

# Shopping App for a Local Bike Shop in Toronto

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Mila Adams

# Project overview



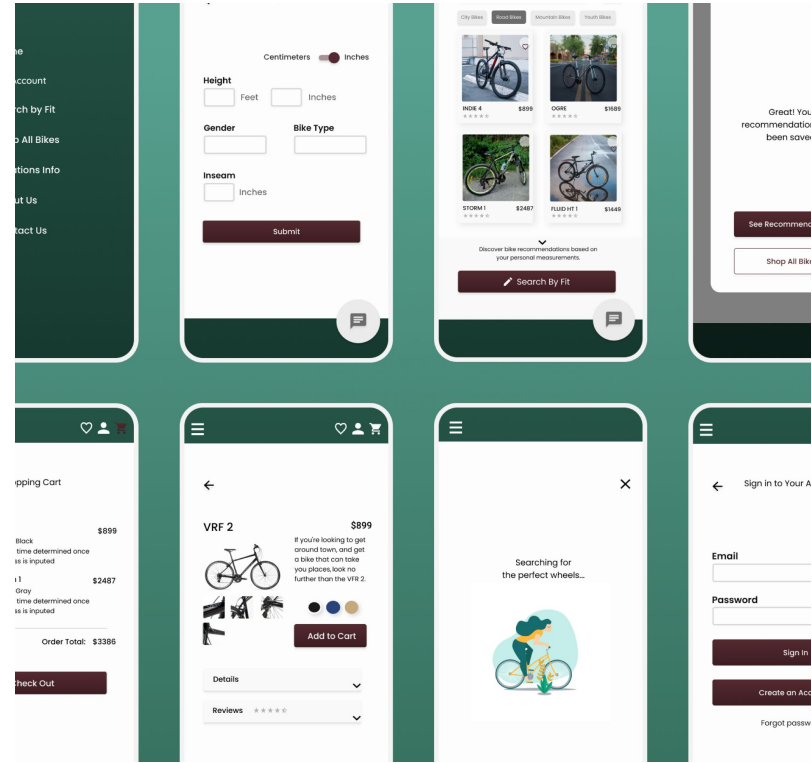
## The product:

Create and design an interactive and simple shopping app for a local bike shop in Toronto, Canada.



## Project duration:

April 2021 - October 2021



# Project overview



## The problem:

Users were overwhelmed with the amount of options and not knowing which product is right for their personal measurements, and which product is also in stock during the supply shortage time.



## The goal:

Create a personalized shopping experience that allows users to browse products based on their measurements and filter by in-stock products.

# Project overview



## **My role:**

Lead UX Designer



## **Responsibilities:**

User research

Wireframing

Prototyping

Designing

Usability testing

# Understanding the user

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

# User research: summary



Through my primary research, I have learned that many cyclists shop for bikes in person because it is harder to find a bike that meets their requirements and fit online. They enjoy the personal experience of a sales associate that can guide them through their shopping process. Users would like to be able to shop online for bikes to save time and still have a personable experience through their shopping journey.

My secondary research taught me what shoppers often look for, how to identify the right fit, various bike metrics and steps to finding the perfect bike for the users needs. By combining my primary research and secondary research, I know that I will be able to solve user pain points and create an interactive and positive shopping experience for app visitors.

# User research: pain points

1

## Bike Fit

Shoppers find it hard to find a bike that fits their body type and riding purpose. They expressed a great need for a system that would allow them to input measurements and filter their searches using the input

2

## Availability

After picking the bike they would like, many shoppers are running into the issue where they find out that their selected bike is out of stock. A clear filter would be useful.

3

## Spec Info

When making a shopping decision, it is important to display detailed product info for each product. This way, users can search for advanced spec info.

4

## Guide & Reviews

Providing guides and reviews for products would help a user feel like the shopping experience is more personal. They can easily find additional info to help with selection.

# Persona: Jared Leester

## Problem statement:

Jared is a busy, young professional who needs an efficient way to purchase a road bike with the right fit because he doesn't have time to shop in person.



