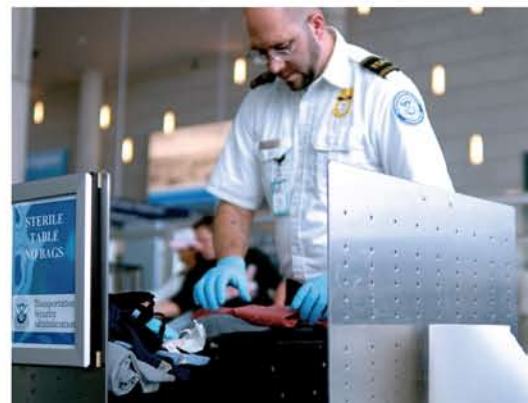


CCD Human Factors





CCD Human Factors

To get the best from products, environments or systems requires getting the most from the people who use them, work in them or live with them. People vary in their physical and mental capabilities and characteristics. They can also be unpredictable.

CCD brings together over 30 years experience in understanding people, modelling their behaviour and describing their characteristics. We are also still constantly learning new things.

Our value lies in applying this knowledge to the design of products, operational systems, working environments, buildings – anywhere where designing around people is important for getting the right result.

In a range of projects across different applications we have demonstrated that a user-centered approach, informed by our tools and methods can bring measureable benefits. Products work as the user wants them to, so sales are higher. Safety systems are tolerant of human error so accidents are avoided. Working environments increase productivity and ensure staff welfare.

We use ethnographical methods to understand how people interact with products or their environment. Our methods allow us to interpret and get to the real user requirements. Our approach involves the user in the process to get buy-in and greater understanding. We become the glue between users and designers.

Some of our clients:

- Health and Safety Executive
- Texaco
- London Underground
- Balfour Beatty
- Eurostar
- Parsons Brinkerhoff
- Serco
- Motorola

Contact us to discuss how we can help you...



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