



bDazzled, a bicycle shop

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Project overview



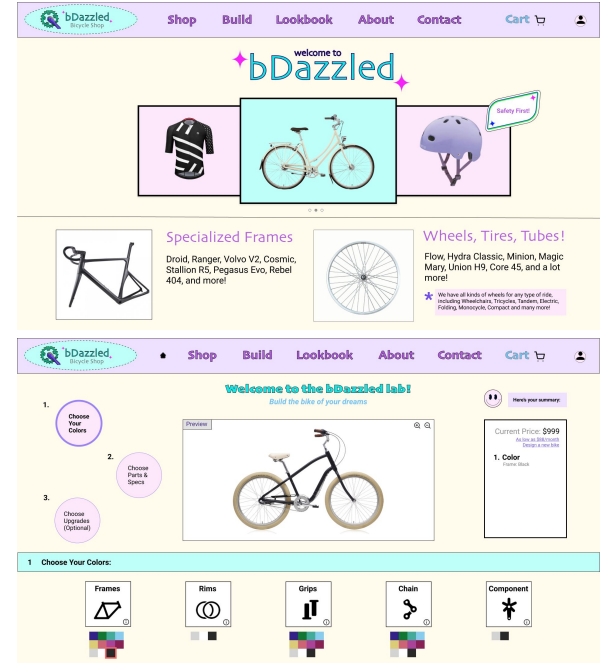
The product:

bDazzled is a modern custom bicycle shop with a simple premise: to build the most beautiful, practical and customizable bikes on the market. Each bike is designed by its rider and then built by hand in New York, NY. Either in person or online, we'll walk you through every step of designing a bicycle that fits your needs and your personality.



Project duration:

November 2021 to December 2021



Project overview



The problem:

People who own a bicycle need a way to customize their bikes for comfort, safety and overall something that fulfills their personal needs.



The goal:

Design a web shop for custom bicycles that allows users to easily customize and order their bicycles efficiently.

Project overview



My role:

UX designer designing an app for **bDazzled** from conception to delivery.



Responsibilities:

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults with active lifestyles who don't have access to a nearby custom bicycle shop.

This user group confirmed initial assumptions about **bDazzled** customers, but research also revealed that customizing their bikes was not the only factor limiting users from ordering online or in store. Ordering online comes with its perks.

Users needed a personalized way to make the checkout process run smoothly, efficiently, concise, and they needed to be aware of their selections as they are adding them to their cart.

This included interests or challenges that make it difficult to get their ideal bicycle and/or accessories.

User research: pain points

1

Time

Cyclists, bicycle hobbyists, riders spend too much time in queue, long lines in stores waiting to establish a custom order.

2

Accessibility

Platforms for ordering and customizing bicycles and/or cycling accessories are not equipped with assistive technologies.

3

IA

Text-heavy menus in apps are often difficult to read and order from.

Persona: Michael

Problem statement:

Michael is a busy working adult with an active lifestyle who needs easy access to customizing and ordering options to fulfill his cycling needs. As an avid cyclist, he rides marathons, does tournaments and sometimes just rides his bike for fun. He prefers good quality bike parts and accessories and great customer service.



Name

Age: 32

Education: Master's Degree

Hometown: New York, NY

Family: Married, has a cat

Occupation: Teacher

"I love riding my bike! But sometimes there are adjustments that need to be made and it gets in the way of my long rides."

Goals

- Wants a bicycle that is comfortable
- Wants his bicycle to be customizable
- Would like to get through his long rides from start to finish

Frustrations

- "It's frustrating having to stop in the middle of a ride because my seat feels uncomfortable, or because a piece just broke and there's no access to a fast, and convenient service that can help."

Michael is a 32-year-old teacher who lives with his wife and cat. As an avid cyclist, he rides marathons, does tournaments and sometimes just rides his bike for fun. It's important for him to have the best and safest features on his bicycles as possible. His preferences are good quality and great customer service.

