

B-builder website design

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Project overview



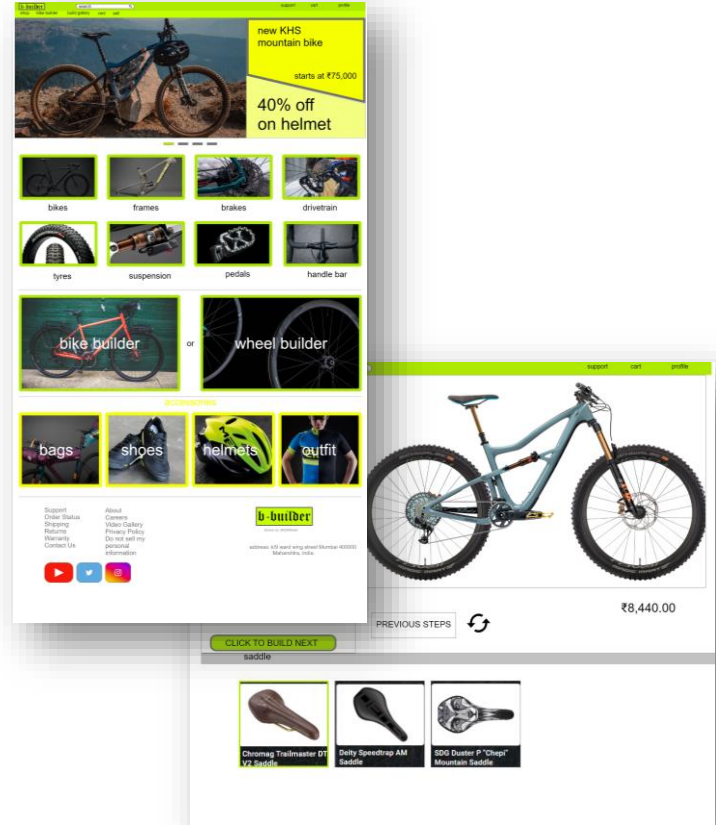
The product:

B-builder is a bicycle store that offers bike builders so anyone can customize the bikes they want in their comfort zones even they can buy prebuilt custom bikes because of this consumers have a fun activity and get the opportunity to build their dream bicycle and they can gain some knowledge



Project duration:

august 2022 to September 2022



Project overview



The problem:

some websites only sell prebuilt or factory-designed bicycles but people want bicycles to fulfill their requirements



The goal:

Design a bike builder for those people who wants custom bicycles by providing the best visual and compatible bicycles

Project overview



My role:

Ux designer leading the design of the b-builder website



Responsibilities:

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

Understanding the user

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

User research: summary



- We are creating a website to help people to customize their own dream bicycles if they want spare parts and color combinations and different types of accessories users can apply those parts to a bicycle builder and they can have the bicycle we need to find out if the main user experience locating building bicycle and ordering is easy for users to complete we would also like to understand the specific challenges that users might face in the browsing, customizing, and ordering process.

User research: pain points

1

Pain point

there is no good bicycle shop in the rural areas

2

Pain point

There is no bicycle that comes with my needs

3

Pain point

have to buy unnecessary components which increase the price of the bicycle

Persona: Prakash Mehta

Problem statement:

[Prakash] is a [Busy student working as a delivery guy] who needs [A website that sells Customized heavy-duty and fast bicycles] because [He wants to deliver the packages and food on his bicycle in time].



