# People-led redesign of the official NZ Code for Cycling

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| Type your abstract here. 300 words max. |

When the need to update the official NZ Code for Cycling became apparent, Waka Kotahi decided to take a human centred design approach to the redesign of the code to reposition it as a more product with a clear purpose to communicate the rules in a plain, clear and supportive manner.

We discovered that the original Cyclists Code had been used most often as a reference tool to confirm the rules, or to develop supplementary cycling information.  Initial insights from research conducted in 2017 indicated that over time the tweaks and additions to the code meant that it had evolved into a confusing, repetitive document with strong safety messages and language that had the unfortunate effect of communicating that cycling might be viewed as a slightly dangerous, secondary mode.

It was clear that tweaks to language, structure and content were required so we set about designing a human centred approach to identify what should stay, what should go and how our key messages should be communicated.  We engaged with hundreds of people across New Zealand, from those who ride bikes all the time to those who had never heard of the code, and we discovered how to shape the language, structure and design to ensure we created a code that was engaging and digestible for anyone who wanted to know more about the behaviours required of people on bikes on New Zealand’s roads and pathways. We also discovered that an educational artefact could complement the code to promote the key behaviours that make a difference to the safety of everyone who rides bikes, or is thinking about taking up riding a bike.

The process has changed and evolved throughout, and we all learnt a lot!  We’d love to share our experiences with you and give you some ideas on how you might take a similar approach to a project that you are working on.