

Introduction to Cognitive Ergonomics /Human Factors

Ergonomic principles of today were adhered to 25 centuries ago



Cutting tools used by Homo Sapiens were adapted both to the tasks to accomplish and to the characteristics of the hand

Archeological museum of Naples (Italy)

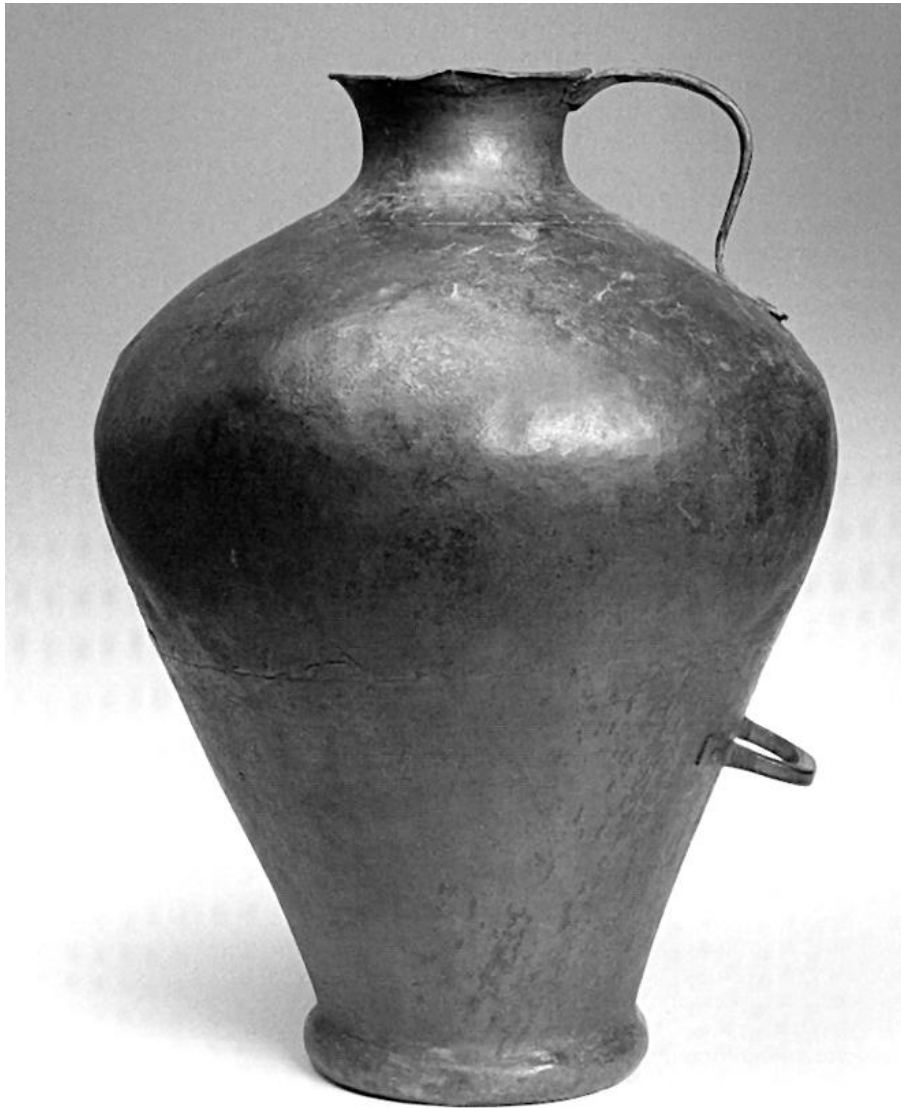
Ergonomic principles of today were applied by Ancient Greeks

“πάντων χρημάτων μέτρον άνθρωπος”

(man is the measure of all things)

Plato's Protagoras

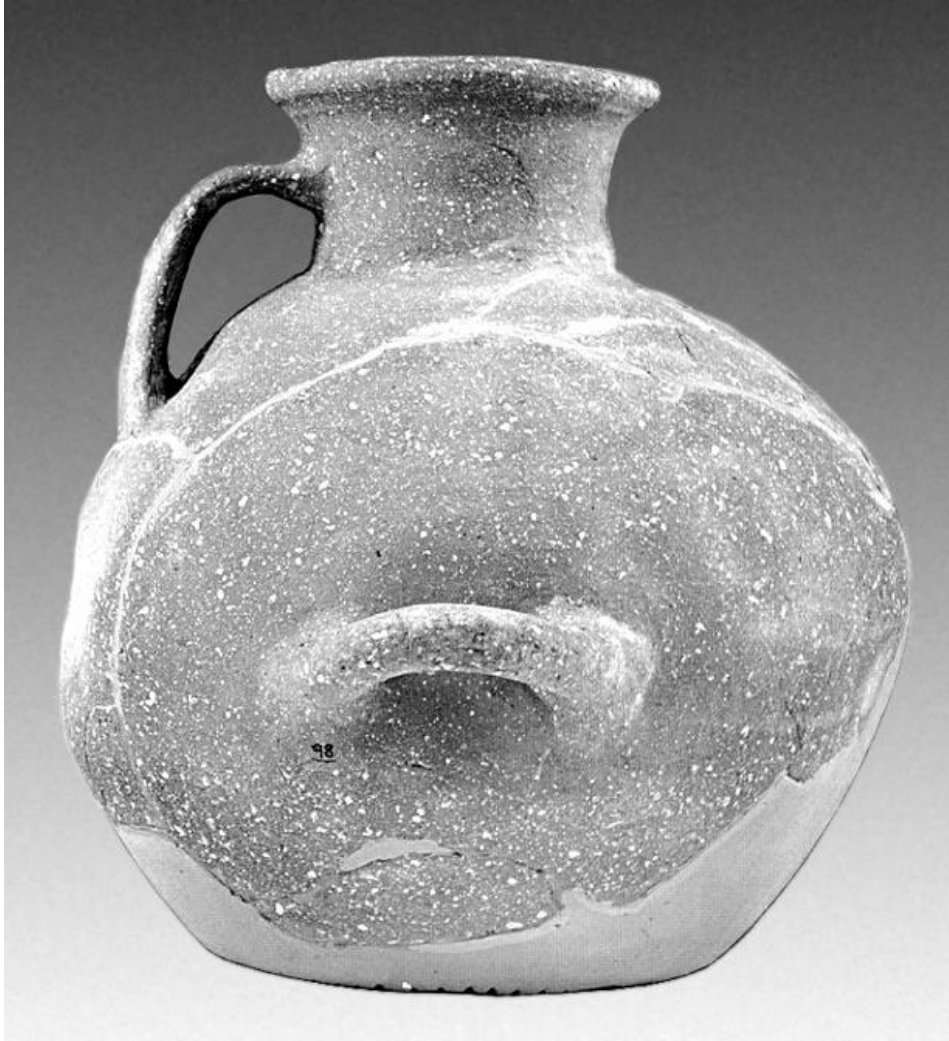
Ergonomic principles of today were applied by Ancient Greeks



Bi-handled bronze urn.
The necessary force to lift
the urn is applied to the
lower handle, whilst the
upper one is used to
control the flow of the
liquid

National Archaeological
Museum of Athens

Ergonomic principles of today were applied by Ancient Greeks



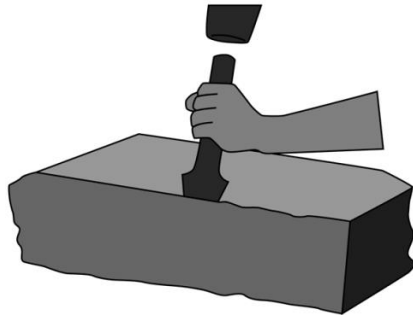
Tri-handled urn. The two horizontally opposed handles fit for carrying it when full. The third, neck-attached handle fits for carrying the urn when empty. It also facilitates a stabilising grip on the urn when carried on the shoulder

Archaeological Museum of
Andros

As far as technology is evolving, cognitive components of work become more important



Direct treatment of materials with hands or/and with other materials



Treatment of materials using simple tools:

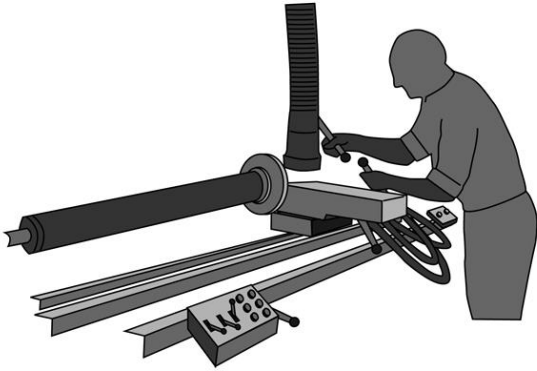
- Tool mediated manipulation



Treatment of materials using simple machines:

- Setting-up the machine
- Machine manipulation
- Repairing machine

As far as technology is evolving, cognitive components of work become more important



Treatment of materials using machines with simple automation:

