Stefano **Bussolon**

UX Designer - Adjoint Professor

Piano 1/A - 38068 Vallarsa (TN) - Italy

☐ (+39) 349 52 35 370 | ✉ bussolon@gmail.com | ⌂ www.bussolon.it | 🔗 bussolon | 🐦 @sweetdreamerit

Summary

Stefano Bussolon has a PhD in Cognitive Science, is adjoint professor in HCI at the University of Trento, and works as a freelance UX designer in Italy, specializing in user research, participatory information architecture, responsive interaction design, and usability testing. He has worked in a range of industries: bank and insurance, transportation and government organizations.

He believes UX is about satisfying users' motivations and stakeholders' goals, and uses the cognitive fluency as the basis of the aesthetic and usability dimensions of interaction.

He spoke at the main international ia and hci conferences.

Experience

Department of Psychology and Cognitive Sciences - University of Trento

Rovereto (TN) - Italy

ADJUNCT PROFESSOR, COURSE OF HUMAN - MACHINE INTERACTION, DEGREE IN INTERFACES AND COMMUNICATION TECHNOLOGY

April 2013 → present

- User experience
- User Centered Design
- User Research
- Information architecture

Seac S.p.A.

Trento - Italy

UX DESIGNER

March 2017 → present

- Ux research with domain experts
- Conceptualization and information architecture
- UI and interaction design

Simplification Life Lab - Assicurazioni Generali – e-finance Reply

Mogliano Veneto - Italy

UX DESIGNER

January 2016 → February 2017

- User research
- Design of the online application of life insurance selling
- Usability testing

Credito Valtellinese – e-finance Reply

Sondrio (SO)

INTERACTION DESIGNER

June 2014 → May 2015

- Redesign of the responsive internet and mobile banking

Usertest Lab

Italy, Europe

UX DESIGNER, INSTRUCTOR

2010 → present

- Instructor in participatory design.
- User research and usability analysis.
- Usability testing of the redesign of the internet banking – Banca Credem.
- Ethnographic researches in Italy, Portugal, Czech Republic.
- Usability tests for the redesign of the EuCliD software. Client: AdriaLab / Fresenius Medical Care.
- Usability analysis of the Therapy Manager Extended software. Client: AdriaLab / Fresenius Medical Care.
- Usability test of the web site of the Università Cattolica.

TrentoRise – Department of Information Engineering and Computer Science, Università degli studi di Trento

Trento (TN)

RESEARCHER AT THE TRENTOUR PROJECT: TRENTINO PLATFORM FOR SMART TOURISM

March 2013 → December 2013

- Definition of a framework for the tourist experience analysis
- Analysis of tourist behavior

Gruppo Carige – e-finance Reply

Genova (GE)

INTERACTION DESIGNER

2012

- Redesign of the internet banking
- Design of the mobile banking and iPhone app

Università degli Studi di Trento

Rovereto (TN)

ADJUNCT PROFESSOR, COURSE OF STATISTICS AND DATA ANALYSIS, DEGREE IN APPLIED COGNITIVE PSYCHOLOGY

2010 → 2011

- Descriptive statistics, graphical and non-graphical.
- Inferential statistics: chi square, t-test, correlation, Anova.
- Exploratory statistics.
- Introduction to R, a language and environment for statistical computing and graphics.

