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UX Design Certificate

Presentation Outline

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Introduction



Rich community, Poor platforms

The motorcycle community thrives on tight-knit bonds, from weekly meetups to shows that unite enthusiasts of all levels. Despite numerous motorcycle rental platforms, few foster this community spirit.



RideSoon: Connecting Riders, Filling the Community Gap

RideSoon steps in as the missing link—an app that not only facilitates motorcycle rentals and earnings for owners but also serves as a vibrant online hub. Here, users connect, share experiences, and gain valuable insights, creating a seamless transition from digital interactions to real-life motorcycle experiences.

By addressing the gap in existing motorcycle rental services, RideSoon offers a tailored approach for both new and veteran riders, providing curated collections and user-friendly features to simplify the navigation of the motorcycle world. Whether you're a novice exploring bikes or a seasoned rider testing potential purchases, RideSoon promises an inclusive and enriching experience for all levels of riders.





User Interviews

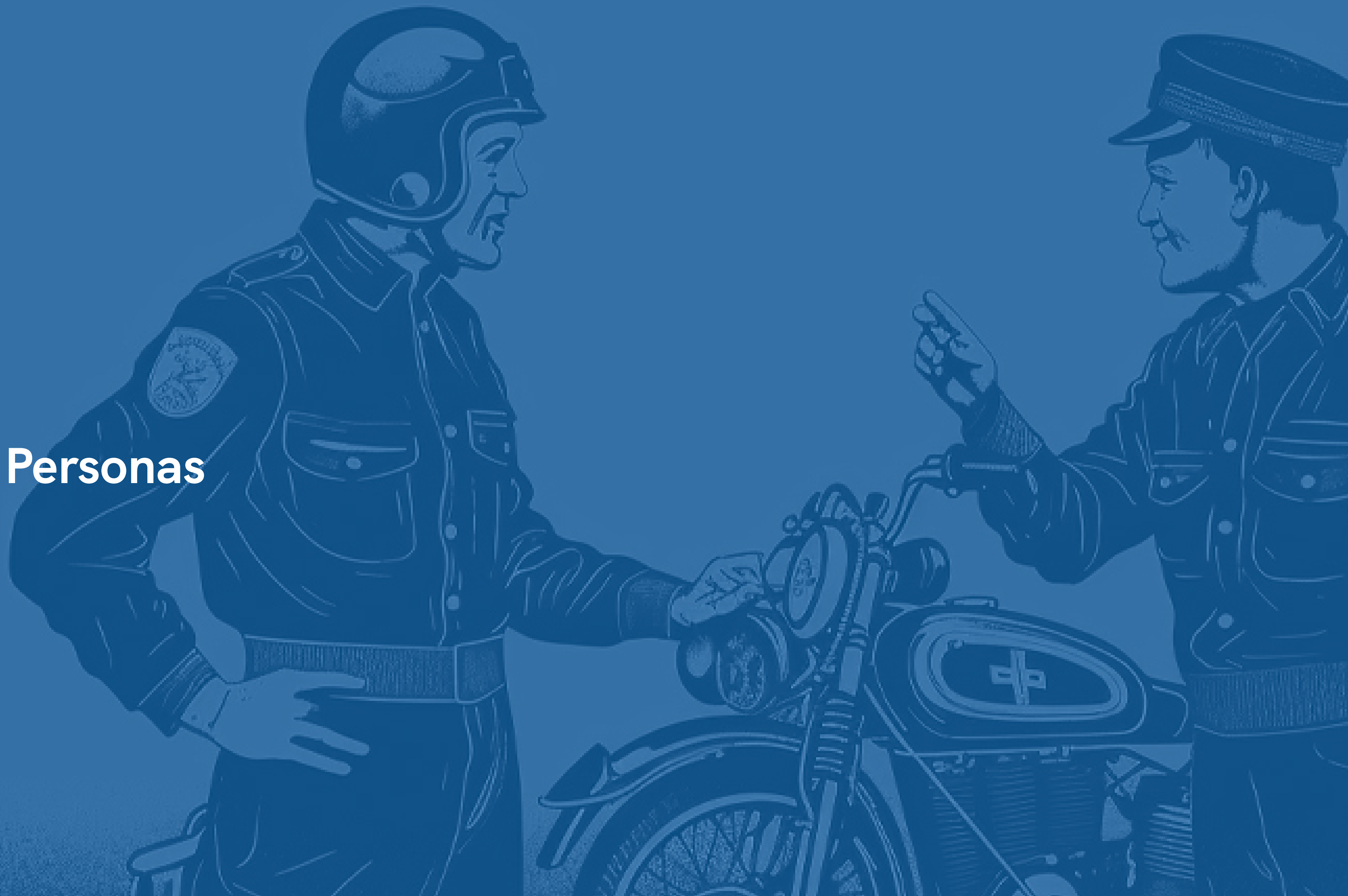
User interviews

I've conducted interviews with friends falling into various categories: those who have never ridden motorcycles but are interested in the future, individuals with a history of motorcycle riding who plan to continue, those who have never ridden and express no interest in doing so, and motorcycle enthusiasts, both with and without current ownership. There are 10 questions that I asked participants which are the following:



- *Can you share your experience with riding motorcycles? If you're new to motorcycles or have never ridden one, do you have any plans or intentions to use motorcycles in the future?*
- *Have you ever used an app or website to book a test ride or rent a motorcycle for any occasion? If not, what circumstances might lead you to consider doing so in the future?*
- *When you think about renting a motorcycle for the first time, what specific features or functionalities do you believe are crucial in an app or website designed for this purpose? How do you envision the booking process and the information available to you?*
- *Can you describe the user experience you'd like in an app that allows you to book a test ride or rent a motorcycle? What aspects would make it a positive experience for you in terms of layout, ease of use, and navigation?*
- *Are there any concerns or challenges you foresee when it comes to renting a motorcycle, especially if you're new to this experience?*
- *What type of information or content would be most helpful for you to make an informed decision when renting a motorcycle for the first time?*
- *What factors influence your choice of a specific motorcycle model for a rental?*
- *If you were to rent a motorcycle, what is the primary purpose or occasion you would have in mind?*
- *How important is it for you to access user reviews and ratings when considering a motorcycle for rent?*
- *In your opinion, what can an app or website do to address any concerns or uncertainties you may have about renting a motorcycle?*

