

Happiness through instagram



DATA & METHODS

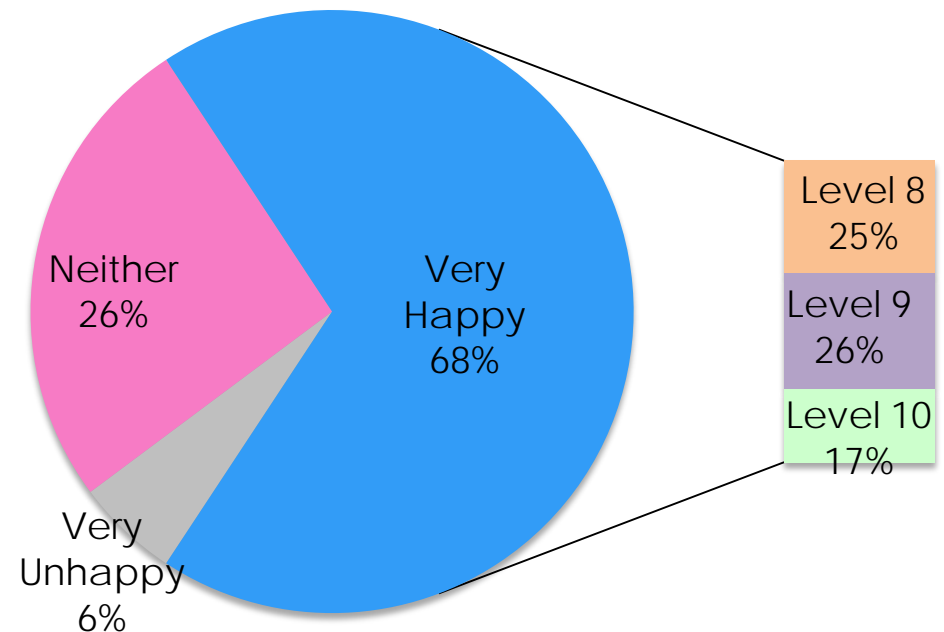
Analysis

- Sift through 650 moments of 'defined' happiness levels as per excel document provided by the teaching team
- Dividing the moments into very happy (above a 7) and very unhappy (below a 4) to figure out key triggers
- Qualitatively analyze each key theme among the data by pointing to random examples using word maps, instagram filters and days of the week

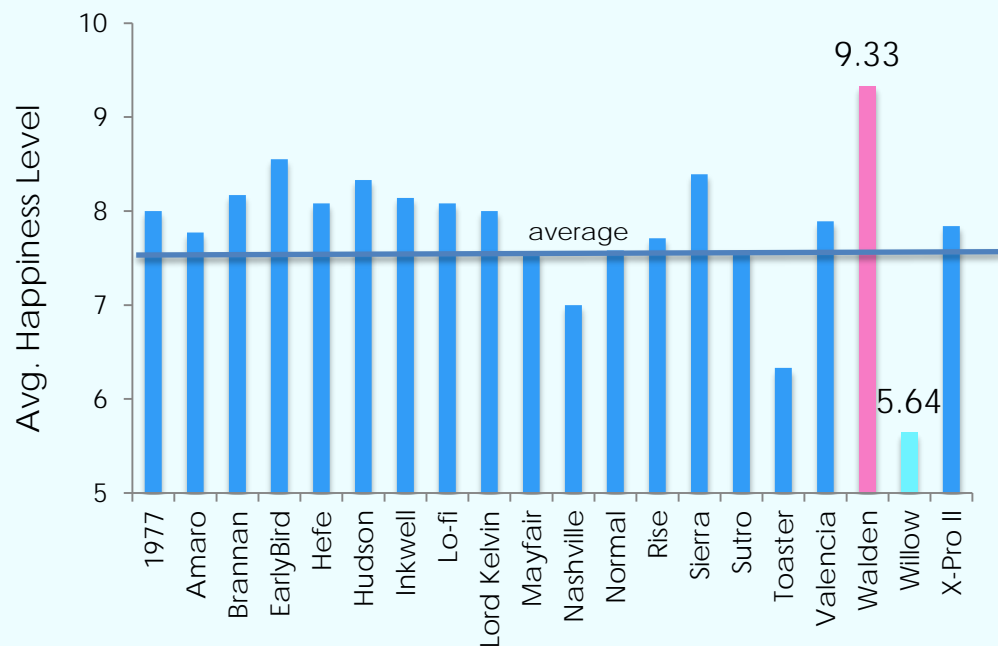
Key Takeaways

- What three findings are most important in branding for happiness?
- Is it different for customers vs. for employees?
- What does this mean for Oh My Green?

