

## **Shayal Chhibber**

Shayal is a trained Industrial Designer and Ergonomist who joined PDD in 2007 as a Human Factors Engineer. PDD was founded in 1980 and provides integrated design and innovation skills and works with organisations worldwide to develop novel products, services and business processes

Prior to joining PDD, Shayal completed a doctoral thesis at Loughborough University in the field of 'design and emotion, focusing on the concept of 'pleasure' in design. Utilising concepts of human emotion drawn from cognitive psychology and anthropology, Shayal used numerous research techniques ranging from qualitative analysis to video ethnography to collate, analyse and interpret the manner in which consumers derive 'pleasure' and other positive emotional experiences from designed products. The results were translated into an interactive database that allows designers to understand the emotional needs of different consumer segments in relation to designed products.

More recently he has been involved with in-depth ethnographic investigations into living with Haemophilia and a study into vaccination systems.

Shayal has been published at several international conferences and his PhD work features 2 upcoming book chapters within the design research and ergonomic areas.