User Personas





Komang

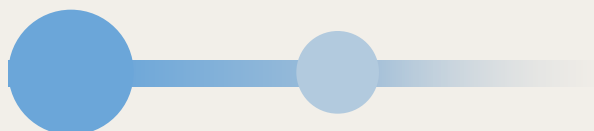
Age: **25**

Character: **Enthusiastic**

Motivation: **Exploration**

Riding level

Beginner Intermediate Expert



Bio

Komang is a recent college graduate living in the city. With limited motorcycle experience, he is keen to learn and plans to purchase his first bike in the near future. Safety is a top priority, and he's looking for an app that offers a user-friendly platform for exploring motorcycles, learning from experienced riders, and ensuring a safe and enjoyable riding experience.

Goals

Komang aims to confidently learn motorcycle riding, explore beginner-friendly bike options, connect with experienced riders for guidance, access safety guidelines, and make an informed decision about his first motorcycle purchase.

Challenges

Komang faces challenges related to his limited motorcycle experience, focusing on safety concerns and gaining knowledge. He seeks a user-friendly app that provides clear instructions, access to safety guidelines, and connections with experienced riders to navigate the learning process effectively.



Emma

Age: **35**

Character: **Experienced**

Motivation: **Upgrade & exploration**

Riding level

Beginner Intermediate Expert



Bio

Emma is a veteran rider with over a decade of riding experience. She is knowledgeable about motorcycles and is looking to upgrade her current bike, considering a new purchase soon.

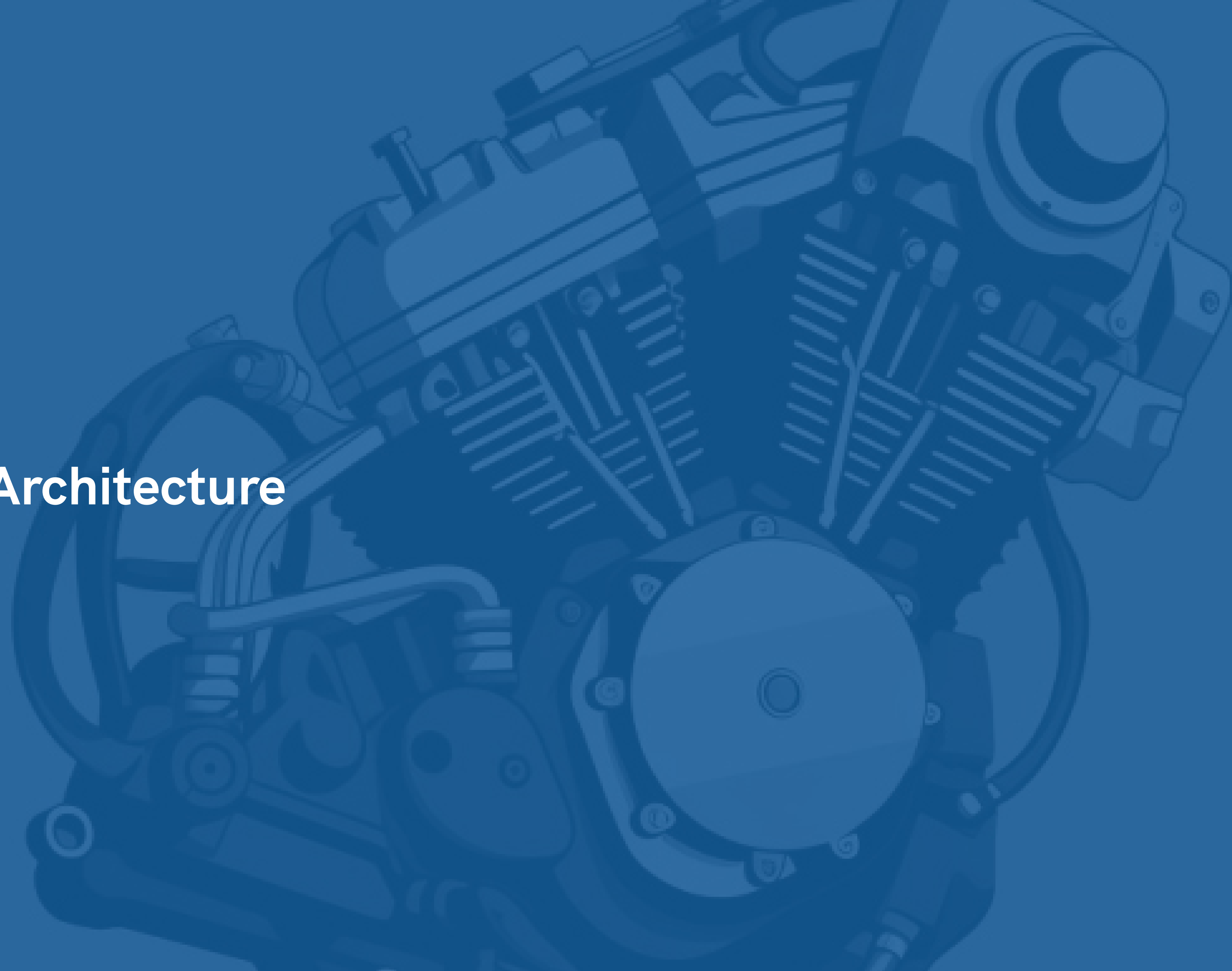
Goals

Emma's goals include exploring a variety of motorcycles, renting different models for weekend experiences, and ultimately upgrading her motorcycle to find the perfect fit for her advanced riding skills and preferences. She seeks to make an informed decision about her next motorcycle purchase based on hands-on experience.