Prakash Mehta

Age: 20

Education: B.Com 3rd year

Hometown: Mumbai

Family: Parent and 2 sisters

Occupation: Part time delivery boy

"I always think about saving the money and planet"

Goals

- Deliver the packages in time.
- Always go to delivery on the bicycle.
- Save the environment by increasing in the usage of bicycle
- Deliver package faster

Frustrations

- "Bicycles get rusted after riding in the rain"
- "There is no bicycle that comes with my needs"
- "There is no fast bicycle for delivery purposes"
- "I have to buy unnecessary components which increase the price of the bicycle"

Prakash is 20 years old and lives in Mumbai, Maharashtra he comes from a middle-class family included with his parents and two little sisters. He is a student and doing a degree in b.com 3rd year he is working as a part-time delivery guy. He delivers packages and food on a bicycle so he wants fast and durable strong bicycles so he can deliver the packages and food in time.

he is frustrated when his bicycle gets rusted and he can't do anything there is a bicycle that comes with customization he wants his bicycle faster with load carrying capacity he has to customize the bicycle after he buys it he can have to pay for unnecessary components

Persona: Prakash Mehta

Problem statement:

[Sulochana] is a [working woman and mother] who needs [Online website for ordering lite weighted bicycle with an accessory safe accessory with a child carrier] because [She has to drop her child to school every morning on the bicycle].



Sulochana Pandit

Age: 32
Education: Degree in environment
Hometown: Ratnagiri, Maharashtra
Family: Husband and one child
Occupation: Working in a pharماسuitecal company

"Family is everything to me"

Goals

- Drop my daughter to school every morning
- Get to the office safely
- Want to use environment-friendly vehicles
- Want family members to get healthy by using bicycles
- Get branded bicycle for husband

Frustrations

- "I have to pedal harder when I carry my child"
- "no safety on a bicycle for the child"
- "current bicycle is taking up all the space in the apartment"
- "there is no good bicycle shop in the rural areas"

Sulochana is 32 years old working woman who has a degree in the environment and works in a pharmaceutical company she wants to drop her daughter at school every morning her goal is to get to the office safely in time she likes to care about the environment want her family members to get healthy by using a bicycle and she wants a branded bicycle for her husband she gets frustrated when she has to pedal with carrying the child no safety on a bicycle for a child current bicycle takes the space in the apartment and there is no bicycle shop in the rural area

User journey map

[I created a user journey map of Prakash Mehta's experience buying the bicycle at the store to help identify possible pain points and improvements opportunity]

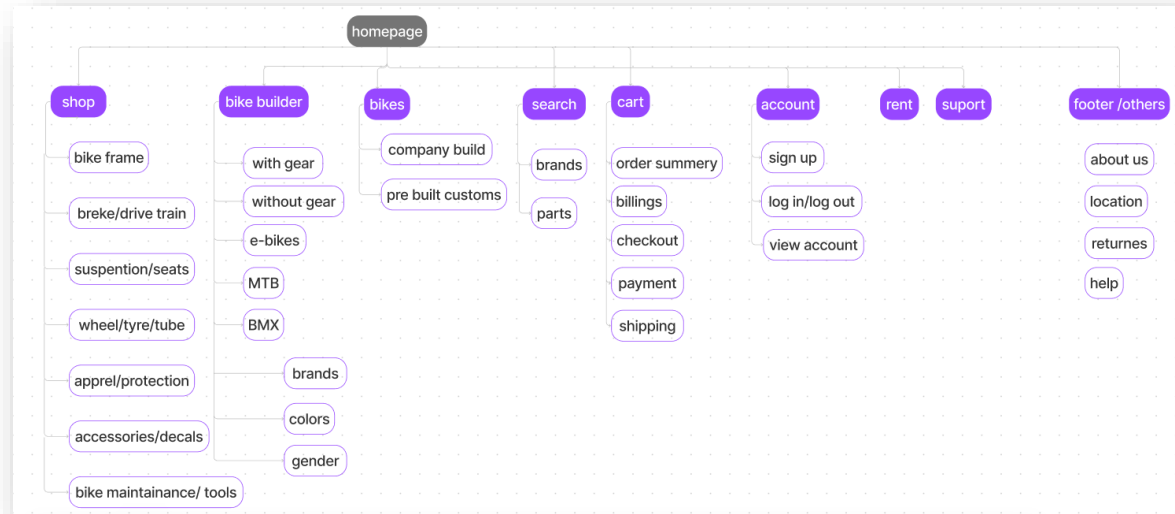
Persona: Prakash
Goal: get a customized bicycle for delivery purposes

