

CYRO

Derrick Kuan

Project overview



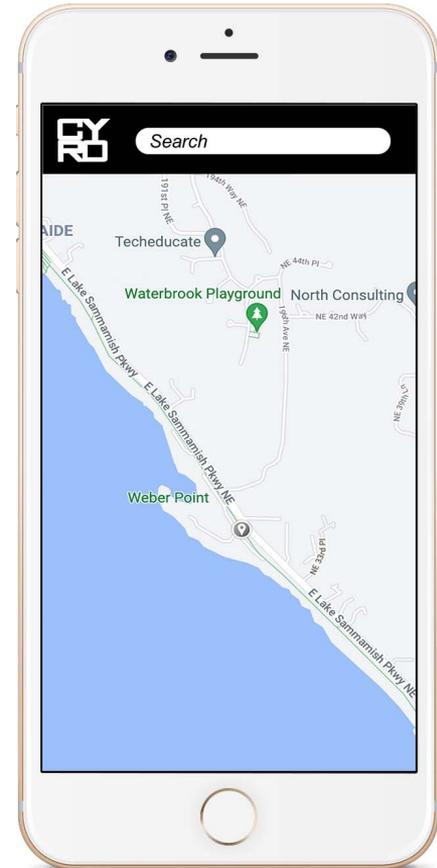
The product:

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.



Project duration:

June 2022 – August 2022



Project overview



The problem:

Not many apps that focuses only for biking. Due to that there has been lack of updates for weather, events, or construction delays that may affect a biking trip.



The goal:

Design a new app that focuses only for bikers that helps provide proper guidance and clearer updates.

Project overview



My role:

UX and graphic designer. Start to finish this whole app project.



Responsibilities:

Research, wireframing, prototyping, etc.

User research: summary



Many users mainly bikers wish to see proper guidance and navigations when they go biking. Another is they expect everything up to date whenever its weather conditions, construction delays, or any events that may slow down any biking routes. Some would like to customize their own routes rather than have it fixed for them so they can have a better biking experience instead of getting to their destinations faster.

Persona 1: **Patrick**

"I ride with pride; I want to have everything all in one rather than separate apps."

Problem statement:

Before riding his bike he will need to check for updates to ensure his ride doesn't have any delays.

Goals: Have clear updates on everything before riding out.

Frustrations: Lack of updates which may interfere his ride.

Age: 30
Education: Graduate
Hometown: Bellevue
Family: Married
Occupation: Designer

Patrick works as a designer and would often ride his bike. Due to that he often uses multiple app to check for updates or use google maps to help guide him through. Though google maps does get him to his destination faster this feels the lack of a great biking experience he needed. Another is he doesn't want to use multiple apps to simply check for weather, constructions or events rather he wants all the updates in one app. This shows he wants a better biking route with proper updates.

Persona 1: **Kevin**

"Biking is my kind of sports, but I want to have my own path to follow rather than just make it there faster. "

Problem statement:

Often check the routes to see if there is more than one options to get to the destination.

Goals: Better route options and have their own customization.

Frustrations: Routes are fixed.

Age: 20
Education: Student
Hometown: Seattle
Family: Single
Occupation: Photographer

Kevin is a student studying to be a photographer and he would often ride his bike to explore everywhere. He rather follow his own routes rather than have it fixed and make it there faster. He wants to construct an alternative route for a much better biking experience.

Competitive audit

Here are some examples of what other mapping apps are like with similarities and differences. Some features are available while some do not. Another is the functionally.

