

Ride in the city

Yazan Sharawi

Project overview



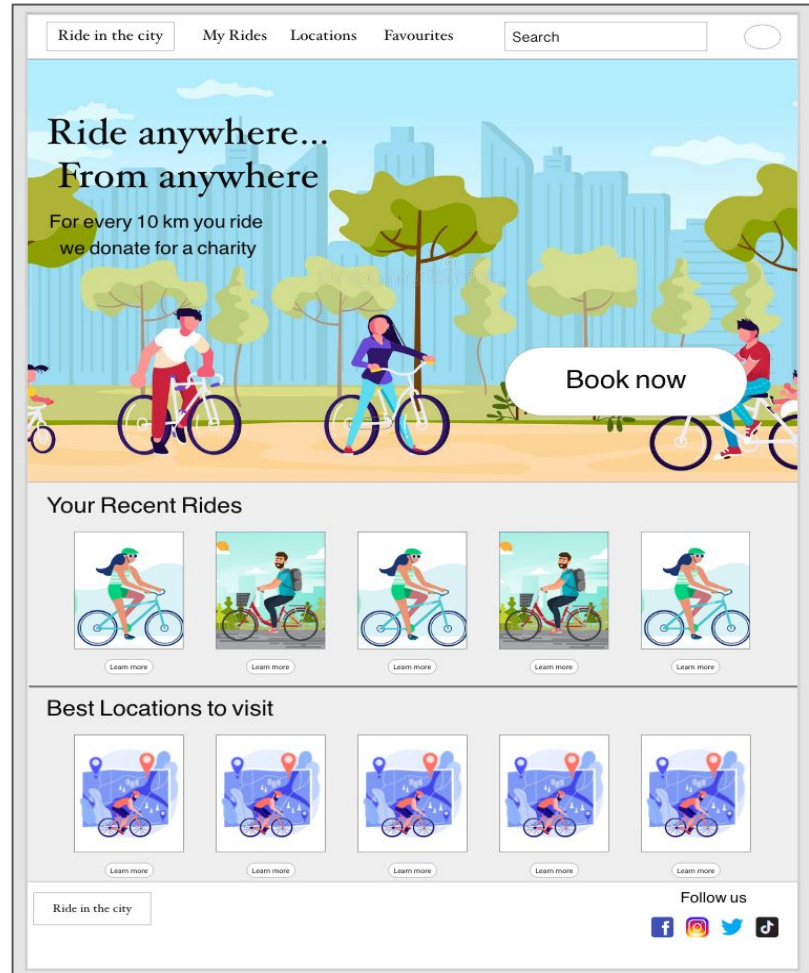
Project Vision:

Giving back to your community is one of the best things a person can do, so here I am trying to give me to my community.



Project duration:

2021 (Mar - Jun)



Project overview



The problem:

I want to show the world my beloved country and give back to my community at the same time and with the website, I think I can do that.



The goal:

The goal is to show the world my beloved country and give back to my community.

Project overview



My role:

UX designer, visuals, researcher.



Responsibilities:

Designing the website.

Understanding the user

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

User research: summary



During the design phase, I wanted to make sure that the website is simple and easy to use, and to do that I needed to do some usability tests and a couple of surveys to make sure that I am on the right path in this project.

Persona: Lana

Problem statement:

Lana is an HR-Manager at a local company in Amman, Jordan, Lana wants to give back to her beloved community and she needs an easy way to do such a thing.



Lana abdeen

Age:36

Education: Bachelor's Degree

Home town: Amman, Jordan

Family: Engaged

Occupation: HR-Manager

"I like helping people out and give back to my community "

Goals

- Help many people as possible.
- Save Time.