**Jared Leester**

**Age:** 32

**Education:** Secondary Education

**Hometown:** Toronto

**Family:** Married

**Occupation:** Software Engineer

*“Time is money and want to spend that time riding.”*

## Goals

- Wants to find the right fit for a bike while shopping online
- Doesn't want to spend a lot of time adjusting or going back to the store in case he isn't satisfied with the fit

## Frustrations

- “I have to go in into a store, while already busy with a work schedule, to browse for bikes and find the right fit”

Jared works a busy schedule and spends time with his partner, when he isn't working he is biking around in nature or through the city streets. He frequently shops for bikes and upgrades his bike gear. He would like to be able to browse bikes specs, and find the right fit according to his height.



# Persona: Sophie Blackburn

## Problem statement:

Sophie is an avid racer who needs to be able to find a readily available bike in stock because she wants to make sure she has it available in time for her race.



**Sophie Blackburn**

**Age:** 46

**Education:** Doctorate Degree

**Hometown:** Toronto

**Family:** Married with 5 kids

**Occupation:** General Dentist

*“I want to be prepared for my race with a bike I love and trust to take me to the finish line.”*

## Goals

- Find a bike online that is ‘in stock’ and can be either picked up assembled or shipped immediately

## Frustrations

- “Cannot find a bike that is ready to be delivered”
- “Sometimes I fall in love with a bike, but feel let down when when I find out it isn’t currently available because it’s not clearly labeled ‘in stock’.”

With the recent supply and labor shortage, many bikes have been on backorder but are still displayed “in stock”. Many of her fellow cyclists have had to wait up to 6+ months for their bike deliveries. Sophie would like to be able to easily filter by bikes that are “in stock” and ready to be picked up or delivered. She frequently participates in races and would hate to miss her race because her bike isn’t delivered on time.

# User journey map

In this usermap for Jared, I see a lot of opportunity to simplify the bike shopping process by providing an interactive way that shoppers can input their measurements and a formula would present them with bikes that would fit their measurements.

This way, the shopper doesn't have to spend an extensive amount of time finding the right fit. The app can do this for them. I think a Live Chat bubble with a sales associate that can guide them towards the right bike.

ACTION	Find a local bike shop where he can order online	Research a model of a bike he likes online	Make a selection and check specs	Add Item to Cart	Purchase
TASK LIST	A. Google search local bike shops B. Download App C. Think back to bike shops he has ordered from	A. Do research within the local communities B. Check recommendations from friends or a group	A. Check bike measurements to make sure that the bike fits B. Measure his height C. Measure inseam	A. Select product variables (colors, styles etc.) B. Click to add the item to the cart	A. Enter shipping & billing info B. Enter card info C. Register for an account or check out as guest
FEELING ADJECTIVE	Excited to hesitant to make the right decisions	Thoughtful about the decision he is making	Confident that he is choosing the right fit	Curious to when his bike will arrive	Excited for his new order Anxiously awaiting
IMPROVEMENT OPPORTUNITIES	Accessible app with full service bike options to browse and purchase	Reviews and rating from other buyers within the app Helpful guide in finding the right bike for the purpose LiveChat bubble to connect with a professional	Clear instructions of which measurements are needed Filter fields	Clear delivery date Option to go into the shop for pick-up and to fit the bike	Clear order number and tracking info/updates

# User journey map

The main point this user, Sophie, saw was not being able to find a bike “in-stock” online or not getting it on time.