Challenges

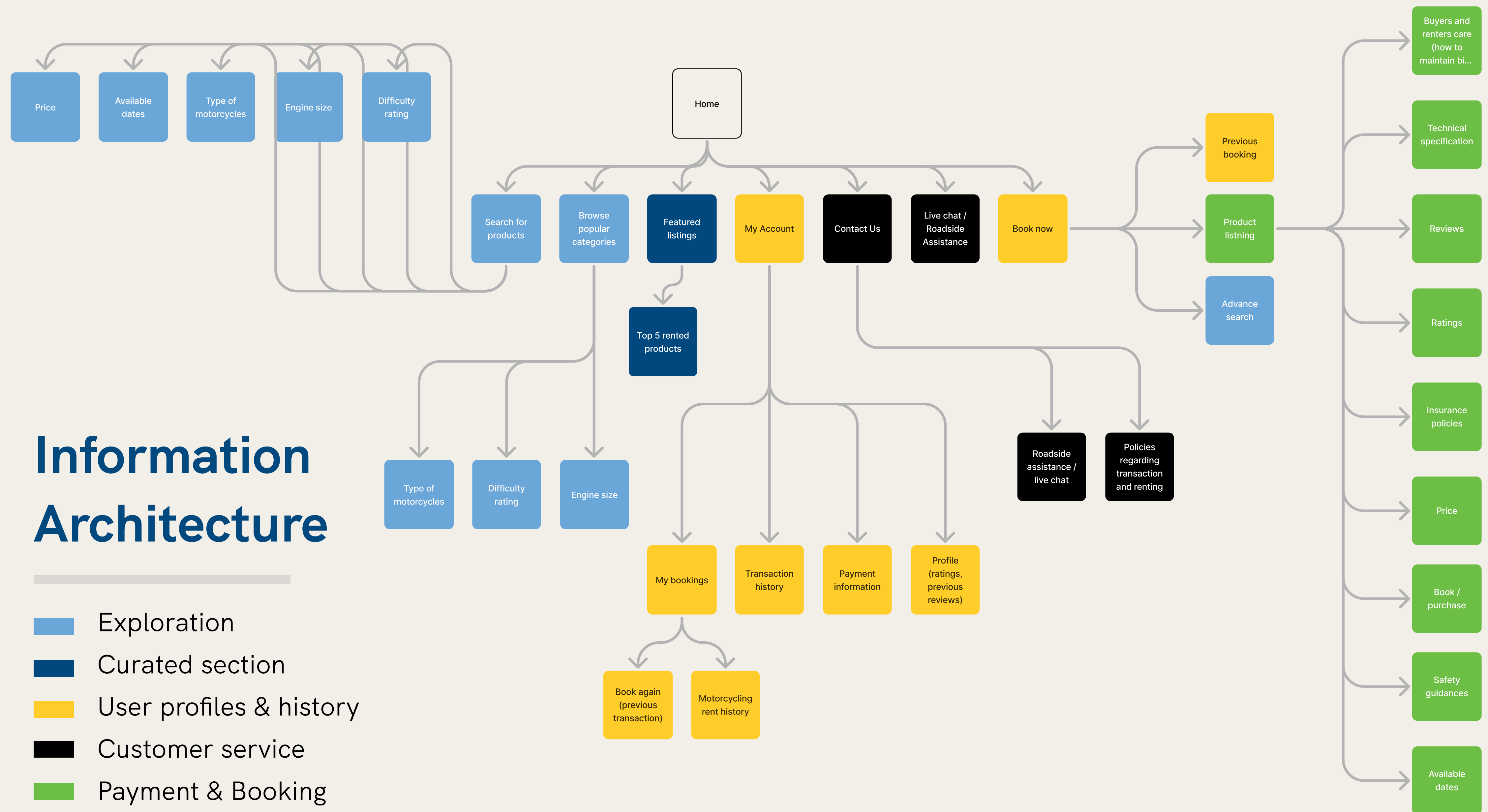
Emma aims to find the perfect motorcycle that aligns with her advanced riding skills and preferences, ensuring a fulfilling weekend rental experience that contributes to her future purchase decision. The challenge is navigating diverse options to discover the ideal bike for her.

Information Architecture



Information Architecture

- Exploration
- Curated section
- User profiles & history
- Customer service
- Payment & Booking



User flows





Komang's user flow (exploration)

Homepage

- Komang logs into the RideSoon app.
- The homepage prominently features a search bar and categories for easy exploration.

Explore bikes

- Komang uses the search bar to explore specific bike models or categories he's interested in.
- He clicks on different bikes to view detailed information and images.

Connect with riders

- Interested in a particular bike, Komang navigates to the community section.
- He views profiles of riders who own or have experience with the bikes he's interested in.

Message riders

- Komang sends direct messages to riders with queries about their bikes or experiences.
- He engages in conversations to gain insights and tips from experienced riders.

