



Black Saddle Bike Shop (BSBS)

A Website Redesign Case Study by Amanda R Sandora

HELLO!

I am Amanda Sandora.

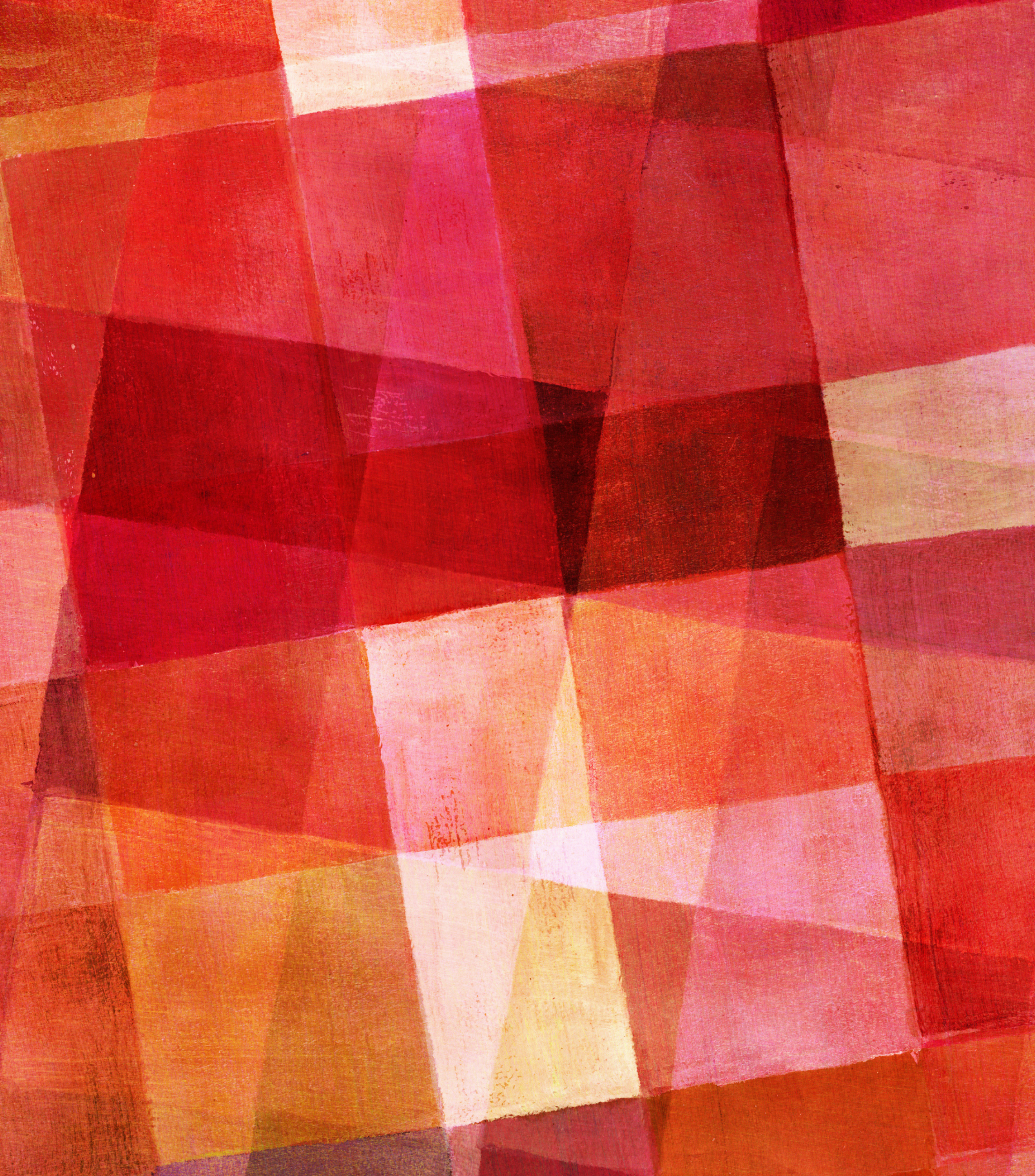
I'm a mixed methods researcher + human experience specialist based in Madison, WI.

I am a storyteller and an artist, and I love cycling, dancing, reading, and exploring everything.

I have professional work experience in media design, higher education, local bike shops/ small businesses, Autism behavioral treatment, and corporate software development.

