It’s 4:00 in the morning. Do you know where your users are? Are they stumbling to the medicine cabinet and trying to read a complicated prescription label? Are they working the graveyard shift, fighting fatigue and boredom just moments before a warning klaxon goes off over their heads, sending their adrenaline levels off the charts? Maybe they’ve just stumbled off a red-eye flight and are trying to hoist that too-heavy suitcase off the luggage carousel?

Reading the articles in this issue of EID gave me an opportunity to reflect on my feelings about the people who (I hope) are benefiting from the fruits of my own labors. And I do feel a sort of parental protectiveness toward the folks whose jobs or avocational pursuits will put them in front of the systems I help to create. My current design population encompasses a dedicated group of professionals who are working diligently to ensure our common safety. The last thing on earth I want is for them to be distracted in that vital pursuit by some awkward navigation or unnecessary clicks in the computer application I’m helping to put together for them.

Does my work ever keep me up at night? You bet! (It’s not far from 4:00 a.m. as I write this, in fact.) Does that bother me? Well, sure. But maintaining the extra measure of energy required to balance my work and family is a challenge I accept in order to do the best job I can for the people whose lives and labors I’m struggling to improve.

And if you’re one of our many nonpractitioners who read this magazine, you should know this: I’m not unique in my passion for this field. It’s been my privilege to work with many EID authors, editors, and other members of HFES whose dedication and hard work are truly an inspiration. If you’re a student considering career choices, drop me a line and I’ll give you an earful. If you’re a consumer of our work products, be confident that you’re putting your trust in the right place. If you’re a colleague, keep up the great work!

Now, how do I get the cap off this aspirin bottle?

John F. (Jeff) Kelley