

# THE 7 PRINCIPLES OF THE HAPPINESS ADVANTAGE

## MAPPED TO THE ART OF HAPPINESS AND INTERACTION DESIGN

V-1.1

PRINCIPLE	THE HAPPINESS ADVANTAGE	THE ART OF HAPPINESS	INTERACTION DESIGN
<p><b>1. THE HAPPINESS ADVANTAGE</b></p> <p>Our brain performs better when we are happy. Our intelligence, creativity and energy level rises.</p>	<ul style="list-style-type: none"><li>• We perform better when we are happy</li><li>• Happiness is in the center and success orbits around it</li><li>• Success is a moving target</li><li>• Happiness is relative to the person who experiences it</li></ul>	<ul style="list-style-type: none"><li>• Everybody wants to be happy</li><li>• There are different factors that lead to happiness but the mind is the most important one</li><li>• We continuously want more than we have</li><li>• Through training we can change</li></ul>	<ul style="list-style-type: none"><li>• Give the user a good experience to make him happy and therefore more productive</li><li>• Show the user that he is improving and that he is part of the success</li><li>• Make the user feel attached to the artifact not in a physical but in an emotional way</li></ul>
<p><b>2. THE FULCRUM AND THE LEVER</b></p> <p>Our brain is able to change. If we adjust our mindset to a more positive one we will be more fulfilled.</p>	<ul style="list-style-type: none"><li>• Our brain can just process a limited amount of experiences at the same time</li><li>• We have to use these resources for positive impressions</li><li>• We can't change the reality but how we process it</li></ul>	<ul style="list-style-type: none"><li>• Everybody has the ability to be happy</li><li>• A calm mind is the basic need for happiness</li><li>• The mind is able to change</li></ul>	<ul style="list-style-type: none"><li>• Through interaction design we can change how we perceive the world</li><li>• Give the user not too many information at the same time</li><li>• Focus on positive information</li><li>• Neutral interface for a calm mind</li></ul>
<p><b>3. THE TETRIS EFFECT</b></p> <p>We see what our brain is trained for. Retrain it to spot patterns of positivity.</p>	<ul style="list-style-type: none"><li>• Cognitive after image: We see what our brain is programmed to look for</li><li>• Unintentional blindness: The brain as a human spam filter</li></ul>	<ul style="list-style-type: none"><li>• If you continuously remind yourself of a problem it becomes part of you</li><li>• Reduce negative thoughts and emotions and replace them with positive ones</li></ul>	<ul style="list-style-type: none"><li>• Connect different parts of a process using the same patterns (cognitive after image)</li><li>• Use existing patterns / metaphors</li></ul>
<p><b>4. FALLING UP</b></p> <p>See crisis or failures as an opportunity for growth.</p>	<ul style="list-style-type: none"><li>• Crisis can be catalysts for creativity</li><li>• From failure to be stronger</li><li>• Problems are temporary</li><li>• There is always a way upwards, the only task is to find it</li></ul>	<ul style="list-style-type: none"><li>• Compassion and suffering are closely linked</li><li>• Confront suffering and don't ignore it</li><li>• Give suffering a meaning</li><li>• You are not alone suffering</li></ul>	<ul style="list-style-type: none"><li>• Make a clear and understandable interface</li><li>• Show people where they are in the process</li><li>• Make people learn from failures and not being afraid of using the device again</li><li>• Provide a community where people can share their problems</li></ul>

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### 5. THE ZORRO CIRCLE

Concentrate on small manageable goals to feel in control.

- It's more important how much control we think we have than how much control we actually do have
- Circle of control: Concentrate on small manageable goals
- Jerk vs. thinker: Emotions vs. thinking
- Emotional hijacking: The jerk takes over

- Look at a problem from a greater distance then it appears smaller
- Angriiness is not genetic and not automatically activated
- Anger and hatred are the biggest obstacles to become happy - They eliminate the ability to judge between right and wrong

- Divide a process in small steps
- Give the user a feeling of control
- Provide a way where the user can get rid of the jerk

### 6. THE 20 SECOND RULE

Decrease the required activation energy for goals or tasks to make them happen.

- Humans are biologically prone to habits
- Will power does not work for a long time
- We automatically follow the path of least resistance
- Active leisure enhances concentration, motivation and our sense of enjoyment but it needs a certain activation energy

- A disciplined mind leads to happiness
- You need to develop a strong willingness to do the change
- Develop a sense of urgency to strengthen your will

- Keep the activation energy as low as possible
- Use existing habits / metaphors
- Encapsulate different tasks from each other

### 7. SOCIAL INVESTMENT

We need social relationships to drive. We bounce back from setbacks faster, accomplish more and feel a greater sense of purpose.

- The more social connections we have the happier, more productive, engaged and energetic we are
- It protects us from stress and we can focus on our qualities
- The happier you are the happier the others are the happier you are

- Our education should focus on the importance of wholesome engagement
- To see the positive in others make you feel connected
- We depend on others

- Share data with others
- Connect employees / team members
- Make the user feel connected