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EDUCATION

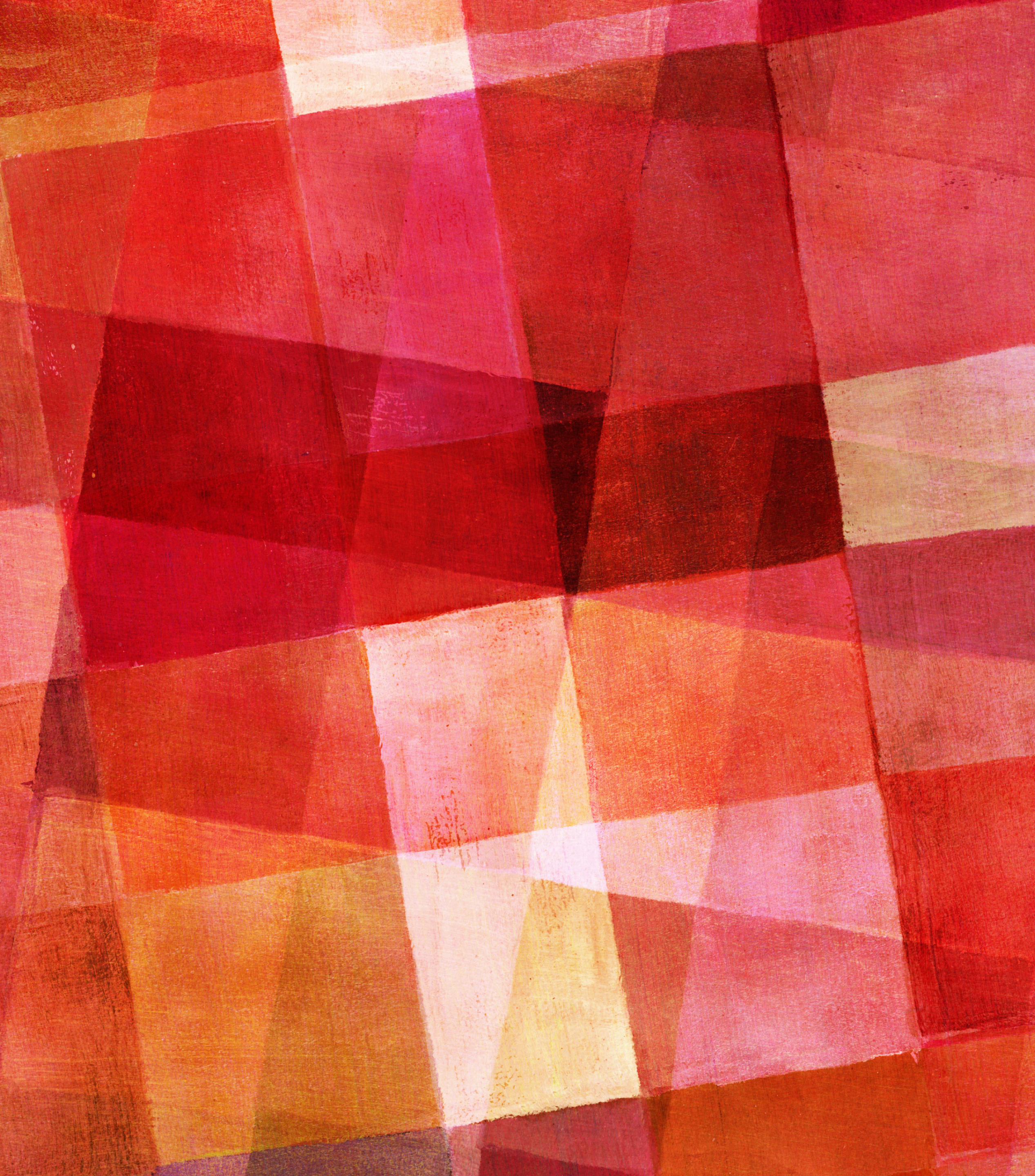
- **Graduate certificate in User Experience (UX) Design** — UW-Madison iSchool, 1-year online program
 - Completed August 2021
 - Cumulative GPA: 4.0
- **Bachelor's of Psychology** — Marian University, minor in Criminal Justice
 - ➡ Cumulative GPA: 3.8103
- **Associates of Applied Sciences in Graphic Communications** — Moraine Park Technical College
 - ➡ Cumulative GPA: 3.940

UX RESEARCH PHILOSOPHY

My work focuses on using user experience (UX) design, content strategy, several types of quantitative and qualitative research methods, and UX writing to help businesses and individuals improve their brands, websites, products, and/or services.

Thinking strategically about the problems I try to solve, I research, ask A LOT of questions, and then do more research to understand the problem as clearly as possible. I lead with intense curiosity and empathy, and I love working closely with users to understand their unique needs and goals.

Let's figure out how to create the best possible experiences for all humans!



UX REDESIGN PROJECT

- **Black Saddle Bike Shop (BSBS)**
Website Redesign — Year-long research + design project completed as part of my Graduate Certificate Program
 - ➡ Competitive Analysis
 - ➡ User Interviews + Surveys
 - ➡ Journey Map of Users' Experience with the BSBS website
 - ➡ Persona and Development of 3 User Groups
 - ➡ 'How Might We?' Questions to solve for Users' Needs
 - ➡ Prototype development
 - ➡ Key Takeaways

COMPETITIVE ANALYSIS OF MADISON BIKE SHOPS

PROCESS: Competitors were chosen based on their proximity to BSBS’s physical location.

