



The User Experience Research Lab

**Faculty of Instructional Technologies
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The User Experience Lab (opened on March 2020) is an innovative and unique laboratory of the Faculty of Instructional Technologies at Holon Institute of Technology (HIT).

The lab aims to understand the user experience, learning processes, and effectiveness of human-computer interactions while using educational technological tools such as applications, tutorials and web sites. The lab includes an experiment room offering an acoustic environment that is fully equipped with up-to-date cameras, speakers, an eye-tracking device (Tobii pro-lab 1200), and a control and study room.

Due to our interdisciplinary nature of our lab team (e.g., instructional technology experts and assistive technology specialist) we are able to conduct studies addressing fields from across domains, and include various subjects from multi-age populations, heterogeneous in terms of their demographic background, digital literacy, and sensory-motor functions.

The User-Experience lab serves for fostering our educational efforts conducted as part of the B.A. and M.A. programs. Additionally, the lab servers for user experience research within the institute, as well as aims to establish international collaborations with academic institutes and various technological industries.