

# BUX Network - Biking Better Around The Globe

Increasing the quality of user experience for people on bikes around the world



## The WHY

Cycling has been shown over and over to drive numerous positive outcomes: for our health, for the environment, for the texture of our society, for the make-up of our streets. But this is not about the statistics section in an article. This is about the cities we live in - our quality of life, access to choices, freedom and flexibility and, quite literally, about the air we breathe. We just love biking, and we believe that access to safe and pleasurable biking opportunities should not remain the prerogative of a few user groups in a few cities around the world.

## The IDEA

We want to bring together a group of bike enthusiasts with diverse backgrounds to have deep conversations, generate insights and come up with ideas to make biking a better user experience in the places where we are at home - our own cities and communities. Long term, the focus is on **making a positive impact on the experience of riding a bicycle internationally**. In practice, here is the “do something right now” plan:

- Come together as an international group of 8-12 people every couple of weeks for a one-hour workshop.
- Each workshop is dedicated to ideating solutions and approaches to one case study from one city (example: seamless commuting by bike to work in Madrid, changing the perception of biking in Sofia, etc).
- The case study, insights, and ideas are captured and eventually published in a booklet and circulated via the BUX website.
- The publications can serve to inform the actual decision-making practice of designing bicycle infrastructure with the user experience in mind.
- Members articulate and share their case and experience in the workshop by writing a concise blog post.

## The GROUP

Hristina Bojkova and Mahtab BaghaiePoor will be organizing the group with [BUX](#) acting as the frame and supporting the group with administrative organizing, a platform for publishing, access to methods/resources, and advice on people-centered design where needed.

Think of this group as a diverse group of professionals with a passion for making the world a better place to bike and mixed expertise in user experience design, urban planning, storytelling, etc. The key is the ability of the group to look at issues from a multidisciplinary standpoint and point out blind spots and add new perspectives.

## Logistics

In order to keep the sessions interactive and engaging, a group size between 8 and 12 people is what we aim for. Time commitment would be one hour every six weeks to participate in the sessions, once-off of 3-4 hours to prepare a case of solving a biking user experience issue in your own city, and 2 hours to write a blog post.

## Apply to join

Are you interested in joining? Send us an email ([buxnetwork@bicycleux.com](mailto:buxnetwork@bicycleux.com)) with:

1. Why you think cycling experience and the human perspective are important.
2. How your work connects to this.
3. A bit about yourself.

We look forward to your message, and we expect to start this summer :)