



Mountain bike holiday booking app case study



The Problem

When going on riding holidays with your mountain biking friends there needs to be a natural organizer amongst you. So often decisions are disjointed or are left to the last minute meaning that participants have arranged other things leading to fewer riders or trips being cancelled before they've even started. Holidays add to the complexity by requiring all to agree on the location, the accommodation, duration and cost plus the difficulty to gather payments. Information on the internet is spread out and requires a lot of research to gather.

The Solution

MTBThere is an app that brings riders and information together into one place. It facilitates browsing venues and accommodation anywhere and at the most convenient time. It allows groups to find their collective favourite accommodation and easily find and book available dates. The social features allow the riders to communicate as a group or as individuals, send information about accommodation via email (for those not using the app). Additionally the app could generate QR codes for users to screen grab and send to others via existing messaging services to view information online (again for those not using the app).



Spencer Williams

AGE 34 **LIVES** Bristol **EDUCATION** University **MARITAL STATUS** Single **CHILDREN** None

PERSONALITY

Confident, friendly, humble, perceptive

LIKES

Mountain biking, Star Wars & Marvel movies, football, snowboarding, cars and Formula 1

BRANDS

Oakley, Manchester United, Microsoft, Sonos, Santa Cruz, Xbox, Nintendo, Audi

DRINKS

Powerade, Carlsberg, Thatchers Haze and tea (builder's variety)

ABOUT

He studied electronics at University before becoming a computer systems engineer. He is ambitious and dreams of one day becoming a teacher. In his spare time he is also a scout leader and interacts well with people so would like to pass on his knowledge to the next generation.

During the evenings he likes to watch football or listen to music whilst gaming. He is into sports titles as well as first person shooters and strategy games.

He is liked by many and is usually the life and soul of any party and has a large circle of friends. Because of this he is an organiser and takes charge of organising gatherings.



Colour

Primary



156/174/33
#9CAE21

Secondary



54/62/14
#363E0E

Accent Main



247/255/3
#F7FF0E

Accent Green



176/210/8
#B0D208

A simple forest palette
from the home screen
image

Typography

Aa

Lato

Light Regular **Bold** **Black**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890 ?@#{ } ! " £ \$ % & * () - = +

Lato was chosen for its readability and shorter line lengths which allow font sizes to be slightly larger. It is also available in a variety of font weights.

