



Dr Daniel P. Jenkins leads the research team at DCA Design International Ltd, one of the world's leading product design and development consultancies. Within multidisciplinary teams, he supports the design of a diverse range of products and services, from trains to toothbrushes. Dan specialises in the application of human factors and systems thinking tools to ensure system performance is maximised and that products and services stand the greatest chance of commercial success. Notable projects include patient administered drug delivery devices, next-generation radiotherapy equipment, train cabs and passenger areas, airline interiors, personal protective equipment, and a wide range of fast moving consumer goods. Dan has co-authored 10 books on human factors and has received numerous awards for his work including the HFES User-Centred Design Award and the CIEHF President's Medal.