**CAN STUDENT EMPATHY IMPROVE MOTIVATION?**

A User Experience (UX) Approach to the Introduction to Graphic Design Classroom.

**SYNOPSIS:** Can designing classroom projects through an empathetic lens of our students increase intrinsic motivation? The aim of this research project is to provide a theoretical framework to incorporate a user-experience (UX) approach to increase intrinsic motivation. This will be done by implementing project based learning and the use of personas, a pedagogical intervention. Using this design process, we can tailorize and gain student perspectives, project were redesigned. The end goal is for these empathetic intervention research to increase intrinsic motivation. By increasing intrinsic motivation, this gain to increase creative output, student engagement, and personal retention. This project is an exploration of the students interests and goals, while maintaining course objectives.

**USER-CENTERED PERSONAL AND DESIGN IN THE CLASSROOM:** This project uses a UX design process as a way to reimagine course projects using loccis empathy and user-centered course design. One way designers use empathy is to create user personas. A persona creates key attributions to users.

**T-shirt Design Project**

| purpose | 4.16/5 |
| autonomy | 4.66/5 |
| mastery | 4.8/5 |

*(n=7, T-shirt design, post-project survey results)*

**Coffee Cup Design Project**

| purpose | 3.5/5 |
| autonomy | 4 |
| mastery | 3 |

*(n=7, average of result Of Coffee Cup post-project survey results)*

**Ask me if you think project design from an empathetic perspective increased motivation.**

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**POLLY “the planner”**

**DANA “the creative”**

**DYLAN “the distracted”**

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