



eCycle

Overview

The eCycle app is an ebike sharing system that allows users within Toronto an alternative means to walking around the city. The app allows users to quickly find an ebike sharing station and easily obtain an ebike for travel. The app has several features to give users the quickest and most convenient experience for ebike sharing in Toronto.

Problem

Traffic within the downtown core of Toronto is very heavy slowing down travel times making everyone frustrated. Even public transit, such as buses and subways, require spending time waiting either at a kiosk to get their tickets and waiting for the vehicle itself – slowing down your trip and only bringing you to the area not where you exactly need or want to go. Walking is also a time consuming and, depending on distance, exhausting alternative. Some people also do not have the space to park a car or store a bike.

Solution

With the eCycle app users can go further and more quick by finding and renting an ebike instead of waiting for public transit or driving in the cramped downtown streets with their own vehicle. The ebikes from the eCycle app will allow users to get to exactly where they want instead of traveling to an area on the subway and walking slowly on foot afterwards. Finally the eCycle app will show users the nearest ebike station to return the bike and don't have to worry about storing their bike anywhere.



eCycle Competitive Analysis



Has a Map			
Bike quantity information			
Can favourite Docks			
Can Create a Network of Docks			
Bike type information			
Can plan route			
Can rent from app			

Edward Simmions



Age: 22 Years old

Occupation: University Student/Part-time Worker

Status: Single

Location: Toronto, Ontario

Character: The Social Bodybuilder

Bio

Edward is a full time student who is studying to be a Teacher. He currently works part-time to pay for his ability to live alone and in the downtown core of Toronto. He is very sociable and spends time with his friends or at the gym whenever he has free time. He puts a premium on his health, eating healthy and staying active.

