EXPLORATORY METHODS LIST

Can we use these methods to more holistically inform street designs that give everyday people on bicycles positive experiences?

Learn About People:	
Card Sorting	Learn about users and perceptions
Cognitive Mapping/Decision Tree	Learn about users' choices and rationale in modal choice and behavior
Content Analysis	For directed storytelling to learn about users
Creative toolkits	Learn about users' feelings and experiences
Eye Tracking	(Translate to video analysis of users) Learn about how users interact with a specific street environment
Love Letter and Breakup Letter	Learn about users and experiences on specific streets
*Behavioral Mapping	Evaluate Infrastructure
*Collage	Learn about users' feelings and experiences and design around these
*Critical Incident Technique	Evaluate part of street
*Crowdsourcing	Develop ideas, learn about user preferences
*Evaluative Research	Test design ideas with users to learn about what they like (e.g. pop-up temporary bike lanes, on-street visioning sessions)
*Graffiti Walls	Evaluate a street through street chalk, posters for feedback gathering
*Participant Observation	Planner/designer learns about and evaluates a street by trying out biking on it
*Shadowing	Designer follows user on a journey and learns about them
*Simulation Exercises	Designers empathize with different types of users by simulating riding a bike on the street with their restrictions
Evaluate and Iterate	
Content Inventory and Audit	Evaluate Physical Assets of street environment
Customer Experience Audit	Evaluate Experiences
Desirability Testing	Evaluate emotional responses in a methodological way
Kano Analysis	Evaluate street elements
Usability Testing	Evaluate a street design
Value Opportunity Analysis	Explore and evaluate
Weighted Matrix	Evaluate different designs
*A/B Testing	Refine/optimize the best design for a street
*Behavioral Mapping	Evaluate Infrastructure
*Critical Incident Technique	Evaluate part of street
*Ergonomic Analysis	Evaluate physical suitability for users and develop designs that fit certain users
*Graffiti Walls	Evaluate a street through street chalk, posters for feedback gathering
*Participant Observation	Planner/designer learns about and evaluates a street by trying out biking on it
Planning and Design Process	
AEIOU	Framework for observing users
Elito Method	Develop common vocabulary for a design team
Role Playing	Designers gain empathy for users
*A/B Testing	Refine/optimize the best design for a street
*Participant Observation	Planner/designer learns about and evaluates a street by trying out biking on it

*Shadowing	Designer follows user on a journey and learns about them
*Simulation Exercises	Designers empathize with different types of users by simulating riding a bike on the street with their restrictions

Develop Design Ideas

Bodystorming	Develop Physical Design Solutions
*Collage	Learn about users' feelings and experiences and design around these
*Crowdsourcing	Develop ideas, learn about user preferences
*Ergonomic Analysis	Evaluate physical suitability for users and develop designs that fit certain users
*Evaluative Research	Test design ideas with users to learn about what they like (e.g. pop-up temporary bike lanes, on-street visioning sessions)

*These methods fit in multiple groups

NOTE: Some methods are similar and overlap (like the universal principles of design)