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	Tasks A. Decide to get a new bicycle B. Thinking of looking for a bicycle	Tasks A. Searching the bicycle shops B. Get the train and go to the shop area	Tasks A. Arrive at the shop B. Ask for building a customizable bicycle	Tasks A. Mechanic do the customizations B. Waiting for parts and accessories C. Bicycle is made as per needs	Tasks A. Pay the high amount for customization B. Get back home with a bicycle
FEELING ADJECTIVE	Exited to shop	get frustrated	Feeling nervous to ask for customization	Feeling bored sitting there	feel sad about the price but feel happy to get a bicycle
IMPROVEMENT OPPORTUNITIES	Make website for ordering customizable bicycles	Give home delivery of bicycle	Give options to customize on their own with filters and categories with brands	Website give estimated time for delivery	Give discount on offers

Sitemap

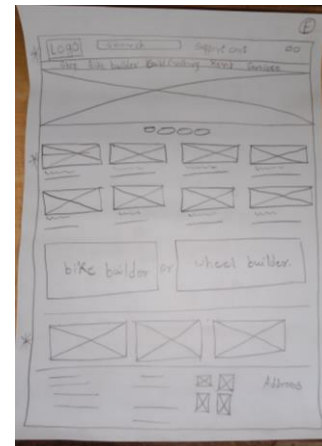
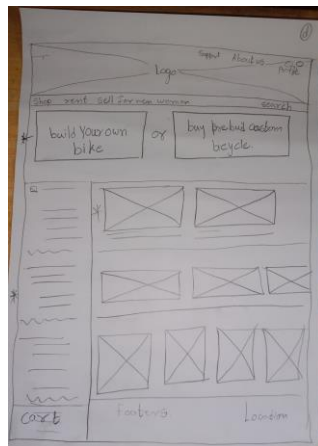
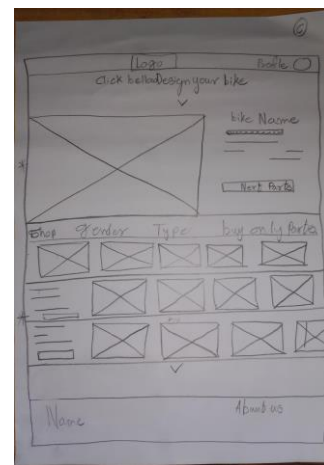
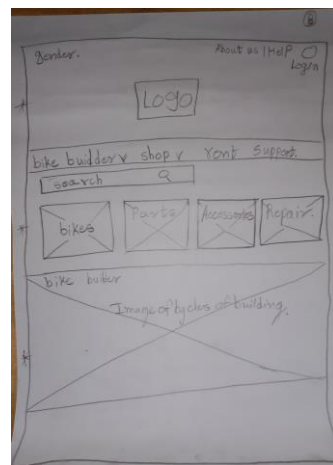
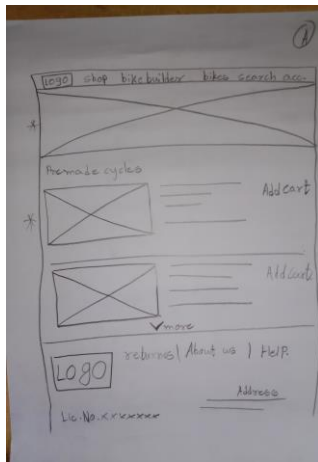
[difficulty with buying unwanted parts and the brand of the bicycle was a primary pain point for users, so used that knowledge to create a site map

My goal here was to make strategic information architecture decisions that would improve overall website navigation the structure I chose was designed to make things simple and easy.]



