RESEARCH AREAS

Starting from 2007, the IDEaCT laboratory carried out research in technology development projects of national and international relevance on the following topics:

- **ACCESSIBILITY**
- **DIGITAL MEDIA**
- **E-SERVICES**
- **MOBILE TECHNOLOGIES**
- **SOCIAL NETWORKS**
- **ICT AND AGEING**
- **E-HEALTH**
- **E-LEARNING**
- **SERIOUS GAMES**
- **CULTURAL HERITAGE**

TRAINING

IDEaCT organizes training courses in User Experience (UX) field in which promotes an approach to the design of ICT focused on the study of real users, identifying their needs, practices and meanings that guide their actions in the technology usage area.

The design perspective is focused on the consideration of users such as *Human Actors*, actors in action that select, adapt, build specific forms of interaction with technological artifacts.

IDEaCT organized MASTER UX, the first Italian Master in User Experience (UX), at the Psychology of Development and Socialization Processes Department, Sapienza University of Rome.

For more information:

www.master-ux.it

http://dip38.psi.uniroma1.it/strutture/laboratori/ideact

SAPIENZA ☀ INNOVAZIONE

DIPARTIMENTO DI PSICOLOGIA
DEI PROCESSI DI SVILUPPO
E SOCIALIZZAZIONE

SAPIENZA
UNIVERSITÀ DI ROMA

IDEaCT Lab

UX Unit

CONTACT

Coordinator: Prof. Alessandra Talamo

Dipartimento di Psicologia dei Processi di Sviluppo e Socializzazione,
Via dei Marsi, 78,
Stanza 425, IV piano

Tel.   +39 06 49917928
Mobile +39 348 2683659
eMail   alessandra.talamo@uniroma1.it

IDEaCT LAB

IDEaCT (Interaction DEsign and Communication Technologies) as interdisciplinary laboratory:

- *works on technological innovation starting from the study of real users and their practices*

- *connects the design of ICT devices with their implementation in specific contexts of use*

- *connects in a strategic ways academic and applied research*

IDEaCT offers to enterprises *Interaction Design* competence. Collaborative projects are finalized to the analysis of the contexts of use of ICT *(Information and Communication Technologies)* and to the design and redesign of ICT based devices and services.
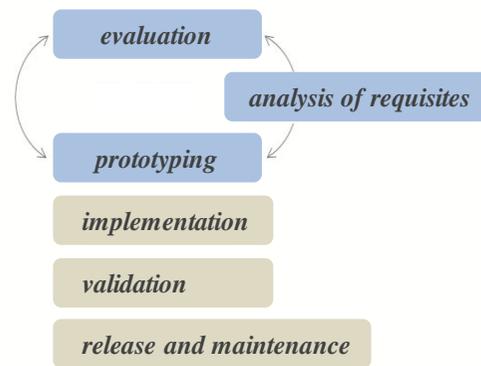
These analyses aim at improving the efficacy and efficiency of products to meet **real needs of users in their real contexts**.

From 2010, the IDEaCT Lab is member of **ENoLL** - European Network of Living Labs, an European lab network specialized in technological innovation with the involvement of real users.

UX UNIT

The *User Experience (UX) Unit* develops technological innovation starting from the implementation study of ICT by real users.

The objective of the *UX Unit* is to drive the design processes of new generation of ICT through the involvement of users in the different phases of design, from observing their daily activities, to collaborative design sessions, to the evaluation of technological prototypes.

Within the UX Unit framework converge two main research direction, respectively oriented to:

- the study of emerging technologies and their potentials

- understanding the nature of human-computer interaction in specific contexts in order to identify physical, cognitive and cultural aspects of users which must be considered in the process of design

SERVICES

ANALYSIS OF USERS' ACTIVITIES

IDEaCT offers strategic analyses of ICT based devices and services, of their implementation in real contexts and in everyday life. The purpose of analysis of user activity is to identify guidelines for ICT design in connection with the experience of use.

The IDEaCT services include:

- **Ethnography**
- **Focus Group**
- **User's stories**
- **Modelling of users and work processes**

DESIGN

In order to support the *Design* of new technologies, IDEaCT offers competences to develop:

- **co-design sessions**
- **innovative concepts**
- **prototypes**

EVALUATION

IDEaCT staff manages evaluation processes of prototypes and technological devices to get useful indications for the redesign of the artifacts in connections to users' needs.

IDEaCT offers:

- **euristic or "expert" evaluation**
- **evaluation with users**