Average Happiness Level:
7.82



Filter Analysis



Filter with lowest happiness rating: **Willow**

- Willow is one of the two black and white filters on Instagram
- Willow puts picture in grayscale with less contrast than the other black and white filter (Inkwell)

Filter with highest happiness rating: **Walden**

- Walden makes the photo brighter and warmer
- Makes colors more vibrant without increasing the contrast too much

Conclusion: Brighter, warmer colors are more associated with happier moments where as gray and black & white combinations are more associated with low happiness moments

After interviewing 20 friends about what feelings each filter evoked, the following wordles were generated:

Walden



Willow



→ TIME

General concept

- According to a study on impatience, it takes on average 17 minutes for people to lose their patience when waiting on line for a product at a store.
- Men are also faster to lose their patience than women by 3 minutes as an average of about 18 minutes.¹
- In addition, more educated people tend to lose their patience faster than less educated.

What the data tells us

- Concept of time is only seen in a negative way
- Short lines were never praised by instagrammers but delays and long lines were the source of great unhappiness
- Problem is exacerbated when combined with concept of 'surprise'
 - If a company is known for having quick service, long lines at their stores results in greater unhappiness than if they hadn't overpromised on their efficiency - EX: starbucks instagram below

{ Line is getting longer. Not inside yet.
#bluebottle #2 }

{ Long line, long wait,
caused 3 people to
leave #starbucks2 }

{ Once upon a time #9. Virgin#2
#delayedtwohours }

Avg. happiness rating:
2.6

{
Finding parking spot = tough #2 }

¹<http://www.sermoncentral.com/illustrations/statistics-about-impatience.asp>

→ SURPRISE

General concept

- Surprise is a difficult concept to categorize into either a definitely happy or unhappy experience due to their dependence on people's expectations
- If what we expect is more than what happens in reality, surprise can lead to disappointment and shock.²
- If we expect nothing or if reality exceeds our expectations, surprise can incite a 'warm glow', making us feel lucky and honored.²

What the data tells us

- People love to find free things when expecting to pay for them
 - Every usage (except for one) of the word 'free' was associated with a level of happiness above a 7
- They were especially pleased when food was the free item
- The only instance of the word 'free' associated with a low score of 3 was when the person's expectations of free beer at an event were not met
 - This reveals the danger in creating expectations and not delivering

{ cutiepux: Woke up to loud knocking and this from grumpy pants. Impressed! #somuchyum #9 }

{ bgstults: Unexpected lottery winnings #7 }

Avg. happiness rating:
8.14

{ jesseclayburgh: Free coffee from philz! #caffeineoverload #d4hbuddies #7 }

{ amandafloyola: Unexpected spring flowers on my way home! #9 }

²<http://changingminds.org/principles/surprise.htm>

→ LOVED ONES

General concept

- As with employees of a company, customers are most happy when they share experiences with others that are productive, innovative and/or fun³
- Spending time with family and friends in a natural environment is what boosts people's happiness the most according to recent studies⁴

What the data tells us

- 'Friends' was in the **top 10** most common words used in the very happy category of instagrams
- The words 'mom' and 'sister' were also commonly used, commonly seen with the word love – another top 10 word
- From reviewing the designing for happiness app, approximately 50% of instagrams included were pictures of other people or referenced others in their tags – implying they were not alone in the given activity



³How to Cultivate Happiness in Companies: Five Caselets by Jakes Poses, Jennifer Aaker, and Debra Schiffrin

⁴<http://www.independent.co.uk/life-style/health-and-families/health-news/the-secret-of-happiness-family-friends-and-your-environment-2053053.html>



HAPPINESS APPLIED

- I. Customers
- II. Company

I. Customer Happiness



Increase shopping process efficiency



Recommendations:

