

# Design Journey of Happiness

Chen-Hui Lu  
Kevin Lin  
Philipp Heidkamp





# Design Journey of **H**appiness







Workshop Place :  
Köln International School of Design (KISD), Köln, Germany

**Technology**  
**Arts Sciences**  
**TH Köln**

Invitation Institute :  
Professor Philipp Heidkamp  
Köln International School of Design (KISD), Köln, Germany

Workshop Participants :  
Students from Köln International School of Design (KISD), Germany



Workshop Lecturers :

Chen-Hui Lu, Ph.D. Associate Professor

Kevin Lin, Assistant Professor

Department of Industrial Design,

Shih-Chien University (SCID)

Taipei, Taiwan



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# Prelude

Prof. Philipp Heidkamp

Professor / Chair of Interface and Interaction Design

Dean, Faculty of Cultural Sciences

Köln International School of Design (KISD), Köln, Germany

Happiness is crucial for humans and mankind – but for many people all over the world for different reasons a rare state. Since five years the United Nations investigate this phenomenon and publishes a „World Happiness Report “ and a respective index of happiness with categories. Taiwan takes rank 34, Germany is ranked as position 16 (with Norway leading the ranking). OECD is working with a Better Life Index, dealing with aspects like Housing, Jobs, Community, Education, Safety, Life Satisfaction, Work-Life Balance, Environment or Civic Engagements (amongst others).

So why should design deal with happiness? Design is about changing existing situations into preferred ones – as Herbert F. Simon postulated about 50 years ago. As there are massive societal, ecological and economical challenges in the world that needs to be addressed as well, design wants to give relevant contributions to society.

At KISD, the focus in design opened in the last decade from human centered design (having a specific group of user, user typology or human beings in mind) to humans as such. Designing in a globalized world requires the critical reflection of global relations, impacts, dependencies. We cannot longer afford to think of peripheries as places and areas where “the other ones” are located.

Design is now looking at systems in different scales. Changing a system leads to hardly foreseeable results. The empathy of us designers is important to anticipate how things change if we change something to the better. We have the responsibility to see and judge what is preferred, taking more aspects (and humans) into consideration.

Together with other disciplines, especially social sciences, economy and engineering, we can think of and create innovations with a huge social impact. Thinking Design means design can quicken and extend thinking and bridge the gap between thought and action. That's not new at all: From the “Reflective Practitioner” (Donald Schoen) to “Thinking with the Hands” design takes its strengths from those inseparable activities. It takes its strengths from the openness of a discipline of “searching” rather than “finding” , of framing problems instead of starting with solutions, of curiosity and experiments rather than the professional application of methods. At KISD, design brings to life artefacts and pilots, experiments, prototypes and scenarios, products, services and systems.

Having this in mind, KISD invited Prof. Dr. Chen-Hui Lu and Prof. Kevin Lin from our partner university in Taipei to work on the specific topic of happiness with 15 students from different semesters, cultures and design perspectives in Cologne. The expectation is, that in such a short workshop, led by two experts from a different cultural and academic context we will get new perspectives on happiness and see, how products, services or systems might change things – or critically point on things to be changed.

The publication is the documentation of a journey we made together – and the results show the success of this type of collaborations encouraging us to proceed with the journey to question, frame, understand and change situations to the better...

# Design for Happiness

Chen-Hui Lu, Ph.D.

Associate Professor

Design Psychology Laboratory

Department of Industrial Design

Shih Chien University, Taipei, Taiwan

It was definitely a delightful experience to be invited by Professor Philipp Heidkamp to host the five-day workshop The Scenes - A Happiness Project at KISD. Given the cheerful holiday spirits at Köln in December, the workshop theme was naturally set to be “Bring Someone Happiness with Your Design.” In psychology, happiness is a mental or emotional state of well-being. In this workshop, we anticipated to see how design could play the leading role as a powerful means to enrich people's happiness.

“I'd like to create a better world and bring happiness to people” is a typical response from SCID freshman during my interview with them for learning motivation. The passion of improving human well-being upsurges my interest to introduce the scientific studies on Positive Psychology and the science of Happiness to the design school. During the past two decades, there have been dramatically increasing studies in discovering what makes happy people happy. Positive psychology is concerned about what holds the greatest value in life, which is also the factor contributing the most to a well-lived and fulfilling life. The research outcomes provide different theories in relating to the causes of happiness and factors that correlate with happiness. While these outcomes have helped the practices of counseling, clinical psychology, psychiatry and life coaching, I believe, they could also be applied to design to enrich people's happiness and well-being.

The cross-disciplinary design approach was adopted to the workshop A Happiness Project. The domain knowledge of psychology as well as design theories were introduced to the workshop participants at different stages of design process. Kevin Lin guided the design project with theoretical references of Value Proposition Design and Design Thinking, facilitating design process from design concept to prototypes. In addition to the Positive Psychology and Happiness, Focus Attention was also brought together to the workshop. I transformed the topic of human focus attention into the concept of Focus Design, aiming on enhancing different levels of user's focus of happiness. While the domain-knowledge-oriented design could provide insightful references, the designers will need to pay extra efforts to accommodate some unfamiliar theoretical logics and new background knowledge. It could be a challenging task for the workshop participants since they needed to take the consideration of the integrative perspectives of psychology and design into their design work.

From a cognitive psychologist's viewpoint, I would rather recognize most of the designers as behavior designers than product or object designers. It is because that the product created by a designer would have directly impacts on human behavior. While psychologists are working on understanding and predicting human behaviors, the designers are really shaping and creating human behaviors. Henceforth, behavior design is an effective way to change people's behavior patterns and life styles. In this workshop, it was anticipated the designers could fully utilize the power of design to enable the happiness life.





**Chen-Hui Lu, Ph.D.**  
**Associate Professor**  
**SCID**

Dr. Chen-Hui Lu, Associate Professor of the Department of Industrial Design at Shih-Chien University (SCID), is the first Cognitive Psychologist joining design academic in Taiwan. Dr. Lu received her Ph.D. from Purdue University in USA. She was the faculty of the Chinese University of Hong Kong and Providence University, Visiting Scholar at University of London, Associate Editor of the Journal of Quantitative Research, and the board of director of Youth Hope Foundation.

Dr. Chen-Hui Lu's major research on "Attention and Human Performance" has been granted with the Distinguished Research Award by the Ministry of Science and Technology, ROC. The journal Memory and Cognition (2012) recognized her study on Attention and Mapping Compatibility as the "Top-Cited articles in behavioral cognitive psychology" (i.e., the top 500 of 85,000 journal articles) from 1950 to 2004.

Design Psychology Laboratory founded by Dr. Lu advocates the interdisciplinary integration of psychology and behavioral science methodology with design. She conducts research in human factors, usability, cognitive design, user experiences, and design with eye tracking technique. Her corporate collaborations focus on user studies for smart design, IT, and Telecommunication industries. Recently, her interests cover happiness design, focus attention design and robot-human interaction.

