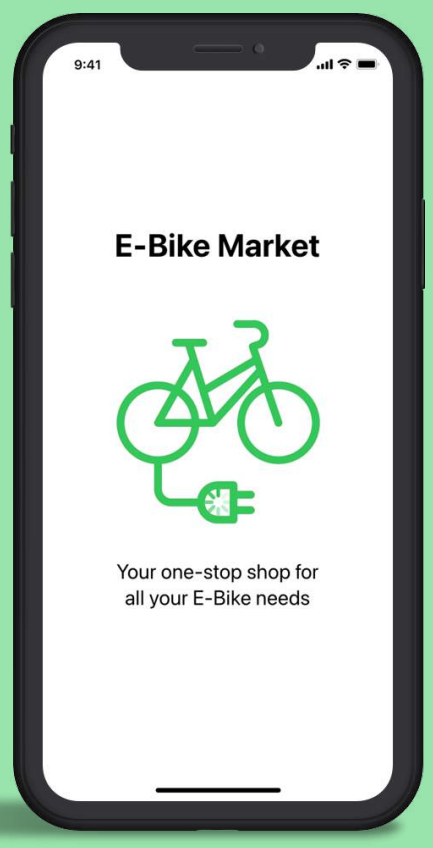
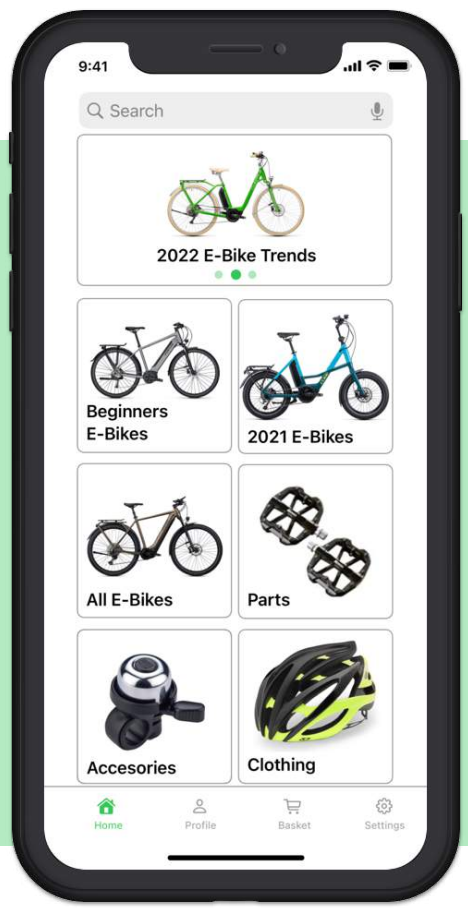
Cities are transforming as electric bikes sales skyrocket.



Purchase an electric bike today and join the future of transportation.

The Project:

An online store app dedicated to selling electric bikes, parts, accesories, and clothing.



The Idea

E-Bike Market is a student project for an online retail store. As an electric bike owner I saw the need for an app that is solely dedicated to selling electric bikes, parts, accesories, and clothing.

Electric bikes can only be purchased directly through their manufacturers or in sporting goods stores.

The look and feel of the app will be clean and simple while providing

Competitors

Extensive research showed that there are only two app stores that sell electric bikes.

R-2 Bike and Wiggle, both of these stores are major sporting goods stores and do not offer an extensive product catalog for electric bikes.

These stores require a lot of steps to reach their electric bike sections making the shopping experience long and tedious. These stores do not focus on the benefits e-bikes have on the

Objective

The objective of E-Bike Market is to provide the user with a simple, quick, and minimalist shopping experience.

A complete E-bike product catalog, featuring the latest electric bikes. Customers who are new to e-bikes will have a section dedicated to the best e-bikes availble for beginners.

Returning customers will enjoy being able to find parts and accesories for their e-bikes based on brand and their the user with the necessary tools for a quick check-out experience.

environment or the customer. This will be a very important feature duirng the onboarding process for new users.

budget needs.

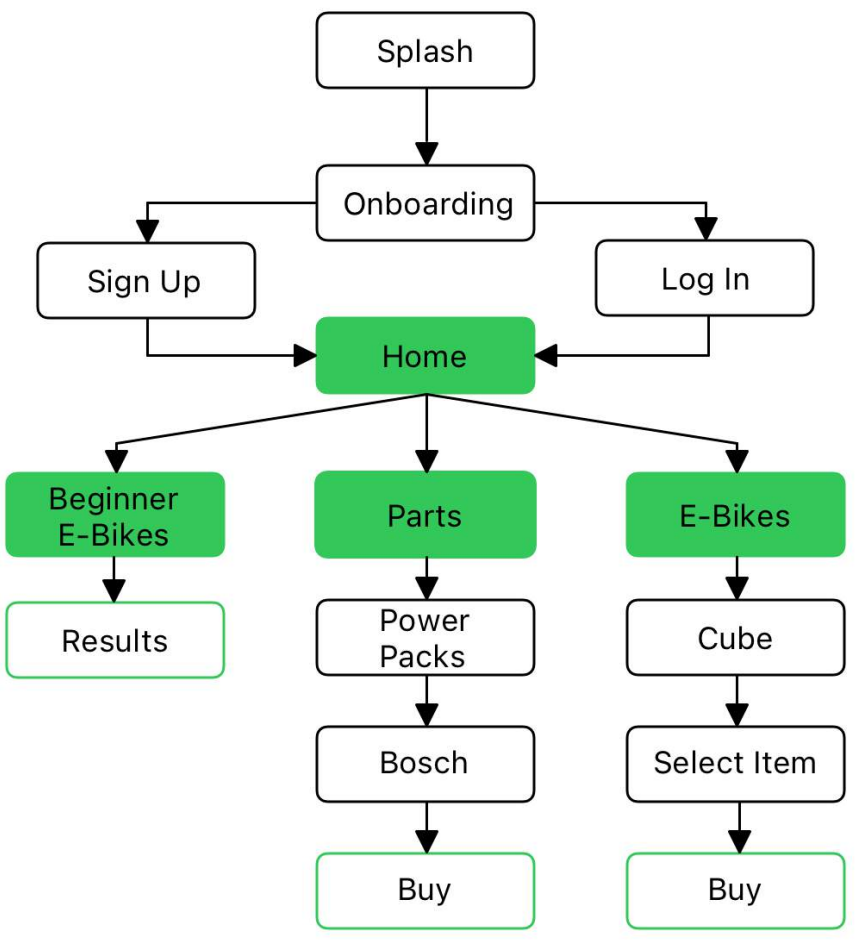
User Stories

The user stories are based on 3 types of user personas. The new customer and two returning customers.