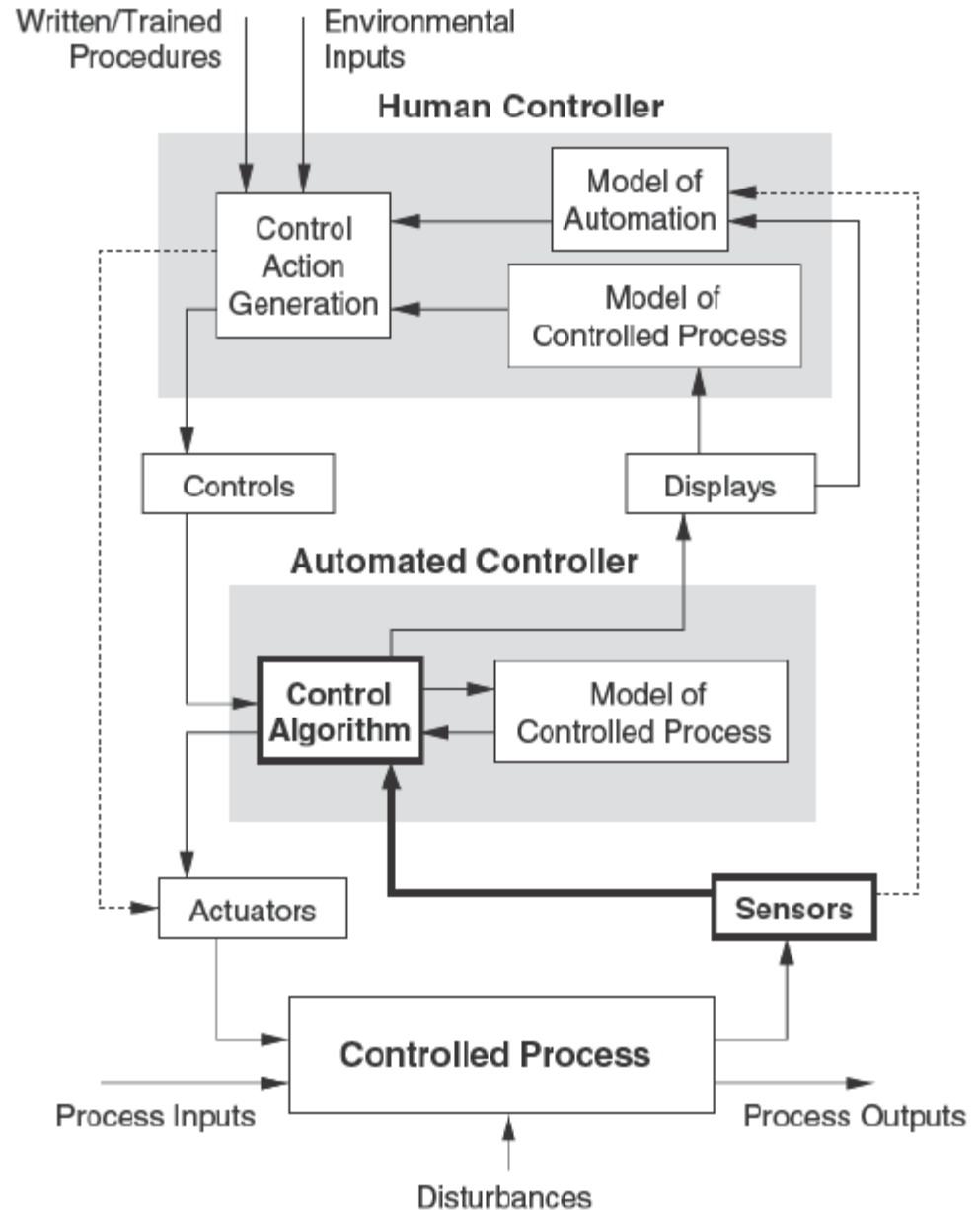
- set up through analogue control panel
- supervision through the control panel and direct perception of physical signs
- decisions for intervention when something goes wrong



Treatment of materials using programmable machines and automatic control systems:

- programming production process in idle time (off line)
- control through predetermined (designed) scripts
- management of unexpected situations (not detectable by the automatic control systems)

Contemporary model of human-automation coupling



Cognitive Ergonomics / Human Factors

Studies the **behaviour of human problem solvers** who confront complexity in the course of their daily tasks.

It is **ecological**, because it studies behaviour in multidimensional, open worlds.

The cognitive ergonomist should consider what counts as effective **stimulus or signs** for the human agent, in a given situation. Thus, addresses the content and semantics of the studied domain.

The aim of C.E. is not merely to analyse a world; it is **to change behaviour** and, consequently, performance in that world.

C. E. is problem-driven and tool-constrained. This means that it aims to analyse human behaviour **in specific technological - social contexts** and to understand the sources of both good and poor performance, i.e., the cognitive problems to be solved or challenges to be met.

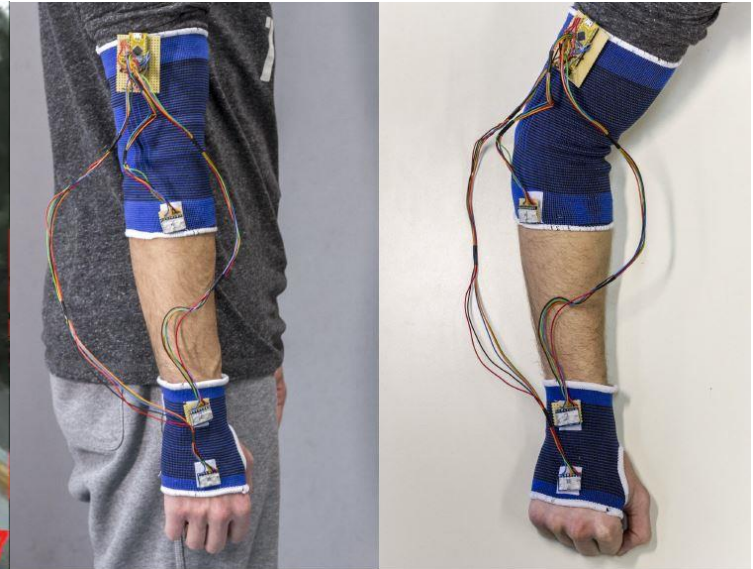
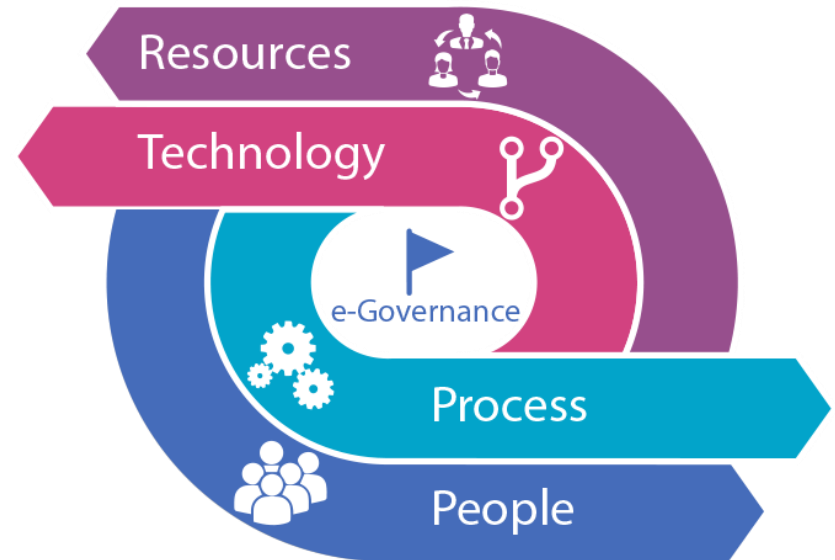
Cognitive Ergonomics / Human Factors

The cognitive ergonomist's problem is to analyse the world in question in order to:

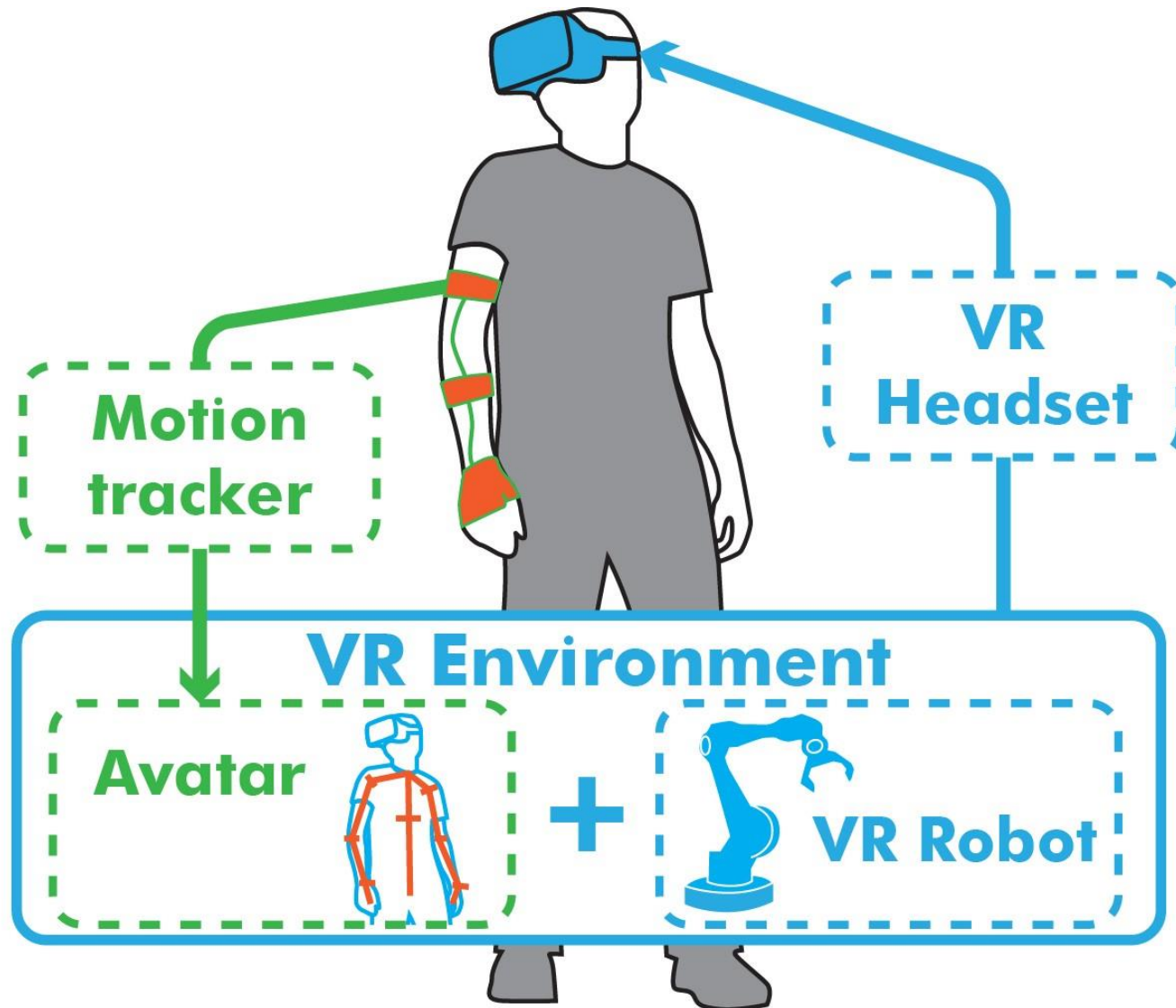
- (i) identify mechanisms driving the dynamics of the cognitive agents' behaviour
- (ii) explain the desirable and undesirable work outputs,
- (iii) conceive an effective representation of the world, i.e. a model with predictive power, useful both for the design of future cognitive artefacts, and their evaluation when put in use.