Interests

Working Out

Music/concerts

Friends/Socializing

Goals

Get around the downtown area fast and efficiently

Travel While Exercising

Not waste time not knowing where to go

Have a bike to traverse downtown

Frustrations

Public transit is too slow and doesn't take you exactly where you need

Waste time waiting for public transit to arrive

Can't afford a car and no space to store a car or bike

Motivation

Speed



Social



Health



Convenience



Personality

Introvert

Extrovert



Analytical

Creative



Loyal

Fickle



Passive

Active



Proactive

Sociable

Ambitious

Brands



AMERICAN EAGLE
OUTFITTERS



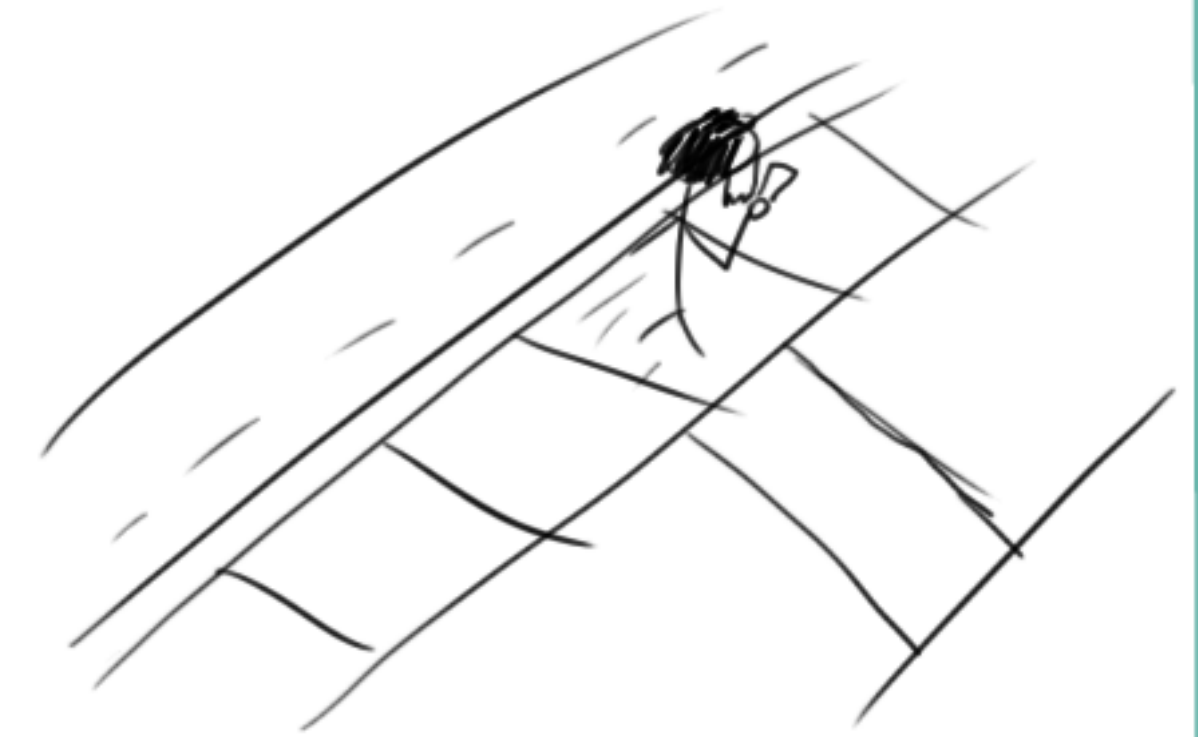
STORYBOARD



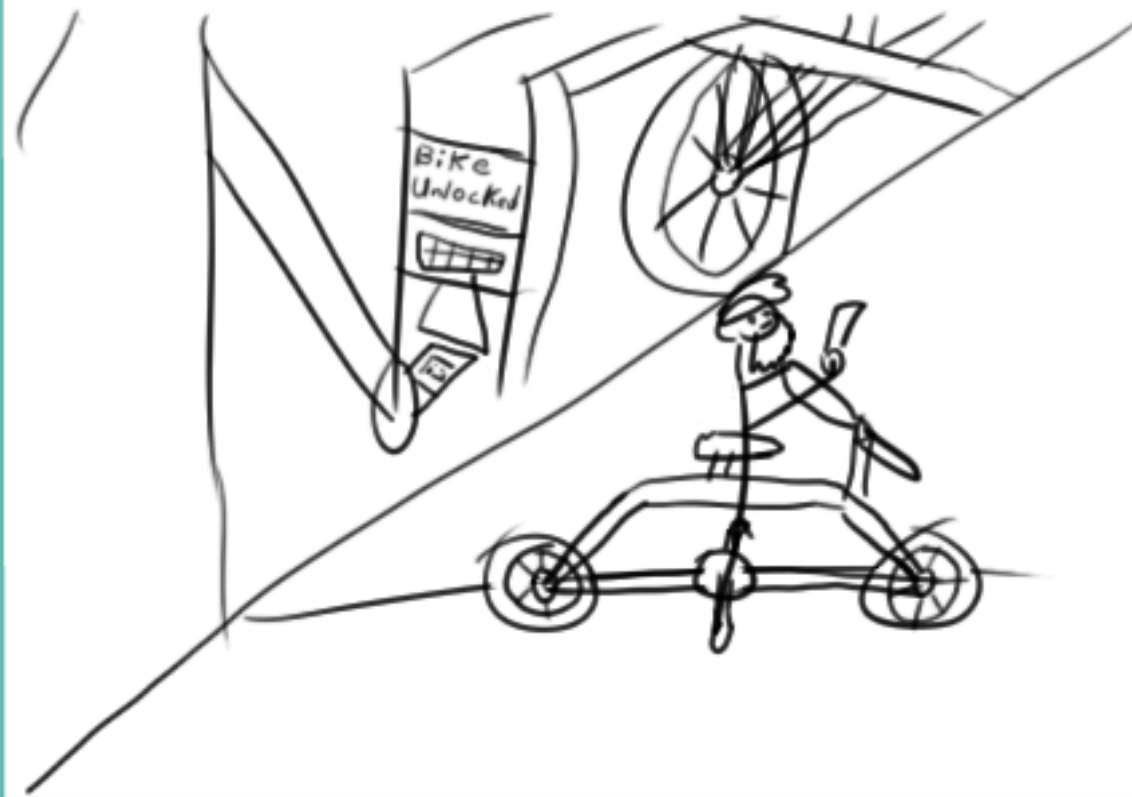
Edward is leaving university and has a very tight schedule and a number of appointments that he has to get to for the remainder of the evening.



He needs as little downtime as possible if he wants to do everything that he wants to do tonight. He remembers he downloaded the eCycle app and looks for the nearest station.



Edward starts walking towards the nearest station, which happens to be on the university campus. He sets up an account and payment details while walking and reserves a bike.



He gets to the station and uses the QR code on the phone to unlock the bike from the station. Before he heads off he plans a route from the app and checks the nearest stations at his destinations.