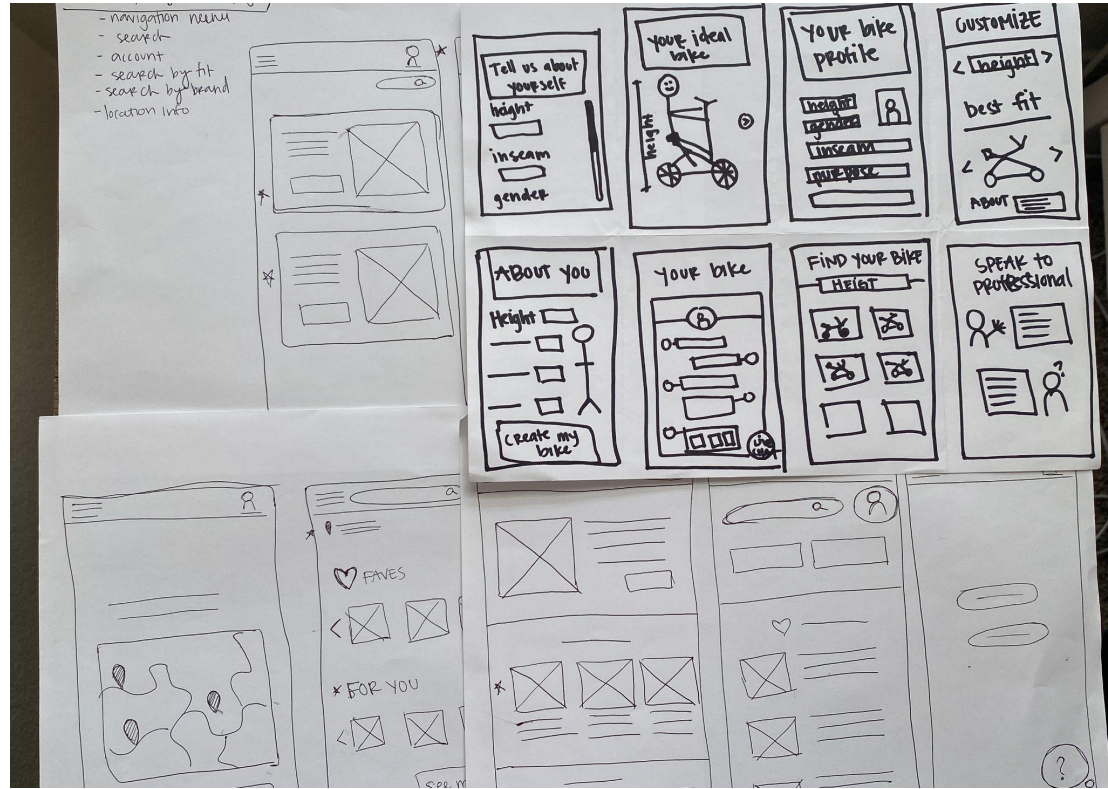
A feature she may value is easy filtering search options for bikes in stock, clear “in-stock/out of stock” labels and a clear delivery date.

ACTION	Download App	Pick a bike she likes	Check to make sure the a bike is in stock	Add Item to Cart	Purchase
TASK LIST	A. Search for Bike Shopping Apps B. Download App	A. Do research within the local communities B. Check recommendations from friends or a group C. Check selections within the app	A. Check to see if the bike will arrive on time B. Check to see if the bike can be picked up in store	A. Select product variables (colors, styles etc.) B. Click to add the item to the cart	A. Enter shipping & billing info B. Enter card info
FEELING ADJECTIVE	Excited to find the right bike	Thoughtful about the decision she is making	Frustrated if the date isn't clearly labeled	Excited to complete her purchase	Anxiously and excitedly awaiting
IMPROVEMENT OPPORTUNITIES	Accessible app with full service bike options to browse and purchase	Reviews and rating from other buyers within the app Helpful guide in finding the right bike for the purpose Filter & Search Fields	Clear delivery date Option to go into the shop for pick-up and to fit the bike	Clear CTA button for easy check-out process	Clear order number and tracking info/updates



