



Product Design Technical Group Newsletter

Human Factors and Ergonomics
Society
Product Design Technical Group

Spring 2007

The Chair's List

Welcome to the Spring Issue of the PDTG newsletter. My list of items for this issue:

1. The 2006 HFES Conference was a great success for us — from the Chautauqua to the presentations to the discussions to the 20-30-40 years retrospective, everything was interesting and of high quality. As an experience it will be hard to top- but we will try! Many thanks to all who participated, with special thanks to the Program Chair Steven Belz.
2. The program for the 2007 HFES Conference is being formed as we speak. Thanks to all who submitted presentations and to those who have agreed to review the submission. The only way we will continue to improve as an organization is by your participation.
3. The PDTG Executive Board is determining if interest exists for us to develop a book for the HFES series; you should have already received an e-mail asking for your participation. Please contact Steven Belz at stevenbelz@gmail.com for more information.
4. I recently read an article that discussed the future of product design. It stressed the use of interdisciplinary teams, often collaborating from separate locations and time zones. How should we be thinking of our involvement in these teams? Fly us to the product (or fly the product to us?) Throughout the lifecycle or will the use of video-type tools allow us to do our job just as well? If so, what changes will need to be made in how we use/teach the tools of our trade?
5. We must keep pushing to get human factors reviews earlier and earlier in the design process, making sure marketing and business functions understand our value and importance to the success of products. Is this a primary responsibility of those in academia? The PDTG? Each practitioner? Or...?

“We must keep pushing to get human factors reviews earlier and earlier in the design process, making sure marketing and business functions understand our value and importance to the success of products.”

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All the best!! I look forward to speaking with each of you at the conference- or before. Please contact me at pat.patterson@ttu.edu if you have any questions or comments about PDTG.

~Pat



Background & History of the PDTG

Are you new to the PDTG? Interested in the history and workings of the PDTG? Below are some details you might find interesting and informing.

Background

The Product Design Technical Group (PDTG) is dedicated to developing products that are useful, usable, safe, and desirable by applying the methods of human factors, consumer/user research, and industrial design. Members of the group are concerned with creating an appealing total user experience for consumer, commercial, medical, and industrial products and systems. Their work focuses on both physical and cognitive user interactions.

PDTG Members

PDTG members work for governments, industries, the service sector, and universities. The membership is distributed across many countries and includes industrial designers, human factors engineers, usability specialists, behavioral psychologists, safety specialists, market researchers, and product manufacturers. As of August 2006, the PDTG had 522 members.

PDTG Activities

One of the key PDTG activities is the yearly product design competition for innovative and user-centered approaches to human factors and indus-

trial design. The award recognizes both the design and the methods used to achieve the design.

For 2006, the award was renamed the HFES 50th Anniversary Product Design Award to celebrate this special year. The panel of judges selected two winners:

- Hospira, Inc for the Symbiq™ Infusion System (a device that delivers intravenous fluids and medications to patients)
- Metaphase Design Group for the Medtronic Straightshot M4™ Microdebrider (a surgical handpiece used by ear, nose, and throat surgeons to remove tissue such as polyps.)

Past winners comprise a diversity of product types including consumer, office, and industrial products.

For More Information

For more information about the PDTG, visit the PDTG website (<http://cptg.hfes.org/>) or contact the Group's Chair:

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Texas Tech University
Lubbock, TX 79409
(806) 742-3543
pat.patterson@ttu.edu



2004 User Centered Design Award Winner - Whirlpool Duet Fabric Care System

As of August 2006, the PDTG had 522 members, making it the fourth largest Technical Group in HFES.

Technical Group Executive Council

The members that serve you on the PDTG Executive Council include:

Pat Patterson	Chair
Dianne McMullin	Past Chair / Award Cochair
Steven Belz	Program Chair
Stanley Caplan	Secretary / Treasurer / Award Cochair
Andrew Morton	Webmaster
Jean Schiller	Newsletter Editor
Edie Adams	At Large
M. Susan Hallbeck	At Large
Jay G. Pollack	At Large

In the next issue, look for biographies of each of the Executive Council members. We enjoy serving you!



