



Our Human Factors team combines expertise from various fields including psychology, automotive, systems, software and usability engineering to address human-systems integration challenges across different domains:

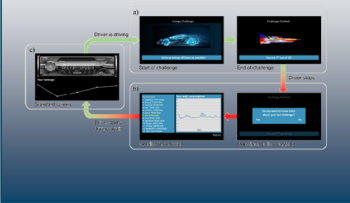

- Automotive
- Railroad
- Smart technologies
- Manufacturing

We support our customers to achieve successful products:

- **Identifying user-centered applications for technology**
 - Develop use-cases based for innovative applications of existing technologies
 - Literature and market reviews to assess the state-of-the-art
 - Quick-look technology explorations in human-in-the-loop simulation environments
 - Evaluate and validate use cases in field and laboratory studies
 - Measurement of human and technical performance with extensive instrumentation including, interviews, focus groups, questionnaire development, physiological sensing contextual inquiries, and observations in the field.
- **Increase human-readiness levels of products for improved user satisfaction and marketability**
 - Collect user constraints, needs, and preferences through observational and experimental studies in the field and controlled environments, literature reviews, and contextual inquiries.
 - Bring user requirements into the design and development process

- Support creation of virtual models for human performance, comfort, and safety for digital design, development, and evaluation solutions
- **Assess human performance and reliability of interactions with socio-technical systems**
 - Assess human performance and user constraints in realistic environmental settings
 - Objective performance and subjective evaluation data, psychophysiological measurements, response time measurements
 - Apply state-of-the-art methods such as THERP or HEART for human reliability assessments and safety assessments
 - Tailor method modifications to customer needs
- **Provide process solutions for AI innovation challenges in organizations**
 - Support alignment with EU and world-wide AI regulations
 - Facilitate the development of human-systems integration (HSI) processes in companies
 - Enable multi-disciplinary melting of “silos of excellence”

Overview of ongoing and completed Human Factors Projects

	<p>Help drivers improve AD usage and efficient driving through tutoring applications</p>  <p>HADRIAN, DOMUS</p>
	<p>Design and evaluate VRU interaction technologies</p>  <p>SINUS</p>

Developing shared safety solutions



Foresight

Automation Usage and trust assessment



Gendrive, Verdi, Cactus

Seat comfort evaluation



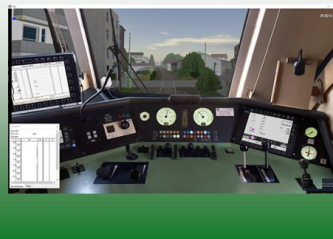
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Monitoring driver behavior with depth sensing

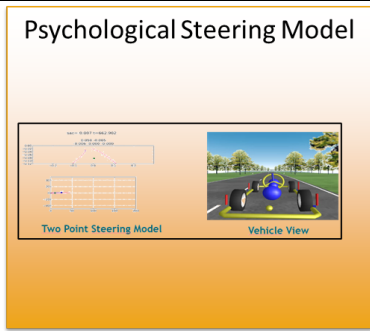


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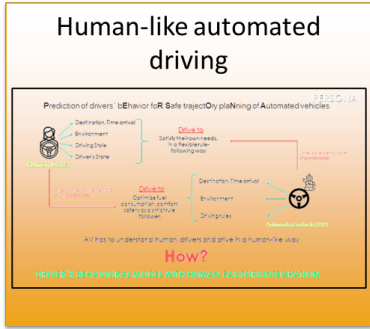
Human Factors in Rail



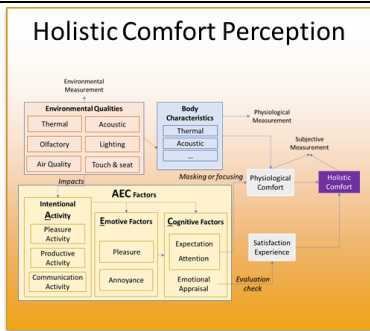
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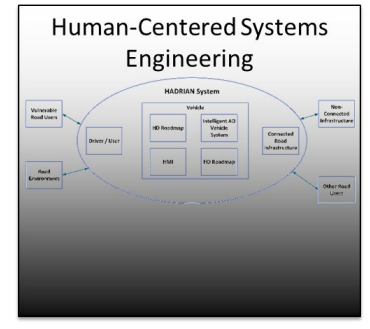
Arnold



PERSONA



DOMUS

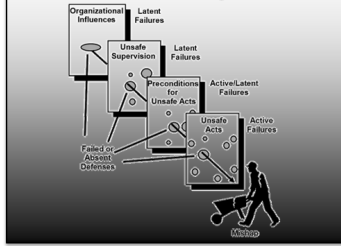


HADRIAN



INCOSE HSI Working Group

Human Error Quantifications Methodologies



HADRIAN

Realize ethics in research and development



IRB

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