

A bicycle with a basket is parked on a path that leads into a field of tall grasses at sunset. The scene is bathed in a warm, golden light, with the sun low on the horizon, creating a long shadow for the bicycle. The overall mood is peaceful and adventurous.

CYRO

Experience the off roads as we offer new routes to those who wish to ride out and find their own path

What CYRO is

A new type of biking app that provides everything that all bikers expect such as customizable mapping guide and clear up to date information that will help prevent any interference when riding out.

Problem



Lack of updates when biking out like weather news, current events or any construction delays.

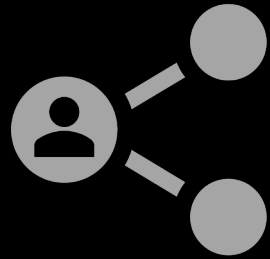


Inaccurate details on trails such as is it a gravel, wood chipping or concrete type and is our bikes capable or riding through them?

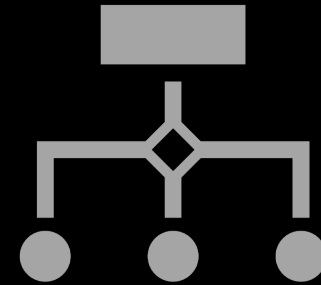


Use one app after another for all different functions.

Solution



Constant updates on everything to keep everything in check.



All functions from every app are put together in one navigations, tracking, weather and social media. No more multiple app usage.

Roles and responsibilities.

- Clear mapping guide.
- Up to date information on weather, events, construction and road type.
- Make biking experience enjoyable.

User Research and Pain Points

- It is clear some are struggling when it comes to having clear updates when going out for a ride.
- Another is that some may not know what kind of road or trails their bikes are capable of leading them to unable to ride.
- Another is mapping issues since maps often set for a fast and easier way through rather than being customized and have an alternative route for a much more enjoyable riding experience.

Persona



Name: Kai

Age: 30

Role: Graphic and User experience Designer

Education: Graduate

Personal: Married

Goals: Improve on his skills and explore what's beyond the world.

Name: Pat

Age: 18

Role: Part-timer

Education: School

Personal: Single

Goals: Gain more experience and learn something new.

Name: May

Age: 20

Role: Teacher

Education: Graduate

Personal: Single

Goals: Do the job while biking new places.

Problem Statement

- Mapping isn't accurate.
- Updates aren't clear enough.
- Visually challenging when riding.
- No support for visual or audio.
- Unable to save any rides in history account for future times.

Persona's Journey



Bikers:

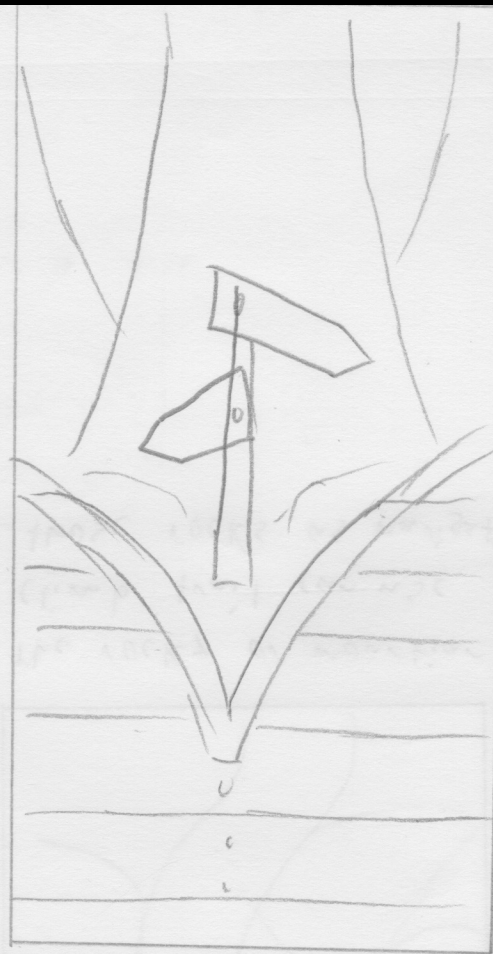
They will need some sort of navigations or any means of planning system to help them find the right road or trail to bike on. They need to know the durations of their targeted trails or road with the conditions and or any current updates happening.

Non-Bikers:

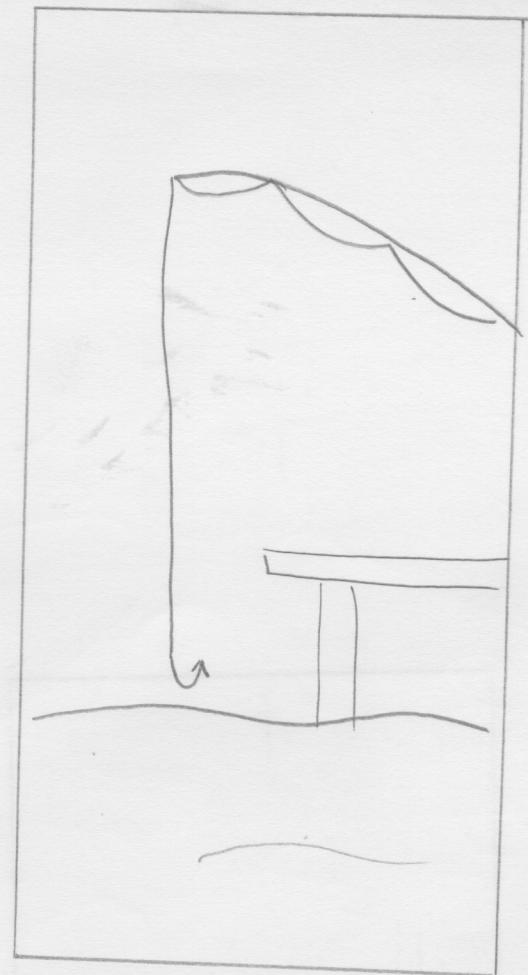
It's uncommon for those who never ridden before would be able to use this app and they would expect the same function the apps they are already familiar with.