Dr. Lu contributes to the design curriculum with psychology. She closely interviewed Taiwan's industry and edited a serial of case study Design-Driven Strategic Marketing for the teaching purpose at design graduate school and EMBA. She also conducted Design by Psychology workshops, including A Happiness Project, Design for the Silvers, and Cognitive Solution to Universal Design.





**Kevin Lin**  
**Chairperson**  
**Assistant Professor**  
**SCID**

Kevin Lin, Assistant Professor, is the chairperson of the Department of Industrial Design at Shih-Chien University (SCID). He received the Master in Art from Academy of Art University in USA, specializing in visual communication and graphic design. In the Laboratory of Interaction Design, Kevin Lin and his lab students focus on the design practice of visual communication, interface design, and user experiences design. He especially emphasizes the perspectives of Value Proposition and User Centered Design for product design and design education curriculum.

Kevin Lin's collaboration with Taiwan industry spans quite a big variety of the project themes. Recently, he slightly shifts his research to the smart family design with IOT, innovation design with advance technology as well as the design for local cultural and creative industry. His design research track keeps up with the industrial trends in Taiwan.

Kevin Lin has been granted with the Outstanding Faculty Award by the president of Shih-Chien University (USC). He has over 16 years of academic experiences at SCID and the Department of Drama and Theatre at National Taiwan University. He shows great enthusiasm in design education, including visual communication, visual identity design, product design, and integrated product design. Under his supervision, many students of Kevin have received IF design award and reddot design award. Moreover, a serial of SCID Annual Books portraying student design exhibition has been publishing by USC since 2002. His contributions to the SCID Annual Journal and its branding effect on establishing the SCID identity are highly recognized by SCID and the Design College at USC.





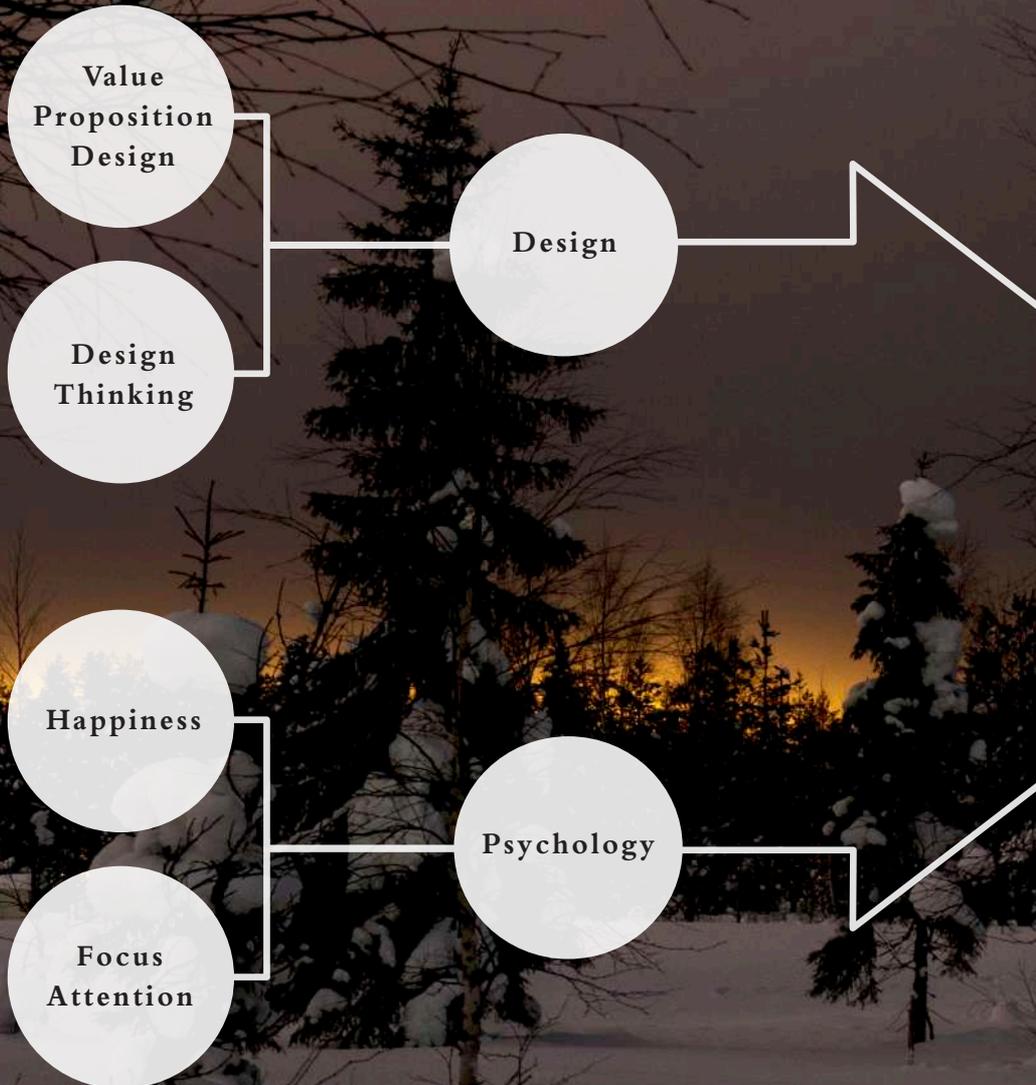
**Philipp Heidkamp**  
**Professor and Chair**  
**Interface/**  
**Interaction Design**  
**KISD**

Philipp Heidkamp, Professor and Chair for Interface / Interaction Design at KISD (Köln International School of Design) has more than 15 years of academic experience in the areas of design teaching and research as well as organizational development, leadership and science management. He has a strong interest and experience in digital and organizational transformations. One of his academic core activities – besides being the Dean of the Faculty of Cultural Sciences – is the continuous curriculum development and the extension of internationalization. As a founding member of the Global Design Initiative with Lasalle Collge of the Arts Singapore, Central St. Martins London, SCID Taipei and Musashino Art University Tokyo, he is pushing the boundaries of both the design agenda and educational / academic formats to come since 2014.

His research focus in design shifted from information and interface design to interaction design and the digital aspects and opportunities of urban transformations in a globalized world. He gives lectures and runs workshops around this topic in different countries in Europe, Asia, Africa and South America.

In 2018, he was one of the founding members of the research lab “Real-Time City” at the TH Köln University of Technology, Arts and Sciences where he is interested in opportunities of digital connectedness of citizens, spaces and objects in order to bring new qualities to cities and citizens, creating new communities, establishing new practices and thus contributing the massive challenges (mega-)cities and metropolitan areas are facing in the next decades.

# Domain Knowledge Oriented Design





Design  
For  
Happiness

# Value Proposition Design

Design, Test, and Deliver What Customers Want.

Value Proposition Design helps you successfully gain clarity (i.e., understand the patterns of value creation), get your team aligned (i.e., leverage the experiences and silks of your team), and minimize the risk of a flop (i.e., avoid wasting time with ideas that won't work).