HFES 50th Anniversary Product Design Award

The HFES Product Design Technical Group again conducted its product design competition for innovative and user-centered approaches to human factors and industrial design. This year the 5th annual User-Centered Design Award was renamed in honor of HFES' special anniversary. The award committee of Dianne McMullin and Stan Caplan received 13 nominations that represented a broad diversity of product types. A panel of seven judges selected two winning products based upon their design (functional obviousness, ease of operation, and creativity) and user research methodology (during concept development, during the design process), and use of appropriate evaluation methods. The awards were presented at the 50th HFES Annual Meeting in San Francisco to:

- Hospira, Inc for the Symbiq™ Infusion System (a device that delivers intravenous fluids and medications to patients), and
- Metaphase Design Group for the Medtronic Straight-shot M4™ Microdebrider (a surgical handpiece used by ear, nose, and throat surgeons to remove tissue such as polyps).

Ed Israelski and Ella Cozmi (Hospira) and Bryce Rutter (Metaphase) accepted the awards for their companies. Ed and Bryce each presented a paper about the winning product and its development at a well-attended special PDTG session. Immediately following the session a reception was held at the PDTG business meeting to honor the recipients.

Thanks go to PDTG members Dave Aurelio, Steven Belz, Rich Buttiglieri, Harv Ebel, Ila Elson, Betty Sanders, and Rob Tannen who diligently evaluated all of the nominations for both the design and the methods used to achieve the design.

Purposes of the award are to (1) recognize user-centered and innovative product designs as well as research and design methods and (2) raise visibility of the PDTG and promote new membership. Articles about each of these products will appear in a future issue of *Ergonomics in Design*.



Symbiq™ Infusion System (far left).

Ella Cozmi and Ed Israelski and from Hospira (center) accept the award from Dianne McMullin and Stan Caplan, Award Co-Chairs.



Medtronic Straightshot M4™ Microdebrider (far left).

Bryce Rutter from Metaphase accepts the award (right).



Sixth Annual User-Centered Product Design Award Call for Nominations

Diane McMullin and Stan Caplin

For the past five years, the Product Design Technical Group (PDTG) has sponsored successful competitions for the User-Centered Product Design Award. Past winners have come from a diversity of industry types and have ranged from low tech, entirely physical products to high tech electronic products. The award will emphasize both product design and the methods used to specify and achieve the design. Emphasis will be placed on innovative and user-centered approaches to Human Factors and Industrial Design. Consideration is limited to products, software or systems that are purchased for use in the home, in the workplace, or while mobile. They include consumer, commercial, and medical products, but exclude military equipment or systems. The product or system being nominated must be operational and capable of being marketed with no more than minimal changes. Products already on the market for more than three years will not be considered.

Nominations will be accepted from individuals nominating others or nominating themselves. Award candidates must be members of HFES, but do not have to be members of PDTG.

The nominations should be submitted in electronic form by a human factors professional and should adhere to the following format:

Cover Sheet (separate file)

1. Name of Product
2. Name of person/persons being nominated and their title(s)
3. Names of team members that worked on the product and their titles
4. Name of contact person and their phone, mailing address, and email

Body Sheets

1. Name of Product
2. State of Development: Is this product currently on the market? If not, what remains to be done?
3. Abstract (200 words) including a concise statement of why you consider this to be an especially user-centered product and design process.
4. Product Description including pictures, story boards, etc. that clearly explains the product's form and the operation.
5. Targeted Users: Describe the characteristics of the targeted users and how they were different than excluded users.
6. Reasons for Product Development: Why was this product developed?
7. External Considerations: What external constraints and/or requirements were imposed upon the development of the product or process?
8. Judging Criteria: Following are the judging criteria. Please write a separate description for each of the six criteria that explains how the product or process meets that criterion.
 - 8.A. Functional Obviousness
Upon first impression does the design speak to the user in a way that makes the product appealing and apparently easy to use?
 - 8.B. Ease of Operation
How easy is it to learn and actually do tasks in various applicable usage modes such as set up, normal usage, failure recovery, maintainability, portability, storability that occur during ownership?
 - 8.C. Creativity/Innovation
How is this product unique compared to similar products? How does usability and styling take advantage of product technology?
 - 8.D. Concept Development
How was new user input created or past user data applied to influence the product or system concept?



Sixth Annual User-Centered Product Design Award Call for Nominations, continued

8.E. Design

How was user data generated or used for specifying design parameters or making design decisions?

8.F. Evaluation

What was done to assess usability of the product design and the need for improvement? This could include iterative assessments made during the design process or feedback obtained in the market that could be used for subsequent versions of the product. Be specific concerning testing methodology.