Plan meetups

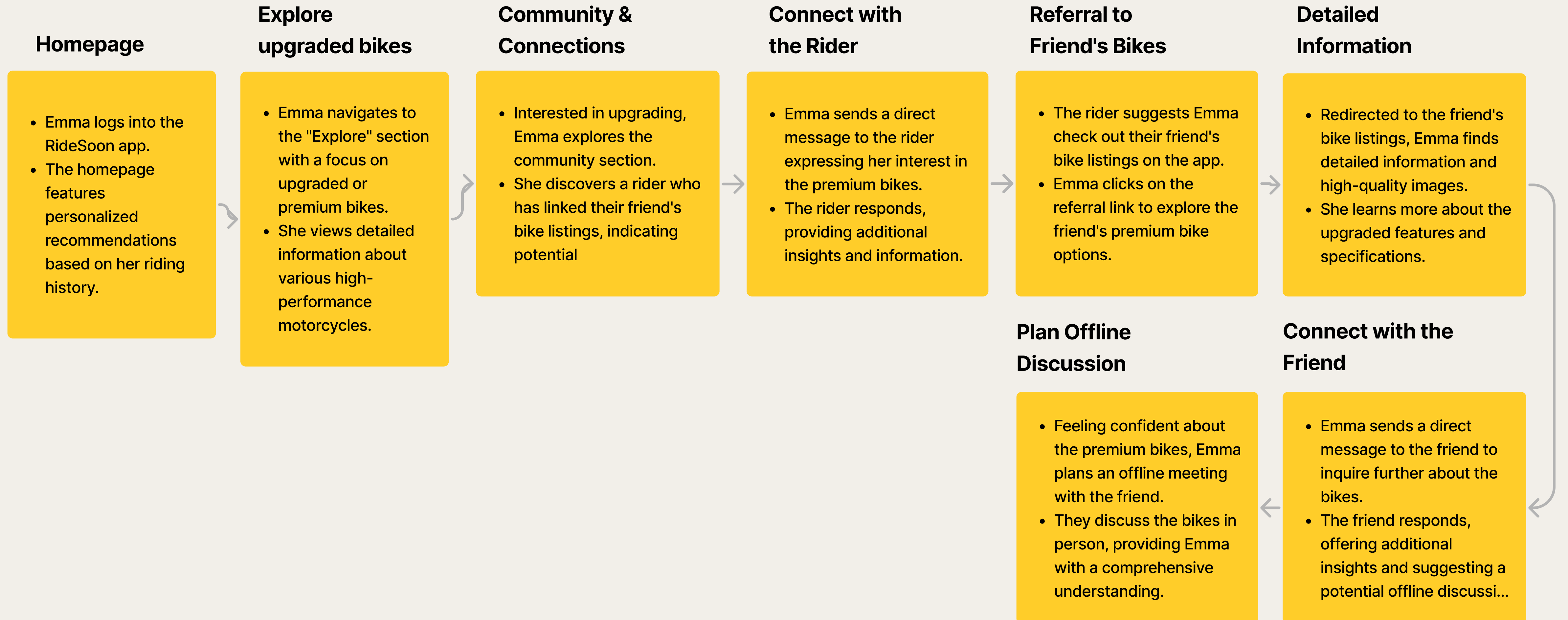
- Feeling more confident about certain bikes, Komang plans meetups with local riders.
- He utilizes the app's messaging feature to finalize details and discuss their motorcycle experiences.

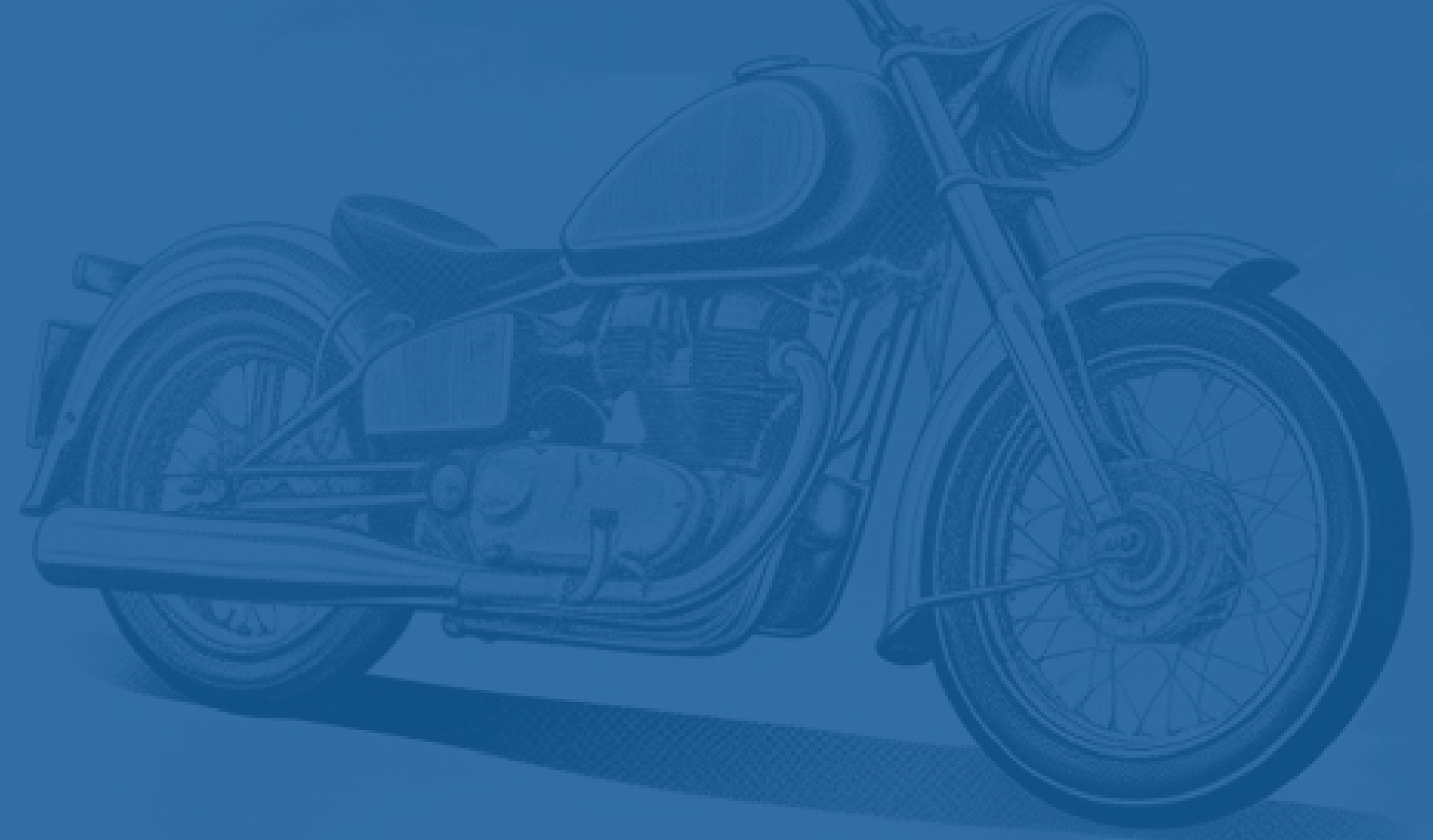
Offline discussion

- Komang meets up with local riders to have face-to-face discussions about the bikes.
- This provides a real-world perspective and a deeper understanding of the motorcycles.