Osterwalder, Alexander  
Pigneur, Yves  
Bernarda, Greg  
Smith, Alan

# Design Thinking

Design Thinking Is a Process for Creative Problem Solving.

“Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

Tim Brown  
CEO OF IDEO

# Happiness

"..... That is, it is possible for these three drivers (technology, entertainment and design) of our world to increase happiness, to increase positive emotion. And that's typically how they've been used. But once you fractionate happiness the way I do -- not just positive emotion, that's not nearly enough-- there's flow in life, and there's meaning in life. ....Design and, I believe, entertainment and technology can be used to increase meaning engagement in life as well."

Quoted From TED  
11th Reason to be Optimistic

Professor Martin Seligman  
Positive Psychology Center  
University of Pennsylvania

# Focus Attention

## Attention

[Attention] is the taking possession of the mind, in clear and vivid form, of one out of what seem several simultaneously possible objects or trains of thoughts.

... It implies withdrawal from some things in order to deal effectively with others.

-- William James, *Principles of Psychology*

James, W. (1970). *The principles of psychology* (Vol.1).  
New York: Holt. (original work published 1890)

## Focus

Daniel Goleman (2013) suggested that successful people would master three types of focus attention: Inner Focus, Other Focus, and Outer Focus. Inner Focus involves self-awareness, bringing an internal control that helps people choose what to do and not to do in life. Other Focus brings emotional empathy and cognitive empathy, smoothly connecting oneself to other people. Outer Focus guides people to navigate the systems of the larger world and understand their impact on the world. Goleman believed that focus is the secret to people's high performance and fulfillment.

Daniel Goleman (2013) *Focus: The Hidden Driver of Excellence*

# Design the Flavors of Happiness

Chen-Hui Lu

In the scientific studies on Positive Psychology, happiness is described as a mental or emotional state of well-being. People might feel positive or pleasant emotions ranging from contentment to intensive joy. Self-judgments on one's overall well-being can be the reflection of his/her mental state of happiness. Since happiness is a subjective psychological status, we oftentimes know people's happiness through their facial expressions with the accompanying behaviors and activities.

In the study of happiness, there are three dimensions (or flavors) of happiness: Pleasure, Engagement, and Meaning, reflected in and possibly attributed to different types of behaviors and activities. The happiness of pleasure can be found in the activities making people feeling good, having fun, and getting what they want. For example, having a nice dinner, receiving a present, or taking a holiday vocation usually could bring people the happiness of pleasure. The happiness of engagement can be found in any activity that requires people to work at their full capacity. People tend to increase the level of challenge to match their growing skills. And they might also show a sense of timelessness while doing the activity. Music and sports are the most typical examples, whereas art, gardening, and carpentry are also commonly found in our daily activities. These activities often result in "flow," a state of total absorption in what we are doing, shown for children and adults as well. The happiness of meaning may take place when we focus on having a broader impact and purpose for other people's benefit, rather than our own personal goals and desires. People would use their abilities to contribute to the better benefit for others. Caring and compassion are the essential parts of meaningful activities.

The key factors and the flavors of happiness can be adopted as the design ideation references. Designers could explore the design heuristics underlying the different characteristics of happiness. For example, although the emotion of pleasure can provide a short-term happiness boost, it doesn't last for long. In contrast, the happiness of engagement and the happiness of meaning make us happier and more satisfied with life. More importantly, the happiness of meaning can further contribute to the happiness of others. Another key happiness habit is gratitude. Practicing gratitude could lighten anxiety and depression, and even improve mental, emotional, and physical health. Gratitude could also strengthen relationships, because it requires us to consciously perceive how we've been supported by other people. With no doubt, designers could practice the happiness heuristics to design new patterns of behavior, activity, and life style for the purpose of happiness life.

PLEASURE

ENGAGEMENT

MEANING



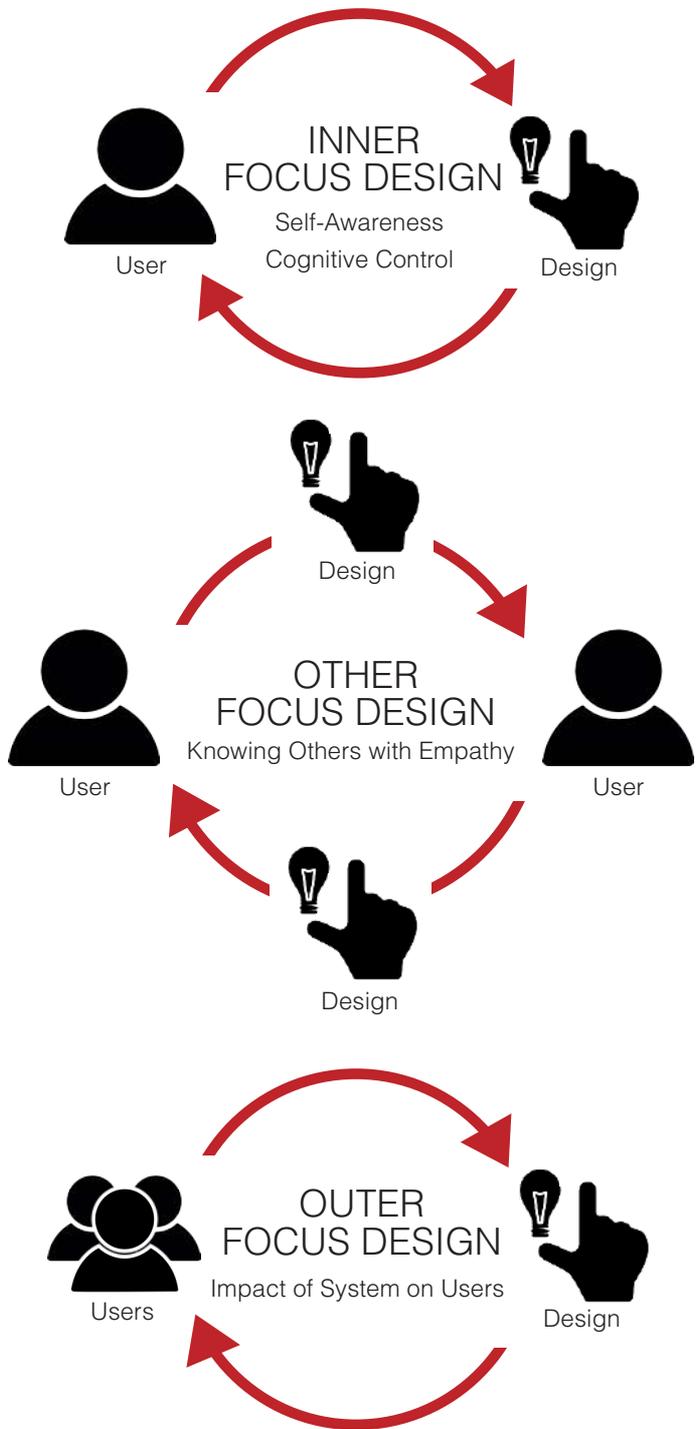
# Focus Attention Design

Chen-Hui Lu

It's all about connection. Paying attention is the crucial key to connect to the people themselves, to others, and to the relationship with the world. The driving force of focus attention determines the cognitive process between stimulus and response, resulting from people's interest and intention of connection. Focus attention can be honored as the secret resource to mastering the connections in determining people's high performance and fulfillment.