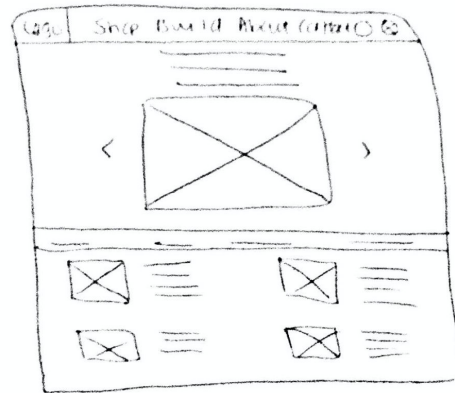
Site map

Mapping an ideal efficient flow of how the shop would be presented revealed how helpful it would be for users to have access to a dedicated custom bicycle shop and much more.

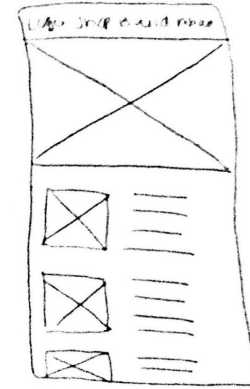


Paper wireframes

Taking the time to draft iterations of each screen of the web app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. I prioritized a **quick and easy way to navigate throughout the selections** to help users save time.



desktop

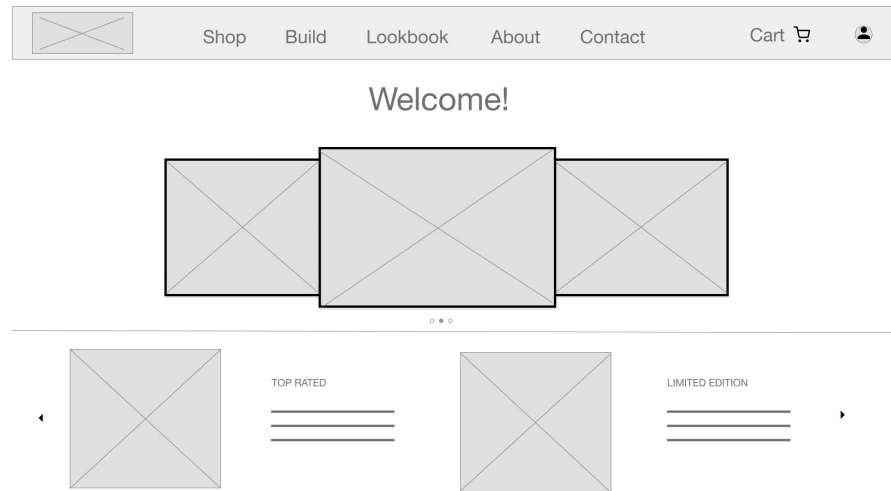


mobile

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

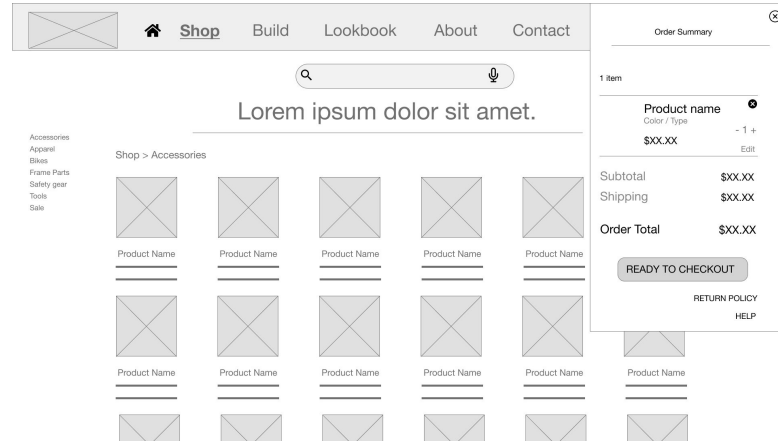
A welcome message to make the user feel welcomed.



Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the web shop to work with assistive technologies.

Search bar makes it fast and easy for users to order by using a speech to text mic.

