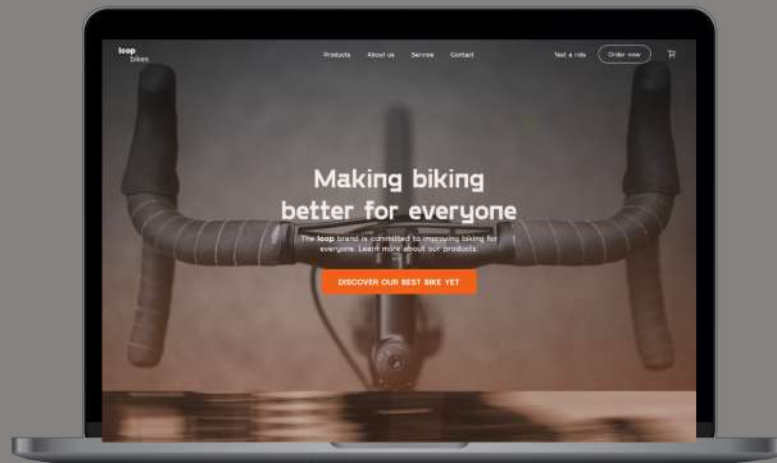


loop
bikes

Website for bike company

Anna Reklińska



Project overview



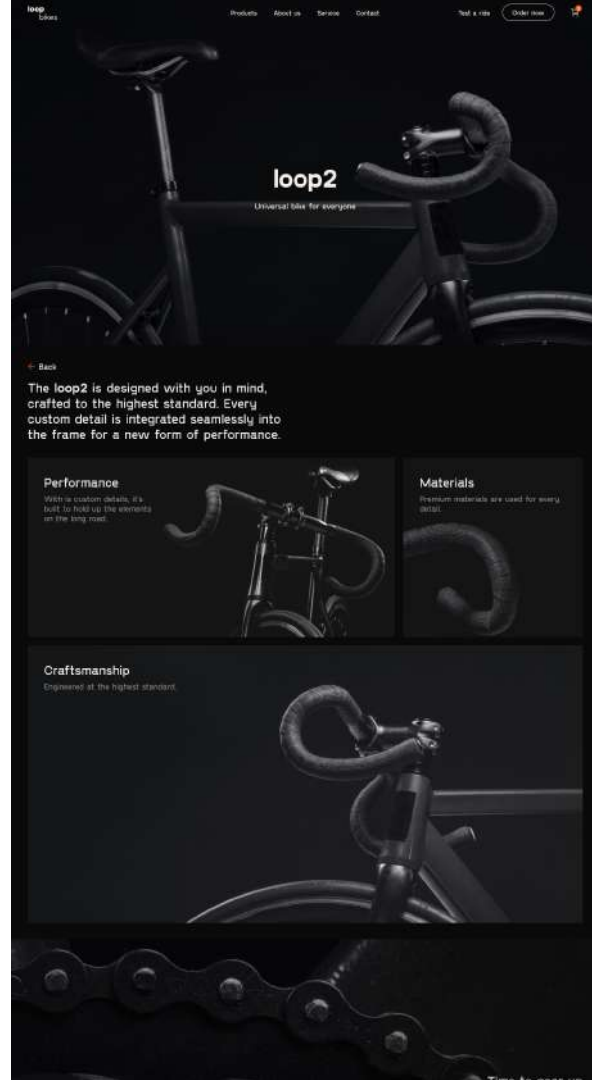
The product:

Loopbikes is a custom bike manufacturer that creates innovative products for all riders. The typical user is between 28-45 years old, and most users are early or middle career professionals. Loopbikes' goal is to make bike customization fast and easy for all types of users.



Project duration:

May 2023



Project overview



The problem:

Available online custom bikes websites have old-fashioned designs, unclear customization options, and confusing checkout processes.



The goal:

Design a **loopbikes** website to be user friendly by providing innovative customization options, clear navigation and offering a fast checkout process.

Project overview



My role:

Product designer designing a responsive website for **loopbikes** from concept to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. A primary user group identified through research was working adults who don't have time to go shopping and want to custom and order bikes online at home.

I discovered that many target users want their experience to be easy and stress-free. However, many bike shop websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of being quick and stress-free.

User research: pain points

1

Experience

Online custom bikes websites don't provide an engaging browsing experience, have slow page speed and have outdated designs that are not very responsive and user-friendly

2

Checkout

Checkout processes are often complicated, too long and stretches over several pages

3

Navigation

Online bike shops designs are often busy, which results in confusing navigation

4

Navigation

Interface elements are often too small, hard to read and understand, which sometimes leads users to make mistakes

Persona: Rafael

Problem statement:

Rafael is a busy professional who needs intuitive website navigation and search filters because they want buying custom bike to be stress-free.

Persona 2 - Rafael: busy professional wanting healthier life



Rafael

Age: 43
Education: university
Hometown: Warsaw, Poland
Family: Married with 2 children
Occupation: Architect

“Take care of your body. It's the only place you have to live.”

