Workshop Sample Slides

DESIGNING A BICYCLE USER EXPERIENCE
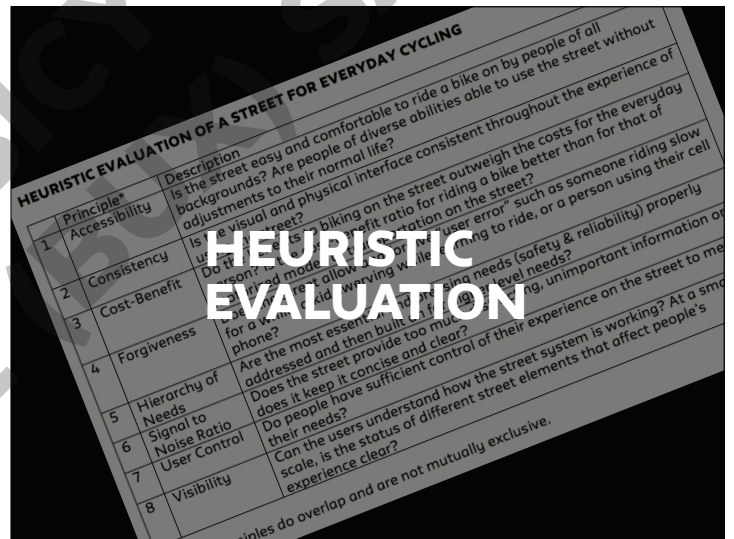
IDEAL USER EXPERIENCE
PEOPLE BIKING FEEL...

supported   stylish   respected

proud   together   familiar

Independent   clear   valued   self-sufficient

joyful

slick   flexible   joyful   secure   at ease

fast   efficient

relaxed   confident   accommodated

satisfied

HUMAN CENTERED DESIGN

- Study people and design for their characteristics, needs and desires
- Usability
- User experience (UX) design

HEURISTIC EVALUATION

A small set of **evaluators examine an interface** and judge its **compliance with recognized usability principles** (the "heuristics").

10 Usability Heuristics for User Interface Design

nngroup.com/articles/ten-usability-heuristics/

by Jakob Nielsen on January 1, 1995

Topics:

Summary: Jakob Nielsen's 10 general principles for interaction design. They are called "heuristics" because they are broad rules of thumb and not specific usability guidelines.

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

HEURISTIC EVALUATION OF A STREET FOR EVERYDAY CYCLING

	Principle*	Description
1	Accessibility	Is the street easy and comfortable to ride a bike on by people of all backgrounds? Are people of diverse abilities able to use the street without adjustments to their normal life?
2	Consistency	Is the visual and physical interface consistent throughout the experience of using the street?
3	Cost-Benefit	Do the benefits to biking on the street outweigh the costs for the everyday person? Is the cost-benefit ratio for riding a bike better than for that of motorized modes of transportation on the street?
4	Forgiveness	Does the street allow and forgive "user error" such as someone riding slow for a while, a kid swerving while learning to ride, or a person using their cell phone?
5	Hierarchy of Needs	Are the most essential and pressing needs (safety & reliability) properly addressed and then built on for higher level needs?
6	Signal to Noise Ratio	Does the street provide too much distracting, unimportant information or does it keep it concise and clear?
7	User Control	Do people have sufficient control of their experience on the street to meet their needs?
8	Visibility	Can the users understand how the street system is working? At a smaller scale, is the status of different street elements that affect people's experience clear?

*These principles do overlap and are not mutually exclusive.