Trail can be used as navigation or the sign can lead to the next navigation

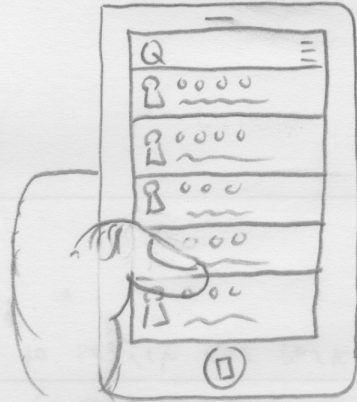


one trail leads to one navigation and the other lead to the another



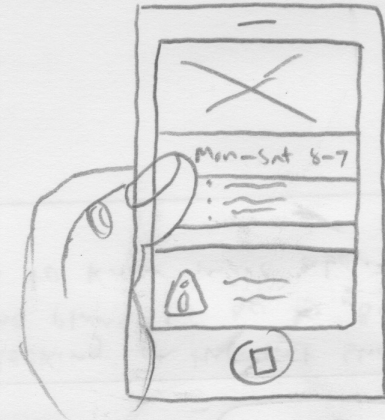
For the parks with large body of water it can have some sort of dock or fishing navigation

5



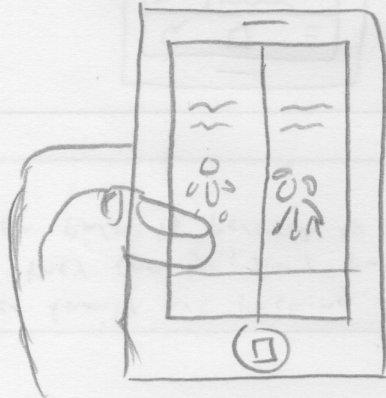
She looked up the reviews and see commets from othe people

6



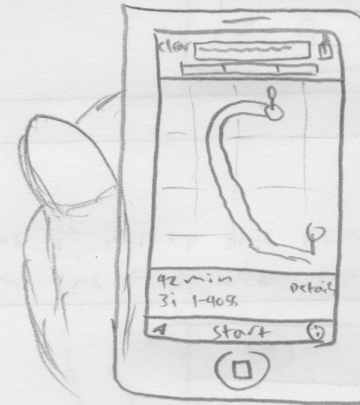
Amy also wants to know if there were any events or notifications she should know about.

7

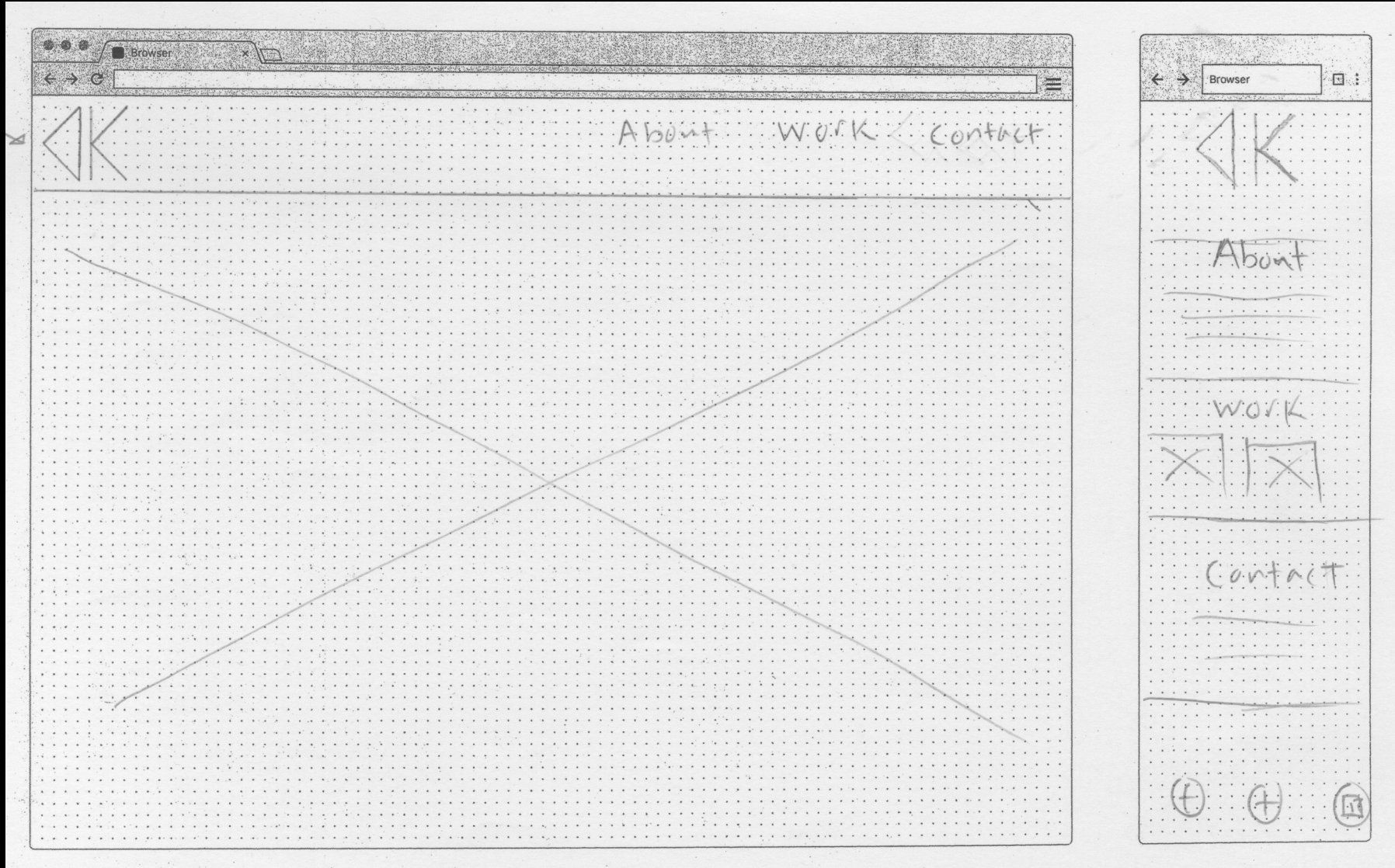


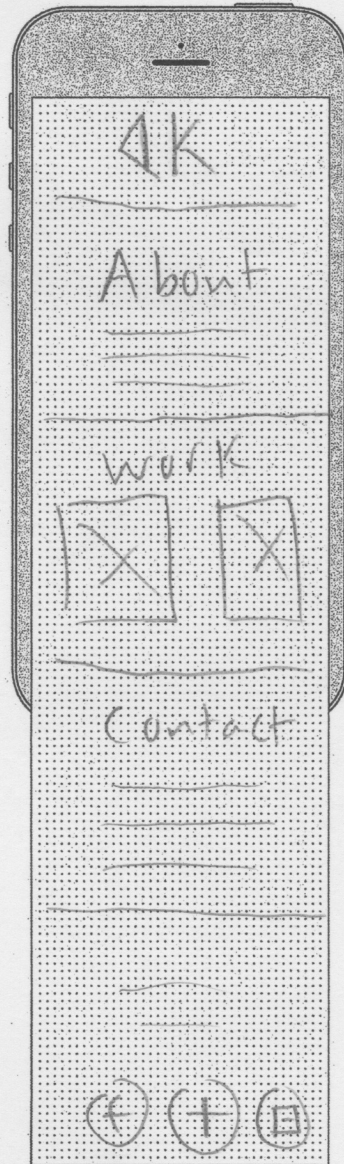
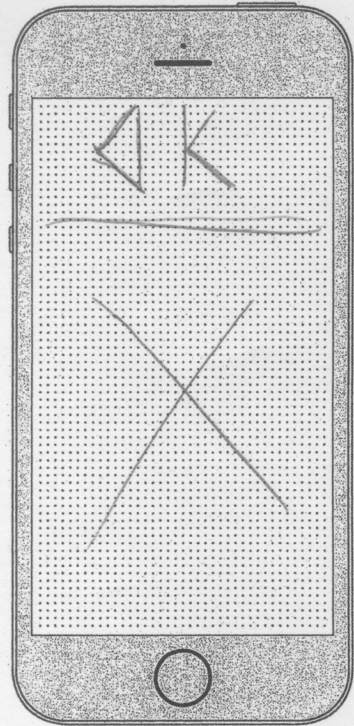
Lastly she wants to know if its kids and dog friendly