Content of all websites and social media platforms were evaluated on these defining features:

- Shop’s Logo + Summary of what I already know
- Business Profile
- Website + Mobile Content
- Social Media Followers + Business Reviews
- Product + Service Profile
- Strengths + Weaknesses
- Competitive Advantage + Conclusions

Defining Features		Competitors			Black Saddle Bike Shop
		Revolution Cycles	Stray Cat Bicycles	Slow Roll Cycles	
Logo, Branding Image					
Summary - What I already know about the competitors		I know this shop has been in business for 20 years. This shop is directly on a busy bike path, so they service a lot of commuter riders and people already out on their bikes. Also, known for it's weird, eclectic décor and shop cat.	I honestly didn't know this shop existed until I did a general "Madison bike shops" search to determine which shops are in closest proximity to Black Saddle.	I am only vaguely familiar with Slow Roll and know of them because Mitch, owner of Black Saddle, was a manager at this shop before opening his own.	
Business Profile	URL of website	revolutioncycles.net	straycatbicycles.com	slowrollcycles.com	blacksaddlebikeshop.com
	Year Founded	2000 - Only know this because I saw a picture of a woman wearing a shirt saying that Rev has been in business for 20 years Facebook page created in April, 2010.	Uncertain. Facebook page created in August, 2010.	Uncertain. Facebook page created in October, 2018	2020 Facebook page created in November, 2019
	Company Size	Uncertain	Uncertain	2-10 employees (per LinkedIn account)	3 employees (per conversation with owner)
	Contact Information	Phone, Email address, Online message form	Phone, Email address	Phone, Email address	Phone, Email address
	Hours	M-F 10-6, Sat 10-5, Closed Sun	M-Sat 10-5, Closed Sun	M-F 10-6, Sat 9-5, Sun 11-4	M-F 10-6, Sat 9-5, Closed Sun
	"About" Info (from Facebook)	"Revolution Cycles is a small neighborhood bike shop located in East Madison's Atwood area. We work on all bikes and specialize in getting you on a great custom bike built with new or old parts.	N/A	"We are a family owned bicycle shop who cares about you and your riding enjoyment. We provide	"Northside Madison bicycle shop focused on custom and stock steel and titanium bicycles. Service first. Service ALL bikes, including e-bikes.

Key Takeaways:



Black Saddle’s merchandise (T-shirts, mugs, branded coffee) is prominent and well-displayed on their website



Every competitor’s website has top navigational tabs and references their owner in some way; BSBS does not



BSBS’s social media presence is really strong for being in business 10 months; especially on Instagram!

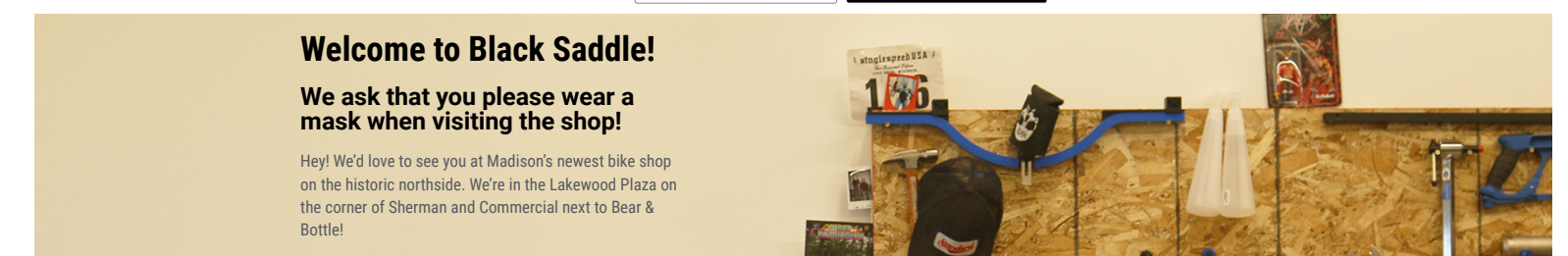


There are a LOT of overlaps between BSBS and Revolution Cycles—hours, brands they sell, service-focused

BSBS WEBSITE PAIN POINTS

Interviews and surveys of users visiting Madison bike shop websites revealed the following issues with BSBS's current website:

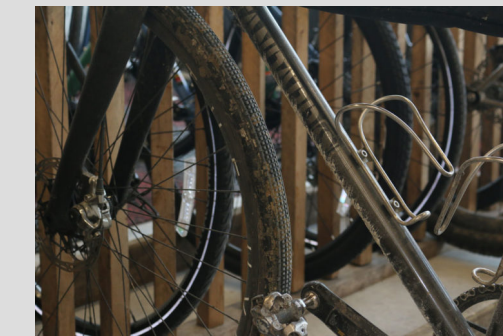
- Users are confused by the single-page format + no interaction points
- Front and center photos don't make sense or seem to go together
 - » Excessive number of IG photos—way too many on the website
- “Expected Content” missing:
 - » “About Us” information
 - » Product + merchandise details (prices, descriptions, etc.)
 - » Bike advocacy + trail resources
 - » Pictures of cool projects/custom builds
- Users don't know if BSBS has the stuff they need and want—some stated they may not visit the shop
- They hate the colors (“looks like a Dwight Shrute shirt”)



Here's the story

Black Saddle is a bicycle shop. If you come through the door, you are welcome. This is a safe space. Opening Black Saddle has been a two year journey of learning, failing when needed, planning, failing and rebuilding. Ultimately we're here to service your bike with pride - that's our main gig. Any bike, two wheels, three wheels, e-bike, trike and all the like. We also do stock and custom bikes well. All built with care. We're excited to work with you. Come on in, the coffee is on and the music is on.

