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Abstract

Studies on customer's needs, desires and preferences have become highly important in the product design and development process. One consideration in usability is the cognitive aspect, which is related to the accommodation and evaluation of human cognitive capabilities, limitations and tendencies. In addition to the cognitive aspect, a recent study has shown that the affective aspect has been considered in the evaluation of product usability. Thus, both cognitive and affective aspects are deemed to be important for product design and the development process. Inherently, both aspects deliver complete human and product interaction and experience. However, studies that consider the

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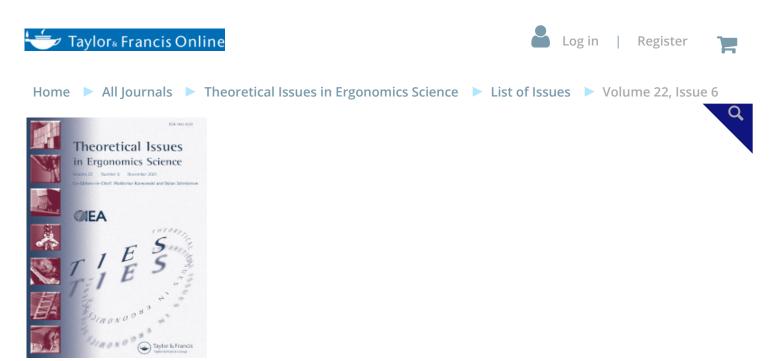
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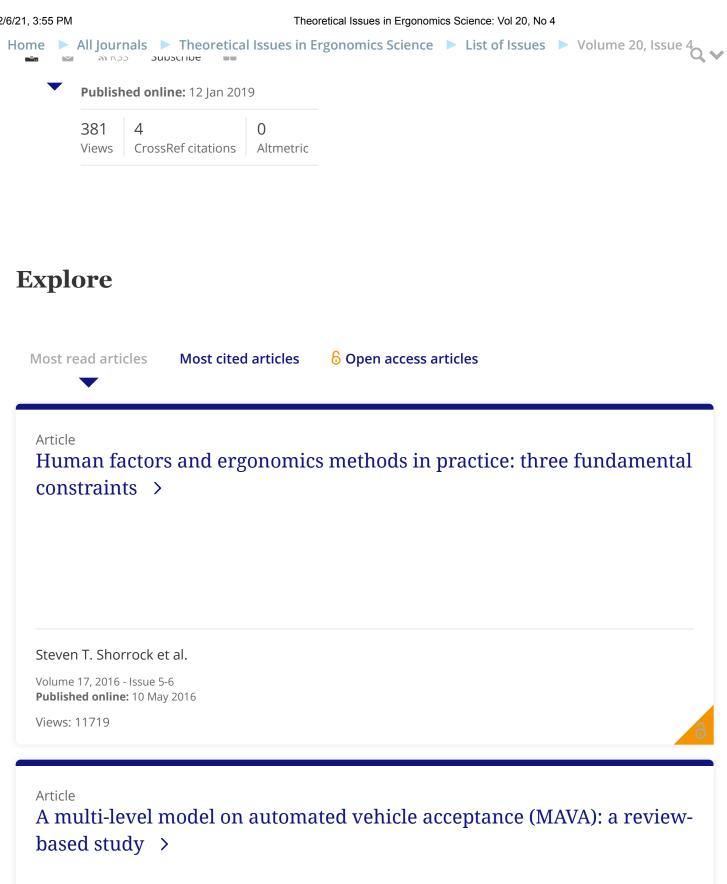
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The effect of cognitive and affective aspects on usability

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ABSTRACT

Studies on customer's needs, desires and preferences have become highly important in the product design and development process. One consideration in usability is the cognitive aspect, which is related to the accommodation and evaluation of human cognitive capabilities, limitations and tendencies. In addition to the cognitive aspect, a recent study has shown that the affective aspect has been considered in the evaluation of product usability. Thus, both cognitive and affective aspects are deemed to be important for product design and the development process. Inherently, both aspects deliver complete human and product interaction and experience. However, studies that consider the affective process as a complement to the cognitive process for usability are relatively rare. To address this gap, this study discusses how an integrative framework of the cognitive and affective aspects can be applied to a product for usability assessment via empirical studies on e-commerce and e-learning platforms. The sample involved 230 respondents, using purposive sampling. The result shows that both cognitive and affective aspects have a significant effect, although with different weights. The affective aspect has been shown to improve product usability and user's acceptance.