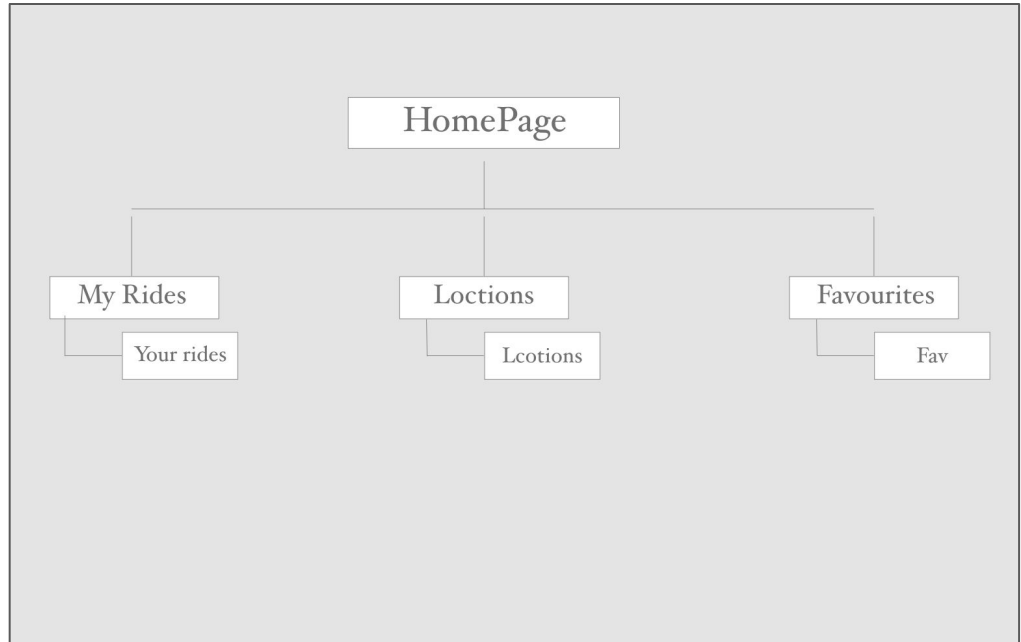
Frustrated

- can't have enough time.

Lana is an HR-manager at a local company in Amman, Jordan, Lana loves giving back to her community as her dad is originally from palestine, so she loves this community for the support they provided for her family, Lana wants to help out, but the lack of time is the biggest obstacle for her and she hopes by using this application, it will help her out.

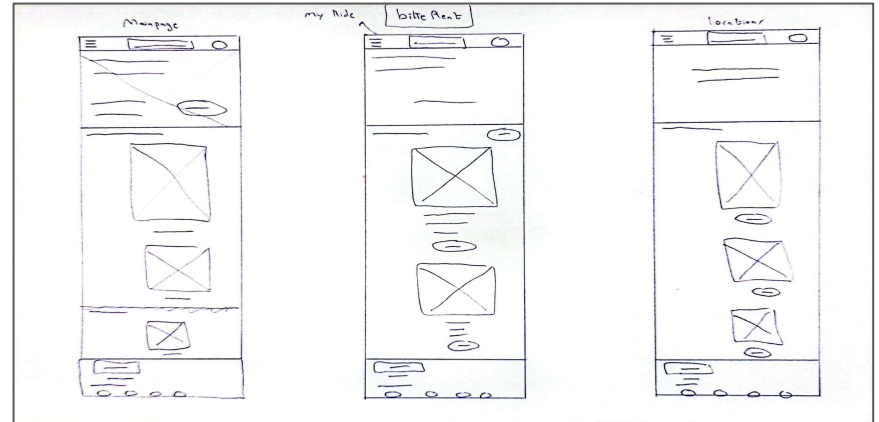
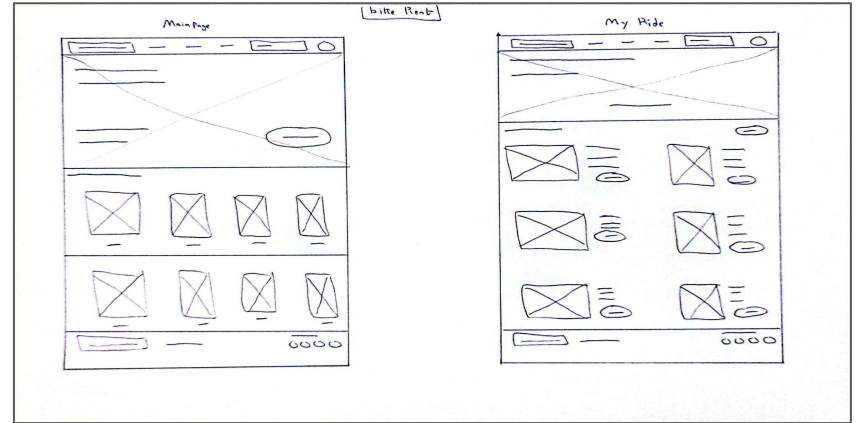
Sitemap

Here you can see the Sitemap for My Portfolio.



