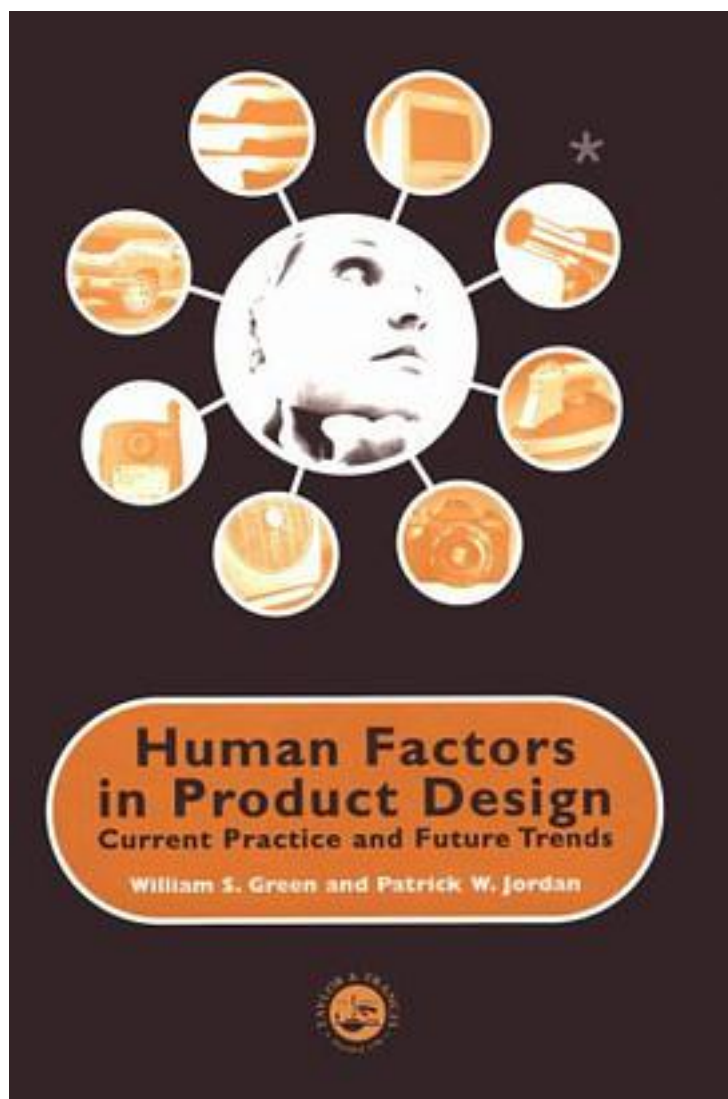


Human Factors in Product Design



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Manufacturers are becoming more aware of human factors in product design as a major competitive issue. In many product areas, manufacturers have reached a technology ceiling, which simply means that it is increasingly difficult to get ahead of the competition in terms of, for example, functionality, technical reliability or manufacturing costs. As a consequence, design has become a major battleground for manufacturers, and usability is recognized as being a central tenet of good design. This book provides a unique snapshot of current practice in human factors, identifying methods and techniques that work well under tight constraints and providing case study evidence of their effectiveness. The commercial implications of usability are discussed, and special attention is paid to two key trends: inclusive design and smart products. Inclusive design is about meeting the needs of all users with one design, which includes the elderly and the disabled. Smart products are multi-functional products with electronic interfaces containing a vast array of "helpful" functions. Industrial designers and manufacturing executives will find this text enlightening.

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