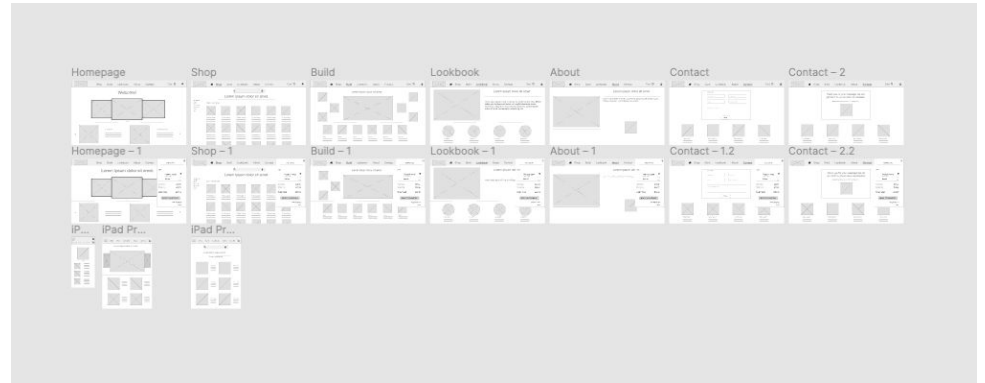


Ready to checkout button sends users directly to complete order.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was shopping and custom ordering a bicycle, so the prototype could be used in a usability study.

View here: [Lo-fi Prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to order custom bicycles quickly and efficiently
- 2 Users want an option to have personal account
- 3 Users want to keep track of selected items in cart

Round 2 findings

- 1 The checkout process has too many steps
- 2 There are too many selections

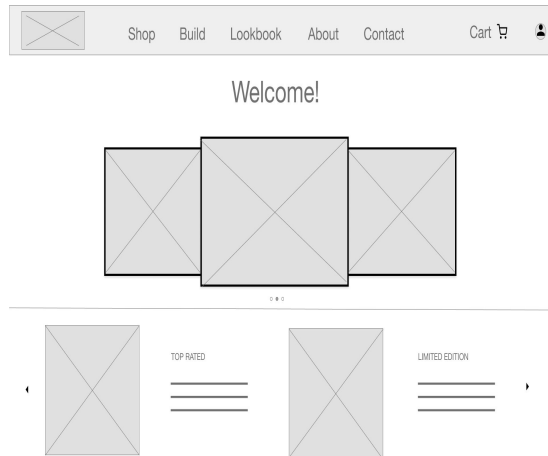
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

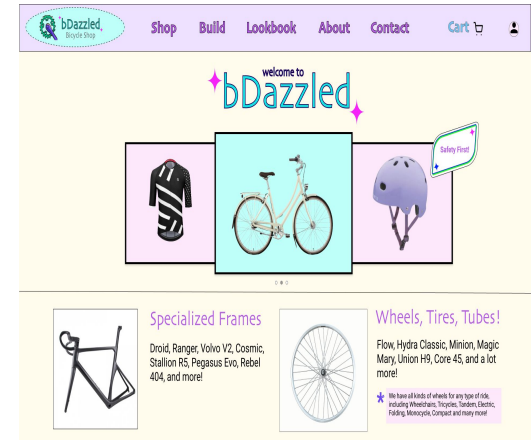
Mockups

Early designs allowed for some options, but after the usability studies, I added additional options to **choose types of selections other than just ordering a custom bicycle**. I also revised the design so users see **all the options** when they first land on the screen.