Goals

- Easy and visual bike customization.
- Concise and legible checkout process.
- Modern website with clear navigation and easy browsing through products.

Frustrations

- “Bike shop websites are old and not very responsive.”
- “Navigation is very complicated.”
- “Checkout process takes too long and why it needs these much pages?”

Rafael is a busy professional working in the middle of a busy metropolitan area. He works during the day and after work he is spending time with his family, but a lot of his time in between he spends in traffic. Rafael would want to have healthier life and thinks biking to work may be a good way too to save time. Since they live the big city, they often go away on weekends to spend time in recreational areas, where bikes for a whole family would be a good way to bond. Since he doesn't have a lot of free time, he wants easy way to customize bikes and order them online.

User journey map

I created a user journey map of Rafael's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Rafael

Goal: Easy and stress-free way to buy custom bike online

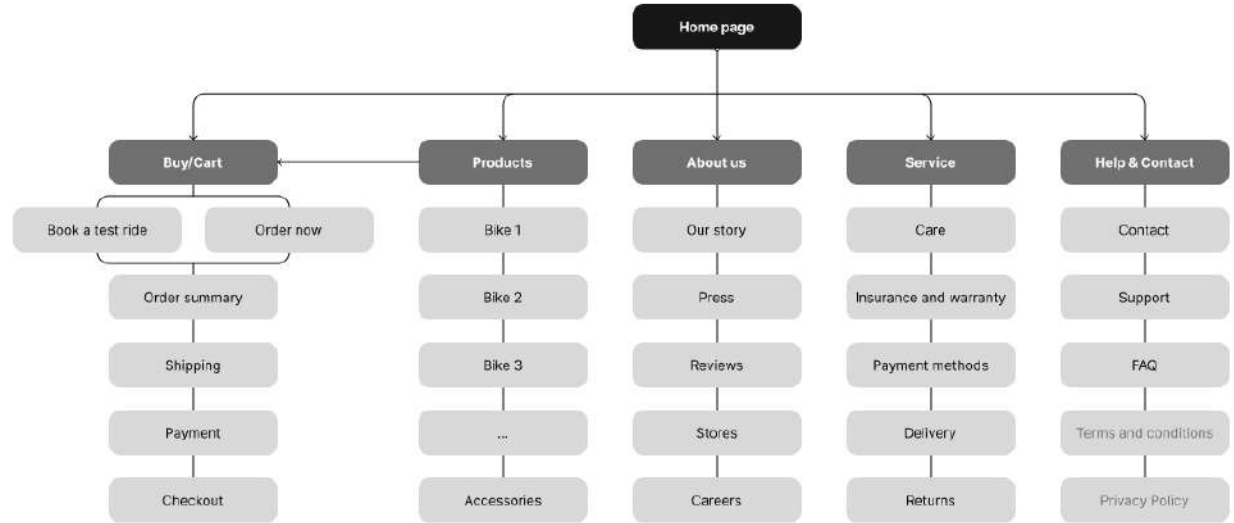
ACTION	Choose online custom bikes website	Browse bikes and accessories	Choose item	Add to cart	Checkout
TASK LIST	A. Search for custom bikes website B. Choose a website that has the desired bikes	A. Browse website to find items	A. Select size, color and quantity	A. Add item to the cart	A. Review cart B. Add billing information C. Add shopping information D. Choose payment method E. Confirm order
FEELING ADJECTIVE	<ul style="list-style-type: none">Excited about customization and ordering	<ul style="list-style-type: none">Interested by productsIntimidated by layoutLost in browsing	<ul style="list-style-type: none">Confused about customization optionsUnsure of sizes and colors	<ul style="list-style-type: none">Hesitant about choicesAnnoyed with interface elements	<ul style="list-style-type: none">Nervous about choicesFrustrated with long checkoutEager to see bikes
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Create an inviting and trustworthy homepage	<ul style="list-style-type: none">Improve information architectureUse clear layout	<ul style="list-style-type: none">Provide information about sizes, colorsProvide user reviews	<ul style="list-style-type: none">Making interface elements like buttons more accessible	<ul style="list-style-type: none">Shorten checkout processOffer clear return and warranty policy information

