TRANSLATING USER EXPERIENCE TO PLANNING AND DESIGN FOR EVERYDAY BIKING

User = Everyday person

User interface = The street
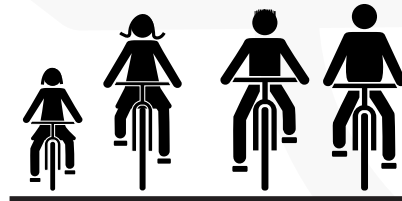
Product   =   Bicycle User Experience

The experience of riding a bike (how people feel; what we're trying to sell to people)

Usability

Does the product help people carry out their everyday tasks as desired? Think effectiveness, efficiency and satisfaction

UX FOR

User experience (UX) and usability terms are commonly used in the tech world.* This is a conceptual translation of the terms to planning and street design for everyday biking.

*In tech, these things are usually referring to a screen (e.g. the iPhone screen is the user interface and the app or website is the product). Designers then have to think about how the product fits into people's everyday lives.