Human Fit

John Trent
Douglas Van Slyke
What is Human Fit?

- Ultimately defined by consumer
- Physical
- Sensory
- Cognitive
Physical Fit

How well does it interact with the body?

- Size
- Weight
- Layout
Car Cup Holders

Blocks Radio and Shifter

Well Placed
Sensory Fit

• Is the sound, feel, taste, smell, and look of the product pleasurable?
  – Or at least not distasteful?

• Product provides good feedback
  – Click of turn signal indicator
    • Hearing is less busy sensory channel when driving
Can Openers

**Stamped Metal**
- Uncomfortable
- Higher torque
- Multiple starts
- Looks cheap

**Oxo**
- Comfortable
- Less torque
- Single start
- Looks good
Cognitive Fit

- Intuitive to use
- Easy to understand
- Intellectually stimulating experience
  - If that is desired by the user
Speedometer?

Good:  
Speedometer is distinct

Bad:  
Which is the speedometer?
Case Study: SnowPeak

- SnowPeak – “Outdoor Lifestyle Creator”
- Specialize in lightweight backpacking gear
- Stoves, cooksets, lanterns, etc…
- Well integrated line of products
SnowPeak Cookset

- Compact
- Product line design – it nests with stove perfectly
- Easy to read volume markers in dual units
- Backpacker Magazine Editor’s Choice
SnowPeak GigaPower Stove

• Backpacker Magazine Editor’s Choice
  – “A lightweight fanatic’s dream come true”
  – Really easy to use
  – Works in a range of environments
• Size - 1.5”x2”x3.5” stove folded up in case
• Weight - 3.6 ounces (Ti model even lighter)
  – Primus is 17 ounces
SnowPeak GigaPower Stove

- Demonstration
  - GigaPower
  - Primus White Gas
- Ease of use
  - Time to start
  - Simplicity
SnowPeak Utensils

• Titanium spork
  – Weighs less than 1 ounce
  – Simple and compact

• Birch/Stainless Steel chopsticks
  – Birch tips screw onto stainless shafts
  – Weigh 1 oz.
  – Simple and compact
Recommendations

• Determine who your target users are
  – Abilities, age, size, etc…
• Think about what environment it will be used in
• Consult books and other references
• Prototype, test, prototype, test…
  – With real users
  – Include relevant level of detail
Further Information

- Human Factors Design Handbook
- The Design of Everyday Things - Donald A. Norman
- The Evolution of Useful Things - Henry Petroski
- www.baddesigns.com
- www.snowpeakusa.com
- http://www.aviation.uiuc.edu/institute/acadProg/epjp/humFacSites/hotlist.html
- Annie Leibovitz, 1987 (Willie and Wilt)