# Paper wireframes

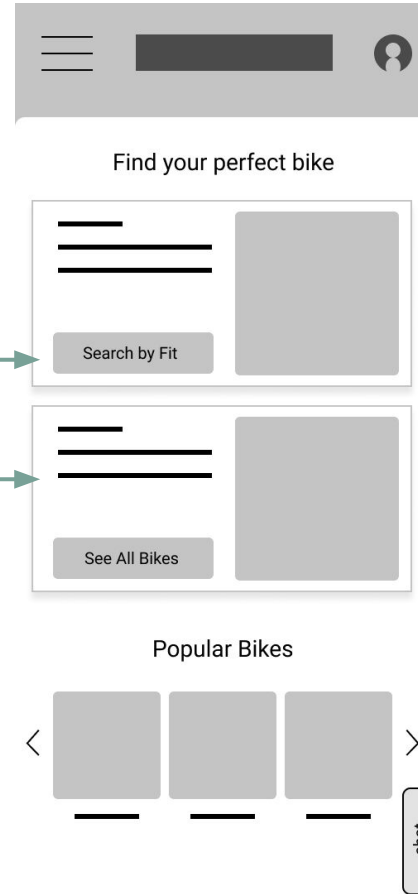
Goal statement: provide an efficient and interactive way a user can browse and purchase an in-stock bike that is the correct fit for the user. Ideally, the product must offer personalized services that would help the user find the right fit for their needs. We will measure effectiveness by the number of sales conversions and user feedback.



# Digital wireframes

Within the app's home page, I designed two shopping paths. One path will ask the user to provide their measurements and an algorithm will display recommendations. The second option is a traditional shopping experience where they user can view all products. In addition, the user has the option to chat with an associate in order to enhance their shopping experience (if needed).

Two shopping options for a user to choose from.

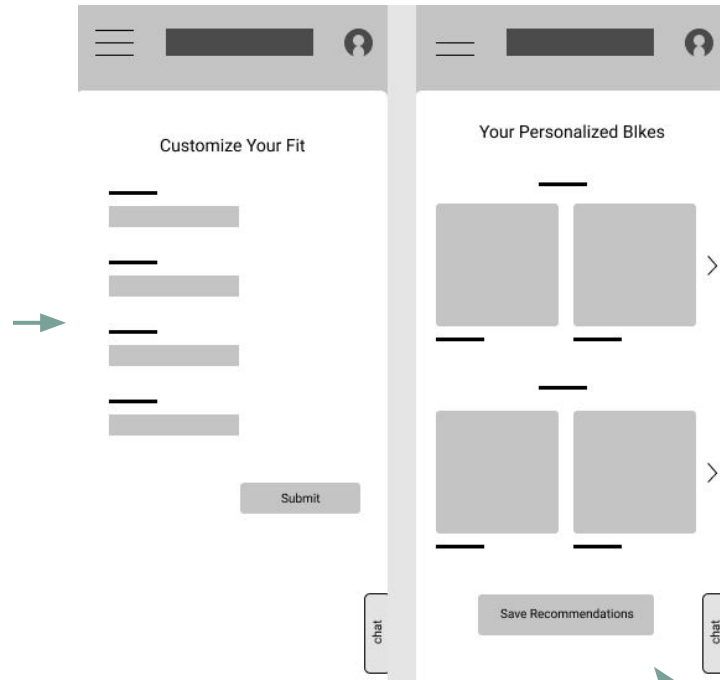


Chat with a sales associate to better assist with the shopping process.

# Digital wireframes

“Search by Fit” shopping path  
will collect the shopper’s  
measurements and display  
recommended bikes

Input basic  
measurements and gender  
information  
(including  
non-binary)