Starting the design

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

Sitemap

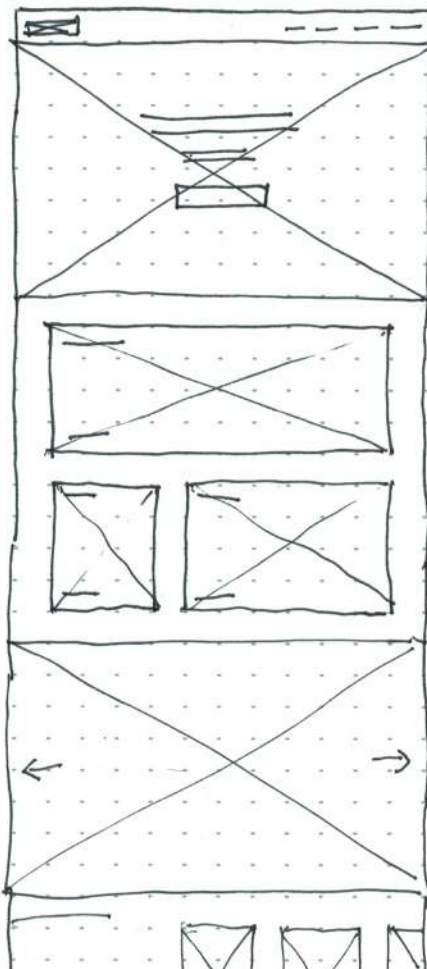
Information architecture for e-commerce website is very important. The structure I chose was designed to make process of buying custom bike simple and easy.



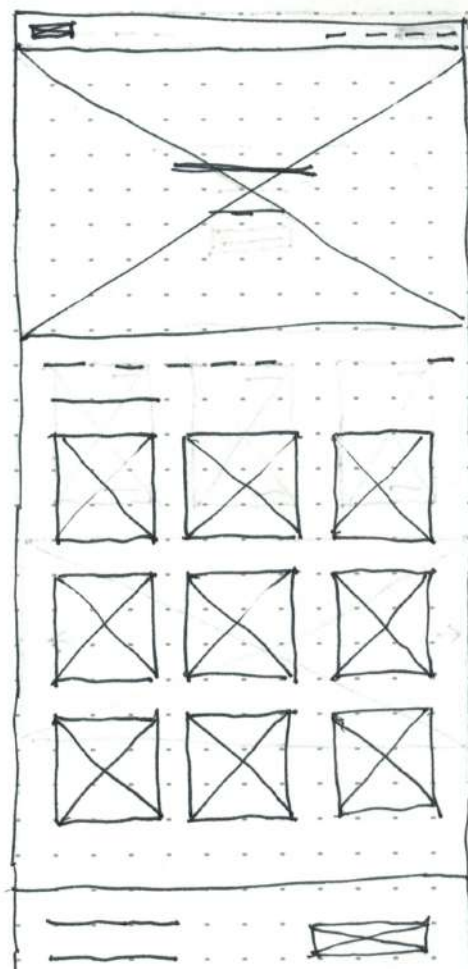
Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points, especially key e-commerce elements like navigation, browsing and checkout flow.

Homepage

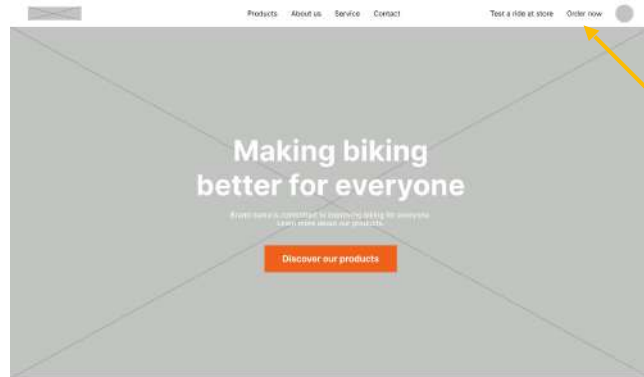


Accessories list page



Digital wireframes

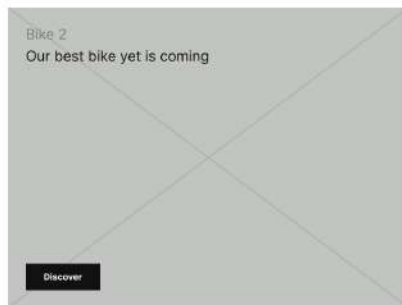
During the transition from paper to digital wireframes, it was important to address pain points and improve user experience. I also focused on the correct sizes and locations of key interface elements.