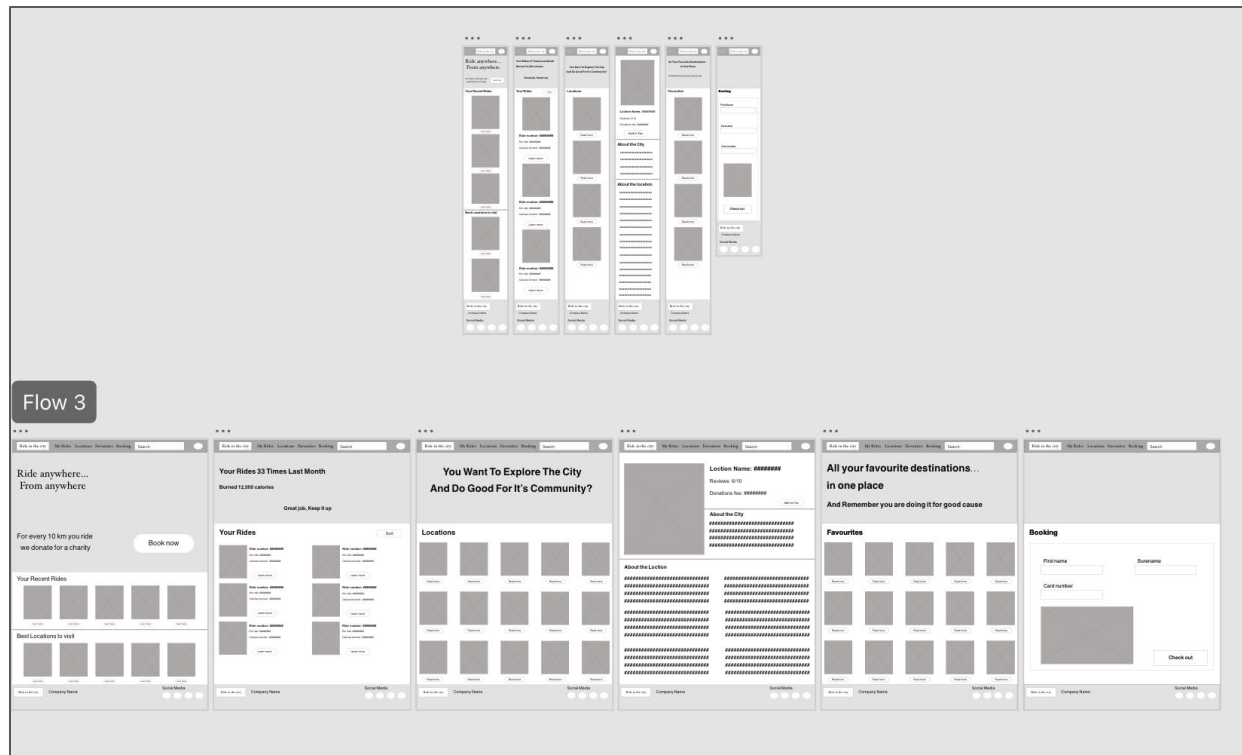
Paper wireframes

Here you can see the paper wireframes, it's always good to start with them as they can really show how the design would look like.



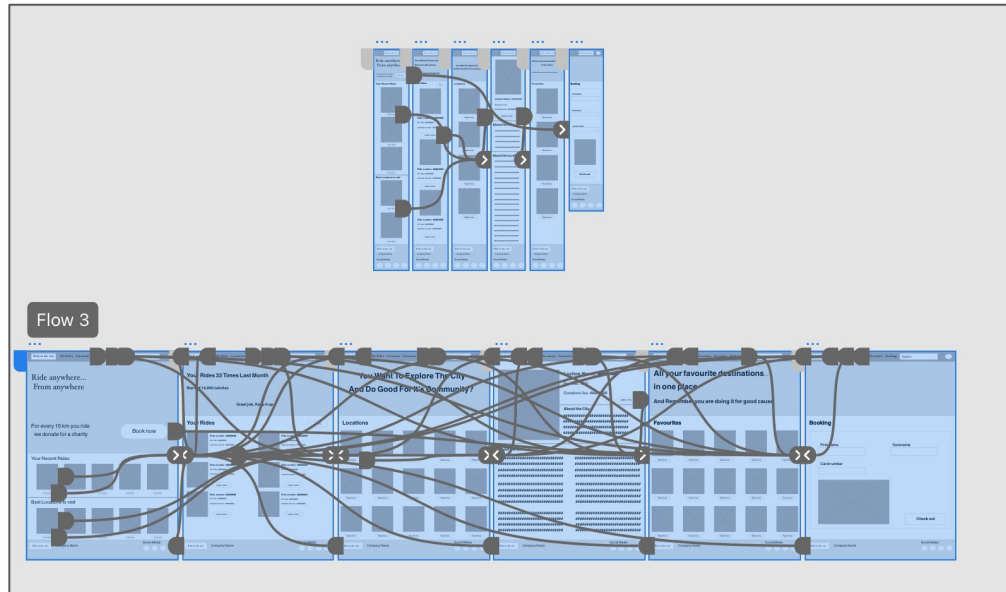
Digital wireframes

Here you can see the digital wireframe, in this phase, the first glimpse of the project starts to appear.



Low-fidelity prototype

The prototype phase is, my favorite, as it shows how the final product would look like and that's really existing.



Usability study: parameters



Study type:

moderated usability study



Location:

Jordan, face to face



Participants:

7 participants



Length:

15 - 20 minutes

Usability study: findings

Here is what I found:

1

The safety of
payment method

2

Add another
language

2

Great design

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

One of the testers said that he don't trust entering his credit card in the website.

