

Learning Objectives

User Experience for Mobility and Public Space (short course)

Course objective: Equip urban mobility professionals with foundational knowledge to apply user experience (UX) in their work.

Learning objectives:

1. Learn about the relevance of a people-centered perspective in urban mobility
 - 1a. Identify the differences between planning for traffic and people's experiences
 - 1b. Gain an appreciation of the richness of everyday people's mobility experiences
 - 1c. Relate the history of mobility planning to the relevance of planning for people's experiences
2. Develop a mindset to better understand end users of the learner's practice, thinking across different mobility modes
 - 2a. Learn a UX/usability vocabulary to describe people's experiences
 - 2b. Think about examples of user experience in everyday life
 - 2c. Identify elements of user experience in the mobility context
 - 2d. Be introduced to a user-centered method and an avenue for learning about more methods
 - 2e. Relate the user experience perspective to practical mobility examples across different modes
3. Reflect on the impact of the learner's own work on end street users
 - 3a. Self-reflect on the learner's own mobility experiences through the UX/usability lens
 - 3b. Reflect on how physical design can affect the street experience for different modes
 - 3c. Reflect on how to make sustainable modes more attractive through planning for the user experience