Video (optional)

A video may be submitted, but only to illustrate the product or product usage. Marketing videos are discouraged and will not be considered in the judging. Videos should not exceed 3 Megabytes and should be viewable on Windows Media Player or Quicktime.

Tip

Judges' evaluations can only be based on the submission they receive so a high quality submission that clearly and concisely describes the criteria will be an asset. The submission should not be treated as a marketing tool. Statements about a product's quality should be substantiated by documenting results or clear rationale that explain the how and why.

Administration

The deadline for submitting nominations for the 6th Annual User-Entered Product Design Award is May 4, 2007. Nominations should be submitted electronically to Dianne McMullin at Dianne.L.McMullin@boeing.com.

The winning product/system will be recognized at the 2007 HFES Annual Meeting in October and the awardees will be asked to present a talk on the product and methodology. The awardees will also be expected to submit a paper to *Ergonomics in Design* within two months of the meeting.

Call For Judges

An award selection committee consisting of a panel of judges drawn from the PDTG membership will evaluate the submissions. Judges may award multiple winners or a combination of winners and honorable mentions. Judging will take place in June.

For more information or to volunteer for the award selection committee, please contact Dianne McMullin at Dianne.L.McMullin@boeing.com or Stan Caplan at scaplan@usabilityassociates.com. More information concerning PDTG and previous User-Centered Product Design Award winners appears at the PDTG website (<http://cptg.hfes.org/>).



Business Meeting Minutes October 19, 2006

2006 Human Factors & Ergonomics Society Annual Meeting
San Francisco, California

Meeting Attendees: 40

CURRENT BUSINESS

Dianne McMullin, PDTG Chair, opened the meeting by recognizing TG officers Pat Patterson (President-Elect), Steven Belz (Program Chair), Stan Caplan (Secretary/Treasurer; Awards Coordinator), Andrew Morton (Webmaster), Jay Pollack (Member At-Large), Susan Hallbeck (Member At-Large), Edie Adams (Member At-Large), and Brad Allen (Member At-Large).

Nicole Proulx (Newsletter Editor) resigned during the year.

Secretary / Treasurer Report

At the most recent accounting of August-06, we have 522 members which is up 47% over last year at this time. This is the second year in a row we have seen increased membership. It reverses a downward trend in our TG membership that existed for a few previous years. Further good news is that we have a healthy treasury balance of over \$17,000 that we can use to initiate activities to make this an even more vibrant and relevant group.

Program Chair Report

Steven noted the flexibility of the HFES Program Committee in accommodating new event formats. That allowed PDTG to sponsor an unprecedented variety of events this year.

- Design Chautauqua, a "tour" comprised of a half day visiting Bay Area design firms plus a half day of speakers back at the hotel.
- A special session devoted to the history of PDTG featuring Andy LeCoq, founder of our technical group, and several presentations of Human Factors designs that have made a difference over the last 30 years.
- Four technical paper sessions.
- The special HFES 50th Anniversary Product Design Award session.

The six sessions were more than we usually are allocated by HFES because more papers were submitted for PDTG review. That may be a reflection of the increased membership in our technical group.

Steven asked people to contact him with suggested topics for special sessions at next year's Annual Meeting. Also needed are volunteers for paper reviewers and session chairs. For all of these, email Steven at steven-belz@gmail.com.

Awards Chair Report

The Fifth Annual User-Centered Product Design Award was renamed the HFES 50th Anniversary Product Design Award in honor of the Society's special milestone. We received thirteen submissions covering a diversity of product types. The panel of seven judges selected two winners:

- Hospira, Inc for the Symbiq™ Infusion System (a device that delivers intravenous fluids and medications to patients), and
- Metaphase Design Group for the Medtronic Straightshot M4™ Microdebrider (a surgical hand-piece used by ear, nose, and throat surgeons to remove tissue such as polyps).

NEW BUSINESS

Dianne turned the meeting over to Pat Patterson, the incoming PDTG Chair.

Pat's first order of business is to identify a new Newsletter Editor. Volunteers should contact Pat at pat.patterson@ttu.edu.

Based on discussion about distribution of the newsletter, Pat will consider alternatives - email attachment, email with link to newsletter on website, and mailed paper copies - and, along with the new newsletter editor, will determine a distribution method(s).



