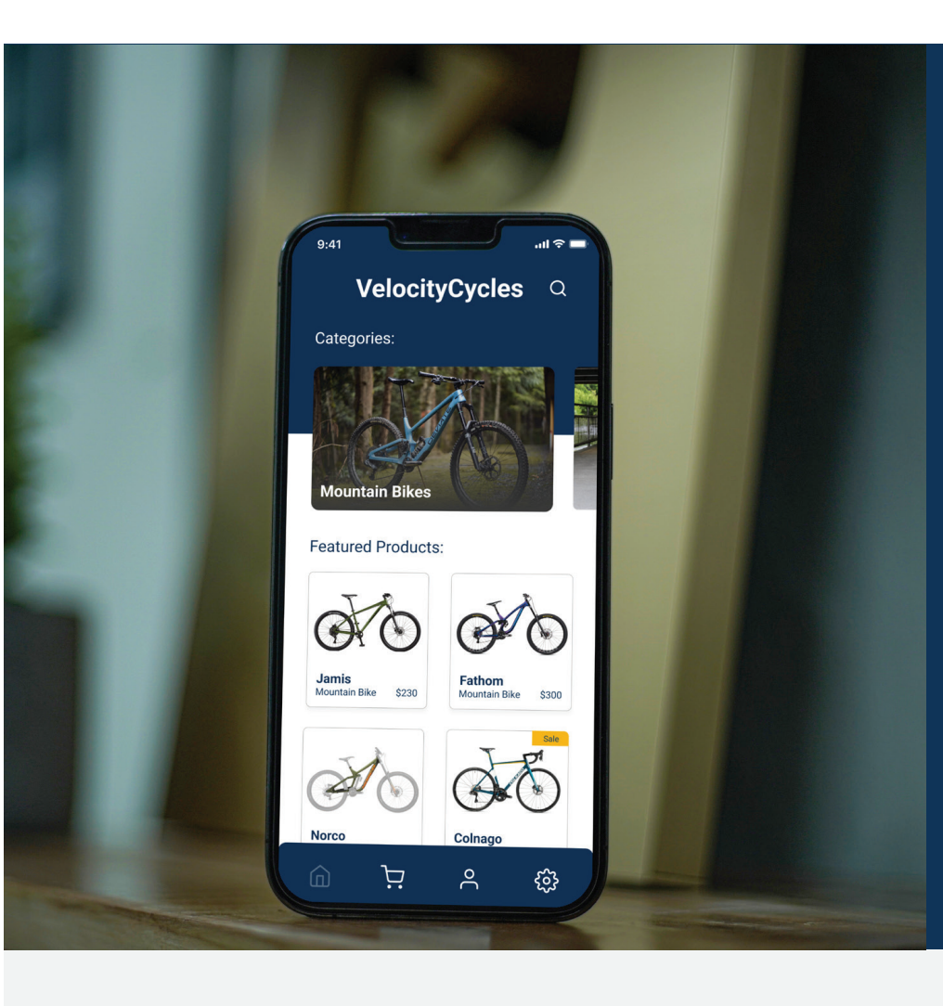

VelocityCycles
Categories:
Mountain Bikes
Featured Products:
Jamis
Fathom
Norco
Colnago

UX/UI Case Study — 2024

VelocityCycles Mobile App

Enhancing the User Experience of a Bike E-commerce Mobile App

Overview

The project aimed to address usability issues in a bike e-commerce mobile app, which included challenges related to the checkout processes, and overall user satisfaction.

Users encountered difficulties in choosing a product, navigating through the app, and completing purchases, leading to frustration and decreased engagement.

The objective was to iterate a design approach guided by industry research and user feedback, aiming to enhance the app's functionality and improve the overall user experience.

Project Type: Case Study

Role: UX/UI Designer: Research / Design / Testing

Skills: Researching / Prototyping / User Testing

"How might we streamline the checkout process and improve navigation to enhance user satisfaction and increase product checkout?"

