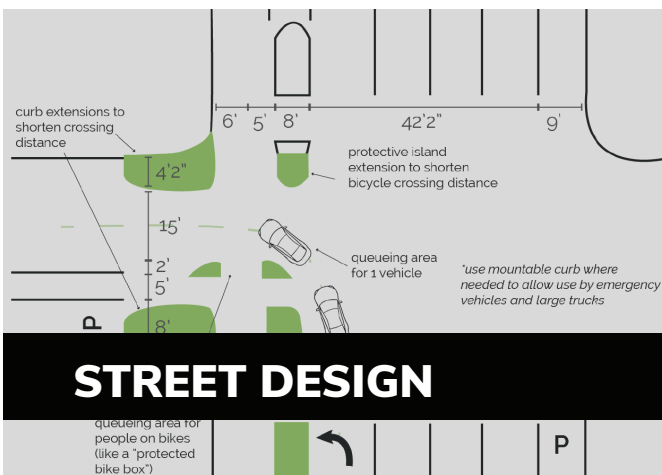# SERVICES
Designing a Bicycle User Experience

WORKSHOPS

Workshops on human-centered design methods teach professionals how to design bikeways with people in mind.

• Build your organization's capacity to design bikeways that fit into everyday people's lives
• Focus on 1-2 methods during the 2-3 hour sessions, and practice the methods during the workshop

STREET DESIGN

Street design based on people's experiences. We analyze an intersection or street and produce a conceptual report with recommendations.

• Get more insight on a specific street or area
• Human-centered design can also be integrated into larger plans

COMMUNITY ENGAGEMENT

Engagement that builds a shared understanding of cycling experience between the community and planning professionals. Community members will be brought to the center of the street design process.

• We choose methods for your context
• Documentation helps to understand modal choice and inform street design
• You get outputs that help you with storytelling/marketing

For more information also see www.bicycleuserexperience.com/services
Interested? Contact Trey at trey@bicycleuserexperience.com

PRICE LIST
Designing a Bicycle User Experience

Service	Price (€)	Description (what you get)
Workshop	500	2 hour workshop, generally up to 20 people • Learn about two methods, practice one method with feedback
	650	3 hour workshop, generally up to 20 people • Learn about two methods, practice two methods with feedback
	Custom	Custom workshop (i.e. more than 20 people, or more methods)
Street Design	500	Heuristic Evaluation for a street/corridor • Evaluate how usable a street is for everyday people to cycle
	1000	Heuristic Evaluation and street design recommendations done collaboratively with your staff • Evaluate a street/corridor's usability and get street design recommendations • Staff involvement develops internal capacity to think about cycling experience
	1500	Heuristic Evaluation (collaborative) on multiple streets as part of a network assessment • You give us a sample of different types of streets (3) in your network, and we work with your staff to evaluate their usability for everyday people cycling
	5000	Full research methods package for a street corridor or master plan • Includes 2 Heuristic Evaluations, Artifact Analyses, Think Aloud Protocols, and Personas • You get street design recommendations and community research
	Custom	Custom street design project: we choose methods for your context • You want to incorporate human centered design into your master plan or street design project
Community Engagement	600	User Experience Mapping, Directed Storytelling and Persona session for 1 street • Get deeper insight into how one person experiences a selected street • Graphic outputs and stories can guide a people-centered decision making strategy
	1500	User Experience Mapping, Directed Storytelling and Persona session for 3 streets • You choose a diverse selection of streets and community members • We document the people's experiences on them and how cycling can fit into their lives
	2500	Mixed method engagement package • User Experience Mapping, Directed Storytelling, and Persona session for depth with a person • Simulation Exercises & Directed Storytelling to build staff capacity & community relationships • Love and Breakup Letters for breadth among more people
	5000	Full engagement package • Mixed method package + more depth with 2 Touchstone Tours & 1 Think Aloud Protocol • Additional breadth through Idea Surface + Task Breakdown engagement on street

Prices do not include VAT/btw, which is 21% as set by the Dutch government