Business Meeting Minutes, continued

The following list contains ideas to enhance our PDTG experience at next year's Annual Meeting. It includes ideas expressed at this meeting and also carries forward those from previous business meetings:

- An exhibit/demonstration session that would feature the product that received the User-Centered Design Award. Other products displayed might include the products that received Honorable Mentions, other submissions to the Award competition, and products that have received awards in other competitions (e.g., IDEA, Red Dot).
- An invited speaker from the product design field.
- A panel that includes HF and ID professionals.
- Workshops related to product design.
- A student paper award that would include a monetary award and travel expenses.
- A PDTG display booth in the hallway or the exhibit hall that promotes the TG.
- New member greeters
- A raffle of a well-designed product
- A mentoring program
- Student design competition
- Support for showcasing products of small companies
- Student grant program
- Bring in and show local products and do an usability and design activity with them
- Move award session out of tech sessions and make it a bigger event with a reception
- Separate the award presentation from the paper presentations of the winning products
- Move award session earlier in the week
- Posting internship opportunities on the PDTG website.
- Offer to speak at HFES / IDSA student chapter meetings.

GUESTS

Two guests gave brief presentations to the attendees.

- Neville Stanton described a book he is editing on Human Factors in Industry. Parties interested in contributing should contact him.
- Lina Bonapace is chairperson of EQUID – Ergonomic Quality in Design – a strategic program of the International Ergonomics Association. Its goal is to increase the use of Ergonomic knowledge and application in the design process. As part of achieving that goal, ergonomic requirements need to be defined. Lina would like to hear from volunteers interested in contributing to that effort. She can be contacted at bonapace@ergosolutions.it.

MEETING ATTENDEES

The following is a list of those that attended the business meeting.

FIRST NAME	LAST NAME
David	Edwards
Vanessa	Chambers
Fred	Garcia
Scarlett	Herring
Adriana	Trejo
James	Crowe
Jesse	Perrgault
Deborah	Shanley
Tab	Randolph
Ella	Cozmi
Pascale	Carayon
Francisco	Moro
Stan	Caplan
Dave	Miller
Lin	Ye
Jean	Schiller
David	Leonard
Peter	Terrence
Shawn	Stafford
Corrina	Proctor
Elizabeth	Mauer
Shelley	Deppa
Joy	Kempic
Susan	Hallbeck
Sonju	Koneczny
Diana	Horn
Phil	Chung
Bryce	Rutter
Brian	Bone
Jay	Pollack
David	Aurelio
Brian	Stonecipher
Ruth	Loewenhardt
D'Anne	Harp
Andrew	LeCoq
Teresa	Bellinger
Bernie	Meegan
Dianne	McMullin
Pat	Patterson
Dan	Nathan-Roberts



From the Program Chair

Program preparations for the Product Design Technical Group are well underway for this year's Human Factors and Ergonomics Society's Annual Meeting to be held in Baltimore, MD from October 1-5, 2007.

The Product Design Technical Group will sponsor five sessions at this year's annual meeting in Baltimore. Three of these sessions will be in the lecture format where authors will present on a variety of different topics related to product design – ranging from Methods and Tools to the results of various products and system evaluations. Additionally, several papers will focus on the development and formatting of instructional material.

The Sixth Annual Product Design Award is tentatively scheduled for late Tuesday afternoon with the technical group meeting to follow. The product design award session occurs much earlier in the conference this year, a move that we hope will increase the visibility of the winning submission.

Another session of particular interest is a panel focusing on pointing devices. Entitled "*Pointing Devices – Biomechanics, Designs and Alternatives: An Update for 2007*", this panel will seek to update attendees on recent developments in the area of computer mice and other pointing devices. The topics covered within this session include a brief history of the mouse, the current understanding of the biomechanical impact including common musculoskeletal injuries associated with mouse usage, the current state of technology in mouse design and functionality, the product development cycle for mouse development, and some alternative input device technologies.

Following on our very successful inaugural Design Chautauqua last year, we are planning another Chautauqua-style event this year. The Design Chautauqua recognizes product design as multidisciplinary and seeks to provide Human Factors professionals exposure to other product design disciplines. This year's Chautauqua will focus on the area of Design Ethnography and will again incorporate a "hands on" aspect in the morning (led by ContextResearch – www.contextresearch.com, a contextual research firm located in Baltimore) followed by case-study style presentations (from Microsoft, Texas Tech, and Continuum) in the afternoon.