“The center pics are really bad and ridiculous.”



RATES



Hourly Rates \$100	
Tune up Complete Overhaul: \$400 Full Tune: \$185 Basic: \$110 Light: \$70 Safety Check: \$40	Drivetrain Install Bottom Bracket: \$35 Adjust Bottom Bracket: \$20 Remove "Frozen" BB: Hourly Install Chain: \$15 Install Cassette: \$15
Tires/Tubes/Wheels Flat Fix: \$15 Tire Install: \$15 Tubeless Install: \$15-\$30 Wheel True: \$10-25 Wheel Build: \$80 Per Wheel Spoke Replacement: \$35+\$2.00/Spoke Rotor Install: \$10 Hub Adjust: \$20	Frame/Fork Face Bottom Bracket: \$65 Face Headset: \$65 Chase Threads: \$45 Cut Steer Tube: \$30 Fork Race Face: \$65 Straighten Frame: Hourly Wipers/Seals: \$50 Fork Install: \$30-\$60
Brakes Brake Adjust: \$10-\$25 Mechanical Brake Install: \$25 Hydraulic Brake Install: \$40-60 Brake Bleed: \$40	Accessory Install Lights: \$10 Rack: \$20 Bell: \$5 Fenders: \$35-\$50 Saddle Install: \$12 Pedal Install: \$10 Computer Install: \$15-\$25 Mirror Install: \$10
Handlebar/Headset Handlebar Install: \$20-\$40 Tape Install: \$25 Grip Install: \$7 Headset Install: \$20-\$50 Headset Adjust: \$10-\$25	Box/Ship Bike Shipping and print labels: \$100 Build Box Bike: Hourly

“Is it just the one page? Am I missing something?!”

WE PROUDLY STOCK PRODUCTS

SURLY

All-City

Standard



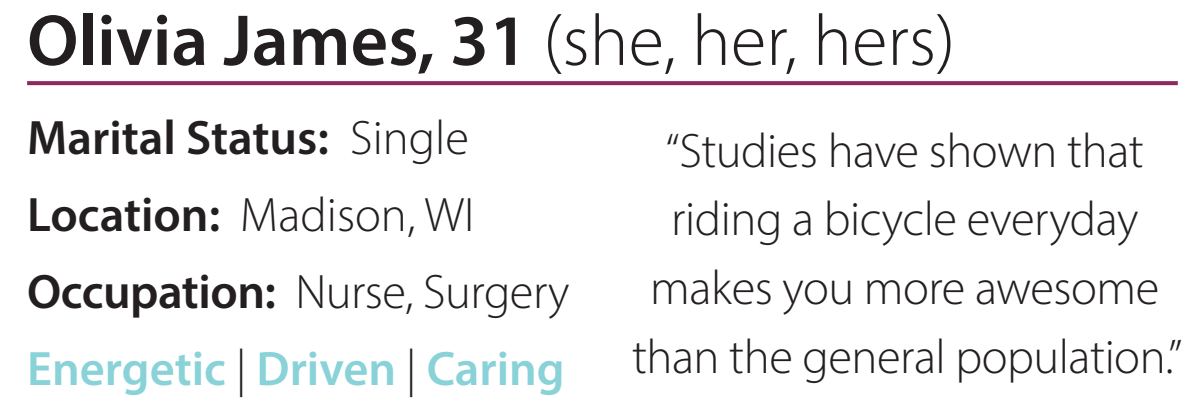
JAMIS

widefoot

INDUSTRIAL



“WHAT DO YOU SELL?! I want to click on the logos! I don't get it.”



Goals + Expectations

- Links to social media to find information about events, new bike days (!), initiatives ☒
- Pictures and details of custom builds ☐
- A store to purchase shop merchandise or things only available from them ☐
- Info on shop rides and other local group rides ☐

Target + Action

Final Thoughts

- "Oh, there are the hours, address, and phone number. Why are these all the way down here?!" 😞

- "I like that there aren't six pages poorly-done. I'd rather see a website that is concise and has less information. As opposed to one that is kind of a shit-show and everything is just sprawled out everywhere." 😐

- “I think they did a good job keeping it small, concise, and minimal.”

"Would I visit the shop? I don't know; they haven't

Insights

- Make the hours, address + phone easier to find; add @ top of the page.
- Keep the clean look + minimalism, but add value to the website by identifying products, your custom builds, and community initiatives.