1. As a new customer I'd like to see e-bikes for beginners.
2. As a user I would like to buy a Power Pack for my e-bike.
3. As a user I would like to buy a Cube Mountain e-bike.

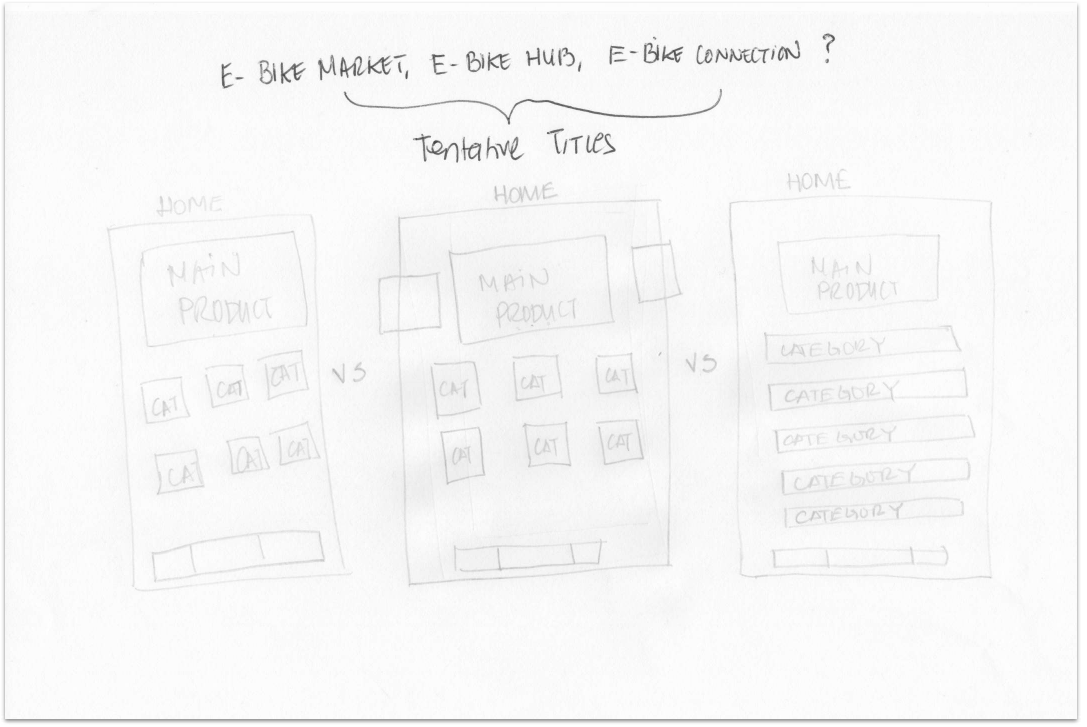
User Flow Diagram

The User Flow Diagram shows the journey a new customer and a returning customer must do in order to accomplish their goal.

