



# BUX MASTERCLASS 2020

## Designing a Bicycle User Experience

### Immersive Experience

This masterclass plugs professionals in to an immersive learning experience on user experience (UX) for everyday people cycling.

### Full Circle

We take advantage of a location in the Netherlands to:

- 1) See how UX implicitly exists in professional practice
- 2) Have an embodied experience of UX and usability principles in person
- 3) Connect these with theory to give professionals the “full circle”



### Engagement Before & After

- Preparatory readings on user experience, usability, and everyday biking
- Optional autoethnographic pre-assignment
- Resources, more readings, and networking to keep you thinking and learning afterwards

### Why BUX?

Designing a Bicycle User Experience (BUX) maintains an open online toolkit of [human-centered design methods](#) for cycling. Our focus on design and social science gives participants more depth on cycling experience than a normal bicycle planning masterclass.

### Logistics

- Dates: October 12-15, 2020
- Cost: €1300 per person
  - Includes all lectures, activities, meals and snacks during the program (preliminary program available online)
  - Lodging in & transportation to Amsterdam not included
  - Option to book lodging together with other participants
- Home base: Amsterdam, the Netherlands
- Size: max 15 participants

