

The program highlights the four major areas necessary for developing products within a competitive industry environment (product design, product implementation, professional phenomena surrounding, product evaluation). The ultimate goal of human factors and usability professionals is to create and transform interactive devices into systems that will make everyone's lives a little easier, safer and more enjoyable.

The purpose of this degree is to not only educate future employees in human factors research methodology, but to provide them with the basic understanding of how such considerations might relate to the managerial, organizational and economic environment in which the company or agency operates. Graduates will be able to use their knowledge of human factors and usability testing to improve work environments, production processes and business procedures. This program targets those with undergraduate degrees in computer science, business, engineering, design, or psychology who want to work in human factors and usability testing.



Why do some products make our lives easier, while others make our lives harder?

Missouri Western State University's MAS with an emphasis in Human Factors and Usability Testing is educating professionals to be able to answer this question.

Admission

To be admitted to the MAS Human Factors and Usability Testing option students must complete both an Application for Graduate Admission and a Departmental Application. Full details, including deadlines and minimum requirements are available on the psychology department web site.

For more information

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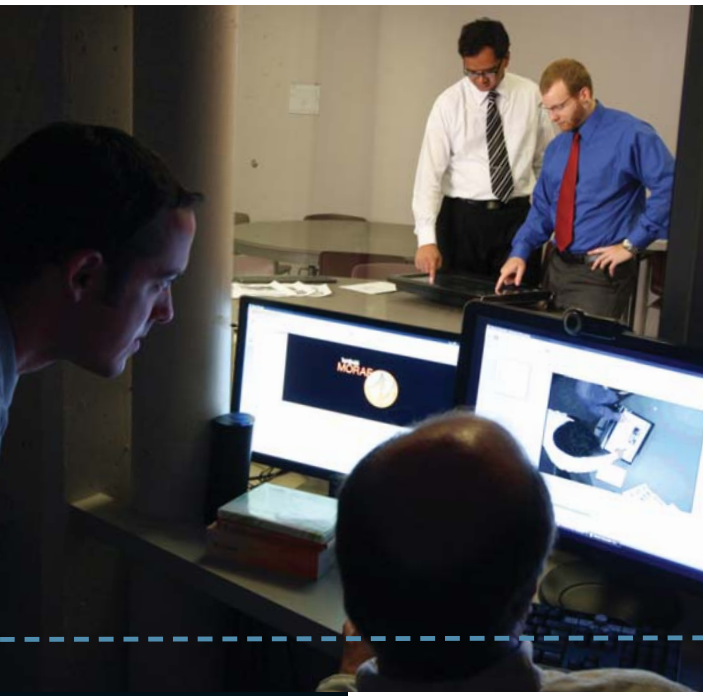
Western is an equal opportunity institution.

Master of Applied Science Human Factors and Usability Testing Option

Missouri Western State University



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Technology is increasingly embedded within our everyday environments (e.g., social online environments, multi-touch tables, cellular phones, music players). Being able to create product designs that are easy to use is becoming critically important as technology is a necessary part of our everyday activities.

This technological growth has produced a need for professionals with multidisciplinary backgrounds (Psychology, Business, Marketing, Communications, Computer Science, Design, etc.) who are able to understand the complex interactions between humans and computing devices.



Human Factors and Usability Testing

Human Factors and Usability Testing is an innovative field that stresses research methodology, system analysis/design/testing, psychological interactions with design in both a practical and theoretical context.

The program emphasizes theory and use of data to create useful products that optimize human well-being and overall system performance.

Human Factors specialists conduct product research, perform analyses and make recommendations with the goal of:

- Improving safety and ease of use
- Reducing human error
- Increasing productivity
- Improving satisfaction and usefulness

Our program focuses on understanding human-centered design processes from a cognitive psychology viewpoint (i.e., how a user will perceive, process, and respond to a product's design).



Master of Applied Science

Human Factors and Usability Testing Option

The Master of Applied Science (MAS) Human Factors and Usability Testing Option combines business and human factors education, and is the only program of its type in Missouri. Traditional master's programs focus only on

one discipline, however, today's career market requires multidisciplinary professionals educated in business, communication, marketing, economics, statistics, management, human factors, usability testing, and design. The MAS program at Western offers you that competitive advantage.