

Examine Our Happy

Methodology

• Analysis

- Given the robustness of the dataset, we began to parse the data by separating the 10's from the 1's, and understanding the key differences*
- The analysis began with **word clouds**, which formed key **themes**
- We then evaluated the uploads qualitatively through **random samples**
- We also analyzed the following:
 - Impact of day of the week on happiness
 - Impact of location on happiness
 - Impact of weather on happiness
- We then summarized all of the above in a **keyword scatter plot** to understand the key qualities of happiness

• Key Takeaways

- From the analysis, we answered the following questions:
- What three findings are most important when designing your company?
- What three findings are most important when meeting the needs of your customers by your brand?

• Brand

- Our brand chosen is Lolli and Pops, a start-up founded by a GSB classmate
- Lolli and Pops is the first fine candy and confectionary located in Tulsa, Oklahoma
- An image of the candy store is on the right

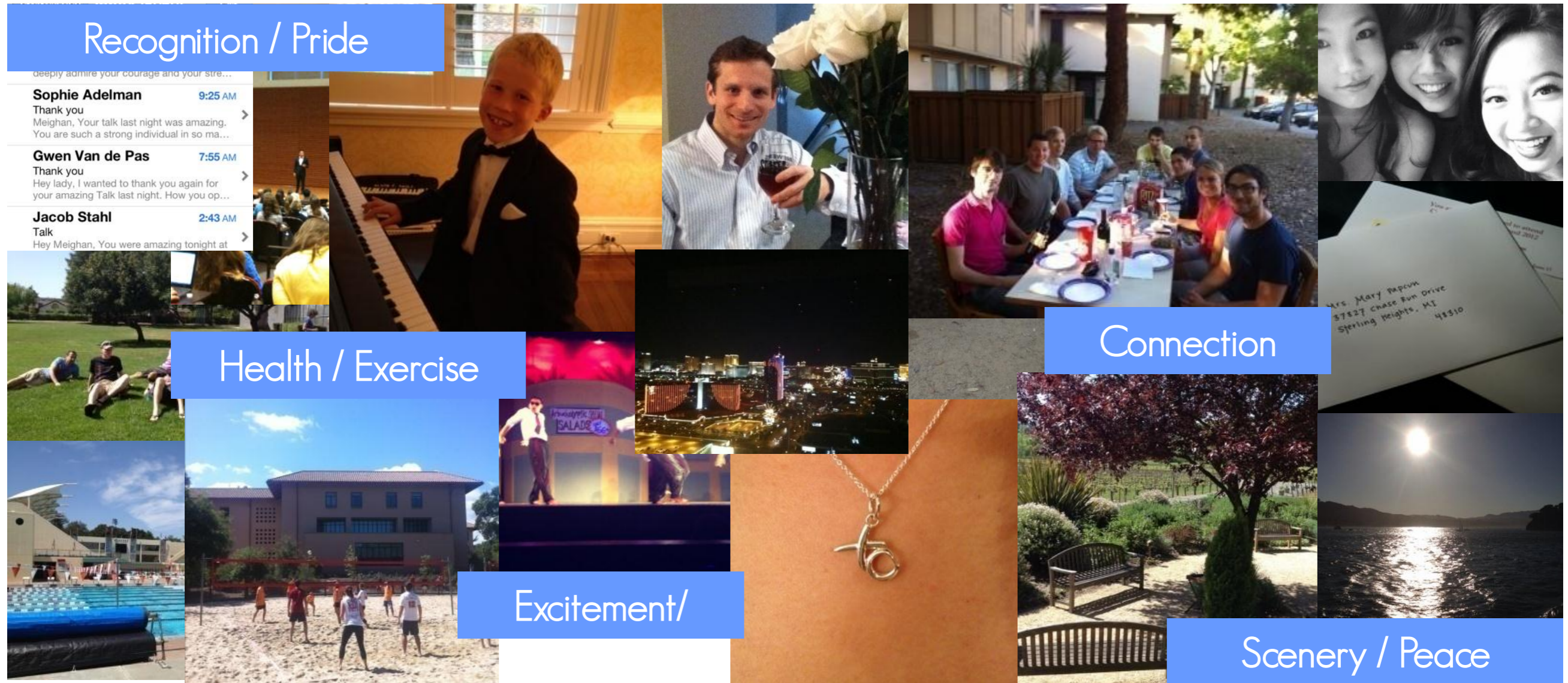
* Note: We recognize that we could have included 2's and 9's in this analysis as well, but expanding the data set did not produce material differences