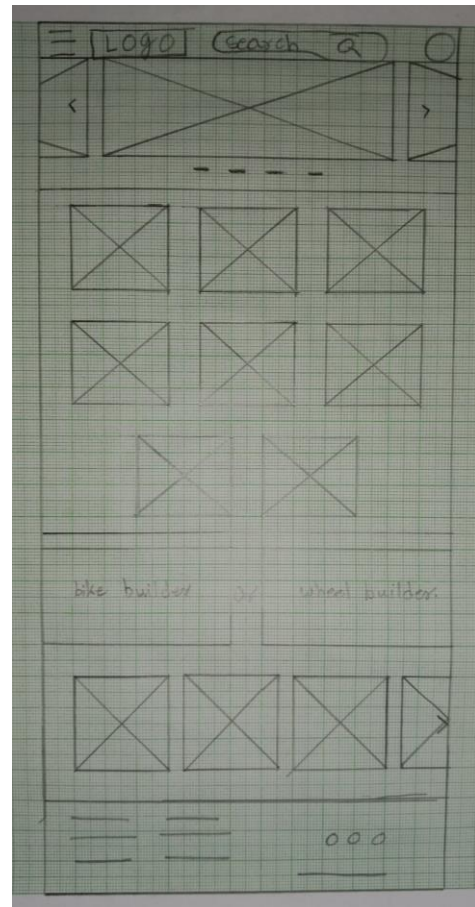
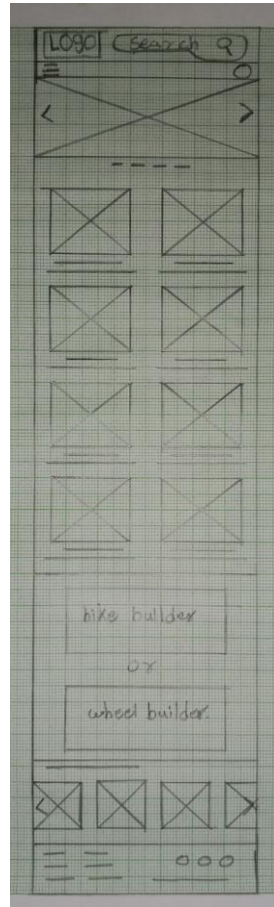
Paper wireframes

[the home screen paper wireframe variation to the right focus on optimizing the browsing experience for users]



Paper wireframe screen size variation(s)

[because of b- builder
customers access the site
on different devices, I
started to work on designs
for additional screen sizes
to make sure the site would
be fully responsive.]



