viverra purus in cursus. Ut congue.

3.4	Rocky	Mild	7
MILES	TERRAIN	RISK	LEVEL

Suspendisse pellentesque
Viverra purus in cursus. Ut congue.

3.4	Rocky	Mild	7
MILES	TERRAIN	RISK	LEVEL

Headline Text ☆
Suspendisse pellentesque viverra purus in cursus. Maecenas nisi diam, vestibulum sed nisl non.

Headline Text ☆
Suspendisse pellentesque viverra purus in cursus. Maecenas nisi diam, vestibulum sed nisl non.

☆ See Your Saved Paths

Lipsum lorem di Nauticuls

Suspendisse pellentesque viverra purus in cursus. Ut congue egestas orci et gravida. Maecenas nisi diam, vestibulum sed nisl non, imperdiet elementum ante.

Suspendisse pellentesque
Viverra purus in cursus. Ut congue.

3.4	Rocky	Mild	7
MILES	TERRAIN	RISK	LEVEL

Directions map link ☒

Suspendisse pellentesque viverra purus in cursus. Ut congue egestas orci et gravida. Maecenas nisi diam, vestibulum sed nisl non, imperdiet elementum ante.

Digital Wireframes

The *Events* section was originally a smaller part of the *Groups* page, but warranted its own area, where important details and brief descriptions are available in a linked list, allowing users quick access to key information.

Organized chronologically, event dates are the main focus

On detail page, the most important event information is boxed at the top

Back arrows were added on every page to prevent user entrapment

Low-Fidelity Prototype

With a focus on providing helpful resources and drawing customers into the store, top pages are boldly linked from the homepage, the start of our user flow.

Additional flows were tested for common user goals associated with each top page: finding bikes, paths, groups, and tips.

Interact with the prototype in Figma.
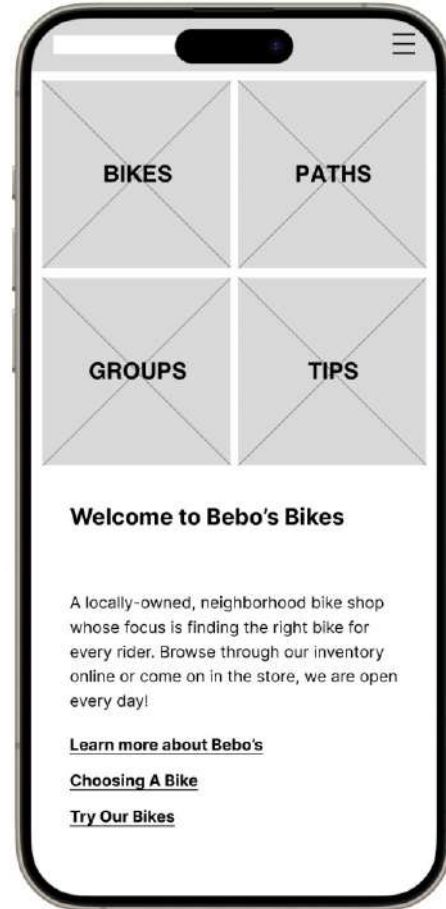
Usability Study Findings

Feedback was gathered from 3 participants in an unmoderated study. Users were asked to complete up to six tasks within the 20 minute time period.

1

"CHOOSING A BIKE" QUIZ IS CONFUSING

Intended to gather quick information from the user to display better bike types, the *Choosing a Bike* quiz turned out to interrupt and confuse most users' flow.

2

USERS GET STUCK ON ACCOUNT SCREEN

With too few logical links away from the *Account* page (which also houses *Favorites*), users were not able to easily navigate back to where they came from.

3

USERS WANT TO SEE MORE BIKES

Users expected to see more after viewing lists of results: different bike types, related topics, etc. Some felt that there was more content that they should be driven to.