Dataset

- Analyzed 2,760 uploads to the Designing Happiness Toolkit datasiite
- Average happiness rating = **6.7**



Qualitative analysis elaborates on key themes



Key themes revealed from the “10’s” are consistent with readings, class lectures, and also core elements of the Zappos **culture** - e.g., “goals” **recognition** in the back stairway, each department’s **connection** to a theme (jungle monkeys!), surprise t-shirts for best selling days. We incorporate these themes into our best practices for our company/brand.

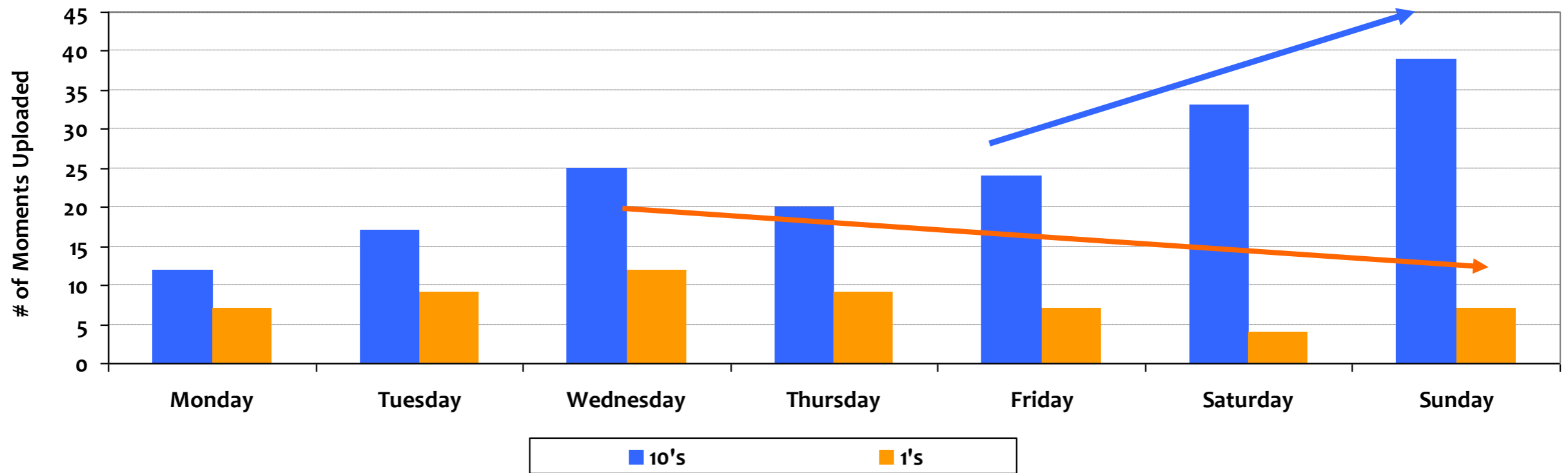
Qualitative analysis elaborates on key themes

Based on random sample of 16 images for the “1” ratings



Qualitative analysis of 1-rated uploads provide insight into the **pitfalls to avoid** from an employee and customer perspective. Unhappy customers result from **overpriced** items and **unmet expectations**. Unhappy employees result from loneliness, over-working, and fear. We mitigate these risks in designing our company.