8



After checking the park she select maps which leads to the maps app that will give her directions to the park





LOFI Prototype link

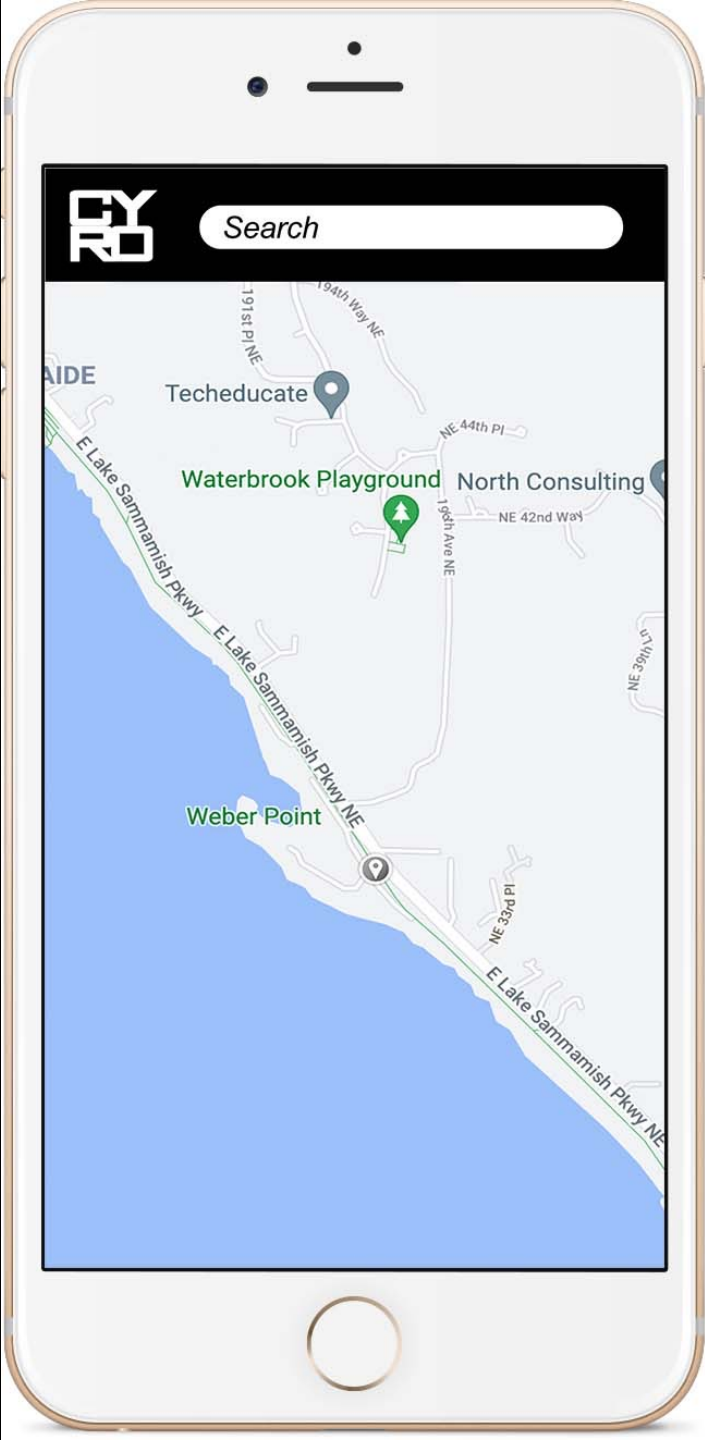
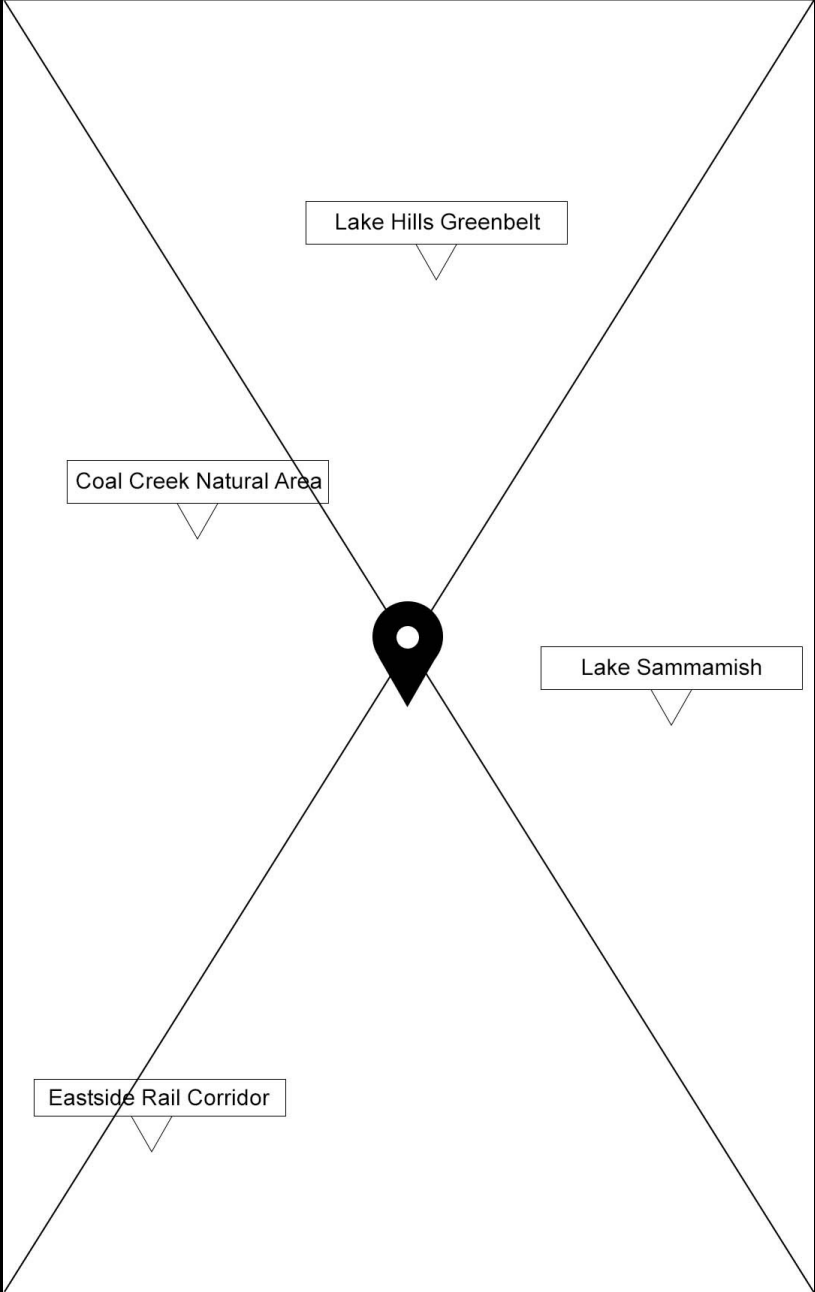
- <https://xd.adobe.com/view/44f632cc-0c42-40df-be1b-403b9cad79cd-11a5/>

Usability study

- People rather have a separate page for the updates and mapping.
- Rather than drag on the map they prefer entering numbers of miles and timing when customizing map.
- Get rid of long scroll down in the history account. Keep only the most recent and have an option to save the most favorite ones.