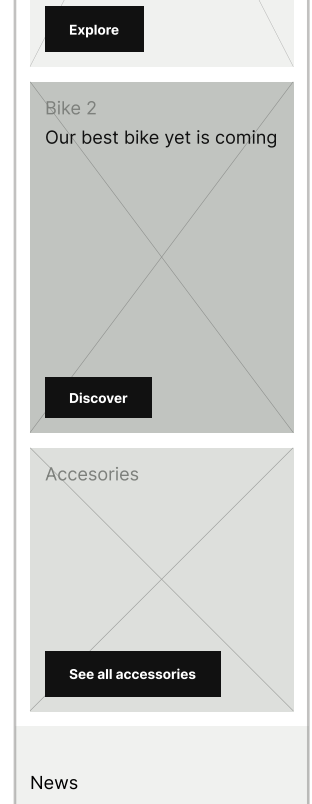
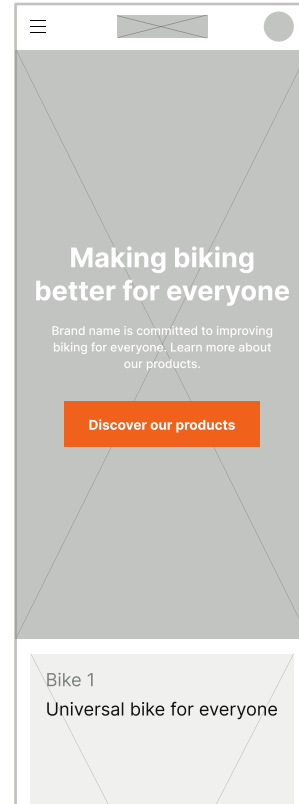
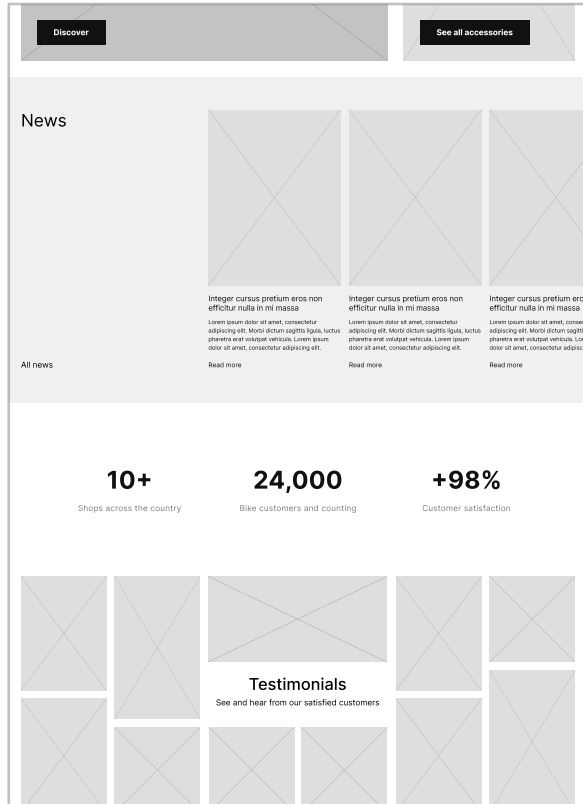
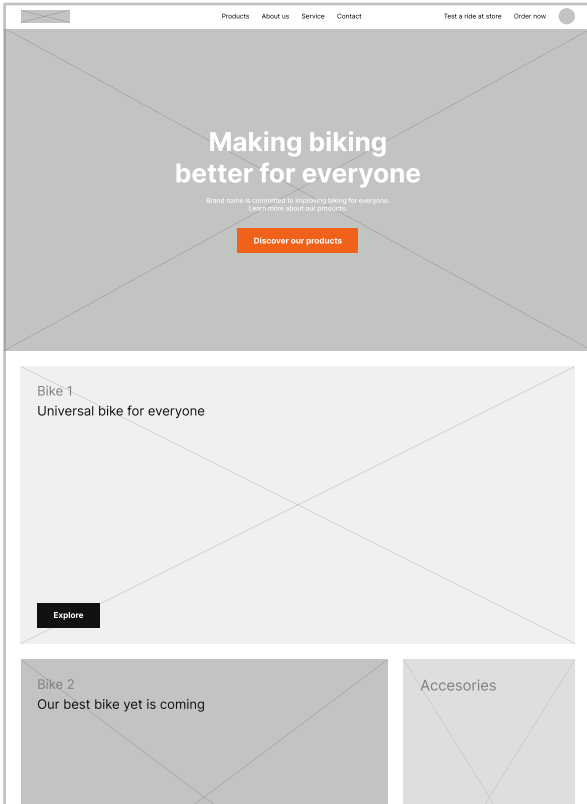
Easy access to booking a test ride or ordering bike