Before usability study



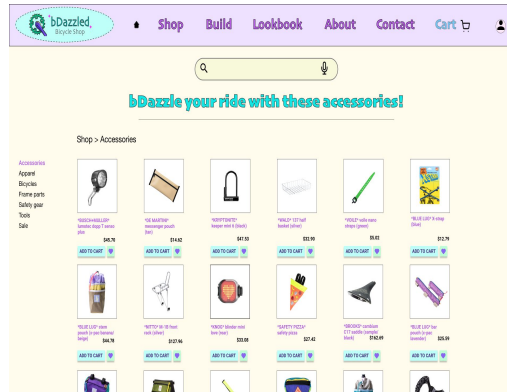
After usability study



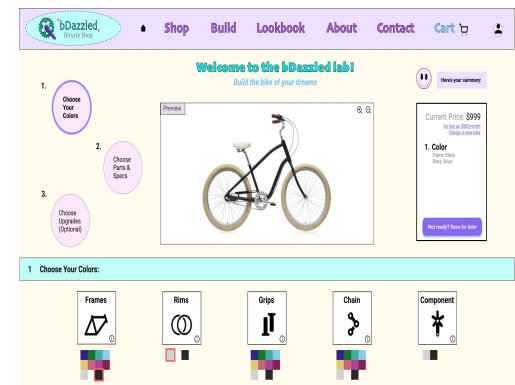
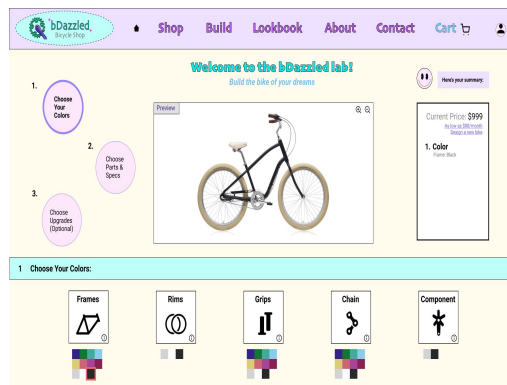
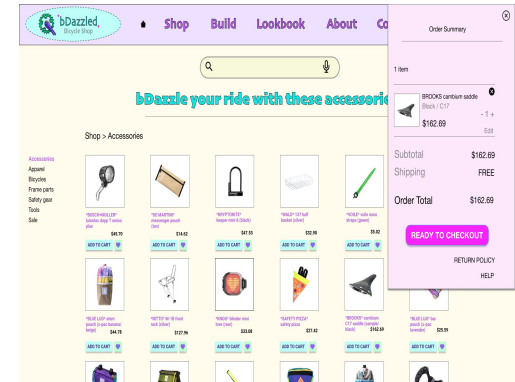
Mockups

The second usability study revealed frustration and confusion with the checkout flow. To streamline this flow, I consolidated a cart option to view at anytime while navigating any web page. I also did the same while customizing/building your bicycle, you're able to see a summary of your selections as the user moves forward.

