

THE 7 PRINCIPLES OF THE HAPPINESS ADVANTAGE

MAPPED TO THE ART OF HAPPINESS AND INTERACTION DESIGN

V-1.0

PRINCIPLE	THE HAPPINESS ADVANTAGE	THE ART OF HAPPINESS	INTERACTION DESIGN
<p>1. THE HAPPINESS ADVANTAGE</p>	<ul style="list-style-type: none"> • <u>Happiness is the center and success orbits around it</u> • <u>Happiness is relative to the person experiencing it</u> • Based on a lot of studies in the field of positive psychology it is proven that happiness leads to success • It makes us biologically more intelligent creative and enhances our sight • Example: Google > fun at work > success • Reduces physiologically stress • <u>7 principles of the happiness advantage > changing our mindset to become happier</u> 	<ul style="list-style-type: none"> • <u>Everybody is pointing towards happiness</u> • Success leads to a temporary happiness • Different factors together lead to happiness, one factor alone doesn't work (health, friendship, wealth, etc.) • <u>The mind factor is most important</u> • <u>We continuously want more than we have</u> • True happiness is in the mind and heart • Physical happiness is unstable • Buddhism is not based on religious dogmas but on a lifetime experience • To take proper care of the physical body is the same as reaching happiness > there are lot's of different factors, it needs time and different methods • <u>Through training we can change</u> • Spirituality is part of the art of happiness • Each individual should find a spiritual part that best suits his or her disposition 	<ul style="list-style-type: none"> • <u>Give the user a good experience while using the artifact to make him happy and more productive</u> • Make it a fun experience • There is often not one solution that fits for everyone > it is relative > narrow down your target group for a most accurate result • Show the user that he is improving / that he is part of the success • Make the user being happy with what he has and not make him to want more • Make it emotional to strengthen the connection • <u>Make him feeling attached not in a physical but in an emotional way</u> • <u>Make it attractive to use every day for continuous training > see long term improvement</u> • Let the user choose different options > spiritual or not > customizing > make it best suit his disposition • Make it flexible > the more you use it the more you can change / see
<p>PRACTICE</p>	<ul style="list-style-type: none"> • Meditation: Increases prefrontal cortex • Small "happy boosts" before a stressful situation to set the mind in a positive mood • Make acts of kindness • Reduce negative influences (e.g. TV) • Exercise (physically) • Spend money but not on stuff • Everybody is good at something > focus on your qualities 	<ul style="list-style-type: none"> • Kindness towards other • Ask yourself for every decision: will it bring me happiness? • Meditation: Clear the mind to get space for new impressions • All human beings have Buddha nature - the seed/potential for perfection > potential > marvelous gift of intelligence 	<ul style="list-style-type: none"> • Meditation tool: Provides material to meditate on • Platform that shares techniques or gurus about meditation • Meditation Reminder • Meditation mode: Indicates not to disturb you (physically and digitally) • Meditate together online • Happy boosts: Put your happy moments on a

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	<ul style="list-style-type: none"> • Speak in a positive tone 		<p>device and recall them in advance of stressful situations</p> <ul style="list-style-type: none"> • Kindness ranking: Others can give you credits for an act of kindness • App when spending money, decide between stuff and activities > track and see where you spend more

2. THE FULCRUM AND THE LEVER

<ul style="list-style-type: none"> • <u>Our brain can just process a limited amount of experiences at the same time</u> • <u>We need to use these resources for positive impressions</u> • <u>We can't change the reality, but how we process it</u> • Time runs faster if we enjoy it > time is relative • People first have to believe that their mind can change > fixed or growth mindset • If we believe in another person's potential we activate it > people act as we expect them to act • The world is not fixed, reality is relative 	<ul style="list-style-type: none"> • <u>A calm mind is the basic need for happiness</u> • True spirituality should have the result of making a person calmer, happier, more peaceful > inner discipline • <u>Everybody has the ability to be happy</u> > the fundamental nature is one of gentleness • <u>The mind is able to change</u> > synapses can adapt new impressions > it is not fixed > new inputs, thoughts experiences > imprints from an earlier life • Every phenomena, every moment has different aspects • By adapting a flexible approach to life we can maintain our composure during stressful and turbulent condition 	<ul style="list-style-type: none"> • <u>Give the user not too many information at the same time</u> • <u>Focus on positive information</u> • Through interaction design we can change how we process perceive the world • <u>Make the interface neutral to calm the mind</u> • See your imprints what you have done, grow together with the artifact • It is possible to implement new interface elements > the mind gets used to it > but it needs time • Try to look at problems / scenarios from different angles > involve other people to explore other angles
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PRACTICE