Quick, easy to understand and visually pleasing access to products



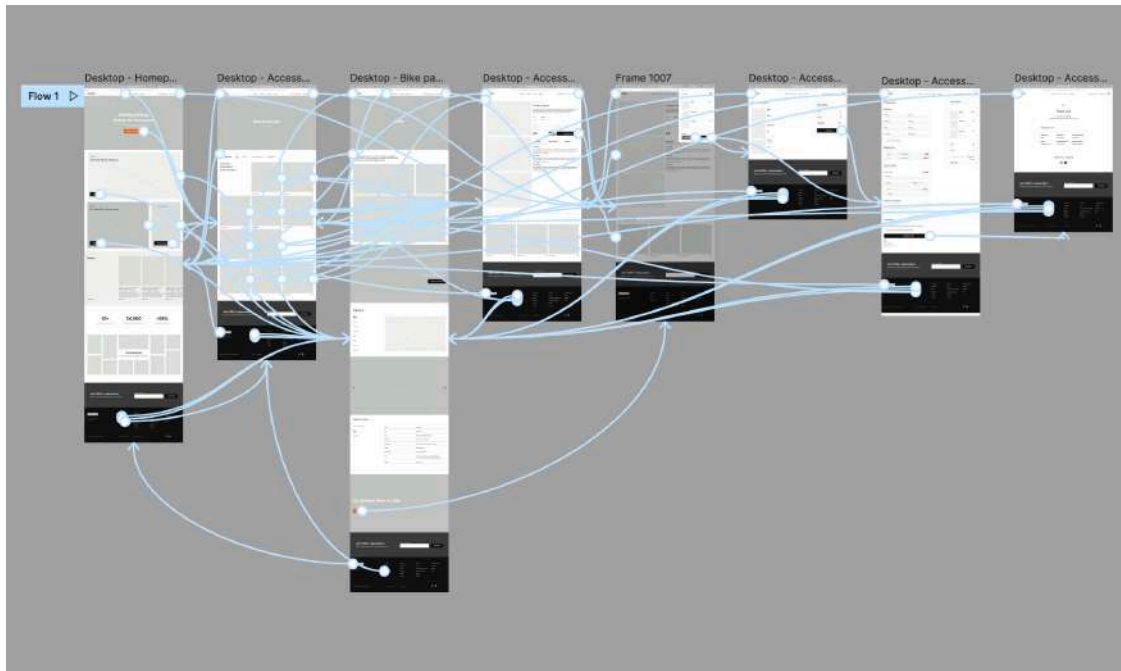
Digital wireframe screen size variation(s)



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

View the **loopbikes'** [low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Poland, remote



Participants:

5 participants



Length:

15-20 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Delivery date

Once at the checkout screen, users didn't have a knowledge of estimated delivery date

2

Adding more items

At the product page screen, users didn't have a way to edit the quantity of items to add to the cart

3

Account

During the checkout process, there wasn't a clear way for users to log in to their account to pre-fill previous billing and shipping info

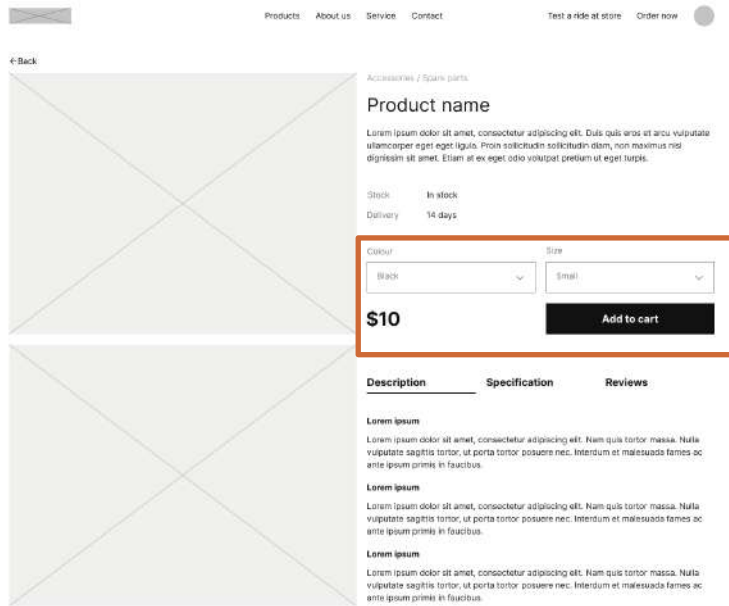
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

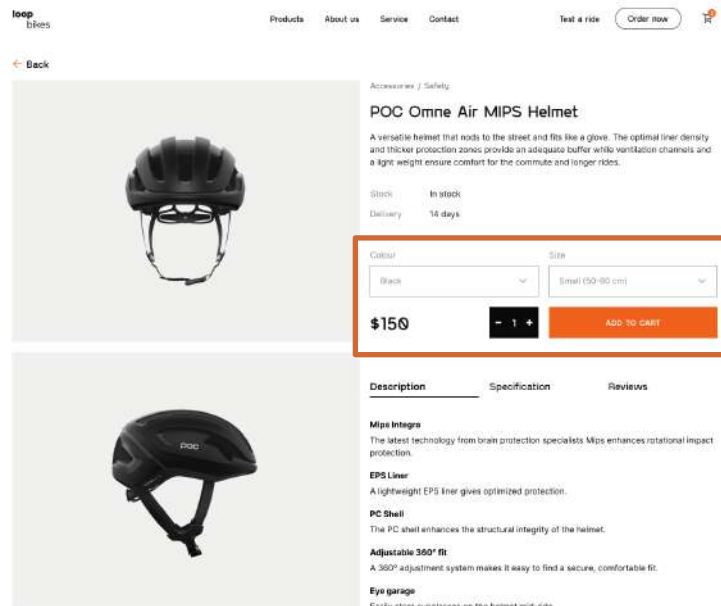
Mockups

Based on the insights from the usability study, I made changes to improve the site's checkout flow. One of the changes I made was adding the option to edit the quantity of items to add to cart on a product page.