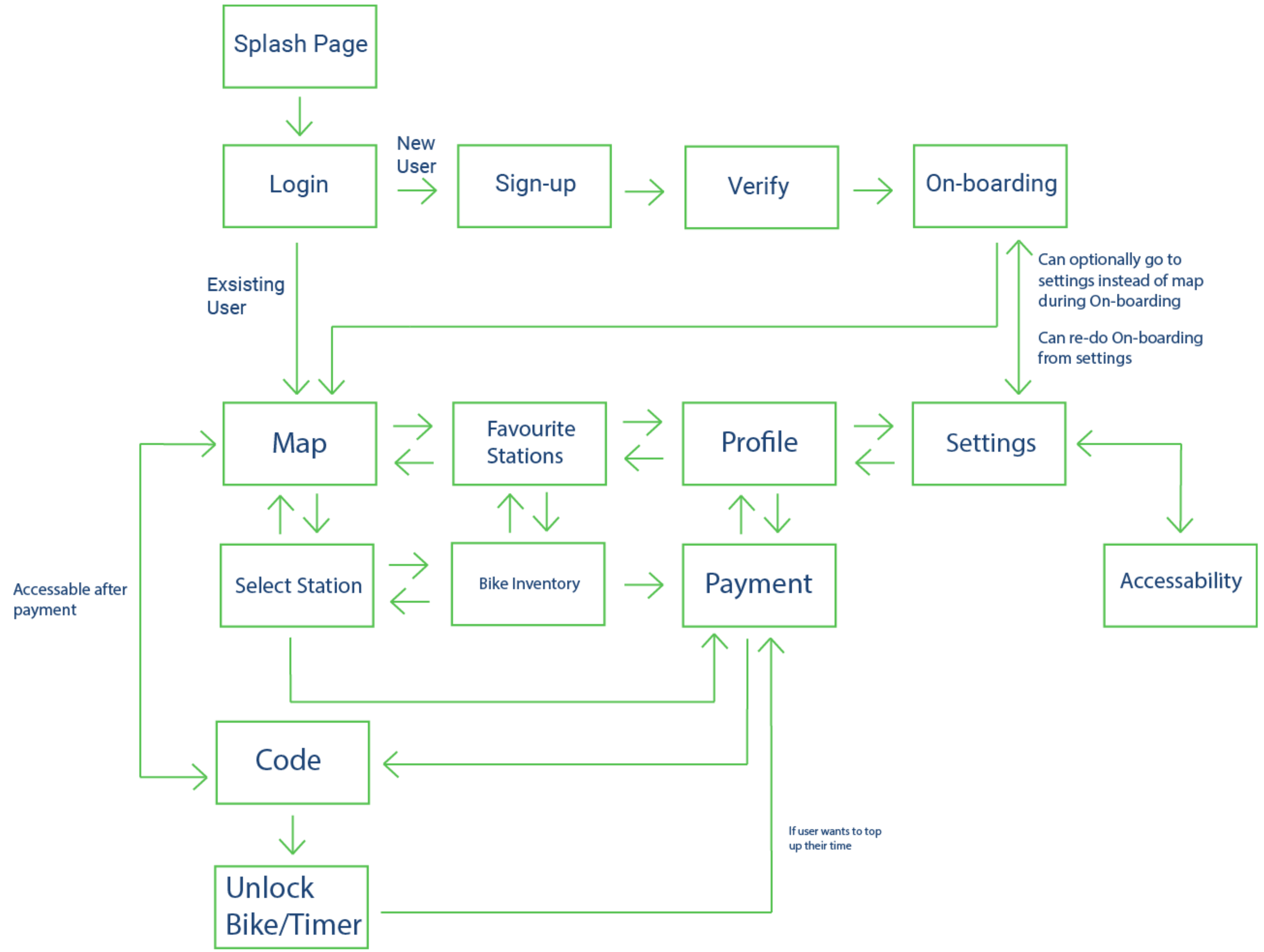


Edward travels around for the night. The app keeps track of how much time is left and if he gets low on time he can top up from the app.



Edward finishes his travels for the night and returns the bike to the nearest station to where he lives. He marks the route down and favourites the stations on the route so he can see their bike inventory quickly.

USER FLOW





Typography

The Typography for eCycle is using the ever consistent Roboto designed by Google for digital applications. For any print applications eCycle is using the elegant Krinkes.

Roboto is a clear and crisp sans-serif font suited for the digital app and any related digital channels.

Krinkes is an elegant cursive looking serif font for any print or physical applications.