Refining
the Design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Usability testing helped me to better understand how users interacted with the app's navigation specifically. My original design was a side flyout menu, but I think that an icon-based top nav bar saves time – and taps – and makes traveling from one page to the next an easier and more fluid task for users.
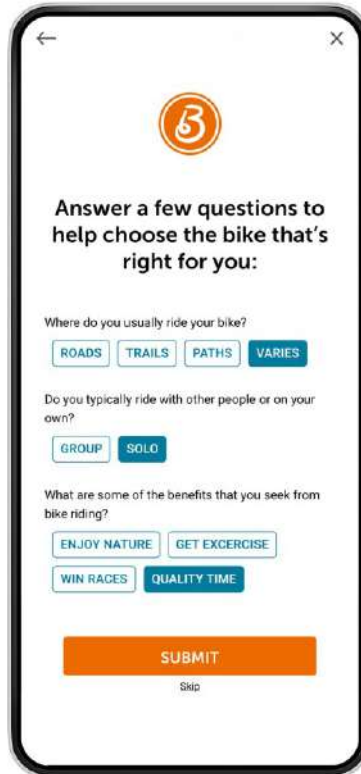
Mockups

Initially geared to offer a more interactive and personalized experience, the *Choosing a Bike* questionnaire was eliminated after two rounds of user testing. It was a source of confusion for most users without real reward. Instead, users can visit the *Choosing a Bike* page, which offers basic information and an invitation to come into the store for free help from experts.

Before usability study

After usability study

Mockups
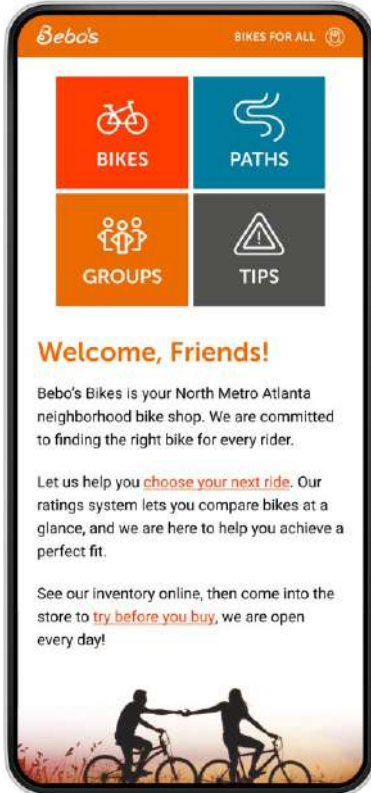
High-Fidelity Prototype
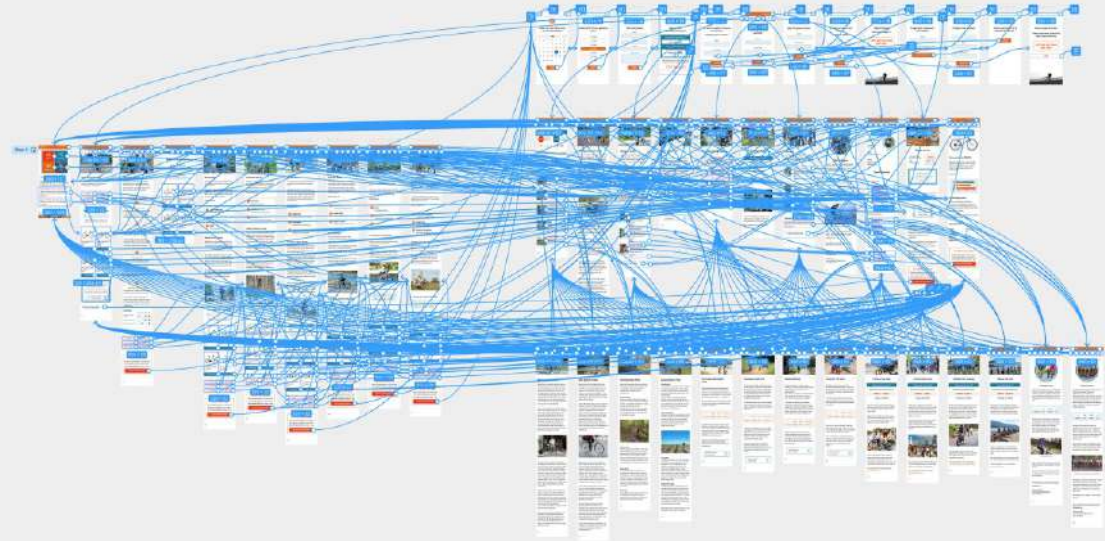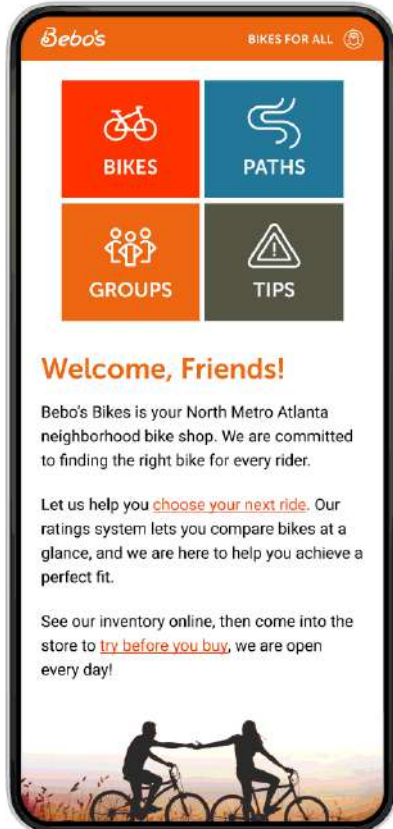
Interact with the Hi-fi Prototype: Figma Link