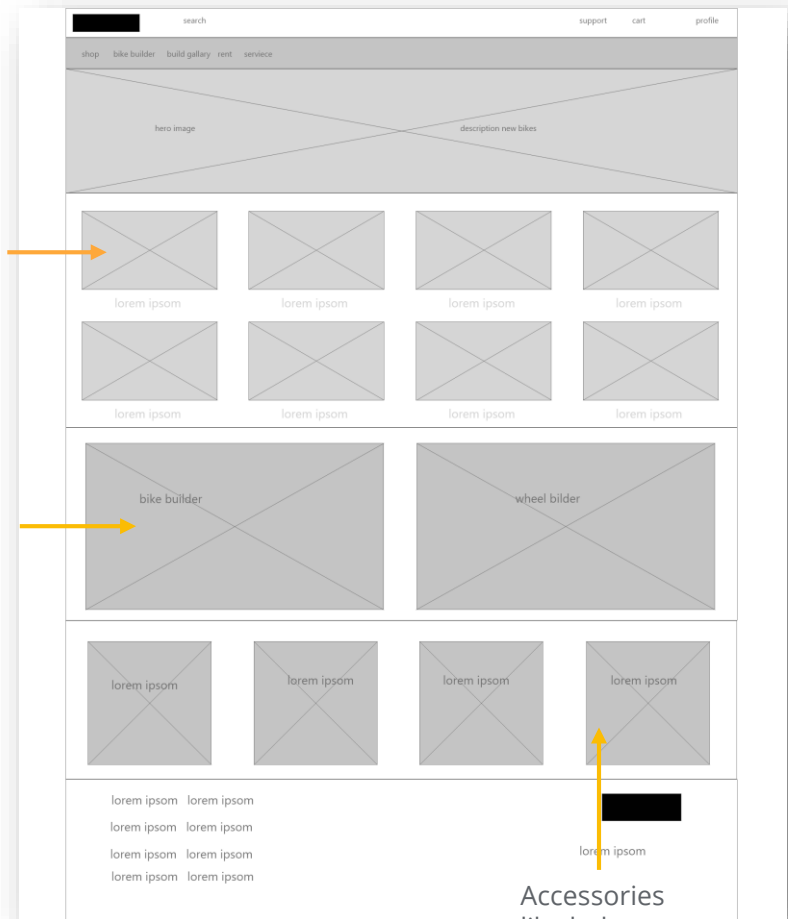
Digital wireframes

[moving from paper to digital wireframe made it easy to understand how the redesign could help address users' pain points and improve the user experience.

Prioritizing the useful buttons locations and visual element placement on the home page was a key part of my strategy]

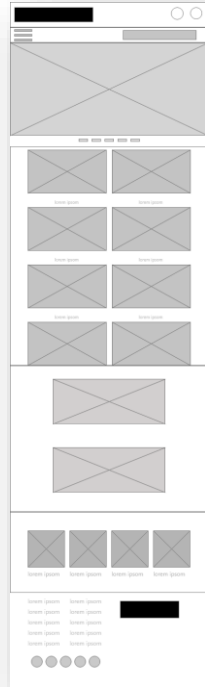
Different parts of the bicycle

Bike builder for customizing the bicycles



Accessories
like helmets
shoes etc.

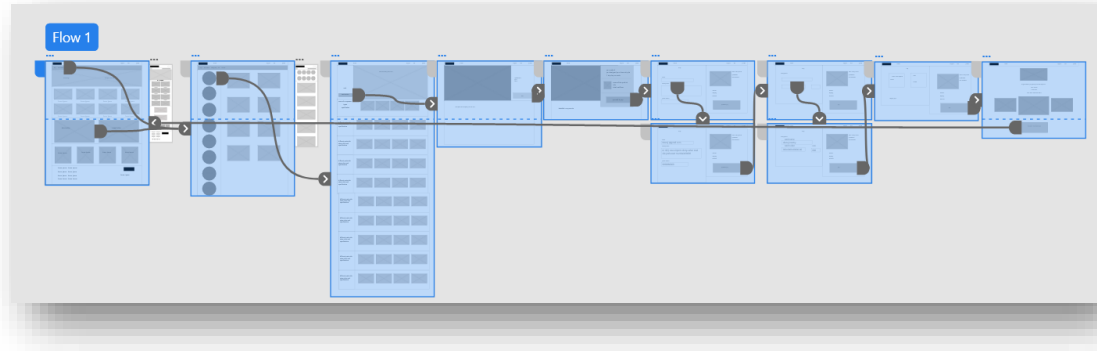
Digital wireframe screen size variation(s)



Low-fidelity prototype

[to create a low fidelity prototype I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I received feedback on my designs from members of my team about things like the placement of buttons and page organization. I made sure to listen to their feedback and I implemented several suggestions in places that addressed users' pain points.]



View: [b-builder website low-fidelity prototype](#)

Usability study: parameters



Study type:

Moderated usability study



Location:

India, Mumbai



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study

1

Finding

some of the user's details
of the country are not in
the contacts

2

Finding

some users recognize
there is no security in the
payments.

3

Finding

some users have to plan
the shipment and
schedules.