- Invest in an efficient and clear checkout process
 - Include a self-checkout line so that the time it takes for a person to leave a store is 'dependent' on their own processing power
 - Make checkout center more 'fun' by decorating it with bright colors and lining it with products for customers to read and look at while waiting
 - The products mentioned above should be aimed more towards the male audience and also towards the more well-educated so could include books, magazines, etc.
- Increase organization of the store to expedite shopping process by labeling aisles more specifically and clearly
- For delivery services, give a larger delivery time than anticipated so that customer can be thankful when it comes faster and not disappointed when it takes longer than they were told

Rationale:

- Self-checkout lines will both decrease anxiety over waste of time (a large source of unhappiness with our instagrammers) and will increase the feeling of autonomy and freedom (associated with happiness in initial analysis)
- By diverting the attention of men and of the more educated customers, the company can decrease the stress of the demographic that is most likely to lose their patience first according to our initial analysis

Generate Anticipation But Also Surprise

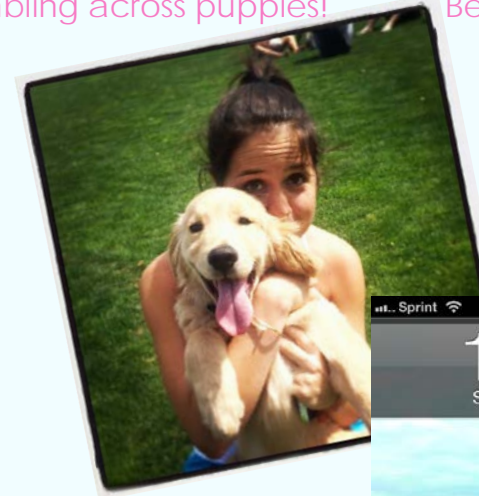
Recommendations:

- Anticipation:
 - Design packaging with exciting bright colors to excite buyers about what's inside and what the product is about
 - Announce new products in advance and allow consumers to pre-order them to generate buzz and anticipation for new line
 - On a similar note, allow consumers to sign up in advance to join a "wait-list" for your product (similar to the Mailbox iPhone app)
- Surprise:
 - Have flash sales for frequent customers
 - Unannounced in-store taste tests or product demonstrations
 - Unannounced discounts taken at the register for loyal customers
 - Free samples/discount coupons mailed to customers who provided their home address

Rationale:

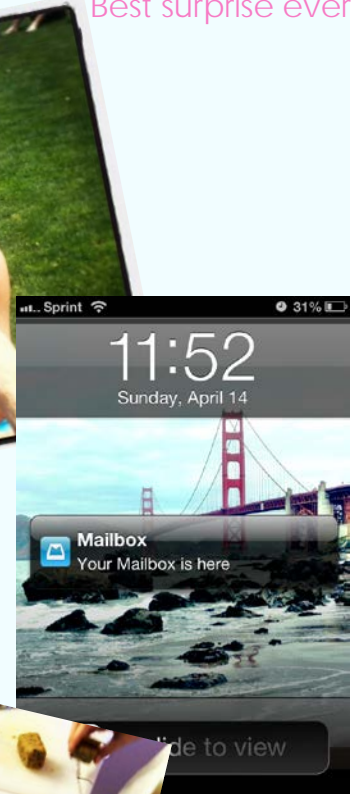
- Bright colors (as opposed to gray, black and white) have been associated with increased happiness
- For the demographic that used the DfH app, happiness is most often associated with excitement so building anticipation for the product will increase the customers happiness when it arrives
- Instagrammers also mentioned anxiety relating to expenses and a feeling of joy when things are offered for free when they aren't expecting it. Therefore, by offering flash sales and free samples, customers experience a momentary joy that can be sustained by holding these events often
- Free samples and flash sales should also encompass a wide range of products since instagrammers also experienced the most happiness when things were tagged as 'new' or 'fresh'

"Stumbling across puppies!"



"FINALLY!"

Best surprise ever!"



"Anticipation is everything!"

