

## Contact Us

If you have any questions regarding our bikes or services, please contact us at 608.249.1838 or [rent@citycycle.com](mailto:rent@citycycle.com) and we will get back to you as soon as possible.

### Contact Us Via Skype!

Our consultants are here to assist you with all your rental needs. Please contact us via Skype to schedule yourself for a Skype appointment. If our consultants are not available, please contact us: [rent@citycycle.com](mailto:rent@citycycle.com) or 608.249.1838.

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# UX Solutions Study

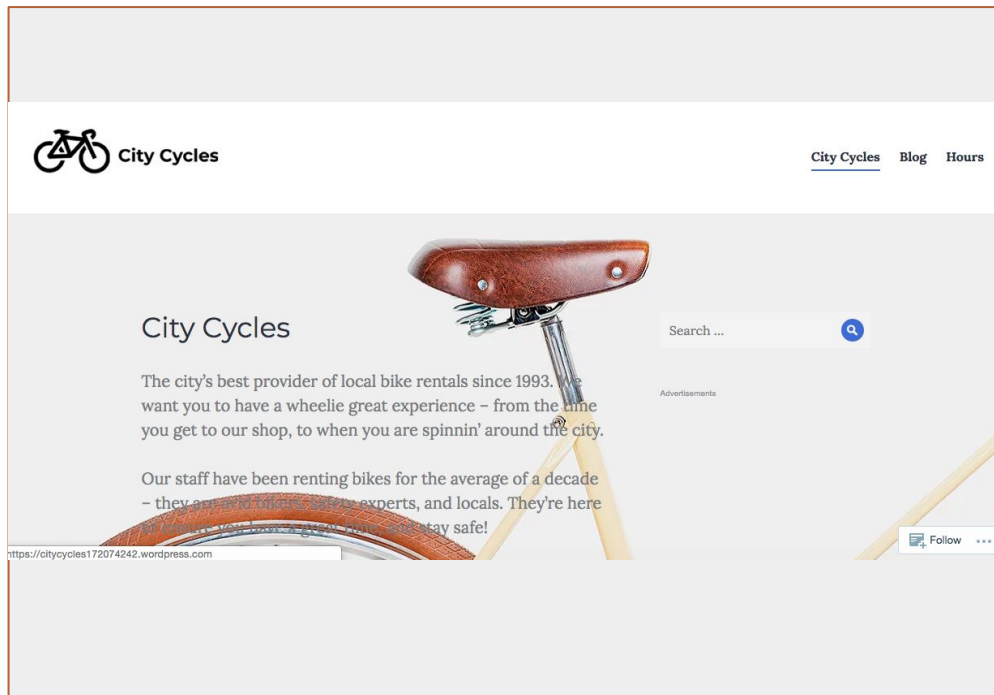
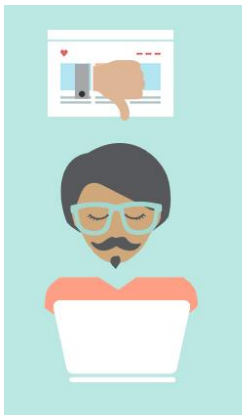
# Introduction

As part of my Skillcrush UX class, I was tasked with improving the user experience of an existing website for a client named City Cycles. City Cycles provides users with bike rentals. However, users found the reservation process complicated and frustrating. I was hired to improve the site's reservation process by making it easier for users to book a bike reservation online.

# The Problem

The client's existing website looked like this:

Users were complaining that the site was "frustrating" to use and they felt "misled."



# My UX Role in This Project

My role on this project involved improving the user experience (UX) of the existing City Cycles website. Throughout this UX project, my job included completing the following tasks:

1. Ideating solutions for the users' problem or pain point.
2. Conducting user research to understand the target audience.
3. Creating mockups of the improved site structure.
4. Conducting a site prototype and performing user tests.
5. Presenting my improved prototype to users.

