

# CCD LAUNCHES UNIQUE VR DESIGN TOOL TO DELIVER IMPROVED PASSENGER EXPERIENCE IN NEW AIRPORT TERMINALS

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**CCD Design and Ergonomics, the human-centred design consultancy, is launching a new eye-tracking VR tool, Evidentia to assist in the design and development of a new generation of airport terminals. The new system will enable CCD to work closely with architects and designers to test human behaviour in new environments at the very early design stages, and enable wayfinding strategy and design to be perfected before construction begins.**

**“Using eyetracking within a VR environment helps us better understand how people navigate around a space, we can design better wayfinding systems and start to explore issues much earlier. We want to bring evidence into the design process, the visualizations tells us what people actually look at and how their attention is drawn to different design interventions we make. This methodology is so much more powerful than relying on our own intuition about what does and doesn’t work. It also provides a great visual record to demonstrate behaviors to others in the design team, said David Watts, Managing Director CCD Design & Ergonomics.**

**Evidentia** has been developed in conjunction with world-leading VR technology specialists TobiiPro who provided the technical expertise which combines VR and eye-tracking in a unique package. CCD believes that this new approach will enable the creation of significantly improved passenger experience at airport terminals in addition to helping to manage costs at the construction stage as any issues can be identified before building works commence.

#### About CCD

CCD design and ergonomics is a consultancy that specialises in the user-centred design and optimisation of environments, products and systems, including wayfinding. It has unrivalled experience in the application of ergonomics and human factors to improve efficiency, reduce error and inspire people.

CCD is acknowledged globally as a leading expert in Control Room design, having designed more than 350 in the last 40 years, and also has unrivalled expertise in human factors for transport systems. CCD is a Registered Consultancy with the Institute of Ergonomics & Human Factors and its Quality Management System is certified to ISO 9001. CCD’s clients include Network Rail, CERN, BAA, Siemens, Eurostar, NATS , easyJet, Thames Water, Dow Corning, Tube Lines, British Airways, Medical Research Council, ITER, London Underground, Transport for London, BNFL, Home Office, DLR, Texaco, RailCorp, Highways Agency

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