Daniel Goleman (2013) classified Focus into three categories: Inner, Other, and Outer focus. Inner Focus is the ability of sensing your own feeling and thought. With better self-awareness and cognitive control, people show higher ability to put cognitive effort and concentration together. Other Focus is the ability to empathy other people's feelings or experiences by imagining their situations. Outer Focus is the ability to manage the understanding of the system that affects our life. Here, a system can be a school, business, or a global system. It is important to understand or being ware of the impact of the large and dynamic system on us and have the ability to strategically interact with it. These three types of focus coherently justify different levels of connection to people themselves, others, and the world.

In this workshop, the challenge from the domain knowledge of psychology for the designers is to translate the concept of focus attention into the design ideation, i.e., Focus Design. It requires the designers to take this new perspective into design theme, aiming on the enhancement of user's focus with design. For Inner Focus Design, firstly designers need to identify the benefit of increasing the user's inner focus. The goal of inner focus design is to increase user's self-awareness and cognitive control. For Other Focus Design, designers need to discover the benefits for users being able to know the inner world or situation of other people. It is expected to increase user's empathy and the potential to interact with other people. Outer Focus Design helps users to see the forces that show impacts on the systems and the users. It builds the connection to increase the possibility of transforming our relationship with the world.



# Design Process

Kevin Lin

## Advanced Preparation

Workshop Preparation Guideline was delivered to the participants 2 weeks before the workshop.

## Design Research on the Happiness Project

Design research proposal explained how you get to know the target user(s), the types of the user's happiness, users' pain & gain for design insight, level of focus design. The summary of research method/procedure was required in the research proposal.

2 weeks earlier

Recall Happy Memory

Day 1

Positive Psychology  
Happiness  
Focus Design

Day 2

Design Thinking  
Vaule Proposition

Team Building  
Happy Memory for Team Sharing  
Team Consensus of Happiness Ideation

Every team member needed to share his/her happy memory with his/her personal photos. Team building aimed on reaching the group consensus of the spirit and flavor of happiness as well as promoting the design ideation.

Progress Check  
on the Design Prototypes

The mission of Day 4 was to preview the prototypes of the Happiness Project for the final presentation on Day 5. Workshop teams provided the prototype of journey mapping, information graphic, quick & easy evaluation if possible. Further revision on the design prototype was recommended.

**Day 3**

Happiness  
Experience

**Day 4**

Happiness  
Experience

**Day 5**

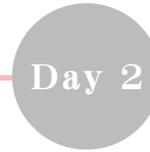
Happiness Memory

Research Outcome  
& Design insight

The outcome of design research provided the information of users' characteristics, behaviors patterns, and the users' preference of happiness flavor. The research outcome was expected to inspire the design insight and ideation.

Final Presentation:  
Workshop Outcome

Rehearsal and the final presentation of the workshop outcome.



Advanced Preparation

## Workshop Preparation Guideline

Dear participants,

Season's Greeting.

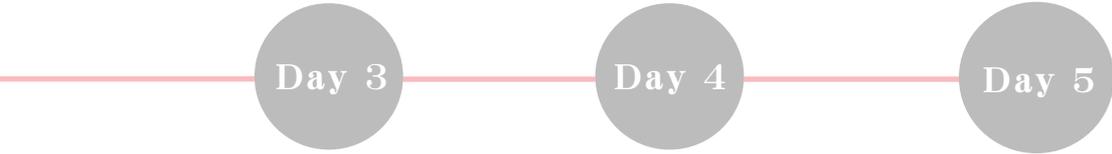
Welcome to join the workshop The Happiness Project organized by SCID faculty and held at KISD from December 12 to 16, 2016. The advanced preparation contributed from the participants will be highly recommended and appreciated.

(1). Self-Introduction Required.

To facilitate the task of teaming building on the first day of our workshop, every participant will need to prepare for your self-introduction from the perspective of the flavors of happiness (see the description illustrated below). Simply tell us one of your happiness stories for which your team members will get to know you well. Everyone's sharing of his/her happiness story will contribute to the consensus of value and characteristics of happiness for each team and the workshop as well.

(a). The Perspective of Happiness Flavors

In the workshop, we classify happiness with three dimensions, or “flavors” : PLEASURE, ENGAGEMENT, and MEANING. The focus of pleasure is gratifying desires and preferences. Pleasure can be found with having delicious food, fun experiences, and beautiful things. Happiness also results from engagement, the creative application of our skills to meet challenges. When engaging in an activity, you may experience a sense of timelessness and the possibility for an increasing level of challenge to match growing skills. Meaning is using our abilities to contribute to other people or the greater good, e.g., community service and volunteer work, contributing to the happiness of the givers.



Day 3

Day 4

Day 5

(b). Presentation Format

Your story will be presented with at least 3 pages of ppt (power point file), including your personal photo, pictures describing your story/activity of the emotion of happiness.

(2). Music Sharing Recommended.

Researches show that the emotion of happiness and music can enrich the designer's creativity and enhance the performance as well. Hence, please bring the music that can boost or promote your happiness to the workshop classroom. Let's share the happy music together.

(3). Self-Education if Possible.

You may increase the domain knowledge of emotion if you like run a quick review on the study of happiness, including TED talks (Dr. Tal Ben-Shahar, Dr. Daniel Kahneman, Dr. Daniel Goleman), Positive Psychology (Dr. Marty Seligman), and etc.

We look forward to meeting you at KISD.

Best regards,  
Grace CH Lu, Ph.D. Associate Professor  
Kevin Lin, Assistant Professor  
SCID

2 weeks  
earlier

Day 1

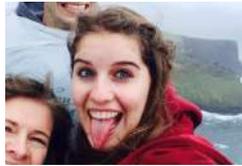
Day 2

Team Building  
Happy Memory for Team Sharing  
Consensus of Happiness for designIdeation