<ul style="list-style-type: none"> • If we see a deeper meaning in our job we will be more fulfilled > rewrite job description 	<ul style="list-style-type: none"> • Identify negative emotions and reduce them (causes of desire) 	<ul style="list-style-type: none"> • Give people information about Neuroplasticity • Provide "brain scans" to prove that the brain actually changes • Small "exercises" where he can see his mindset > see the changes after a certain time • Define your qualities > their visible to others > if you believe in them you activate them
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3. THE TETRIS EFFECT

<ul style="list-style-type: none"> • <u>Cognitive after image</u> > the brain gets rewired > if we scan the world just for it's negative we'll see just the negative • <u>The brain as a spam filter</u> > they scan for 	<ul style="list-style-type: none"> • <u>If you continuously remind yourself of a problem it becomes part of you</u> • To overcome apathy > be aware of the negative effects of deconstructive behavior 	<ul style="list-style-type: none"> • Use the cognitive after image to make every day tasks easier > building bridges between different tasks using the cognitive after image
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	<p>what they're programmed for > we miss the rest > unintentional blindness</p> <ul style="list-style-type: none"> The other way around: when we are focusing on something we can see it everywhere 3 positive drivers: happiness, gratefulness, optimism 	<ul style="list-style-type: none"> <u>Reduce negative thoughts and emotions and replace them with positive ones</u> > positive attitude as a antidote for negative thoughts > there are no specific antidote for any specific negative thoughts > it is one single antidote for all negative states of mind > completely different then the western way of thinking (antidote for smoking, depression, etc.) 	<ul style="list-style-type: none"> Use existing patterns for the interaction with the artifact > less thinking > faster handling If it has to tell you something make sure it doesn't get filtered by the "human spam filter" Make the user aware what they should focus on Show positive content Don't focus on problems, focus on solutions
PRACTICE	<ul style="list-style-type: none"> Make a list of good things at work/school > Rewire the brain to scan the environment for good things Write a short journal about a positive experience Gratitude every day 	<ul style="list-style-type: none"> Reflect at the end of the day what you have done > use positive motivation 	<ul style="list-style-type: none"> Put problems in a box > you have to write it down > reflection > don't think about them anymore Negative thoughts exchanger > define a negative thought and replace it with a positive one > trash the negatives > see a statistic of the trashed negative thoughts Bad news filter > show just a small amount of bad news a day > rewire the brain for positivity

4. FALLING UP

- 3 mental paths in a crisis:
 1. Circling around > negative events don't change anything > you end where you started
 2. Leading to more negative consequences > that's why we are afraid of challenges
 3. From failure to be stronger and more capable > we always should look for this path > failure as an opportunity for growth
- Crisis can be catalysts for creativity
- 2 explanatory styles:
 - Optimistic: a problem is temporary
 - Pessimistic: a problem is global and permanent
- The fear of consequences are always worse than the consequences themselves
- There is always a third path upwards, the
- Compassion and suffering are closely linked > it is difficult to learn genuine compassion without understanding suffering and we can not fully understand suffering without directly confronting it first
- Because suffering is no longer visible (in the western world) it is no longer part of the fundamental nature of human being
- If we feel anger and think about it all the time, it feeds the anger > overreacting, taking things to personally
- How much you suffer depends on how you respond to a given situation
- The suffering of change > nothing lasts, everything changes > like the blood floating in your body > there are always a lot of factors influencing any given situation
- One can take any suffering as long as he can see any meaning in it
- Make a clear and understandable interface that people are not circling around
- Show people where they are in the process
- Provide help features
- Make people learn from failures and not being afraid of using the device again
- Provide a community where people can share their problems > forum