Create an Interpersonal Experience

Recommendations:

- Social media presence:
 - Create a social media presence for the product or company so that customers can integrate it with their online “social lives”
 - About 70% of adults use social media so this represents an opportunity to the company to make its customers happy and also spread the word about their product⁵
- To-Share package sizes:
 - Stores should focus on products their users can share with their friends, family and loved ones
 - For candy stores, larger sizes can foster interaction between friends to buy it together and ‘share’ creating an experience around the store’s product
- Allow discounts for referrals and friends of loyal customers:
 - When someone likes a product, they want to recommend it to a friend. By allowing this person to benefit directly from sharing your product, the company should institute discounts when successful referrals are made
 - This is a cross-section between surprise and interpersonal experience since it eases price anxiety but also fosters interpersonal interaction



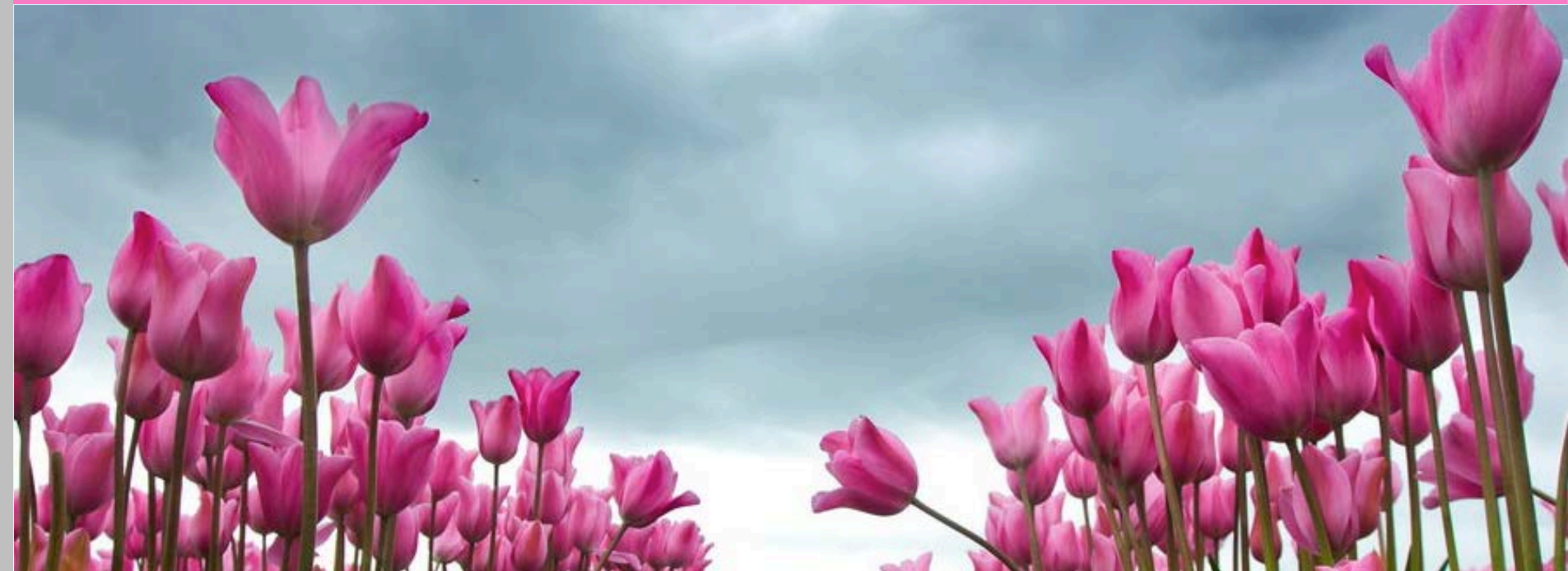
Rationale:

- Instagrammers were usually with other people when experiencing their happiest moments
- People are more willing to share on social media when their friends are involved, as seen by more than 50% of the instagrams for the class included other people



⁵<http://changingminds.org/principles/surprise.htm>

II. Company Happiness



Preserve Freedom and Autonomy

Recommendations:

- Create a place where employees can share feedback, ideas for new products and suggestions for improvement in store design, concept or experience and encourage the use of such a mechanism
- Implement some of the ideas suggested by employees and recognize whose idea it was; track the progress of the product and acknowledge its success to the specific employee
- Allow the employees to organize their work schedules (within reason); working amongst themselves to figure out who can work each shift to ensure minimum number of employees present
- Let employees vote on and choose what organization their specific franchise's philanthropy will be given to
- Create one day a month where each employee can be the 'manager' to allow them to implement their ideas and feel in control of their own job
- During the hiring process, allow the interviewee to define exactly what they would like their role to be; allow this flexibility to continue while they are on the job - this encourages them to think they are in control of their job and can change if they feel unhappy (within reason)

Rationale:

