

PREPARATORY READING LIST

BUX MASTERCLASS 2020

The following are foundational readings and videos for the masterclass. They will help ensure you are up to speed and ready for the beginning of the hopscotch.



Times given below are estimates- it is up to you how much time you want to spend and on which content. If you've already read them, great!

1. EVERYDAY BIKING AND PEOPLE

Learning Objectives

- Be exposed to everyday biking through video and written description
- Conceptualize what everyday biking entails
- Begin to think about how to enable it and fit it into people's daily lives

Total estimated time: 2hr

1a) Watch these short videos

Estimated time: 20 min

Eight to eighty, people of all ages cycling in the Netherlands

Mark Wagenbuur, *Bicycle Dutch*

<https://www.youtube.com/watch?v=swqaAlkGtpA>

Shopping by bike (Netherlands)

Mark Wagenbuur, *Bicycle Dutch*

https://www.youtube.com/watch?v=dFc61Ku1P_M

Think: why can they do this shopping? And why can't people do it with ease in many other places?

Bicycle rush hour Utrecht (Netherlands) 2011:

Mark Wagenbuur, *Bicycle Dutch*

<https://www.youtube.com/watch?v=Oq-ej1eihoU>

1b) Read a narrative and look at some photos

Estimated time: 20 min

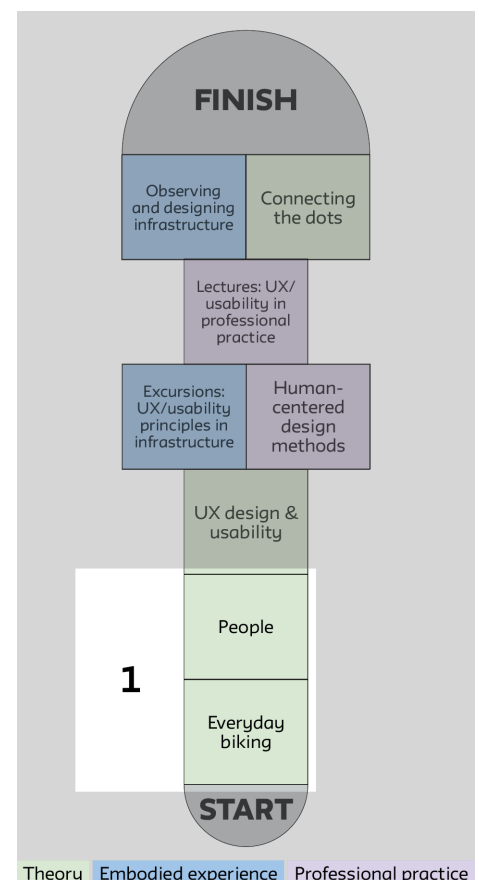
How I Learned to Cycle Like a Dutchman

Dan Kois, *The New Yorker*

<https://www.newyorker.com/culture/personal-history/how-i-learned-to-cycle-like-a-dutchman>

Skim these photo collages: (look for different types of people and uses of cycling):

<https://www.bicycleuserexperience.com/post/bicycling-for-everyone>



1c) See how Designing a Bicycle User Experience (BUX) is situated in this discussion

Estimated time: 15 min

Bringing People To The Center Of Bike Planning

Trey Hahn, Bicycle User Experience Blog

<https://www.bicycleuserexperience.com/post/bringing-people-to-the-center-of-bike-planning>

Feelings & People

Trey Hahn, Bicycle User Experience Blog

<https://www.bicycleuserexperience.com/post/feelings-people>

Why human experience matters for cycling

Trey Hahn, Bicycle User Experience Blog

<https://www.bicycleuserexperience.com/post/why-human-experience-matters-for-cycling>

Mapping the Bicycling Environment

Trey Hahn, Bicycle User Experience Blog

<https://www.bicycleuserexperience.com/post/mapping-the-bicycling-environment>

...And skim the blog as you'd like: <https://www.bicycleuserexperience.com/blog>

1d) Learn the basics of how to enable it (bicycle infrastructure in a nutshell)

Estimated time: 60 min

Concisely in 1 sentence:

"The most important approach to making cycling safe and convenient in Dutch, Danish and German cities is the provision of separate cycling facilities along heavily travelled roads and at intersections, combined with extensive traffic calming of residential neighbourhoods" (Pucher & Buehler, 2008, p. 523).