USER SURVEY RESULTS



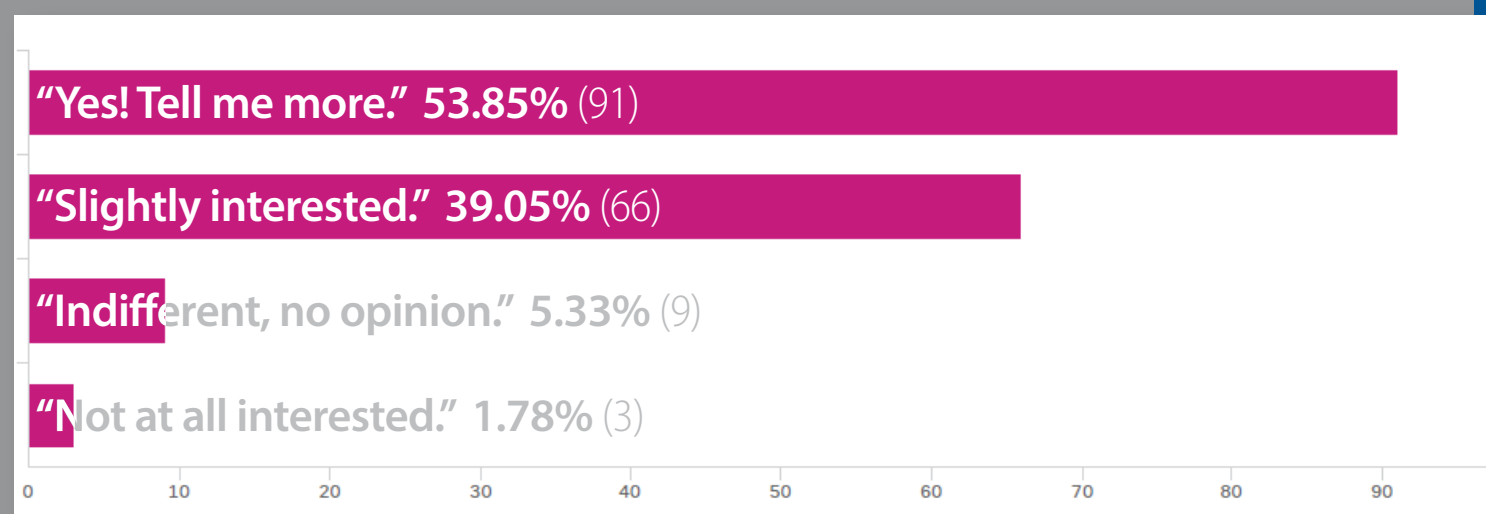
SURVEYS Highlights of Survey Results

176

Total survey responses received

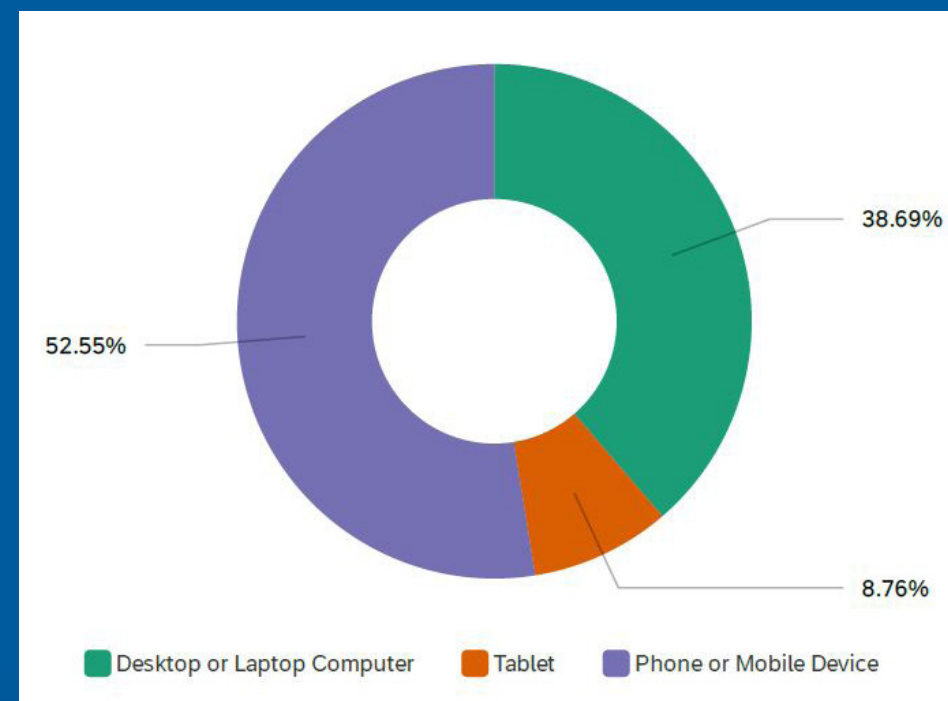
I received 176 responses to my survey. **These are my Key Findings.** A full report of the survey results will be provided upon request.

Q: A local shop supports several community initiatives. How interested are you in learning more about this type of work?



Total responses to question: 169 | Interest in community work: 92.9% (157)

Over 50% of users prefer to look at local bike shop websites on their phones.



Total responses to question: 137

Over 90% of users are interested in learning more about a bike shop's community initiatives.