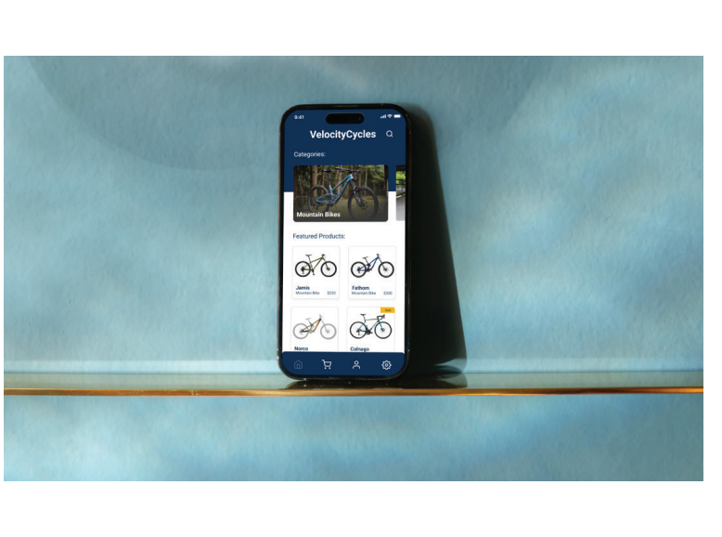
VelocityCycles

Problem

The challenge in this case study is the low conversion rates observed in the bike e-commerce mobile app. Despite successfully adding items to the cart, 70% of users fail to complete their purchase, often due to the mandatory account creation process at the registration page. A guest checkout option is suggested, while still capturing essential user information like email addresses. Hence, the main challenge is to enhance the user experience, facilitating smoother navigation, informed decision-making, and frictionless checkout processes to drive higher conversion rates.

Solution

The proposed solution for enhancing the user experience of the bike e-commerce mobile app revolves around implementing streamlined navigation and a user-centric checkout process. By drawing inspiration from industry leaders, the solution aims to offer detailed product information and customer reviews accessible without the need for immediate account registration. The goal is to create an intuitive and visually appealing app that guides users from product discovery to checkout.



Competitive Analysis

The project began with an analysis of industry examples, like Amazon, Target, and Trekbikes, to gather insights and identify best practices in mobile e-commerce. This research phase provided valuable guidance for the subsequent design process.

Company	✓	✕	Opportunities
a	One-click ordering for returning users Users can see the products without committing to an account.	It does not offer a guest checkout. The checkout process may feel lengthy for first-time users.	Personalized recommendations, and faster checkouts for returning customers.
	They use personalized recommendations and promotions. Prominent call-to-action buttons.	It does not offer a guest checkout. The abundance of promotions and ads might distract some users.	Visually appealing website with clear categorization.
TREK	The app offers a quiz to find your perfect match based on your needs. Easily find and choose the best bike based on features.	If the site is too specific for a certain crowd, it might be challenging for casual users to navigate. Checkout process is not as straightforward as on larger platforms.	Specialized, enthusiast-friendly experience. Detailed product specifications.

Research Synthesis

The challenge for these platforms is to have a balance between offering a convenient guest checkout experience and guiding users through a seamless checkout process.

Guest Checkout

A guest checkout option helps to reduce friction for users who prefer not to create accounts immediately. Allow users to complete transactions with minimal information.

Call to Action

Designing clear call-to-action buttons throughout the user journey, so that users can easily progress from through the app without confusion.

Checkout Process

By streamlining the checkout process it would help to minimize steps and make it as straightforward as possible for users to complete their purchases.