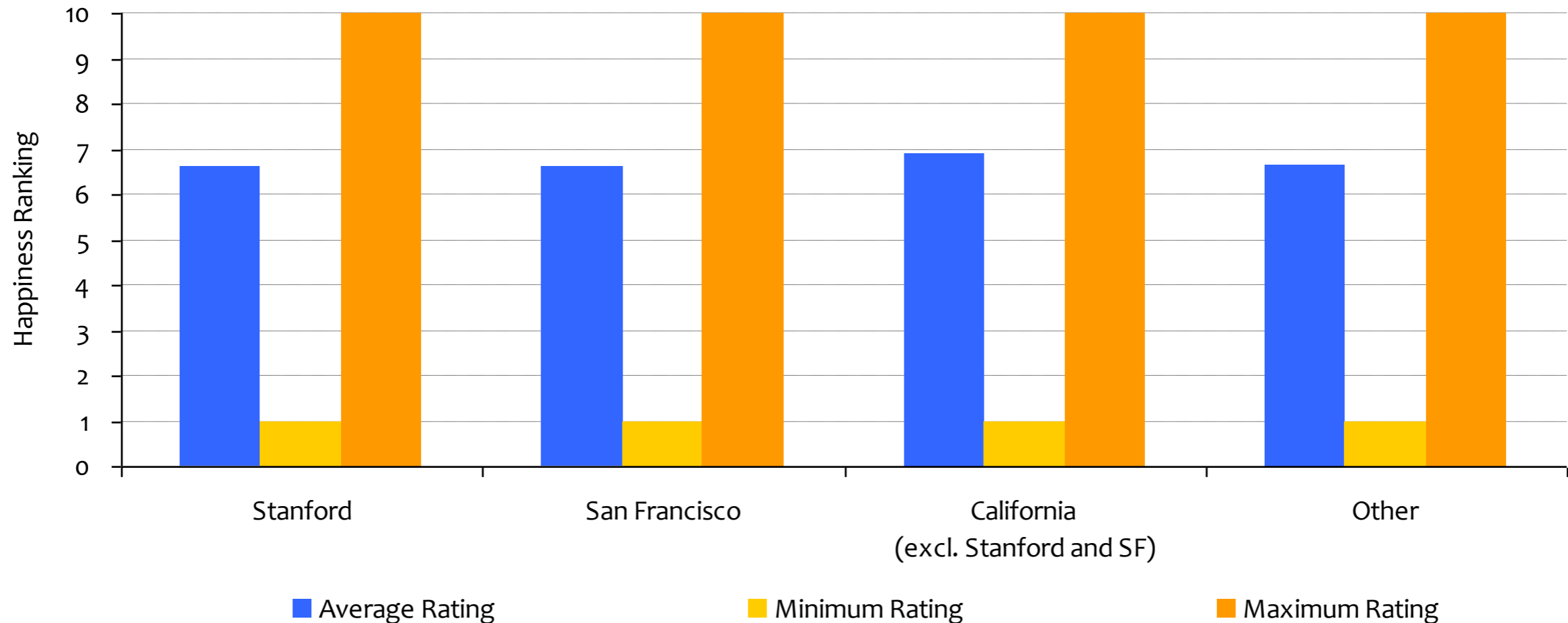
Day of the week impacts likelihood of 1 vs. 10 ratings



- Data demonstrates a **strong correlation** between day of week and rating
 - On **weekends**, frequency of 10 ratings progressively **increase** while 1 ratings are at its lowest frequencies
 - We hypothesize that much of this has to do with the “state-of-mind”; on weekends, people may be more open to “happy” moments. Our company and brand will want to capitalize on this positivity
- Of the weekdays, **Wednesdays** have the most 1's and 10's
 - We can capitalize on this insight when designing our company/brand by scheduling more “happy” moments (e.g., surprise in-store events) on Wednesday's to capitalize on the “**hump-day blues**”

