THE 7 PRINCIPLES OF THE HAPPINESS ADVANTAGE
KEY FINDINGS AND QUESTIONS TO ASSESS INTERACTIVE PRODUCTS   V-1.0

PRINCIPLE	MEANING	KEY FINDINGS	QUESTIONS
1. THE HAPPINESS ADVANTAGE PERFORM BETTER	Our brain performs better when we are happy. Our intelligence, creativity and energy level rises.	• A good experience for better productivity • Show improvement of the user • Make the user be happy with what he has and don't make him want more • Make him feel attached in an emotional and not in a physical way • Make it attractive to use every day • Customization	• Do you feel good while using the product? • Can you see your improvement? • Are you satisfied with the product or does it lead to more desire? • Do you feel attached emotionally? • Is the product attractive to use for a long time? • Is it customizable?
2. THE FULCRUM AND THE LEVER ADJUST YOUR MINDSET	Our brain is able to change. If we adjust our mindset to a more positive one we will be more fulfilled.	• Focus on positive information • Neutral interface for a calm mind	• Is the sown information positive? • Is the design of the interface neutral?
3. THE TETRIS EFFECT USE PATTERNS	We see what our brain is trained for. We have to retrain it to spot patterns of positivity.	• Building bridges between different tasks using the cognitive after image • Use existing patterns • Be aware of the human spam filter	• Can you see similar patterns in different parts of the process? • Is there a relation to existing patterns (metaphors)? • Do you think you miss important information because you don't pay attention to it?
4. FALLING UP LEARN FROM FAILURE	See crisis or failures as an opportunity for growth.	• Make a clear and understandable interface that people are not circling around • Show people where they are in the process	• Is it always clear how you can achieve your intentions? • Do you see where you are in the process?

| | | • Provide help features | • Are there any help features? |
| | | • Make people learn from failures and not being afraid of using the device again | • Do you think you can learn from failures / errors or is it just frustrating? |

5. THE ZORRO CIRCLE FEEL IN CONTROL	Concentrate on small manageable goals to feel in control.	• Make small steps in a process • Give the user a feeling of control • The user can see the output of his actions	• Are different parts of the process encapsulated or is there a lot of information at the same time? • Do you always feel in control during the whole process? • Can you see the output your actions have?
6. THE 20 SECOND RULE FAST ACCESS	Decrease the required activation energy for goals or tasks to make them happen.	• Keep the activation energy as low as possible • Keep distraction away	• Does it take a short time to start the process? • Can you focus on the important part or is there a lot of distraction?
7. SOCIAL INVESTMENT FEEL CONNECTED	We need social relationships to drive. We bounce back from setbacks faster, accomplish more and feel a greater sense of purpose.	• Share your data with others • Connect employees / team members • Let the user know that he is not alone	• Is there a possibility to share your data with others? • Are there any connections to other users? • Do you feel connected while using the product?