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About City Cycles

City Cycles has been providing bike rentals in the downtown area since 1993 – and you could say it's been a wild ride! We are so happy to have such wonderful customers in this area and we look forward to providing you with affordable, high-quality bike rentals for many years to come. Want to tour the city in style? Contact us for pricing and reservations.

“Good company in a journey makes the way seem shorter.”
– Izaak Walton

[Reserve a Bike Now!](#)



UX Research Case Study

UX Research Case Study

This is a case study analysis I've completed for a professional User Experience (UX) research project.

THE CUSTOMER

City Cycles is a bicycle rental company that offers reservations to rent a bike. Users can order a bike and use it for their transportation needs.

THE PROBLEM(S)

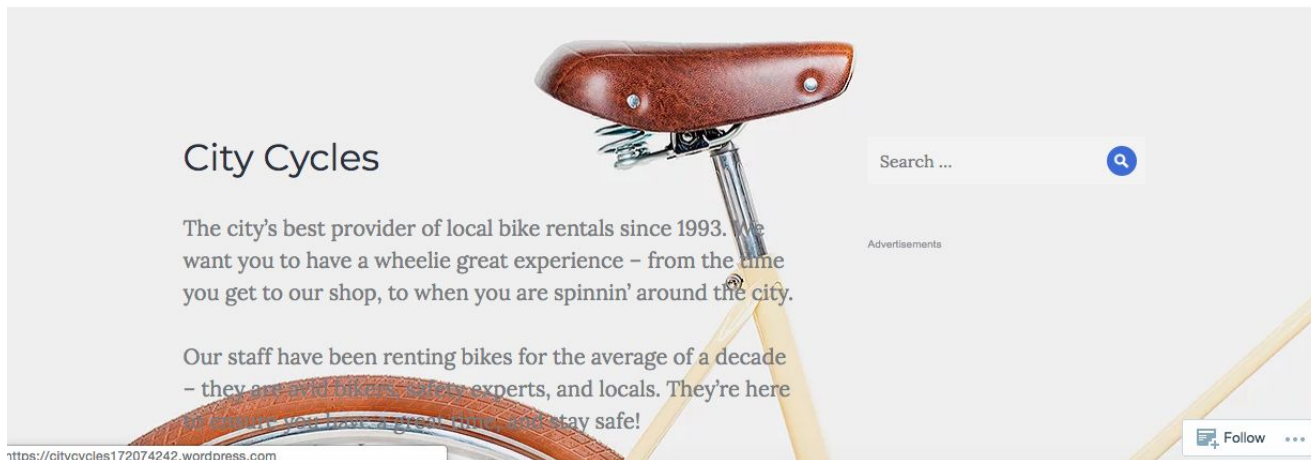
Users are frustrated with the online booking reservation system. The site is hard to navigate and therefore users are exiting the site before making a reservation. City Cycles wants to increase their number of online bike reservations, which will boost revenue for the company.

The City Cycles Website

City Cycles needed my help evaluating the UX of their existing website.



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The UX Research Process

In order to help find potential solutions to these problems for City Cycles and their users, I performed the following types of UX research and data collection:

UX RESEARCH METHODS

I interviewed users to learn more about my target audience. I conducted user surveys to collect feedback about user's site experiences. I reviewed analytics to see when users were booking the most reservations during certain months.

QUALITATIVE DATA

I used Heatmaps, which was used to track movements on the site. I utilized journey maps, which was the path the user took to reach the site, utilized biographical information with user personas, and conducted user interviews to learn more about the user experience.

QUANTITATIVE DATA

I analyzed website analytics data to see the number of users visiting the site. I conducted user surveys to see viewpoints of the City Cycles website.

The UX Research Process

Throughout the UX research process for City Cycles, I faced some challenges and obstacles. Luckily, I was able to use problem-solving skills to overcome any setbacks along the way and continue working towards ideas and solutions.

CHALLENGES AND OBSTACLES

The biggest challenge or obstacle I faced while conducting UX research was **creating a journey map for the user, which is a visual representation of the path the user takes.**

PROBLEM-SOLVING

I was able to overcome these challenges and obstacles by **referring back to my User Personas, or biography of clients to better understand the target audience.**

The Results

KEY FINDINGS AND RESULTS

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

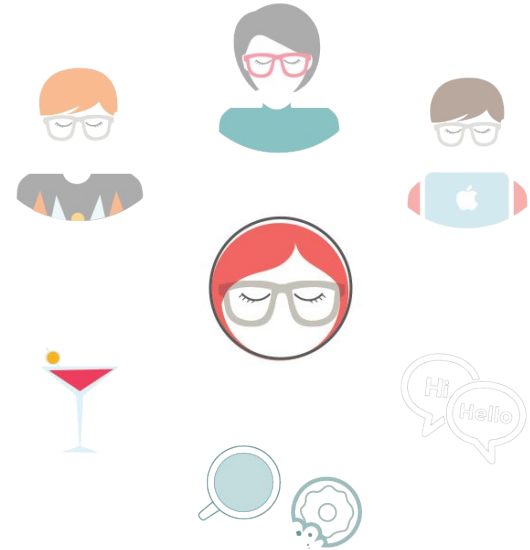
The site needed to be redesigned to create a better user experience. Steps to complete this is by making the “Book a Navigation” link more accessible and easy to find. This can be done by including it in the navigational bar of the site.

TAKEAWAYS AND DISCOVERIES

The most interesting takeaway or discovery from the City Cycles UX research process was: Users and online reservations increased by the beginning of the year and lowered by the end of the year. This is a good concept to know in relation to the timing of advertisements and social media presence. It is a better idea to statistically plan ads during the more popular months of site traffic.

LEARNINGS

As a result of conducting this UX research, I learned the foundations of User Experience research and the importance of conducting research to improve the experience with websites.



UX Recommendations

UX RECOMMENDATIONS

Based upon these results, I recommend the following:

City Cycles can improve the website by making the “Book Your Reservation” option easier to find. Users are frustrated by trying to find out how to book a reservation, so the best way is to make the site easy to navigate and visually comforting.

NEXT STEPS

Now that I've performed ideation on potential solutions for City Cycles and their users, the next step is to **implement the redesign of the site by creating mockups, wireframe or prototypes of the new site navigation.**