# My Approach

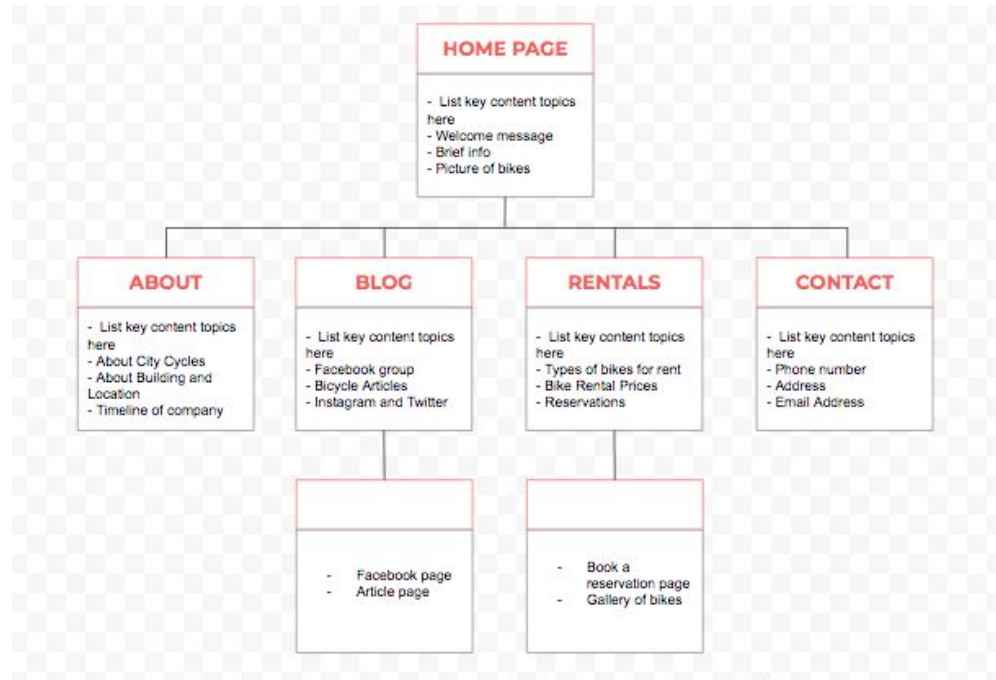
My approach to this UX project started with taking the following steps:

1. Identify ways to boost user experience.
2. Conduct mockups of proposed solutions.
3. Create a visual prototype of improved website.

# Key Findings

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

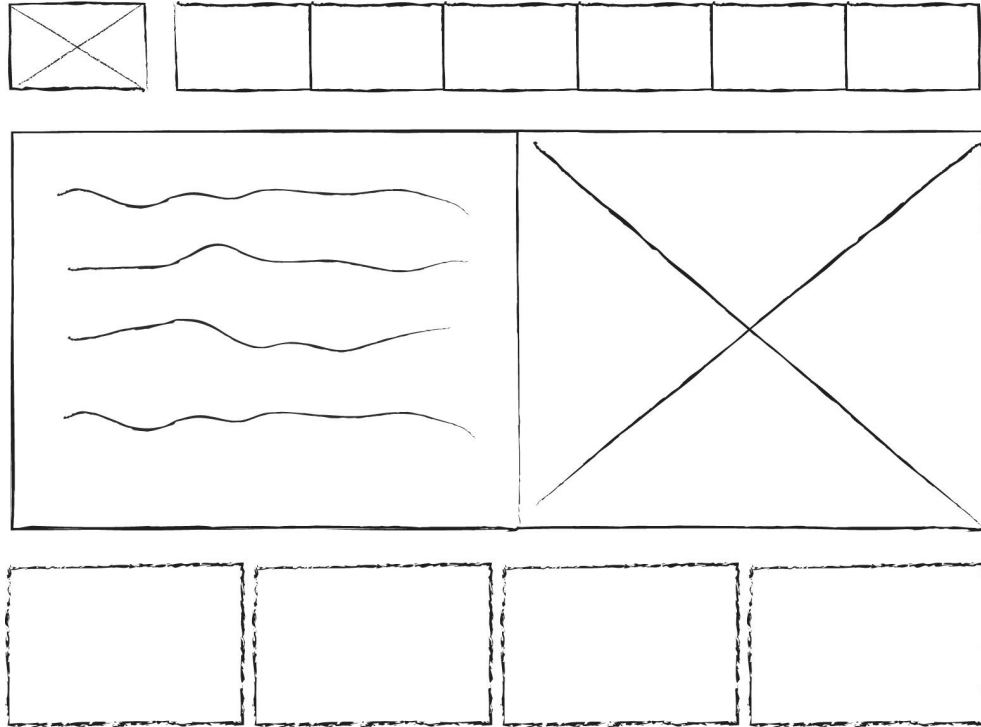
The site needed to be redesigned to create a better user experience. Steps to complete this is by making the “Book a Navigation” link more accessible and easy to find. This can be done by including it in the navigational bar of the site.