The term cognitive artefacts is used here in its broader sense, including both artefacts with a material manifestation as well as abstract artefacts.

Applications in ErgoU-NTUA



Experimental set-up for Human-Robot Interaction in VR

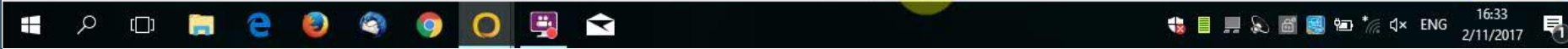
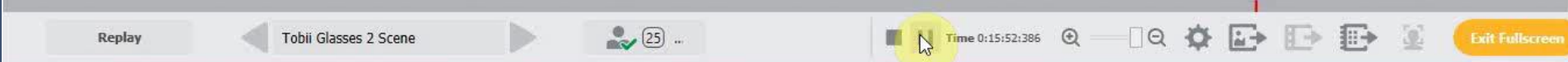


Testing Human-Robot collaboration schemes



Autonomous vehicles (AV) – Human Interaction

Recording eye-gaze coupled with retrospective Think-Aloud



Autonomous vehicles (AV) – Human Interaction

From field observation to compiled data

Microsoft Excel spreadsheet titled "Pedestrian analysis protocol_Summary T8.xlsx". The spreadsheet contains a detailed log of pedestrian interactions, organized into columns for subject, event code, time, type of ego-car manoeuvre, crossing direction, same direction/opposite direction, turn timing, individual/group, type of person, P-movements while approaching, potential distractions, signals from driver, signals from pedestrian, pedestrian position while, number of ego-drive, who passed in front, and commentary of ego-driver.