Usability study: findings

These were the main findings uncovered by the usability study

4

Finding

some of the users are confused about the circles that represent brands' logos

5

Finding

most of the users think the page is limited and they don't scroll down

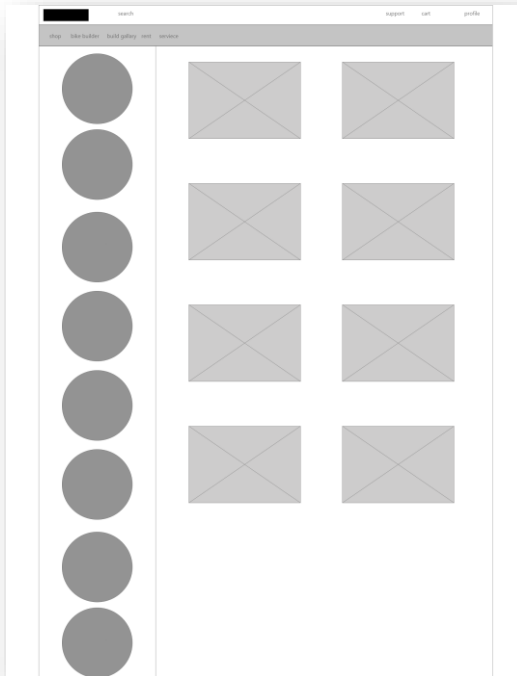
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

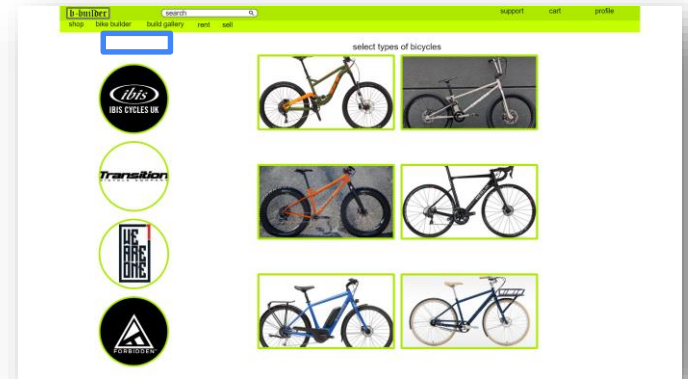
Mockups

[based on insight from the usability study I make changes in brands and the types of bicycles by giving the name in the upper sections and fill some pictures]

Before usability study



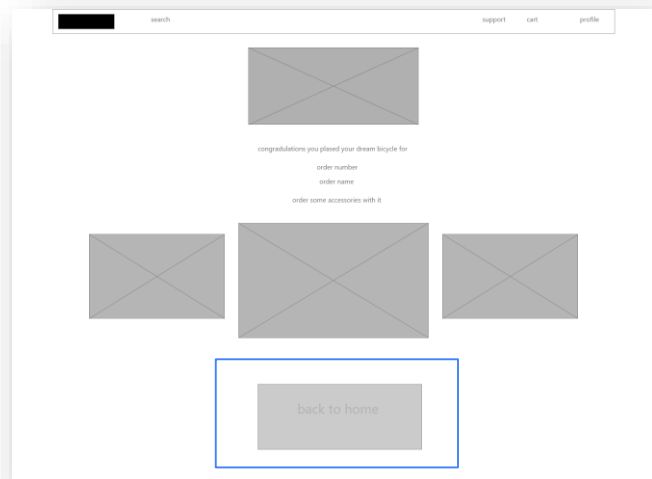
After usability study



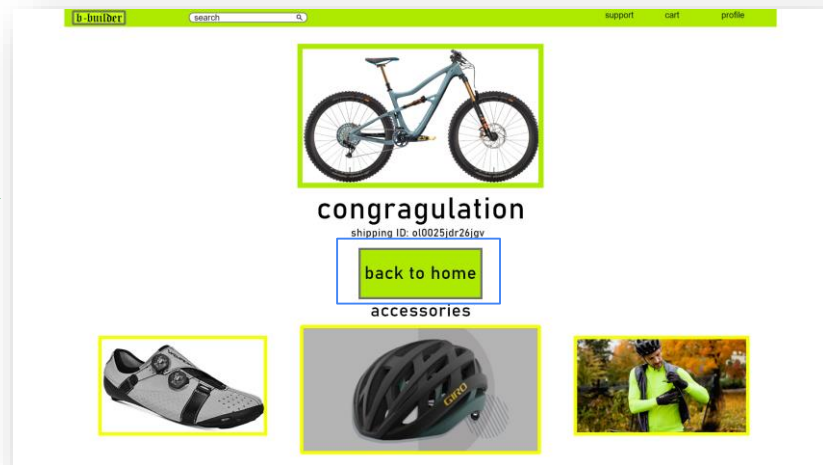
Mockups

[based on the insights users are not looking for the back-to-home button so I just put that button in the upper side of the page]