Search



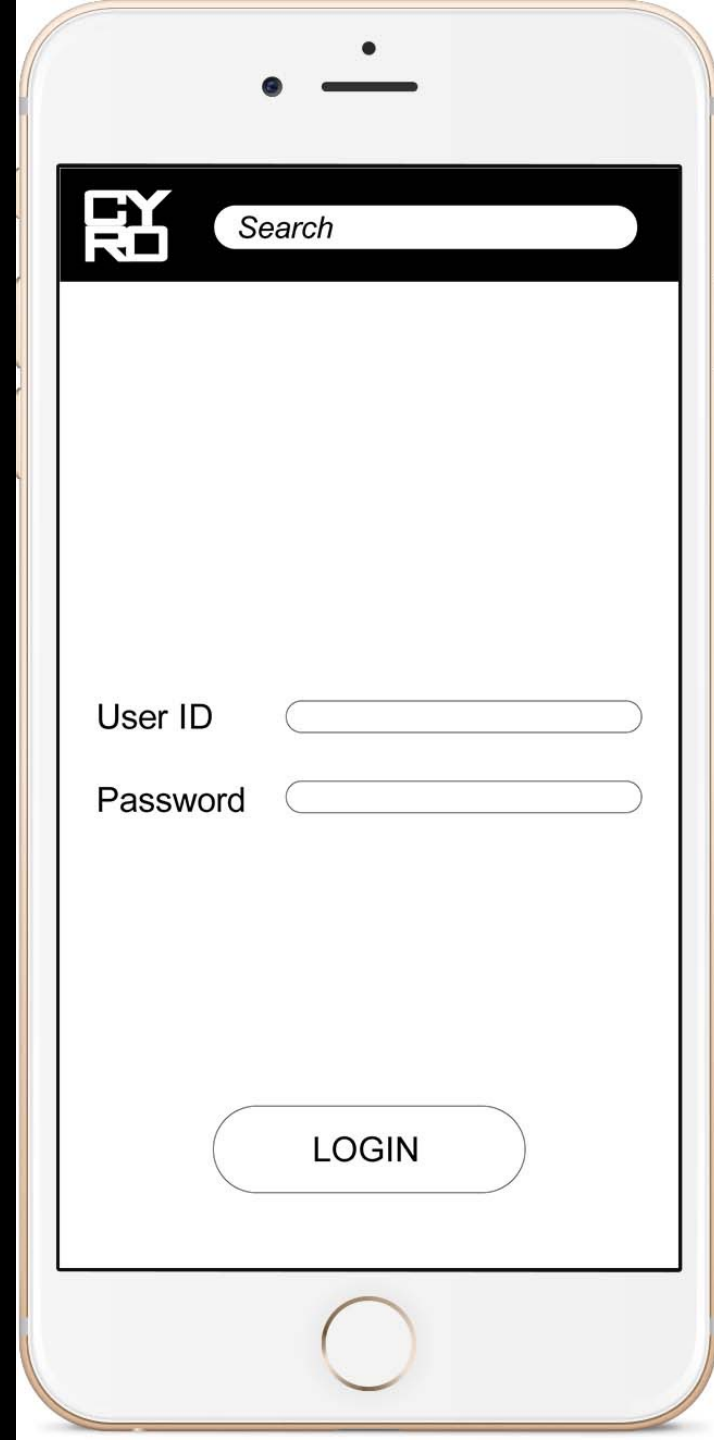


Search

User ID

Password

LOGIN



Search

User ID

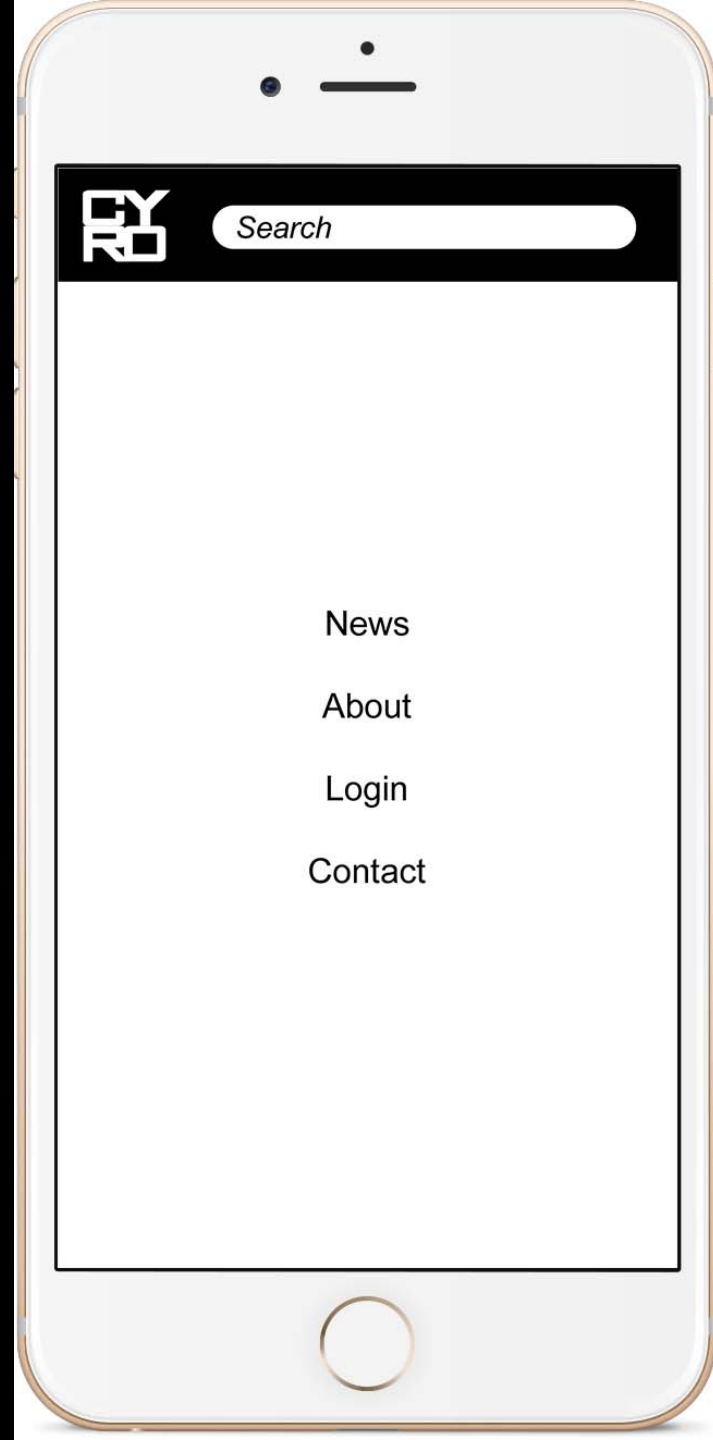
Password

LOGIN



Search

News
About
Login
Contact



Search

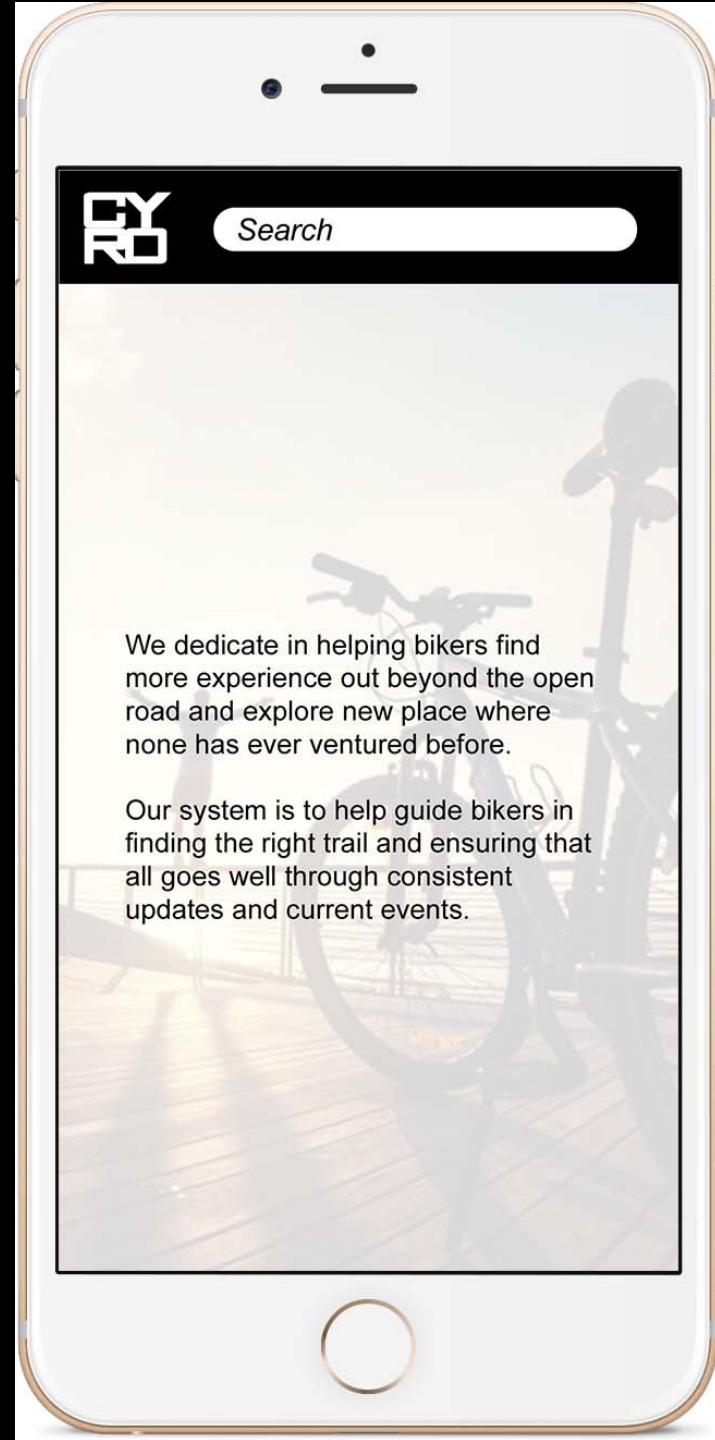
News
About
Login
Contact



Search

We dedicate in helping bikers find more experience out beyond the open road and explore new place where none has ever ventured before.