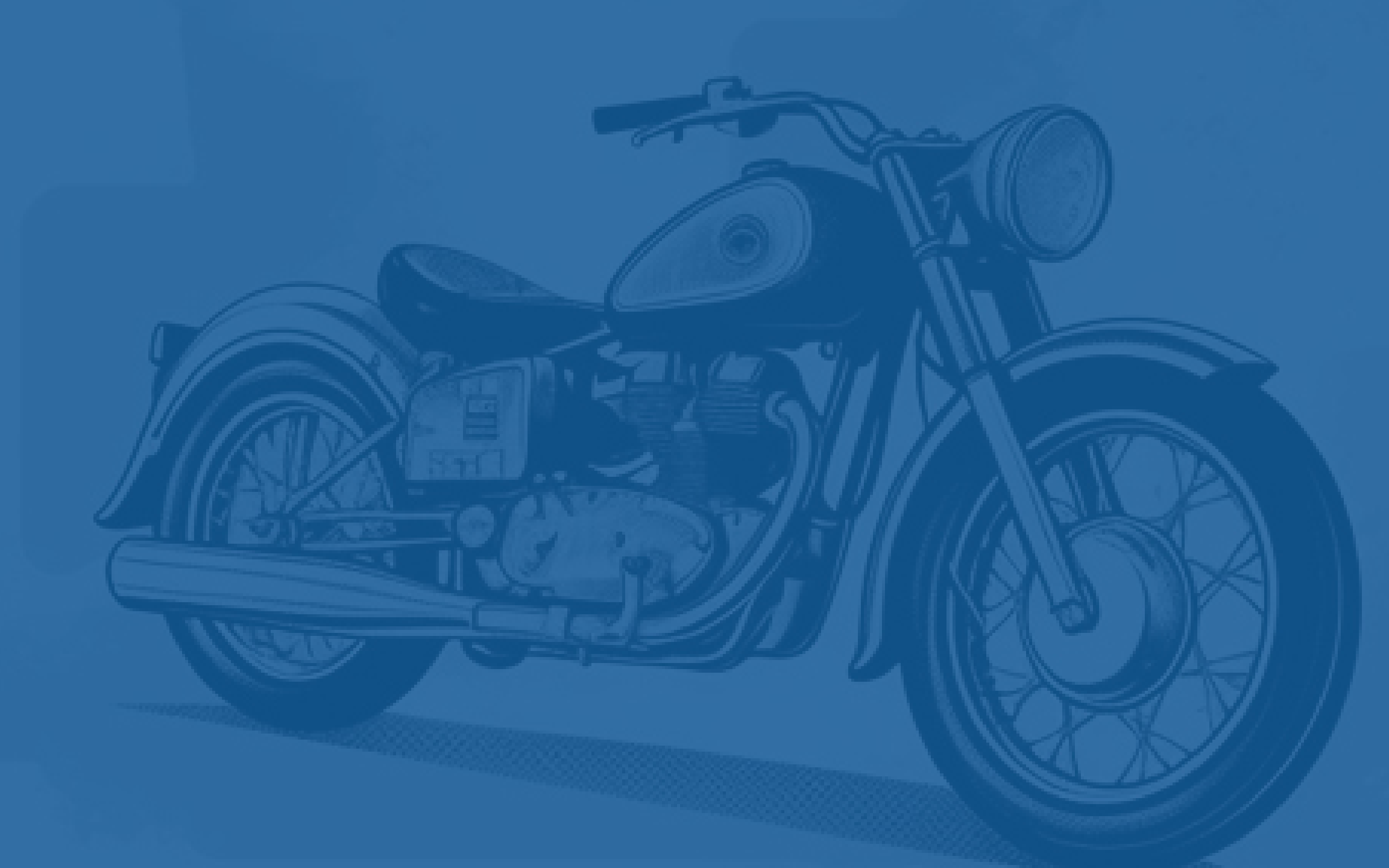


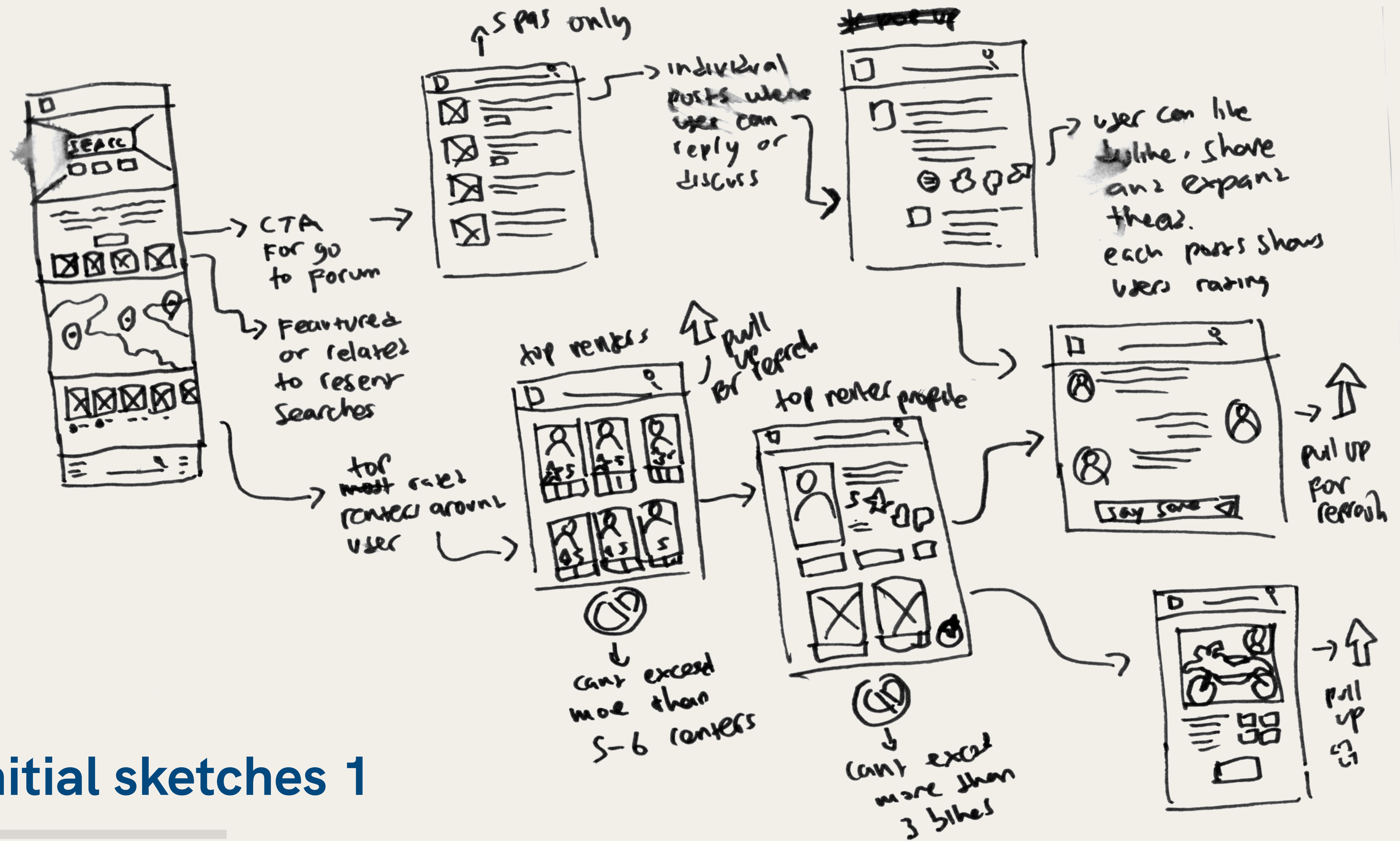
Emma's user flow (upgrade)





