



**Human Factors & Applied Cognition: Human Factors & Applied Cognition Lab (HFAC Lab):** HFAC Lab has a strong interdisciplinary team involved in investigating various topics related to Human System Interaction. We are concerned to break the boundaries of current thinking around the design and evaluation of user-centric interface for technology systems. Having an emphasis on interdisciplinary pursuit, our team focuses on problems arising from rapidly changing technology domains and how these are experienced by users. We identify challenges that arose out of a need for understanding, developing, and critically evaluating individual, cultural, and societal factors in system development. In positing and evaluating new forms of human engagement with artifacts, systems, media, and technological assemblages, our research is largely practice-based and applied.