Our system is to help guide bikers in finding the right trail and ensuring that all goes well through consistent updates and current events.



Search

We dedicate in helping bikers find more experience out beyond the open road and explore new place where none has ever ventured before.

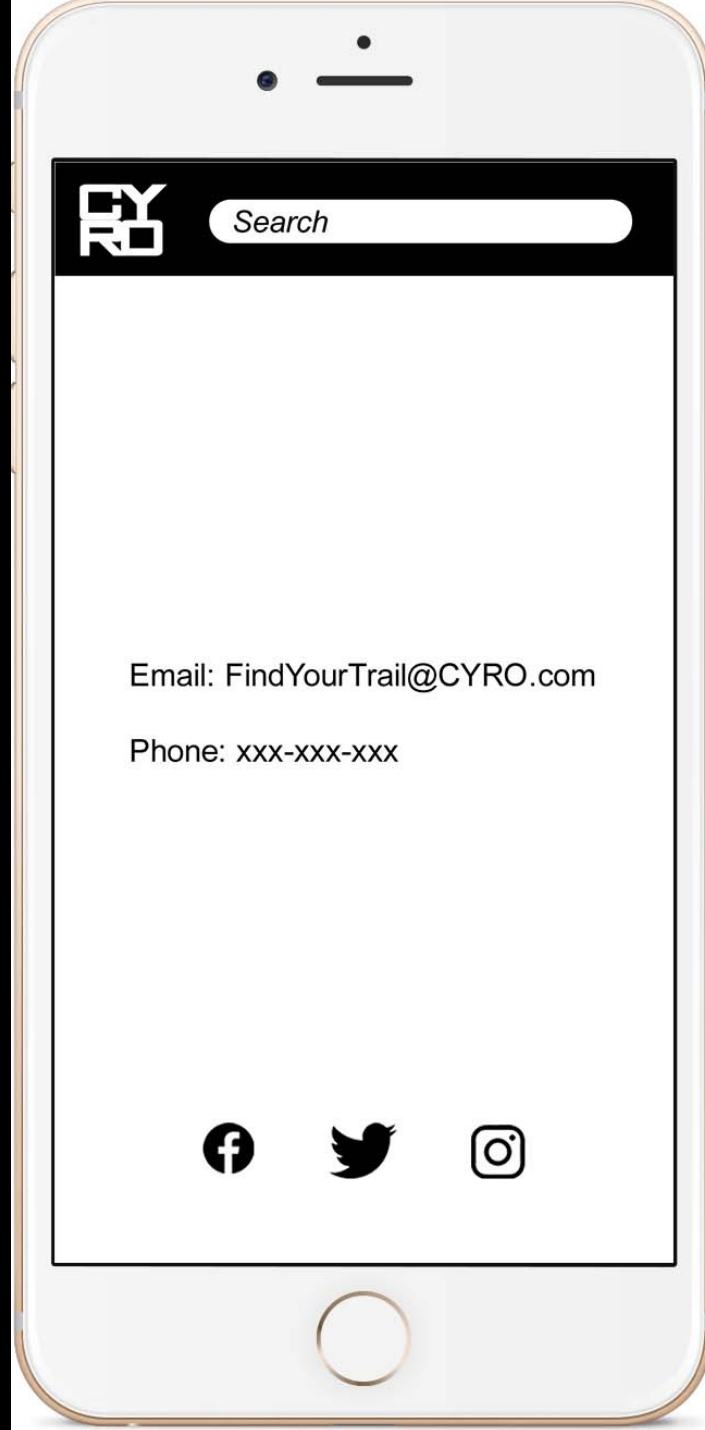
Our system is to help guide bikers in finding the right trail and ensuring that all goes well through consistent updates and current events.