Before usability study



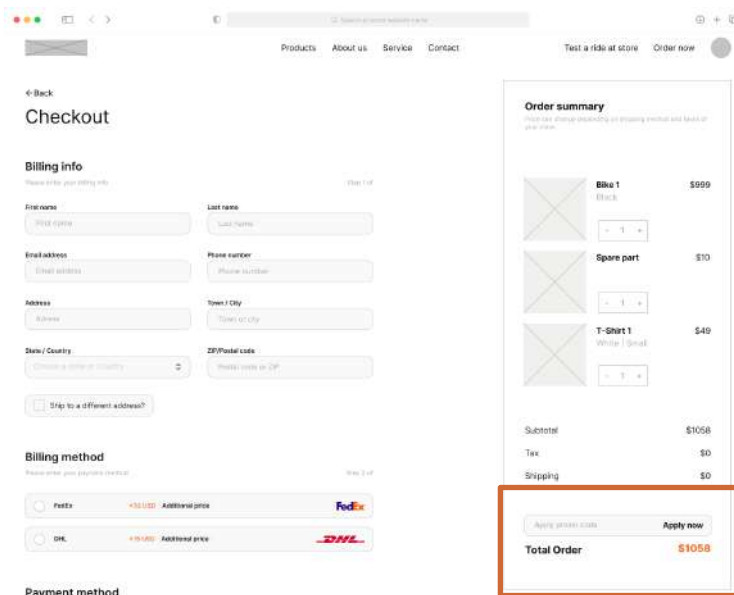
After usability study



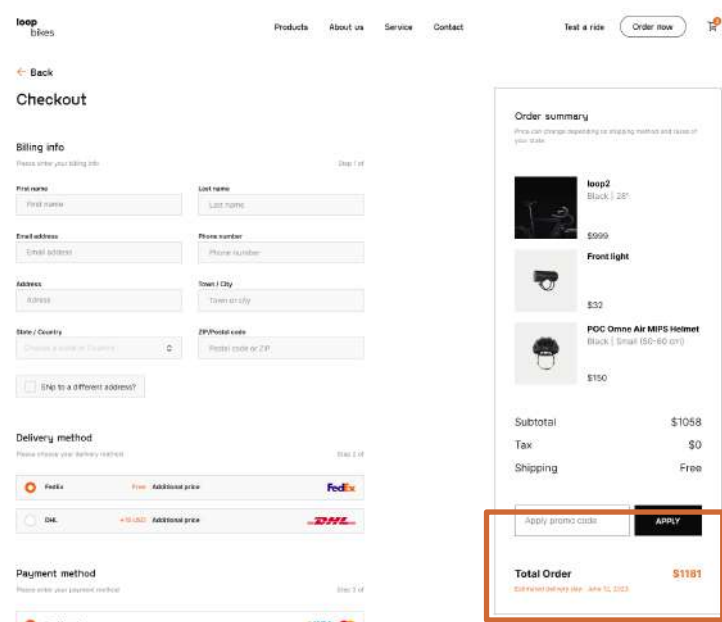
Mockups

To make the checkout flow more complete for users, I added an important piece of information - an estimated delivery date in order summary.