### Group 1: Traffic Island



Daniela Haas



Maureen Koop



Alessandra Facchin



Viktoria Krausert

### Group 2: Social Hub



Antonio Canu



Christian Nufer



Marcel Muller

### Group 3: Pyralight



Sibel Huz



Meliss Leyendecker



Maxim Diehl

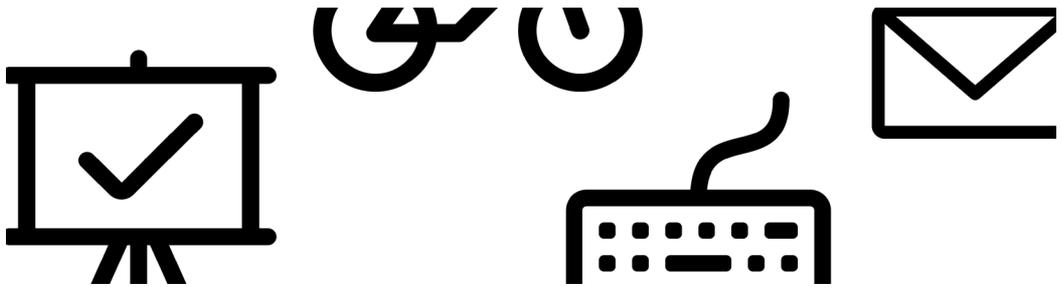


Kelsie Sze Ching Chan

Day 3

Day 4

Day 5



happiness  
=  
valuing and sharing experiences

2 weeks  
earlier

Day 1

Day 2

Design Research  
on the Happiness Project



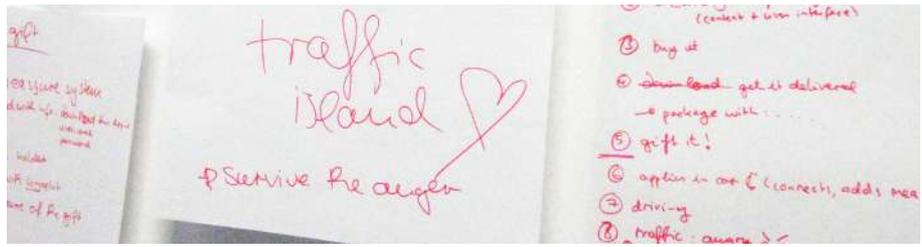
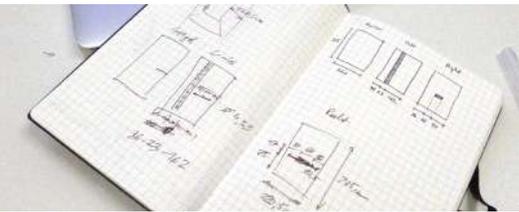
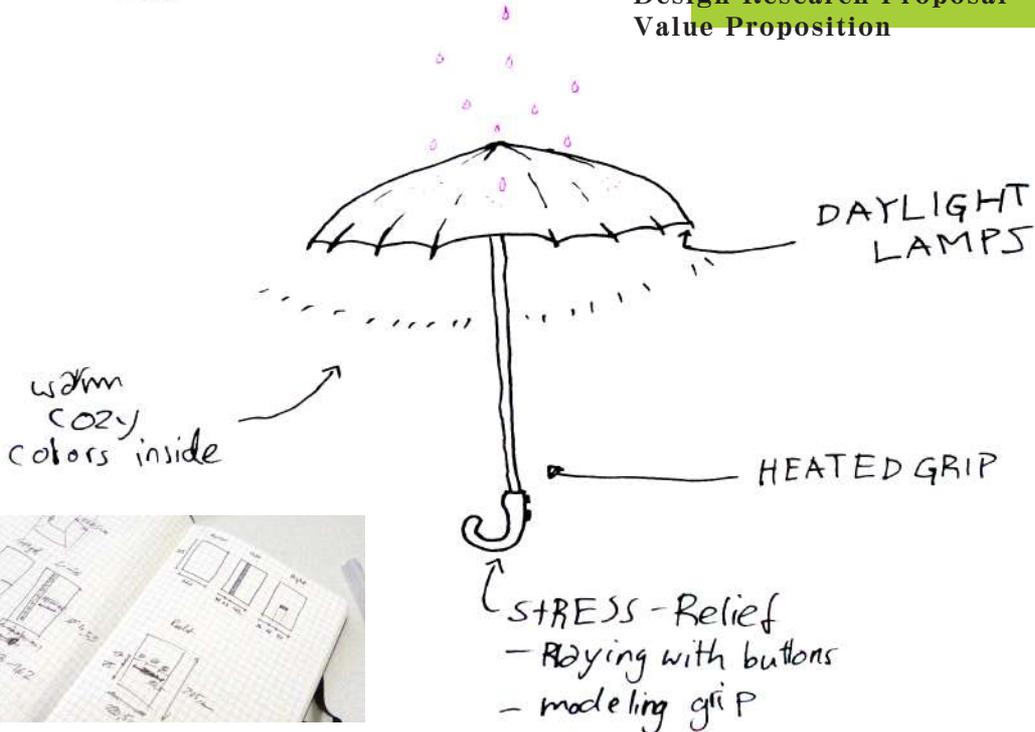
Day 3

Day 4

Day 5

# SUN BRELLA

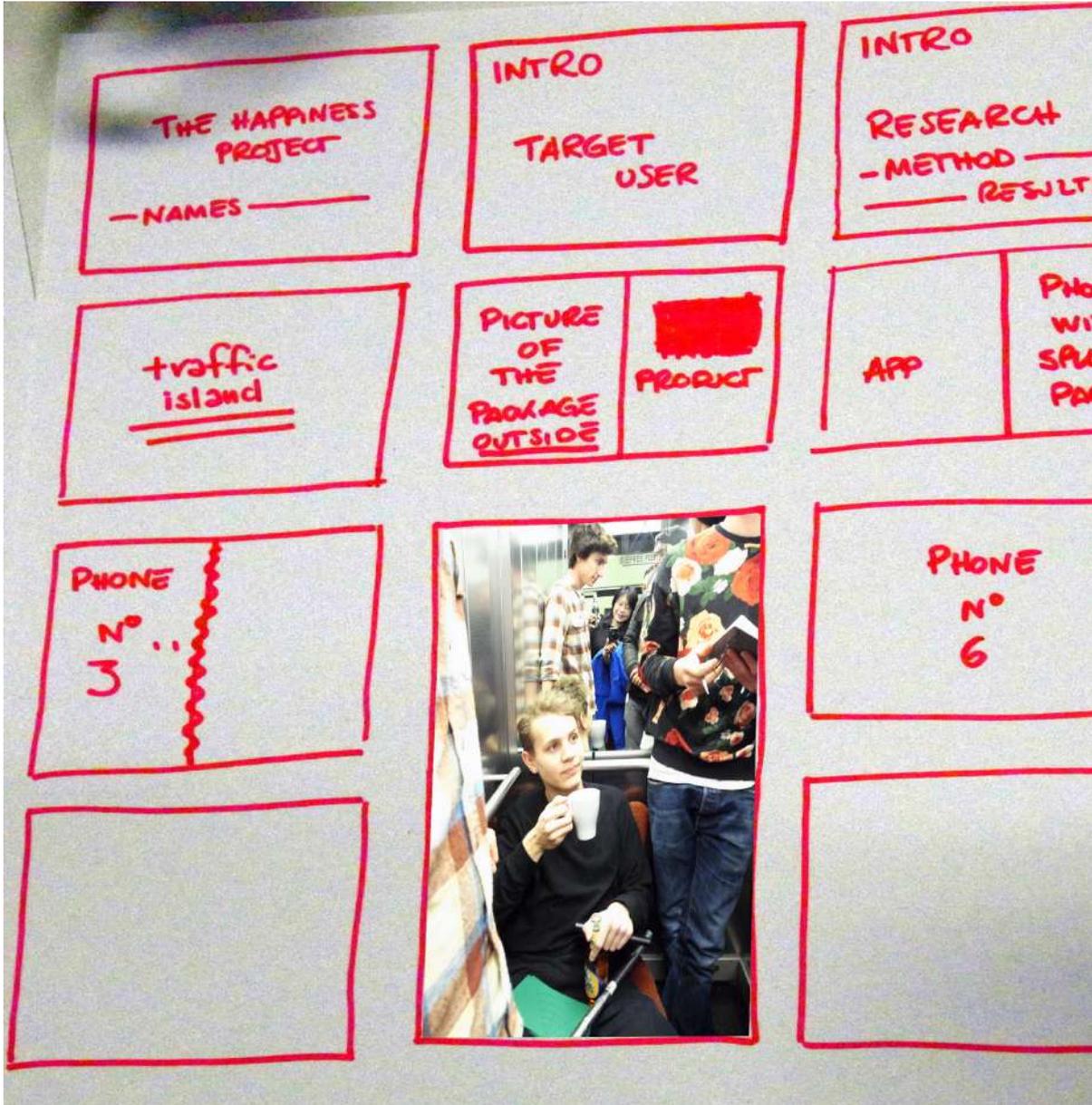
Design Research Proposal  
Value Proposition