Roboto

A B C

D E F G H I J K L M N O P Q R S T U V W X Y Z

Krinkes

A B C D E F G H I J K L M

N O P Q R S T U V X Y Z



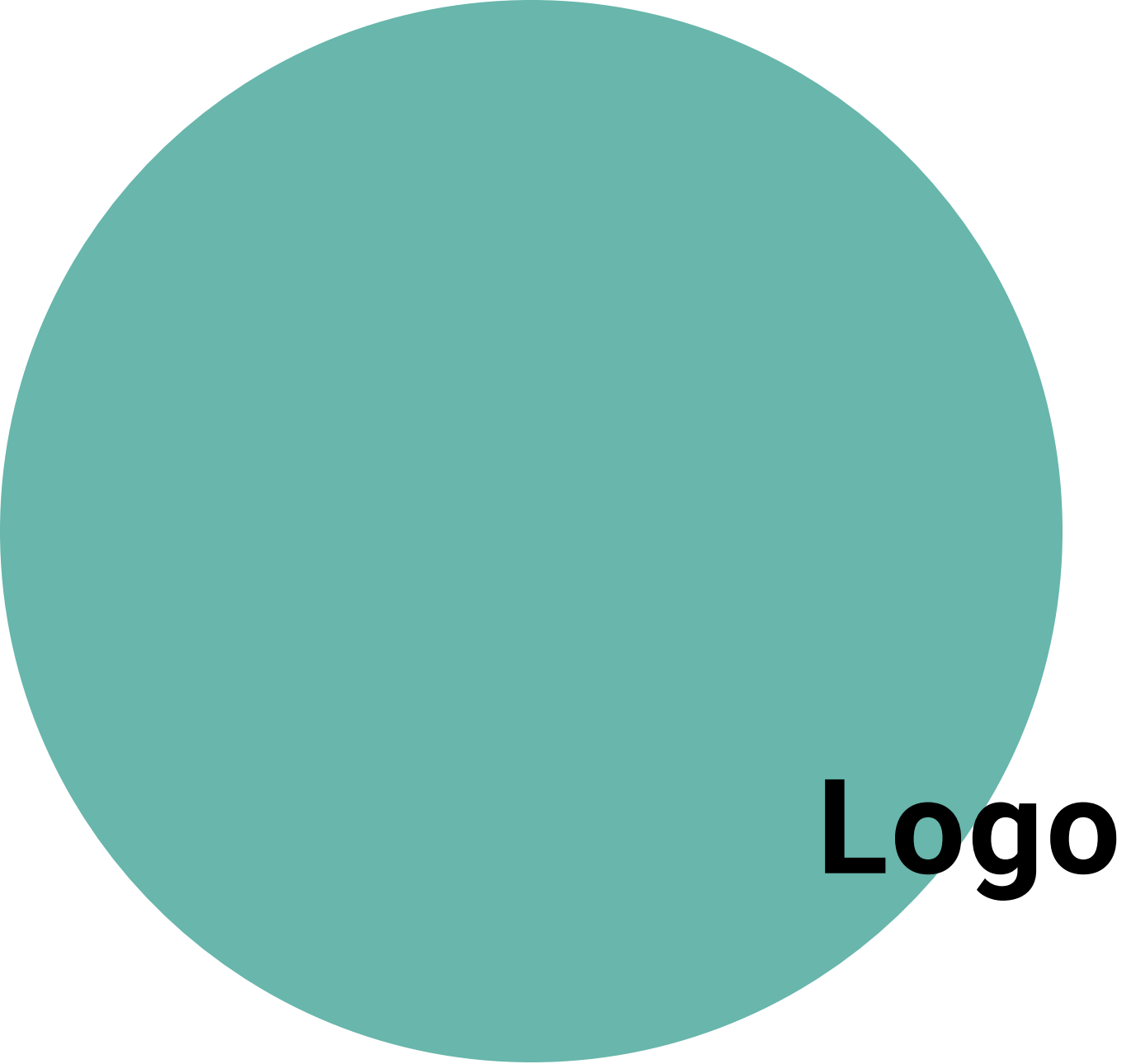
Color Palette

eCycle's color palette consists of 3 adjacent colors. eCycle uses a selection of cold colors ranging from teal to blue to green as they give a more softer and widely approachable feeling. eCycle also makes use of both lighter and darker versions of those colors, however more on the lighter side than the darker.

