

User Interface Design for Divvy Bikes

DIVVIGN



Project description

- Designed interface and user interaction for Divvy Bikes.
- Divvy bikes provide people with both a fun activity as well as a transportation option
- Divvign allows the user to engage in all three phases of the activity curve:



Anticipation and Research

Accessing account
Finding available bikes
Purchasing and renewing Divvy memberships and passes



Event

Checking out a bike
Mapping out a route
Checking in a bike

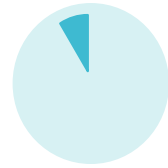


Reflection & Reminiscence

Viewing fitness stats such as distance biked
Comparing stats and competing with friends in the Divvy network



What we did?



Provided system concept statement.



Carried out contextual inquiry to observe potential users of the product they perform related task supported by Divvy bikes.

Contextual inquiry findings:

- Users biked for work, leisure activities, and exercise
- Users had issue with Divvy's 30 minute ride limit
- Most users do not listen to audio devices while biking
- For the tourist the major issue was finding parking



Established a baseline set of requirements for Divvy Bikes.

- Finding available bikes and bike parking
- Bike-friendly area information
- Fitness tracking
- User connections and networking



What we did?



Created flow Diagram to illustrate the flow of information between user and other people and artifacts of Divvign app.



Created Concept map for Divvign domain that represents the concepts and relationships among them.



Usability Evaluation

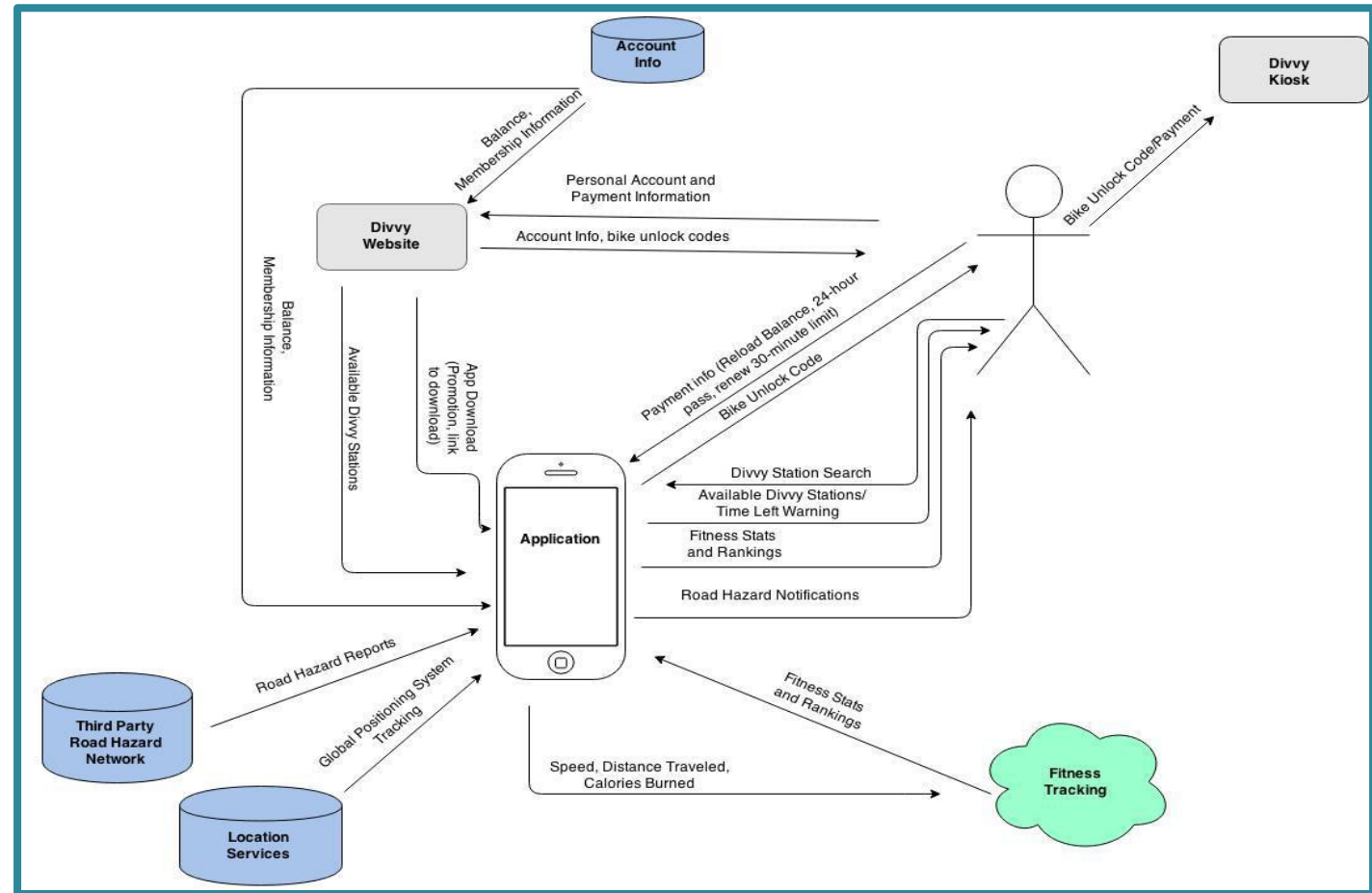


Created Personas and conceptual task scenarios for distinct classes of users.