2 weeks  
earlier

Day 1

Day 2

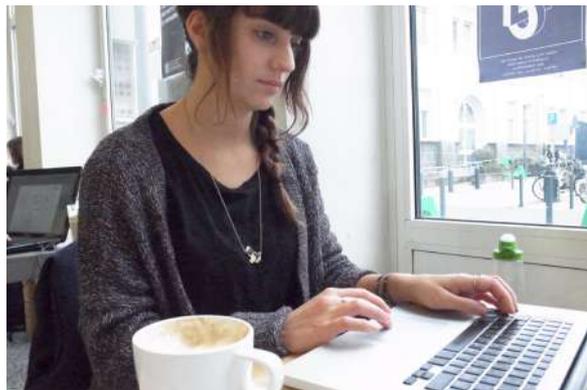
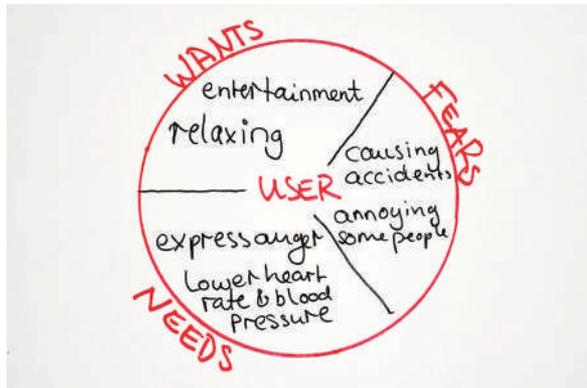
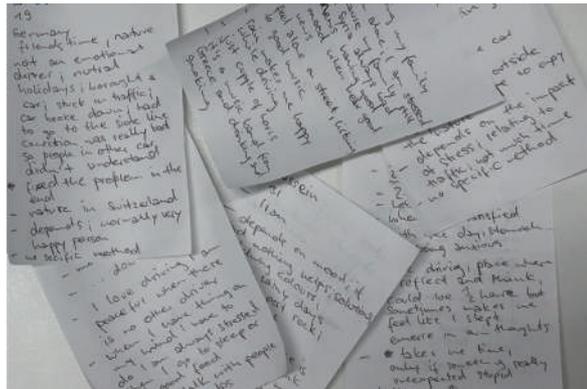
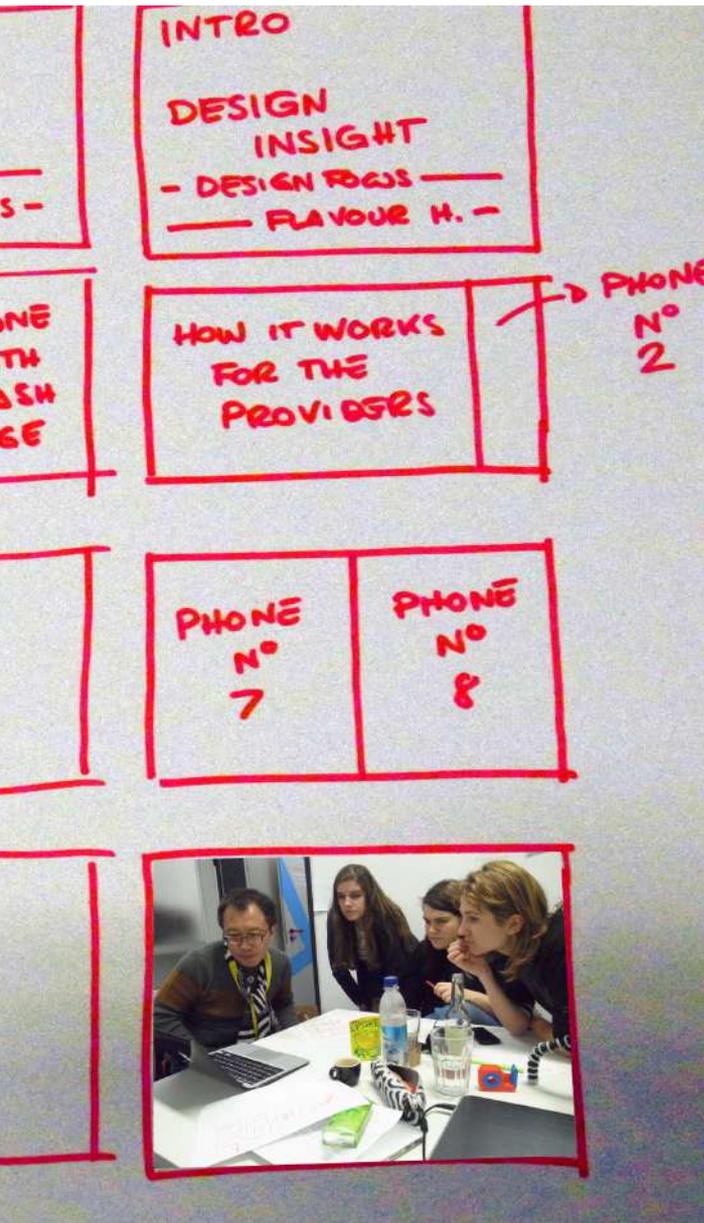


# Day 3

Research Outcome & Design insight

# Day 4

# Day 5



2 weeks  
earlier

Day 1

Day 2



Day 3

Day 4

Day 5

Progress Check  
on the Design Prototype



2 weeks  
earlier

Day 1

Day 2



**Final Presentation**

Day 3

Day 4

Day 5



## Group 1: Traffic Island

Domain Knowledge Oriented Design:

- Focus Design: Inner Focus – Increase self-awareness.
- Flavors of Happiness: Pleasure – Recall the nice memory and provide with nice music.
- Value Proposition Design