Search

Email: FindYourTrail@CYRO.com

Phone: xxx-xxx-xxx



Search

Email: FindYourTrail@CYRO.com

Phone: xxx-xxx-xxx





Search

Lake Sammamish Trail

70° Sunny

70° 	75° 	80°
12pm	1pm	2pm

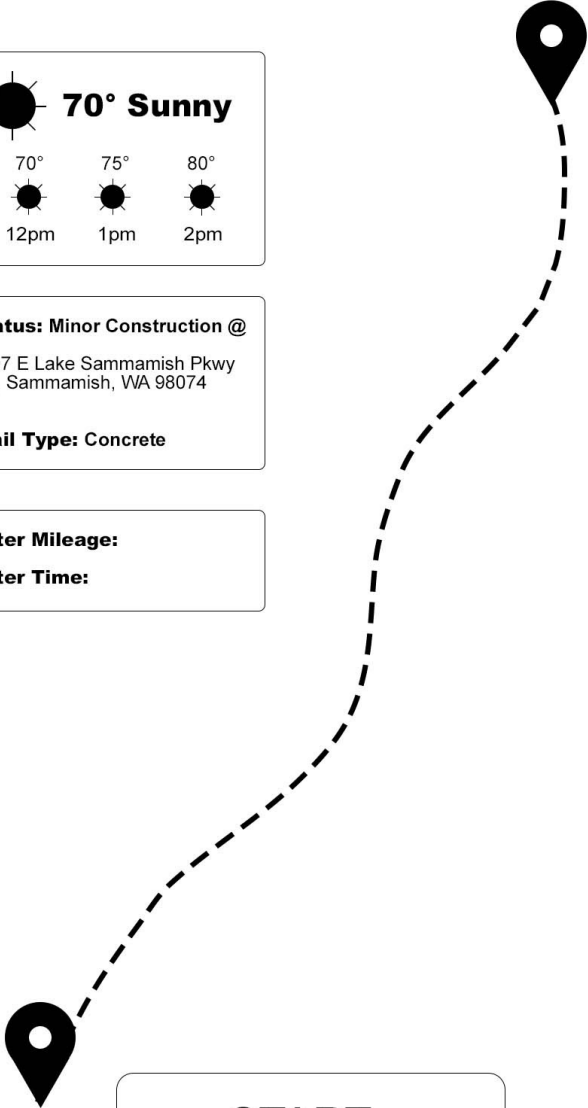
Status: Minor Construction @

4607 E Lake Sammamish Pkwy
NE, Sammamish, WA 98074

Trail Type: Concrete

Enter Mileage:

Enter Time:



START



Search

Lake Sammamish Trail

70° Sunny

70° 	75° 	80°
12pm	1pm	2pm

Status: Minor Construction @

4607 E Lake Sammamish Pkwy
NE, Sammamish, WA 98074

Trail Type: Concrete

FAMILY BIKE EVENT

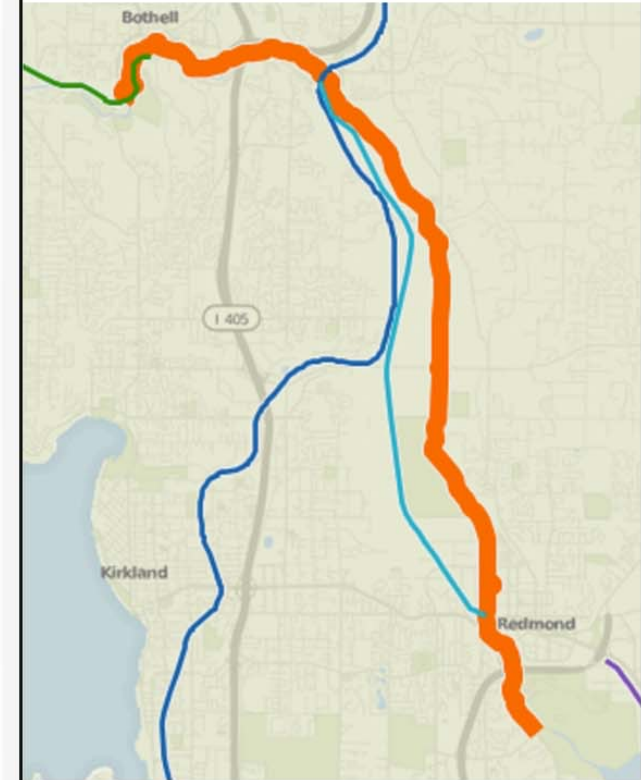
Sunday, Jul 4, 2022

[Click here for more info](#)



Search

Lake Sammamish Trail



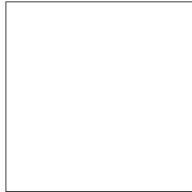
Directions

News/Updates



Search

History



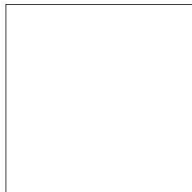
Sammamish River Trail
Total time: 2 hours
Mileage: 10.1
Rides: 4

Share



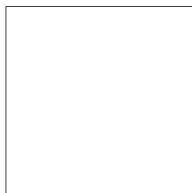
Snoqualmie Valley Trail
Total time: 4 hours
Mileage: 29
Rides: 2

