



HOME

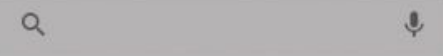
ABOUT

RENTALS

BLOG

HOURS

CONTACT



City Cycles

The city's best provider of local bike rentals since 1993. We want you to have a wheelie great experience – from the time you get to our shop, to when you are spinnin' around the city.

Our staff have been renting bikes for the average of a decade – they are avid bikers, safety experts, and locals. They're here to ensure you have a great time, and stay safe!

ALSO- join us for our weekly bike events. Find out more on our Facebook group and Twitter page.

Stop by any time to say hello, rent a bike, or just enjoy our company!

[Reserve a Bike Now!](#)



CITY CYCLES UX PRESENTATION

Key Takeaways, UX Solutions & Proposed Next Steps

AGENDA

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



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: I'm [Jeanatte](#) and I was hired to help City Cycles improve their website's user experience.

User experience, or "UX" for short, is: [creating products that have meaningful and relevant experiences for the user. It incorporates the entire design process such as aesthetics, branding, function and usability.](#)

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. The site was hard to navigate and users found it difficult to book a reservation

KEY FINDINGS AND RESULTS:

After performing research, collecting data, and analyzing the results, this is what I found:

The site needed to be redesigned to create a better user experience and to make the reservation process easier to complete.

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 needs to find a quick way to get to work that is eco-friendly.

But it's hard for Ash to rent a bike online because: He finds the reservation process complicated.

This makes Ash feel: frustrated and sad.



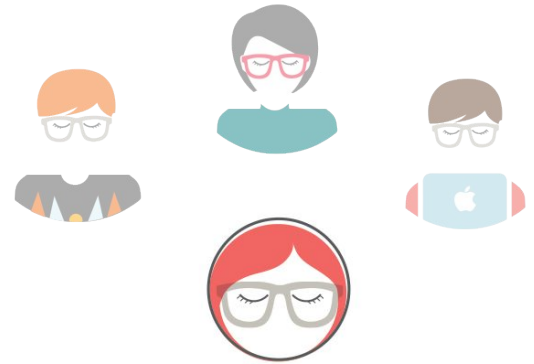
SOLUTIONS

1. **Based upon my UX research, I created the following prototype for an improved City Cycles online reservation process:** https://invis.io/2XRALF1ES7J#/355617604_Home
2. **Here's what I changed:** (I made the reservation process simpler by creating a submittable form that can be done on the site. I made the text more legible to read and added links so the site would be easy to navigate. It is an improvement because before the reservation process was more complicated and the site was less user-friendly and harder to navigate..

PROPOSED NEXT STEPS

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

I believe it is ready to ship with the exception of some minor visual tweaks, such as making the font more legible and adding more links for navigation purposes.



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?