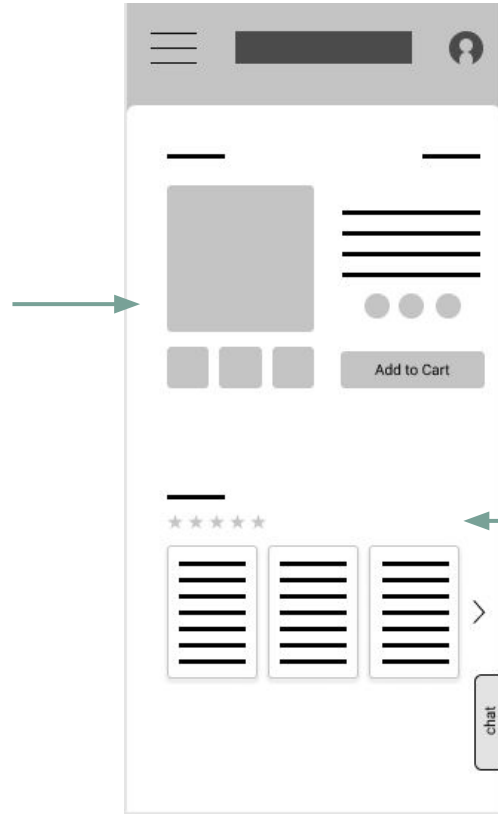


Personal  
recommendations  
that can be  
browsed, saved  
and purchased.

# Digital wireframes

Product page will include space for various product photos, description, additional specs and even product reviews. The elements will be clearly defined and used to display important product information.

Product info will display photos/videos, description, specs and other valuable info.



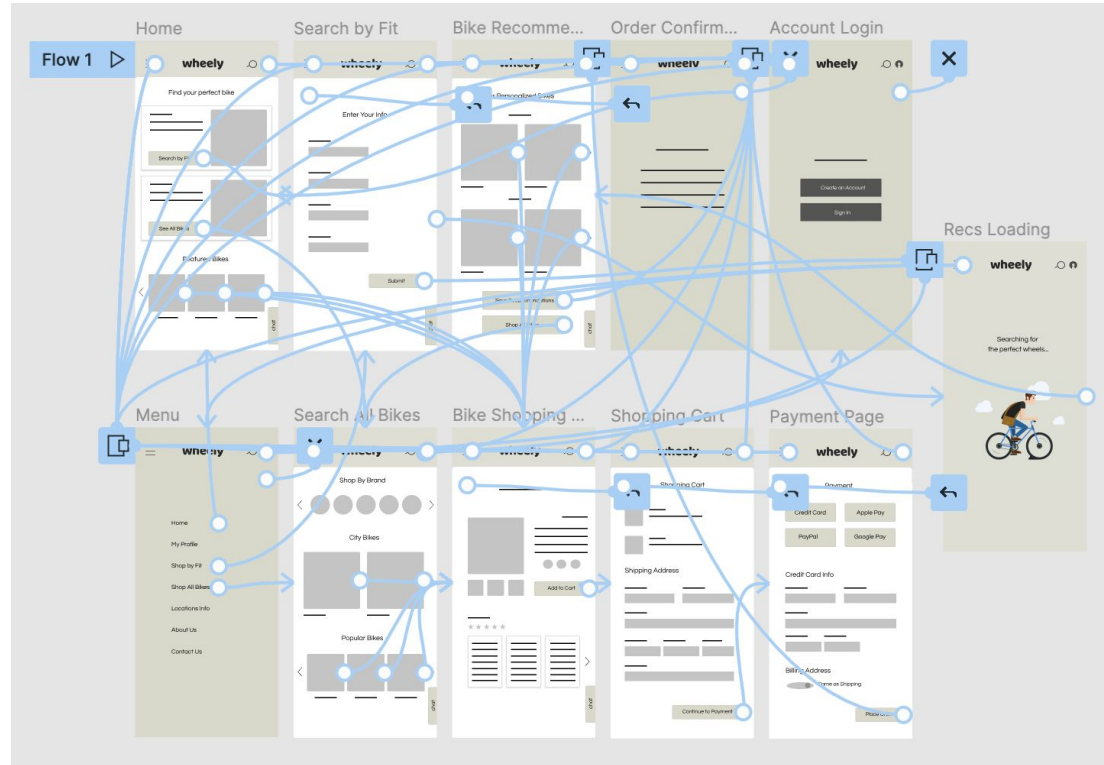
Product reviews to help the shopper gain insight from other shoppers.



# Low-fidelity prototype

Through our low-fidelity prototype, we have established two pathways to shopping. One pathway asks the user to input their measurements and recommends bikes based of their input. Second pathway gives the user options to all bikes. Both pathways give detailed product info for each bike and the option to connect via Live Chat with a sales associate for additional help with shopping.