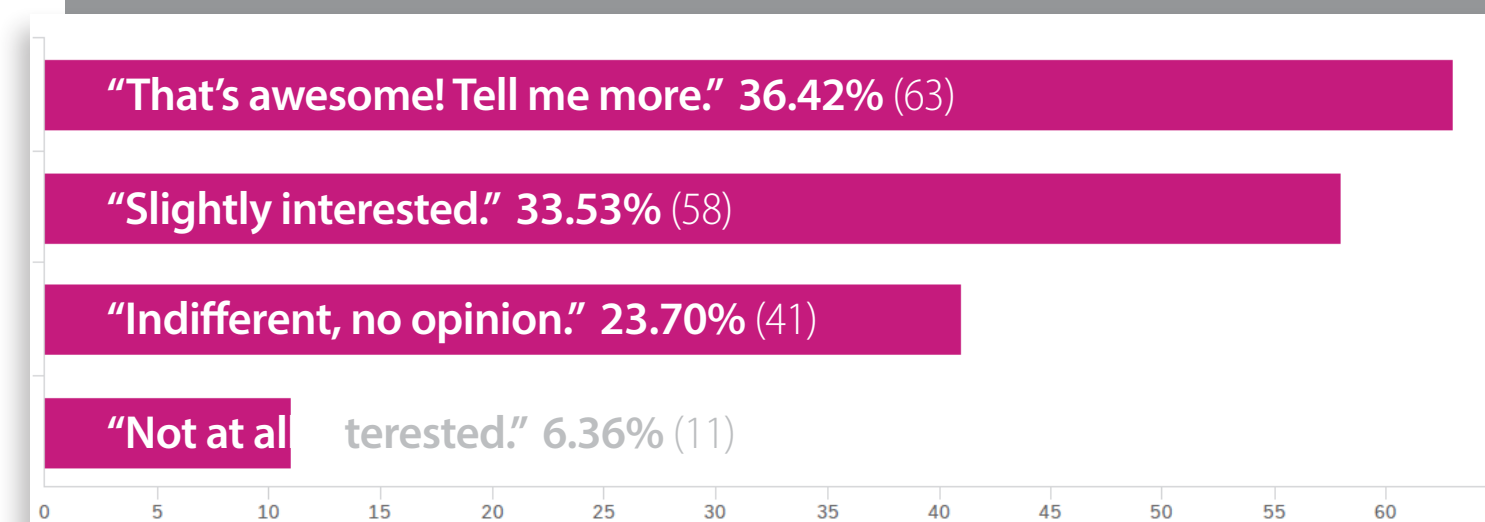
Top five reasons users visit a local bike shop's website:

- 1 Shop's contact info, hours, or address (28.78%, 116)
- 2 Product information, prices, and availability (21.84%, 88)
- 3 Service rates and details (19.11%, 77)
- 4 Brands they stock (12.90%, 52)
- 5 General interest in the shop (10.17%, 41)

[Note: Participants could pick all the reasons that apply to them.]

Nearly 70% of users showed some interest in the specialty frame, made in the U.S.

Q: A shop in Madison is the only local business to carry a type of specialty bicycle frame, made in the USA. How interested are you in this?



Total responses to question: 173 | Interest in specialty frame: 69.95% (121)

PERSONA AND USER GROUP DEVELOPMENT OF BSBS USERS



Outgoing Olivia

Energetic | Driven | Caring

Pronouns: she, her, hers **Age:** 31

Marital Status: Single, lesbian

Occupation: Nurse, Surgical Unit

Goals: Travel across EU by bike | Start a non-profit for LGBTQ+ youth, connect to cycling | Get married?

Traits: Adventurous | Intelligent | Thoughtful

Preferred Media Device: iPhone X (mobile)

Bikes: mountain | road | fat bike | touring

Type of cyclist: Passionate + engaged in cycling community | races in WORS | basic mechanic skills

Quote: "I like supporting local shops, but I appreciate gear that is both clever and includes the promo aspect."





Mr. Fix-It Felix

Laid-Back | Introverted | Flexible

Pronouns: he, him, his **Age:** 46

Marital Status: Married to Diana for 9 years; has 3 children: Liz (8), Jack (5, with ASD), and Ben (3)

Occupation: Senior IT Engineer

Goals: Get promoted to Director | Start a traveling bike mechanic service | Live in Amsterdam

Traits: Ambitious | Cheerful | Hard-working

Preferred Media Device: Laptop/Desktop

Type of cyclist: Commuter | Tinkerer, builds bikes

Bikes: commuter | fat bike | cargo (for hauling)

Quote: "I don't ask a lot of a bike shop's website. Just make it easy for me to find the hours, nothing fancy."





Socially-Engaged Sally

Outgoing | Traditional | Empathetic

Pronouns: she, her, hers **Age:** 62

Marital Status: Married to Jonathan for 35 years; has 3 adult children and 4 grandchildren

Occupation: Community Outreach Director

Goals: Sponsor 1,000 more children with Free Bikes 4 Kidz | Retire in Arizona | Learn to bake bread

Traits: Determined | Outspoken | Creative

Preferred Media Device: Tablet

Type of cyclist: Casual, short rides to destinations

Bikes: cruiser | E-bike

Quote: "I want to know what you're supporting—show us what you're doing to be part of the community."



DESIGN PROBLEMS WITH BSBS WEBSITE

USER NEED 1



When users visit BSBS’s website, they need to feel assured that they can quickly and easily find the information they seek.

- User interviews and surveys revealed many issues with the current website’s format and design, including confusion about the single-page layout.
- “Tell me more then maybe I will [visit the shop’s physical location]. They haven’t hooked me,” said one user.

USER NEED 2



When customers visit a local bike shop, they need to know that the business they support is giving back to their community in some way.

