virtual vehicle

FIELDS OF ACTIVITY

HUMAN SYSTEMS INTEGRATION

We enable technological developments that achieve user acceptance for optimal performance, safety, and cost-efficiency

OUR KEY EXPERTISE & USP

- **Human-Centered Design:** We prioritize humans in engineering effective, acceptable solutions
- **Lifecycle Optimization:** We prepare operational readiness by bringing human factors early in the development process
- **Continuous Assessment:** We support continuous human feedback-loops during the lifecycle for improved and stable overall system performance
- **Risk Reduction:** We help mitigate risks related to errors, accidents, or system failures through proactive human integration

TASKS, METHODS & TOOLS

- **Scenario-based** approaches to complement requirements with context of use information
- **Human-in-the-Loop Simulation** to bring together humans and technology as early as possible
- **Field-Observations to bring the "unknown unknown"** in socio-technical system development
- **Cognitive Modeling** to bring human factors into virtual safety validation toolchains

OUR SKILLS

Based on decades of scientific and practical experience with industry and research, we ..

- measure user performance, errors, and preferences within their natural environment
- design solutions based on detailed user and context knowledge
- apply scientific methods to test prototypes with real users and compare alternatives
- 5 Human Factors engineers + 5 developers

KEY PARTNERS (excerpt)

OUR OFFER ...

- Design and testing of interaction concepts and adaptive user interfaces
- Objective assessment of subjective experiences (haptic, thermal, acoustic comfort), usability, and willingness to use
- Research services for user-centered explanation and feedback systems ("tutoring") to promote acceptance
- Benchmarking monitoring systems for human interactions, e.g., drowsiness per EU / EuroNCAP

... AND YOUR BENEFITS

- Benefit from extensive human factors expertise in automotive to build human-centered solutions in your domain
- Modular in-house data services, programmers and hardware specialists offering fast concept development and integration from evaluations to full-scale prototype development
- Tailored, turnkey human-in-the-loop validations with field and lab instrumentation
- Attractive funding opportunities

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Find out more: