

Webinar on

Human Factors And Ergonomics In New Product Development: Methods And Technique

Learning Objectives

- Define human factors engineering*
- Understand its important role in the success of new product development*
- Demonstrate with real-world examples of how human factors engineering makes a significant impact on design inputs*
- Gain an understanding of where this engineering is used in the process*
- How to incorporate it into a regulatory submission*
- How to implement it in your product development plan*
- Understand best practices related to it*
- How to tie human factors engineering to risk management*

This session will address the integration of human factors into all the phases of the product life cycle. Tom will define human factors engineering and its role in the success of new product development.

PRESENTED BY:

Tom Kramer, president and CEO of Kablooe Design, has been a product innovator for over 26 years and holds a Certificate in Master of Product Development from Northwestern University and a Bachelor's in Industrial Design degree from MCAD.

On-Demand Webinar

Duration : 60 Minutes

Price: \$200

Webinar Description

Human factors engineering is extremely integral to user/market adoption. Getting a product to market is difficult whether you are a struggling startup or an established original equipment manufacturer (OEM). Understanding some of the tools available on the front end of product development can help you avoid downstream problems before they become time and money wasters. Human factors engineering is one such tool. Human factors engineering will consider issues such as how people interact with your device so that the product is used correctly—every single time. It may include building in safeguards that prevent misuse, especially important with devices used in life and death environments.

This session by expert speaker Tom Kramer will address the integration of human factors into all the phases of the product life cycle. Tom will define human factors engineering and its role in the success of new product development. You will be able to understand what human factors work is, why it is important, how/where it fits into the development process.



This session will help you understand the value of human factors activities, how to execute them on your projects, and how your development work will be more innovative as a result. Tom will use real-world examples to demonstrate how human factors engineering makes a significant impact on the ability to innovate when developing a new device, and how these activities are important in your regulatory submission and successful user adoption.

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Who Should Attend ?