Finally, I would like to thank everyone who has indicated an interest in participating in the development of a practitioner-oriented human factors text. If you are interested in participating in this effort, please forward your name and a brief (4-6 line) biography to stevenbelz@gmail.com. We are in the process of submitting the proposal for this effort to the HFES Publications Committee for their review, input, and (hopefully) sponsorship.

~Steven



Nick Cronan, Senior Industrial Designer, from **fuseproject** presents to attendees at last year's Design Chautauqua.

Watch for details about the 2007 Design Chautauqua and register early.

Spaces are limited!



Job Opportunities

SENIOR HUMAN FACTORS SPECIALIST

See your product designs being used in the marketplace. Work with a diverse and talented group of product designers. Meet challenges of designing user experiences for complex products. If these align with your vision of a career and you are passionate about creating the best design solutions for users and customers, consider a future in the Global Design and Usability Center at **Pitney Bowes** where you can grow your skills and help others grow theirs.

Position Requirements

- Advanced degree or equivalent training in human factors related curriculum in industrial engineering, computer science, psychology, or a similar field.
- Minimum seven years' experience applying user-centered product design and testing techniques to user needs definition, problem analysis, usability evaluations, design of embedded/web/windows user interfaces, and hardware touch points.
- Have made strategic and tactical design recommendations based on usability findings and standard design practices.
- Strong interpersonal and communication skills. Able to establish and maintain good working relationships with partner organizations.
- Project-management skills. Can effectively utilize internal and external resources and multitask between projects while adhering to project deadlines.

Additional desired skills

- Experience with embedded software systems
- Familiarity with anthropometric/ergonomic design issues

- Familiar with localization issues associated with globally marketed products
- Understanding of accessibility and experience designing/assessing for Section 508 compliance

Pitney Bowes is the leading provider of integrated mail and document management systems, services and solutions. The Global Design and Usability Center consists of Human Factors, Graphic Design, and Industrial Design. Its mission is to combine the science of usability and the art of design to deliver compelling product solutions and user experiences. The Center has high visibility in the company reporting directly to the company's Chief Technology Officer. Human Factors supports the entire line of Global Mailing Solutions which includes embedded software systems, PC based systems, and E-commerce products. Equipment spans a range from home/small office machines to high volume machines for preparing and processing many types of mail. You can learn more at www.pb.com.

In this position you will have a hands-on role on projects with direct responsibility for design and research contributions. You will also have the opportunity to be a team leader for selected projects. You will collaborate with Industrial and Graphic Designers and will work closely with Software Developers, Engineers, and Marketing to develop state-of-the-art solutions toward "making a difference" that successfully differentiates Pitney Bowes products from their competitors.

U.S. citizenship required. Location is Shelton, CT, just 2 hours from New York City and 3 hours from Boston. Send resume to Stan Caplan, recruiting@netacc.net.

HUMAN FACTORS ENGINEER

Crown Equipment Corporation, a leading international manufacturer of material handling equipment, is seeking a Human Factors Engineer to contribute to its multidisciplinary Design Center staff. Crown has an exemplary record for inclusion of human factors principles and research in its product designs. This position is located in Crown's New Bremen, OH, corporate headquarters.

Responsibilities

This position will be a key contributor to the Crown Design Center, supporting human factors research needs at the tactical product development level for both current and future development. Candidate will have the opportunity to apply their skills to a wide range of issues including the development of labels and warnings, biomechanics, control methods and algorithms, comfort, workload, and other vehicle interface design issues. In addition, investigating the impact of advanced information systems that will have an impact on industrial trucks of the future will also be a part of the research activity of this individual. Using a variety of research methodologies, this individual will have the opportunity to help discover new product opportunities and interpret customer and competitive

data to develop insights for new product development.

Qualifications

A Masters degree in Human Factors/Ergonomics or Bachelors from an undergraduate program with a specialization in HF/ergonomics plus 2 years experience is required. Strong communication and interpersonal skills along with a demonstrated ability to plan and conduct rigorous research using both qualitative and quantitative methods, statistical techniques, and effective writing and presentation skills are required.

Compensation/Benefits

Crown offers a competitive wage and benefit package for full-time employees including Health/Dental/Prescription Drug Plan, Flexible Benefits, 401(k) Retirement Savings Plan, Life and Disability Benefits, Paid Holidays, Paid Vacation and more.