# Solutions

After ideating some potential solutions to the users' problems and pain points, I decided to move forward with the following idea:

The site will be easier to navigate by providing more thorough links. Booking a reservation will be easier by providing an online form for the client to fill in on the site.



Hand-drawn paper prototype of my initial solution idea

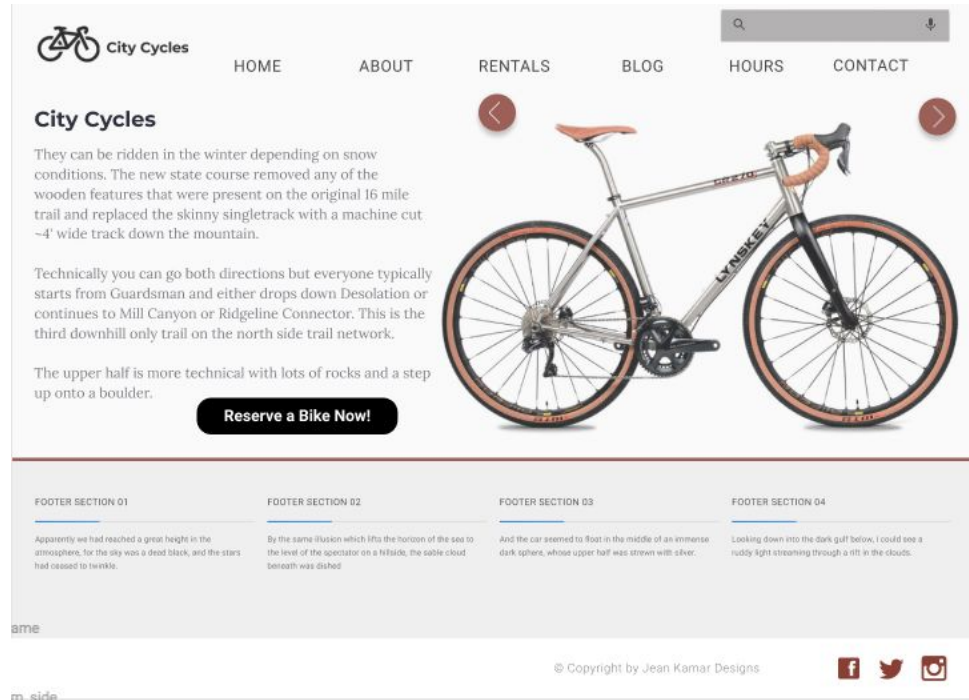
# Solutions

Based off my paper prototype, I created a high-fidelity, interactive digital prototype of my proposed solution. After performing a usability test on my prototype, I received the following feedback:

The site was easy to use. However, some minor edits needed to be completed, such as making the “Book a Reservation” process easier for the user.

Based upon the results of my usability test, I proposed the following next step(s):

I proposed to launch the site after the edits were complete. It completing the objective of the company, which was to make the reservation process easier.



Screenshot of my interactive, digital prototype



# LESSONS LEARNED

The biggest challenge or obstacle I faced during this UX project was:

Conducting the usability test, because it was a process to find a user who was the right fit to take the test.

The lessons I learned from this UX project included:

- Effectively working with the user to create a finished solution.
- Create wireframes and prototypes.
- Conducting user research and usability testing.