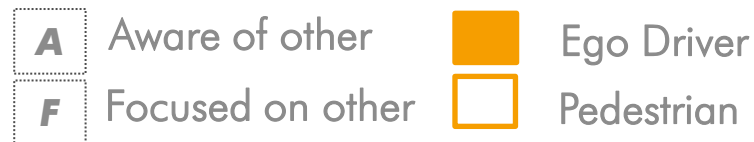
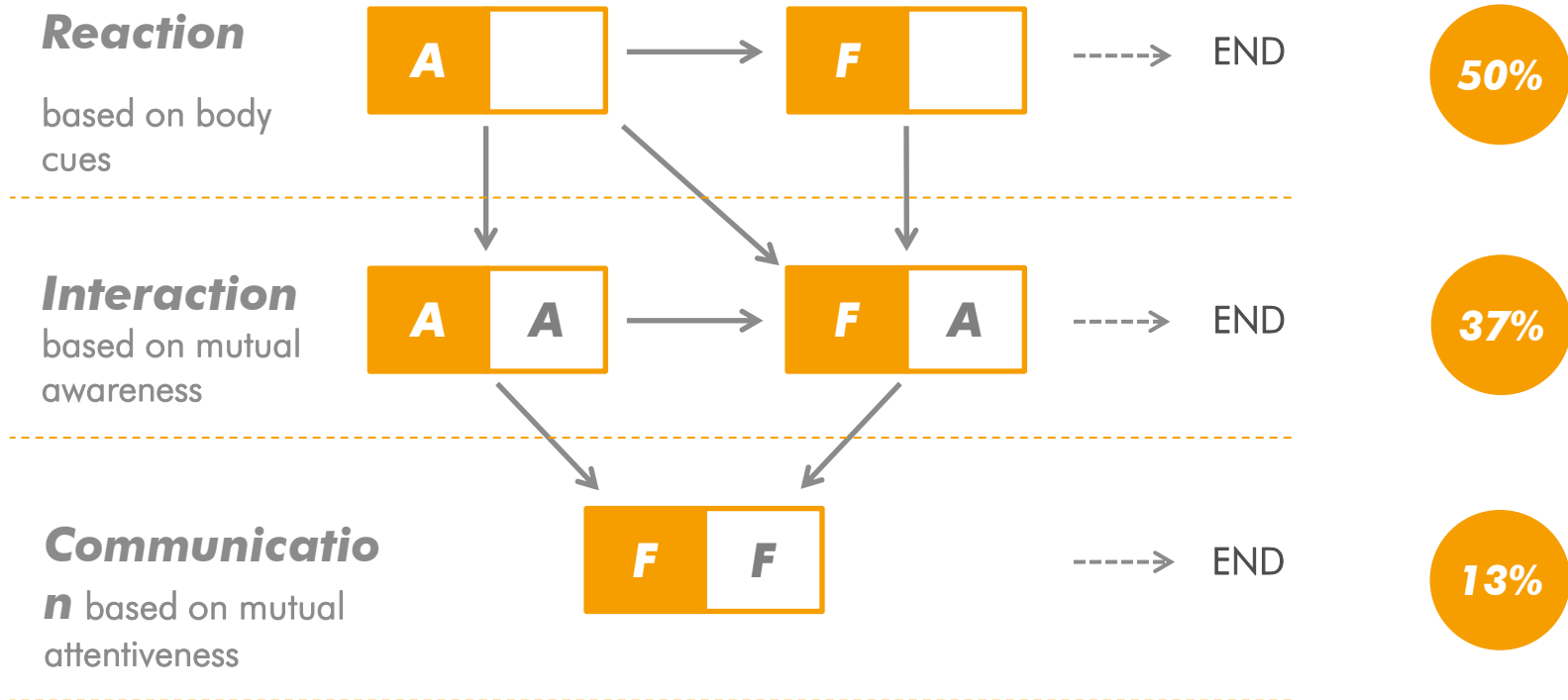
Subject	Event code	Time	Type of ego-car manoeuvre	Parallel / Crossing	Same direction / Opposite direction	Turn timing	Individual / Group	Type of Person	P-movements while approaching	Potential Distractions	Signals from our driver	Signals from Pedestrian	Pedestrian position while	Number of ego-drive	who passed in front	Commentary of ego-driver
P Bettina Portouli	001	0:00:17	Straight section course	Crossing	Vertical		individual	Elderly	Initiated crossing movement	None	Turn indicator; Hand Gesture	P body movement; Orientation of P body/Head; Eye contact	On street	4	Pedestrian	Dd : Tou eipe peraste; Dv : Ekhaghi oi tou
P Bettina Portouli	002	0:00:38	Straight section course	Crossing	Vertical		individual	Elderly	Remained idle	None		Orientation of P body/Head; Eye contact; Hand Gesture	On street	1	Ego car	DD :Epe Oti ton eide
P Bettina Portouli	003	0:00:56	Turn from 2way street to 2way street	Parallel	Same	2-after initiating m	individual	Standard	Kept pace	None	Turn indicator	P body movement; Orientation of P body/Head; Eye contact	On street	2	Ego car	
P Bettina Portouli	004	0:01:20	Straight section course	Parallel	Opposite		individual	Standard with bag	Kept pace	None		P body movement; Orientation of P body/Head; Eye contact	On street	2	Pedestrian	
P Bettina Portouli	005	0:01:42	Left turn from 2way street	Parallel	Same	1-prior to manoeuvr	individual	Standard	Kept pace	None	Turn indicator	P body movement; Orientation of P body/Head	On street	3	Pedestrian	
P Bettina Portouli	006	0:07:40	Straight section course	Crossing	Vertical		individual	Elderly with bag	Kept pace	None		P body movement; Gaze	On street	3	Pedestrian	
P Bettina Portouli	007	0:07:53	Turn from 1way street to 1way street	Parallel	Same	2-after initiating m	individual	Standard	Kept pace	None		P body movement; Gaze	On both	1	Pedestrian	
P Bettina Portouli	008	0:08:24	Straight section course	Crossing	Vertical		individual	Standard with bag	Kept pace	None	Car movement/ Position; Turn indicator	P body movement	On street	3	Pedestrian	
P Bettina Portouli	009	0:08:46	Straight section course	Crossing	Vertical		Group	Elderly with bag	Kept pace	None	Car movement/ Position	P body movement	On street	4	Pedestrian	
P Bettina Portouli	010	0:09:05	Straight section course	Crossing	Vertical		individual	Elderly with bag	Kept pace	None	Car movement/ Position; Turn indicator	P body movement; Eye contact	On street	3	Pedestrian	
P Bettina Portouli	011	0:11:55	Straight section course	Crossing	Vertical		individual	Standard	Initiated crossing movement	None	Car movement/ Position; Turn indicator	P body movement; Orientation of P body/Head	On street	3	Pedestrian	
P Bettina Portouli	012	0:13:25	Straight section course	Crossing	Vertical		individual	Standard with bag	Stopped	None		Orientation of P body/Head; Gaze	On street	1	Ego car	Dv :Epe oi isus eprepe na thn afshai na pe
P Bettina Portouli	013	0:15:18	Straight section course	Parallel	Same		individual	Standard with stroller	Stopped	None	Car movement/ Position	P body movement; Orientation of P body/Head; Gaze	On street	4	Pedestrian	Dv :Epe edw to karoti
P Bettina Portouli	014	0:15:55	Straight section course	Crossing	Vertical		individual	Standard	Initiated crossing movement	None	Car movement/ Position; Turn indicator;	Orientation of P body/Head; Eye contact; Hand Gesture; Nodi	On street	4	Pedestrian	DD : This eipe peraste; Dv :Epe oi parolo pc
P Bettina Portouli	015	0:17:05	Left turn from 2way street	Crossing	Vertical	2-after initiating m	individual	Standard	Stopped	None	Car movement/ Position; Turn indicator	Orientation of P body/Head; Gaze	On pavement	1	Ego car	Dv :Epe oi eprepe na thn afshai na perse
P Bettina Portouli	016	0:17:20	Straight section course	Parallel	Same		individual	Standard	Stopped	None	Car movement/ Position; Hand Gesture	P body movement; Eye contact	On street	3	Pedestrian	DD : This eipe peraste; Dv :Epe oi thn afshai
P Bettina Portouli	017	0:18:05	Straight section course	Parallel	Same		Group	Standard; Elderly with bag	Initiated crossing movement	None	Car movement/ Position; Turn indicator	Orientation of P body/Head; Eye contact	On street	3	Pedestrian	Dv :Epe na perason oi vrisiolo
P Bettina Portouli	018	0:19:47	Turn from 1way street to 1way street	Parallel	Same	2-after initiating m	Group	Standard; Elderly with bag	Kept pace	None	Turn indicator	P body movement	On street	4	Pedestrian	Dv :Epe twra tous patav-den tous patav
P Bettina Portouli	019	0:20:42	Straight section course	Crossing	Vertical		individual	Standard	Initiated crossing movement	None		P body movement; Gaze	On street	1	Pedestrian	Dv :Epe twra tous patav-ego pezos opws na
P Bettina Portouli	020	0:22:10	Straight section course	Parallel	Same		individual	Elderly	Stopped	None	Car movement/ Position	P body movement; Gaze	On street	1	Pedestrian	Dv :Epe oi ton fovthike ton papou mhn pe
P Bettina Portouli	021	0:22:18	Straight section course	Crossing	Vertical		Group	Standard; Kid	Kept pace	None	Car movement/ Position	P body movement; Orientation of P body/Head; Gaze	On street	2	Pedestrian	Dv :Epe oti h kurla den eprepe na perse!
P Bettina Portouli	022	0:22:25	Straight section course	Parallel	Same		individual	Elderly with bag	Kept pace	None		P body movement	On street	4	Pedestrian?	DD :Epe dakisi twra kai o papous me th m
P Eydokia Papanikolaou	001	0:00:16	Straight section course	Crossing	Vertical		individual	Elderly with bag	Kept pace	None	Car movement/ Position; Turn indicator	P body movement	On street	4	Pedestrian?	DD :Epe edw pou einai h gnaniika me to ka
P Eydokia Papanikolaou	002	0:00:30	Left turn from 2way street	Parallel	Opposite	1-prior to manoeuvr	Group	Standard; Standard with bag	Kept pace	None	Car movement/ Position; Turn indicator	P body movement; Eye contact	On street	2	Pedestrian	
P Eydokia Papanikolaou	003	0:00:42	Straight section course	Parallel	Opposite		individual	Standard	Initiated crossing movement	None	Car movement/ Position	P body movement; Orientation of P body/Head; Gaze	On street	2	Pedestrian	
P Eydokia Papanikolaou	004	0:00:46	Straight section course	Parallel	Opposite		individual	Standard	Speeded up	None	Car movement/ Position	Orientation of P body/Head; Gaze	On street	5	Pedestrian	
P Eydokia Papanikolaou	005	0:01:26	Straight section course	Parallel	Same		individual	Standard with bag	Initiated crossing movement	None	Car movement/ Position; Hand Gesture	Orientation of P body/Head; Eye contact; Hand Gesture	On street	3	Pedestrian?	Dv :Epe oti ths ekane nohma o pezos oti t
P Eydokia Papanikolaou	006	0:03:26	Left turn from 2way street	Crossing	Vertical	1-prior to manoeuvr	individual	Kid with bag	Speeded up	None	Car movement/ Position; Turn indicator	P body movement; Gaze	On street	2	Pedestrian?	
P Eydokia Papanikolaou	007	0:04:22	Straight section course	Crossing	Vertical		individual	Kid with bag	Kept pace	None	Car movement/ Position	P body movement; Gaze	On street	3	Pedestrian	Dv :Epe oi apo to paidi pou perse kataia;
P Eydokia Papanikolaou	008	0:04:39	Right turn on 2way street	Crossing	Vertical	2-after initiating m	individual	Standard	Initiated crossing movement	None	Car movement/ Position	Orientation of P body/Head; Eye contact	On both	2	Pedestrian	Dv :Epe oti thn stamathise me ta matia. Ro
P Eydokia Papanikolaou	009	0:06:01	Straight section course	Parallel	Same		individual	Standard with bag	Kept pace	None	Car movement/ Position	P body movement; Orientation of P body/Head	On street	1	Pedestrian	Dv :Epe oti gurise to kafali tou ooptis katai
P Eydokia Papanikolaou	010	0:06:10	Straight section course	Parallel	Opposite		Group	Standard	Remained idle	Working	Car movement/ Position	Orientation of P body/Head	On street	4	Pedestrian	Dv :Epe oti h kurla eide pou mia me metaku
P Eydokia Papanikolaou	011	0:06:50	Straight section course	Parallel	Same		individual	Standard with bag	Stopped	None	Car movement/ Position	P body movement; Gaze	On street	4	Ego car	Dv :Epe Oti htan me pash kai den ths eide
P Eydokia Papanikolaou	012	0:08:30	Straight section course	Crossing	Vertical		individual	Standard with bag	Kept pace	None	Car movement/ Position	P body movement	On street	1	Pedestrian	
P Eydokia Papanikolaou	013	0:09:00	Straight section course	Crossing	Vertical		individual	Standard	Remained idle	None	Car movement/ Position (slowed down)	Orientation of P body/Head	On street	2	Ego car	Dv :Epe oti o pezos koloupe piav ths oopti
P Eydokia Papanikolaou	014	0:10:25	Left turn from 2way street	Crossing	Vertical	1-prior to manoeuvr	individual	Standard with bag	Kept pace	None	Car movement/ Position; Turn indicator;	P body movement; Orientation of P body/Head; Eye contact	On street	7	Pedestrian	Dv :Epe oti sthn anh den thn eixe dei alla r
P Eydokia Papanikolaou	015	0:10:40	Straight section course	Crossing	Vertical		individual	Elderly with bag	Kept pace	None	Car movement/ Position (stopped)	P body movement; Orientation of P body/Head; Gaze	On street	5	Pedestrian	DD :Epe oti ton prosekse ilaferia epeith e
P Eydokia Papanikolaou	016	0:11:13	Straight section course	Parallel	Opposite		individual	Standard	Kept pace	None	Car movement/ Position	P body movement; Eye contact	On street	4	Pedestrian	Dv :Epe oti pighane igma perimantotia o p
P Eydokia Papanikolaou	017	0:11:45	Straight section course	Crossing	Vertical		individual	Standard with bag	Kept pace	None	Car movement/ Position	Orientation of P body/Head	On street	3	Pedestrian	Dv :Epe oti krotathikan kai epeith eixe stc
P Eydokia Papanikolaou	018	0:13:25	Left turn from 2way street	Crossing	Vertical		individual	Standard with bag	Kept pace	None	Car movement/ Position; Turn indicator	P body movement; Orientation of P body/Head; Gaze	On street	3	Pedestrian	Dv :Epe o pezos den thn eide katoulois au
P Eydokia Papanikolaou	019	0:14:10	Straight section course	Parallel	Opposite	1-prior to manoeuvr	individual	Standard with bag	Kept pace	None	Car movement/ Position	P body movement	On street	2	Pedestrian	Dv :Epe oti o dromos htan farduis kai h kop
P Eydokia Papanikolaou	020	0:14:25	Right turn on 2way street	Crossing	Vertical		Group	Standard with bag	Kept pace	None	Car movement/ Position	P body movement; Orientation of P body/Head; Eye contact	On both	4	Pedestrian	Dv :Epe oti thn ekane den oi pezo!
P Eydokia Papanikolaou	021	0:16:20	Right turn on 2way street	Crossing	Vertical	1-prior to manoeuvr	individual	Standard	Remained idle	Listening to headphones	Car movement/ Position	Orientation of P body/Head; Gaze	On street	1	Ego car	Dv :Epe oti h kopela htan stamathw o p
P Eydokia Papanikolaou	022	0:16:30	Straight section course	Crossing	Vertical		individual	Standard	Stopped	None	Car movement/ Position	Orientation of P body/Head; Gaze	On street	2	Ego car	
P Eydokia Papanikolaou	023	0:16:30	Straight section course	Parallel	Opposite		individual	Standard	Remained idle	Working	Car movement/ Position	Orientation of P body/Head	On street	5	Pedestrian	Dv :Epe oti thn koltakse katai pntothw op
P Eydokia Papanikolaou	024	0:17:28	Straight section course	Crossing	Vertical		individual	Standard	Initiated crossing movement	None	Car movement/ Position; Hand Gesture	Orientation of P body/Head; Eye contact	On street	1	Pedestrian	Dv :Epe oti h kopela perimane arkethi stc
P Eydokia Papanikolaou	025	0:18:05	Straight section course	Crossing	Vertical		individual	Standard	Speeded up	None	Car movement/ Position	Orientation of P body/Head	On street	2	Pedestrian	Dv :Epe oti h kopela htan nafta kai to podi
P Eydokia Papanikolaou	026	0:19:45	Turn from 1way street to 1way street	Crossing	Vertical		individual	Standard with bag	Kept pace	None	Car movement/ Position	P body movement; Orientation of P body/Head	On street	4	Pedestrian	Dv :Epe oti h kurla einai forwmentw opote
P Eydokia Papanikolaou	027	0:20:02	Straight section course	Crossing	Vertical		individual	Standard with pet	Initiated crossing movement	None	Car movement/ Position	Orientation of P body/Head; Eye contact	On street	2	Pedestrian	Dv :Epe oti thn koltakse vgaizontas pou eki
P Eydokia Papanikolaou	028	0:20:13	Right turn on 2way street	Crossing	Vertical	1-prior to manoeuvr	individual	Standard with bag	Kept pace	None	Car movement/ Position	P body movement; Eye contact	On st	2	Pedestrian	Dv :Epe oti pigh na perse alla eide ton p
P Eydokia Papanikolaou	029	0:22:30	Straight section course	Crossing	Vertical		individual	Standard with bag	Speeded up?	None	Car movement/ Position	P body movement; Orientation of P body/Head; Eye contact	On street	2	Pedestrian	DD :Epe eides fovthike; Dv :Epe oti fovth
P Eydokia Papanikolaou	030	0:22:37	Straight section course	Crossing	Vertical		individual	Standard with bag	Kept pace	None	Car movement/ Position	P body movement; Orientation of P body/Head	On street	2	Pedestrian	Dv :Epe oti o pezos den thn eixe dei kan
P Kostas Fioros	001	0:00:54	Turn from 1way street to 1way street	Crossing	Vertical		Group	Standard with bag	Kept pace	None	Car movement/ Position; Turn indicator	P body movement	On street	1	Pedestrian	
P Kostas Fioros	002	0:01:15	Right turn on 2way street	Crossing	Vertical	2-after initiating m	individual	Standard	Stopped back	None	Car movement/ Position; Turn indicator	Orientation of P body/Head	On street	1	Ego car	Dv :Epe oti den eixe den ton paso deklai k
P Kostas Fioros	003	0:03:53	Left turn from 2way street	Crossing	Vertical	2-after initiating m	individual	Standard	Stopped back	None	Car movement/ Position; Turn indicator	Orientation of P body/Head; Eye contact	On street	1	Ego car	Dv :Epe oti eide oti den eidekise prothesh

