

**DCA**



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## DESIGNING

I would like to start with a quote from 1955...

I wanted to share it sums up my view of what I am striving to achieve on a daily basis

For me, this is what human factors should be all about – designing for people



Simon and Schuster, New York, 1955

## FOR PEOPLE

*We bear in mind that the object being worked on is going to be ridden in, sat upon, looked at, talked into, activated, operated, or in some other way used by people individually or en masse.*

*When the point of contact between the product and the people becomes a point of friction, then the industrial designer has failed.*

*On the other hand if people are made safer, more comfortable, more eager to purchase, more efficient—or just plain happier—by contact with the product, then the designer has succeeded.*

by HENRY DREYFUSS

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EXTENSION

DCA

But as much as we might like if we did, we don't have a monopoly on designing for people.

If fact, the book wasn't written by someone calling themselves an ergonomist, it was written by someone calling themselves an industrial designer.

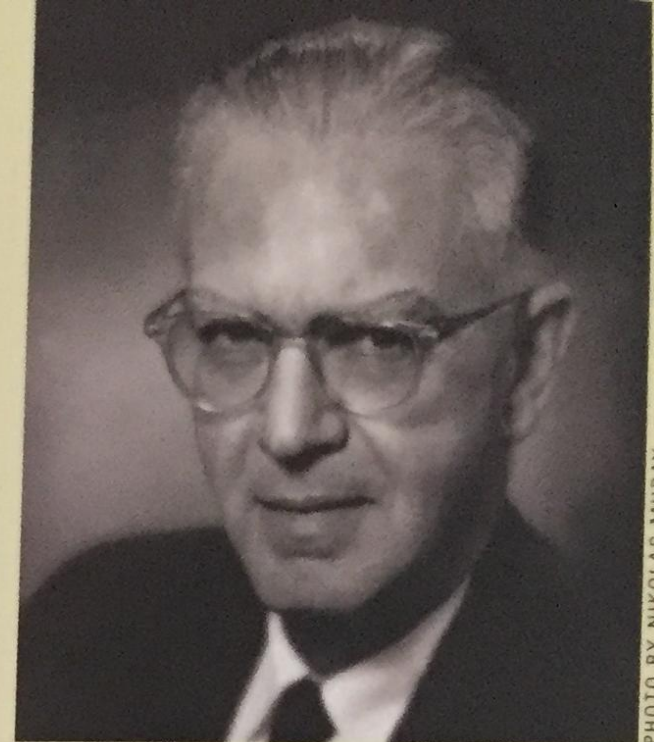
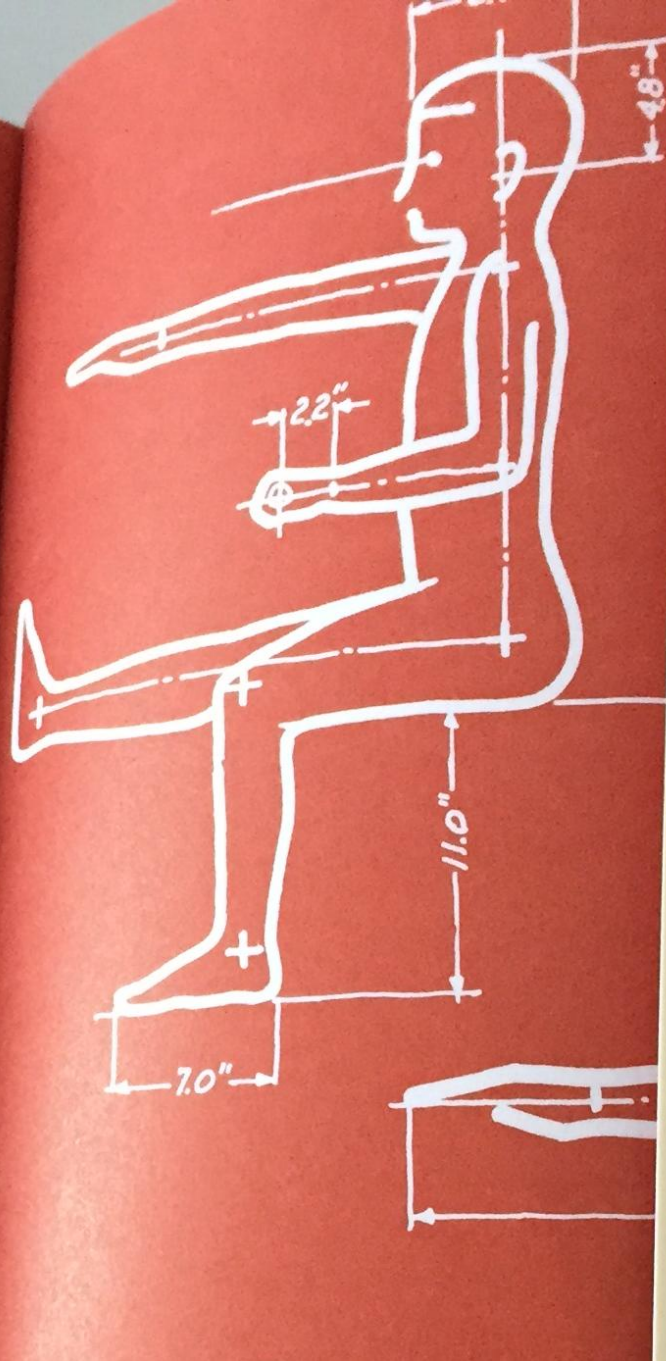
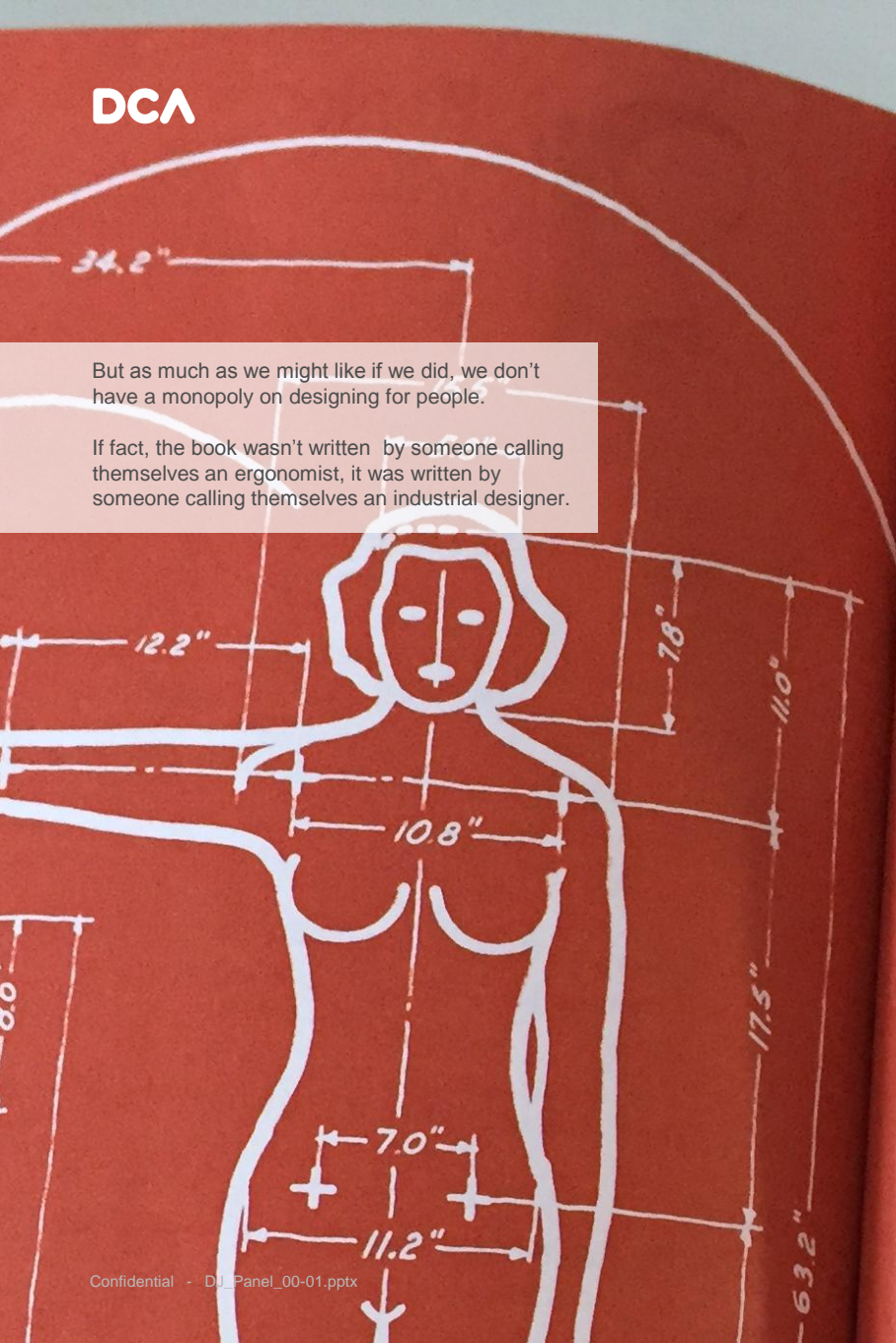