- 90% of users (157 users out of 169 total responses to the question) want to know about the community initiatives a local shop supports
- “[I want] Information on what the shop is doing in the community. This has sparked interest in joining up,” stated a user commenting on the survey of Madison-area users.

How Might We ...

Increase users’ confidence to find information on Black Saddle’s website, so they can determine whether the shop has what they need?



How Might We ...

Increase users’ understanding of Black Saddle Bike Shop’s community initiatives, so they can feel pride in supporting this small business?

ADOBE XD PROTOTYPE OF BSBS WEBSITE REDESIGN



**Black Saddle
Bike Shop**

Hours
Monday - Friday: 10 AM - 6 PM
Saturday: 9 AM - 5 PM
Sunday: Closed for group rides + family time (Sunday Funday!)

Addresses
601 N. Sherman Avenue, Suite F
Madison, WI 53704
mitch@blacksaddlebikeshop.com

Keep up with our upcoming rides, community work, promotions, new products, and more!

Join our mailing list
Email address
Name

(608) 283-9568


**BSBS HOME PAGE**

**ABOUT BSBS**

**BIKE SERVICES**

**BIKES + BUILDS**

**PRODUCTS + MERCH**

**COMMUNITY OUTREACH**

Mark your calendar

< August 2021 >

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Check out our Rad Stuff Shop for all the coolest BSBS merchandise!



Welcome to BSBS, we service ALL bikes!



At a Glance

Black Saddle is a bicycle shop.

If you come through the door, you are welcome. This is a brave space. Opening Black Saddle was a two year journey of learning, faking when needed, planning, failing, and rebuilding. But we made it, and I'm so glad we got here.

Ultimately we're here to service your bike with pride—that's our main gig.

Any bike: two wheels, three wheels, e-bike, tandem and the like. We also do stock builds and love custom projects. All built with care. We're excited to work with you. Come on in! The coffee is brewing, and the music is playing.

Ride on, Madison, we're here for you!

- Mitch Pilon; owner, operator, dad joker

Featured ride pic

Jacob Wright (left) and BSBS's Mitch take a break during a Sunday ride on the Badger State Trail. Send us your awesome ride photos to be featured here!

Just a few pics of stuff we do, sweet bikes, and general BSBS shenanigans. So much more on our social medias ... follow us!

