



HFES FELLOWS PROFILE



Name: Stan Caplan

Email address: scaplan@usabilityassociates.com

Short biography: Stan Caplan is President of Usability Associates, a Human Factors consulting firm specializing in usability research, design and evaluation. Stan founded the firm in 1998 after enjoying 27 years in Human Factors at Eastman Kodak Company. During that time, he was a direct contributor to the usability design of many products and systems. He also supervised the Human Factors group for several years. His experience spans development of user-centered designs for physical and cognitive interactions on consumer, commercial, and health products. He has worked closely with professionals in industrial/graphic design, marketing, field service, software development, and engineering as he supported projects at all phases of product development, from concept definition to launch.

In a separate endeavor, Stan manages the User Experience Design Consortium which he founded in 2004. This is a group of industry managers responsible for user experience and product development in their respective companies. Stan arranges twice yearly meetings in different cities to expose the members to people and information that will enable them to be more effective managers. Topics typically involve new thinking and research, advanced methods, emerging technologies, and management practices.

Stan has a Bachelor's and Master's degree in Industrial Engineering from the University of Michigan and studied for his PhD at University of California-Berkeley. He has authored numerous articles and book chapters and given workshops in the U.S., Canada, and Europe. Stan is a Board-certified Human Factors Professional and a Fellow of the Human Factors and Ergonomics Society (HFES). He has served as Western New York Chapter president for both HFES and the Product Development and Management Association. He has taught usability courses at a local college and has served as an expert witness.

Career philosophy/mission statement: Be a credible Human Factors practitioner who pays back to his profession in meaningful ways.

Advice for students: Find a void in the system and fill it.

Specialty Area(s): Applications & Practice

Field of Interest(s): Consultant; Practitioner; Product Design; User Experience/UX

Geographic Location: Rochester, NY

Willingness to communicate with students/availability for face-to-face or virtual meetings: Yes, I am available

If you are willing to communicate with students, how can students contact you? Phone; Email



HUMAN FACTORS AND ERGONOMICS SOCIETY

Fellow status: Active

HFES Technical Group Affiliation(s): Health Care Technical Group (Formerly Medical Systems and Rehabilitation); Product Design Technical Group

Year inducted as a fellow: 2015

Awards/Honors: Product Design award named after him

Links to publications /Lab website/Research Gate or similar profile: <http://usabilityassociates.com/>

[CV/Resume](#)