

Prioritising for People, what does that mean?

Wednesday 14 November, 9:45am – 10:15am

Prioritising for people, human centred design, customer focus; what do these mean? There is an increasing awareness of people's needs in how we design transport systems, and this is leading slowly towards more user-friendly journeys, but there's a long way to go. However, how to design for people is not always well understood and yet there are a number of tools and approaches that can substantially increase our chances of creating safe and user-friendly transport systems. Taking a Human Factors/ergonomics perspective, and using examples from recent transport projects, Hamish will outline some essential concepts in actually designing for people and discuss some of the current and future challenges.

Hamish Mackie, Mackie Research



Hamish is Director of Mackie Research and has 20 years of research and consultancy experience in various areas of human factors and ergonomics, with the last 13 years spent mostly in the transport sector. All of Hamish's work has the underlying theme of more human centered systems and he has a particular focus on road safety and active travel.