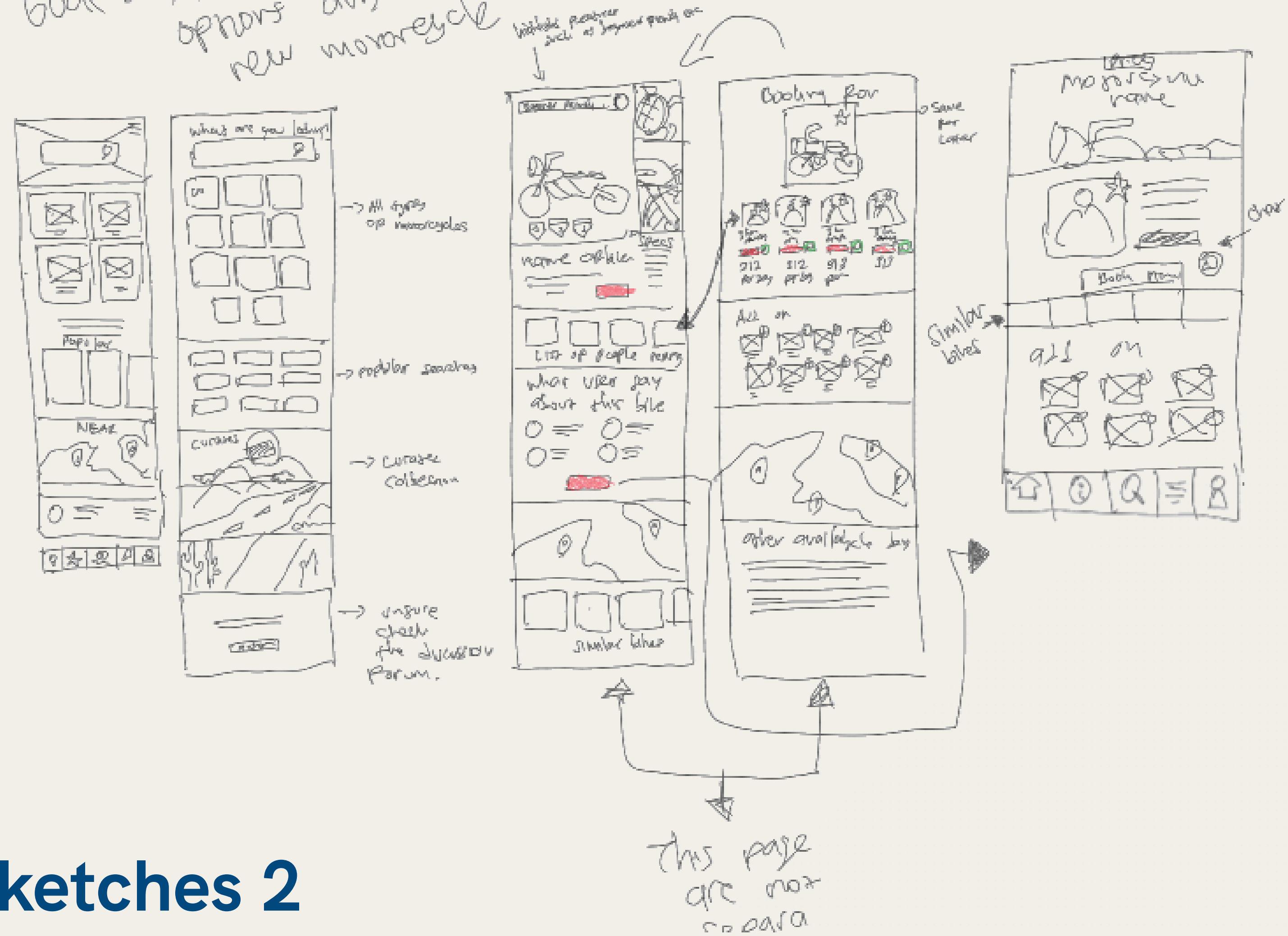
Sketches





Initial sketches 1

Goal = explore more options and discover new motorcycle



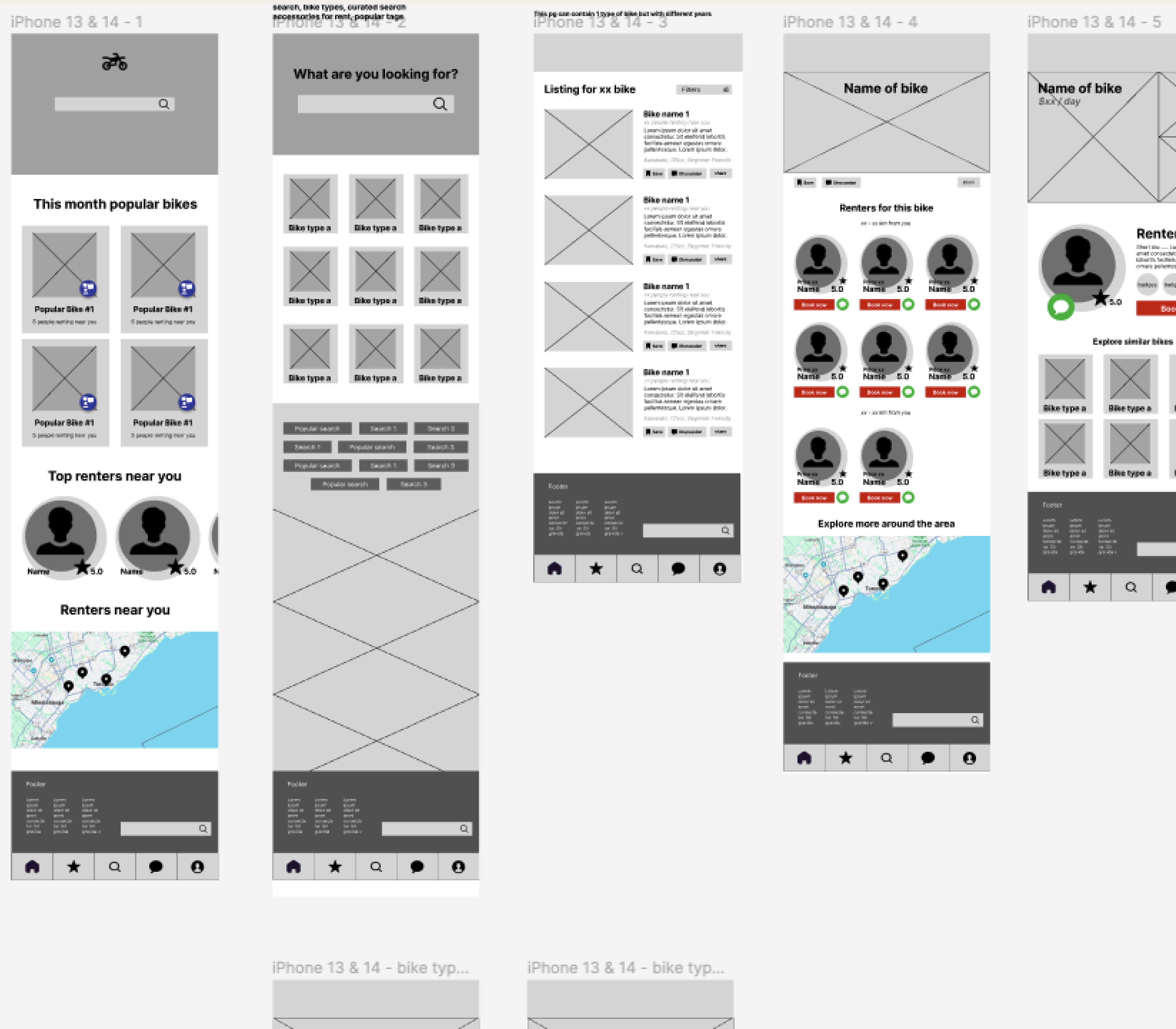
Initial sketches 2



Wireframes