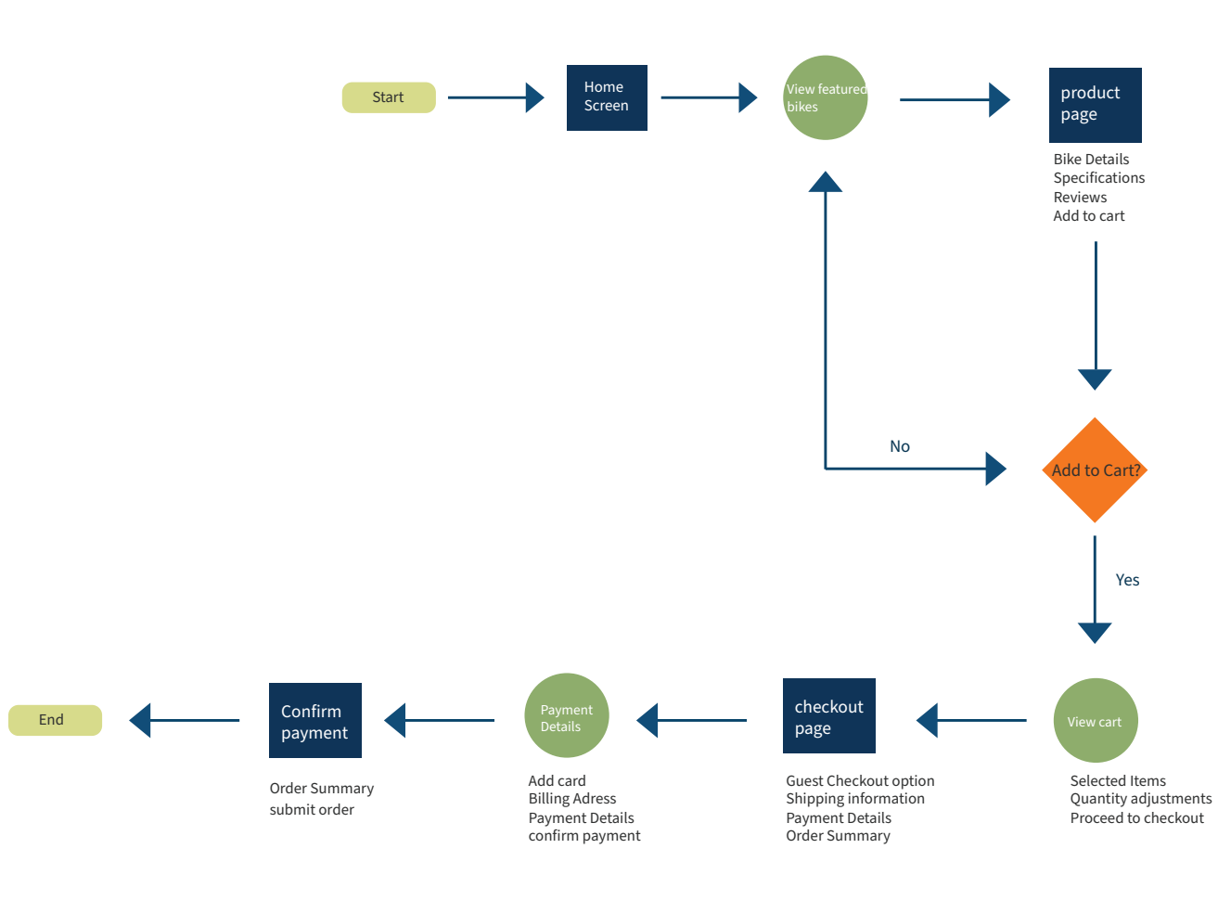
Filtering Options

By providing detailed product information like specifications, similar products or personalized filtering can help users make informed and more confident decisions.