Autonomous vehicles (AV) – Human Interaction

From as-is modeling to conceptual models

N° of cases

observed

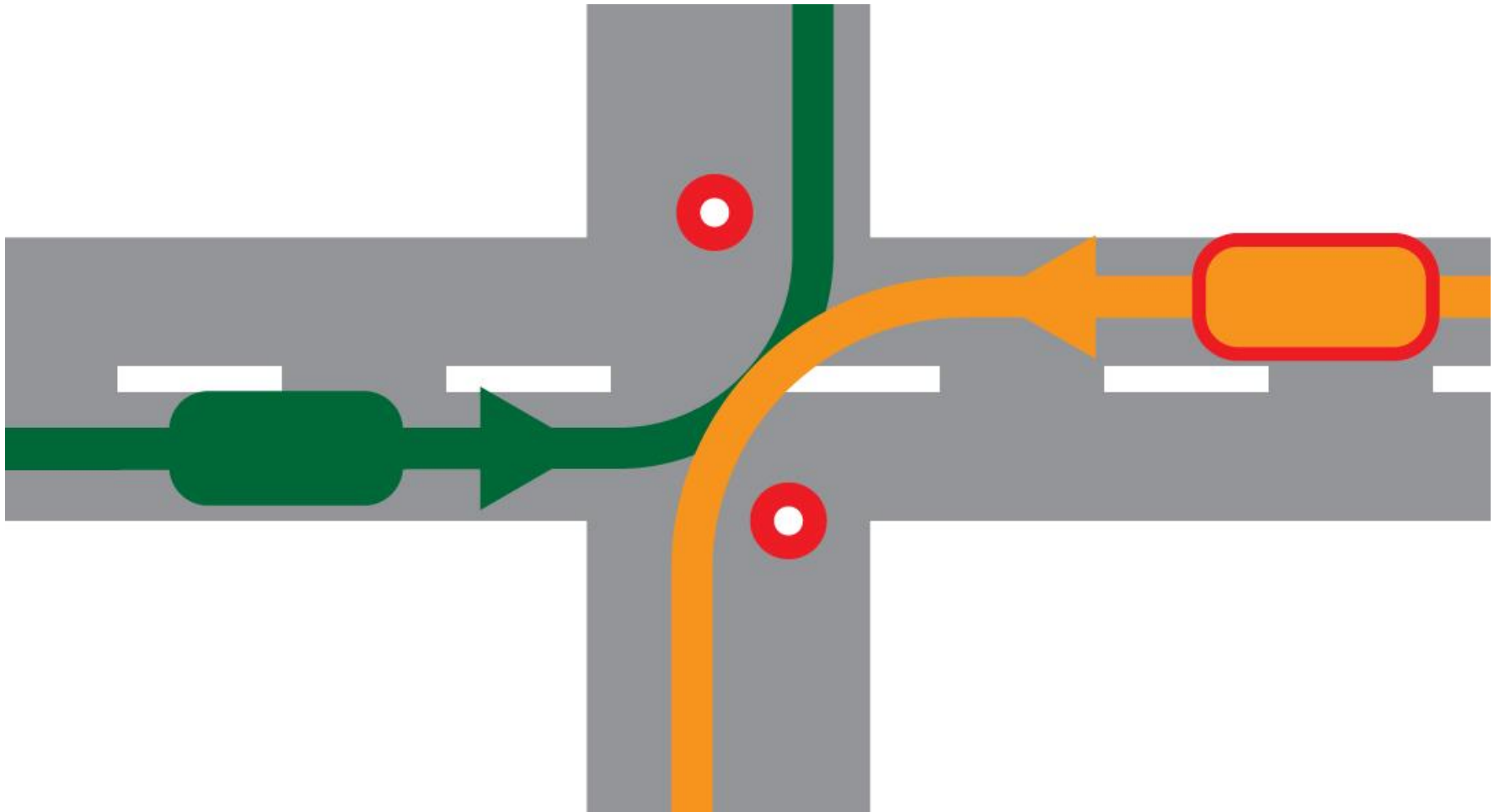


Autonomous vehicles (AV) – Human Interaction from field observations to naturalistic experiments



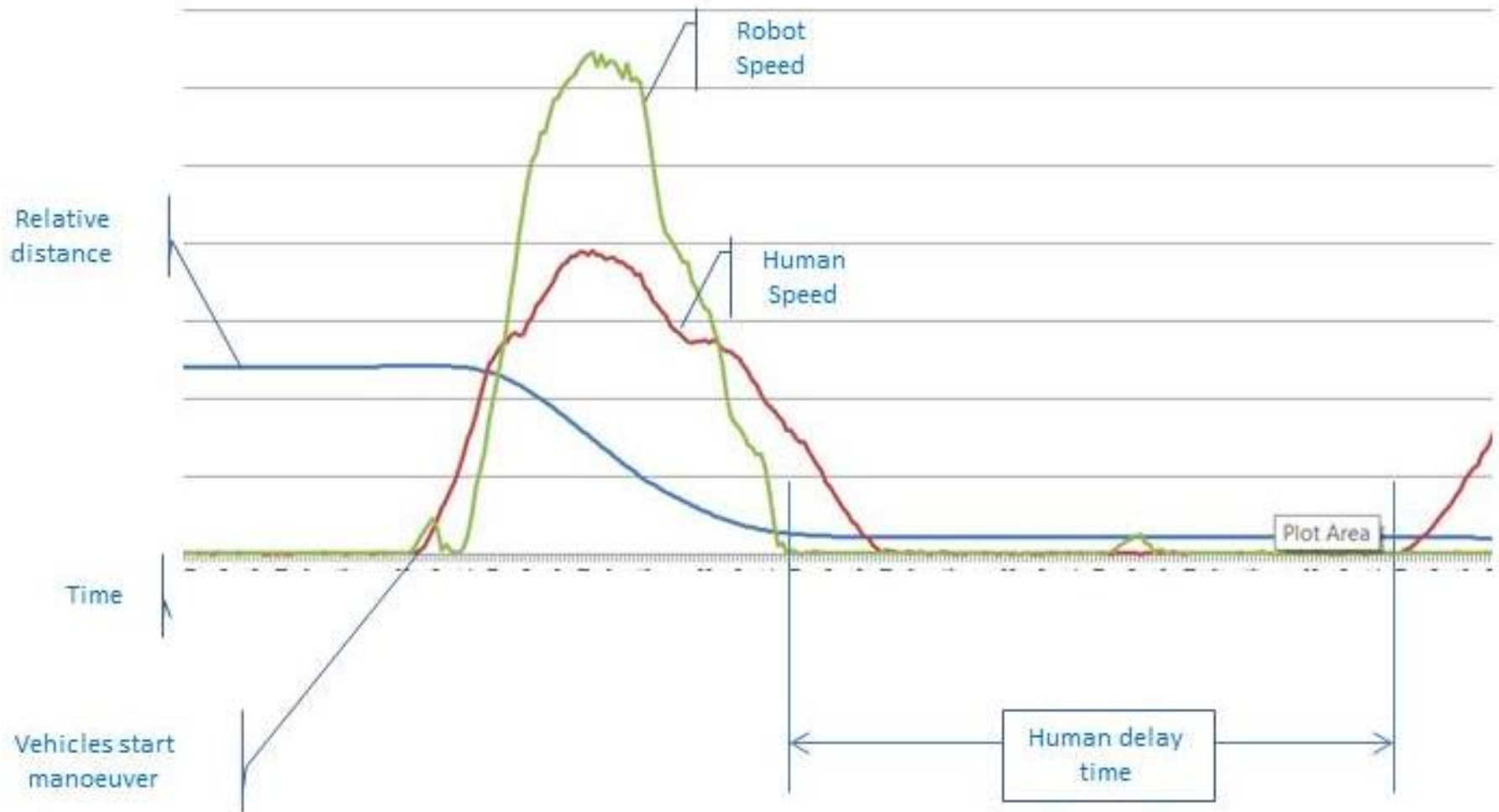
Autonomous vehicles (AV) – Human Interaction

Naturalistic experiments - Scenario building



Autonomous vehicles (AV) – Human Interaction

Naturalistic experiments – Data gathering



Reconstruction of the interface

A historical example

Define the interface in these machines



The evolution



1905

Today... find the drawbacks of this design



Ease of use is not always the primary criterion!