[Bike Shopping App in Figma \(Prototype\)](#)



# Usability study: findings

Conduction of 2 usability studies, one during the low-fidelity prototype phase and another study during the high-fidelity prototype phase. 5 participants in each, various ages from 18-65 with variety of backgrounds and accessibility standings.

## Round 1 findings

- 1 Difficulty navigating home page
- 2 Need clear indication on how to save bike recommendations
- 3 Missing cart icon

## Round 2 findings

- 1 Some buttons are still unresponsive
- 2 Next phase: building the chat function
- 3 Next phase: responsive check-boxes and fields

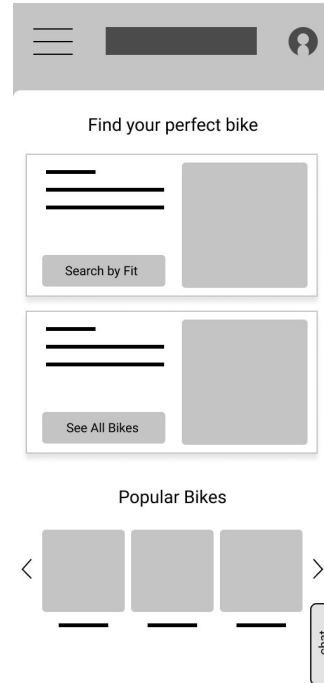
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

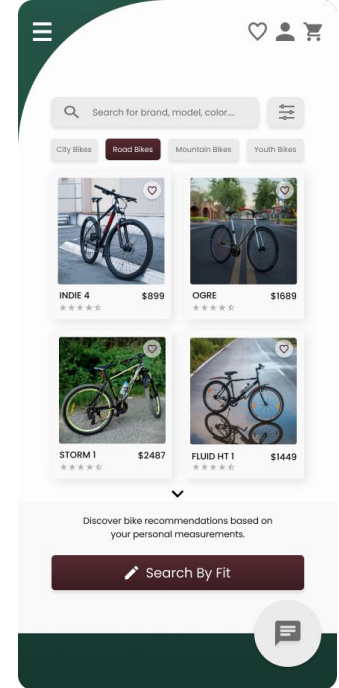
# Home Page

Offering of all products (so the user knows immediately what the purpose of the app is), and also giving the option to discover bike recommendations based on their fit. Added some simplicity and visual cues to better navigate the eye of the viewer.

## Before usability study



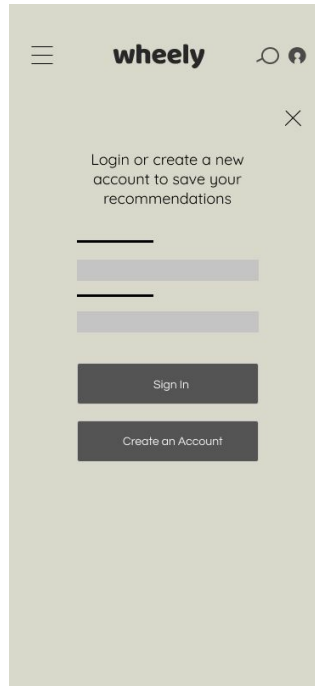
## After usability study



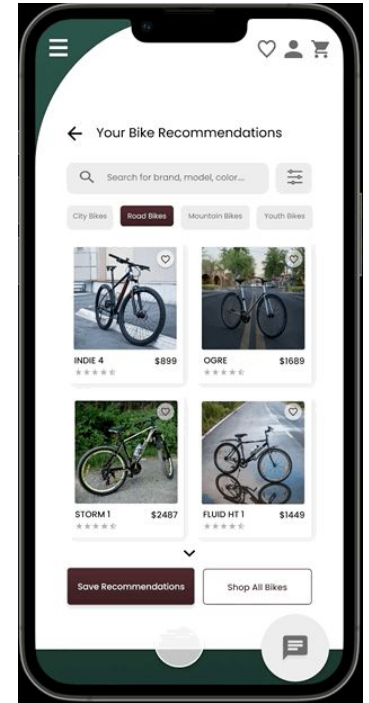
# Mockups

The low-fidelity prototype was a dead end to the process that left users confused and uncertain whether their recommendation saved. I connected the process to the final destination and added a confirmation page as an overlay pop-up.