Iconography

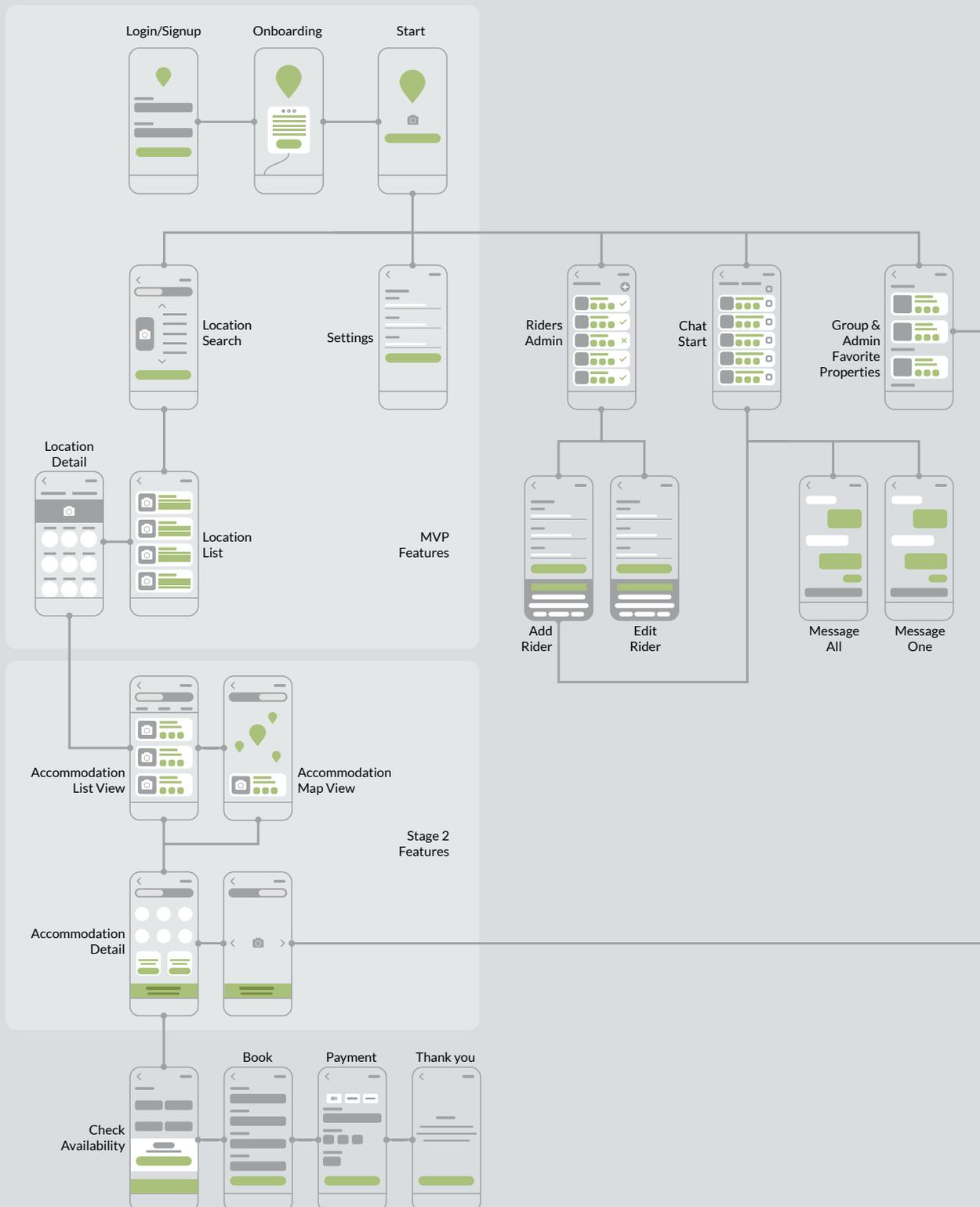


I designed a single colour, easy to read icon set.

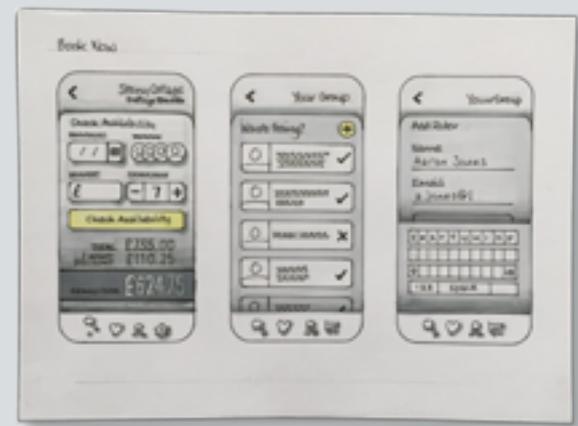
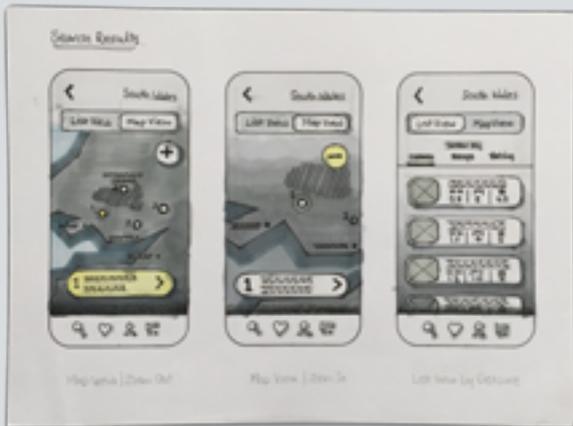
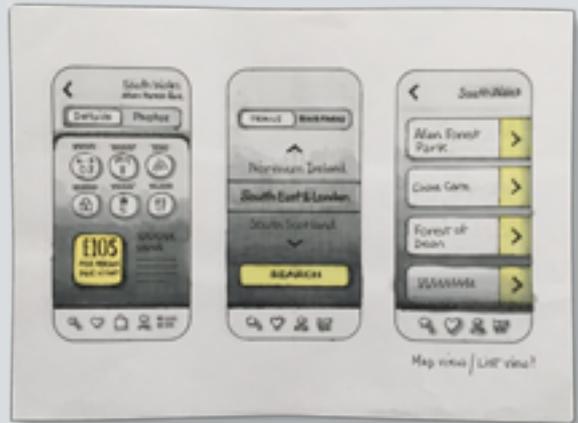
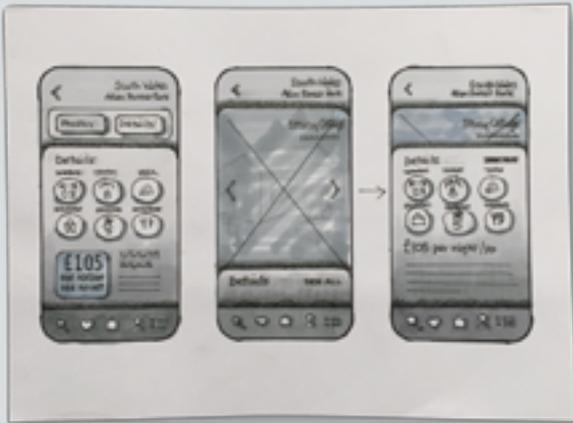
MVP (Minimum Viable Product)

