



IDEaCT Social Lab focuses on:

- The study of emerging technologies and their potential;
- 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;
- Design and redesign of technological tools;
- Management of participatory processes focused on social sustainability and social well-being.



CONTACTS

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SAPIENZA
UNIVERSITÀ DI ROMA



IDEACT

INTERACTION
DESIGN
AND
COMMUNICATION
TECHNOLOGIES

SOCIAL
LAB



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SERVICES

SERVICE DESIGN THINKING

Analysis of users' activity

IDEaCT Social Lab offers strategic analyses of ICT-based devices and services, of their implementation in real contexts and in everyday life. Aims of this analysis of user activity is to identify guidelines for ICT design in connection with the experience of use. The IDEaCT Social Lab 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 Social Lab offers competencies to develop:

- Collaborative sessions;
- Innovative concepts;
- Prototypes.

Evaluation

IDEaCT staff manages evaluation processes of prototypes and technological devices to get useful indications for redesigning the artifacts in connection to users' needs. IDEaCT Social Lab offers:

- Euristic or "expert" evaluation;
- Evaluation with users.



STRATEGIC ORGANIZATIONAL COUNSELING (SOC)

IDEaCT Social Lab offers to enterprises sessions of Strategic Organizational Counseling (SOC) to drive the creation of innovative services and facilitate internal organizational processes essential for successful service management and delivery.

PARTICIPATORY PROCESSES FOR THE PROMOTION OF SOCIAL SUSTAINABILITY AND SOCIAL WELL-BEING

The IDEaCT Social Lab team provides evidence-based support and promotion of participatory processes to a diverse range of stakeholders, including civic and religious associations, cultural organizations, and political institutions.

IDEaCT Social Lab is also specialized in the conceptualization and management of social sustainability projects with a specific focus on empowering the most vulnerable groups. Using innovative quantitative and qualitative research methods, as well as visual and virtual methodologies, IDEaCT Social Lab promotes and coordinates studies on well-being, solidarity, and social love on an international scale.

RESEARCH AREAS

Accessibility
Digital Media
E-services
Interface
Mobile Technologies
Artificial Intelligence
Virtual Reality
Social Sustainability
Social Well-being

UX UNIT

The User Experience (UX) Unit develops technological innovation starting from the study of implementation 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 different phases of design, from observing their daily activities, to collaborative design sessions, to the evaluation of prototypes.

UX Unit offers services on:

- Users' activity analysis;
- Modelling and representation of users and work processes;
- Involvement of users in the evaluation process of prototypes;
- Participatory design;
- Definition of methodology and techniques for the evaluation of technological.