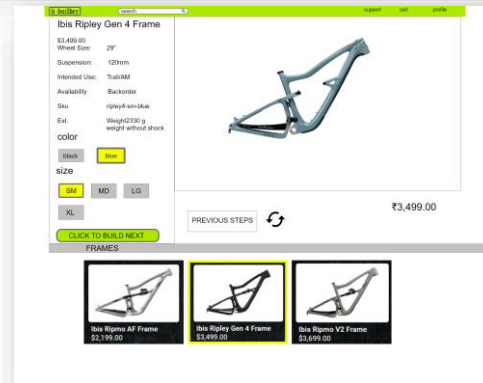
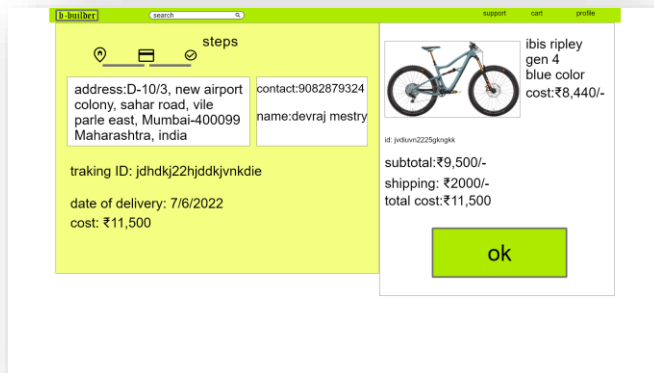
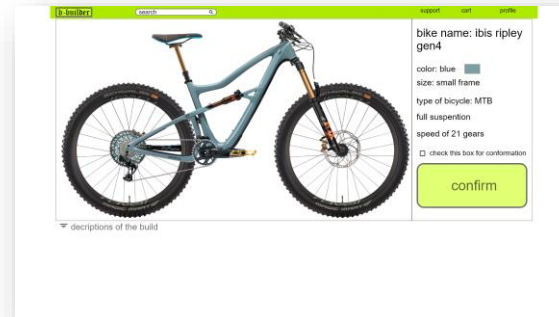
Before usability study



