



WHY HUMAN FACTORS?

Most AI projects fail to account for the human system. Cortexia ensures AI adoption is usable, trusted, and fit-for-purpose in operational environments.



What We've Learned

Pitfalls We Help You Avoid:	What Works:
Model lock-in from over-reliance on one vendor	Agentic AI needs clear boundaries of control and responsibility
Tech for tech's sake – not user-driven	Design for transparency & usability from Day 1
Poor embedding into team workflows	Real-world user testing beats technical perfection



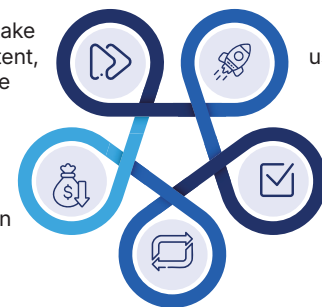
Benefits of This Approach

Faster uptake of competent, safe AI use

Increased user adoption & trust

Reduced costly automation failures

Reduced user error

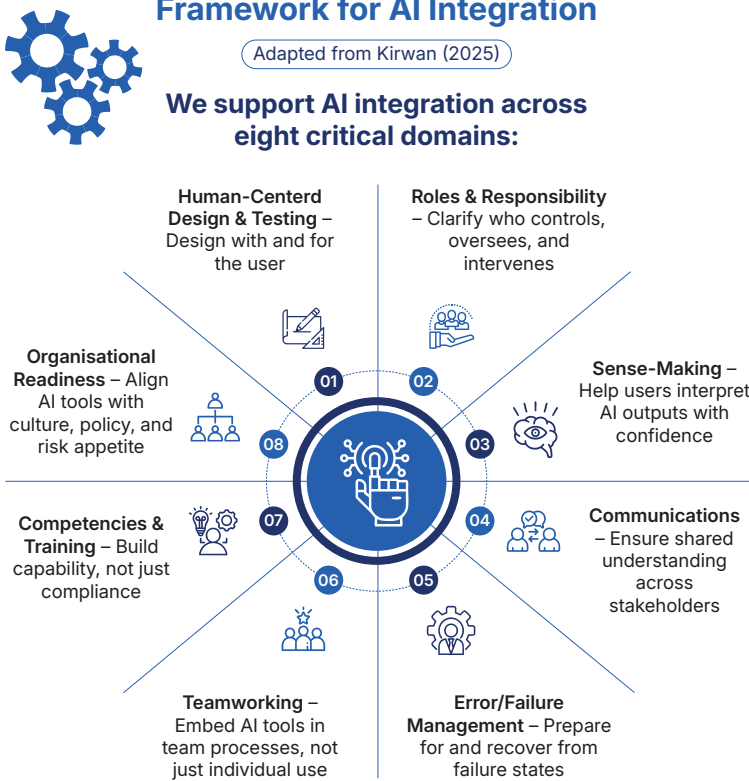


Reduced re-work during implementation

Cortexia's Human Factors Framework for AI Integration

Adapted from Kirwan (2025)

We support AI integration across eight critical domains:



What Is "Good" AI Output?

- Validated with real users
- Aligns with workflow and human expectations
- Complies with emerging standards (e.g. ISO 42001, ALTAI)
- Addresses both technical accuracy and human usability



Testing & Evaluation Methods

- Expert review
- Bias audits
- Stress testing
- Drift detection
- User correction rates
- Co-designed evaluation metrics

Let's Work Together

Need to test your AI tool with real users?
Want your product embedded in a high-trust operational environment?

Contact Cortexia – We don't just test AI.
We make it work in the real world.