

PDTG 8th Annual User-Centered Product Design Award

The HFES Product Design Technical Group conducted its annual product design competition for innovative and user-centered approaches to human factors and industrial design. The award committee of Dianne McMullin and Stan Caplan received a broad diversity of product nominations. A panel of six judges selected two winning products based upon their design (functional obviousness, ease of operation, and creativity) and the user research methodology involved during concept development, design, and evaluation. The starkly different nature of the winning products again shows that Human Factors principles and research can be universally applied. The awards were presented at the 53rd HFES Annual Meeting in San Antonio to

- Design Concepts, Inc. for the JohnsonDiversey ProSpeed™ Floor Finish Applicator System that enables janitors to polish floors more productively and with less training and effort than other systems. Craig Conner, Principal and Director of Human Factors, accepted the award for Design Concepts.
- Interface Analysis Associates for the Powerheart Automatic External Defibrillator G3 Plus. Their work on the voice prompt interface resulted in a higher rate of successful rescues as shown by the simulated testing. Anthony Andre, Founding Principal and Project Lead, accepted the award for Interface Analysis Associates.

Craig and Anthony each presented a paper about the winning product and its development at a well-attended special PDTG session. At the PDTG business meeting immediately following the session, Paul Green, HFES president, presented the awards to Craig and Anthony.

Thanks go to PDTG members Dave Aurelio, Ali Berkman, Rich Buttiglieri, Hugh McLoone, Adam Shames, and Susan Sprargan 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. Currently at 517 members, PDTG invites you to become a member of this growing group and to participate in its activities.

Early next year look for a call for nominations for the Ninth Annual Award. In the interim you can contact Dianne McMullin (dianne.l.mcmullin@boeing.com) or Stan Caplan (scaplan@usabilityassociates.com) for details.