<https://docs.google.com/spreadsheets/d/1WG0QcMiftJl9QeWUdxCnyFyUINhb10g-mDbeKbsXeI4/edit?usp=sharing>

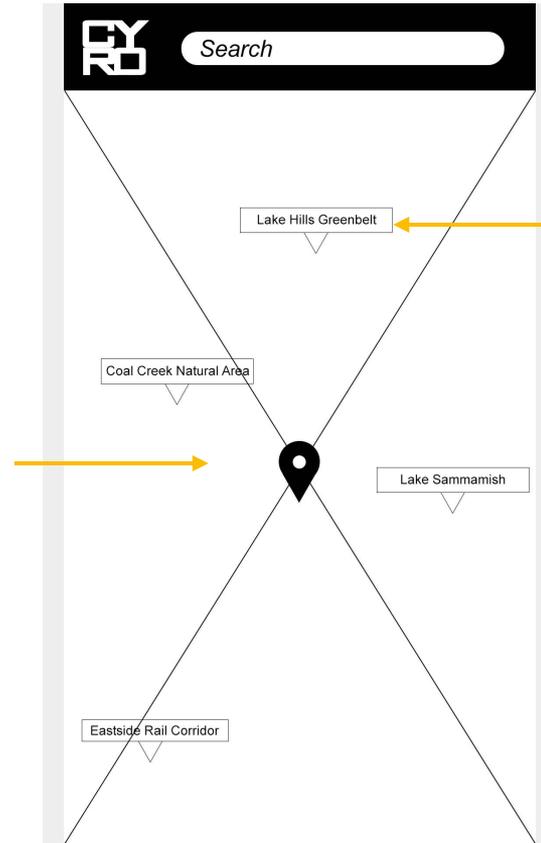
Ideation

My goal is to make a new app that focuses for biking routes with proper guidance and up to date updates.

Digital wireframes

Like most map apps the home page will start off as a map with the users' current locations. With that the user will have numerous bike routes appearing on the map nearby for them to choose.

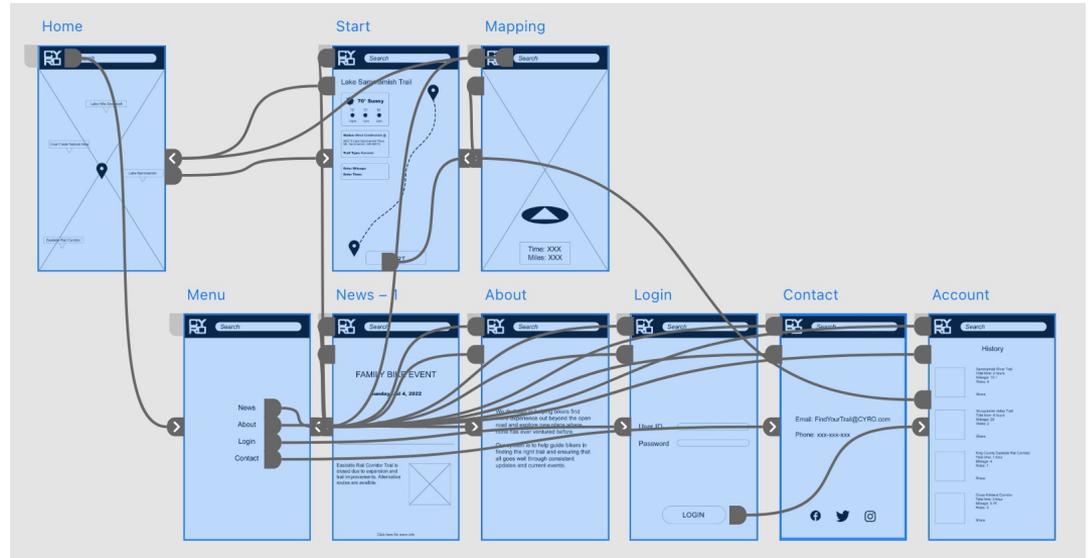
Map shows users' current locations which in the center.



Users have an option to choose any nearby routes to save time on finding one.

Low-fidelity prototype

<https://xd.adobe.com/view/34331c9b-93d0-4486-bbfc-005a10788683-6160/>



Usability study: parameters



Study type:

Usability study



Location:

In-person meet-up



Participants:

5 participants



Length:

30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

- Faster and quicker access through map.
- More catalogs.
- Better updates.

