



Engineering Psychology: Human-Orientated Design and Sustainable Wellbeing

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Message from the Guest Editors

To design successful products, we need to switch from technology-centered design to people-centered design. By focusing on the needs and aspirations of people, human-centered approaches can promote sustainable development.

The integration of psychology into human-centered design represents a profound synergy between our understanding of human behaviors and the creation of products, systems, and environments that cater to those behaviors. By incorporating principles from psychology, such as cognitive load theory, behavioral economics, and user experience research, designers can develop solutions that resonate with users, enhancing usability, satisfaction, and overall wellbeing. Currently, human-orientated design is experiencing a peak due to recent developments in artificial intelligence platforms capable of creating designs within seconds. With the help of the principles of sustainability and environmental awareness, human-orientated design strives to create solutions that will assist in creating an environment that is healthier and more sustainable for individuals and for the planet.





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