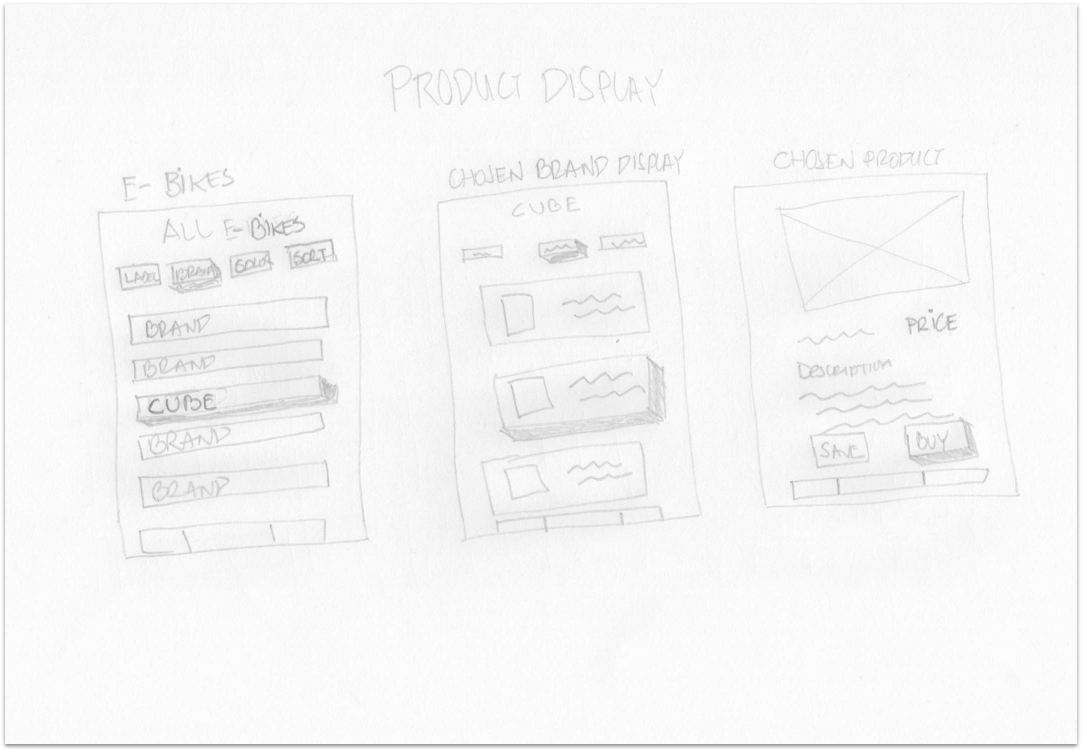


The Design Process

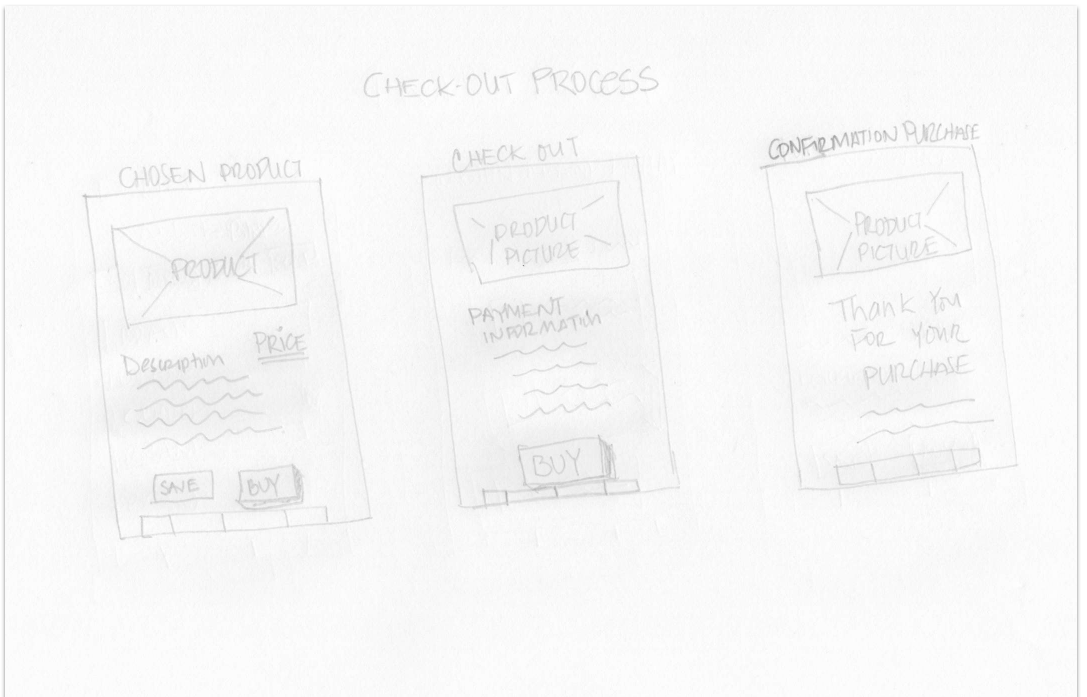
The design process's main objective was to offer the user the shortest way to achieve their goal.
The HOME page needed to have the main features available at a first glance. The same thought was applied to the process of searching for parts or a specific e-bike brand, minimizing the use of the search function.



Three HOME versions were designed offering different options as to how the user could accomplish their goal.



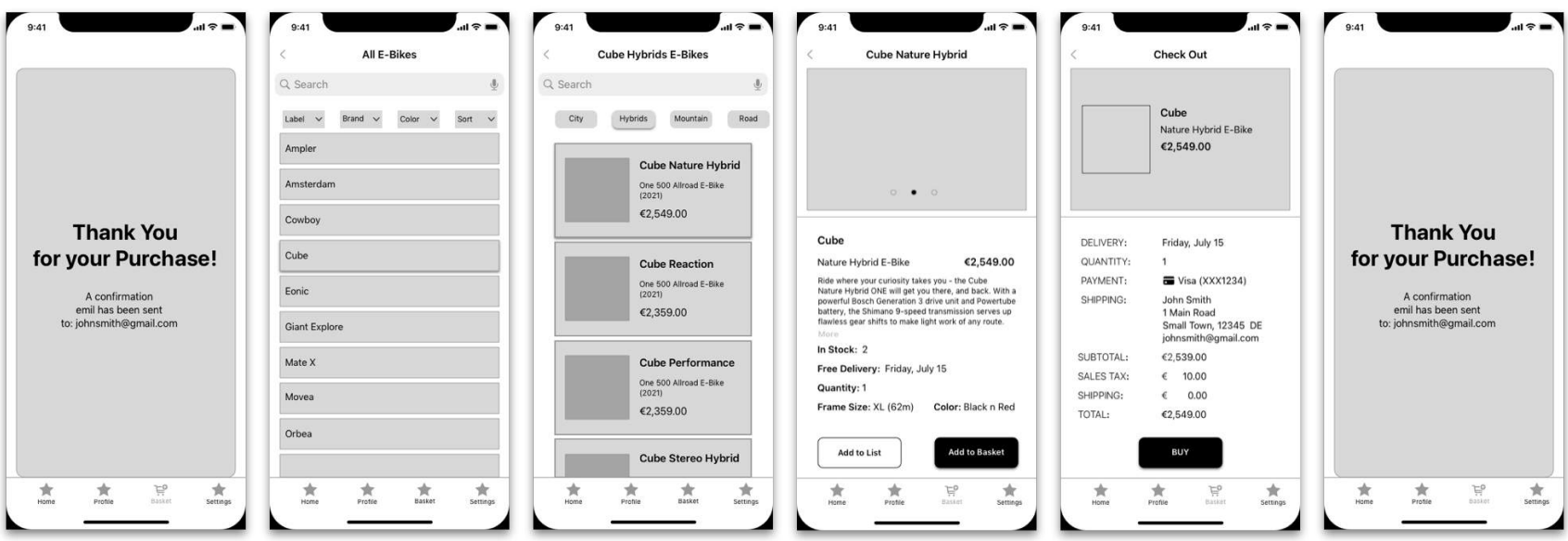
For the product display, drop-down menu filters were designed to expedite the users search process.



The check-out process also needed to be fast and easy. The user just needs to input the method payment and wait for confirmation.