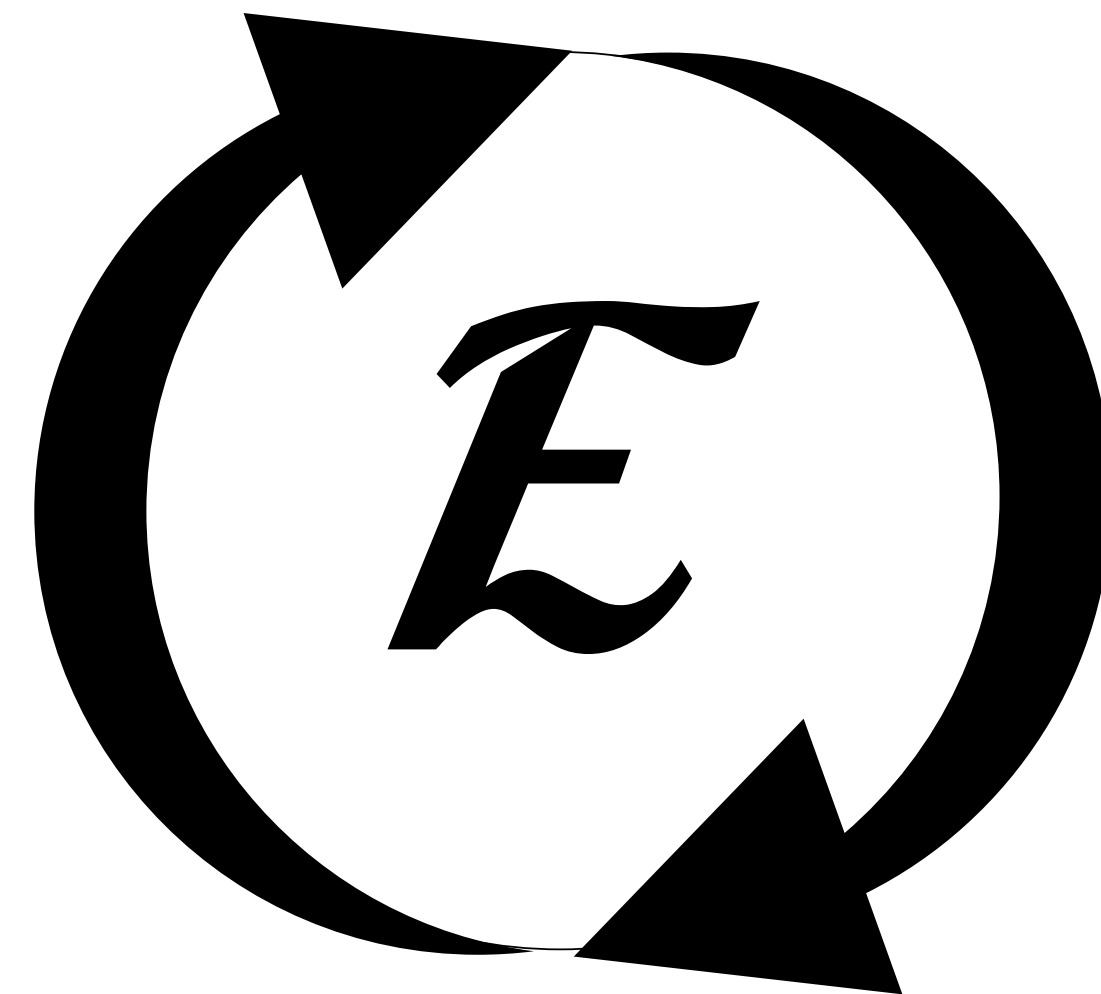
R:104
G:182
B:172
#68b5ab

R:104
G:182
B:172
#7292bb

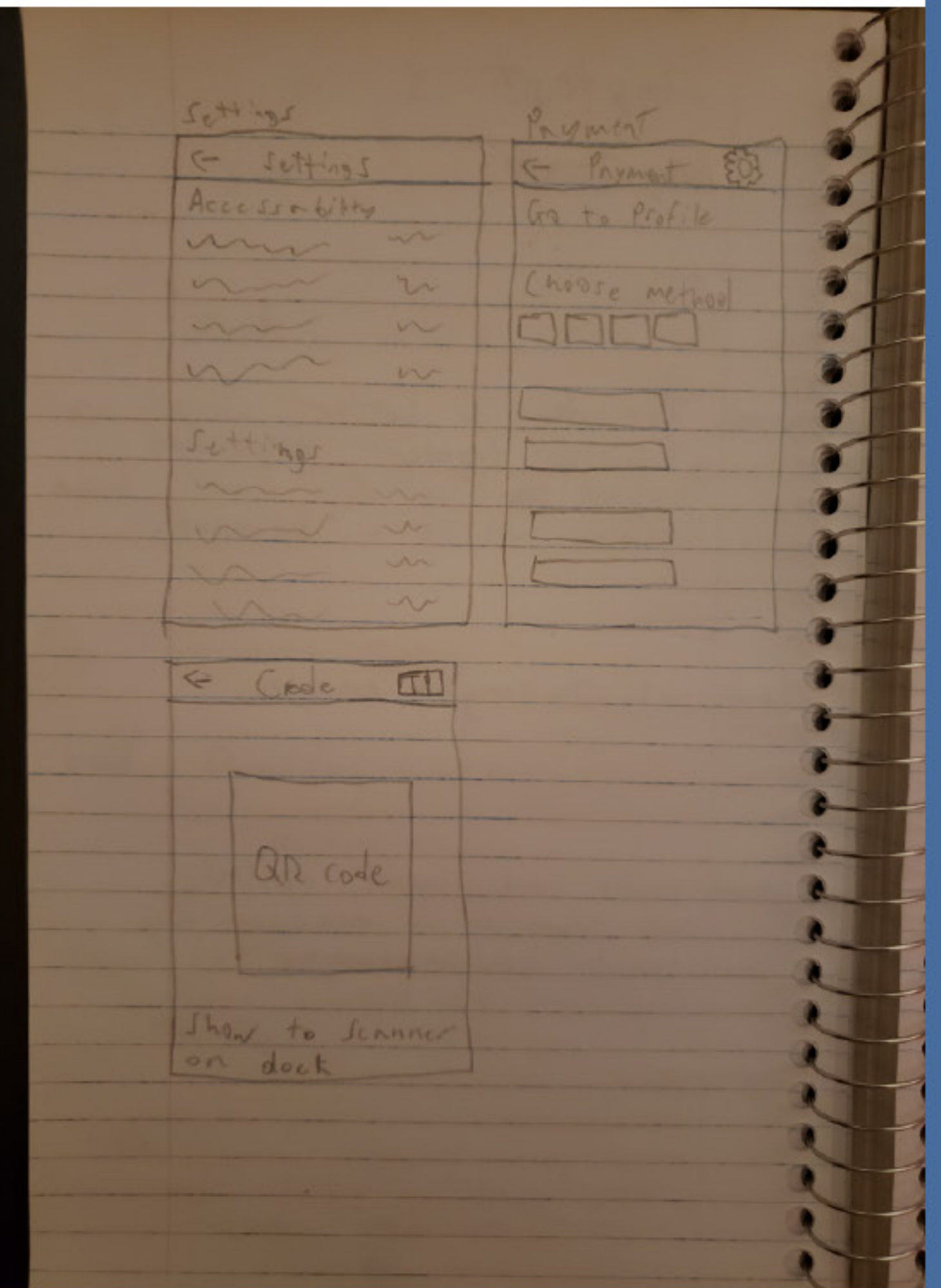