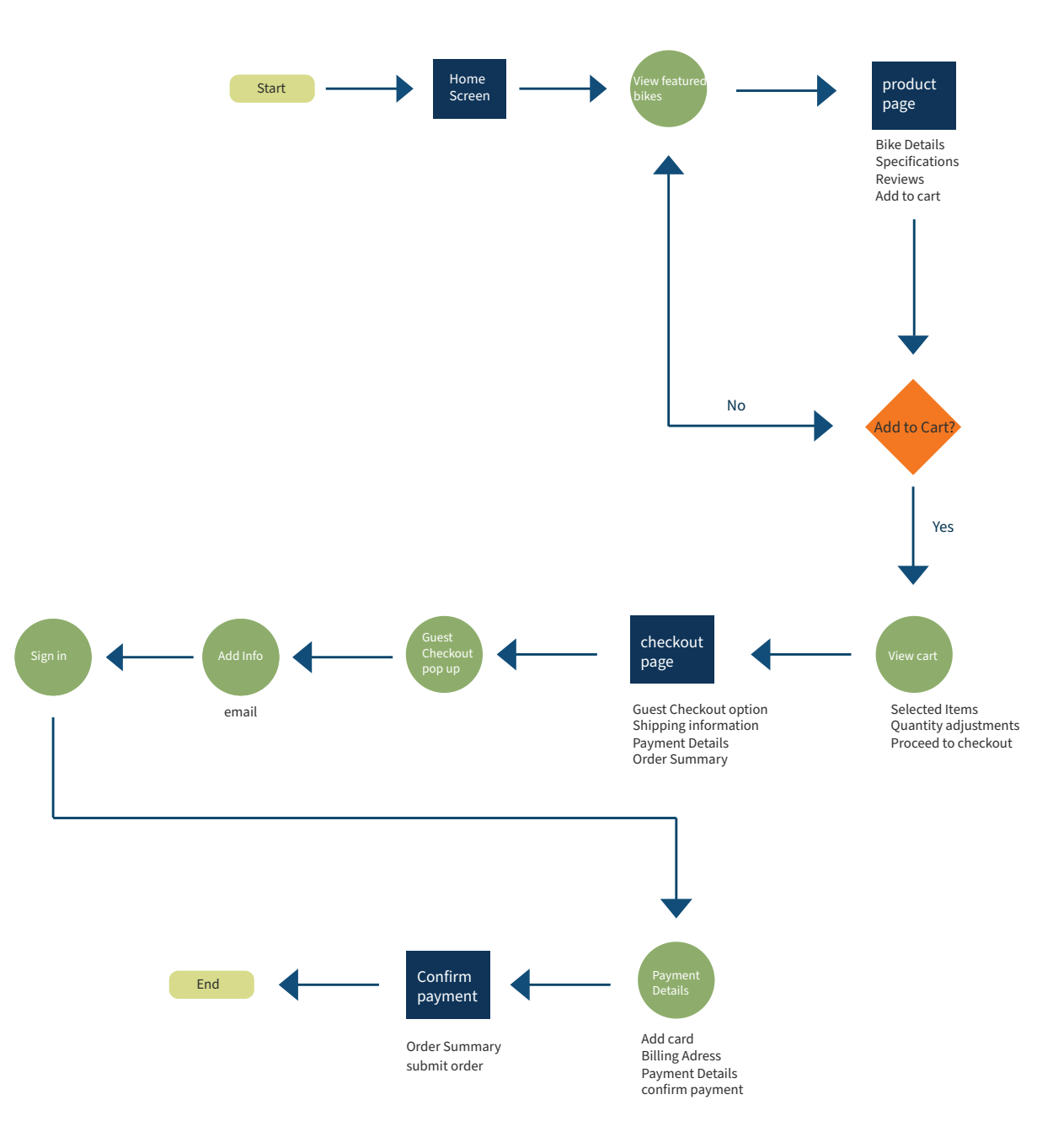
Site Map

The site map outlines the structure of the bike e-commerce mobile app, providing a clear path for users to navigate through key sections like the home page, product page, and checkout process.

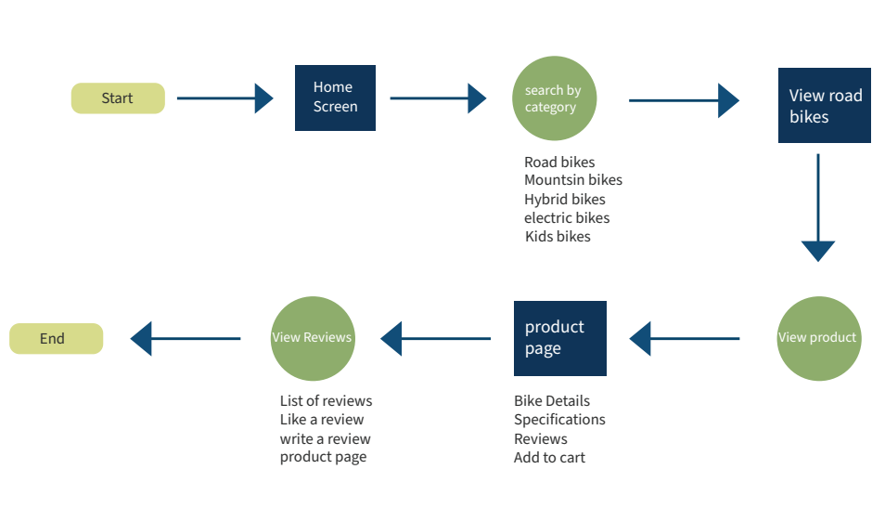
User Flow 1: Exploring and making a purchase


Start
Home Screen
View featured bikes
product page
Bike Details
Specifications
Reviews
Add to cart
No
Add to Cart?
Yes
View cart
Selected Items
Quantity adjustments
Proceed to checkout
checkout page
Guest Checkout option
Shipping information
Payment Details
Order Summary
Payment Details
Add card
Billing Adress
Payment Details
confirm payment
Confirm payment
Order Summary
submit order
End

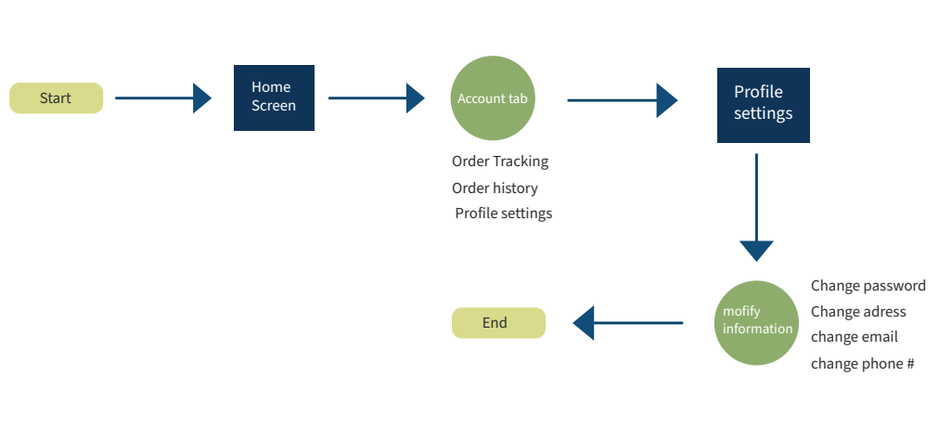
User Flow 2: Guest Checkout


Start
Home Screen
View featured bikes
product page
Bike Details
Specifications
Reviews
Add to cart
No
Add to Cart?
Yes
View cart
Selected Items
Quantity adjustments
Proceed to checkout
checkout page
Guest Checkout option
Shipping information
Payment Details
Order Summary
Guest Checkout pop up
Add Info
email
Sign in
Payment Details
Add card
Billing Adress
Payment Details
confirm payment
Confirm payment
Order Summary
submit order
End