ARTICLE HISTORY Received 18 March 2018

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KEYWORDS

Cognitive aspect; affective aspect: usability; e-commerce web; e-learning web

Relevance to human factors/Relevance to ergonomics theory

This study takes the form of both cognitive and affective ergonomics associated with usability. One consideration in usability evaluation is the cognitive aspect, which is related to the accommodation and evaluation of human cognitive capabilities, limitations, and tendencies. In addition to that, a recent study has shown that the affective aspect has been considered in the evaluation of product and service usability. It shows both cognition and affect as the main focus in human centered design have been taken into account for product and service interaction.

This research offers significant contributions. First, the findings can be used to determine the proportion of cognitive and affective aspects in product and service design, particularly those are related to usability evaluation. Product and service designers can gather feedbacks



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The usual suspects? A novel extension to AcciMap using accident causation model tenets

Eryn Grant, Paul M. Salmon and Nicholas J. Stevens 🝺

ABSTRACT

Previous examination of the most widely used systems based accident causation models identified a series of core accident causation tenets. It is believed that these core tenets, referred to as 'systems thinking tenets', are the first step to a proactive approach to system safety. The article examines the Kimberly Ultramarathon fire and the extent that the systems thinking tenets can be applied using Rasmussen's AcciMap technique. The findings suggest that indeed the tenets can be identified and further expose the specific system vulnerabilities that led to the Kimberly Ultramarathon accident. The tenets are a beneficial addition to the AcciMap technique providing the analyst a means to classify system properties leading to accidents. Implications for practice and future research steps are discussed. **ARTICLE HISTORY**

Received 19 June 2017 Accepted 5 August 2018

KEYWORDS

Accident analysis; AcciMap; accident prediction; methods and approaches; systems thinking tenets

Relevance to human factors/Relevance to ergonomics theory

The research presents a novel adaptation to AcciMap. Using the combined principles of accident causation, derived from multiple accident models, an analysis was completed. This analysis provided insight into how contributing factors within incidents are related as systems properties over and above incident characteristics. Understanding how core principles of accident causation are interrelated within incidents may provide a broader systems view exposing what safety management requirements are needed for future protections.

1. Introduction

The systems approach is underpinned by the idea that both safety and accidents are emergent properties of sociotechnical systems. All behaviour is affected by the complexity of the system in which it occurs drawing from social contexts, value systems and work processes (Leveson 2011). This is characterised by interactions that are non-linear and produce emergent behaviours that are hard to predict (Rasmussen 1997). Accident causation methods underpinned by the systems approach apply a holistic analysis to identify the interconnected web of relationships involved in an adverse event. This approach relies on retrospective accident data to improve system performance, over time the system is maintained by iterative corrections and improvements based on analysis of past performance. While this strategy has been effective, recently safety critical domains that employed the use of retrospective accident

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A comprehensive tool for developing new human-centred and social inclusion-oriented design strategies and guidelines

Emilio Rossia,b

^aEmilio Rossi Design Consulting, Ortona (CH), Italy; ^bDepartment of Architecture, University of Chieti-Pescara, Pescara (PE), <mark>Italy</mark>

ABSTRACT

While Human-Centred Design is by the time considered a consolidated design methodology, emerging social inclusion-oriented theories need to be more comprehended in order to understand their potential applications in the development of new design solutions. This sort of discrepancy often generates contradictory phenomena: solutions developed using such approaches cannot be considered, at the same time, fully human-centred and social inclusion-oriented. The purpose of this article is to describe a new comprehensive tool, conceived both for designers and researchers, able to develop human-centred and social inclusion-oriented design strategies and guidelines. The tool, which is called 'HSDT' (Human-Social Design Tool), is an easy-to-use methodological instrument useful to identify focused results oriented toward Human-Centred Design and Social Inclusion. Using logical sequences, it allows to develop new conceptual definitions for both design and non-design subjects into new human-centred and social inclusion-oriented records. Theoretical foundations, methodological approaches, development stages and applications in design and non-design areas are presented and discussed to demonstrate real benefits resulting from the introduction of a new type of interdisciplinary tool and, later, the opportunity for designers and researchers to adopt new problem-solving approaches to bridging the gaps within Design literature.

ARTICLE HISTORY Received 24 November 2017

Accepted 16 August 2018

KEYWORDS

human-centred design; social inclusion; new tool; interdisciplinary; design strategies and guidelines

Relevance to human factors/Relevance to ergonomics theory

While Human Factors and Ergonomics (HF/E) methods and tools are often used in Design discipline to conceive new performance-oriented user-centred solutions, only few approaches investigates the relation between end-users, solutions and the social context where they will operate, and its direct and indirect impacts. This paper introduces a new comprehensive tool, conceived both for designers and researchers, to develop human-centred and social inclusion-oriented design strategies and guidelines. The tool is therefore in line with HF/E tradition due to it suggests an extension of own disciplinary applications with new social insights, which contribute to give a more holistic perspective to the notion of Human-Centred Design (HCD).

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