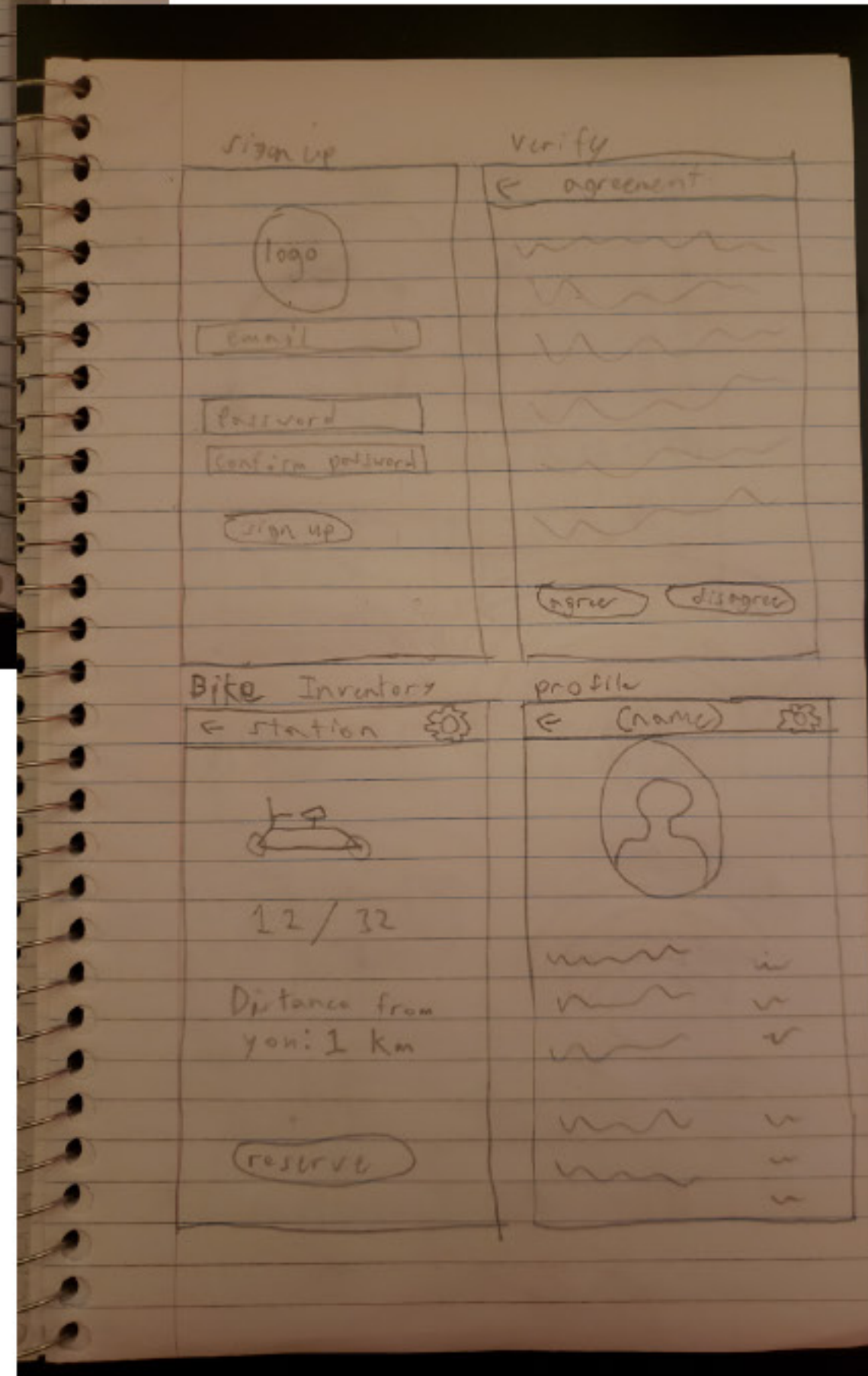
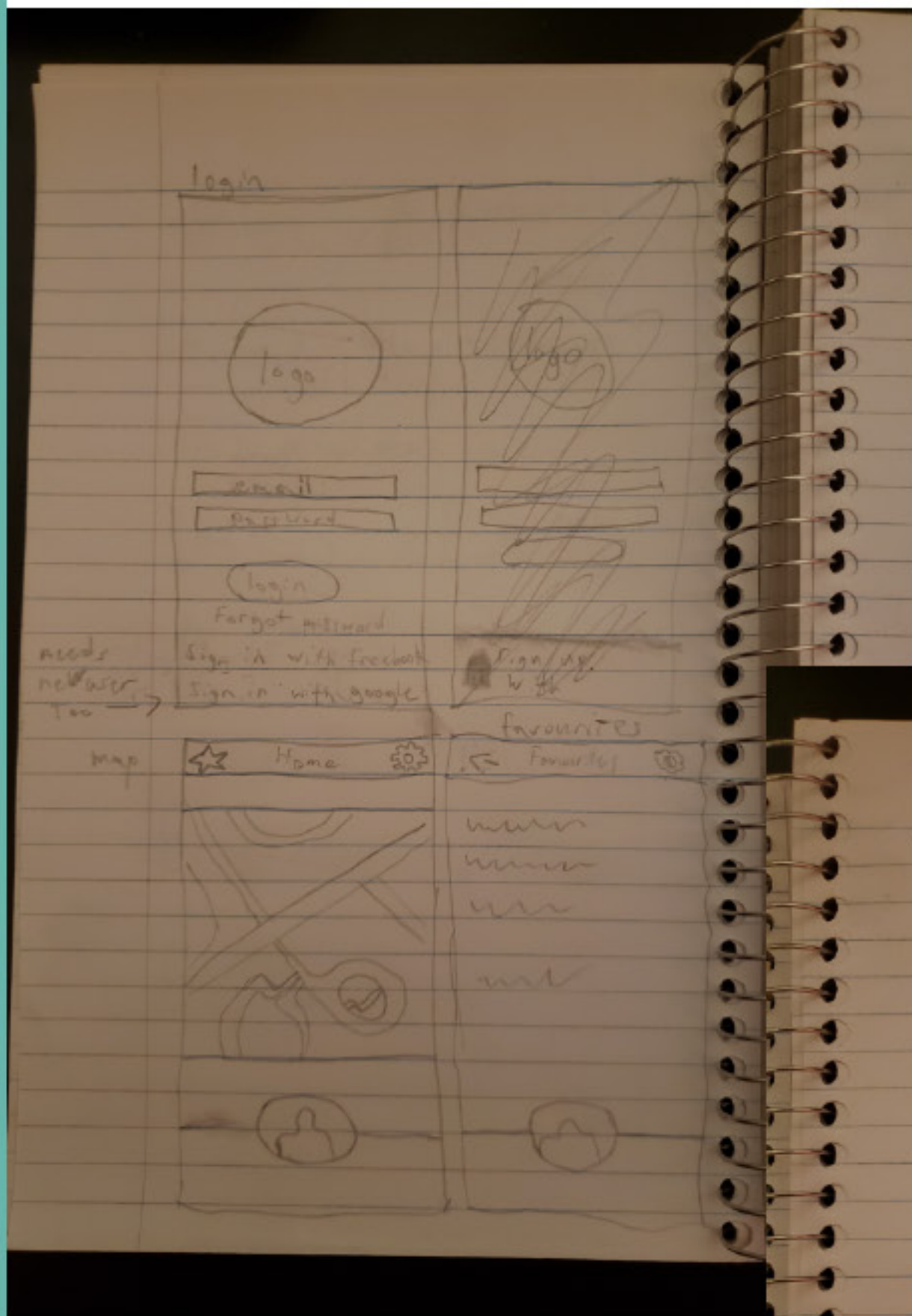
R:104
G:182
B:172
#55c250



