

# What can people-centered design contribute to cycling? Exploring contributions and testing methods

## Preliminary results

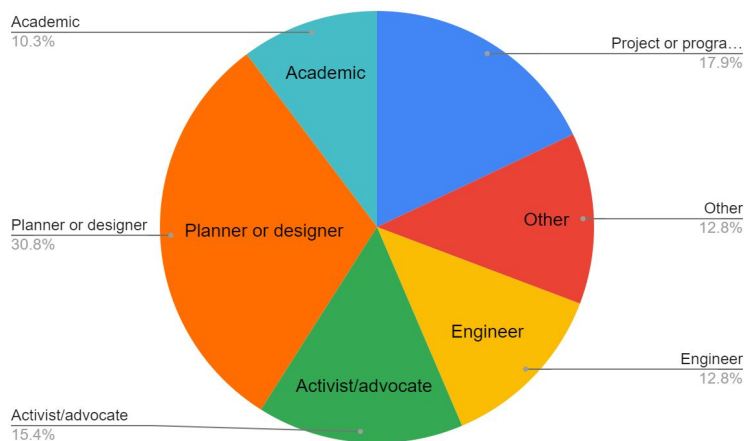
This research uses two pathways to explore the value of people-centered design to cycling: building shared understanding and acceptance of cycling, and the design of infrastructure. It translates four design methods to the context of cycling, and asks professionals about their value in a survey. To learn more about the research, see: <https://tinyurl.com/people-centered-design-cycling>. To read a written piece about initial results, see:

<https://urbancyclinginstitute.com/methods-for-people-centered-design-in-cycling>.

After cleaning, the dataset in this initial round of data collection comprises 39 responses. The following countries are represented: Ireland, Brazil, United Kingdom, United States, Singapore, Canada, India, Sweden, New Zealand, Australia, Philippines, Costa Rica, Malaysia, Colombia, Netherlands, Mexico, Lithuania, Argentina, Iran, and Portugal.

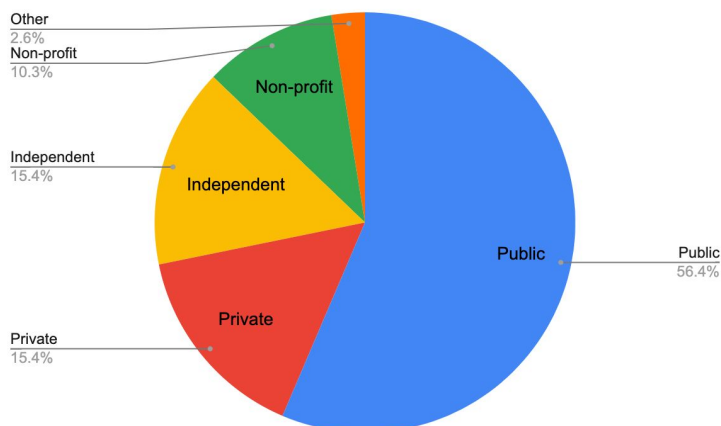
### Who took the survey?

What sort of cycling professional are you?



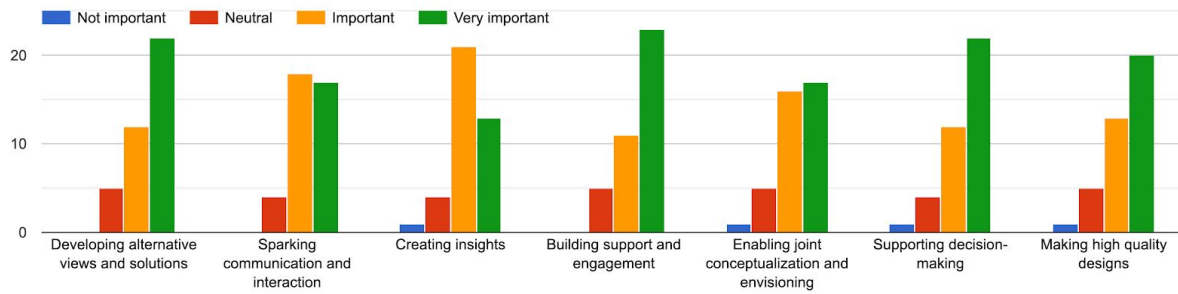
(dark blue: project or program manager)

Within which type of organization do you work on cycling?



