



DESIGNING *for* HAPPINESS

A WORKBOOK

DESIGNING (FOR) HAPPINESS

Research shows that pursuit of happiness is often misguided: people too often aim for happiness as the ultimate goal. Rather than think of happiness as a goal, could we use it as a design principle. When launching products and creating brands, could we better environments that allow individuals (both employees and customers) to thrive. This workbook includes some exercises to get your juices flowing, toward this objective.



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6 THINGS EXERCISE

WHAT ARE 6 THINGS THAT MAKE YOU (INCREDIBLY)
HAPPY?

1.

2.

3.

4.

5.

6.

The meaning of happiness changes with age. Document here how your personal happiness has shifted over time.

Fill in each blank with a word or a phrase that represents what happiness means for a person in that age range. As you fill out the chart, draw on your own memories of younger ages, take inspiration from what makes you happy at your current age, and make educated guesses about how the meaning of happiness will evolve for you in the future.

Note, this framework was produced based on data gathered by computer science professor Sep Kamvar of Stanford University and informational visualization expert Jonathan Harris from Princeton University. The original version can be found on page 250 of the book 'We Feel Fine : An Almanac of Human Emotion'. Thanks to Sep Kamvar for reproduction rights. For more information, visit www.wefeelfine.org.

We start _____
11-14, but soon fill up with
_____ and feelings of _____,
15-18 19-22
until we leave those behind to go
_____, before gradually
23-26
trading ambition for _____,
27-30
developing an appreciation for our
_____ and our _____, an evolving
31-35 31-35
a sense of _____, for which
36-40
we feel _____, then _____, _____,
36-40 41-49 41-49
and finally _____.



SPHERES OF INTEREST

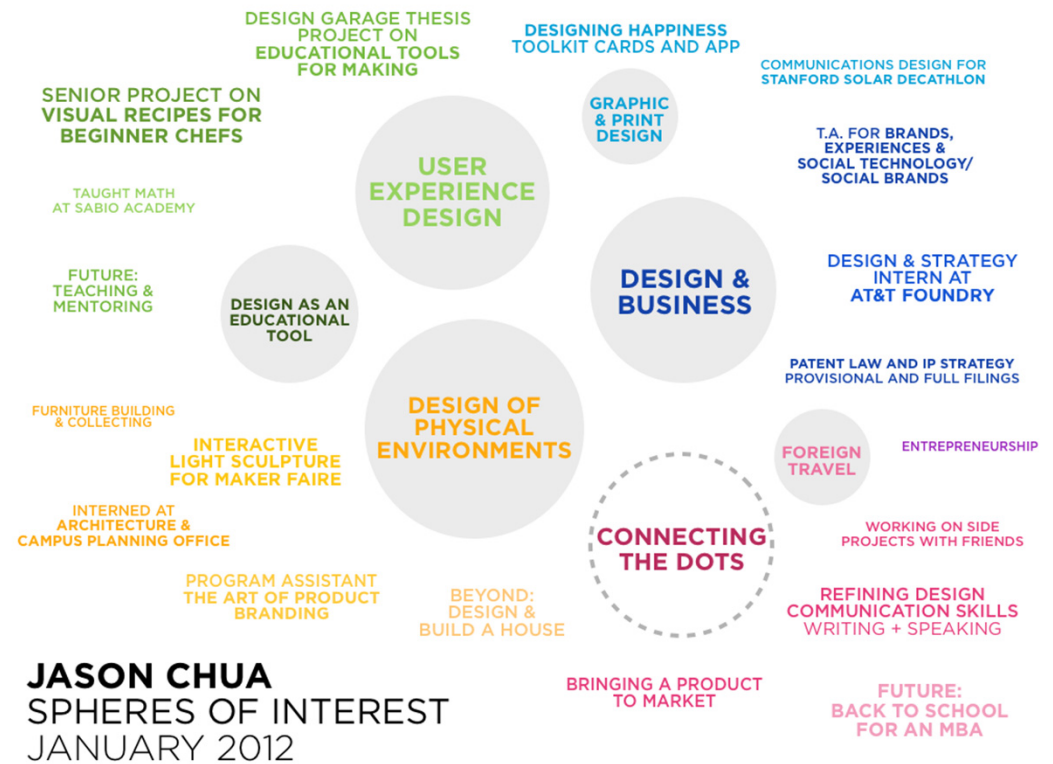
Our interests change over time. Where we have been and where we are now inform where we are going.