I designed the application to be completed in stages with the first stage being a free to use resource for finding mountain bike trails and bike parks around the UK in order to build familiarity and trust with the logo and brand. Preferred locations are shared via email with links to information held online.

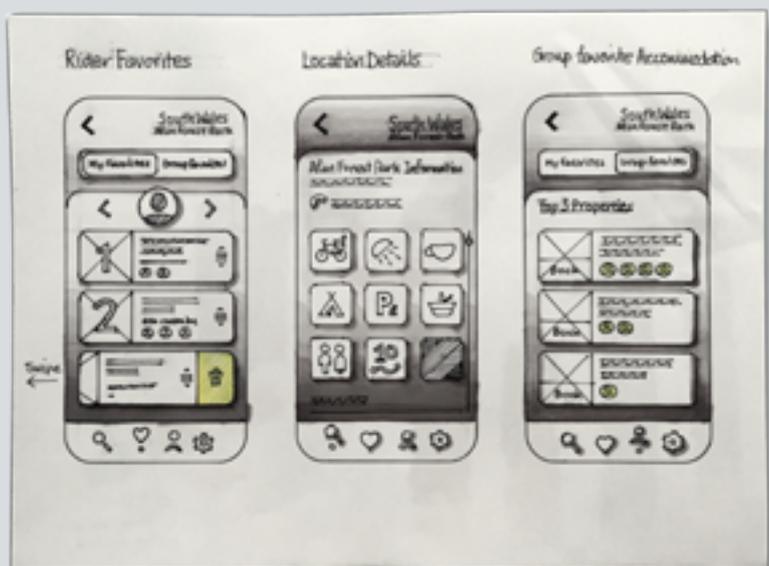
The wireflow diagram below shows the minimum functionality and stage 2 enhancements followed by rider group admin, communication and finally the ability to book accommodation online. Further enhancement is possible with in app bike shop advertising/eCommerce.



Sketches/Wireframes

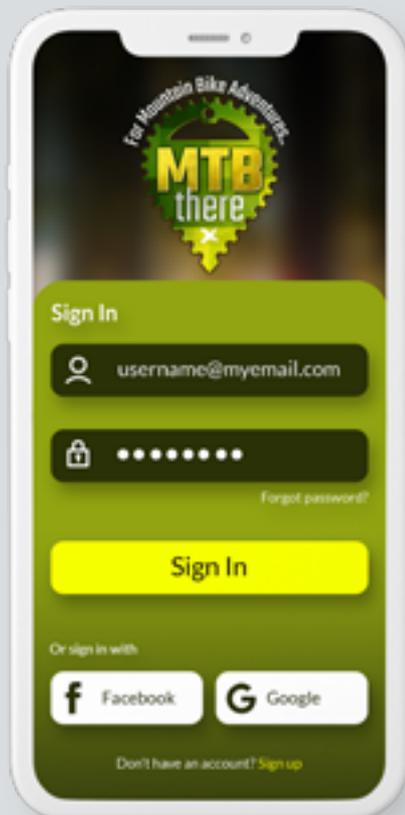


With pen/pencil and paper I rough out page layouts to better determine the content of each page. Where necessary I will sketch several versions of the same page to better visualize which is more usable. These wireframes will be refined during the high fidelity mock-up process. At this stage sketched are left as mainly monotone so as not to distract from the functionality of the page.

