Experience Audit

Use the introductory experience to establish the brand and voice of CityBike.

Use the nonriding state to provide relevant information.



First Use I read an introduction to my new bike.	First Use I register my bike.	Preparation I prepare to ride my bike.	Preparation I choose a route.	Riding I ring my bell.	Routing I follow turn-by-turn directions.	Routing I see remaining time and dis- tance to my destination.	Routing I see an updated route when I make a wrong turn.	Locking I lock my bike.	Mapping I see my current location on the map.	Maintenance I see when my bike needs maintenance.	Statistics I review all of my rides.	Statistics I review the statistics of a single ride.	Settings I update the settings to be fa- miliar to me.	Multiple Riders I give a friend access to my bike.	Multiple Bikes I use the app to switch between my bikes.
Shows instructions for assembly and use	Requires frame number and personal information; takes up to 24 hours		Shows 3 route options to choose between	Rings electronic bell	Shows current step in instruc- tions	Shows time and distance to destination.	Shows re-routing animation, followed by a new route recommendation		Shows current location on a map	Shows all parts of the bike so I can review wear and tear	Shows ride data for past rides	Shows distance and average speed of the ride	Shows current settings	Shows that a guest is currently using the bike	Shows information for active bike
Shows a prompt to connect	Shows a prompt to connect	Shows current location	Shows current location	Shows bell animation	Shows current step in instruc- tions		Shows re-routing animation, followed by a new route recommendation		Shows current location on a map					Shows current location only (to guest rider)	Shows initial animation when connected
- Provide a more playful intro- duction	 Make frame number easier to find Allow user to use app functions before registration is verified 		 Make distinctions between routes – i.e. fastest, scenic, etc. 	- Replace digital interface with a standard bell	 Show current position in over- all journey Show upcoming direction 	- Show time and distance to destination on the on-bike display	- Continue showing old route until new route is determined	- Provide a conventional lock- ing mechanism as well	Add orientationAdd route taken this ride	- Notifications	 Aggregated statistics Show interesting outlier statistics Celeberate achievements 	- Top speed - Ride maps		- Increase functionality for non-registered users	 Show user which bike is currently active Show user ride data (rather than bike ride data)

Use the on-bike dispalay for information Keep the user informed of the present over interaction while the bike is in motion.

while also peeking into the future.

Show the user where they're going and where they've been (even without navigation).

Use statistics to celebrate rather than as competitive fodder.

Put the user and not the bike in the middle of the experience.