User Flow 3: Search by category / reviews

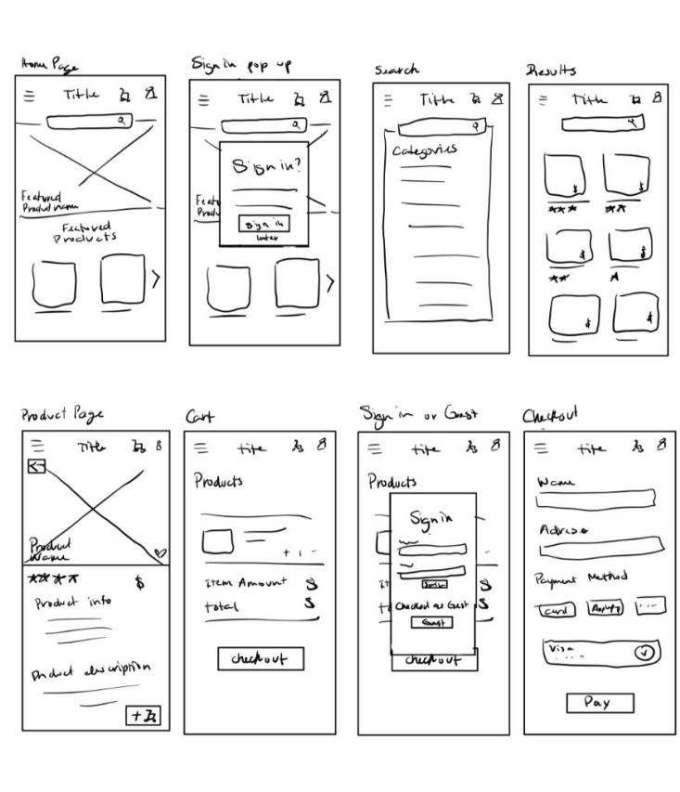

Start
Home Screen
search by category
Road bikes
Mountain bikes
Hybrid bikes
electric bikes
Kids bikes
View road bikes
View product
product page
Bike Details
Specifications
Reviews
Add to cart
View Reviews
List of reviews
Like a review
write a review
product page
End

User Flow 4: Account information


Start
Home Screen
Account tab
Order Tracking
Order history
Profile settings
Profile settings
modify information
Change password
Change adress
change email
change phone #
End

Sketches

In the initial sketches for the VelocityCycles project, the primary focus was to organize the app's layout, prioritizing the main pages to the featured products as well as the different categories in the home page. Multiple iterations of the home page were explored, each emphasizing different.


Home Page
Sign in pop up
Search
Results
Product Page
Cart
Sign in as Guest
Checkout

First Round Usability Test

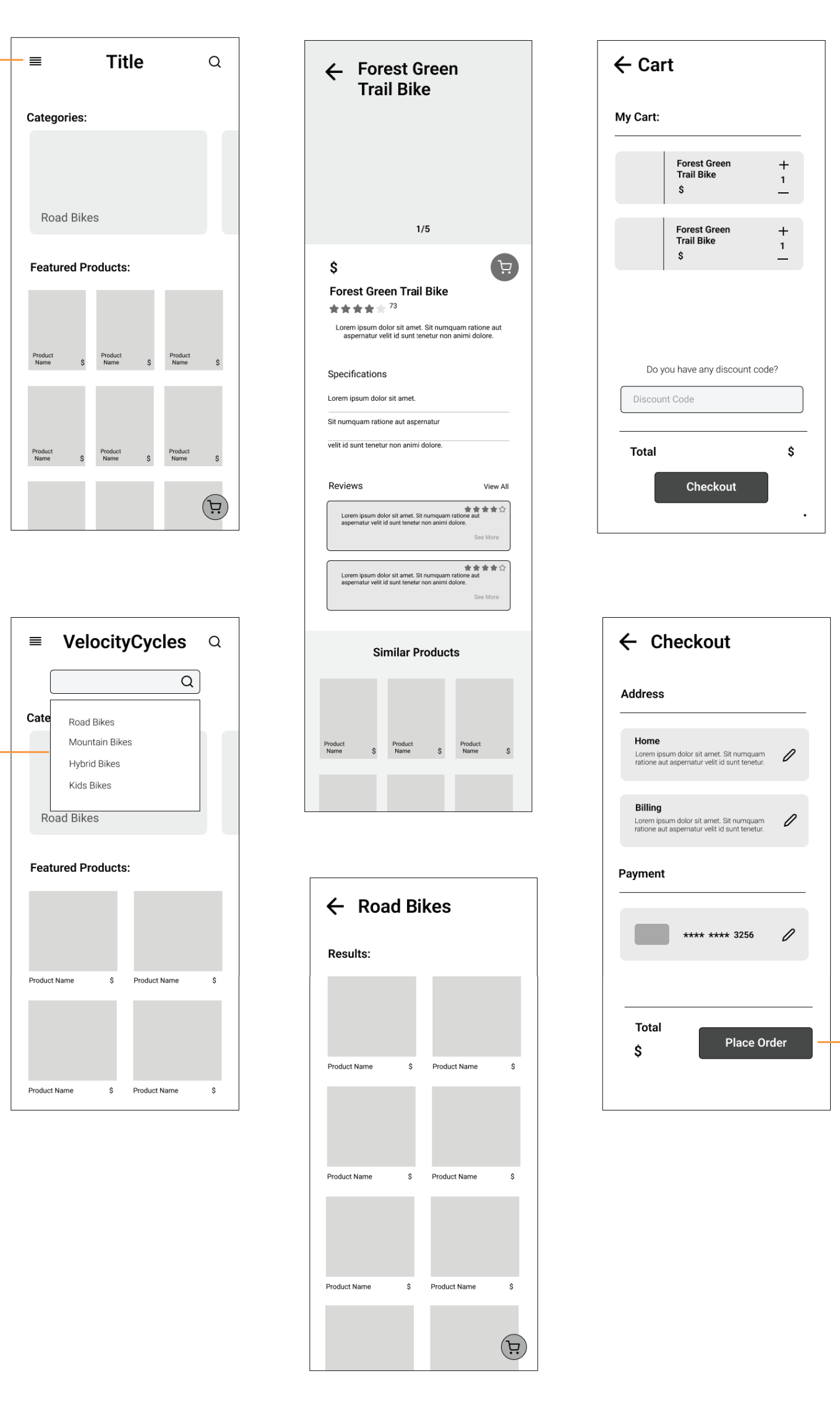
In the first round of usability testing for the VelocityCycles mobile app digital low fidelity wireframes were made. Participants successfully completed tasks but identified key usability issues. These included the absence of sorting functionality in search results, the need for an order overview before checkout, confusion with the checkout page layout, and difficulty with menu navigation.

