

S. FARIVAR, H.S. NAEINI. *An ergonomic survey of shoppers*. *Gerontechnology* 2012;11(2):291; doi:10.4017/gt.2012.11.02.134.00 **Purpose** Shoppers are used every day to save energy and ease carrying. The lack of attention to ergonomic considerations and safety parameters can lead to injuries and related inconveniences. The purpose of this study is to assess ergonomic factors in different types of trolleys and compared to other shoppers. This will help identify proper solutions in designing an ergonomic shopper. **Method** In this case study, most information was obtained by interview, in depth observation, and through a questionnaire. A total of 30 people with an average age of 45 volunteered to take part in the study. The findings were obtained in public places in two cities in Iran: Tehran and Mashhad. **Results & Discussion** Initial results revealed that when shopping, the Iranian users' requirements were not adequately addressed. This was due to the lack of proper design and manufacturing by Iranian companies. Poor design provoked reactions and particular behaviour in users. Our results indicate dissatisfaction in the use of shopper, preventing users from buying one. Certainly, modification in shopper design with emphasis on ergonomic parameters can improve physical conditions and reduce related injuries. This study provides recommendations on how this can best be done.

Keywords: shoppers, pushing and pulling forces, handling, design factors

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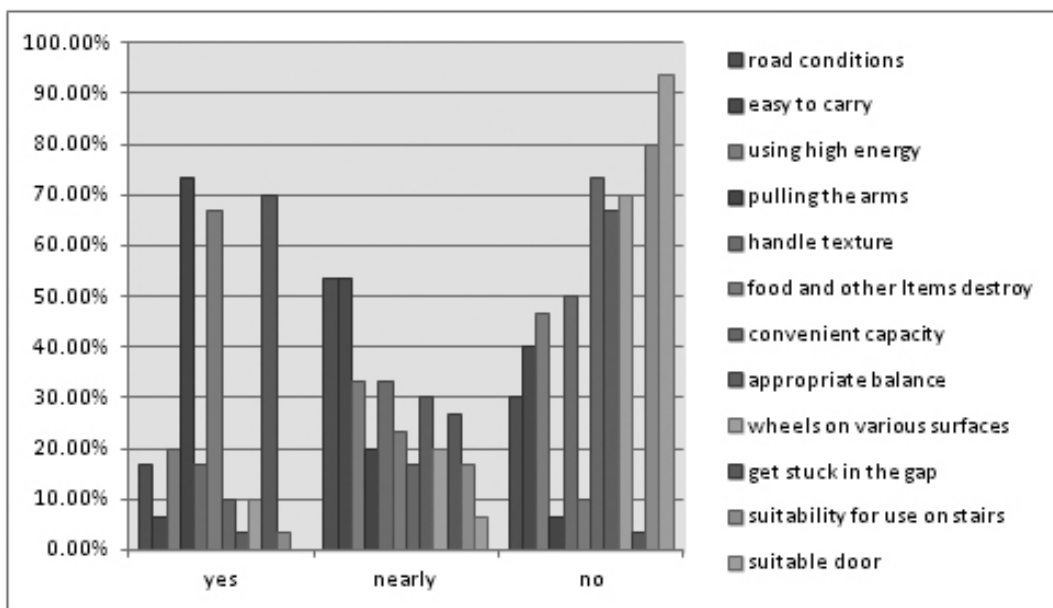


Figure 1. The injury and dissatisfaction percentage among shopping trolleys' users