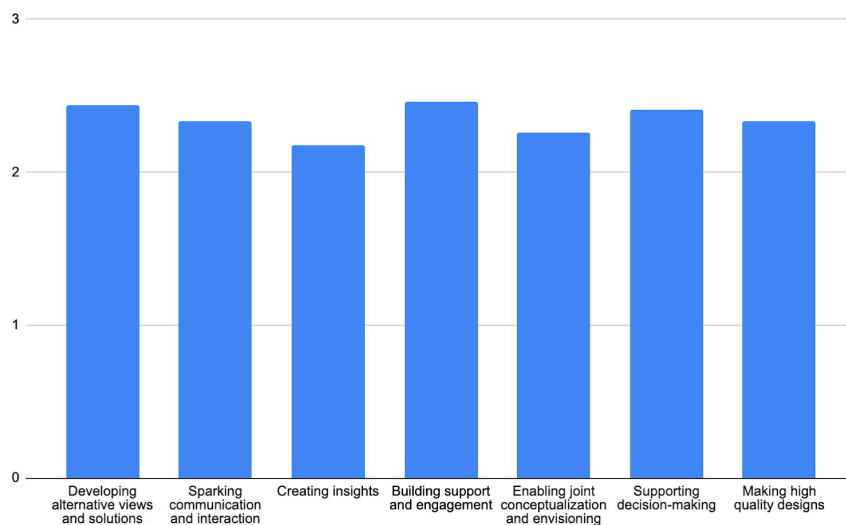
## Contributions of people-centered design

How important is each of the following to growing the practice of cycling in your context, based on your experience at work?



Average score per potential contribution:

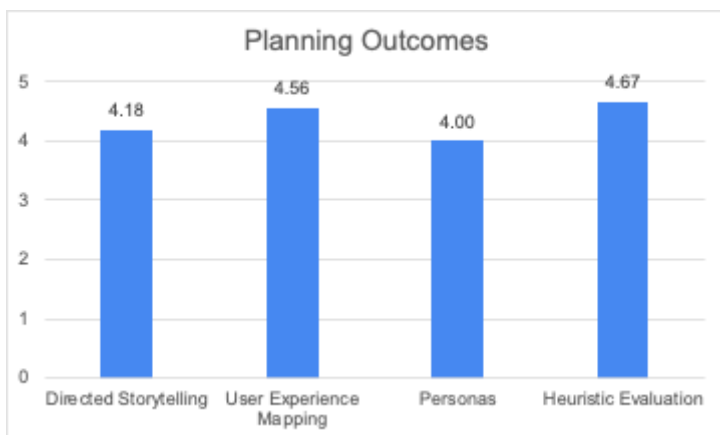
(0 = Not important, 1 = Neutral, 2 = Important, 3 = Very important)



## Testing methods

OVERALL: How do you think \_\_\_ would influence **planning outcomes** (e.g., strategies, plans and projects) for cycling?

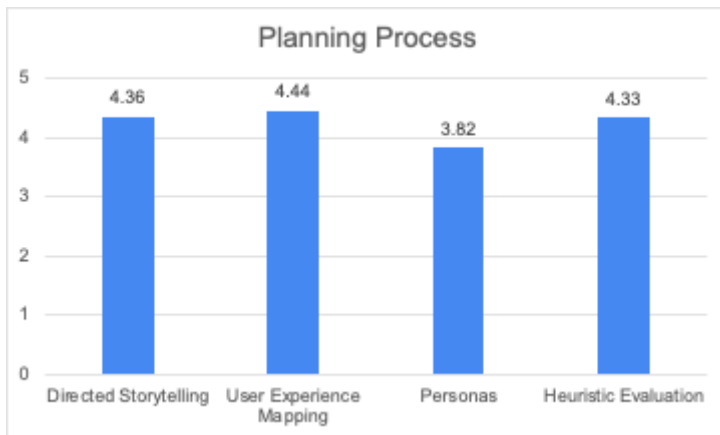
(1 = Very negatively; 5 = Very positively)



### Planning process

OVERALL: How do you think \_\_\_\_\_ would influence the **planning process** for cycling?