Improve menu navigation

Optimize the checkout process

Provide order overviews

Implement sorting functionality.


Title
Categories:
Road Bikes
Featured Products:
Forest Green Trail Bike
Specifications
Reviews
Similar Products
Cart
My Cart:
Forest Green Trail Bike
Do you have any discount code?
Discount Code
Total
Checkout
VelocityCycles
Road Bikes
Mountain Bikes
Hybrid Bikes
Kids Bikes
Featured Products:
Road Bikes
Results:
Product Name
Checkout
Address
Home
Billing
Payment
Total
Place Order

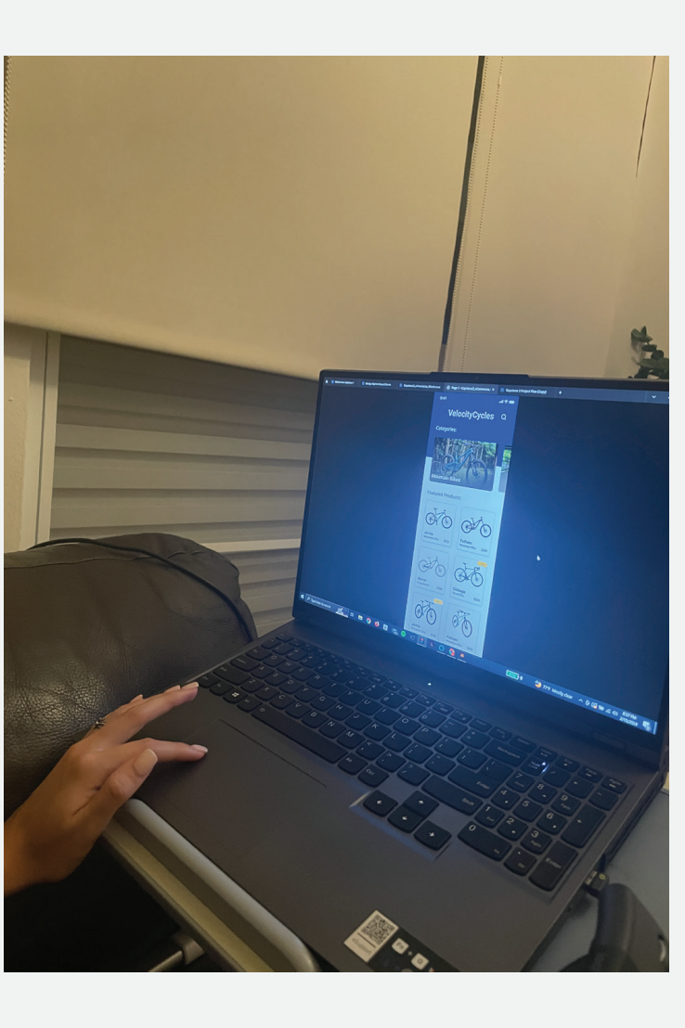
Confusion with menu navigation

Sorting feature suggestion

Provide order overview

Second Round Usability Test

The second round of usability testing aimed to gather feedback on the mobile app's overall layout, navigation, and purchasing process. Participants were asked to explore the home page, browse and select a product, and complete the purchase process. While participants were generally able to complete tasks, usability issues emerged, particularly regarding the post-add-to-cart process and the checkout experience. Some encountered difficulty with the next step after adding a product to the cart, while others desired confirmation after placing their order for increased confidence.