**Our** Traffic Island

**helps** the drivers in a traffic jam

**who want to** experience the happiness of pleasure

**by** reducing the lack of self awareness of his anger

**and** increasing the connection with the happy memory and music

**unlike** the angry drivers who lost his/her patients and then behaved aggressively.



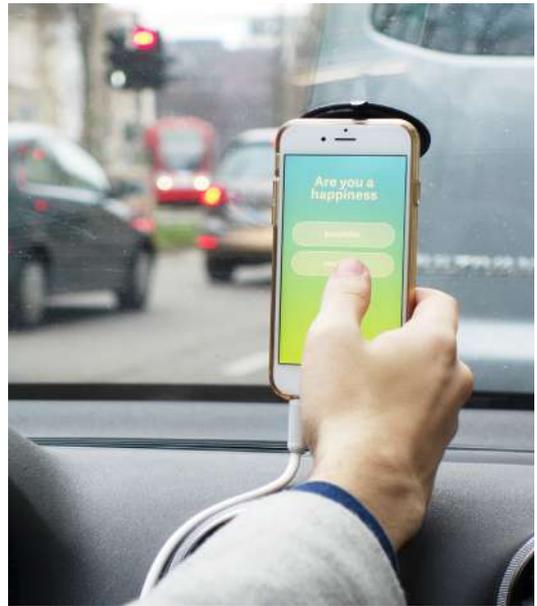
## Happy Luca

design insights  
intervention  
distration  
stress releave  
interaction  
happy memories  
connect people



measurements

Bad traffic often triggers the driver's anger, however, most drivers show the lack of self-awareness of the angry, i.e., inner focus, under this circumstance. It is more likely for them to insult other drivers, take more risks on the road, behave more aggressively and then cause more accidents. The design goal of Traffic Island is to create the happiness experience of pleasure on the road for the angry driver like Mr. Luca. The App Traffic Island detects a bad traffic jam that Luca always feels irritated and angry. Traffic Island will automatically stream a warm message send by Luca's friend to remind him of being aware of his anger and to comfort him with a piece of happy memory and music. Designers believe that Traffic Island could comfort and calm the angry driver Luca with the happiness design of pleasure.



## Group 2: Social Hub

Domain Knowledge Oriented Design:

- Design Focus: Other Focus – Knowing and sharing the fun experiences/activities of each other, and enhancing the social interaction.
- Flavors of Happiness: Pleasure – sharing of the nice music and fun photos.
- Value Proposition Design

**Our** Social Hub

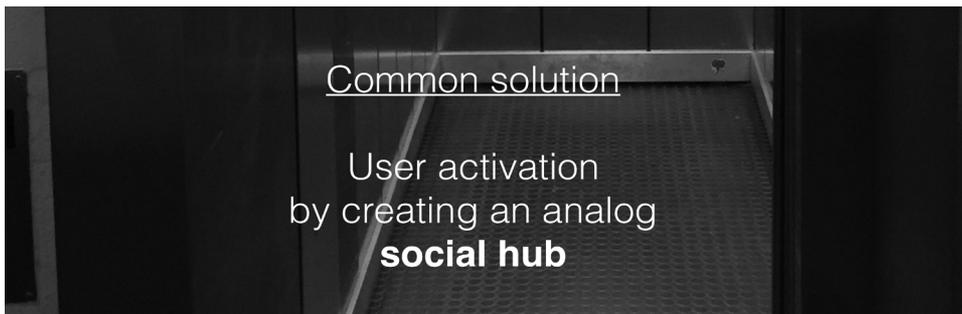
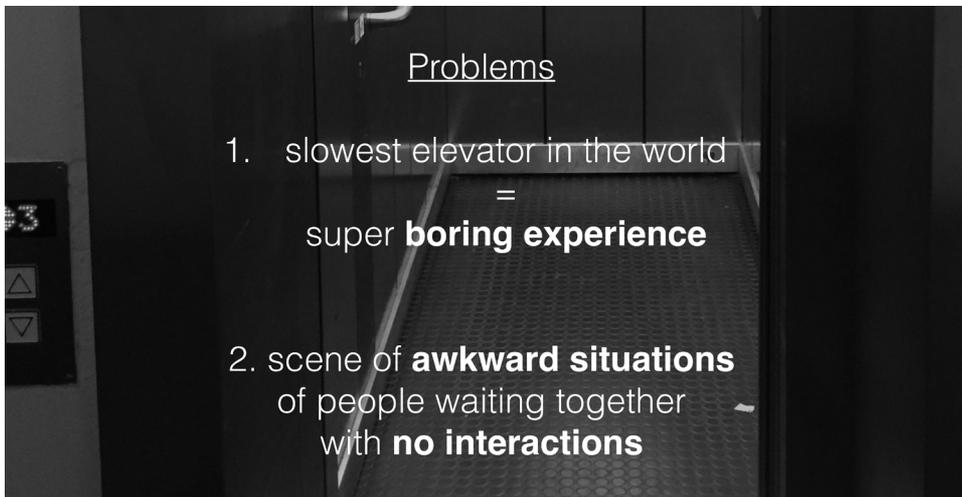
**Helps** people who are waiting for the slow elevator

**who want to** have fun and social interaction with others

**by** reducing “doing nothing but waiting”

**and** increasing the sharing of one’s favorite music, fun photo, happy experiences, and current activity

**unlike** people feel bored and have no social interaction with others while waiting for the low elevator.



While waiting for the “slowest elevator in the world” at KISD, people stand together and share the super boring experience of waiting. Our KISD designers wanted to increase the fun experiences for the awkward situations of people waiting together with no interaction. Social Hub increases people's sharing of one's favorite music, fun photo, happy experiences, and current activity inside the elevator.



## Module 01

Crossword puzzle



## Module 02

Music sharing



## Group 3: Pyralight

Group 3: PYRALIGHT

Domain Knowledge Oriented Design:

- Design Focus: Outer Focus -- Adjusting the waking mechanism for the lack of brighter sunlight in the dark winter morning in Germany.
- Value Proposition Design

**Our** PYRALIGHT

**helps** people live in the higher latitude countries such as Germany

**who want to** wake up with a nice and relaxing mood

**by** avoiding the negative sensation and perception of darkness in the morning

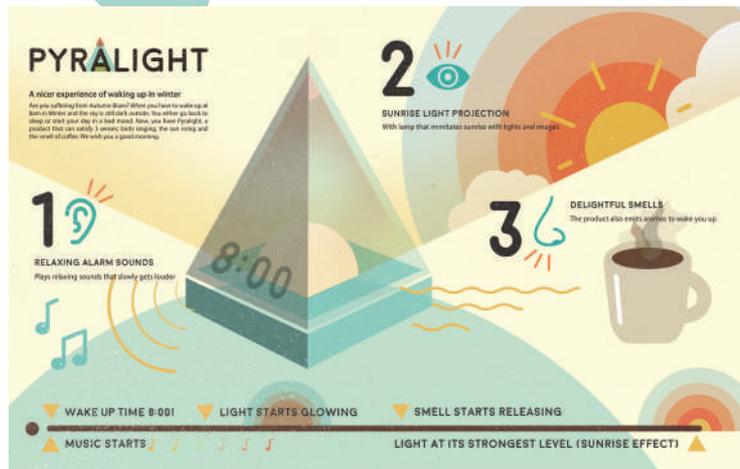
**and** enriching the waking experiences with the sunrise provided by the light projection, relaxing the dark winter morning in Germany.