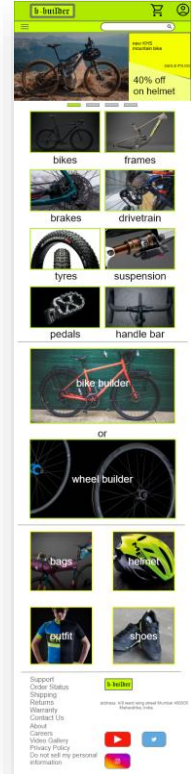
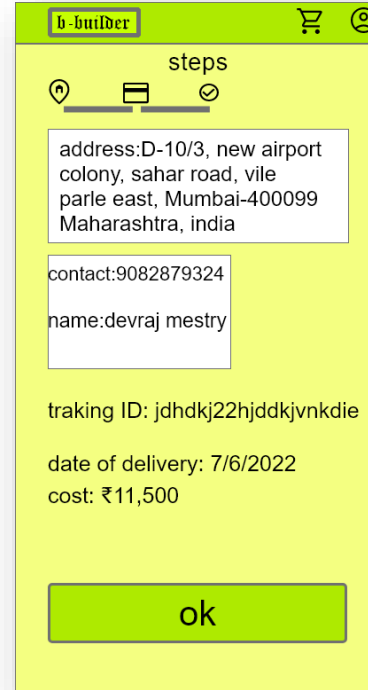
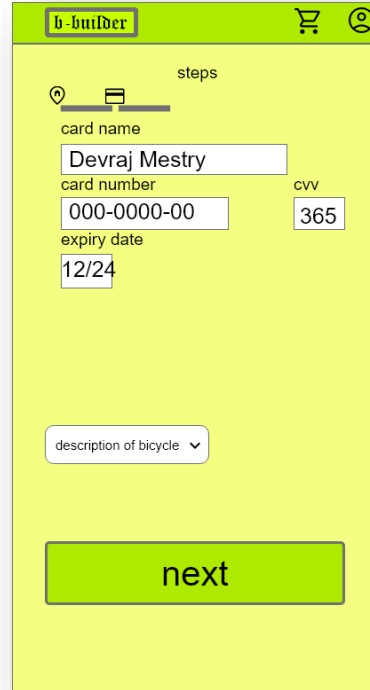
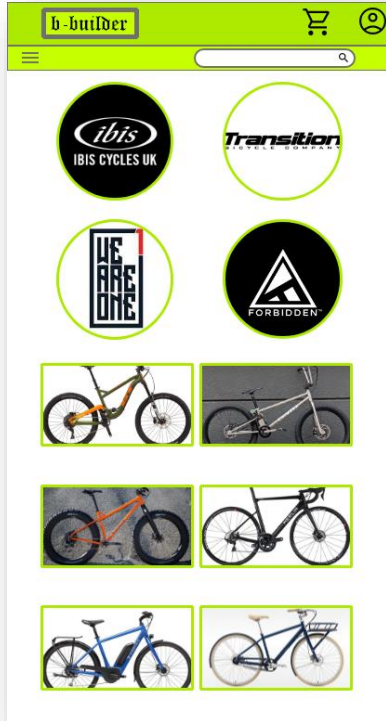
After usability study



Mockups: Original screen size

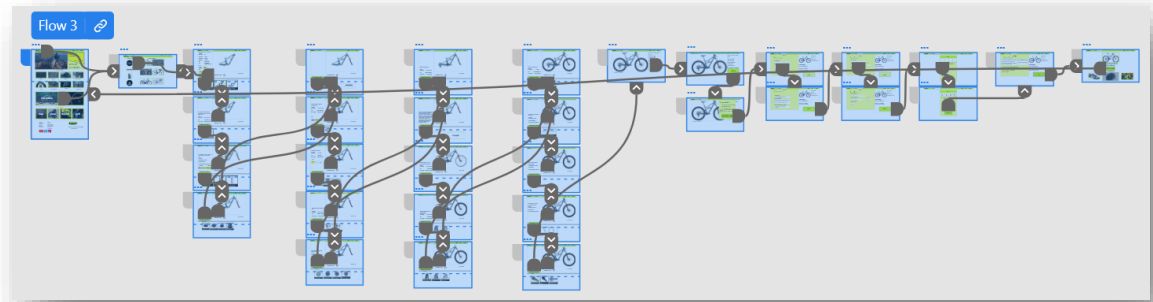


Mockups: Screen size variations



High-fidelity prototype

[my hi-fi prototype followed the same user flow as the lo-fi prototype and include the design changes made after the usability study as well as several changes suggested by a member of my team.]



View: [b-builder website high-fidelity prototype](#)

Accessibility considerations

1

users need OTP and expiry date of the card of secure payments

2

users need dates of arriving and tracking id of the shipping goods.

3

user needs country codes in the contact details

Accessibility considerations

4

users need to understand
the logos by reading or
hints

5

users need all important
buttons to be upper side
and directions to scroll

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up usability testing on the new website

.

2

Identify any additional areas of need and ideate new features

.

Let's connect!



Thank you for reviewing my work on the b-builder website!

If you'd like to see more or would like to get in touch, my contact information is provided below:

Email: devrajmestry752@gmail.com