

Mangold Behavioral Research Lab at Durham University, UK



Durham University
Business School
Durham, United Kingdom

Challenge

The challenge was to set up a multi-purpose Behavioral Research Lab at the renowned Business School at Durham University. The requirements for this particularly lab included video and audio equipment, eye-tracking systems and physiology accessories. The final lab arrangement was a total of three different lab room configurations with 13 eye-tracking cubicles, various workstations, a conference room and a small group room.

Research Topic

As part of the interdisciplinary education at the Business School the researchers examine group dynamics, gender, leadership, management and other issues of industrial and organizational psychology.

Mangold Project Activities

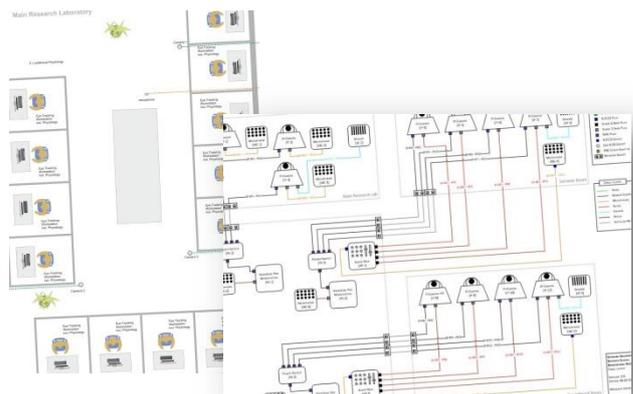
Planning and Consulting



Mangold took full responsibility for Project- and Quality-Management, for all its offered products and services. The complex task could be solved ideally in collaboration with the project managers at Durham Business School.

System Design

The Mangold procedure for lab projects is to create a full system design, label every technical system component, down to each single cable and connector.



For this particular project, the system design resulted in quality assurance checklists, shipment documents, technical documentation and acceptance protocols for final acceptance and function tests.

International Handling and Customs

Mangold purchased products from the following locations for this unique project: USA, Canada and Germany. Paperwork for International Customs and Shipments were all handled by Mangold.

On-Site Installation



A trained expert team from Mangold flew on-site for the full installation. The installation included inventory checks of all shipped items, unpacking, wiring,

assembling of components, installation of software, and system configuration. Installation took a full week due to the overall complexity of the project. Finally, the system was accepted by the client after following a very detailed acceptance protocol for each single workstation and system component.



Training

Mangold provided an intensive on-site training. The participants learned hands-on how to use the individual system components, such as audio and video equipment including the VideoSyncPro Workstation and the Eyetracking Systems. This was also followed by a training of the video coding software INTERACT.



Quality Management

The acceptance protocol had been reviewed by the client at a very early stage of the project. This is a standard Mangold procedure in order for both parties to have the same understanding of the final goals and functionalities of the entire lab.

The Mangold ERP system keeps track of all items throughout the entire process, from purchase order to final installation. This assures a fast response time if any questions arise during the project phase or during maintenance.

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