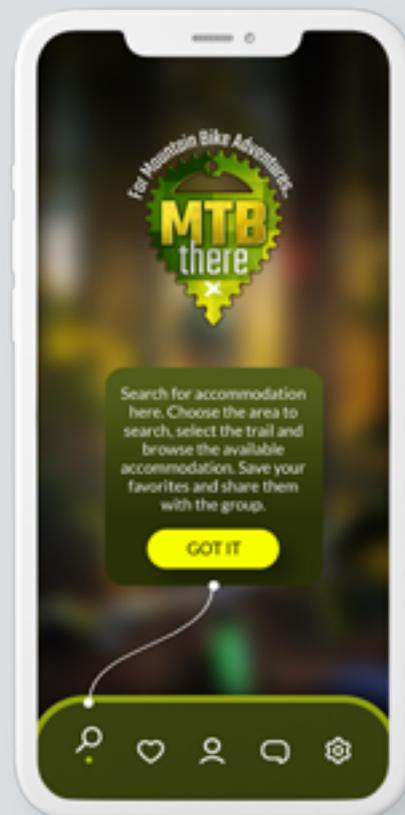


Following is a selection of high fidelity mock-ups done for each screen before moving to the prototype stage. Not all screens are shown.

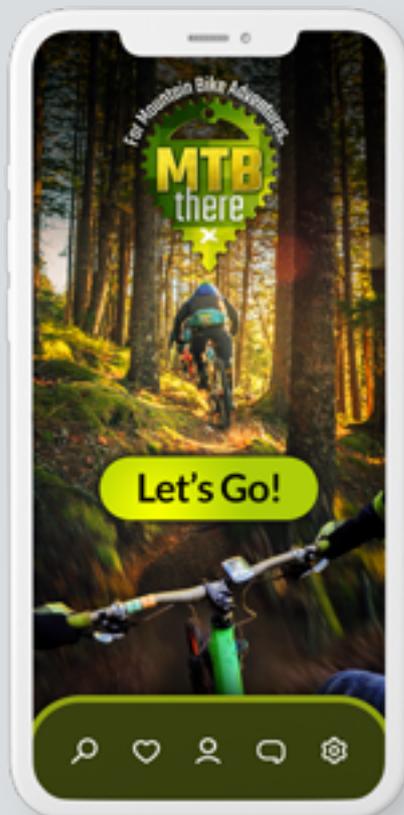
Sign up/in



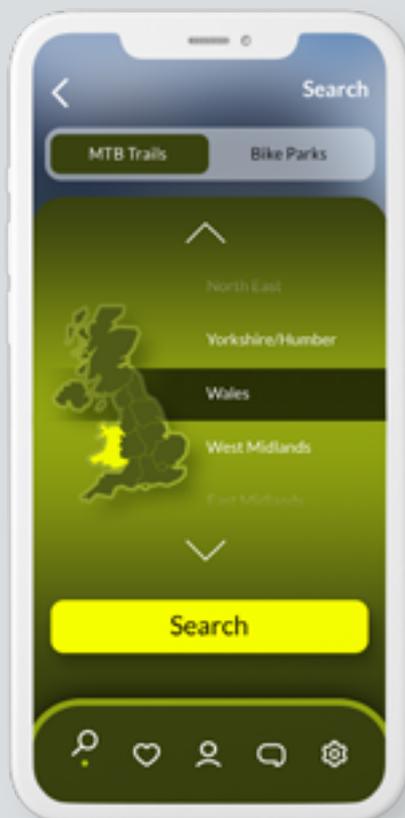
Onboarding



Home Screen



Location search



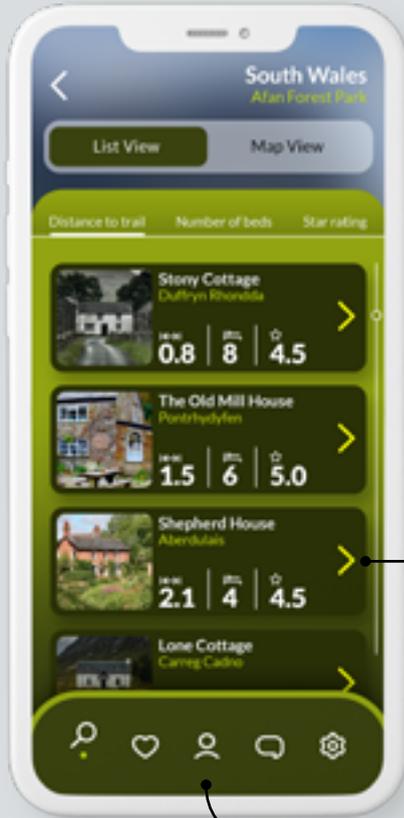