**unlike** people feel moody when waking up in the dark and cold morning, especially for those suffering from high risk of Seasonal Affective Disorder.

IT IS PROVEN THAT IT IS A COMMON STRUGGLE FOR MANY PEOPLE TO **GET OUT** OF BED DURING WINTER.

AN ALARMCLOCK THAT WAKES YOU UP APPROACHING THE **HUMAN'S SENSES**, WORKING WITH:

1. LIGHT
2. SOUND
3. SMELL



Our designers perceived that people who live in the higher latitude countries like Germany may be more likely suffering from higher risk of Seasonal Affective Disorder due to the dark and cold winter weather. Waking up in the dim and cold winter morning becomes an unpleasant experience. The design of PYRALIGHT is expected to bring people the warm and pleasant artificial sunlight with a projection, the relaxing musical melody, and the delightful smell as well. The users will be waking up in a nice and relaxing mood with this amazing alarm.

## THE APP DESIGN



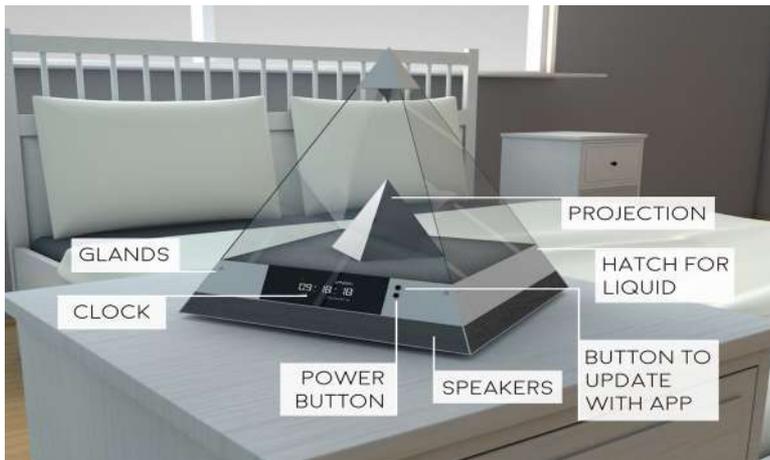
THE SETTING



HOW IT IS USED



'WAKENING MODE'



# Design Journey of Happiness

Chen-Hui Lu

Kevin Lin

## Explicit and Implicit Happiness Design

In the workshop A Happiness Project, happiness design was explicitly set as the workshop task whereas happiness experience was implicitly set for the designers. The designers were explicitly instructed to create designs fostering three flavors of happiness for people. However, the implicit happiness experiences we planned and created for the designers were not officially declared to the participants at the beginning of workshop. In order to accomplish the workshop task, the designers were unexpectedly but naturally creating a happiness journey for themselves. By the end of the workshop, we were hoping to lead the designers to rethink the characteristics and values of happiness.

The workshop designers implicitly and unexpectedly captured the happiness flavors of meaning, engagement, and pleasure in person throughout the design process of their work. They were asked to create or enrich the flavors of happiness for people with their design expertise. The designers focused on providing service and making contribution to other people. The caring and compassion shown in their design intention, therefore, were very likely to create the happiness of meaning for the designers. Moreover, the designers could also experience the happiness of engagement since they worked so hard for their projects. They obviously showed their intention to promote their growing skills to respond to the increasing levels of challenges that were assigned in the daily curriculum of the workshop. Finally, we hoped that the designers may also have a few happy moments enjoying the pizza treats and afternoon teatime especially when they were feeling exhausted mentally and physically. Notice that the potential outcome of the implicit happiness experiences was well calculated before the workshop without prior acknowledgement to the participants. Generally, the designer may or may not be able to consciously sensitive to what they had been gone through the three flavors of happiness in the five-day workshop. But the memory of the workshop activity they would recall in the future will be very likely full of positive emotion and happiness.

## Happiness Experience vs. Happiness Memory

In the psychology study of happiness, there is a distinction between happiness experience and happiness memory. Happiness Experience refers to the positive feeling and experience at the “right now and right here” moment. In contrast, Happiness Memory is defined as the degree of positive feeling and happiness of an event or activity someone would remember it. People might encounter a not so positive or even an unhappy experience at a particular moment of time at the event or activity. However, when recalling the whole event or activity later on, people might still recognize it as a happiness memory. Happiness experience is attributed to the momentary experience and feeling during an event, whereas happiness memory is attributed to the overall memory of the event. From the perspective of designer’ s concern, the distinction between happiness experience and happiness memory should also be clarified when we discuss “users experiences” in design.

According to the peak–end rule of the snapshot model proposed by B. Fredrickson and D. Kahneman (1993), the remembered value of snapshots could dominate the actual value of an experience. Snapshots can be determined by the average of the most affectively intense moment of an experience and the feeling experienced at the end. To utilize this theoretical point of view, the peak-end rule was applied to create and enrich the happiness memory for our workshop designers.

On the final day of the design process, we planned to create a happiness memory enriched by the positive feeling experienced at the end for the designers to remember. It was expected that the closing moment with a positive emotion would be crucial to wrapping up the memory of the activity. Before their final presentation, we offered a nice and hilarious surprise to the audience and our participants with the 3-minute opening film accompanying the joyful ukulele X'mas background music. The purpose of the film was to introduce every one of workshop participants, to briefing the project theme, and to highlight the daily progress and teamwork interaction at the 5-day workshop. The other major purpose of the film was to show our recognition to the effort and contribution accomplished by the designers. This film actually pushed up the happiness emotion to the peak for everyone by the end of workshop event. Happiness memory of the workshop enhanced by the effect of the peak-end rule was anchored for every designer to recall in the future.

Fredrickson, Barbara L.; Kahneman, Daniel (1993). "Duration neglect in retrospective evaluations of affective episodes". *Journal of Personality and Social Psychology*. 65 (1): 45–55











**Publisher**

SCID

**Editor**

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**Hu-Huai Wang** (Editor)

I hope the design concept of this book may  
bring you the experiences of happiness.

Vielen Dank!

國家圖書關出版品預行編目資料

Design Journey of Happiness

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出版--台北市:實踐大學工業產品學系，民107.07

42面；17.3公分x 23.3公分

ISBN 978-986-96443-8-9

1. Happiness Design 2. Design by Psychology

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出版發行: 實踐大學工業產品設計學系

地址: 10462 台北市大直街70號

電話: (02)2538-1111

日期: 107年7月

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Happiness