2

Finding

- Include stops when customizing routes.
- More filter options.
- Better description on what kind of route is it. Examples like is it pavement, gravel or wood chippings?

3

Finding

- Save routes in history.
- Share this with others in account.
- Mark number of time and mileage of completion for any routes.

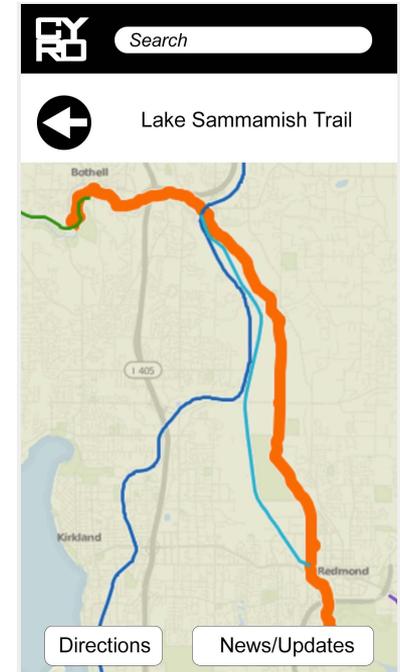
Mockups

When customizing routes users think its visually challenging when entering mileage and time are on the map. So they think its best to put it after clicking the "Directions" button where they can freely enter the numbers themselves.

Before usability study



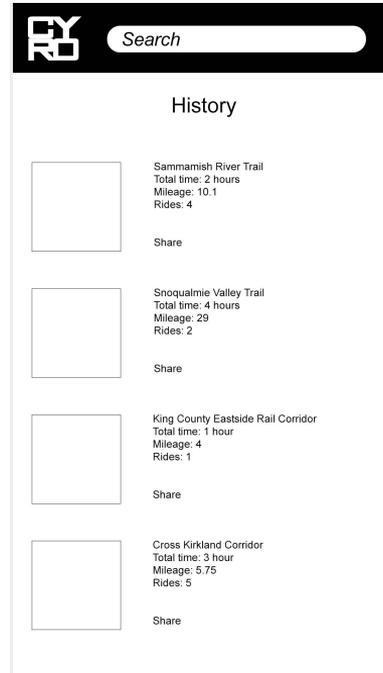
After usability study



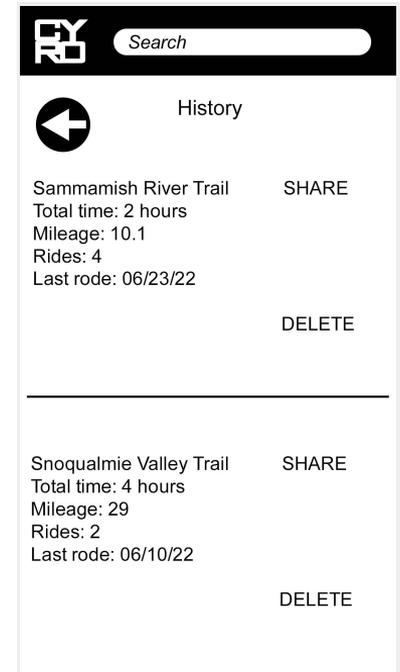
Mockups

In the account there will be a list of saved routes. Some users find the text too small and images unnecessary. Other think they don't need a huge list and rather keep the most favorite of all and delete the rest.