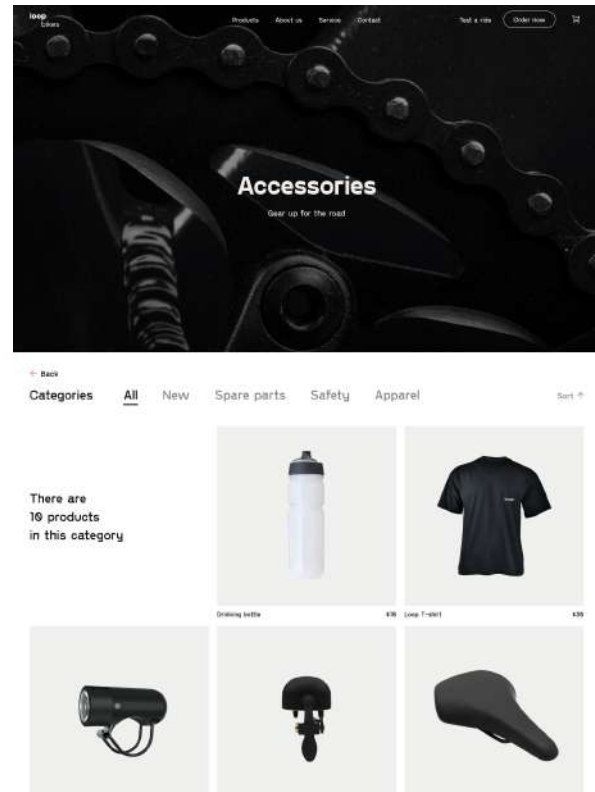
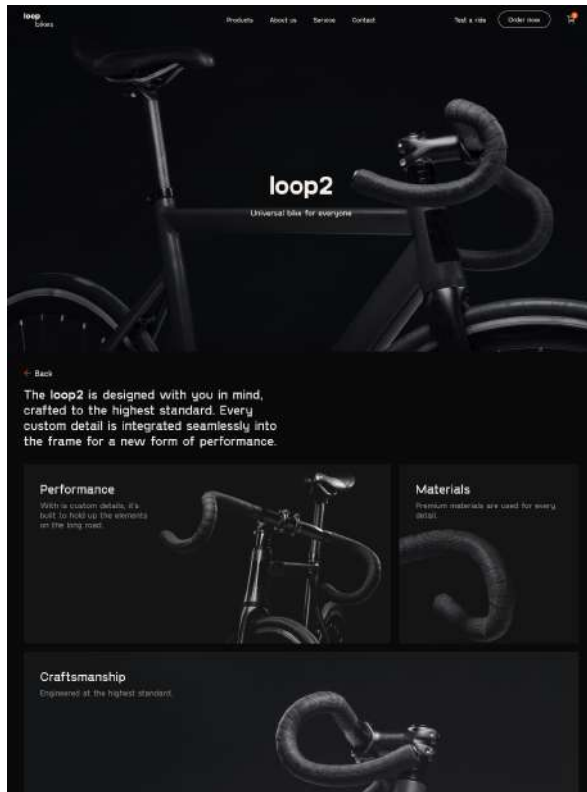
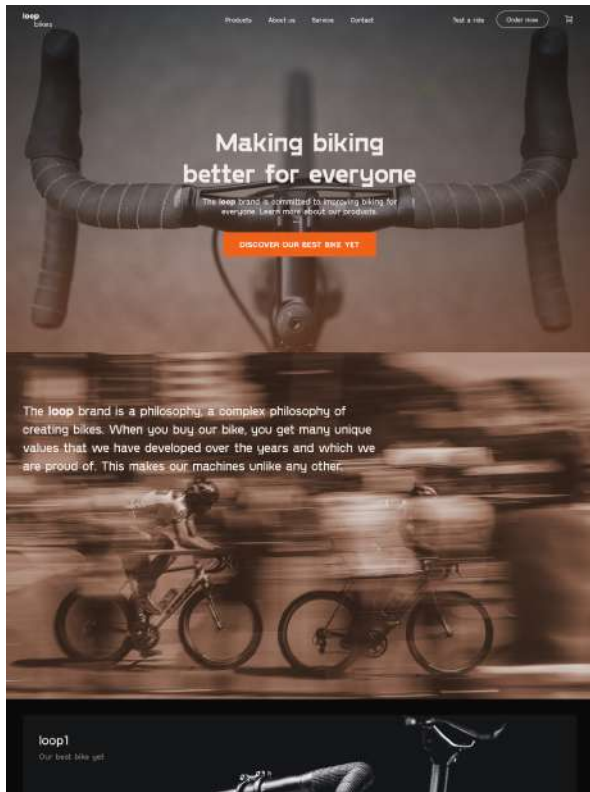
Before usability study



After usability study

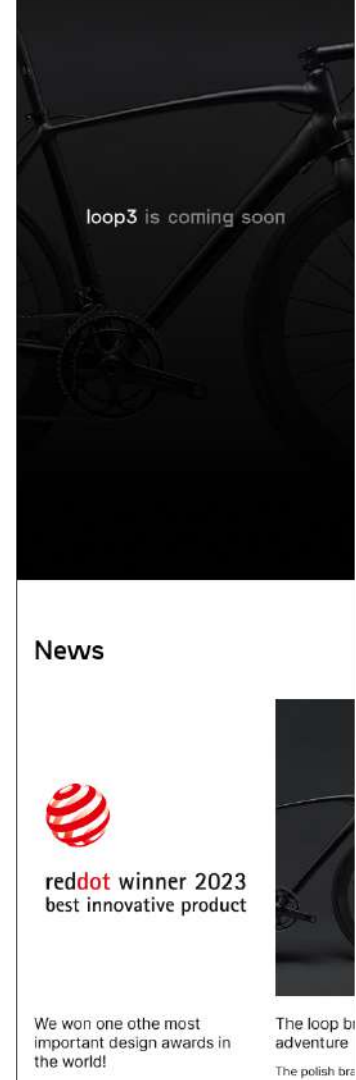
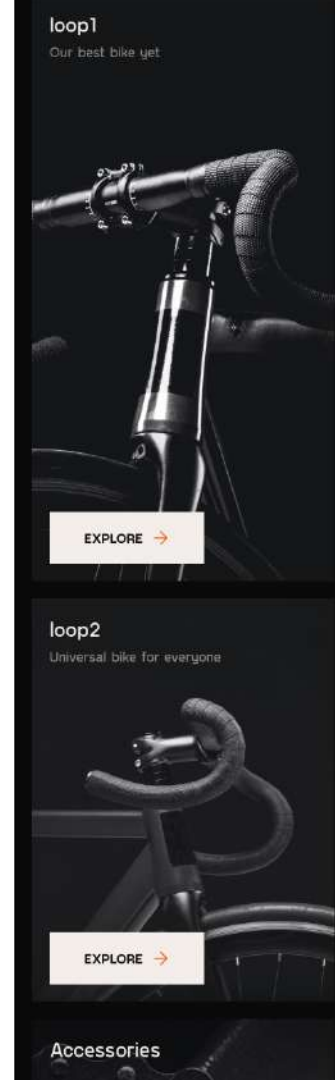
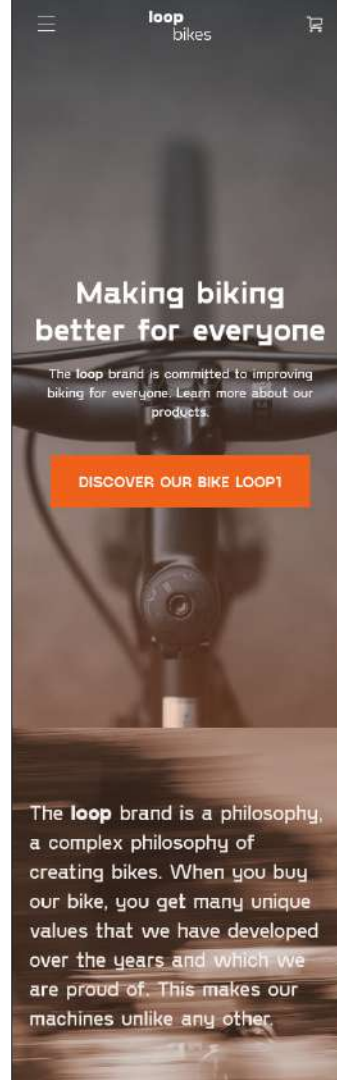


