Engagement Through Seductive Learning Modules: Lessons Learned from User Experience Design

How can course designers create learning objects that students love to use, that make learning the byproduct of an engaging experience? How do these learning objects engage adult learners who have jobs and families that demand their time and attention? Everything from games to simple progress bars are on the table! How can a public university best meet the demands of the adult learner? This presentation will demonstrate the planning and design process of a new online master’s program, User Experience Design (UXD), designated as one of Kent State University’s strategic initiatives in online learning. The design process incorporates instructional design principles with principles of the program being created, UXD. The use of ADDIE, an instructional systems design model, will be demonstrated for curriculum design and for individual course design. We will detail how instructional designers have collaborated with UXD faculty to create an efficient, student-centric design process for the entire program focused on adult learners.