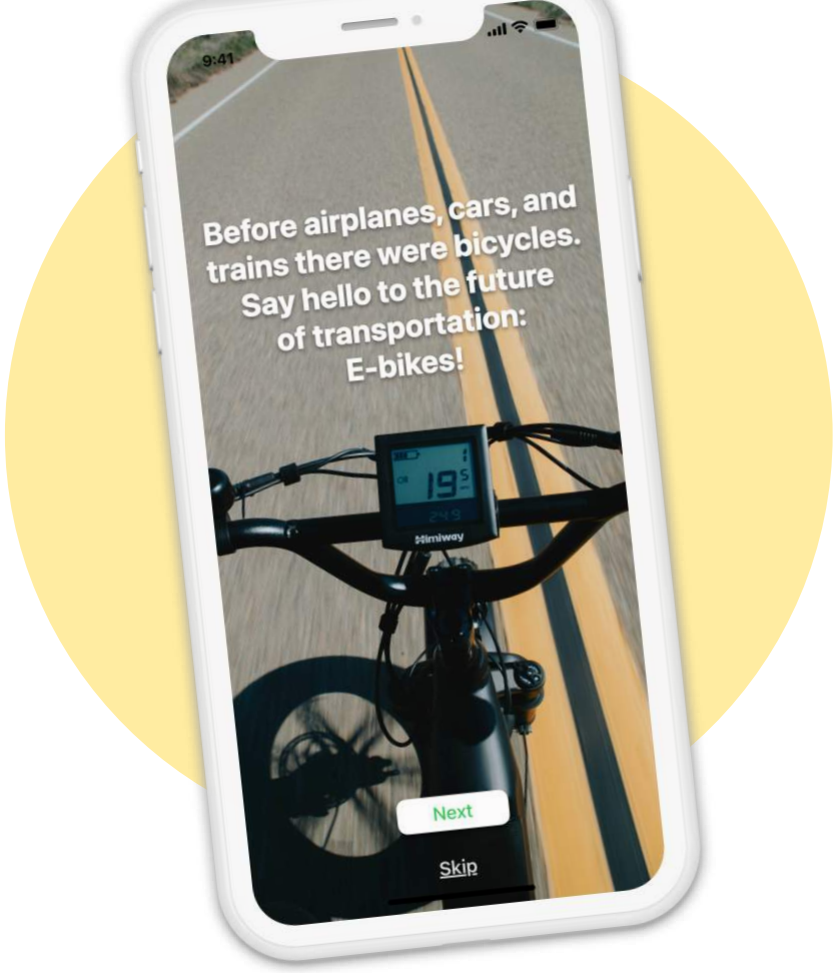
Wireframes

These mid-fidelity wireframes illustrate the design process shown above.

