HUMAN FACTORS

PHYSIOLOGICAL FACTORS:
• Peoples physical capabilities such as hand-eye coordination, size, strength and stamina. This can all affect the ways in which consumers interact with products.

PSYCHOLOGICAL FACTORS:
• Our senses provide us with lots of information such as the height of a step or the heat from an oven door.
• Colour is very important as this can affect the mood of the person and can link to the safety features of the product. E.g. red=danger

SOCIOLOGICAL FACTORS:
• The design of a public space or transport (e.g. bus) needs to take into account personal space levels and access, such as climbing steps or opening doors for children and the elderly.

ERGONOMICS & ANTHROPOMETRICS:
• Ergonomics is the ensure that products are fit for purpose and functional (making sure things be adjusted, available in a range of sizes)
• Ergonomics makes products inclusive.
• Anthropometrics is the study of human sizes.
• Designers use mathematical data known as the 5th and 95th percentile to gain the average measurement. This is classed as a normal range by excluding the bottom 5% of measurements and the top 5% of measurements.
• Working triangles: this is ensuring effective organisation of workspaces (kitchens, car interiors) This is used to describe the range of movements needed to perform a certain tasks.

INCLUSIVE DESIGN:
I. Ideal product that meets everyone’s needs.
II. Unrealistic dream but products need to be as accessible as possible to all sections of society.
III. Exclude the smallest amount of people as possible.
IV. Products need to be adjustable to fit different sizes e.g. car seats, office chairs.

EXCLUSIVE DESIGN:
I. Stereotypes ensure that products are aimed at specific groups – also known as target market.
II. Food products need to take into account peoples needs e.g. food allergies, vegetarians.
III. This excludes people by failing to meet everyone’s needs.