Academic Language (1) Text

**Human factors in design**

Product designers have to consider many factors, but overall, human factors are the most important. Human factors refer to the abilities and limitations of the end user; these factors fall into three groups: physiological, psychological, and sociological.

Physiological factors relate to the study of the human body and its movement; in other words, people’s physical abilities, such as size, strength and stamina, affect how they interact with a product. For example, a keyboard cannot be too small for the human finger. Another word for the study of physiological factors is *ergonomics*.It comes from the Greek word *ergon*, which means ‘work’, and *normia,* which relates to organisation. In particular, ergonomic design considers how humans interact with many different products and environments. Ergonomics in the design of cars is a good example of this; the car driver must be able to operate the car comfortably, efficiently and safely.

**Source**

Adapted from Russell, B. et al. 2011. *Design and technology.* Cheltenham:Nelson Thorne (pages 40 – 41)