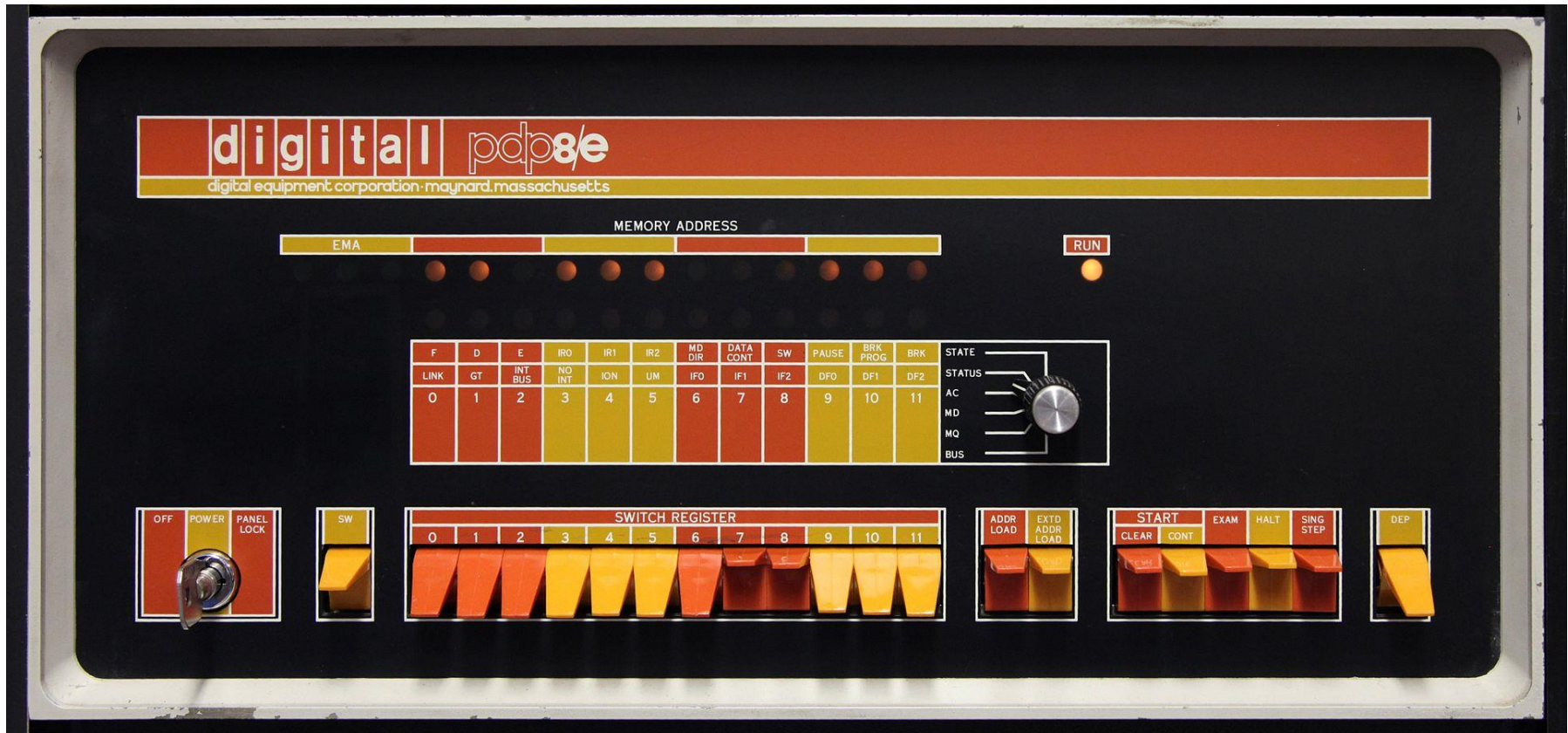
What is wrong with this specific interface?



How I put it?



Interfaces: means of informing the human + means of manipulating the machine



Command interface of PDP-8/E minicomputer. The actuator array at the bottom is used to enter lines of machine code into the computer (1970)

Interfaces: Communication language

Natural speech

Human

High level
scripting

```
class Triangle {  
    ...  
    float surface()  
        return b*h/2;  
}
```

Low level
programming

```
LOAD r1,b  
LOAD r2,h  
MUL r1,r2  
DIV r1,#2  
RET
```

Machine code

```
0001001001000101  
0010010011101100  
10101101001...
```

Electrical pulses

Machine



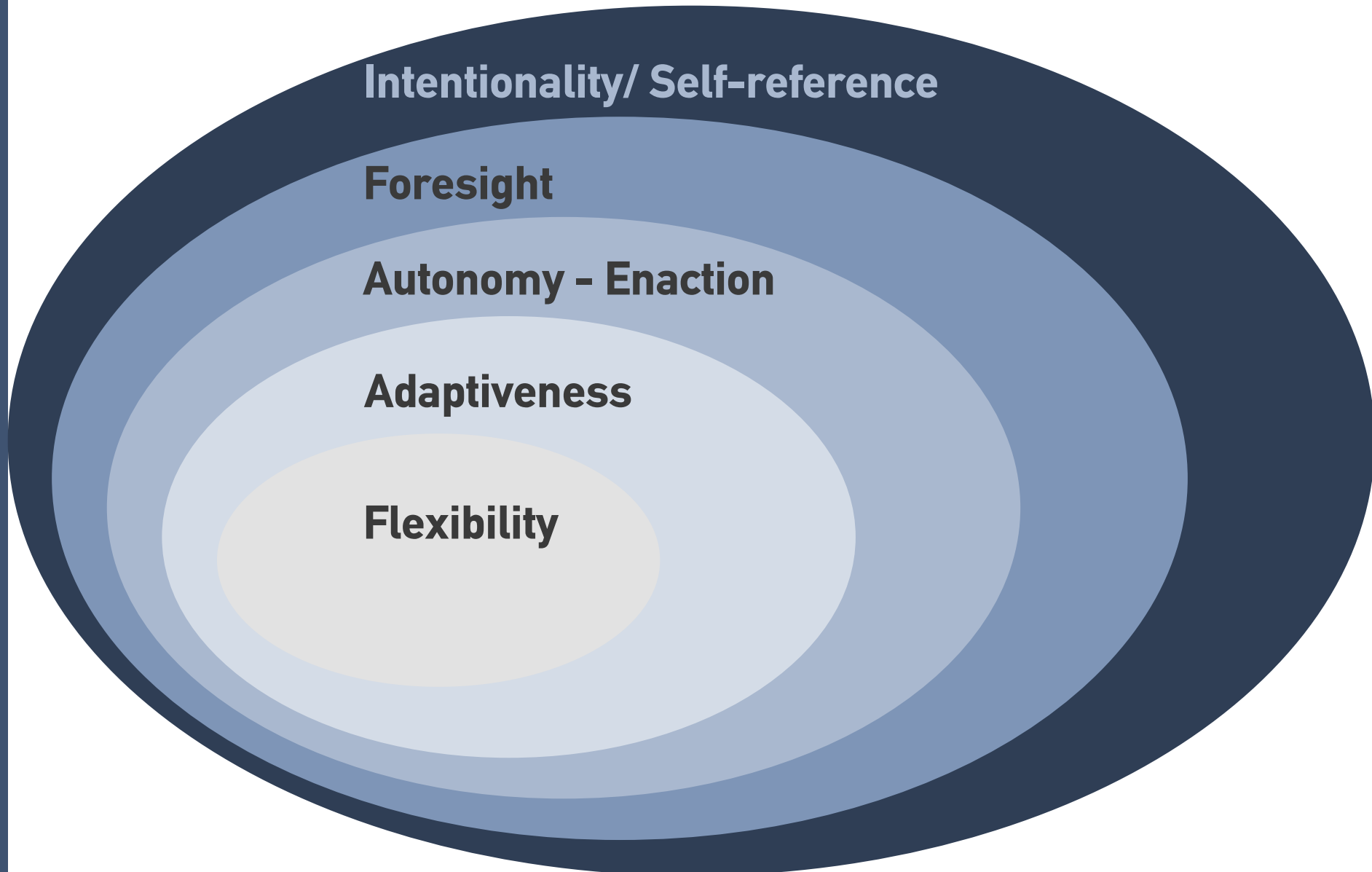
On cognition

All forms of knowing and awareness, such as perceiving, conceiving, remembering, reasoning, judging, imagining, and problem solving. (*American Psychological Association*)

- Perceiving (not sensing)
- Remembering (not retrieving inf.)
- Learning
- Problem-solving – calculating - reasoning
- Judging
- Anticipating
- Imagining - Conceiving

Along with **Affect** (feelings-Emotion) and **Connation** (Will / Intentionality) they are “traditionally” identified as the 3 basic faculties of the mind

Evolution of intelligence



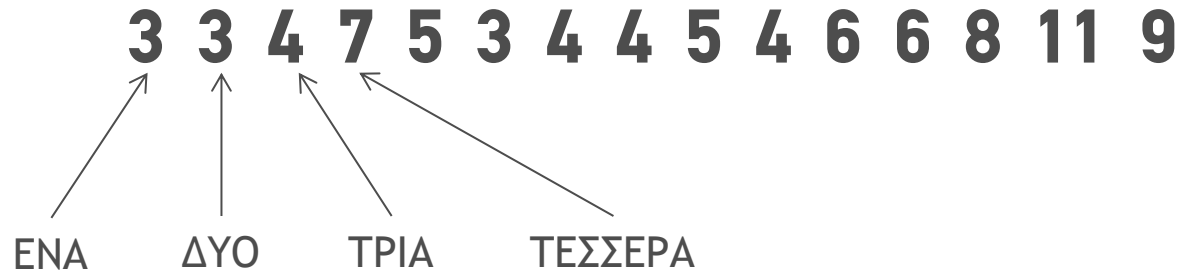
- **A simple exercise for the human working memory capacity**

4 7 3 1 9 4 0 5 1 6 2 8 2 4 1 8 3 7 2 4 6 5 2 9

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

1 3 5 7 9 11 13 15 17 19 21 23 25 27 29 31 33 35 37

1 2 4 8 16 32 64 128 256 512 1024 2048 4096 8192



4 7 3 1 9 4 0 5 1 6 2 8 2 ...

Memorizing

1 3 5 7 9 11 13 15 17 19 21 ...

Identifying + remembering

1 2 4 8 16 32 64 128 256 512 ...

Identifying + remembering
and/or Calculating

3 3 4 7 5 3 4 4 5 4 6 6 8 11 9 ...