PHOTO BY NIKOLAS MURAY

## HENRY S. DREYFUSS

is considered the founding father of industrial design in the United States and one of the most prolific designers of the past century. During his forty years of design practice, he authored or inspired countless American design landmarks, including the model 300 Bell telephone, the Twentieth Century Limited locomotive, Hoover appliances, RCA televisions,



And if we fast-forward to today, there are a lot of people with that same vision.

And arguably they are from much bigger disciplines.

The biggest is probably UX or user experience

And service design is growing quickly

Designer  
Ergonomist  
Human factors consultant  
Service designer  
UX expert

In 2017, what should the business card say for someone who is passionate about designing for people?

Should it say Designer, Ergonomist, Human factors consultant, Service designer, or UX expert

And does it even matter?

I would argue that it does, as the title we choose sets initial expectations about who we are and what we are capable of doing.



So what do people think when they see the words Human Factors on a business card?

For those with some level of familiarisation, it's about anthropometrics and designing for human fit

But I wonder if even this is wishful thinking, for many it's this...

It's a tick box exercise, someone who is going to come in and police a design.

Perhaps even someone to be avoided!

# Design

Working as part of a team to identify, refine and implement better ways of doing things

At least part of this perception stems from the fact that we split into two roles, design and assurance.

Where design is about working as a team and creating better things

And assurance is about policing this, independently checking

Both are of course critical, but it's not something the UX and services design folk do.

# Assurance

Independently checking that the product or service complies with regulations, standards and design intent



Because what separates HF from UX or services design, is that HF has a strong interest in safety critical applications.

And in these contexts we want to make sure we get it right first time.

So to summarise, and at the risk of over-simplifying things, despite a common shared goal, there are some differences.

HF is more biased to safety critical situations, whereas UX and Service design tend to be more focused on consumer-facing services

HF tends to be more thorough and meticulous, whereas UX and service design tend to be more iterative.

For HF we expect a comprehensive evidence-base before we commit to a design, whereas Beta-testing in the field is often a common tool for UX and service design

And finally there are very different perceptions of safety.



### Common perceptions

Biased towards safety-critical domains

Thorough and meticulous

A comprehensive evidence-base prior to implementation

In-use failure viewed negatively

### Common perceptions

Biased towards consumer-facing services

Fast and iterative

Beta testing as a critical tool for evaluation & development

In-use failure often celebrated

So where do we go from here...

**Should we be:**  
reprinting our business cards?  
communicate the differences?  
communicate the similarities?  
looking for closer collaborations?