Before usability study

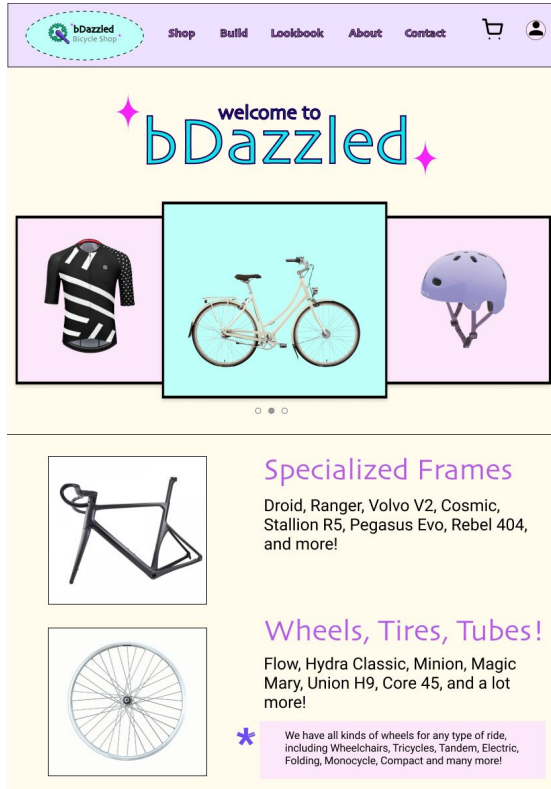


After usability study

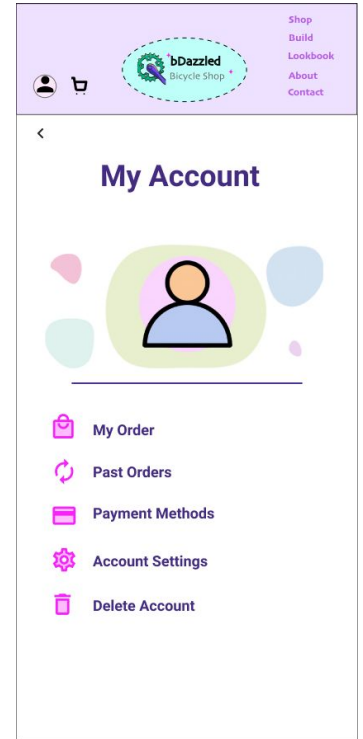
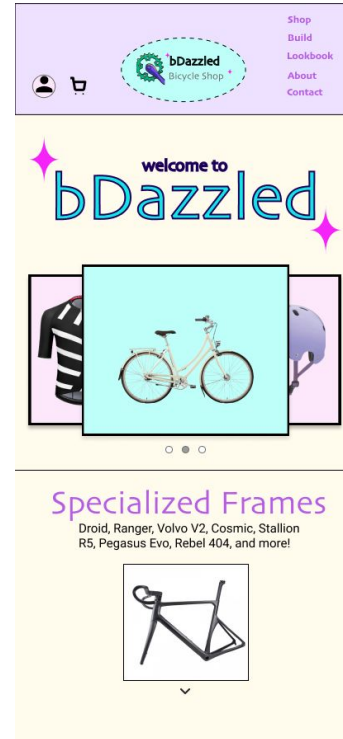


Mockups, Mobile Versions

iPad Pro 11"



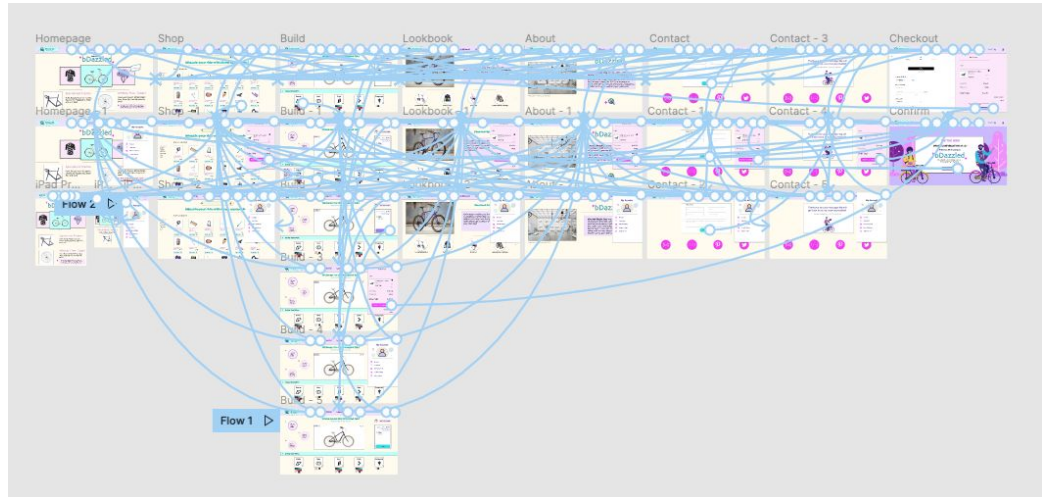
iPhone 13 Pro



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering bicycle accessories. It also met the user's needs for keeping track of items selected in cart.

View here: [Hi-Fi Prototype](#)



Accessibility considerations

1

Provided access to users who are vision impaired by adding a mic where they can order by speaking instead of typing.

2

Used icons to help make navigation easier.

3

Used detailed imagery for shop items including accessories, bike parts, apparel etc to help all users better understand the selection availability and distinguish between each selection.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like **bDazzled** really thinks about how to meet their needs.

Quotes from peer feedback:

"The app had a smooth sailing navigation. I also enjoyed the quirky non-boring design. I would definitely use this app if I needed to customize my bicycle!"

"I love that the shop is inclusive, it states that it can customize all kinds of rides not only bicycles but also wheelchairs!"



What I learned:

While designing a responsive website for bDazzled, I learned that the first ideas for the shop are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the website's designs and its responsiveness.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Continue working on design of the website to make it easier and better for the user's satisfaction while still meeting all accessibility standards.

Let's connect!



Thank you for your time reviewing my work on the bDazzled bicycle web shop! If you'd like to see more or get in touch, my contact information is provided below.

Email: yfr.mrtnz@gmail.com