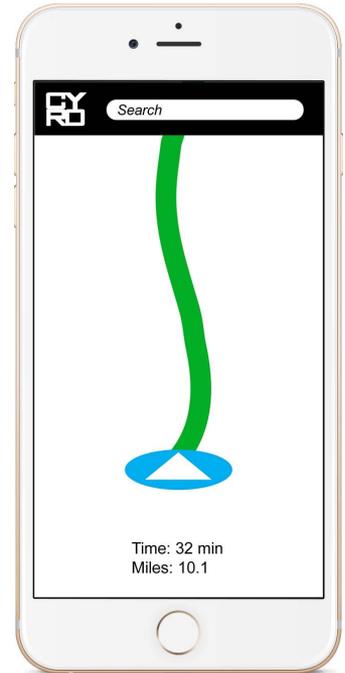
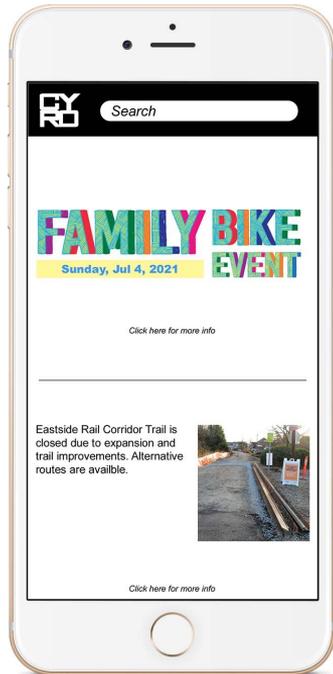
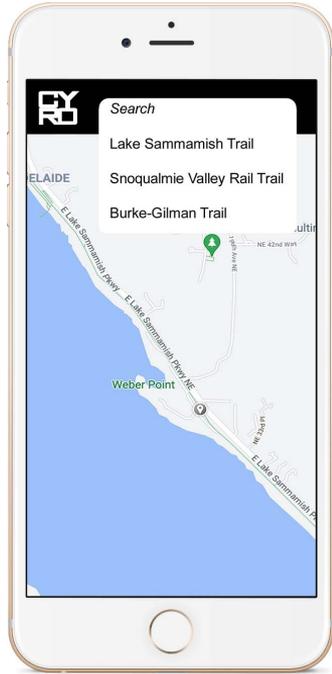
Before usability study



After usability study



Mockups



High-fidelity prototype

<https://xd.adobe.com/view/159f4f8f-71a3-41fc-9c99-4c9637f8c502-40cc/>



Accessibility considerations

1

During biking there can be alternative routes included if users want to have an even more biking experience.

2

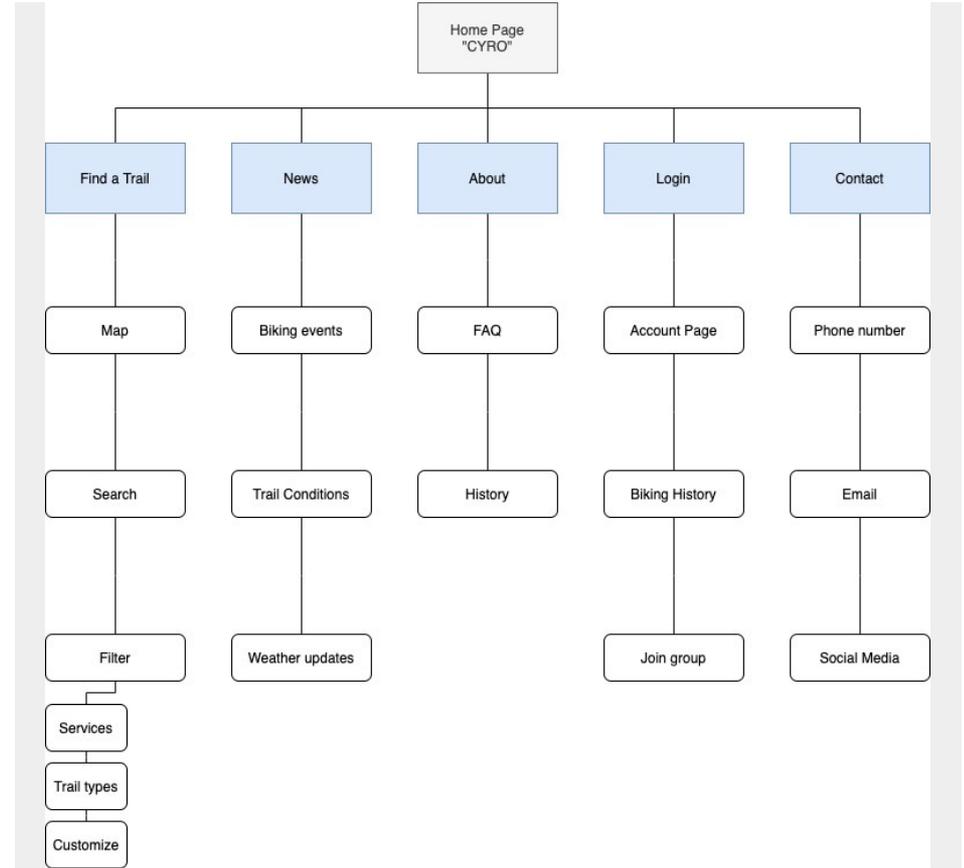
Include stops on the route in case users want to take a break in between.