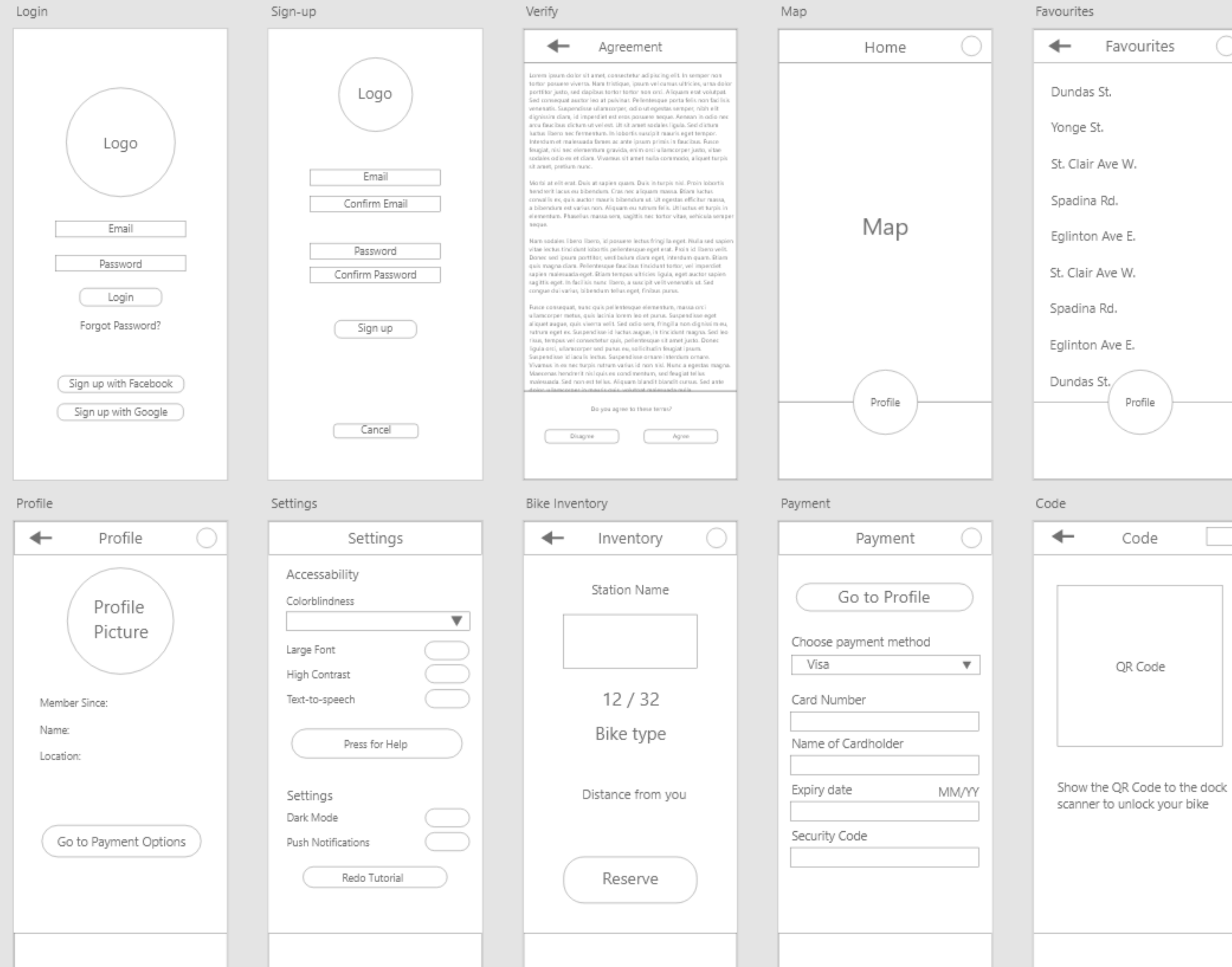
eCycle's logo makes use of a few simple elements, the letter E in Krinkes font to stand for the ebikes the company shares, a circle and the symbol of a cycle invoke the feelings of travel and progress. They also symbolize again the most important part of the ebike -- The Wheel.



