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Design and Implementation of the EcoRide Website: A Sustainable Electric Bike Rental Service

1. Introduction

This report describes the design and implementation of EcoRide, a responsive web site designed to provide ecologically-friendly services to customers: renting electric bikes. The site offers sustainable urban transportation solutions to city commuters, college students, and people looking to find a low-cost, quality, and eco-friendly means of transportation. The design of the site provides easy user experience across all the devices because it is designed with a focus on usability, accessibility, and mobile responsiveness.

2. Website Design and Development

2.1 Design Approach

The clean and modern design of the ecoRide website puts focus on the commitment of the company to sustainability. The color scheme of the web site is in green colors to create the feeling of environmental responsibility. The layout is user-friendly, and the calls to action of making a reservation and navigating are well-developed.

2.2 Technologies Used

Being created in HTML and CSS, the site was completely hand-coded, with no use of web tools or ready-made templates. This approach makes it possible to completely customize web development and adhere to the best practices of the web development. The site is mobile-friendly; thus, it is compatible with various devices, such as desktop computers and

smartphones.

2.3 Website Structure and Layout

The site has a number of pages, one of which is Home, another is About, and Services, Blog, and Contact. The pages have been designed in such a way that they are user friendly and easy.

Each important page is described and displayed by screenshots.

3. Implementation

3.1 Homepage

The home page is the entrance to the site where one gets a brief description of the EcoRide and what it offers. It has a direct call-to-action button when planning an electric bike ride. The main characteristics of the service, such as affordability, convenience and eco-friendliness are also mentioned on the home page.

Figure 1: Screenshot of the homepage of EcoRide website

3.2 About Page

The purpose and mission of the business are clarified in detail on the About page. It underscores the commitment by the EcoRide to the use of eco-friendly mobility solutions in reducing the emission of carbon and promoting healthy living. On the page, the target market and the core benefits of the service are also mentioned.

Figure 2: Screenshot of the About page of EcoRide website

3.3 Services Page

Services page provides information on various renting packages

that can be offered by EcoRide such as daily, weekly, and monthly rentals. It also singles out other services like bike delivery and pick up, corporate mobility solutions and guided tours about the city. The page is also structured in a way that it is easy to read and select what suits the user.

Figure 3: Screenshot of the Services page of the EcoRide website

3.4 Blog Page

The Blog page offers helpful information, tutorials, and news about electric bikes and other environmentally friendly means of transportation. It assists in the education of users on the advantages of electric bikes and keeps them aware of the latest trends of sustainable urban mobility.

Figure 4: Screenshot of the Blog page of EcoRide website

3.5 Contact Page

Contact page provides the user with multiple contact modes through which they can get in touch to inquire, such as phone, email and online contact form. It also has a frequently asked questions (FAQs) section that gives the users instant responses to recurrent queries.

Figure 5: Screenshot of the Contact page of EcoRide websites

4. Evaluation

4.1 Usability

The site is easy to use and the navigation has been made easy to operate. The user is able to access information about the

services in a very short time, book a bike, or contact the company. The design is not overcrowded and highlights essential activities, including booking a bike.

4.2 Accessibility

The site was tested on the accessibility with the help of the WAVE accessibility tool to verify that the site meets WCAG 2.1 requirements. The major accessibility characteristics are the presence of the alt text in the images, the correct headings, and contrast to facilitate reading. The site can be completely navigated using key board short cuts.

4.3 Mobile Responsiveness

The site is responsive and therefore it is compatible with all screen devices. The interface changes very dynamically so that the user experience is optimum regardless of the type of device

that the user is using; a mobile phone, tablet or a desktop computer.

5. Conclusion

The EcoRide site serves its main purpose of offering an easy to use and eco friendly bike rental platform to rent electric bikes, with the aim of helping people move around urban areas in a sustainable manner. The site is clean with a modern design that leaves the users with no problems in navigating the site, accessing important services and making bookings without getting confused and wasting time. The very fact of integration of eco-friendly principles into the design, i.e., the selection of colors, imagery and content, supports the major values of the service.

The site is user-centric, yet it is completely responsive and fits

well to various screen sizes, including not only mobile phones but also desktop computers. This receptiveness guarantees that the user may get access to the site with any device without compromising on functionality and the user experience.

Moreover, the accessibility aspects, including the adequate heading structures and image text alternate descriptions, will help make the site inaccessible to people with disabilities.

The modern web standards applied to the site, including semantic HTML and CSS, mobile-first design, and compliance with accessibility standards ensure that the site is not obsolete regarding modern and futuristic technologies. A combination of validation of the HTML and CSS using industry-standard tools and compliance with the accessibility guidelines contributes to the optimized and error-free experience that EcoRide provides

to its users.

On the functionality front, the site is well-equipped to aid the services delivered by EcoRide such as booking bikes, viewing rental options, and reaching customer care. Tadding the features of a blog to educate the users about the advantages of using the electric bikes and a useful FAQ section, EcoRide can be considered an all-inclusive platform that can educate and empower its target audience and promote eco-friendly methods of transportation.