Location detail



Accommodation List View



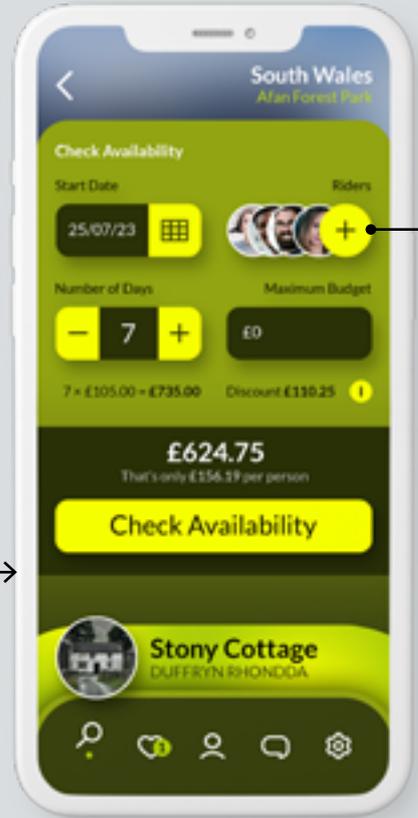
Property List



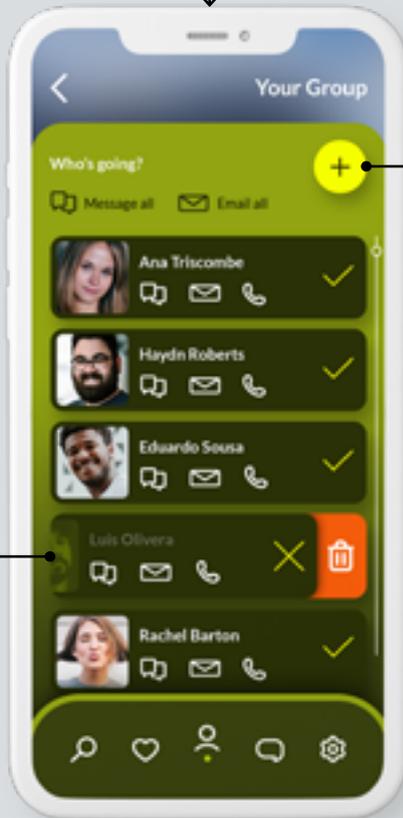
Property Details



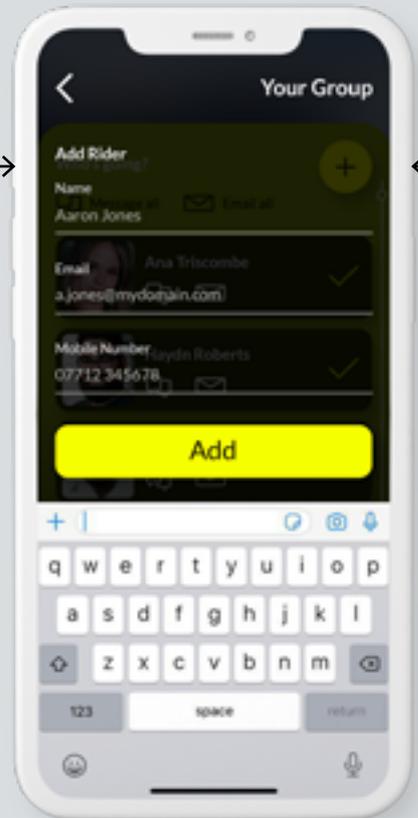
Check Availability



Rider List



Add Rider





MTBthere Case Study

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