TO LEARN MORE ABOUT US, visit our web site at <http://www.crown.com>. Send your resume to Teresa.prenger@crow.com.

EQUAL OPPORTUNITY EMPLOYER M/F/H/V



From the Newsletter Editor

As announced at the business meeting in October, the PDTG needed a Newsletter Editor. I've stepped up to the plate. I have previously served as the Safety Technical Group newsletter editor, and I hope that my experience will be a benefit to the PDTG membership.

Our goal. I, along with the Executive Council, truly want this newsletter to be a key informational resource for our TG members. I look forward to bringing news about PDTG happenings, as well as news about the product design community in general. To give you the news you want to know, we need your feedback. Please contact me and let me know the types of information you would like to see (email jeanschiller@gmail.com or phone 734-913-0855).

Our request. In addition to knowing the types of information you need, we are also putting a call for contributions from you. Your contribution may simply be letting us know about a useful website, or contributing a ½ page to 2 page article. I've provided ideas for submissions in this newsletter (see the article titled "We Need Your Input!").

Newsletter delivery. If you were at our annual business meeting, you may recall that almost all TG members present at the meeting preferred to receive the newsletter in paper format (exclusively or in addition to the digital format sent to your email account.) In response to this feedback, you will now be receiving this newsletter in both your US mail and your email. Please be sure that the HFES Central Office has your current contact information.

In closing, I look forward to serving the PDTG as newsletter editor, and I welcome any suggestions!

~Jean

Name the Newsletter!

We are looking for a new name for the newsletter. Several of the other TGs have catchy names for their newsletters, such as *The Flyer* (Aerospace Systems TG), *SurfTech* (Surface Transportation TG) and *Virtualnomics* (Virtual Environments TG). Our TG has some of the most creative members in the Society. Let's express that creativity in our newsletter name. Please submit any suggestions to the newsletter editor at jeanschiller@gmail.com. We look forward to seeing all your ideas!





We Need Your Input!

We hope you have enjoyed this issue of the Product Design Technical Group Newsletter. As always, we welcome your submissions. Contributions from PDTG members are what makes the newsletter a valuable resource for all of us. Please send any submissions to Jean Schiller at jeanschiller@gmail.com.

For the next issue of the newsletter, please send us any of the following:

- Job openings
- Resources of interest to PDTG members (e.g., websites, books)
- Upcoming meetings / conferences / workshops
- Calls for papers
- Member announcements (e.g., if you have recently moved to another position)
- Product design announcements (i.e., a new product has been released).

Please also consider writing an article for the newsletter. Submissions might include:

- A review of a product
- A review of a book, magazine or website
- An article on a university research lab's activities
- An article about a student chapter's activities
- An article about new developments in the area of human factors of product design.

Feel free to contact Jean if you have any questions or ideas about what could be included in the newsletter.

Coming Events

Living Rooms: Human Factors and Industrial Design Contributions to the Home as a Health Care Venue, cosponsored by HFES and the Industrial Designers Society of America, May 1–2, 2007, Washington, D.C.
www.hfes.org/web/HFESmeetings/07livingrooms.html

Fourth Annual HFES Houston Chapter One-Day Conference, May 4, 2007, Houston, TX. <http://www.houstonhfes.org/conference2007>

Usability Professionals Association 2007 Conference: "Patterns: Blueprints for Usability", June 11–15, 2007, Austin, TX. <http://www.usabilityprofessionals.org>

HFES 51st Annual Meeting, October 1–5, 2007, Baltimore, MD.
<http://www.hfes.org/web/HFESMeetings/07annualmeetings.html>

Industrial Designers Society of America Annual Meeting: ICSID/IDSA Connecting: 07, October 17-20, 2007. San Francisco, CA.
www.idsa.org/ICSID-IDSA07/connecting.html

World Usability Day, November 8, 2007. www.usabilityprofessionals.org/



We're on the web!
<http://cptg.hfes.org/>

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Human Factors and Ergonomics Society
Product Design Technical Group



In the next newsletter ...

Look for these items in the next newsletter

- *Think Total User Experience*: An article by Stan Caplan
- Get To Know Us: Short Biographies of the PDTG Executive Council Members
- Product Review: Ergo-Sof Penagain
- Resource list for anyone involved in product design human factors

And much more!

