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Semester & Line of Study	6th semester, Interaction Design
Advisor	Thomas Lagoni
Date & Version	2012-03-27, Version 1
Approval / Signature	

## 1. Subject

Subject	The Happiness Advantage in combination with interaction design
Subject Description (Context, Target, Group, Sender/Recipient)	<p>"The Happiness Advantage" is a term created by psychologist Shawn Achor. It means that the brain processes significantly better if it is in a positive mindset than a negative one. This leads to more intelligence, creativity and the energy level rises.</p> <p>The brain sees the world through a lens, which shapes our reality. By changing this lens people can become happier and therefore more successful.</p>

## 2. Problem Statement

Most people think if they work harder they will be more successful and if they are more successful they will be happier. But every time the brain experiences success they just change the goal of what success looks like. Success becomes a moving target. Therefore we need to invert our thinking. We need to be happy first and this will lead to success. Not the other way around.

So how can people achieve long-term happiness and therefore become more successful by using techniques of The Happiness Advantage in combination with interaction design?

## 3. Purpose

Professional Incentive	To work with happiness is a positive approach of problem solving. It is important for me to point out the positive in interaction design and not the negative. It is also a way of problem solving by looking at the roots and not just solving symptoms. This can have a long-term impact on society and economy. Additionally happiness is a global issue. Everybody has a need to be happy. This increases the importance of the subject.
Personal Motivation	<p>Our daily actions are based on our mindset. Therefore in my opinion everything is related to happiness. And the happier we are the happier are the others. Our mindset directly influences the others mindset.</p> <p>By working with the subject I can try out the techniques and learn a lot for myself.</p>

## 4. Goal

Objective	Make people aware of The Happiness Advantage and use it in combination with interaction design.
Type and Scope	By using existing digital or non-digital artifacts and adding value to it that helps people practicing The Happiness Advantage or by creating new artifact that do the same.

## 5. Knowledge Basis

Practical Knowledge and Experience	Psychological knowledge from books and practical skills from my studies as an interaction designer. Personal experience by trying out different methods of The Happiness Advantage. I'm trying to get in contact with Shawn Achor or other psychologists and get feedback from people in general during the concept phase.
Core Concepts	



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## 6. Method

I will base my work on the knowledge of The Happiness Advantage, Buddhism and other literature about positive psychology. I won't make any further research about happiness by myself. I'll map the gained knowledge to interaction design and implement it in the artifact.

## 7. Project Framework

Format, Time Frame, Documentation  
(Financial Considerations, Partners)

Week 11-13: Research & Ideation  
Week 14-16: Concept & Prototyping  
Week 17-18: Write theoretical assignment  
Week 18-23: Realization  
Week 24: Finish Documentation and prepare exam

## 8. References

Bibliography Including Links, Image  
Bibliography

Books:

The Happiness Advantage by Shawn Achor  
The Art of Happiness by Dalai Lama

Youtube:

[What is the Happiness Advantage?](#)

[Glücklich auf dem Dach der Welt - Leben in Buthan](#) (Documentary)

[What is Gross National Happiness?](#)

[The Happiness Advantage: Linking Positive Brains to Performance](#) (TED talk)

[Barry Schwartz: The paradox of choice](#) (TED talk)

Links:

<http://www.shawnachor.com/>

<http://www.happylifeu.com/>

<http://www.grossnationalhappiness.com/>

Wikipedia:

[Planned obsolescence](#)

[Gross national happiness](#)

## 9. Reflection