Or, read the full academic article.

Making Cycling Irresistible: Lessons from The Netherlands, Denmark and Germany

John Pucher & Ralph Buehler, Transport Reviews, 2008

https://www.researchgate.net/publication/228351600_Making_Cycling_Irresistible_Lessons_from_The_Netherlands_Denmark_and_Germany

2. USABILITY AND USER EXPERIENCE (UX) DESIGN

Learning Objectives

- Have a basic understanding of the purpose of the fields of usability and UX design
- Reflect on how they relate to everyday biking

Total estimated time: 1hr 30min

These fields are a framework: a way of thinking deeper about people that we can reference. Focus on the principles, and ignore the jargon (there can be a lot of it, unfortunately). While going through this section, reflect on how it relates to your own experience cycling.

2a) Watch some introductory videos

Estimated time: 20 min (including re-watching parts that catch your attention)

It's not you. Bad doors are everywhere.

Joe Posner, Vox

<https://www.youtube.com/watch?v=yY96hTb8WgI>

What the #\$%@ is UX Design?

Matthew Magain, UX Mastery

<https://www.youtube.com/watch?v=Ovj4hFeko7c>

2b) Read about the essence of usability and UX

Estimated time: 15 min (including re-reading parts that catch your attention)

Usability 101: Introduction to Usability

Jakob Nielsen, NN/g

<https://www.nngroup.com/articles/usability-101-introduction-to-usability/>

The Definition of User Experience (UX)*

Don Norman and Jakob Nielsen, NN/g

<https://www.nngroup.com/articles/definition-user-experience/>

*Also watch 2 minute video on 'the term "UX"' below the article

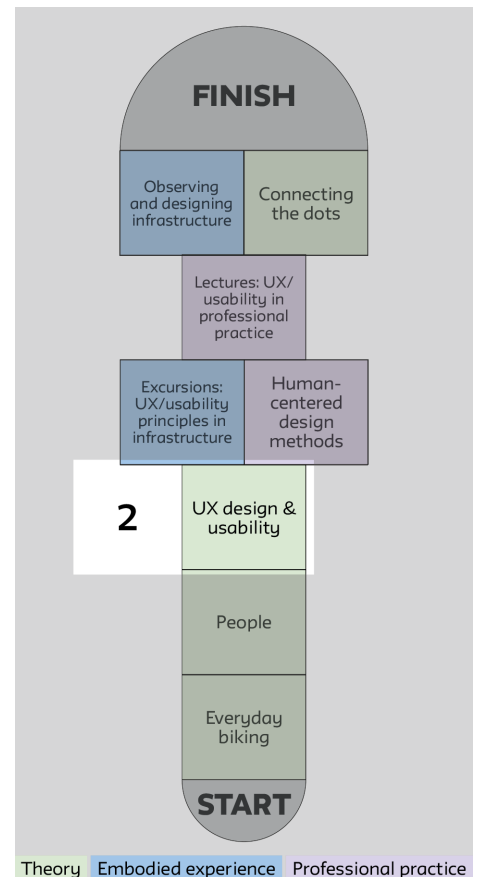
2c) Watch Whitney Hess's talk and read her popular blog post

Estimated time: 20 min

Design Principles: The Philosophy of UX

Whitney Hess, IgniteNYC

<https://www.youtube.com/watch?v=94HOViTj4iA>



So you wanna be a user experience designer — Step 2: Guiding Principles

Whitney Hess, *Pleasure & Pain*

<https://whitneyhess.com/blog/2009/11/23/so-you-wanna-be-a-user-experience-designer-step-2-guiding-principles/>

2d) Read an academic article

Estimated time: 30 min

Academic articles can be dense and hard to read. Move through the article and don't worry about fully understanding everything that is stated. The goal of this reading is exposure. For this article, read the 1st page for context on the field. Lightly read sections 2, 3, and 4, and relate them to Figure 1 in section 5. The main takeaway is the first two paragraphs of section 5- getting perspectives on what user experience is.