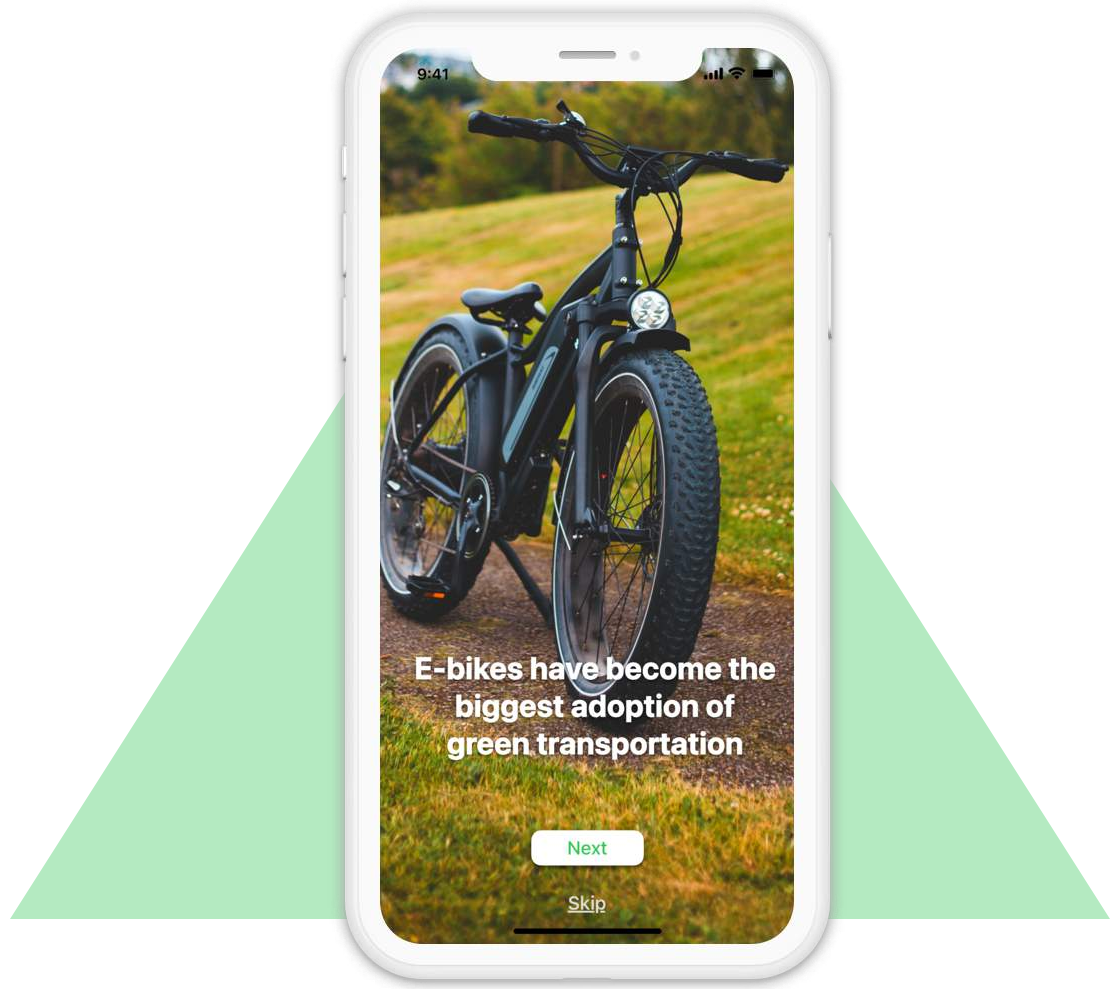


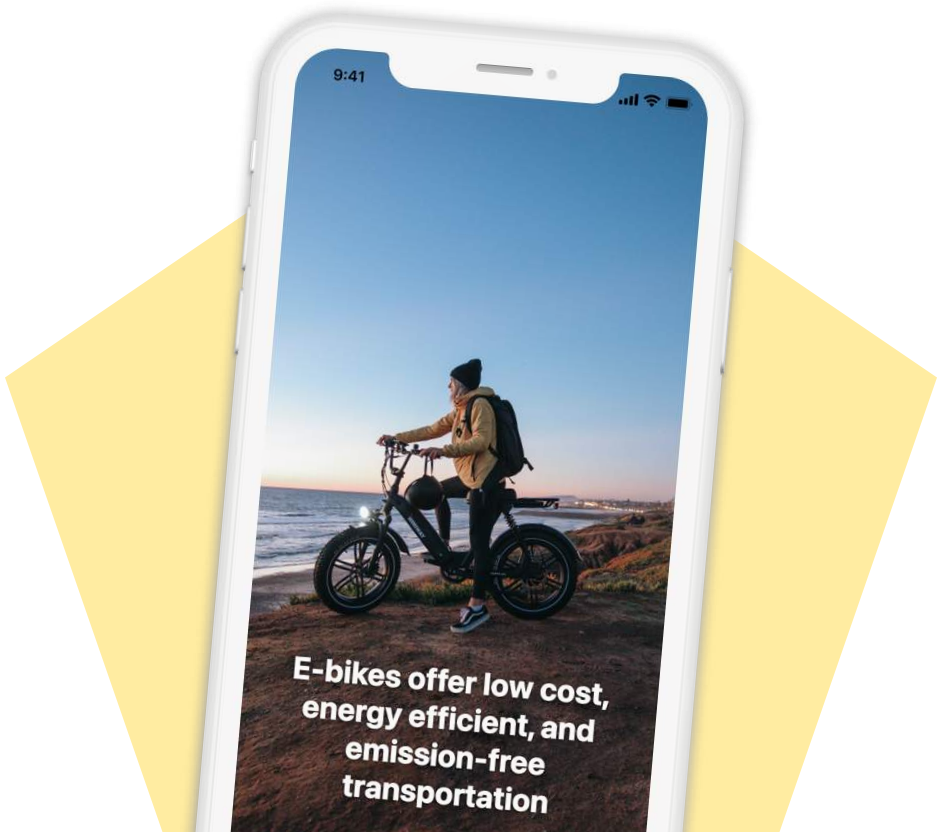
"A bycicle ride around the world begins
with a single pedal stroke" Scott Stoll

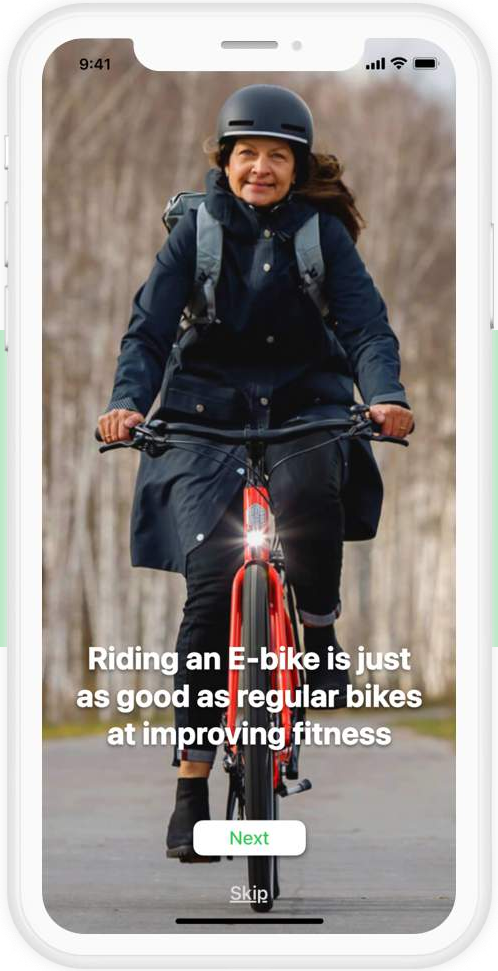
Onboarding

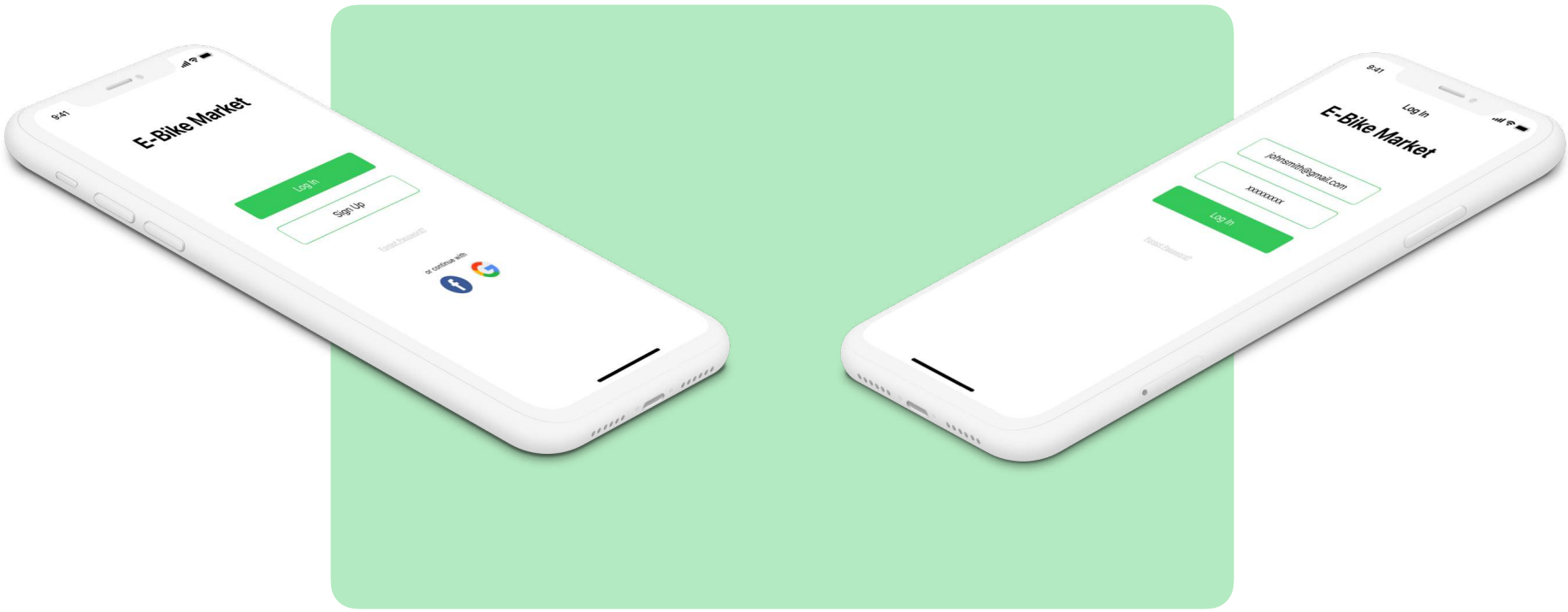


For first time users the onboarding process illustrates the brands focus on green energy and the benefits of an e-bike.

