

# **SYSTEMS DESIGN ENGINEERING**

## **Design for Engagement**

**SYDE 740 – Topic 13**

**Winter**

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Engagement is a tangible and recognizable element of user experience when interacting with technology. We have all experienced the engagement that come from playing a video game, or exploring a deeply interesting website. We can also recognize the lack of engagement that may occur when working with other types of software. While recognized intuitively, engagement as an experience is poorly understood. Furthermore, how to design to provoke engagement is largely a mystery, left to luck or chance.

In this reading course, the definition of engagement as an experience will be explored. Quantitative and qualitative measures for engagement will be proposed based on a review of the literature on engagement or other relevant topics in user experience design. Finally the student will use these findings to propose key elements for the design of engaging user experiences and propose methods for incorporating measures of engagement in a usability assessment.

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