Wireframe & Lo-fi prototype

⚡ Launch lo-fi prototype



Prototyping demo





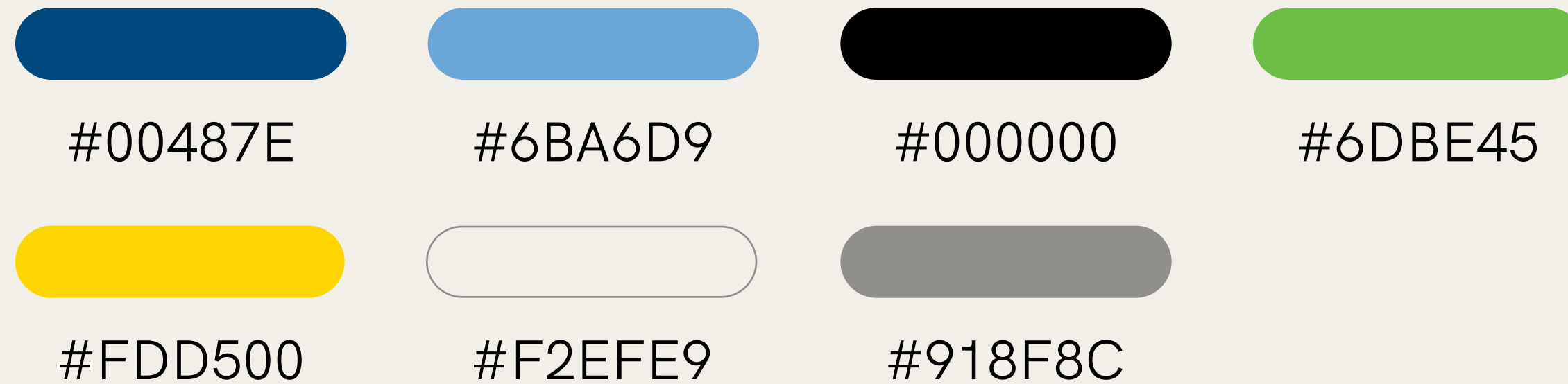
⚡ Launch hi-fidelity prototype



UI Design

Style guidelines

Colours



Typography

Title: HK Grotesk Bold (35pt)