User experience - A research agenda

Hassenzahl & Tractinsky, *Behaviour & Information Technology*, 2006

https://www.researchgate.net/publication/233864602_User_experience_-_A_research_agenda

3. HUMAN-CENTERED DESIGN METHODS

Learning Objectives

- Think critically about what it means to design with people at the center of the process
- Get familiarized with common methods for doing this

Total estimated time: 2hr

3a) Get exposed to “human-centered design”

Estimated time: 15 min

First, watch these short videos that give two different takes on human-centered design:

Principles of Human-Centered Design (Don Norman)
NN/g

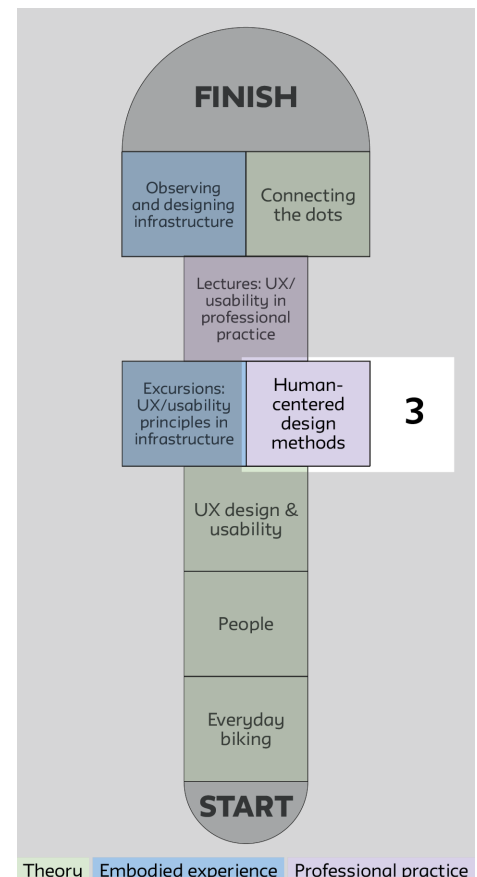
<https://www.youtube.com/watch?v=rmM0kRf8Dbk>

What is Human-centered Design?

IDEO.org

<https://vimeo.com/106505300>

Second, do a Google Images search on “Design Thinking Model”. Look at the first few results to get exposed to the design process.



Third, reflect on what you've seen and on any prior knowledge/perceptions you had on human-centered design. Is there a clear definition of it to you?

3b) An academic perspective: what is the human-centered design paradigm?

Estimated time: 45 min

For this article, focus on the first two sections: Design and Human Centred Design (especially Figure 6). If you have more time, also look at the section on Human Centred Design Tools. The goal of this reading is to get a more conceptual and academic perspective that shows designing for people is more than just problem-solving. While reading, reflect on how this article's framing is different than that of the videos from 3a.

What Is Human Centred Design?

Joseph Giacomin, The Design Journal, 2014

<https://bura.brunel.ac.uk/handle/2438/11408>

3c) Get exposed to some design methods

Estimated time: 25 min

Skim two methods of your choice from each of the following sites. Cap yourself at 8 minutes per site.

Design-Led Research Toolkit

Parsons Transdisciplinary Design program, class of 2017

<http://dlrtoolkit.com/>

100 Days of UX (based off *Universal Methods of Design*, by Martin & Hanington)

Philip Adeoye

https://philipadeoye.com/100_days_of_ux/index.html

Design Kit

IDEO.org

<https://www.designkit.org/methods>

3d) See how BUX translates them

Estimated time: 35 min

Choose 2 of BUX's translated methods to read. Read the full method pages, and look at downloads for them.

Estimated time: 20 min

Methods: <https://www.bicycleuserexperience.com/methods>

Downloads: <https://www.bicycleuserexperience.com/resources>

Skim some of the other methods BUX has begun to brainstorm to translate.

Estimated time: 15 min

<https://www.bicycleuserexperience.com/blog/categories/methods>

Bonus readings

Estimated time: 2hrs+ each

If you have time and would like to get a contrasting perspective, read the following academic article. Note: it is conceptually heavy.

Towards user design? On the shift from object to user as the subject of design
Johan Redström, Design Studies, 2006

http://www.b3b6b.it/disia0708/materiale_didattico_files/3Johan%20Redstrom.pdf

If you have time and would like to learn more about design methods, read this academic article:

Methods to support human-centred design

Martin Maguire, International Journal of Human-Computer Studies, 2001

<http://www.cse.chalmers.se/research/group/idc/ituniv/courses/06/ucd/papers/maguire%202001a.pdf>