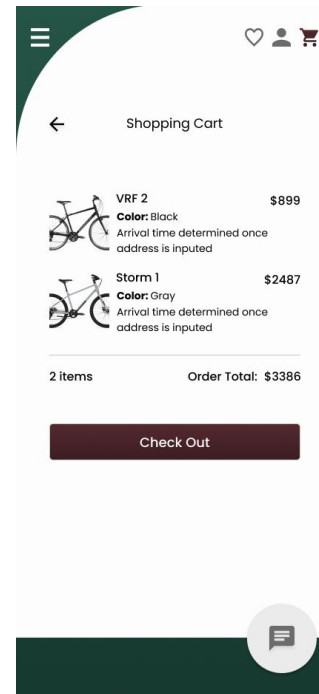
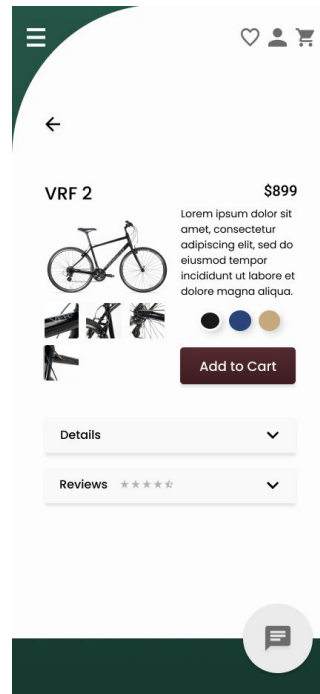
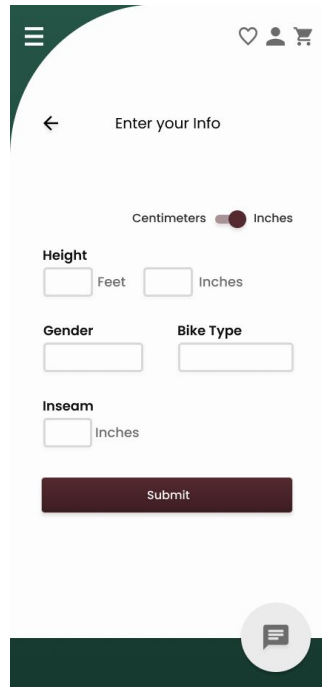
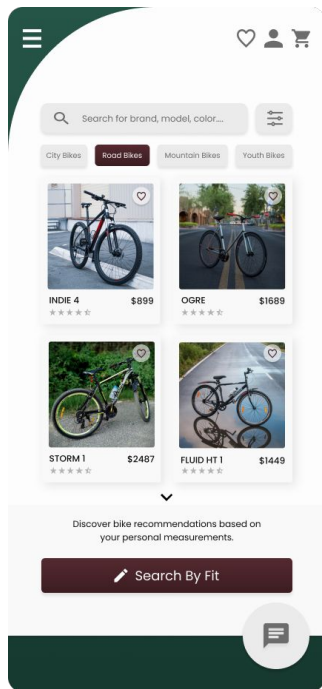
Before usability study