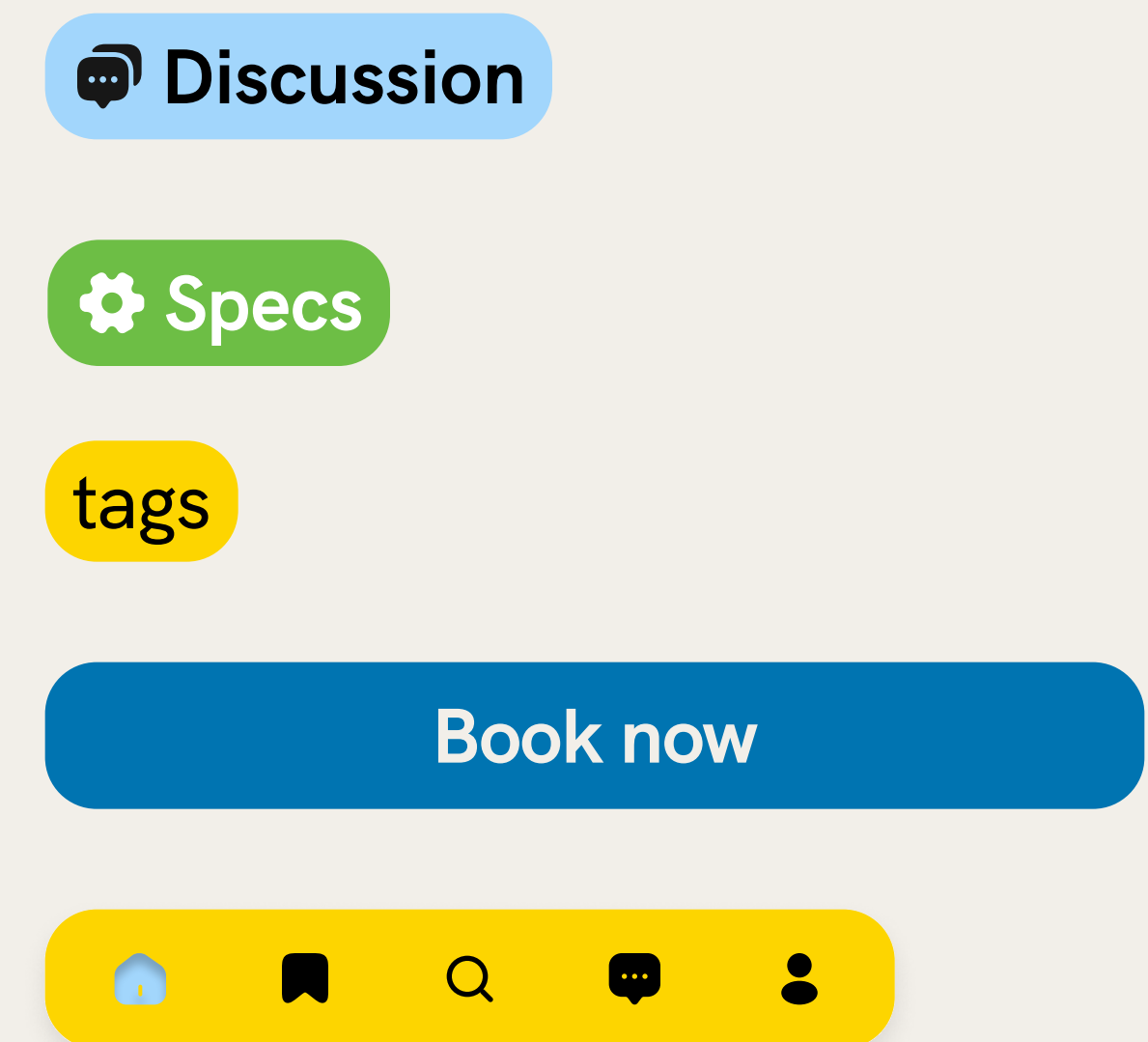
Subhead: HK Grotesk Bold (25pt)

Body copies: HK Grotesk Bold (14pt)

Button: HK Grotestk Bold (18pt)

Caption: HK Grotesk (12pt)

Buttons



A blue-toned illustration of four men and their motorcycles. From left to right: a man in sunglasses and a leather jacket stands next to a motorcycle; a man in a helmet and leather jacket stands next to a motorcycle; a man in a white hard hat and a dark jacket sits on a motorcycle; and a man in a baseball cap and a dark jacket sits on a motorcycle. The text 'Learning outcomes' is overlaid in white on the left side of the image.

Learning outcomes

What I learned the most...

Throughout this project, I've gained valuable insights into effective UX design, which often operates seamlessly in the background. My interactions with various digital applications in daily life had previously gone unnoticed. Here are key takeaways:

1. **Realistic Ideas:** Sometimes, our ideas are too big, considering the skills and tools we have. We need to be aware of our limitations, like our ability to make prototypes and use software.
2. **Planning is Important:** It's crucial to plan early with sketches or a roadmap. This helps avoid distractions like adding unnecessary things during the project, keeping our focus on the main goal.
3. **Changing Designs:** As sketches turn into prototypes, we face challenges in how things work and how users navigate. This means going back to our initial ideas and sketches to make improvements.
4. **Knowing What to Do:** Understanding what we need to work on is vital. UX design involves lots of details, so knowing where to focus helps in completing tasks without getting overwhelmed.
5. **Listening to Users:** Talking to users gave me insights I hadn't thought about before. Considering what users need and want makes the design better and more user-friendly.



What to do with all these learnings....

Equipped with these insights, my approach would involve creating detailed sketches, emphasizing key takeaways from user interviews, and focusing on the needs of my user personas. A clear understanding of the scope of work will guide the design process, with regular testing among friends and family to ensure alignment with the intended user flow and tasks. This strategy aims to avoid unnecessary distractions and keep the design focused on its primary objectives.

Thank you!