Share



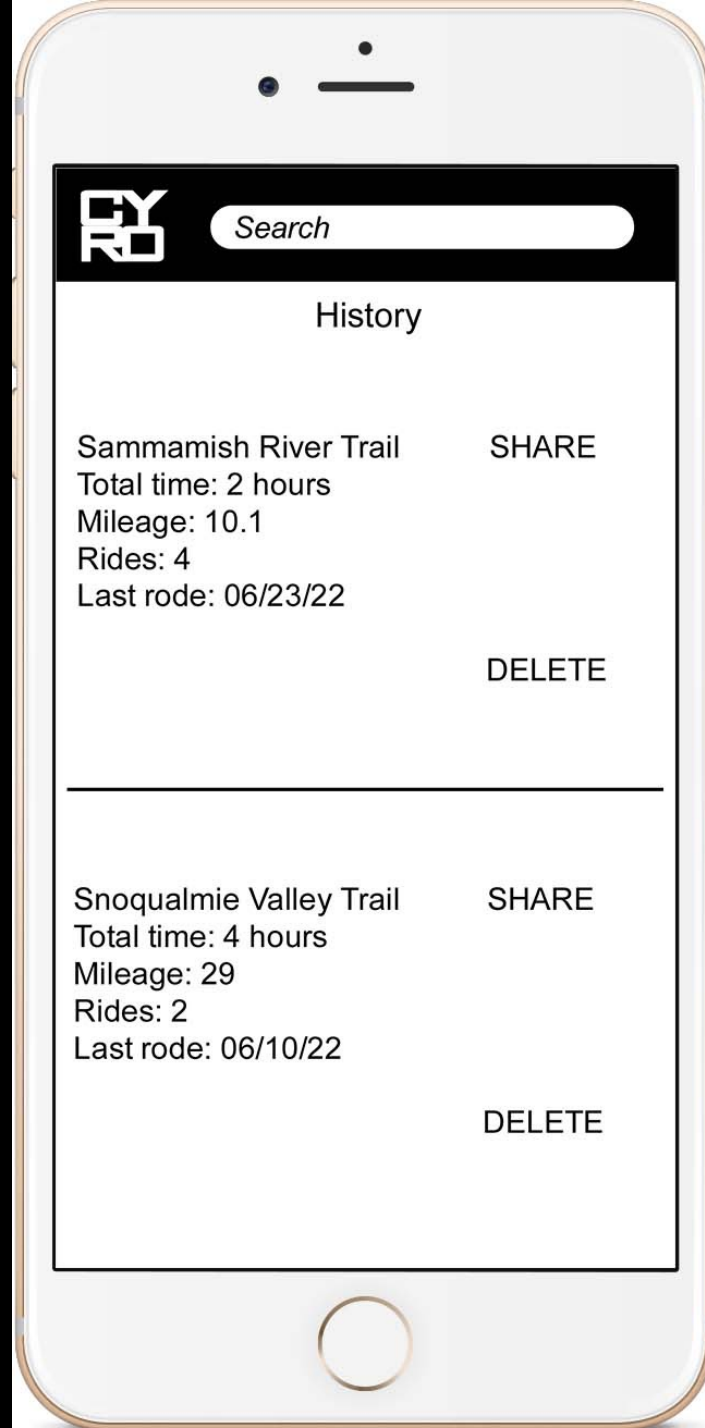
King County Eastside Rail Corridor
Total time: 1 hour
Mileage: 4
Rides: 1

Share



Cross Kirkland Corridor
Total time: 3 hour
Mileage: 5.75
Rides: 5

Share





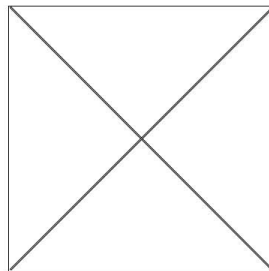
Search

FAMILY BIKE EVENT

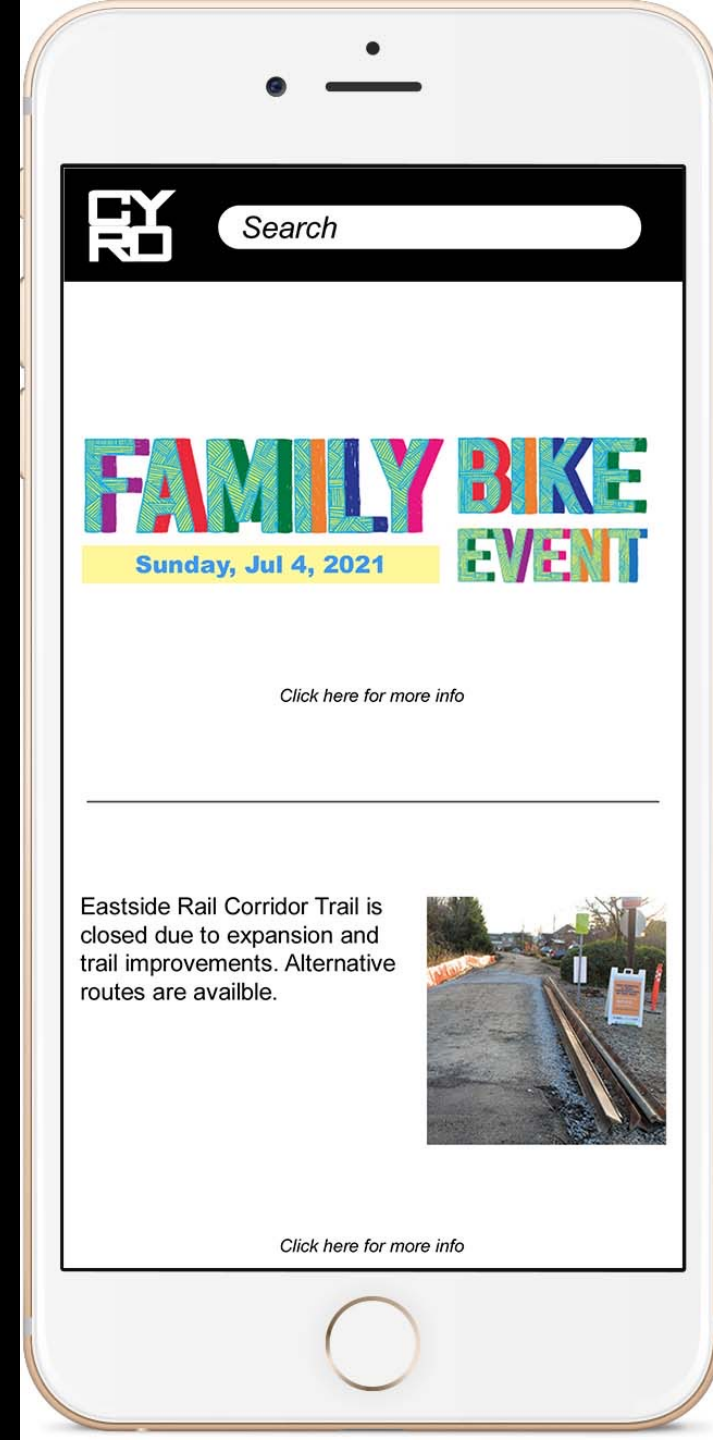
Sunday, Jul 4, 2022

[Click here for more info](#)

Eastside Rail Corridor Trail is closed due to expansion and trail improvements. Alternative routes are available.