Designers

Engineers

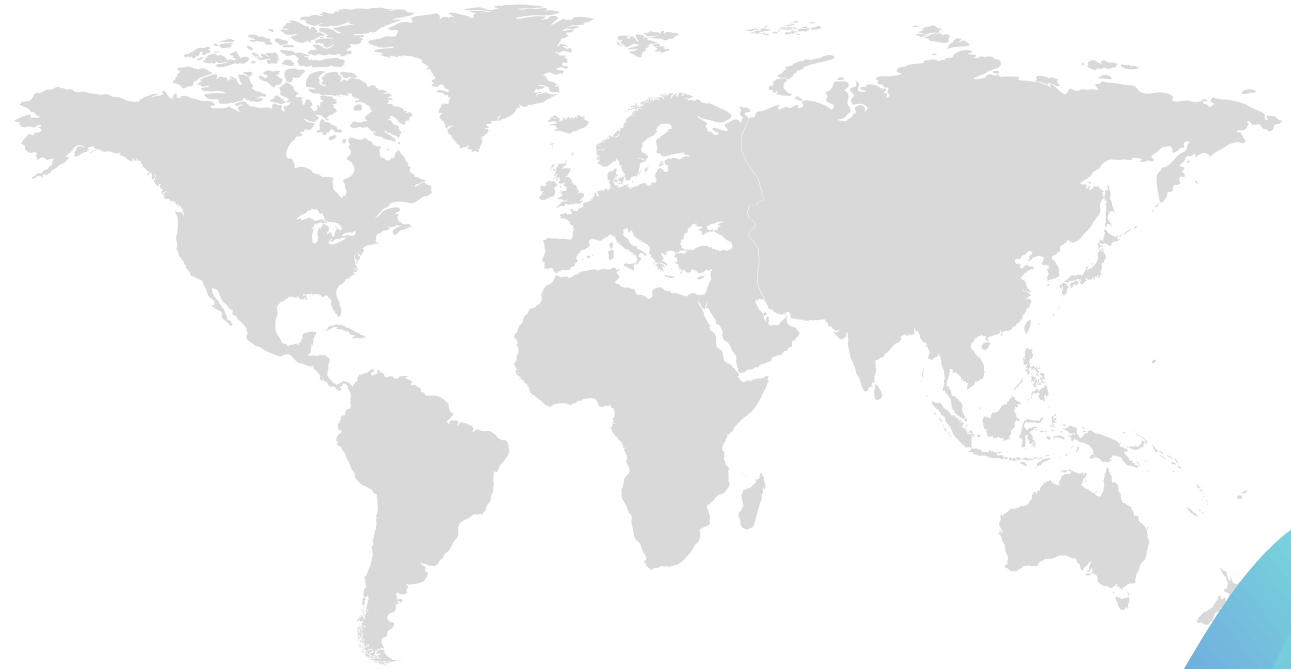
Design managers

Managers and directors of R&D

VPs of R&D

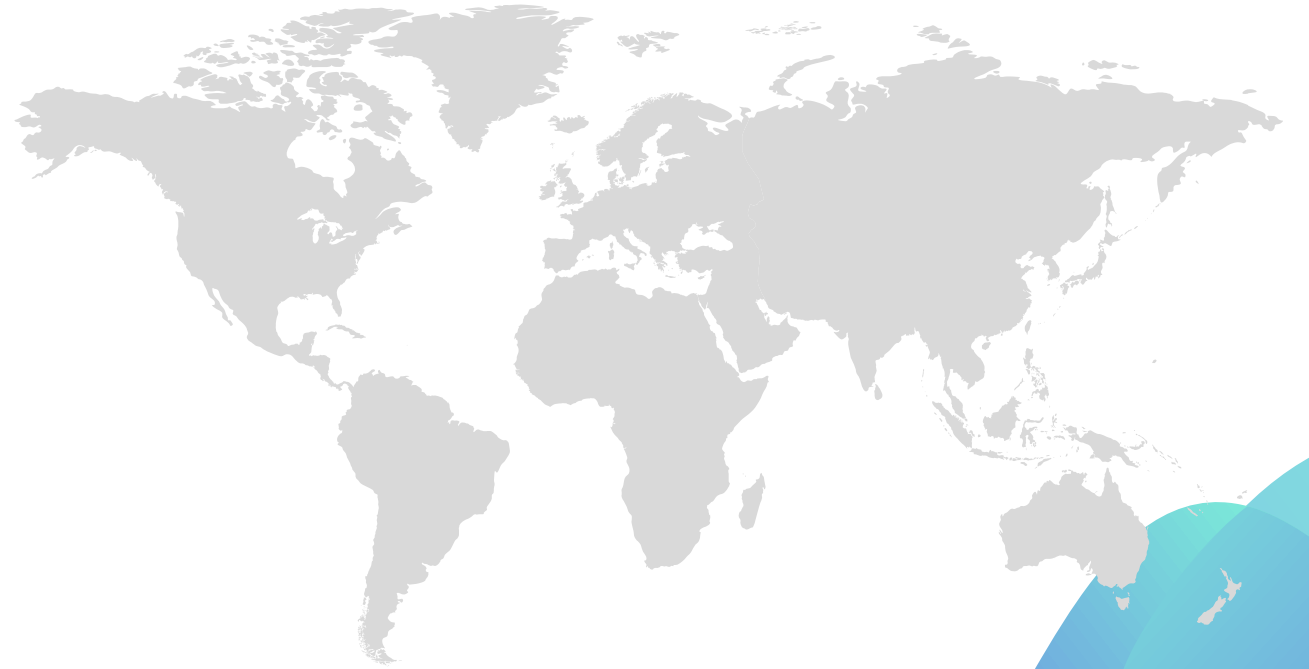
Program managers

Product marketing personnel



Why Should You Attend ?

Learn why human factors engineering is a “must” for your product design process



To register please visit:

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