Location does not impact happiness

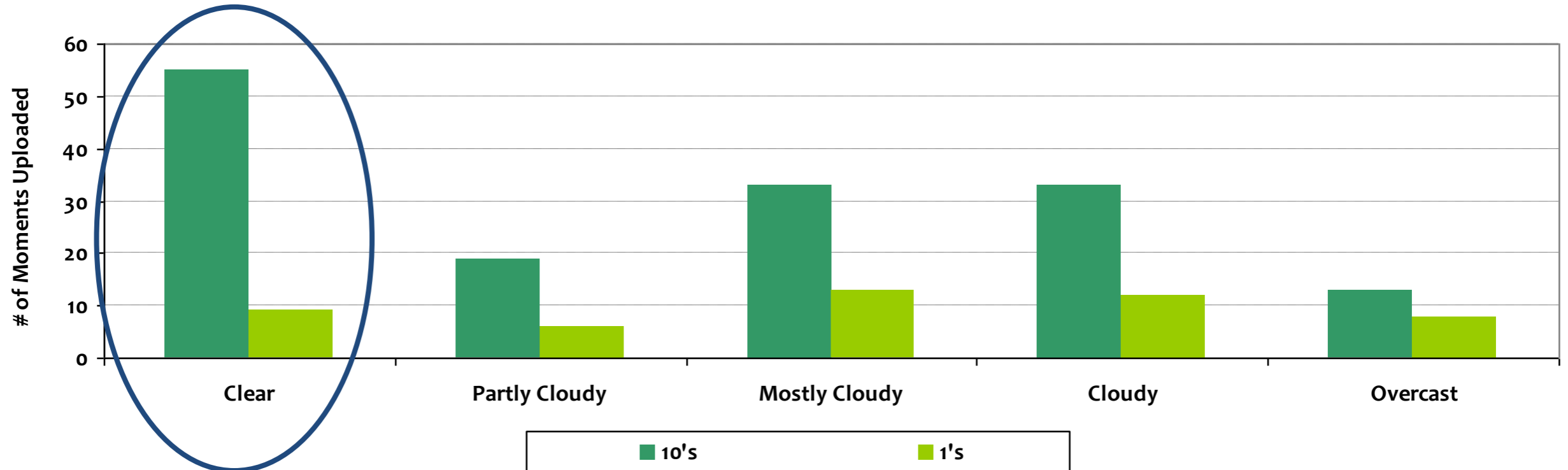
**Average happiness rating based on location does not appear to vary significantly*



- Our analysis on place revealed some interesting takeaways:
 - We would have thought that San Francisco, travel outside of the Bay Area and travel outside of the state of California would have delivered happier moments, however the data reveals otherwise
 - Regardless of the place, **average happiness is relatively constant**
- This is welcome news for our company which is based in Tulsa, Oklahoma. Location by itself does not appear to influence happiness