3

Add some kind of warning icon on the route in case there is a sudden change on their route to prevent users from slowing down.

Sitemap

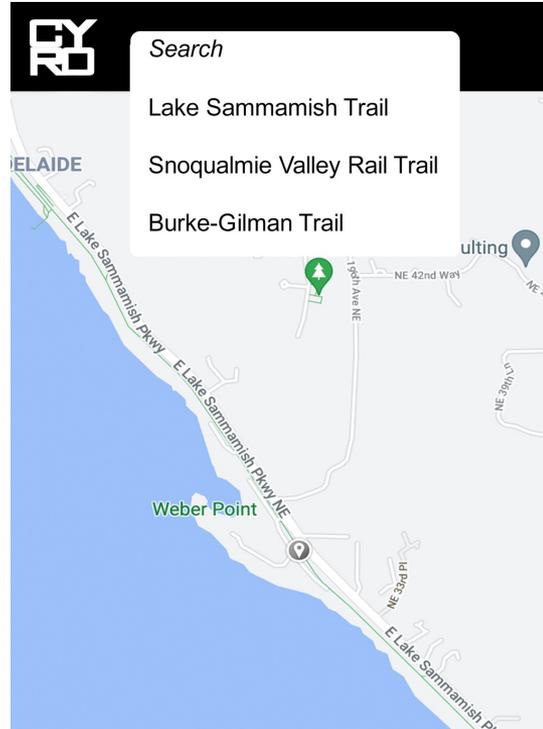
This shows a basic mapping of the entire app. I want to keep it clean and simple rather than have a huge amount of navigations.



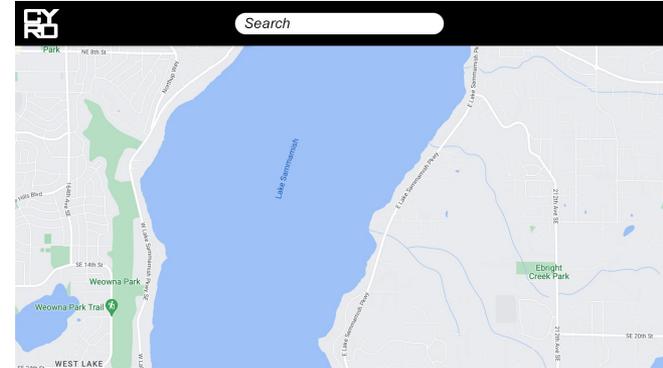
Responsive designs

Not only the app is available for mobile but as a tablet and website as well. Not much difference as it appears just different screen sizes.

Tablet size



Website size



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Clear ride without interference. Better biking experience and accomplishments.



What I learned:

Make things easier and better accessible for everyone. Help guide through many paths and research done on this project. Better understanding on users needs.

Next steps

1

Conduct more research on how the app is more successful and responsive.

2

Do more usability research to meet better standards.

3

Areas of improvements

Let's connect!



Thanks for reviewing my work! For more projects and design visit my portfolio for more.

<https://www.derrickkuan.net/>