

## HFES 50<sup>th</sup> Anniversary Product Design Award

The HFES Product Design Technical Group again conducted its product design competition for innovative and user-centered approaches to human factors and industrial design. This year the 5<sup>th</sup> annual User-Centered Design Award was renamed in honor of HFES' special anniversary. The award committee of Dianne McMullin and Stan Caplan received 13 nominations that represented a broad diversity of product types. A panel of seven judges selected two winning products based upon their design (functional obviousness, ease of operation, and creativity) and user research methodology (during concept development, during the design process, and use of appropriate evaluation methods). The awards were presented at the 50<sup>th</sup> HFES Annual Meeting in San Francisco to

- Hospira, Inc for the Symbiq™ Infusion System (a device that delivers intravenous fluids and medications to patients)
- Metaphase Design Group for the Medtronic Straightshot M4™ Microdebrider (a surgical handpiece used by ear, nose, and throat surgeons to remove tissue such as polyps)

Ed Israelski and Ella Cozmi (Hospira) and Bryce Rutter (Metaphase) accepted the awards for their companies. Ed and Bryce each presented a paper about the winning product and its development at a well-attended special PDTG session. Immediately following the session a reception was held at the PDTG business meeting to honor the recipients.

Thanks go to PDTG members Dave Aurelio, Steven Belz, Rich Buttiglieri, Harv Ebel, Ila Elson, Betty Sanders, and Rob Tannen who diligently evaluated all of the nominations for both the design and the methods used to achieve the design.

Purposes of the award are to (1) recognize user-centered and innovative product designs as well as research and design methods and (2) raise visibility of the PDTG and promote new membership. Articles about each of these products will appear in a future issue of Ergonomics in Design.

The award program has been extremely successful and PDTG will continue to conduct the competition. In the Spring, look for a call for nominations for the Fifth Annual Award. In the interim you can contact Dianne McMullin ([dianne.l.mcmullin@boeing.com](mailto:dianne.l.mcmullin@boeing.com)) or Stan Caplan ([scaplan@usabilityassociates.com](mailto:scaplan@usabilityassociates.com)) for details.

The Product Design Technical Group enjoyed a 47% increase in membership this past year and now has 522 members. PDTG invites you to become a member of this growing group and to participate in its activities. For example, you could be a judge and have the opportunity to see the whole lineup of award submissions.