Imagining + remembering
+ calculating

Cognitive analysis in everyday life

Change

Theoretical or novice approach:

- Mental or paper aided subtraction of amount owed (e.g. 8,35€) and amount given (e.g. 20€ bill)

$$20 - 8,35 = 11,65$$

- Retention in memory of resulting amount to return and adding up coins and bills up to a sum equating the amount to return

$$11,65 \rightarrow 10 + 1 + 0,50 + 0,10 + 0,05$$

Starting from larger notes to progressively smaller coins

Cognitive actions: 1. Mental subtraction 2. memorizing amount, 3. Computation of notes and coins up to the memorized amount

Expert way: a cognitive artifact

Change

Practical or expert approach:

- Addition («or building-up») of amount to return starting from the amount owed (8,35) upto the amount given (20)

$$8,35 \quad 0,05 + 0,10 + 0,50 + 1 + 10 \quad 20$$

- Starting from small coins to greater ones in order to ease memorizing burden



The materiality of the “tokens” aids the process

Addition is less cognitively demanding than abstraction

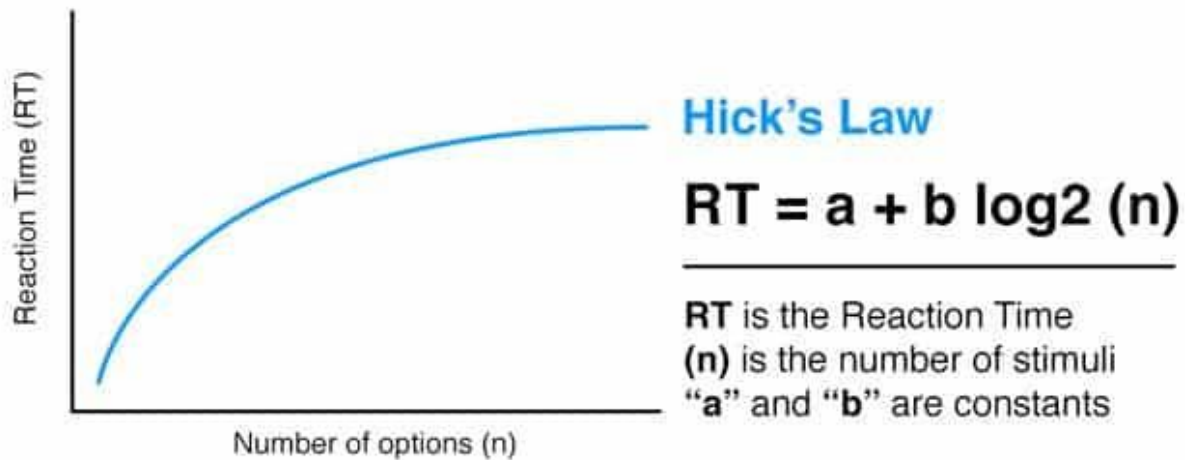
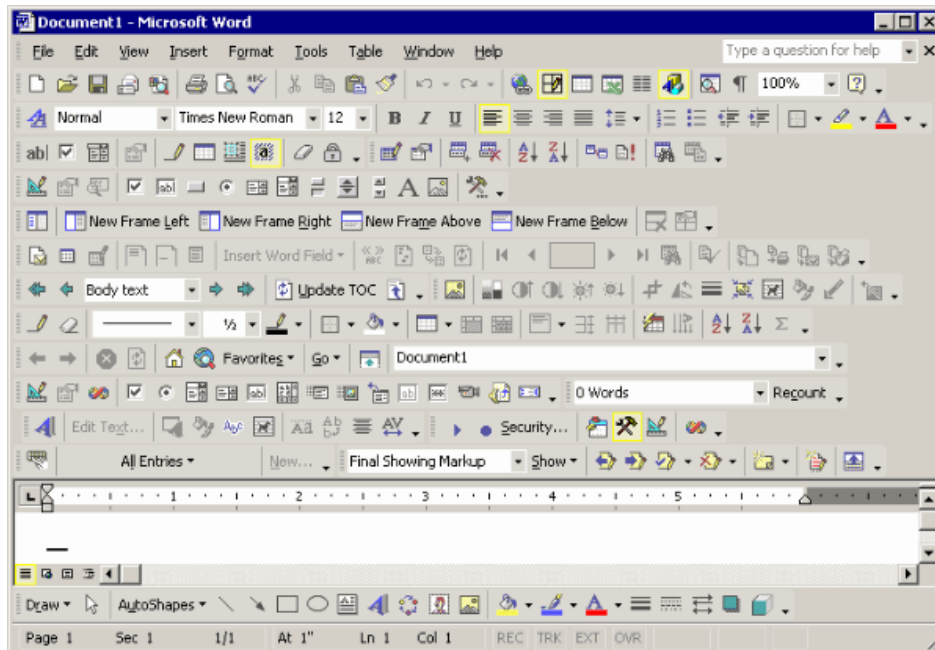
Cognitive actions: 1. addition with material traces up to standard amount given 2. memorizing remaining amount at each step (*note that the amount to memorize gets less demanding in each step*)

Hick's law

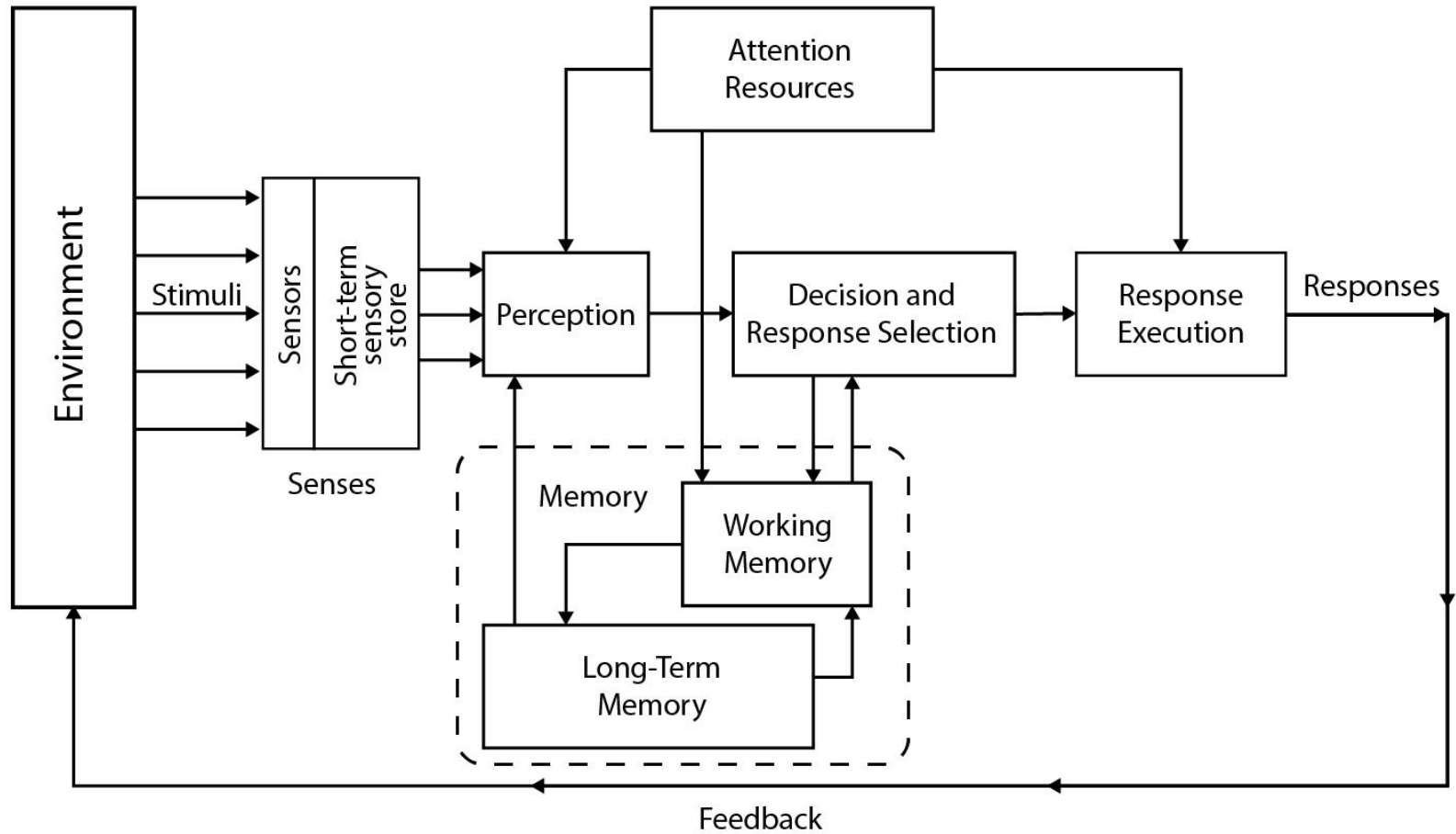


Hick's law

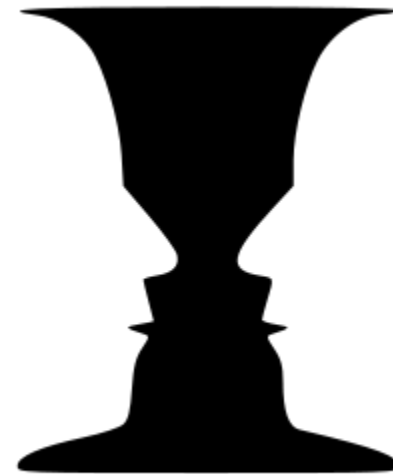
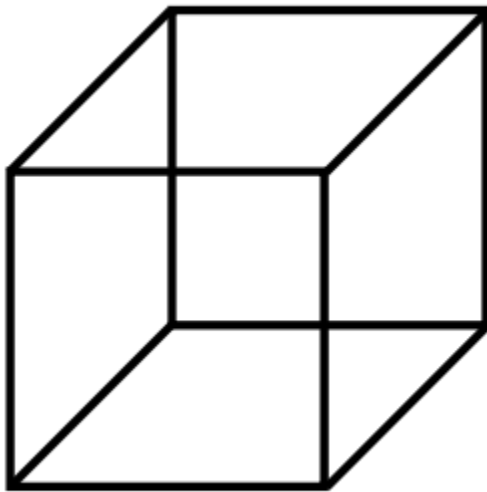
Increasing the options, increases the decision time logarithmically.