Mockups: Original screen size



Mockups: Screen size variations

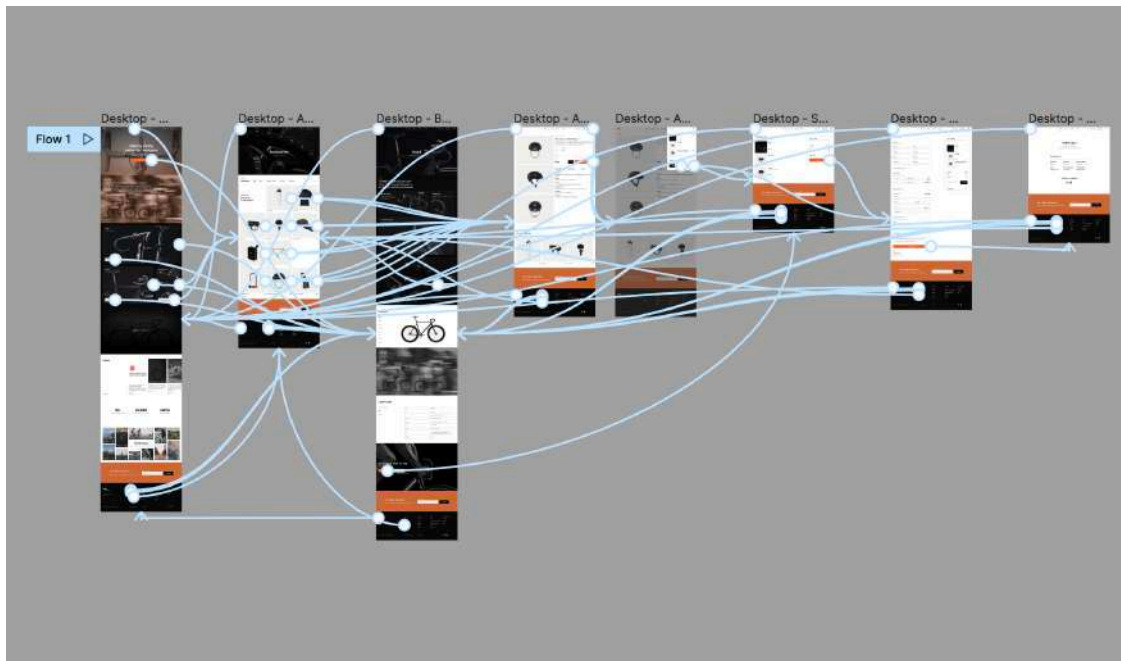
It was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.



High-fidelity prototype

Hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study.

View the **loopbikes'** [high-fidelity prototype](#)



Accessibility considerations

1

Designed the site with alt text available on each page for smooth screen reader access

2

Used landmarks to help users navigate the site, including users who rely on assistive technologies

3

Used headings with different sized text and color for clear visual hierarchy

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that designing fully responsive website is a complex project and every small design detail can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up usability testing on the new website

2

Identify any additional areas of need and ideate on new features

Let's connect!



Thank you for your time reviewing my work on the **loopbikes** website.
If you'd like to get in touch, my contact information is provided below.

E-mail: anna.reklinska@gmail.com