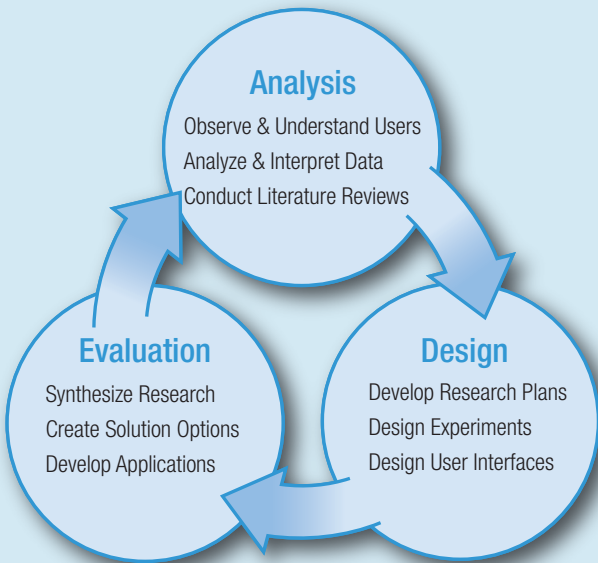




# Human Factors

## Human-Centered Design in Transportation

Human factors is integral to our transportation mission. In applying systems thinking to complex problems, we bring together a human-centered design philosophy with core traffic and systems engineering expertise to ensure complete and practical solutions that work.



## Human Factors Capabilities

### Intelligent Transportation Systems (ITS)

- Evaluate Collision Avoidance Warning Systems and Vehicle-Driver Interfaces
- Provide Program Support for Human Factors in ITS Projects
- Synthesize Research Findings

### Crash Data Analysis

- Identify Causative Factors of Crashes
- Conduct Cost/Benefit Analyses

### Experimental Design and Analysis

- Design Experiments in Transportation
- Analyze and Interpret Human Factors Data
- Develop Real-World Solutions

### Interface Design

- Develop Information Architecture
- Design Web Sites

### Program Management Support

- Prepare Statements of Work
- Evaluate and Rate Proposals
- Ensure Quality in Human Factors Research

Noblis follows a process in human factors that involves users and stakeholders, helps develop safe, usable, and useful systems and products, and increases the likelihood of successful system deployment that meets users' needs.

Noblis conducts human factors research and supports the public and private sector for different transportation domains, including:

### Information Sharing

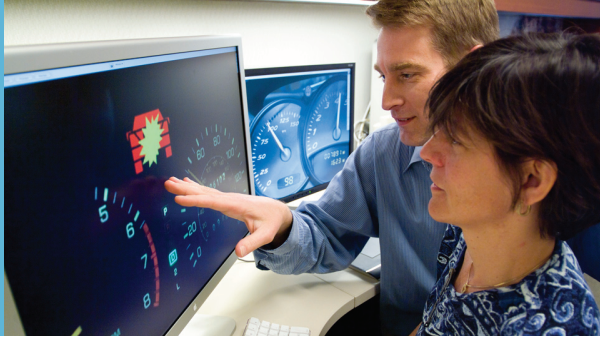
- Design and Build US DOT Web Sites for ITS Knowledge Resources (Costs, Benefits, and Lessons Learned)
- ITS Knowledge Resources

### Surface Transportation

- Older/Younger Drivers
- In-vehicle Safety Systems
- Transit Safety
- Crash Data Analysis

### Aviation

- Air Traffic Control
- Flight Service Operations



## About Noblis

Noblis is a nonprofit science, technology and strategy organization with a unique mission: to help our clients solve complex systems, process and infrastructure problems in ways that benefit the public.

Noblis is an organization of objective, impartial problem solvers whose recommendations are tied to no vendor or preconceived solution.

At Noblis, our impartial, inter-disciplinary teams of thought leaders and subject matter experts brings the best of scientific thought, management and engineering know-how to find solutions that are practical, forward thinking and sustainable.

## Mission Areas

Energy & Environmental Sustainability  
Enterprise Services  
Health Innovation  
National Security & Intelligence  
Oceans, Atmosphere & Space  
Transportation Systems

## Human Factors Contact Information

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<http://www.noblis.org/humanfactors.htm>

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## Human-Centered Design in Transportation

**noblis**  
*For the best of reasons*

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