

ED&U

WE ARE ED&U AND WE

**CREATE FOR
HUMANS.**

WE LIVE IN AN HYBRID WORLD

Physical & Digital



We answer the **challenge** of matching new products & services to human hybrid needs by design

WE USE HUMAN FACTORS

- Ergonomics
- UX/UI Design
- Research

OUR CLIENTS





WE CREATE FOR HUMAN

OUR APPROACH TO Human Centered Design

1

Study

We study what people need, what & they want



2

Analyze

We investigate their tasks, actions and behavior



3

Conceptualize

We start exploring new design ideas



4

Demonstrate

We design & simulate our Thoughts and ideas




5

Test

We always validate and test our solutions



OUR SERVICES



Complete Human Factors Solutions

Cognitive Human Factors Engineering Implementation

Ergonomics in Product Design



UX/UI Design

UX Research and Usability Testing

Usability Studies for medical Devices

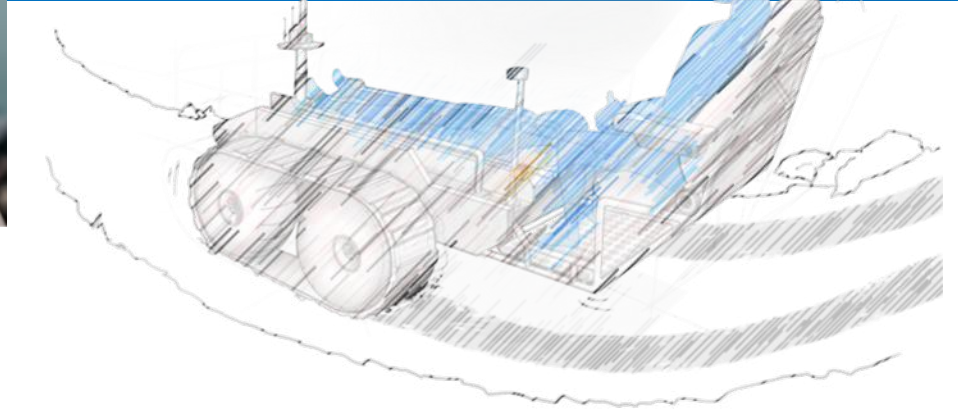
Courses, Training and Workshops



THE RESULTS



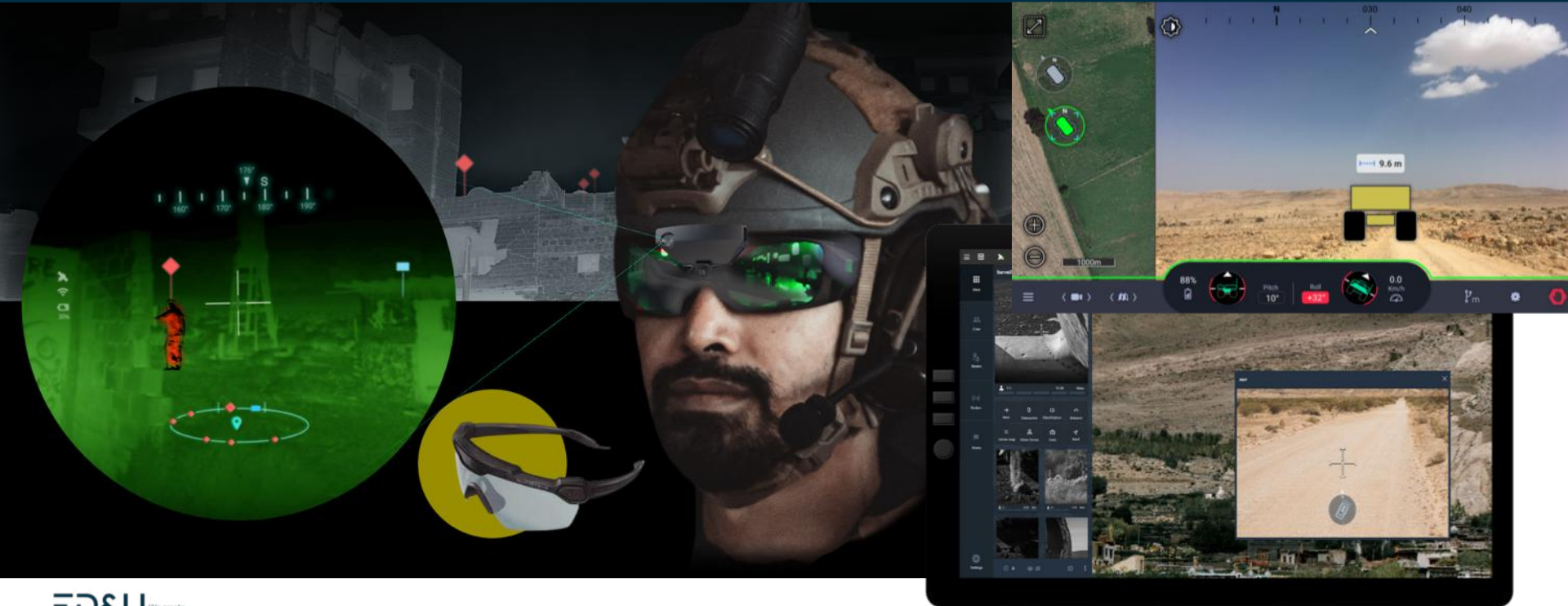
ERGONOMICS **IN PRODUCT DESIGN**



UX | UI DESIGN



DEFENSE- TECH HUMAN FACTORS ENGINEERING



UX RESEARCH & USABILITY TESTING



COGNITIVE HUMAN FACTORS ENGINEERING IMPLEMENTATION



COURSES. TRAINING. WORKSHOPS



A **TEAM** EXPERTS IN:

- Ergonomics
- UX/UI Design
- Research



Yakir Yaniv
CEO



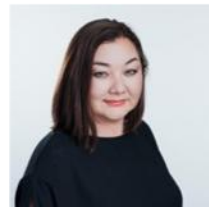
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THANK **YOU**

ED&U We create
for humans.

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