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	<p><u>only task is to find it</u></p>	<ul style="list-style-type: none"> • By thinking you're not alone with this suffer you already feel better > by thinking you help others that they're not alone you give it a meaning > it is the most basic element we share with others • Physical pain and suffering is not the same > suffering is a mental state > we convert pain into suffering in the mind 	
<p>PRACTICE</p>	<ul style="list-style-type: none"> • Practice the ABCD-model to become a optimistic explanatory style: <ul style="list-style-type: none"> • Adversity: The event we can't change • Believe: Reaction to the event • Consequences: Look at the problem as short termed and as an opportunity for growth • Disputation the problem 	<ul style="list-style-type: none"> • Accept suffering as a fact of human existence and facing our problems to achieve happiness • Remove the causes of suffering > 3 poisons of the mind > desire, hatred and illusion • Try not to hold on the past • Realize that many other people have the same or even worse problems • Reflecting on suffering leads to its causes 	<ul style="list-style-type: none"> • Make a digital ABCD-model system • Panic button that shows which way to go "helper" • If you don't know how it works > learn it > add to your personal learn book • Physical panic button if you feel stuck or having a problem > leading you to the third path • As soon as you hit the panic button you can see the problem on the timeline floating into the past, disappearing

<p>5. THE ZORRO CIRCLE</p>	<ul style="list-style-type: none"> • <u>Circle of control</u>: If we first concentrate our affords on small manageable goals we regain the feeling of control • <u>It's more important how much control we think we have than how much control we actually have</u> • Internal locus of control: Our actions have a direct impact • External locus: Just what the others do has an impact • <u>Jerk vs. Thinker</u>: The jerk reacts intuitively, the thinker thinks rationally and then acts • When we are stressed the jerk takes over > emotional hijacking 	<ul style="list-style-type: none"> • Angriiness and violence is just on a 2nd or superficial level > it arrives when we are frustrated in the process of reaching love and affection > unbalanced intelligence > our intellect developed later as part of the evolution • If gentleness is combined with our intelligence it is constructive > overcome aggressive • <u>Angriiness is not genetic and not automatically activated</u> > it depends of what kind of impacts we have during our life > if we see the others as acting gentle or violent • If you look too close to a problem when it occurs it seems uncontrollable > <u>look at the problem from a greater distance</u> > it <u>appears smaller</u> • <u>Anger and hatred are the biggest obstacles</u> 	<ul style="list-style-type: none"> • <u>Make small steps in a process</u> to let the user focus on small tasks, let the user see the end of the process • <u>Give the user a feeling of control</u> > simple and stable not fragile interface • The user can see the output of his actions • Eliminate all paths of frustration • Provide a way where the user can complain > get rid of his angriiness
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to become happy > they eliminate the ability to judge between right and wrong

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| <ul style="list-style-type: none"> • Give elderly people more control of daily tasks > increases health • Move the challenge from an emotional part of the brain to a problem solving part • Regaining control: Get back in the Zorro circle > write down your feelings or talk to somebody > self-awareness > which aspects do you have control over and which don't > identify one small goal you can quickly accomplish > "clean your car with small ray of water for better impact" • Don't set your goals too high, take smaller steps in between > don't write a book, write a page > clean up a room step by step > draw your own Zorro circle | <ul style="list-style-type: none"> • We can not just abort anger and hatred, we have to cultivate the antidote against it > patience and tolerance • Directly confront anger and analyze it > what factors did lead to it? > Is it an appropriate response? > Is it constructive or destructive? • Learn to develop patience and tolerance towards your enemy > everything else becomes much easier | <ul style="list-style-type: none"> • Define your goals / tasks to do > arrange them in an order / circles of control > then focus on the task(s) in the first circle • Emotional hijacking alarm > measures your blood pressure / pulse and reacts if it gets to high > reminds you to calm down first and then react to a given situation > rate the reaction later if it was appropriate or not > see the history of reactions • Provide a small feature where the user can shoot birds to get rid of the angriness |
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6. THE 20 SECOND RULE