UX Designer, Information Architect and Usability expert

Italy

FREELANCE UX CONSULTANT

2006 → present

- www.trentinosociale.it Assessorato alle politiche sociali della Provincia Autonoma di Trento. Web agency: www.argentea.it – Trento. On line free listing, importance evaluation and card sorting. Usability testing. Other consultants involved: Luca Rosati (www.lucarosati.it).
- www.cinformi.it . Web agency: www.argentea.it – Trento. On line free listing, importance evaluation and card sorting. Usability testing.
- Kion Esse 3. Esse 3 is a web application used by more than 60 italian universities. On line free listing, importance evaluation and card sorting.
- www.giustizia.it Ministero della Giustizia (Ministry of Justice of the Italian Government). Web agency: Elsag Datamat. On line free listing, importance evaluation and card sorting. Other consultants involved: Luca Rosati (www.lucarosati.it), Claudio Gnoli.
- www.ttspa.it Trentino Trasporti. Public transportation company of the Provincia di Trento. Usability euristic evaluation. Usability testing.
- www.rendimax.it Banca IFIS – Rendimax. Euristic evaluation and usability testing of the institutional web site and of the e-banking web application of an italian commercial bank. Web agency: www.argentea.it.
- Politecnico di Milano (www.polimi.it). On line free listing, importance evaluation and card sorting.
- INVALSI (www.invalsi.it). On line free listing and importance evaluation.
- Internos: the intranet of the Region Emilia Romagna. Agency: www.mimulus.it. Other consultants involved: Luca Rosati, Andrea Resmini.
- PICO: information architecture and interaction design of the upcoming ticket service system of Trenitalia, the primary operator of trains within Italy (http://en.wikipedia.org/wiki/Trenitalia). Agency: www.experientia.com. Other designer involved: Michele Giannasi.
- Usability testing of a prototype of the Vodafone shop web site. Agencies: www.experientia.com as the Italian partner of Usability Alliance, Fjord UK (fjordnet.com) as the main agency. Other consultants involved: Fraser Hamilton, Emma Pickering.
- Usability testing of a prototype of the upcoming Disney.it web site. Agencies: www.experientia.com as the Italian partner of Usability Alliance, Foviance (www.foviance.com) as the main agency.
- Data and statistical analysis of an experiment in the field of human-machine interaction, with Centro Ricerche Fiat and Information Engineering and Computer Science department, University of Trento.

Education

Dipartimento di Scienze della Cognizione e della Formazione Università di Trento

Rovereto (TN)

PhD IN COGNITIVE SCIENCES

September 2003 → December 2007

- Cognitive aspects of categorization
- Card sorting

Associazione di Psicologia Cognitiva

Verona

SCUOLA DI SPECIALIZZAZIONE IN PSICOTERAPIA

January 2004 → March 2008

- Behavioral and cognitive psychotherapy
- Anxiety, depression and personality disorders

Facoltà di Psicologia – Università degli studi di Padova

Padova

MSc IN EXPERIMENTAL PSYCHOLOGY

1987 → 1995

- Computational Neurosciences
- Artificial Intelligence
- Cognitive Ergonomics

Publications

- Bussolon, S. (2017). The Experiential Utility. In: Kurosu M. (eds) Human-Computer Interaction. User Interface Design, Development and Multimodality. HCI 2017. Lecture Notes in Computer Science, vol 10271. Springer International Publishing
- Bussolon, S. (2016). The X factor: Defining the concept of experience. In A. Marcus (Ed.), International Conference of Design, User Experience, and Usability (Vol. 9746, pp. 15–24). Toronto: Springer International Publishing.
- Bussolon, S. (2009). Card Sorting, Category Validity, and Contextual Navigation. Journal of Information Architecture, 1(2), 16–41.
- Bussolon, S., Missier Del, F., Russi, B. (2006). Online card sorting: as good as the paper version. ECCE 13 - 20-22 September, 2006, 1.
- Gamberini, L., Bussolon, S. (2001). Human navigation in electronic environments. Cyberpsychology and Behavior: The Impact of the Internet, Multimedia and Virtual Reality on Behavior and Society, 4(1), 57–65.

Conferences

EuroIA

Stockholm, GA

FORTHCOMING - THE CALM INFORMATION ARCHITECTURE

September 28 - 30, 2017

The Calm IA: give your users just what is important, and only when it's useful.

IA Summit 2016   *Atlanta, GA*

ROSATI - BUSSOLON: THE POP-OUT EFFECT: HOW TO IMPROVE CHOICE THROUGH INFORMATION ARCHITECTURE   *May 4 - 8, 2016*

The purpose of the talk is to show some practical heuristics to address the paradox of choice, figured out by some principles spanning from librarianship to behavioral economics and HCI, reinterpreted by the information architecture point of view.

Better Software   *Firenze*

A COGNITIVE GRAMMAR TO TRANSLATE THE UX RESEARCH INTO REQUREMENTS   *16 November 2015*

User centered design assumes that a research phase with a representative sample of the final users should be the basis for the definition of the functional and soft requirements of a project. How can we translate the results of the ux research into actionable requirements?

EuroIA   *Rome*

MENTAL MODELS AS A COMMON GROUND FOR CROSS CHANNEL DESIGN   *September 2012*

EuroIA   *Prague*

DESIGNING INTERACTIONS THAT HELP CUSTOMERS IN DECISION MAKING   *September 2011*

In this presentation Stefano Bussolon discusses how to use information architecture to help users not only find things but also make the right choice, a feature he calls choosability. He presents hueristics for measuring decision accuracy and costs and reviews solutions including faceted navigation, search, and customer ratings.