



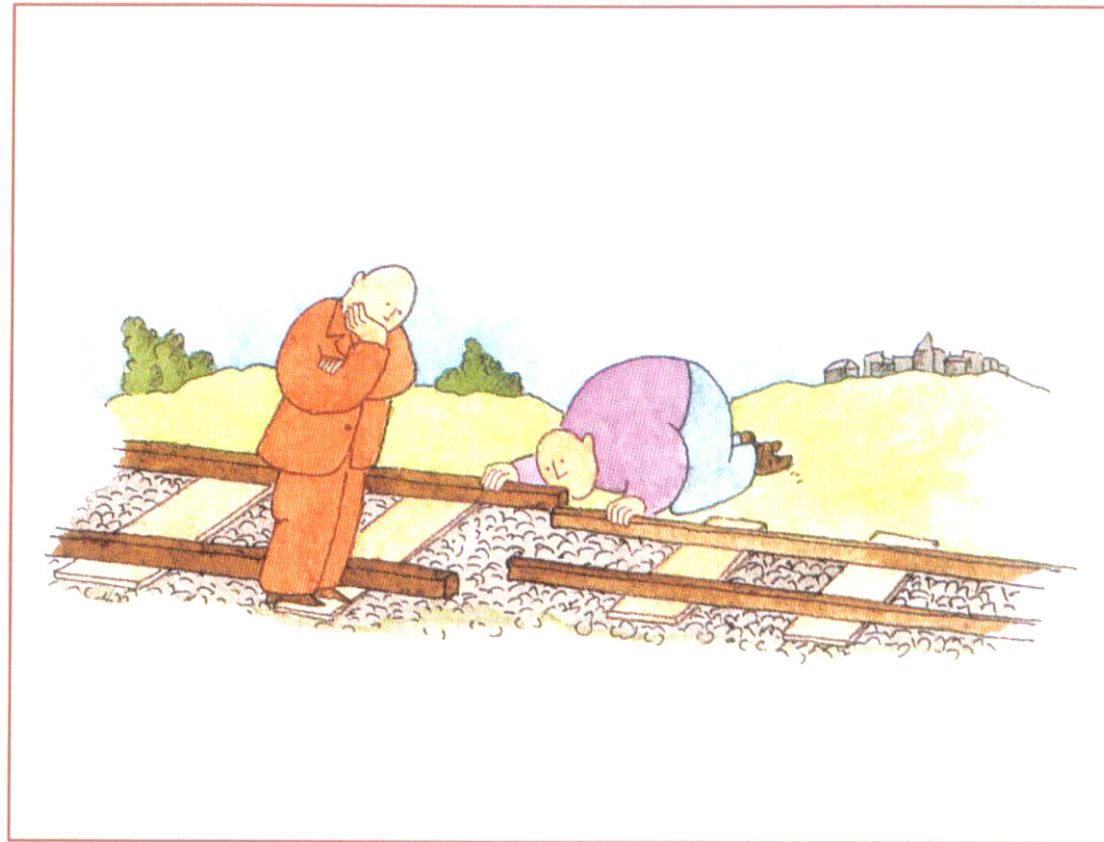
World Class Standards

**ETSI**  
**Human Factors**  
**(Putting users at the centre of technology)**

Stephen Furner

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# **Standards- starting with the user experience!**



## Terms of Reference

- ❑ **Human Factors is the scientific application of knowledge about the capacities and limitations of users to the task of engineering the interaction between people and machines.**
  
- ❑ **HF is the committee responsible for standards and guidelines dealing with:**
  - **ease of use and accessibility of telecommunication equipment and services,**
  - **including the requirements of older and disabled people.**

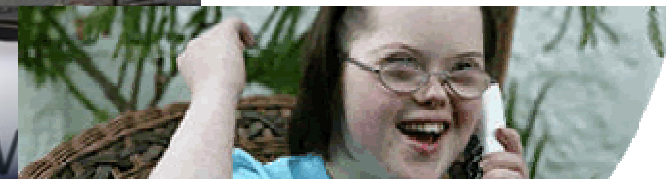
## Structure

- ❑ **Plenary level**
  - **Meets 3 times a year**
  - **Chair – Stephen Furner (BT plc)**
  - **Vice Chair – Bruno Von Niman (Swedish Standards Board)**
  - **Vice Chair – Lutz Groh (Siemens)**
  - **ETSI Technical Officer – Ted Laverack**
- ❑ **Participation in the plenary meetings from major industrial players such as BT, Telenor, IBM, technical representation from consumer groups via ANEC, and also regulatory bodies and other ETSI members.**
- ❑ **Technical experts participate by invitation to present on specialist issues.**
- ❑ **STF leaders, or participating STF experts, report on progress and get feedback on drafts**
- ❑ **Active participation in STFs, and STF reference groups, by major industrials such as Nokia, Sony Ericsson, Motorola, Telefonica, . . .**

## Major activities/deliverables

- ❑ **New wave technologies**
  - **Children's use of ICT**
  - **Telecare**
  - **Real time communications**
- ❑ **Fixed mobile convergence**
  - **Minimum HCI for mobiles**
  - **User profiles**
  - **Enterprise wide systems**
- ❑ **Accessibility and inclusion**
  - **Textphone access to IP text services**
  - **Multicultural interfaces**
  - **Mandate 376 on accessible ICT procurement**

## Very diverse user community



## Successes/failures

- ❑ **Success: Global leadership in HF and telecommunications.**
  - **Leading European experts**
  - **Extensive industrial experience**
  - **HFT chairmanship**
  - **Academic publication**
- ❑ **Success: Highly regarded for our accessibility work by European commissions inclusion area:**
  - **Support for STF**
  - **Conference organisation**
- ❑ **Success: TC HF experts regularly participate in technical meetings for other ETSI TBs, standards bodies and assist standards uptake.**
- ❑ **Failure: Significantly grow TC HF committee size and improve the diversity of membership.**



## Always listening to stakeholders





## Different to other TBs because...

- ❑ **It's not just desk research**
  - **User consultations**
  - **Surveys**
  - **Experiments**
  - **Discussion groups**
  - **Workshops**
  - **Interdisciplinary**
- ❑ **Downstreaming is more than a published document**
  - **Conference papers and presentations**
  - **Talking to standards users**
  - **Participating in technical meetings outside ETSI**
  - **Social networking and "Pressing the flesh"**
  - **Take to product and services**



## World Class Standards

**Example of a product design that made use of TC HF standardisation output**



# Globalization aspects

- ❑ **Feed-through and liaise with international standards at global level**
  - **ISO**
  - **ITU-TS**
- ❑ **Actively work to avoid fragmentation and duplication – regularly review area.**
- ❑ **Industrial participants are players at a Global level and are active both in and outside Europe.**
- ❑ **A regional group, but a global perspective**

## Where next ?

- ❑ **Better exploitation of EU Framework Programme**
  - **Projects**
  - **Timing**
  - **Documentation**
- ❑ **Products and services for the always on 24/7 digital networked economy**
  - **Broadband**
  - **Multimodal**
  - **Convergence**
  - **Work**
  - **Home**
  - **Leisure**
  - **Health**
- ❑ **E-Inclusion and accessibility**



*Thank you for  
listening*

