



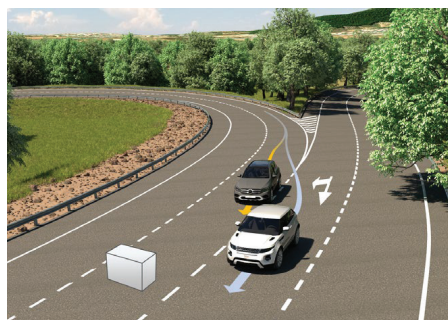
## Human factors

*Optimised transportation safety and enhanced experience for all users*

Applus IDIADA is a leading development partner offering a dedicated service for user centred design and testing activities. Our Human Factors experts have access to world-leading facilities and pioneering tools allowing them to support clients throughout the development cycle, from concept to final validation.



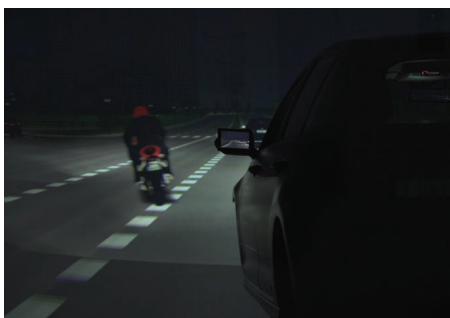
OCCUPANT MONITORING



EMERGENCY SYSTEMS



CONNECTED AUTONOMOUS VEHICLE



USER BEHAVIOUR



USER INTERFACE



OCCUPANT COMFORT

## RESEARCH AND INVESTIGATION

IDIADA has the capability to design and implement large-scale studies involving representative users within defined conditions and scenarios. Research activities can be adapted to a diverse range of client requirements throughout development phases.

- Occupant response to environmental and situational conditions
- Characterisation of driver physiological and cognitive state
- User behaviour and response during emergency scenarios
- Targeted investigation of human-machine interaction
- Investigation of user trends in use of transportation systems and vehicles

## ITERATIVE PRODUCT DEVELOPMENT

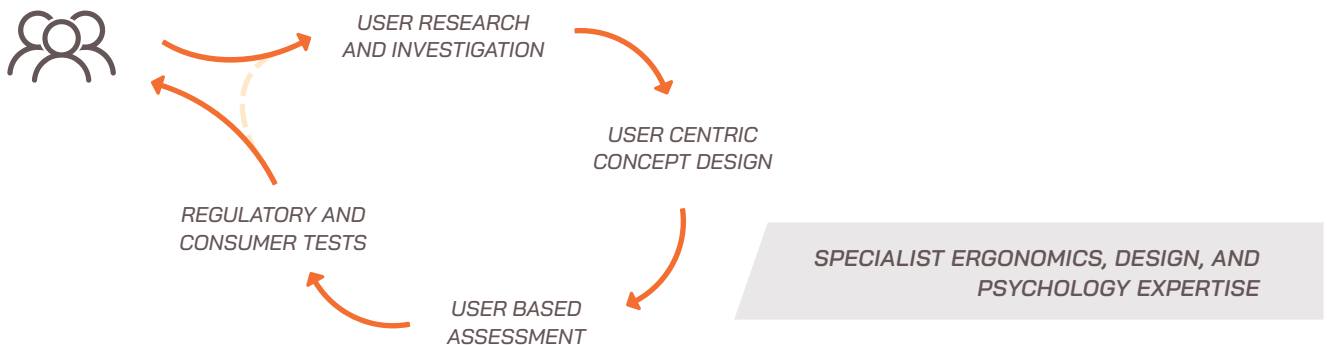
Our specialists have the background and know-how to drive development activities centred on vehicle and transportation users – inputting into multiple areas of iterative development.

- Specification of user requirements
- Use case identification and definition
- Iterative user assessment and expert usability concept evaluation
- Advising on inclusive design and development around the end-user

## EVALUATION AND TESTING

As a world leading vehicle validation and testing laboratory supported by vehicle testing engineers, the IDIADA Human Factors group is heading the development and implementation of testing procedures for product assessment in the user context.

- Subjective and objective assessment methodologies
- Human-in-the-loop evaluations with representative users
- Laboratory testing of integrated safety systems
- Development of novel test platforms applicable to new mobility technologies



## DIVERSE PRESENCE WORLDWIDE



VIRTUAL PLATFORMS



TEST TRACKS



OPEN ROAD

### CONTACT INFORMATION

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