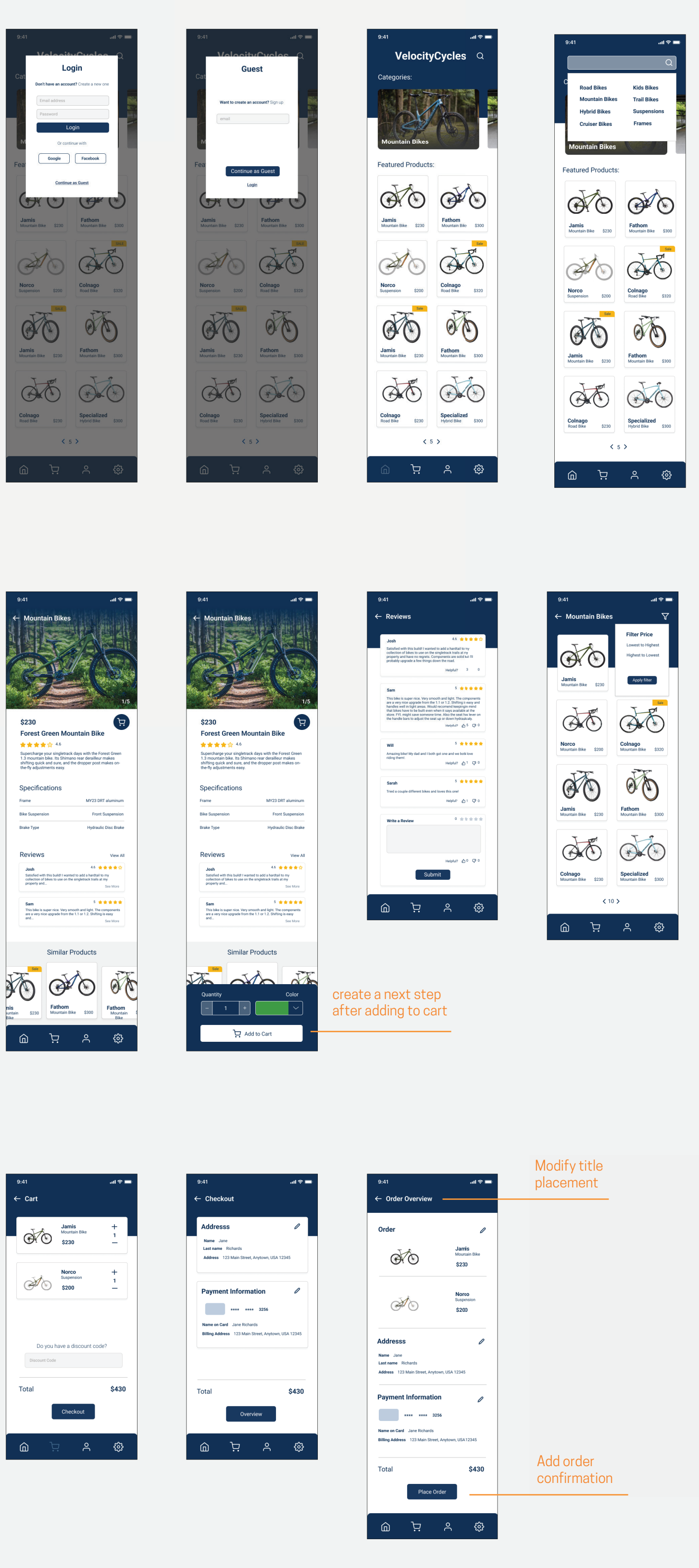


Post add to cart next step

Implement order confirmation

Title placement

Check out my prototype


Login
Guest
VelocityCycles
Categories:
Mountain Bikes
Featured Products:
Road Bikes
Mountain Bikes
Hybrid Bikes
Cruiser Bikes
Kids Bikes
Trail Bikes
Suspensions
Frames
Mountain Bikes
$230
Forest Green Mountain Bike
Specifications
Reviews
Similar Products
Add to Cart
Reviews
Submit
Filter Price
Apply Filter
Cart
Checkout
Checkout
Address
Payment Information
Overview
Order Overview
Order
Address
Payment Information
Total
$430
Place Order