High-Fidelity Prototype – Desktop

Interactive

Access the Hi-fi Prototype for the Desktop website:

[Figma Link](https://www.figma.com/proto/7qKOh8QOgZTmDz2uqA4EZX/Bebos-Bikes-App?node-id=347-145065&t=Loikh8clKxyDGDtk-1&scaling=scale-down&content-scaling=responsive&page-id=256%3A3848&starting-point-node-id=347%3A145065)

https://www.figma.com/proto/7qKOh8QOgZTmDz2uqA4EZX/
Bebos-Bikes-App?node-id=347-145065&t=Loikh8clKxyDGDtk-
1&scaling=scale-down&content-scaling=responsive&page-
id=256%3A3848&starting-point-node-id=347%3A145065

Accessibility Considerations

1

COLOR & CONTRAST

The design's luminosity contrast ratios were verified accessible and compliant* for those with visual impairments, based on WCAG requirements.

*Contrast ratios passed for their applied use, i.e. red and white is used on icons only, not on small text, and is verified compliant for icons.

2

ANNOTATIONS

Named markers have been included for interactive elements and CTAs.

Numbers have also been added to indicate tabs and traversal order.

3

HIERARCHIAL HEADINGS

The text used in the designs has been labeled for development with H1-H6 naming, showing hierarchy in the layout and contributing to improved navigation for users.

Going Forward

- Next steps
- Takeaways

Next Steps

1

INTERACTIVITY

Adding more opportunities for interaction could be a big benefit for registered users.
A few potential areas for added functionality:
- Product and Path reviews
- Option to add Paths/info
- User-to-user communication

2

PERSONALIZATION

Increasing customizations for users would create value and regularly draw users to the app. Incorporating private tags and notes for paths, events, and groups would provide an extra layer of organization and helpfulness.

3

CONSOLIDATE

I think information on the app could be further consolidated and organized to be more immediately digestible by using icons, infographics, and statistics. This would also decrease the amount of unnecessary scrolling.

Takeaways

Impact:

> "This place looks great, I want to go there."
>
> *~ Participant 2*

I was so happy to hear this quote and this would definitely be something I would share with the client. I think it is uniquely important because it is precisely aligned with a key goal.

What I learned:

I am amazed at how quickly ideas can change when they are put into application, and how much the design and functionality evolve based on user feedback. Nothing compares with the response that comes from an actual experience, and the certainty I felt while incorporating that provided a degree of confidence throughout.

Let's Connect!

Interested in my work?
Please get in touch with me, there's much more to see!

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Thanks very much!