

**The social representation of a territory.
Designing the user experience of spatial interaction from a user-centered theoretical
perspective.**

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Short abstract:

The paper is aimed to present research approaches and methods coming from the environmental and cognitive psychology to explore and understand the social interactions an representation that people have of a certain environment.

According to this multidisciplinary perspective on space understanding, conceptualization—based on visual metaphors and digital interaction—are proposed, focused on the territory of Milano-Bicocca district, developed inside the master degree course in *Theory and Technology of Communication*, as case studies to illustrate meta-projects as follow-up of this *in field* user-centered design approach.

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