Weather does impact likelihood of 10 ratings

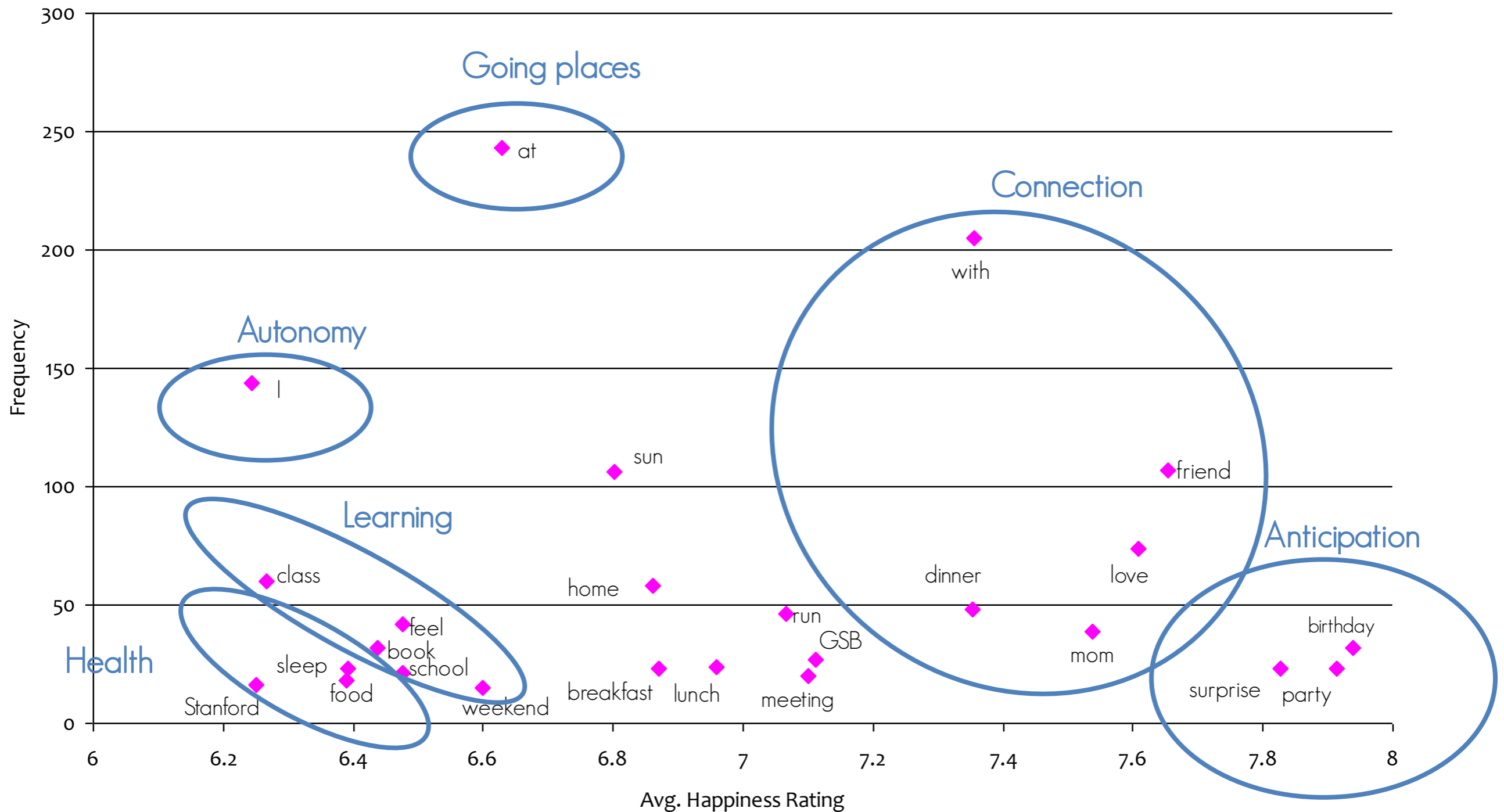
Average happiness rating based on weather demonstrates that clear days correlate with the happiest moments (10's)



- Our analysis on weather demonstrates that **clear days** offer the **greatest frequency of 10 moments**
 - Overcast days offer the least amount of 10 moments
- Ratings of **1** seem to be **fairly constant** regardless of weather condition
- Our company can benefit from this information by creating more 10 moments on overcast days
 - As we noticed from our earlier analyses, incorporating themes of **connection, health, recognition, and surprise** can help to recreate more 10 moments
 - Surprise in-store events may have the greatest impact on overcast days
 - From our own experience, when the weather is overcast/rainy, we stop looking for 10 moments due to psychological biases - i.e., we think "**overcast days should be sad days**"

Common Themes

Keyword scatter plot reveals more key themes for our company/brand (in blue)



Three Ideas to Maximize Happiness Among



Employees

Empower with Autonomy

Rationale:

- ✓ People feel happier when they perceive **freedom of choice**
- ✓ **Control** over activities can create increased motivation
- ✓ Happier employees are more **productive**
- ✓ Happiness is **contagious**
- ✓ Perception of good working conditions can lead to better bottom lines for the company

Recommendations for Lolli and Pops:

- Give back [perceived] **ownership of time** to employees
 - Change up typical retail break structures
 - Give employees the chance to work out the break schedule with fellow shift-mates
- **Empower** employees to do what it takes to make it “right” for the customer
 - Free giveaways, songs, games, etc.
- Give employees **co-ownership of space**
 - Decorate breakroom
 - Design retail floor based on observations with customers
- Give **guidance**, not orders, regarding uniforms

Sources: Psychology of Happiness; Aaker, Robin and Leslie. “How to Build an Army of Happy, Busy Worker Bees;” CNN Money. “Causal Impact of Employee Work Perceptions on the Bottom Line of Organizations;” Harter, et al. “Happiness: A Visual Primer,” Aaker.