Before usability study

We didn't have
payment
feature

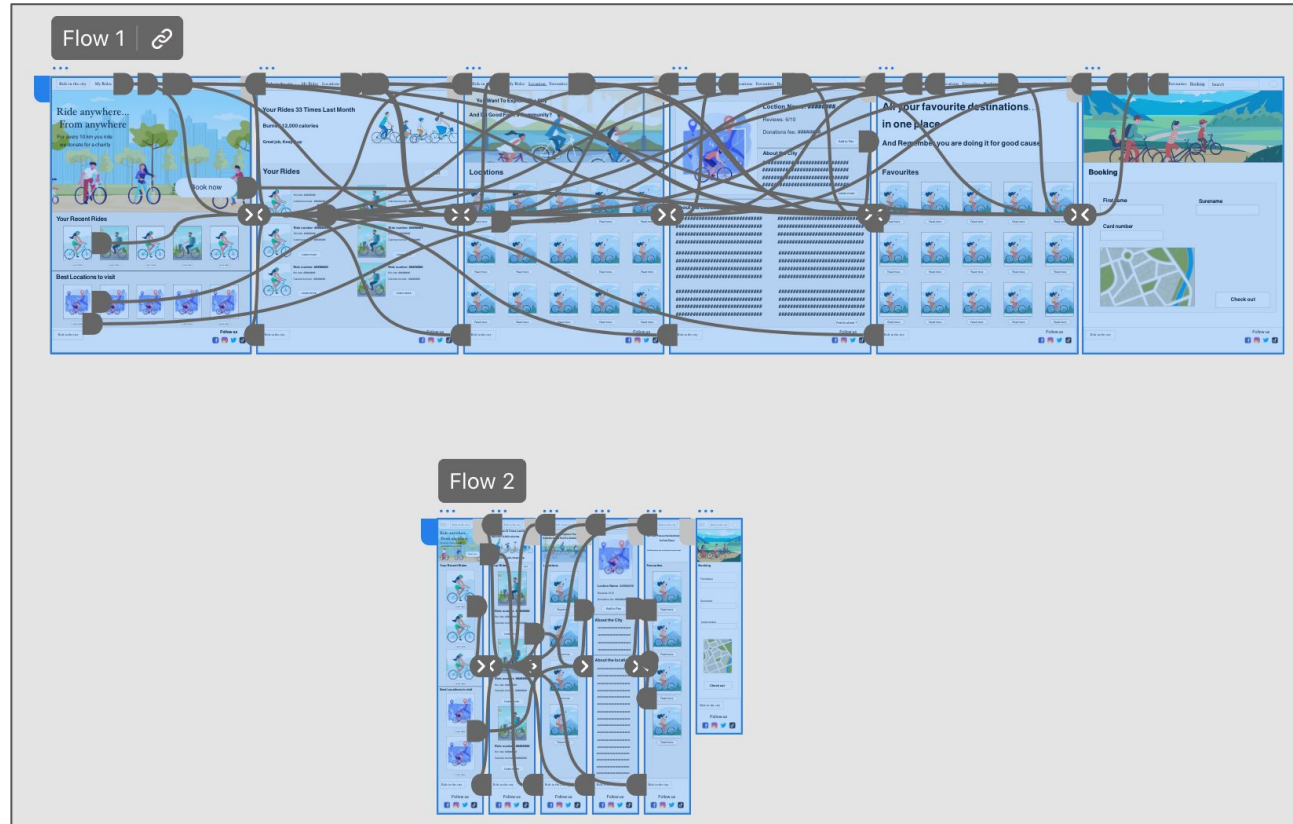


After usability study

The mockup shows a website interface for a cycling service. At the top, there is a navigation bar with links for 'Ride in the city', 'My Rides', 'Locations', 'Favourites', 'Booking', and a search box. Below the navigation is a large illustration of four people riding bicycles on a path through a scenic landscape with mountains and a river. The main content area is titled 'Booking' and contains a form with the following fields: 'First name', 'Surname', and 'Card number'. Below the form is a map showing a street layout with a green circle indicating a location. A 'Check out' button is positioned at the bottom right of the form. At the bottom of the page, there is a footer with the text 'Ride in the city' and social media icons for Facebook, Instagram, Twitter, and YouTube.

High-fidelity prototype

This the final design I decided to take with the help of my peers.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I think will be huge as this website will allow people either they were from the community or tourists, it will help them know about the city and help it.



What I learned:

I learned a lot from this project, maybe the most important thing is that you always have to give back always.

Next steps

1

Spread across the country.

2

Include some accessibility functions to make sure all people can see my work.

Let's connect!



Thank you for your time reviewing my work If you'd like to see more or get in touch, my contact information is provided below.

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