After usability study

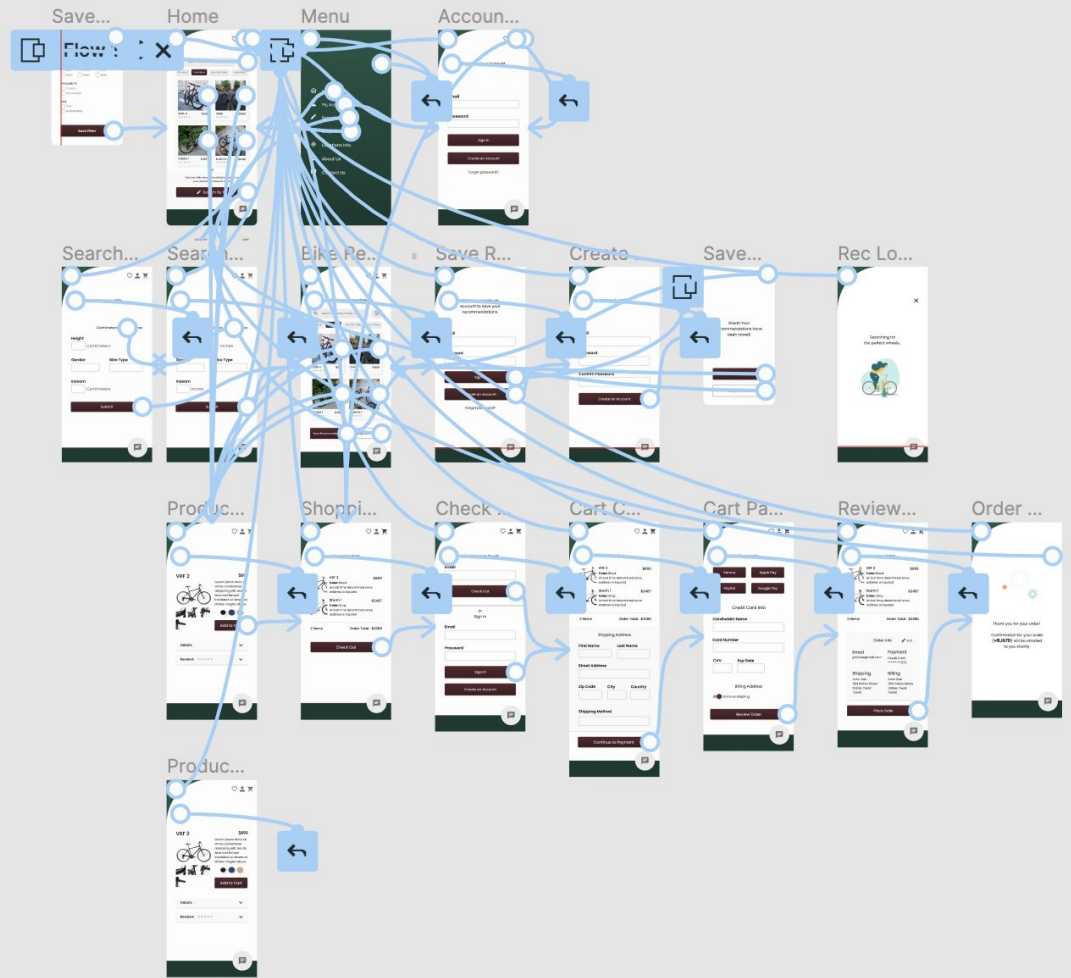


# Mockups



# High-fidelity prototype

## Hi-Fi Prototype



# Accessibility considerations

1

All colors have been checked to provide an AA rating for the contrast.

2

Used large text and buttons (without compromising the design) so they can be visually dominant on the screen.

3

Usage of iconography to help understand the properties of various functions better.



# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

After receiving positive feedback from our second round of study participants, I'm confident that this app would provide a pleasant shopping experience to the users.



## What I learned:

Through this project, I learned a lot of basic and more complex UX design principles, as well as gained knowledge and confidence in my career path.

# Next steps

1

Add some smaller, additional pages to the project to finish. These pages do not contribute to the main flow of the app. Nonetheless they're important part of the app to provide more information and completion.

2

Would like to add some interesting animation (for example, add to cart icon highlight when a product is added). Overall, I want to polish my animation skills.

3

Polish off text fields and checkboxes to provide a more interactive feel to the app.

# Let's connect!



Thank you for reviewing my work! If you have any questions or would like to connect about a current or future project please feel free to contact me through the [contact form](#) on my website.

I look forward to hearing from you!

Thank you!