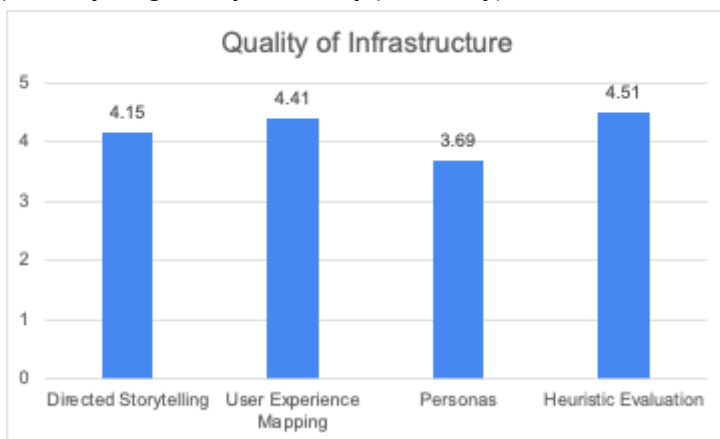
(1 = Very negatively; 5 = Very positively)



### Quality of bicycle infrastructure design

OVERALL: To what extent do you think \_\_\_\_\_ would be useful to improving the **quality of bicycle infrastructure design**?

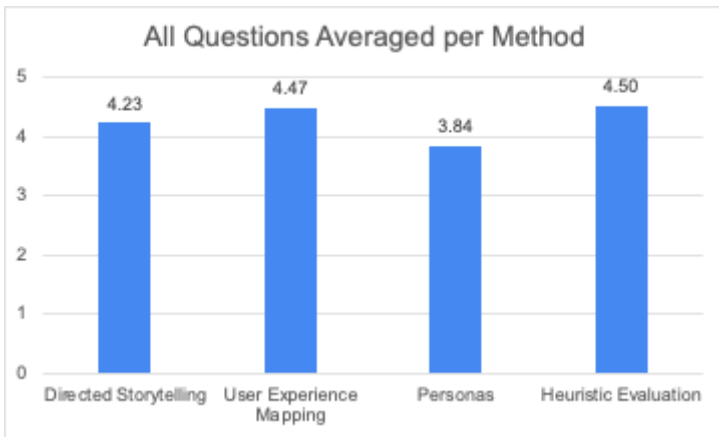
(1 = Very negatively; 5 = Very positively)



[Calculated: all methods together, rated on planning outcomes, process, infrastructure quality]



[Calculated: planning outcomes, process, infrastructure quality, together per method]



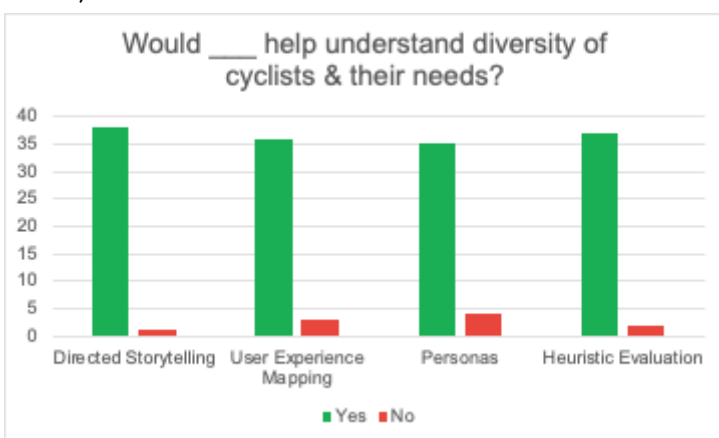
### Are professionals already using the methods?

Have you used something like \_\_\_ at work before?



### Better understanding diversity of cyclists and their needs

Do you think \_\_\_ would help professionals to better understand the diversity of cyclists (and their needs)?



Note: This research is a work in progress and results presented here are not final. Any questions on the research can be directed to Trey Hahn at [trey@urbanmobilityfutures.com](mailto:trey@urbanmobilityfutures.com).

**Haven't taken the survey yet, and are interested in participating? It is still open here:**

<https://tinyurl.com/cycling-hcd-survey>