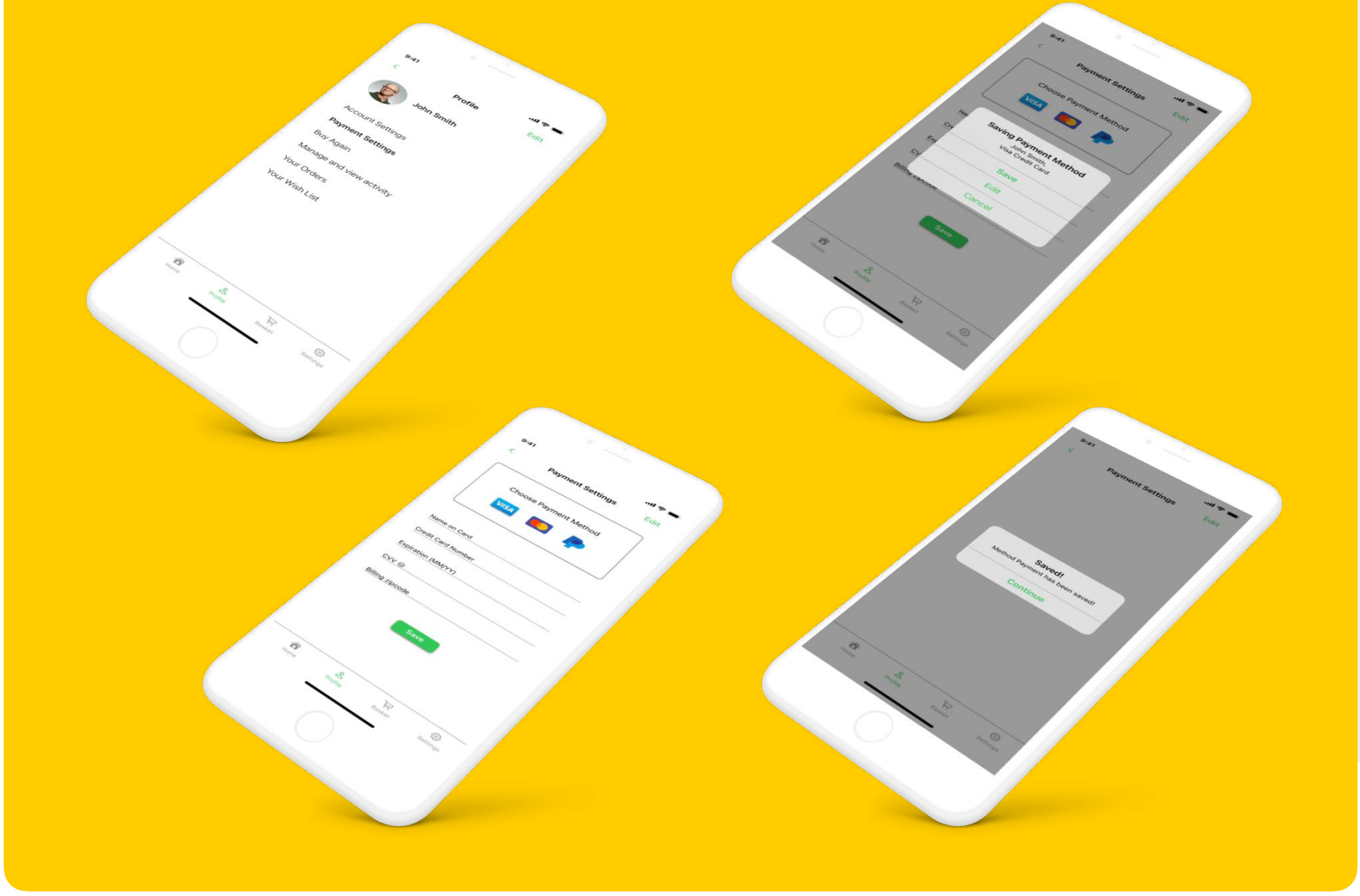


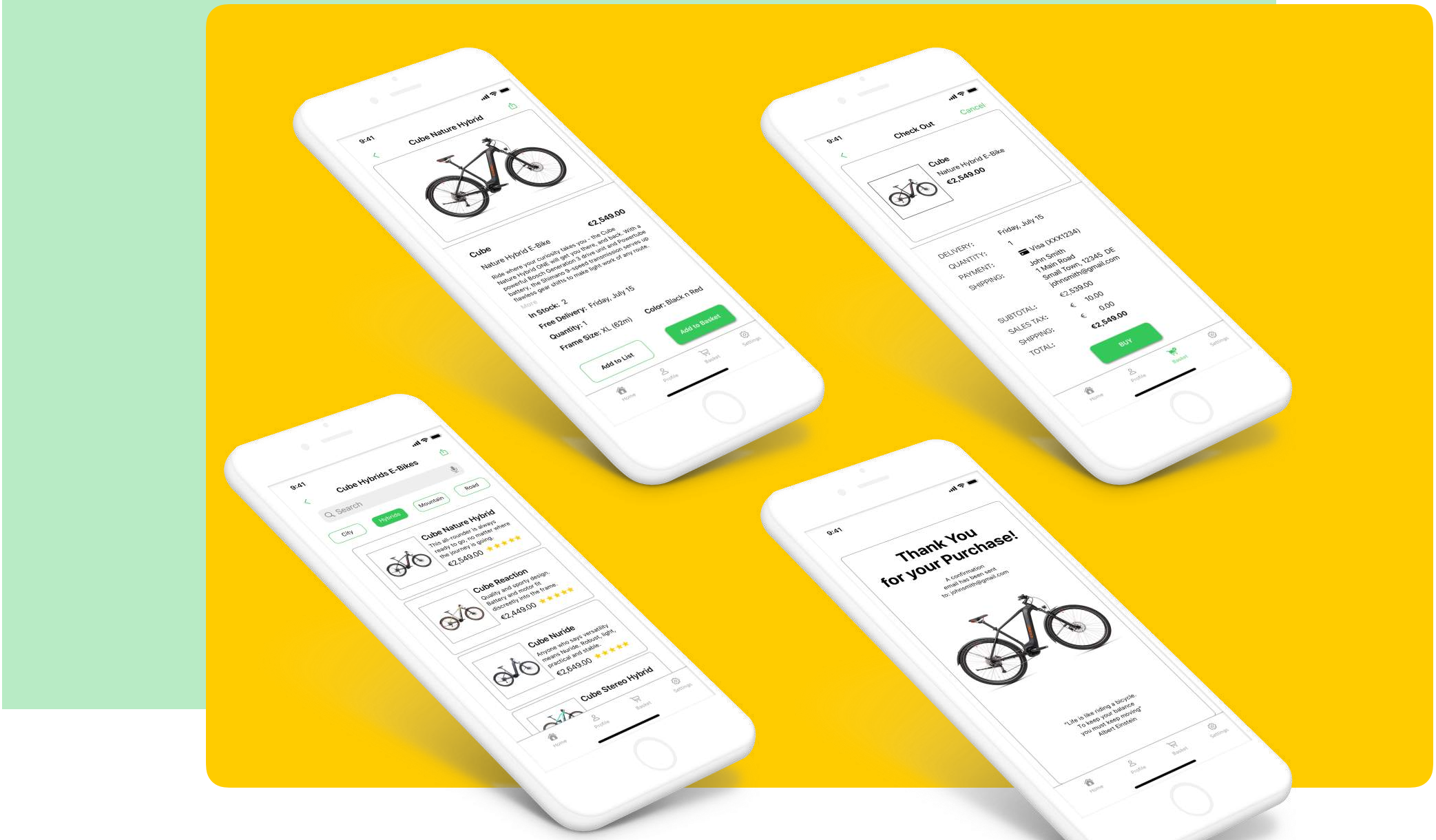