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| <ul style="list-style-type: none"> • We all know we should do stuff, but knowledge alone is not enough • <u>Humans are biologically prone to habits</u> > we automatically perform many of our daily tasks without thinking • Habits are fast connections between the corresponding neurons > the more often we do the same action the better the connections gets the less we have to think about it • <u>Will power does not work for a long time</u> > it gets worn out • <u>We automatically follow the path of least resistance</u> > couch & TV > the more often we follow this path the more difficult it gets to follow the others > passive leisure • Passive leisure don't offer the same rewards as active leisure > it sucks our energy • Active leisure enhances concentration, | <ul style="list-style-type: none"> • <u>A disciplined mind leads happiness</u> • <u>You need to develop a strong willingness to do the change</u> > develop a sense of urgency • 3 principal factors that motivates us for action: 1st biological needs (food, water, air), 2nd need for stimulation and information, 3rd learned need (success, status, power, achievement) > the level where Buddhism affects us | <ul style="list-style-type: none"> • <u>Keep the activation energy as low as possible</u> > fast access to the task / data you want • <u>Make use of existing habits / metaphors</u> for faster process or create new habits • Make distraction or passive leisure hard accessible > password, puzzle, timer, etc. • <u>Encapsulate different tasks from each other</u> to keep distraction away • Newsletter cancellation, no commercials anymore > path of least resistance • Let the user being active while using the artifact • Make it as easy as possible where you would like to lead the user to and the other paths more difficult |
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<p>PRACTICE</p>	<p>engagement, motivation and our sense of enjoyment but it needs a certain <u>activation energy</u></p> <ul style="list-style-type: none"> • Reduce the amount of activation energy > put the desired behavior on the path of least resistance > 20 second rule > it takes less effort to do the task than to avoid it • Boost the amount of activation energy for bad behaviors • The more choice we have the less energy we have > reduce the number of choices • Setting rules to reduce the volume of choice > “noise of choice” 	<ul style="list-style-type: none"> • Think about death > nothing is permanent > use every single moment as useful as possible > develops a certain urgency 	<ul style="list-style-type: none"> • Passive leisure timer / alarm • Define your will for a certain task every day to see how it develops and to keep it high • Make a closed operating system so you can't just change to mail, facebook, etc. while working • Answer a question before you turn on your TV > turn passive into active > research the question and then get rewarded by watching TV
<p>7. SOCIAL INVESTMENT</p>	<ul style="list-style-type: none"> • <u>The more social contact we have the happier, more productive, engaged, energetic we are</u> > it is the single greatest invent in the happiness advantage • We bounce back from setbacks faster, accomplish more and feel a greater sense of purpose > immediately and long termed • Our social network is like the offensive line in American football - <u>it protects us from stress and we can focus on our qualities</u> • <u>The happier you are the happier the others are the happier you are</u> • One very small change can trigger a bigger event > butterfly effect 	<ul style="list-style-type: none"> • The most important thing in knowledge / education is about making us understand <u>the importance of wholesome engagement</u> • <u>To see the positive in others make you feel connected</u> • Realize that compassion is not something childish or sentimental > deeper value > reduce fear and open towards others > receiving affection • <u>We depend on others</u> • Friendship based on true human feeling > sense of sharing and connectedness > genuine friendship • It is crucial to get to know each other in a genuine way 	<ul style="list-style-type: none"> • Social media > share your data with others > feel connected • Connect employees / team members while working on a project • Let the user know that he is not alone
<p>PRACTICE</p>	<ul style="list-style-type: none"> • Invest in social relationships in stressful situations instead of locking in the room • Greet colleagues in the floor way > eye contact (neurological signal) • Take care of people in good times as well • Passive response to good news can have the same result as negative responses > active responses > ask questions • What's on the other side of your business card? > e.g. "Big Picture Thinker" > Get 		<ul style="list-style-type: none"> • Show your status if you're stressed or not so the others can react on it • Give group member special, personalized job titles

- known the others in a more personal way
- Write grateful emails every day > strengthen social connections