Integral to achieving happiness is spending time doing what you love. What do you love? What are you great at? In this exercise, identify what you love – and draw a bubble around that interest. Then visually display those spheres of interest – over time moving from past to future.

See Jason's spheres for an example.

Now it's your turn.

Create a loose bubble diagram of some of your main interests, activities, and aspirations. Vary the size of the circles to scale them to the interests' relative importance in your life. Include concrete examples of achievements and goals that connect to these interests. Be creative in capturing how the interests relate to each other and to your life over time.

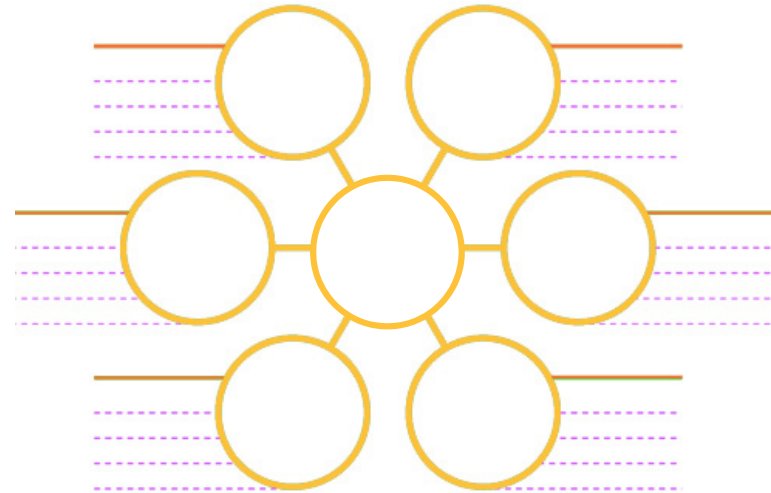


SPHERES OF INTEREST EXERCISE

DUE DAY 3: SIX SELVES

We play many roles. Understanding how they relate to each other is crucial to understanding what does and doesn't make us happy.

On the following page, complete your Six Selves exercise, following these directions:



1. IDENTIFY KEY DOMAINS

Think of six domains or aspects of your self, which are areas of focus or roles that are important to you (i.e. *Partner, Parent, Friend, Work, Health, Spirituality, Politics, Culture...*). Write them in, one per circle.

2. IDENTIFY TEMPORAL SWEETSPOTS

On the green line next to each circle, write in the times of day during which you perform these domains or roles best.