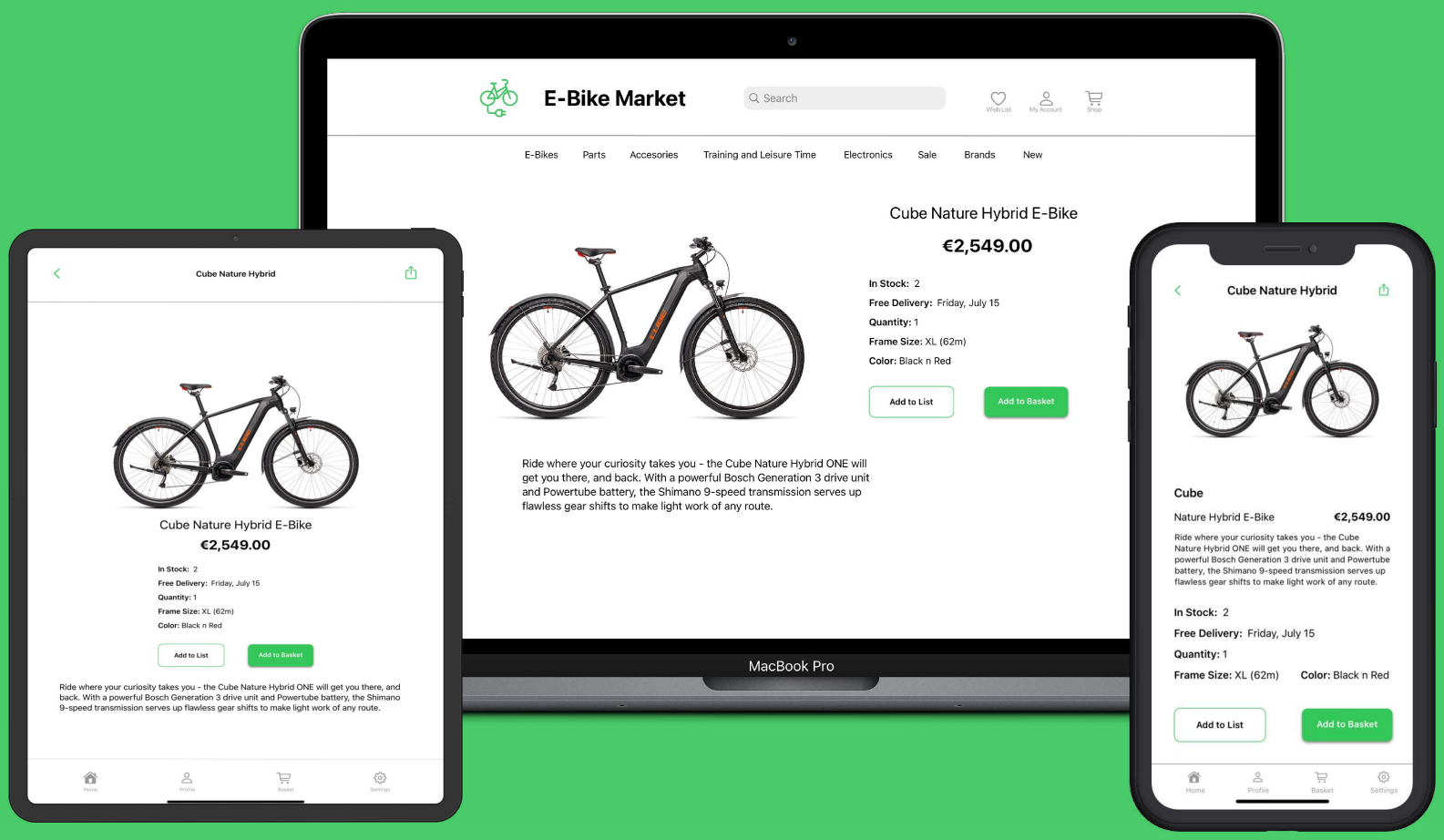


E-Bike Market provides an easy and secure purchase experience for its customers.