The model of Human Information Processing (Wickens 1992)



Sensing vs Perception



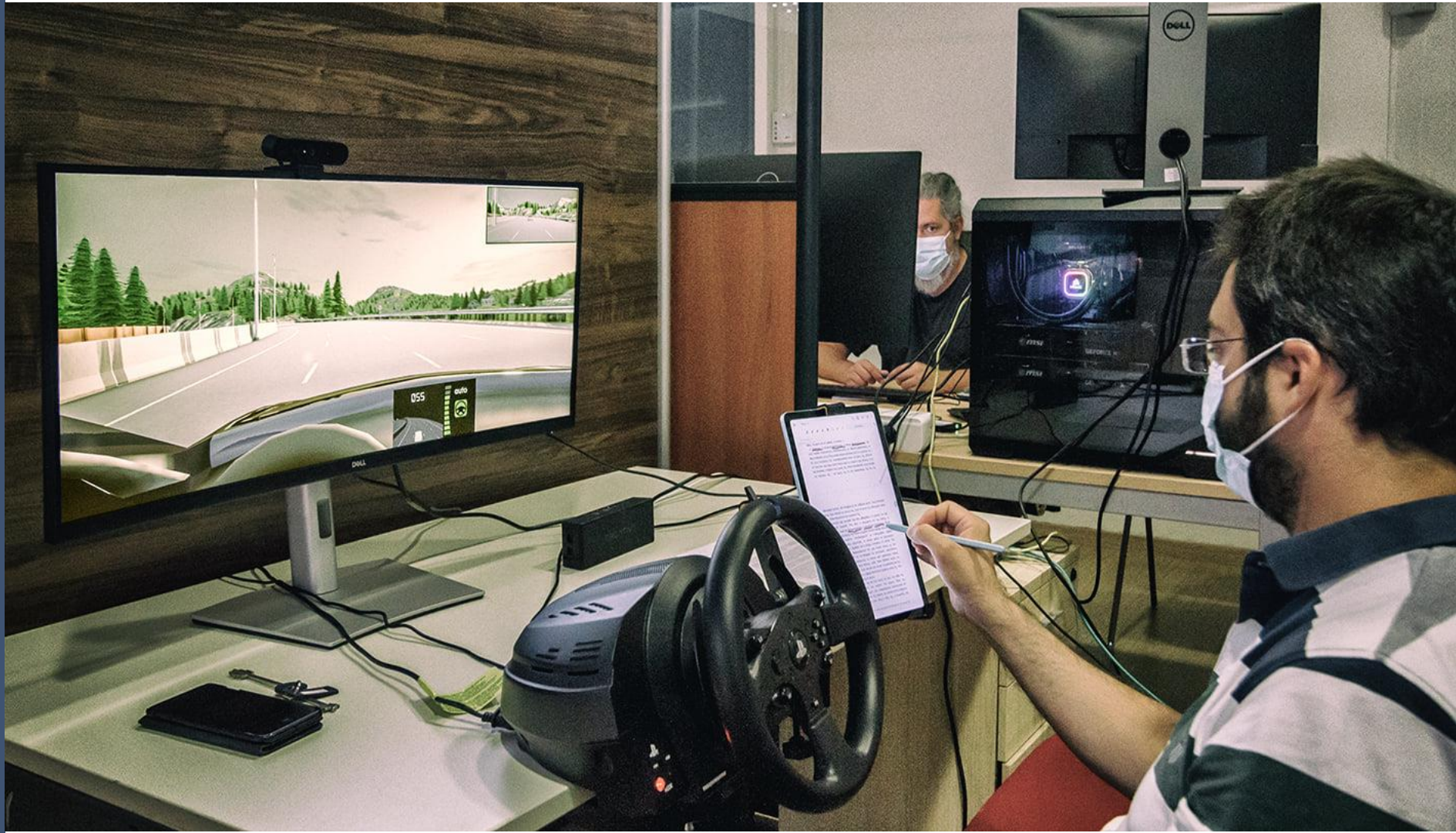
Single-channel hypothesis

Je vas decrire ce qu'il y a dans cette piece. la
 mais sont fautes et on qui y ont deux parts
 est accroché au mur. Il est vent avec
 la chaine et la table la valise
 quatre cinq six sept huit neuf
 dix onze douze treize quatorze
 quinze seize dix-sept dix-huit
 dix-neuf vingt

cd ed / 1 2 3 4 5

6 7 8 9 10 11 12 13 quatorze
 quinze seize dix-sept dix-huit
 dix-neuf vingt - Je continue à décrire
 la piece qui est autour de moi
 et enfin une inscription sur la porte qui
 considerations finales.

Single-channel hypothesis



Types of memory

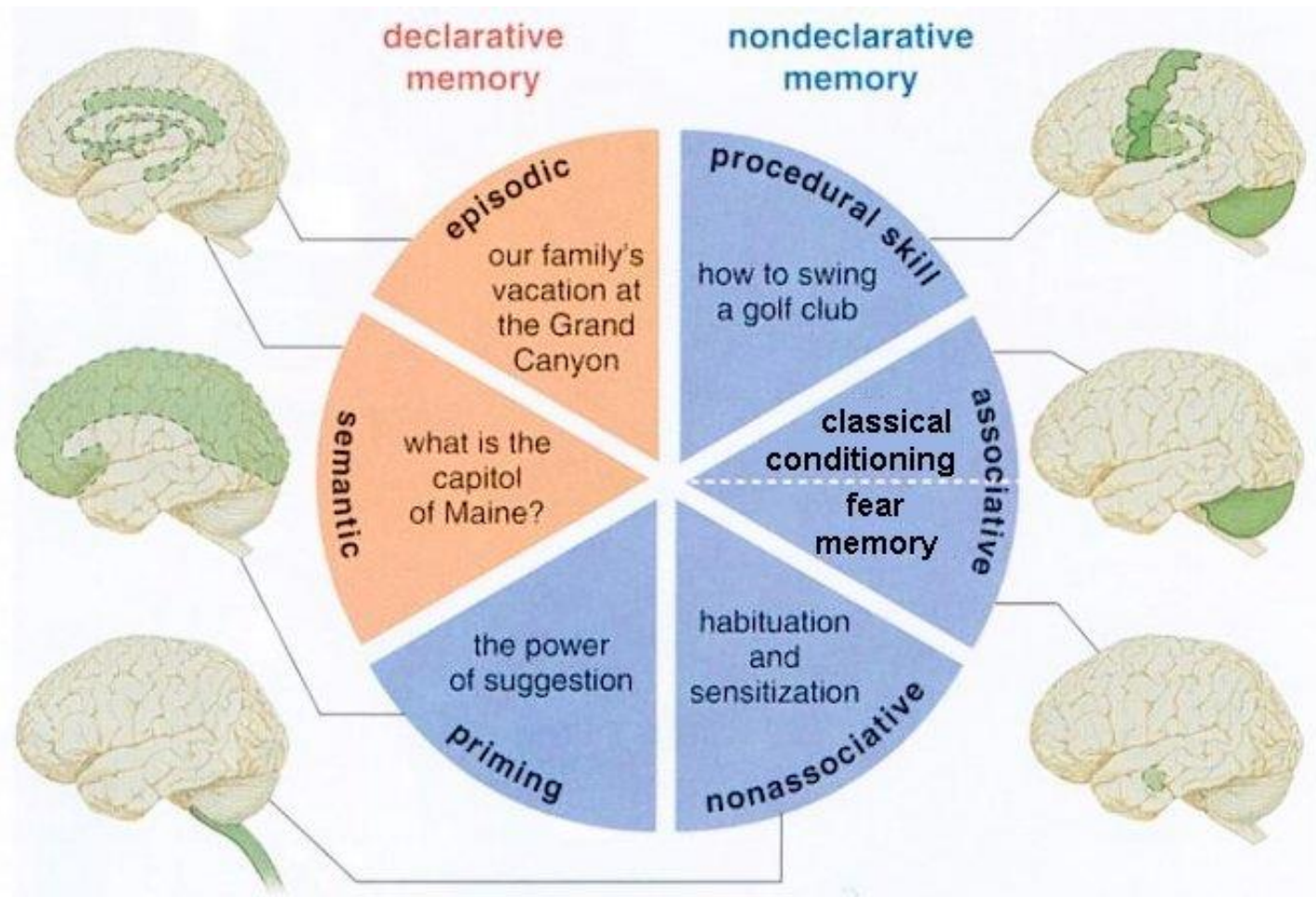
Declarative:

- They can be communicated to third parties
- It is considered conscious as it involves deliberate recall of factual information
- This type of memory appears to be controlled by the hippocampus which is a complex brain structure embedded deep in the temporal lobe.

Procedural

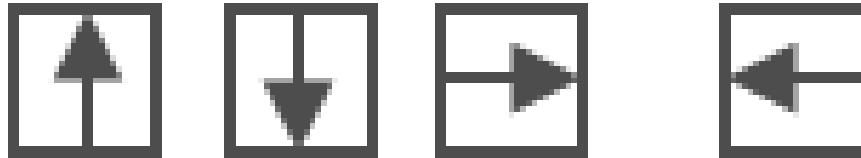
- It implies knowledge manifested while performing a familiar task.
- It is better understood as skill (perceptual / motor / cognitive).
- It is not easy to verbalize this kind of knowledge.
- The cerebellum, basal nuclei, and motor cortex are involved in procedural memory, which is generally supervised by the cerebral cortex.

Parts of the brain associated with different types of memory

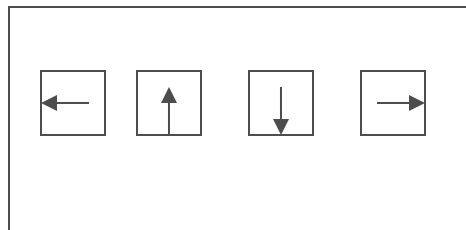
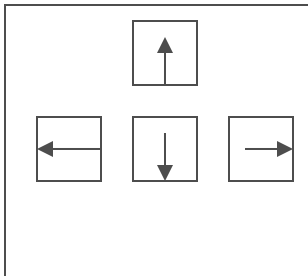
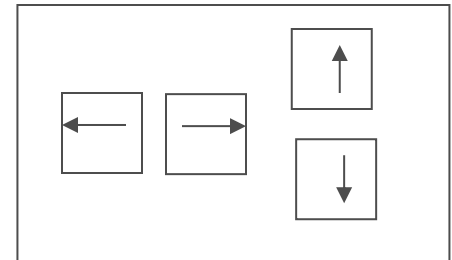
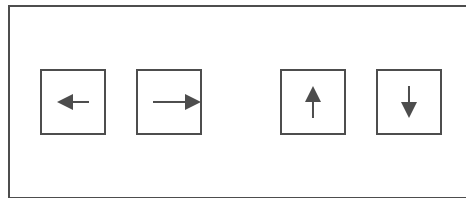
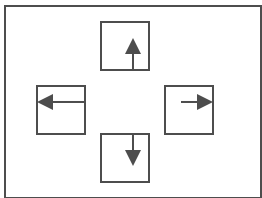


a first exercise in user centered design

design a configuration for the four “cursor” keys below



Possible solutions – no one is optimal for all applications and people



Reasons for solutions

- **Functionality - relation to task**
- **Representation (mapping) - ease of use**
 - **learning - investing learning time**
- **physiology – comfort, speed of movements**
(and perception etc.)