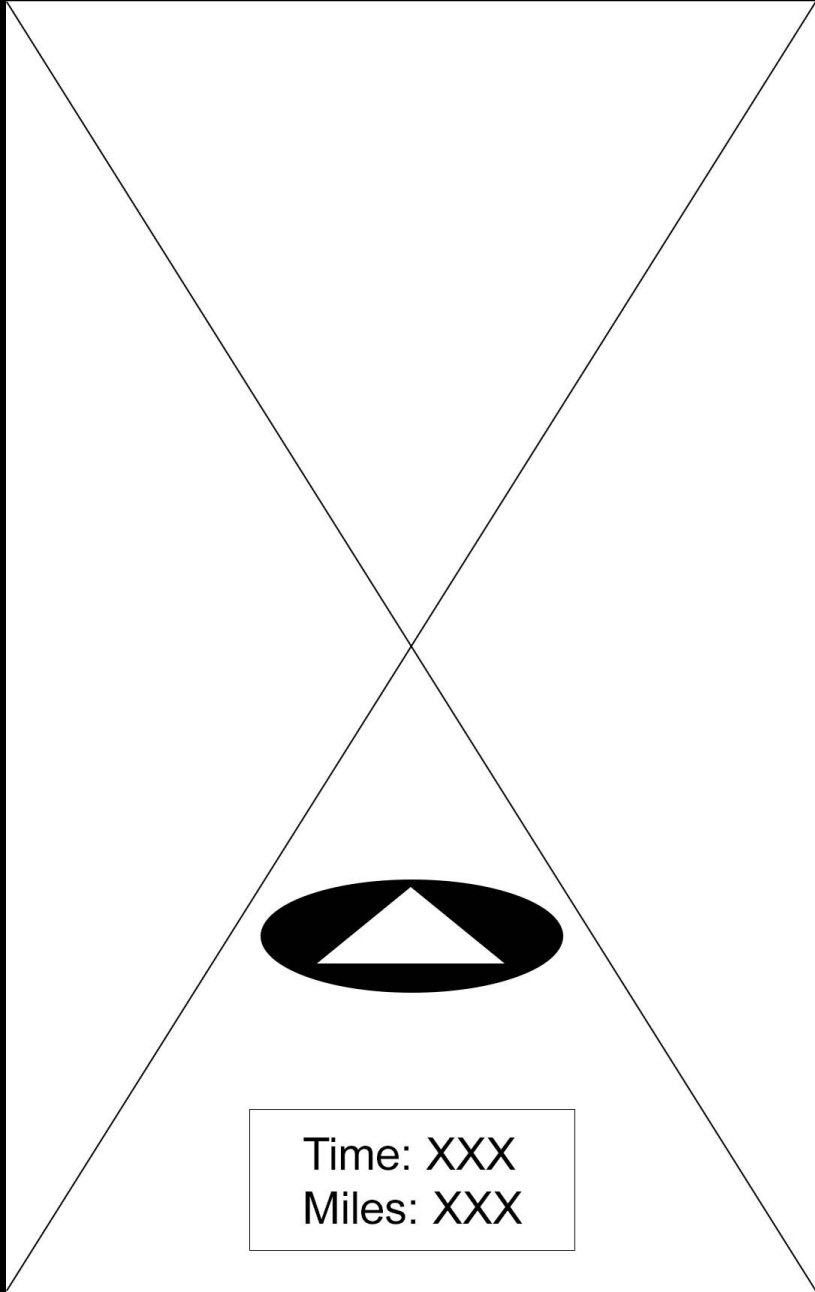


[Click here for more info](#)

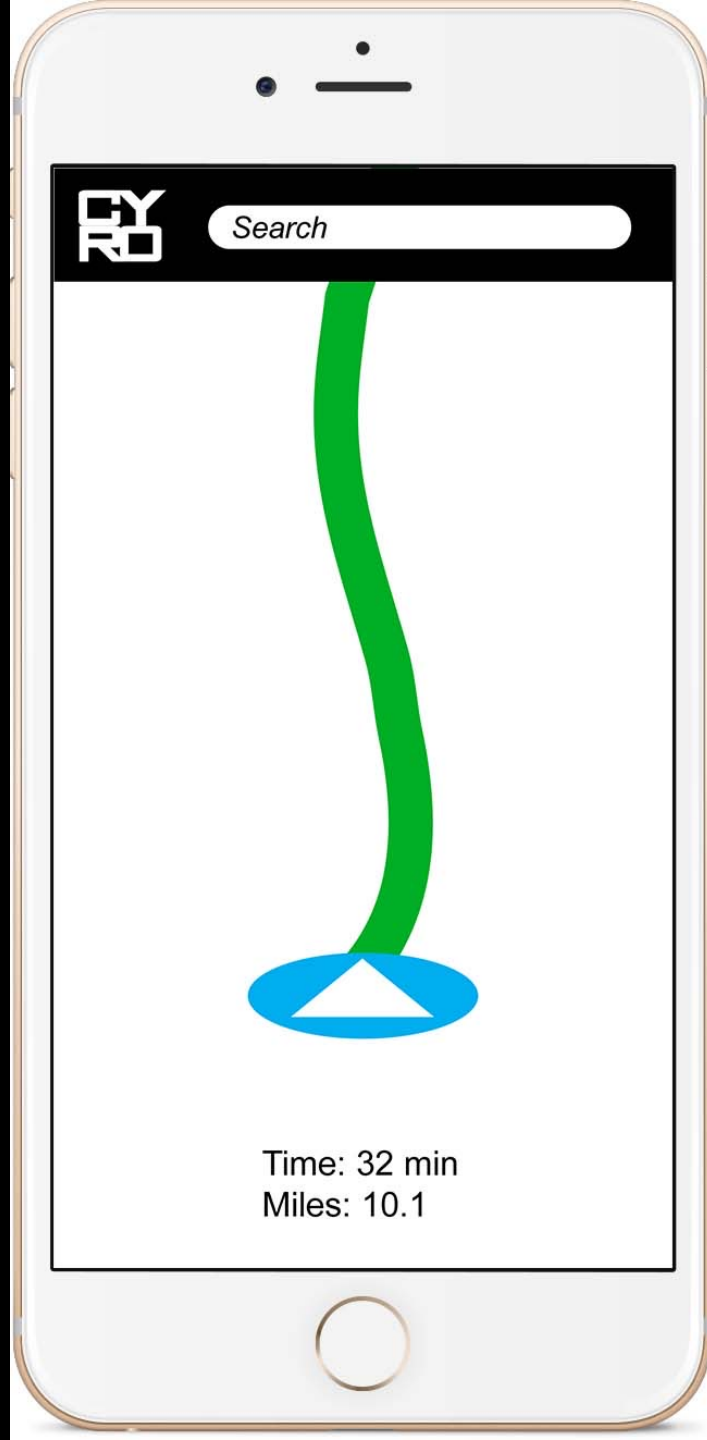




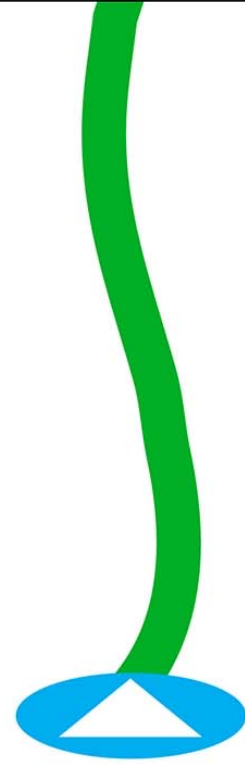
Search



Time: XXX
Miles: XXX



Search



Time: 32 min
Miles: 10.1

HIFI Prototype Link

- <https://xd.adobe.com/view/fe2b758a-4cab-4d5a-bd47-6f6a03cee1a3-ab78/>

Design Accounts

- Some may point towards visual design since bikers are often riding so much, they don't have the time and effort to check things clearly when using apps.
- I want to make it simpler and easier to use whether its by the eyes or by hand.

Takeaways and next steps

- Make any more improvements
- Hear back from anymore users
- Make it visually and physically accessible for everyone.