What we did?

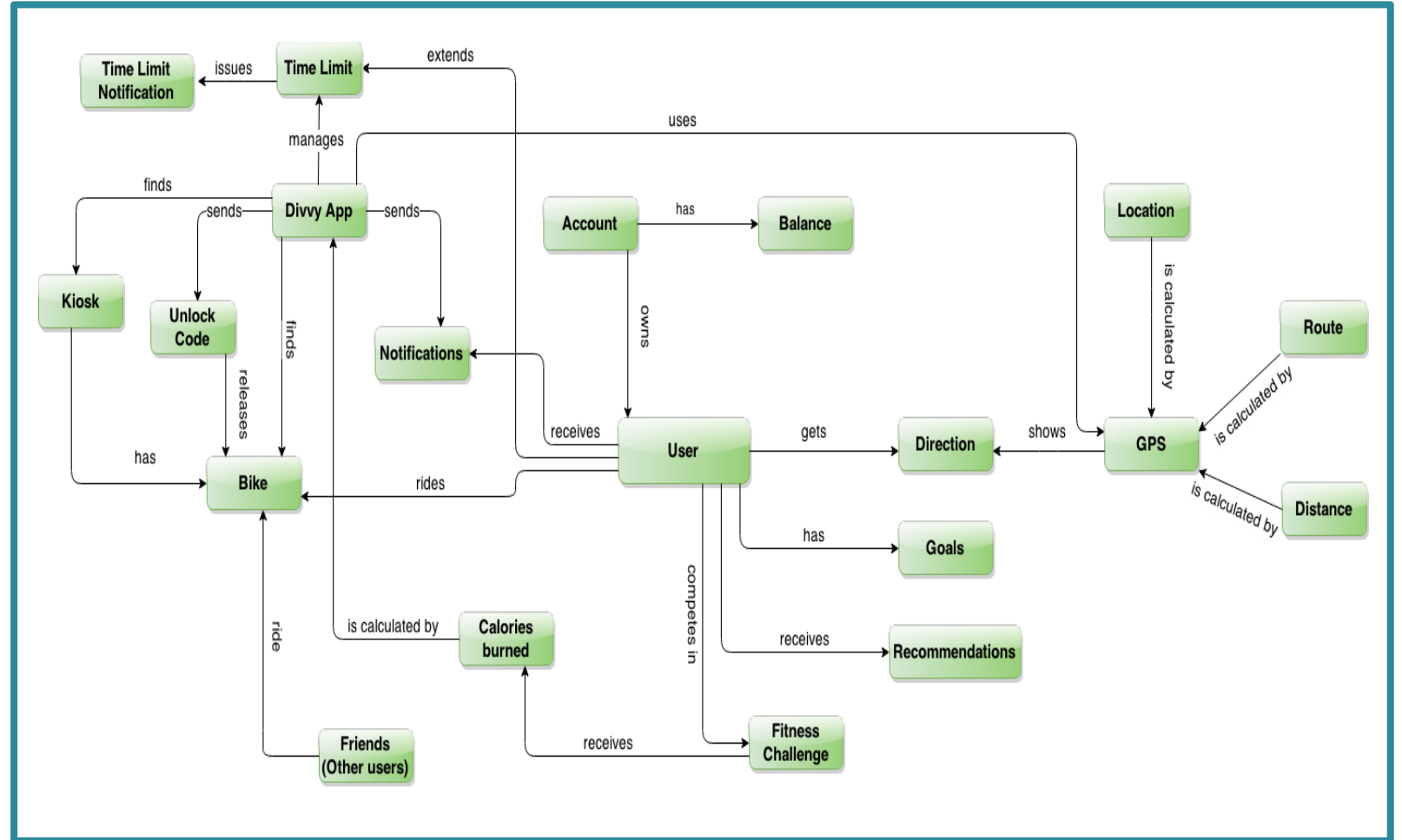
Divvign Flow Diagram





What we did?

Divvign Concept Map





What we did?