- Similar to how students feel about 'class' as discussed in slide 5, employees feel trapped during and at work so preserving freedom is very important
- By allowing employees to take control over the work they do and the environment they are in, employers can ease the feeling of anxiety felt by unhappy employees in a stifling work place
- 'Free' and 'car' were in the top 20 used words in the very happy category so if can make employees feel more 'free' and independent ('car'), there is a larger chance they will also be happier



Encourage Personal Happiness

Recommendations:

- Encourage employees to do exercise by giving discounts to a local gym or exercise class
- Organize outdoor day trips for employees, can also build on interpersonal interaction
- Offer high-quality food to employees during the work day
- Maintain discount plans for family members of employees to enjoy the company's products
- Allow a significant number of 'personal days' where an employee can stay home
- Have a work-from-home policy (if applicable) where employees can split time between home and work
- Use bright, strong colors in design – steer away from black & white
 - Bright colored uniforms, logo, store decorations, product packaging, etc.



Rationale:

- Exercise and health was strongly correlated to happiness
- Instagrammers were most happy when they could enjoy the sunshine and the outdoors
- Food was a significant source of happiness, especially chocolate
- Expenses and price was highly correlated with unhappiness so discounts can help alleviate the stress
- Happiness is contagious: by giving employee and employee family discounts, employees spending time with loved ones will spread happiness to each other
- Instagrams reveal people associate black & white with unhappiness so using bright colors can help foster happy feelings in the workplace (as seen through filter analysis)

Foster Interpersonal Interaction



Recommendations:

- Enable referral bonuses and monthly employee-to-employee awards
 - Fosters a feeling of collaboration – all employees are working together and not competing with one another
 - Gifts generate a feeling of gratefulness, which has been shown to contribute to happiness
- Organize group outings for employees to do fun things together outside of work
 - Because humans are happiest when they are around their friends and humans spend most of their time at work, an easy way to improve happiness is to make your fellow employees your friends
- Allot certain days a month where employees can bring a family member to work
 - By allowing employees to share what they do all day with a loved one, other employees can better get to know each other by meeting each others close family and each employee will be grateful that they got to spend the day with their loved one

- Create 'switcheroo' days: these would be working days where employees switch places with their fellow employees
 - This can give certain 'back-office' employees the opportunity to interact with customers, fostering interpersonal interaction
 - It can also lead to a deeper understanding of the business model by each of the employees, fostering a larger sense of collaboration among different parts of the company that did not seem interconnected before

Rationale:

- As explained previously in the interpersonal interaction slide relating to customers, humans thrive when they are surrounded by those who they love
- By creating experiences employees can share, companies can help foster new friendships and build bonds that generate the same happiness that their employees share with friends and family outside of the work environment

What This Means for Oh My Green!

My previous analysis has been kept purposefully generally applicable to any company due to the limited number of employees Oh My Green has and due to the fact it still has no customer base. Below are the ways Oh My Green already embodies many of the suggestions previously stated and the ways it can continue to improve both internal and external happiness.

Existing 'happy' mechanisms:

Customers

- Creative, carefully thought and clear design of the website and company materials uses bright colors and vivid images to emit a feeling of happiness to anyone who uses the product
- Products are healthy, organic and non-GMO thus ensuring the company's vision and mission aligns with that of the individual to maintain great personal health
- Allows users to sign in with Facebook so they can share their experience on Oh My Green with their friends on social media sites

Employees

- Due to small cofounder group size, all employees share a passion for the idea and concept of organic foods leading to collaboration on a joint mission and vision
- Also due to the small group currently working for Oh My Green, freedom and autonomy are very much still an integral part of being an employee there – everyone has a say in the direction of the company



Ideas for increased happiness in the future:

Customers

- Free samples as a welcome package to joining the website with a wide array of possible products you can purchase on the site
- Giving customers more information on how exactly O.M.G.'s products are impacting their health and the environment in a positive way

Employees

- Employee discounts and discounts for friend referral to the site – serves as good incentive to acquire new users as well
- Field trips to where the products are made (we are touring Tcho Chocolate factory on Mon 4/28)

SUMMARY

Customer

Increase shopping
process efficiency



Generate anticipation
& surprise



Foster Interpersonal Interaction

Company

Preserve Freedom
and Autonomy



Encourage Personal
Happiness



Foster Interpersonal Interaction



T H A N K Y O U

