

EXPERIENTIAL LEARNING WITH EYE-TRACKING TECHNOLOGY: IMPROVING STUDENT INTEREST IN USABILITY/UX DESIGN EMPLOYMENT OPPORTUNITIES

Mialisa Moline English, UW-River Falls

Both usability and UX research are lucrative employment areas for professional writers, but working in usability or UX research requires training, experience, and the willingness, interest, and confidence to pursue such employment. Usability research is an objective in the English-Professional Writing major and scaffolded into that curriculum. However, graduates have so far been rare in pursuing this employment. Does the introduction of experiential learning using eye-tracking equipment in usability/UX studies improve the interest level of professional writing majors for usability/UX employment? After discussion about employment opportunities in professional writing, pre- and post-evaluative measures surrounding an experiential lesson using eye-tracking equipment for performing web usability study are applied. These measures include survey of employment interests and reflective writing about career aspirations, where senior-seminar students express their levels of interest in usability/UX. Literature on employment demand in usability/UX and best practices inform the lesson itself. Alumni employment data also complements the study.

