# PREPARATORY READING LIST
## BUX MASTERCLASS

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?*

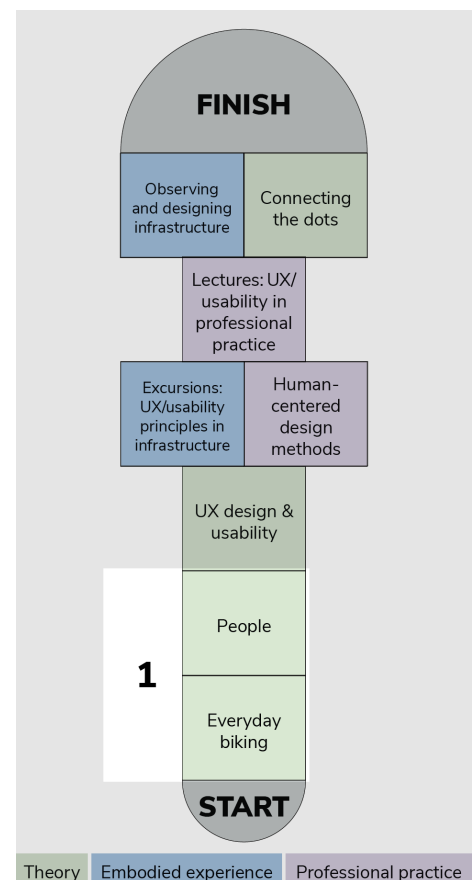Bicycle rush hour Utrecht (Netherlands) 2011:
*Mark Wagenbuur, Bicycle Dutch*
https://www.youtube.com/watch?v=0q-ej1eihoU

**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=Ovj4hFxko7c

### 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*
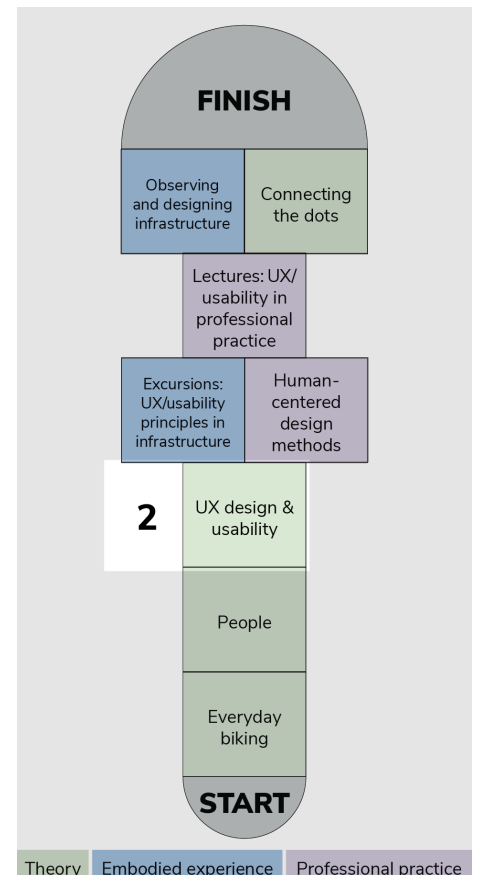https://www.nngroup.com/articles/definition-user-experience/
*Also watch 2 minute video on 'the term "UX"' below the article

### 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:

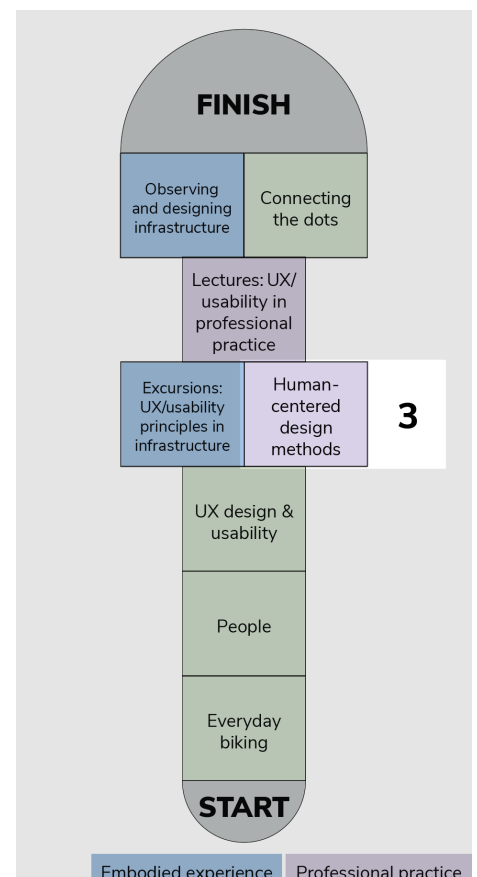Principles of Human-Centered Design (Don Norman)
*NN/g*
https://www.youtube.com/watch?v=rmM0kRf8Dbk

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

# AUTOETHNOGRAPHIC PRE-ASSIGNMENT (OPTIONAL): WHAT IS *YOUR* CYCLING EXPERIENCE?

This is an optional assignment that will get you thinking about what you experience while cycling. It should take you 2-3 hours, and is composed of:

- Riding in your city (15-30 minutes)
- Taking notes/journaling (15-30 minutes)
- Completing and posting the assignment (1.5-2 hours)

**Instructions:** Take a short bike ride. Observe your own thoughts, feelings, and physical experience while cycling. What's it like for you? If possible, take a picture or two of a street along your ride. Immediately after it, note down what you remember in an informal journal format.

**Assignment submission:** The journaling is for your own notes and to help you complete the assignment. You do not need to submit it. The assignment that you do submit is 1-2 pages and includes:

- One sentence on something you found interesting during this process, and a picture (for quick review by others)
- A short paragraph summary of your thoughts, feelings, and physical experience along the ride; *OR* a short paragraph reflection on the process of observing and documenting yourself
- Draw from your journal to fill out the table on the following page with bullet points (fill out as much as you can, it does not need to be complete)

Submit this by posting it in the [masterclass discussion forum](#) online.

| Social | Sensory | Spatial |
|---|---|---|
| Interaction with other people on the street | Feel of bicycle | Mental map |
| Normality and image | Carrying goods and people | Sense of enclosure |
| Participation in the traffic system | Weather | Landmarks, wayfinding |
| Freedom of movement | Threat to safety | Affordances |
| Other | Smell, vision, sound | Spatial identity and relationship to place |
| | Skills, competencies | Other |
| | Other | |

*Table criteria: Liu et al. (2018, p. 10)*

**References:**

George Liu, Sukanya Krishnamurthy & Pieter van Wesemael (2018) Conceptualizing cycling experience in urban design research: a systematic literature review, Applied Mobilities, DOI: 10.1080/23800127.2018.1494347
https://www.tandfonline.com/doi/full/10.1080/23800127.2018.1494347

For those that want to dive deeper… see for related academic research:

Justin Spinney (2011) A Chance to Catch a Breath: Using Mobile Video Ethnography in Cycling Research, Mobilities, 6:2, 161-182, DOI: 10.1080/17450101.2011.552771
http://orca.cf.ac.uk/51877/1/A%20chance%20to%20catch%20a%20breath%20Proof.pdf