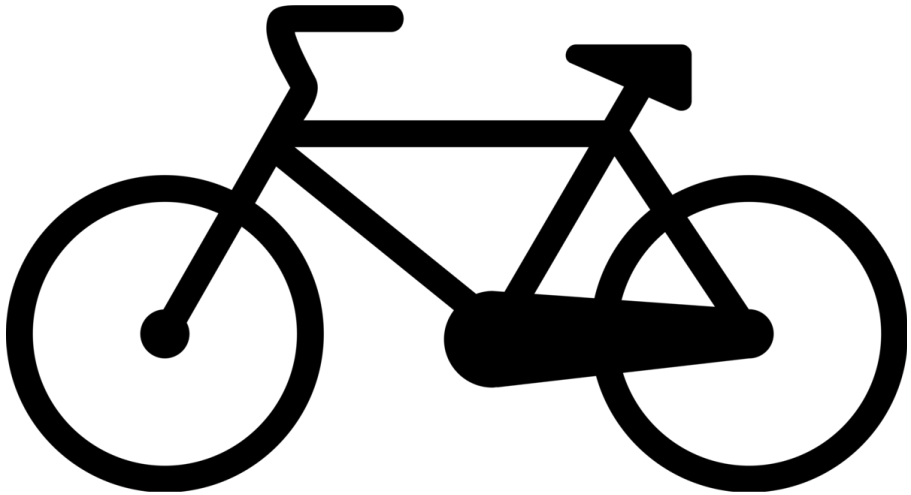
HEURISTIC EVALUATION TEMPLATE/TOOLKIT



DESIGNING A BICYCLE USER EXPERIENCE (BUX)

STREET PROFILE

HEURISTIC EVALUATION FOR EVERYDAY BIKING

Street Name and Location:

Brief Description of Street:

Map of Street Location

Media Showing Experience of Riding a Bike on the Street

Aerial View or Other Visual of Street

CHECKLIST

HEURISTIC EVALUATION FOR EVERYDAY BIKING

The following questions are referring to everyday people trying to ride a bicycle on the street (not a hardcore or specially trained “cyclist”).

Accessibility	**Compliance**			
	Always	Sometimes	Never	Notes
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?	☐	☐	☐	

Consistency	**Compliance**			
	Always	Sometimes	Never	Notes
Is the ***visual*** interface consistent (e.g. signs; pavement and sign colors) and easy for everyday people to navigate throughout the experience of using the street?	☐	☐	☐	
Is ***physical*** interface (e.g. street pavement) consistent and easy for everyday people to use throughout the experience of the street?	☐	☐	☐	

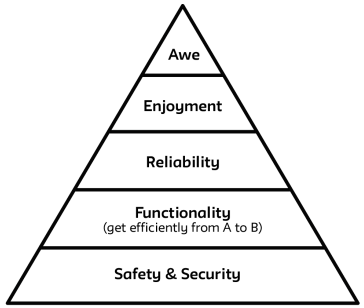
Cost-Benefit	**Compliance**			
	Always	Sometimes	Never	Notes
Do the benefits to biking on the street outweigh the costs for the everyday person?	☐	☐	☐	
Is the cost-benefit ratio for riding a bike better than for that of motorized modes of transportation on the street?	☐	☐	☐	

Forgiveness — Compliance

	Always	Sometimes	Never	Notes
Does the street allow for and forgive human error such as someone riding slow for a while or a person using their cell phone?	☐	☐	☐	

Hierarchy of Needs — Compliance

	Always	Sometimes	Never	Notes
Does the street meet people's most essential needs (bottom 3 of the pyramid at right)?	☐	☐	☐	
Does the street build off those lower level needs and then give people enjoyment and awe?	☐	☐	☐	



ADAPTED HIERARCHY OF NEEDS FOR EVERYDAY PEOPLE GETTING AROUND

Translated from Maslow's Hierarchy of Needs

Signal to Noise Ratio — Compliance

	Always	Sometimes	Never	Notes
Does the street design clearly and concisely communicate its use?	☐	☐	☐	
There is no redundant, ineffective signage or markings.	☐	☐	☐	

User Control	**Compliance**			
	Always	Sometimes	Never	Notes
Do people have control of their experience on the street?	☐	☐	☐	
Are people able to meet their own personal needs while using the street?	☐	☐	☐	

Visibility	**Compliance**			
	Always	Sometimes	Never	Notes
Can the users understand how the street system is working?	☐	☐	☐	
At a smaller scale, is the status of street elements that affect people's experience clear?	☐	☐	☐	

OVERVIEW

HEURISTIC EVALUATION FOR EVERYDAY BIKING

	Principle	Summary	Rating
1	Accessibility	*Example: The street is only accessible to those ready to adjust their lifestyle and be constantly alert to all of their surroundings.*	1 2 3 4 5
2	Consistency		1 2 3 4 5
3	Cost-Benefit		1 2 3 4 5
4	Forgiveness		1 2 3 4 5
5	Hierarchy of Needs		1 2 3 4 5
6	Signal to Noise Ratio		1 2 3 4 5
7	User Control		1 2 3 4 5
8	Visibility		1 2 3 4 5

Ratings:

1 – Very Poor – Constantly goes against the principle
2 – Poor – Almost never fulfills the principle
3 – Average – Sometimes fulfills the principle
4 – Strong – Often fulfills the principle
5 – Very Strong – Always fulfills the principle

DETAILED FINDINGS

HEURISTIC EVALUATION FOR EVERYDAY BIKING

The following pages detail what were found to be the most pressing issues of the street. Issues should be addressed in order of severity when possible (Critical, High, Medium and then Low).

Accessibility

Issue	Recommendation	Severity
Example: *Young kids cannot use it without feeling at risk. Adult users that do tolerate it wear helmet and sport gear and treat it like a sport/obstacle course. For others it's too much and they won't adjust their life to use it.*	*Make a street where these different user groups feel comfortable riding a bike without wearing special gear or significantly adjusting their lives. One way to do this might be by physically separating the bikeway from fast-moving motor traffic and continuing protection at intersections. This would need to be done with several other things for the street to truly be accessible to all different user groups.*	*High*

PICTURE SHOWING EXAMPLE OF FOUND ISSUES

Caption explaining issues in picture:

_____

_____

_____

_____

Consistency

Issue	Recommendation	Severity
Continue detailed findings for each principle...		

PICTURE SHOWING EXAMPLE OF FOUND ISSUES

Caption explaining issues in picture:

_____
_____
_____
_____

SUMMARY

HEURISTIC EVALUATION FOR EVERYDAY BIKING

STRENGTHS

_____
_____
_____
_____

MAIN ISSUES

_____
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_____
_____

RECOMMENDATIONS

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_____