



HUMAN SPECTRUM DESIGN

About Human Spectrum Design

Human Spectrum Design, L.L.C. provides human factors research and design development consulting services to support companies in producing products that suit as well as possible the full spectrum of human characteristics.

Human beings are heterogeneous in every aspect that can be measured. People vary in age, size, shape, language and culture; their physical characteristics, abilities and preferences span a wide range and change as each person progresses through life.

The word “spectrum” in our name was carefully selected to express respect and appreciation for the diversity that characterizes the human race, for individual variations that are not better or worse but simply reside at different points along any continuum.

Devices that accommodate human limitations (e.g., blindness, arthritis, illiteracy) are also more useful for people without impairments when conditions are adverse (e.g., dim lighting, having a broken arm, being in a country whose language the traveler does not know). Designs that are forgiving of functional diversity increase the independence and social inclusion of all people.

Terms commonly used for this design approach are *universal design*, *design for all*, *inclusive design*, *lifespan design*, *transgenerational design*, and *shared design*. No matter what it is called, the goal is the same: maximizing access and usability by considering the needs of individuals at all points along the human spectrum.