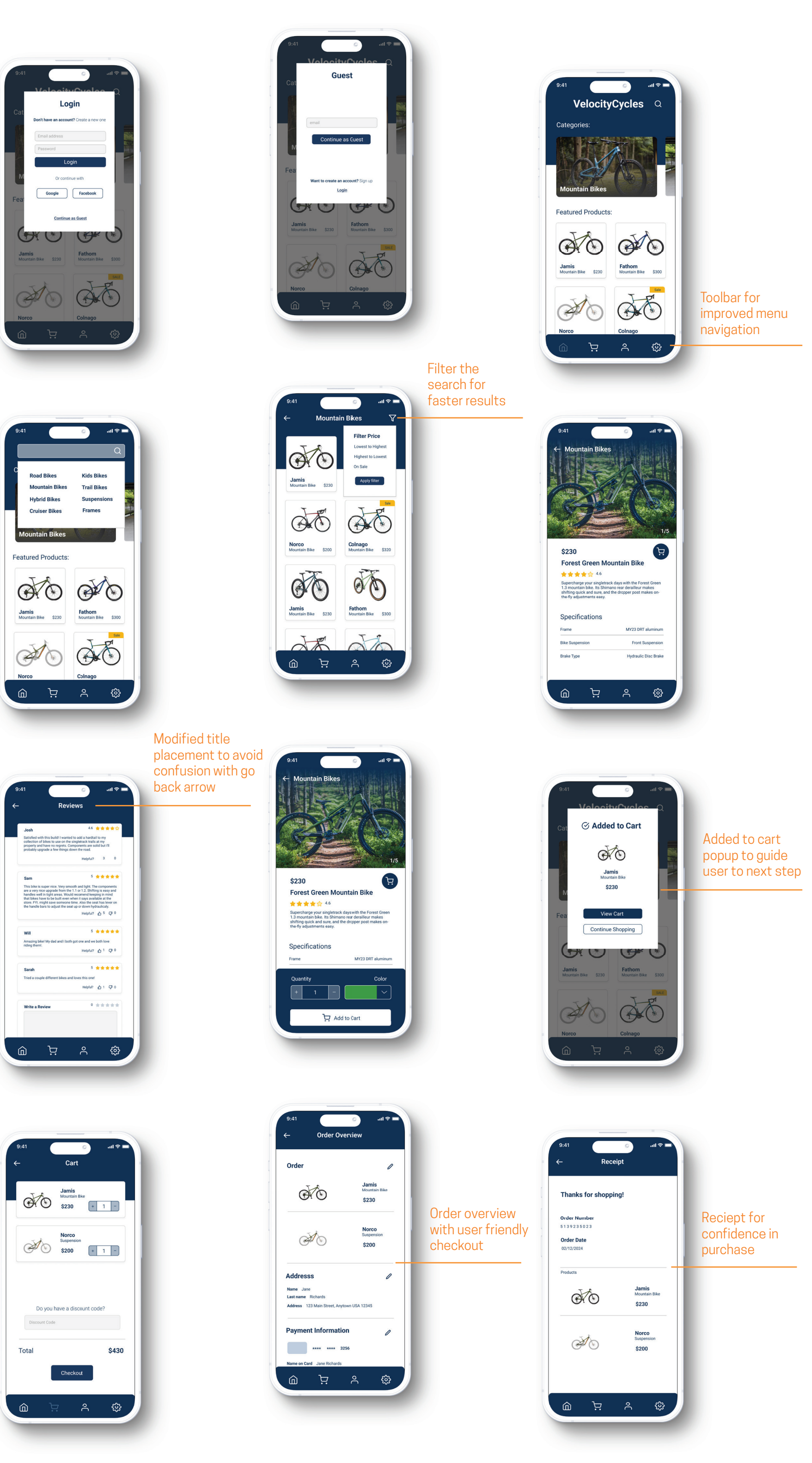
create a next step after adding to cart

Modify title placement

Add order confirmation

High Fidelity Designs

Following the second round of usability testing, feedback was directly integrated into the high-fidelity designs to improve the app's user experience. This included streamlining the post-add-to-cart process with a confirmation popup, adding a confirmation message after order placement, and optimizing the placement of page titles to avoid confusion. These adjustments aimed to enhance guidance, and user confidence throughout the purchasing journey.


Login
Guest
Continue as Guest
VelocityCycles
Categories:
Mountain Bikes
Featured Products:
Mountain Bikes
Filter Price
Apply Filter
$230
Forest Green Mountain Bike
Specifications
Reviews
Write a Review
Added to Cart
View Cart
Continue Shopping
Cart
Do you have a discount code?
Total
$430
Checkout
Order Overview
Order
Address
Payment Information
Receipt
Thanks for shopping!
Order Number
Order Date
Products

Toolbar for improved menu navigation

Filter the search for faster results

Modified title placement to avoid confusion with go back arrow

Added to cart popup to guide user to next step

Order overview with user friendly checkout

Reciept for confidence in purchase

The Outcome

Through iterative design guided by industry research and user feedback, the case study successfully streamlined navigation, implemented a user-centric checkout process, and enhanced key features. These improvements aimed to create an intuitive and visually appealing bike e-commerce mobile app, ultimately improving user satisfaction and increasing engagement.

Contact

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