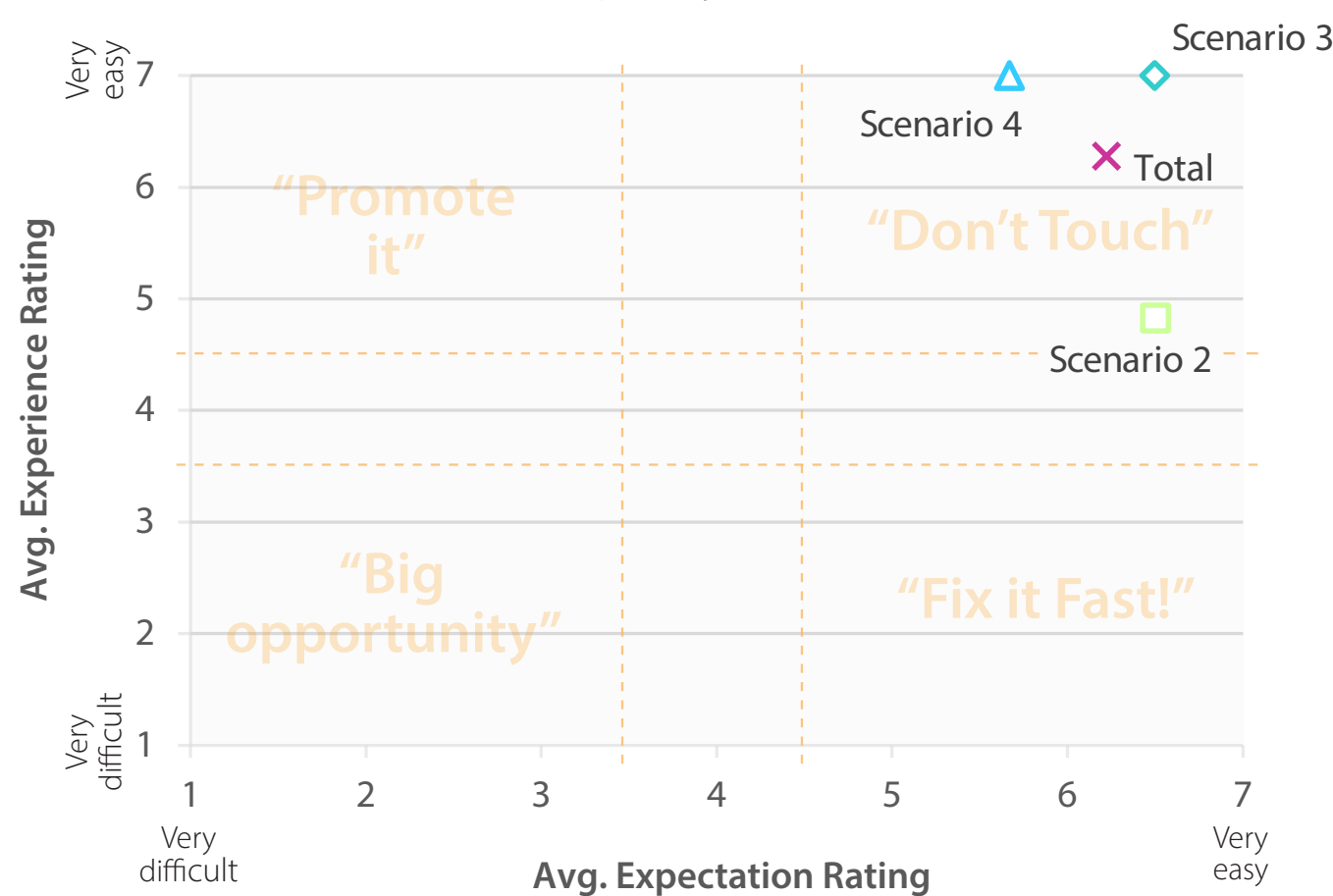
#MyBSFamily #KeepitWeird





Key Takeaways

Average Expectation and Experience Ratings by Scenario



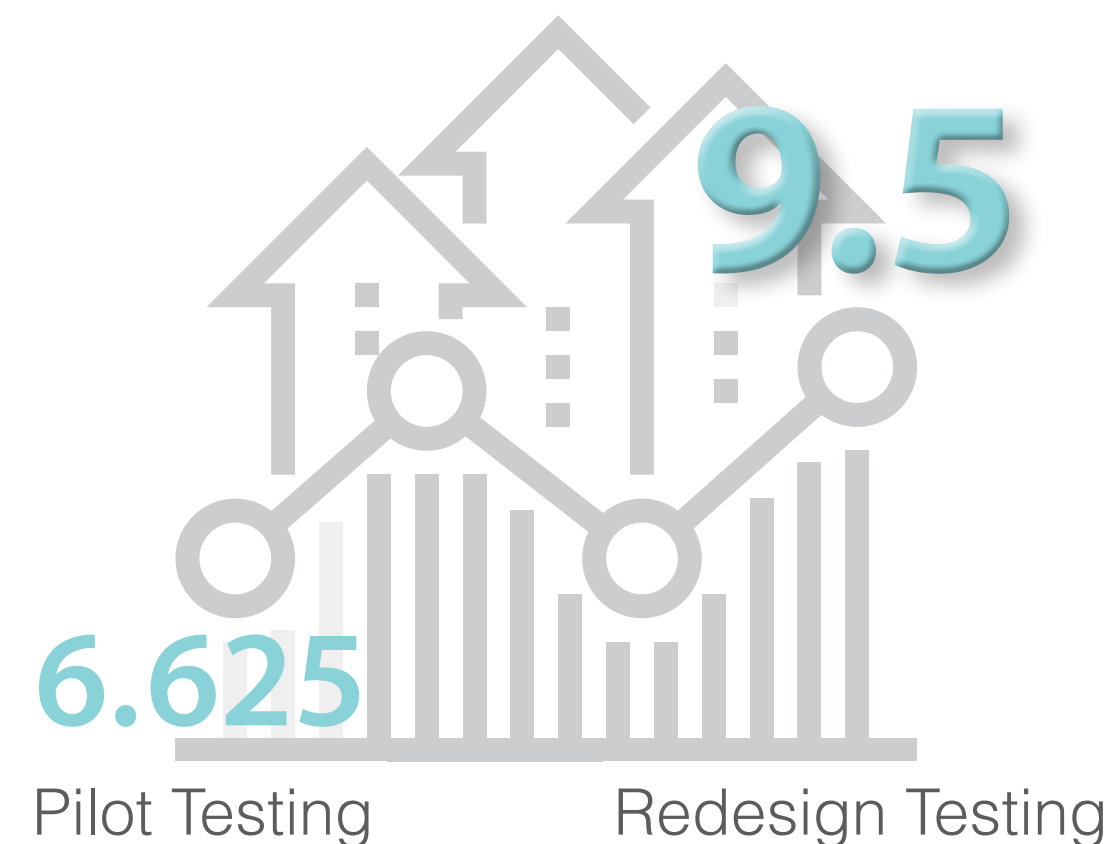
- All of the expectation measurements fall exclusively in “Don’t Touch”
 - i.e. users expected the task to be easy, and their experience was “very easy”
- Expected and experience averages close to max score of 7

Expectation + Experience Ratings of Redesign Users				
Rating	Scenario 2	Scenario 3	Scenario 4	Total Avg
Expectation	6.5	6.5	5.67	6.22
Experience	4.83	7	7	6.28

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- Users observed the community + inclusivity connection that was created
- Redesign = more emphasis on users’ perception of the BSBS brand ... fun and casual language made the shop appear laid-back, approachable, and not serious (i.e. that’s good!)
- No major shift in SUS scores, but a big hike in NPS
 - moving from Detractors to Promoters!

Average Net Promoter Scores



THANK YOU

*I appreciate you taking the time
to look through my work!*

Please reach out with any questions,
comments, or to schedule a time to discuss
my work in Experience and Service Design.

*Amanda Rieder Sandora
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arsandora24@gmail.com*