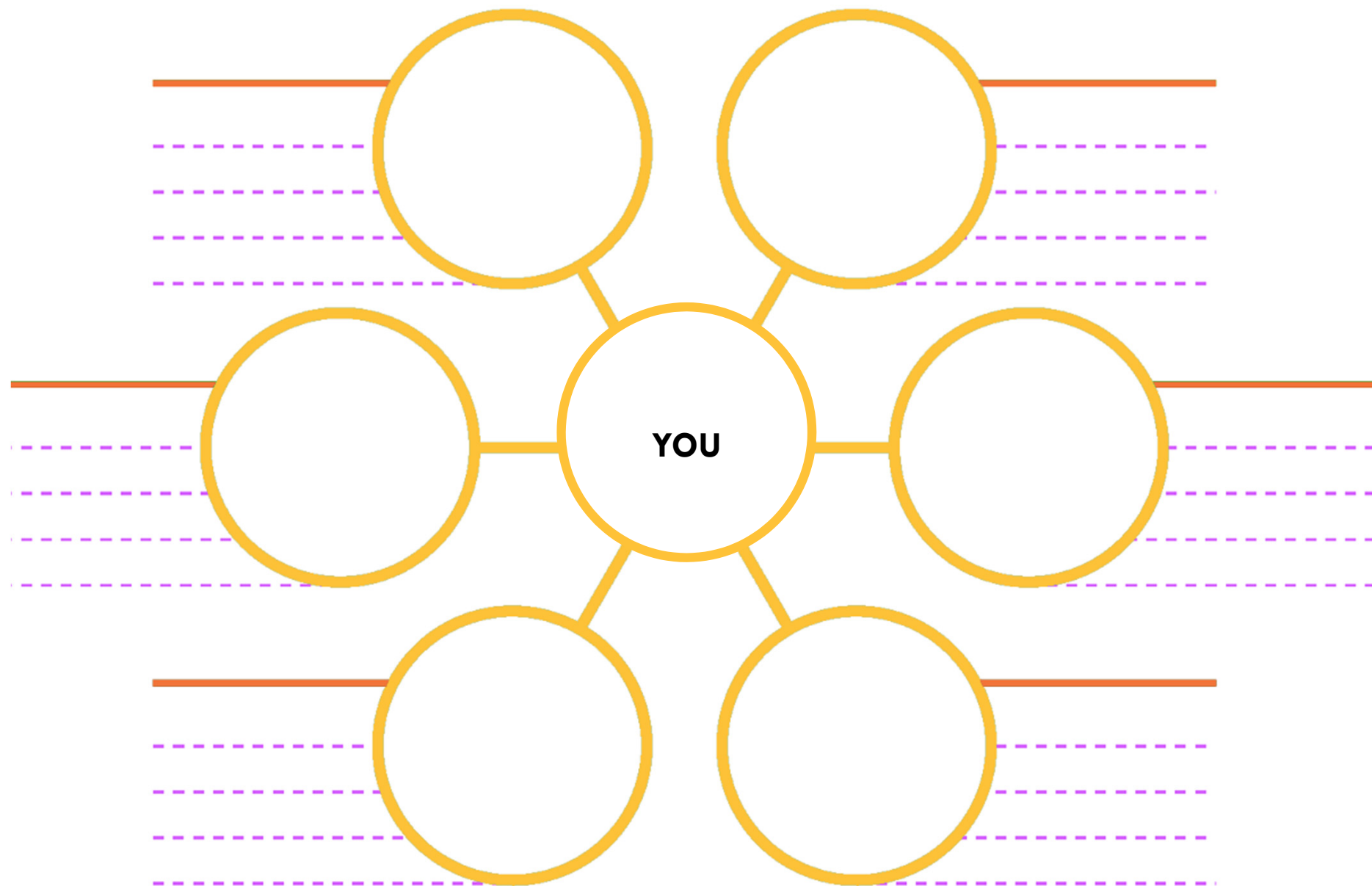
3. LIST FAVORITE TRADITIONS

and activities for each domain on the dotted lines. These are habits or traditions you enjoy (i.e. eating, exercising, praying, watching TV, hugging, hot tub nights, family dinners, reading, playing Wii...).

4. IDENTIFY HOMERUNS

These are activities that fall into multiple domains. The goal is to find activities that fall into at least two (“Doubles”), three (“Triples,”) or even four (“Home Runs”) domains. Circle these.

THE SIX SELVES EXERCISE



TIME AND HAPPINESS

Less of / More of

For each activity you've listed, circle on the spectrum of 'less of' to 'more of' below for what you would like in the future.

-- - = + ++
-- - = + ++
-- - = + ++
-- - = + ++
-- - = + ++
-- - = + ++
-- - = + ++
-- - = + ++
-- - = + ++

Where to make time?

Choose 2-3 of the activities you've identified that you'd like to do more of. Where would you make time on your calendar for them (daily, weekly or yearly?).

	SUN	MON	TUE	WED	THU	FRI	SAT
MORNING							
AFTERNOON							
EVENING							

ONE SMALL CHANGE

RATHER THAN TRY TO GET “HAPPIER”, COULD WE DESIGN ENVIRONMENTS FOR HAPPINESS? WHAT MIGHT THEY LOOK LIKE? KEEP THESE INSIGHTS IN MIND. DESIGN FOR.....



Moments

We start **simple**, but soon fill up with **angst** and feelings of **confinement**, Until we leave those behind to go **conquer the world**, before gradually trading ambition for **balance**, developing an appreciation for our **bodies** and our **children**, and evolving a sense of **connectedness**, for which we feel **grateful**, then **happy, calm**, and finally **blessed**.

Flexibility



Meaningfulness

When designing for happiness, what is one small change you could make that would create the biggest impact on....

...your customers

...your team

...you personally

"I am more and more convinced that our happiness or unhappiness depends more on the way we meet the events of life than on the nature of those events themselves."

~ Alexander Humboldt