Create Strong Team Connections

Rationale

- ✓ **Friends and family** strongly correlate to happiness
- ✓ Work can be rewarding; gives people a **united** sense of purpose, which brings meaning
- ✓ **Social connections** increase motivation and accountability
- ✓ Using talents to help others increases connectedness

Recommendations to Lolli and Pops

Create strong team **dynamics**:

- Name, **institutionalize** special parts of culture
 - E.g. Name characters (e.g. Jolly Jellybean, Kid in Candy Shop)
- Lolli and Pops **Mascot**
- Create time for playing as a team
- Recognize and reward team efforts, successes

Sustain team through **meaningful activities**:

- Mall walkathons / special events for charity
- Candy baskets for sick kids
- Taste test events, competitions

Sources: "Happiness: A Visual Primer," Aaker.



Sustain Healthy, Energized Employees

Rationale

- ✓ Happiness is **contagious**
- ✓ Sometimes young people mistakenly forsake long-term healthy goals for short-term goals
- ✓ Easier to **focus on long-term goals** if the steps to success are made clear
- ✓ Happiness **changes over time**

Recommendations to Lolli and Pops

- Stock store when it aligns to employee's **best work** time (e.g. before closing or opening; be flexible)
- Offer (or at least encourage) **gym memberships**
 - Incentive via discounts, prizes, recognition walls
- Schedule **team events** w/ exercise, movement
- Encourage **referrals** - employees can work with friends
- Encourage **personal development**
 - Goal wall
 - Be explicit about leadership opportunities

Sources: "Happiness: A Visual Primer," Aaker.



III. Three Ideas to Maximize Happiness Among



Customers

Give Special Recognition

Rationale

- ✓ People are happier when they spend money on **experiences**
- ✓ **Choice** (as long as it is not overwhelming) can increase happiness
- ✓ Performing acts of **kindness** and giving increases happiness
- ✓ **Memories and pictures** can enhance happiness (“Disneyland effect”)

Recommendations to Lolli and Pops

- Host birthday parties for kids and families, and develop a **unique experience** for the birthday girl or boy that fits the brand
- Emphasize uniqueness and choice, that customer has different tastes and everyone can find their “**favorites**” at Lolli and Pops
- Give customers **free “gift samples”** with purchased which they are encouraged to give to a friend
- Allow kids (and all customers) to take **pictures** with Lolli and Pops mascots



Create an Experience

Rationale

- ✓ With balance, indulgences can fit into “**well planned life**” or “**summoned life**” model
- ✓ Creativity and storytelling add meaning and experience to material consumption of sweets

Recommendations to Lolli and Pops

- Encourage **healthy “balanced” habits**, in & out of the store
 - E.g. reading program → candy points
 - Mall walkathons
- Incorporate **creativity** through candy in play
 - Gumball sandbox with trucks and toys
- **Storytelling**
 - Candy **stories**, events in the mall (e.g. take your picture with Willy Wonka, or “Lolli”)
- Stickers on products with **healthy advice**
 - “Don’t forget to brush your teeth now!”
 - **Share** your candy with a friend
 - Save some for later!



Create Anticipation

Rationale

- ✓ People are happier when they **relish** what they buy long before they buy it
- ✓ Packaging and store space create an “experience” that **complements the product**

Recommendations to Lolli and Pops

- Sending **mailings** about new products, or offers of “free surprises” that await customers in store
- **Smaller bags**, more anticipation (e.g. two bags of candy instead of one)
- Create anticipatory space in the store, **heighten sense of discovery** (e.g. curtain into a part of the store, or a peephole to a video of chocolate being made)
- Taste test events



Summary

Customers

Anticipation
Recognition
Experience

Company

Autonomy
Connections
Health

The end.

Thank you!