Identified interaction types for the app:

Direct manipulation:

- Tapping on wallet, search, and fitness statistics icons
- Pinching and spreading fingers zoom in and out of the map
- Flipping through large lists of achievements and leaderboards with fingers and thumbs
- Tapping share to send statistics with friends
- Tapping to slide out the hamburger icon to display an ordered list of functions

Conversing

- Speaking to Divvign using hot word (e.g. “Hey Divvign”) to ask for directions.



Performed open card sort on the application content.

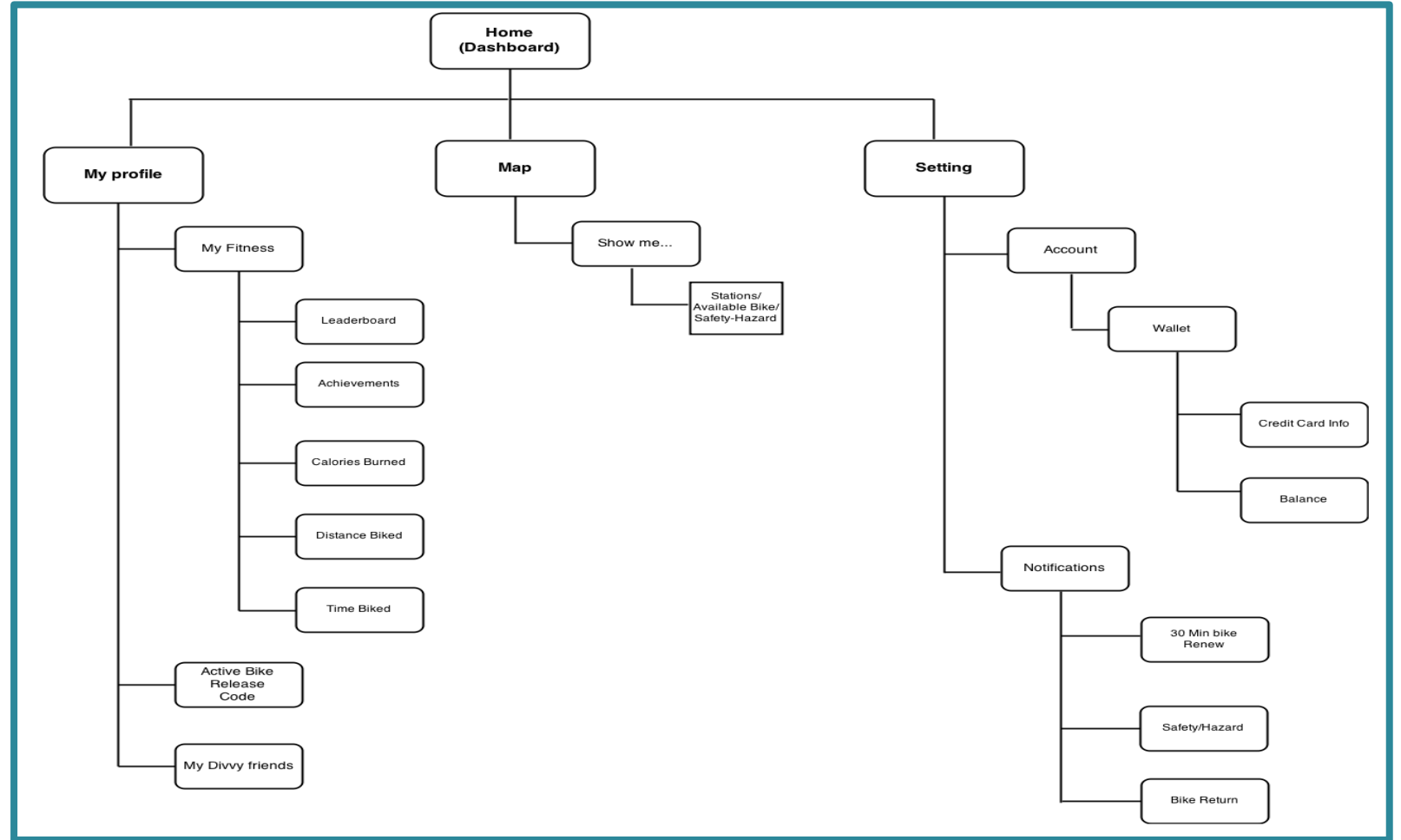


Created a site Map based on the results of the card sort.



What we did?

Divvign Site Map





What I learned?

- User testing is important throughout the creation of experiences.
- Experiences will change from the initial idea in the head through prototyping and user feedback.
- A good team makes all the difference!



Design Changes

“My Friends”

- ✗ Confused users when accessing their fitness statistics and leaderboards
- ✗ Was never fully fleshed out during the process of finalizing the sitemap and wireframes
- ✗ Removing the icon from the toolkit

Overzealous Back Button

- ✗ While useful to have for navigating pages, added additional steps to certain functions
- ✗ Implement manipulation such as swiping to access similar pages (e.g., fitness graphs)