Profile
John Smith
Edit
Account Settings
Payment Settings
Buy Again
Manage and view activity
Your Orders
Your Wish List
Payment Settings
Choose Payment Method
Edit
Saving Payment Method
Save
Edit
Cancel
Save
Payment Settings
Choose Payment Method
Edit
Name on Card
Credit Card Number
Expiration (MM/YY)
CVV
Billing zipcode
Save
Payment Settings
Edit
Saved!
Method Payment has been saved!
Continue


Cube Nature Hybrid
€2.549,00
Cube
Nature Hybrid E-Bike
In Stock: 2
Free Delivery: Friday, July 15
Quantity: 1
Frame Size: XL (62m)
Color: Black n Red
Add to Basket
Add to List
Check Out
Cancel
Cube
Nature Hybrid E-Bike
€2.549,00
DELIVERY: Friday, July 15
QUANTITY: 1
PAYMENT: Visa (XXX1234)
SHIPPING: John Smith
1 Main Road
Small Town, 12345 DE
johnsmith@gmail.com
SUBTOTAL: €2.539,00
SALES TAX: € 10,00
SHIPPING: € 0,00
TOTAL: €2.549,00
BUY
Cube Hybrids E-Bikes
Search
City
Hybrids
Mountain
Road
Cube Nature Hybrid
€2.549,00
Cube Reaction
€2.449,00
Cube Nuride
€2.649,00
Cube Stereo Hybrid
Thank You
for your Purchase!
A confirmation
email has been sent
to: johnsmith@gmail.com
"Life is like riding a bicycle.
To keep your balance
you must keep moving"
Albert Einstein

Responsive Web Design



Style Guide

Typography

The typeface chosen for E-Bike Market is SF Pro Display Display and SF Pro Text. This sans-serif typeface is the system font for iOS, iPad OS and mac OS. This typeface was chosen with the idea that E-Bike Market would be a native iOS app.

Aa
SF Pro Display, Bold
Heading

Aa
SF Pro Text, Semibold

Subheading

Aa
SF Pro Text, Medium
Subheading 1

Aa
SF Pro Text, Regular
Body Text

Aa
SF Pro Text, Light
Subheading 2

Color Palette

The colors chosen for E-Bike Market are green, yellow, and grey. Green represents rebirth, renewal and is the main color associated with renewable energy. Yellow, represents optimisim and joy. Two shades of grey are used as secondary colors, black for type, and white as background.

HEX: #34C759

HEX: #FFCC00

HEX: #979797

HEX: #999999

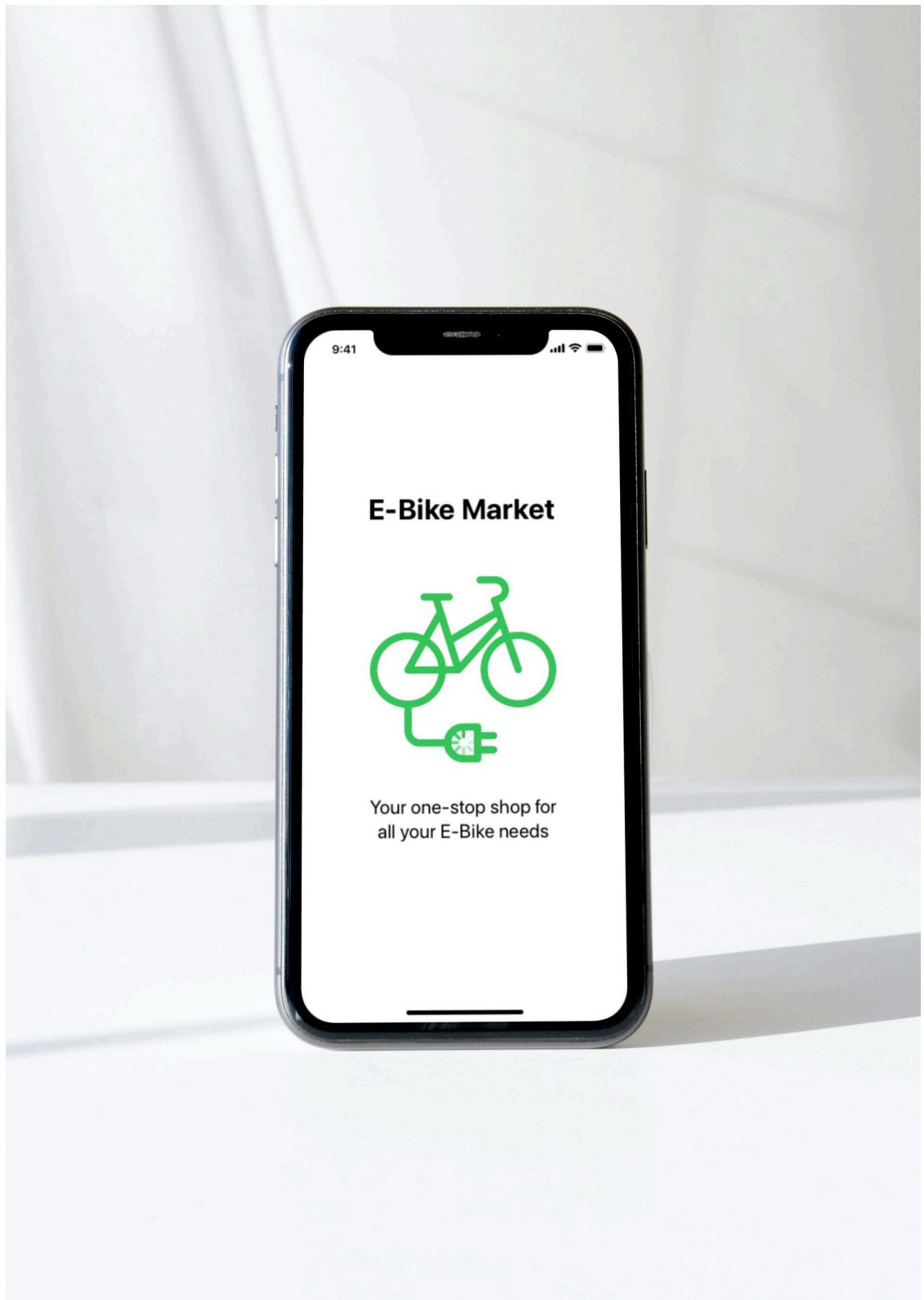
HEX: #000000

HEX: #FFFFFF

Iconography

E-Bike Market uses 4 basic icons. Home, Profile, Basket and Settings.
An electric bike icon is used on the Splash page.

Photography



Thank You For Watching!