VENKATA SRIKANTH VARMA DATLA

ABOUT MYSELF

Ph.D. Student at Computer Science Department, University of Rome "La Sapienza" | HCl Researcher | Ul / UX Designer & Researcher |

WORK EXPERIENCE

I Sapienza University of Rome – Rome, Italy

City: Rome | Country: Italy

Research Assistant

[05/2021 - 09/2022]

Research work is primarily conducted on Smart Parking and its related technologies, conducting extensive Literature Research on Smart Parking Systems, and developing new Smart Parking Applications contributing to the research work.

🗒 Enjoy Rome – Rome, Italy

City: Rome | Country: Italy

Social Media Manager

[01/2020 - 09/2020]

As a Social Media Manager, my job role is planning, implementing, managing and monitoring company's Social Media strategy in order to increase brand awareness, improve Marketing efforts and increase sales.

I PMWorldLibrary.net – Rome, Italy

City: Rome | Country: Italy

Research Intern

[04/2017 - 07/2018]

PM World is a virtual organization reflecting the 21st-century reality of a connected world where individuals and organizations worldwide can collaborate for the creation, sharing and application of new knowledge.

🗒 iKO Media Group – Rome, Italy

City: Rome | Country: Italy

Network Operations Center Technician

[12/2017 - 03/2018]

Managing, Maintaining, and Handling the datacenter and the networking devices as well as Initiating and Resolving Incident Management tickets for Hardware and Software malfunctions.

🗒 SAPID Inc – Visakhapatnam, India

City: Visakhapatnam | Country: India

Junior Web Developer

[03/2014 - 04/2016]

Working as a Junior Web Developer and developing the UI layout and front-end programming for web applications.

EDUCATION AND TRAINING

Doctor of Philosophy - PhD

Sapienza Università di Roma [10/2022 - 12/2025]

City: Roma | Country: Italy | Website: https://www.uniroma1.it/en/pagina-strutturale/home

Master's in Computer Science

Sapienza University of Rome [25/09/2016 - 18/01/2021]

Website: https://www.uniroma1.it/it/

Bachelor's Degree in Computer Science

Andhra University [2010 – 2013]

Address: 530003 Visakhapatnam (India) | Website: https://www.andhrauniversity.edu.in/

SKILLS

Microsoft office(WordExcel Powerpoint Outlook) / Software Engineering / Front-end Developer / Software Development / Information Technology / Web Development HTML 5 CSS JavaScript / Digital Marketing / UI / UX Designer / Human-Computer Interaction / User Interface Design / User Experience Design / UX Research / Interaction Design / XR Design / Extended Reality

PUBLICATIONS

[2022]

Implicit Interaction Approach for Car-related Tasks On Smartphone Applications - A Demo

Write Implicit interaction is a possible approach to improve the user experience of smartphone apps in car-related environments. Indeed, it can enhance safety and avoids unnecessary and repetitive interactions on the user's part. This demo paper presents a smartphone app based on an implicit interaction approach to detect when the user enters and exits their vehicle automatically. We describe the app interface and usage, and how we plan to demonstrate its performances during the conference demo session.

Journal Name: The International Conference on Advanced Visual Interfaces (AVI 2022) (Frascati, Rome, Italy)

[2024]

An Approach to Leverage Artificial Intelligence for Car-Parking Related Mobile Applications

This paper describes an approach that combines smartphones, context awareness, implicit interaction, and machine learning to ease the design, distribution, and updating of AI-powered features. By following a series of steps, including identifying user needs, determining the scope of AI intervention, collecting and training data, incorporating user feedback, and continuously updating the model that runs in the smartphone, we design context-aware car parking apps that provide personalized and practical assistance to drivers. The proposed approach is particularly relevant when minimizing distractions and optimizing user support is crucial.

The 16th ACM SIGCHI Symposium on Engineering Interactive Computing Systems (EICS 2024) (Cagliari, Italy)

[2024]

Enhancing Interface Design with AI: An Exploratory Study on a ChatGPT-4-Based Tool for Cognitive Walkthrough Inspired Evaluations

WrThis paper introduces CWGPT, a ChatGPT-4-based tool designed for Cognitive Walkthrough (CW) inspired evaluations of web interfaces. The primary goal is to assist users, particularly students and inexperienced designers, in evaluating web interfaces. Our tool, operating as a conversational agent, provides detailed evaluations of a userspecified task by intelligently guessing the subtasks and actions required to accomplish them, answering the standard CW questions, and providing helpful feedback and practical suggestions to improve the usability of the analyzed interface. For our study, we selected a group of web applications designed by students from a Web and Software Architecture course. We compare the outcome of the CWs we executed on ten web apps against the corresponding CWGPT analyses. We then describe the study we conducted involving five author-students to assess the tool's efficacy in helping them recognize and solve usability issues. In addition to introducing a novel adaptation of ChatGPT, the outcomes of the described experience underscore the promising potential of AI in usability evaluations.

17th International Conference on Advanced Visual Interfaces (AVI 2024) (Arenzano, Genoa, Italy)