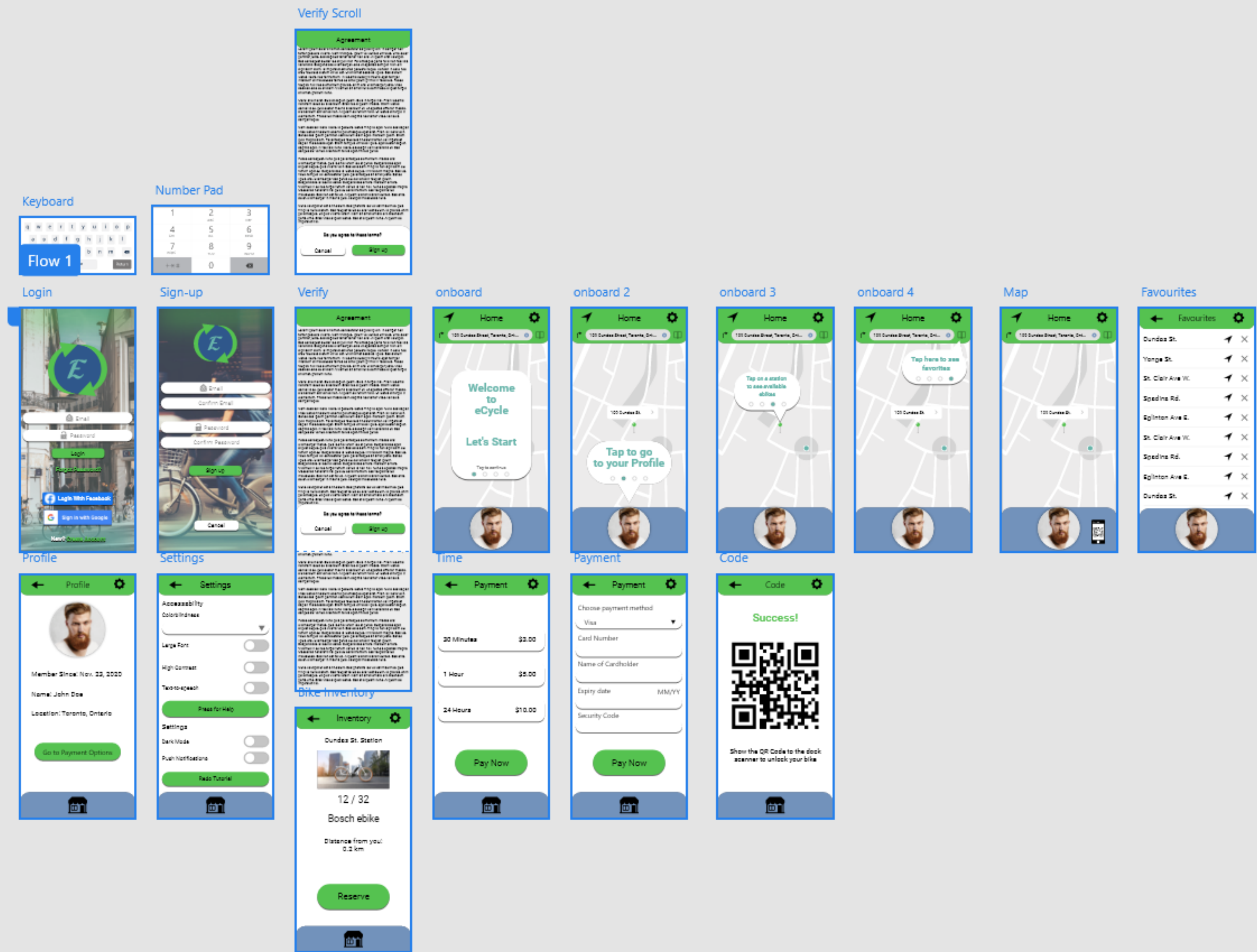
WIREFRAMES



LOW-FIDELITY



HIGH FIDELITY



<https://xd.adobe.com/view/07ffbf2-6c90-4e66-ae9d-6b6257a6793e-52ac/>