

Four opportunities to design for wellbeing

This poster visualises four main opportunities for design for wellbeing. Each opportunity is illustrated with four design examples in the domain of “waking up in the morning to go to work.”

The four opportunities are organised with two distinctions:

- 1. Source of happiness:** hedonism (seeking pleasure and comfort) versus eudaimonism (seeking purpose and self-realization).
- 2. Design focus:** product-focus (the aim is to redesign an existing product) versus context-focus (the aim is to design ‘something’ given a particular situation or activity).

These distinctions combine to four opportunities: to design

1. pleasurable products (i.e. hedonism & product-focus),
2. for pleasurable activities (i.e. hedonism & context-driven),
3. meaningful products (i.e. eudaimonism and product-focus), and
4. for meaningful activities (i.e. eudaimonism and context-focus).

Each opportunity represents two design directions: one that is problem-driven (with the intention to reduce existing sources of unhappiness), and one that is promise-driven (with the intention to introduce new sources of happiness).

Waking up example designs

The examples in the poster are either redesigns of a basic alarm clock (opportunity 1 and 3) or interventions in the morning routine. The design briefs were: ‘redesign an alarm clock to stimulate wellbeing,’ versus ‘redesign the morning routine to stimulate wellbeing.’

Author
Pieter Desmet and Jort Nijhuis (2013)

Reference
Desmet, P.M.A. (2013). Design for Happiness; Beating the Hedonic Treadmill with Meaningful Activities. Manuscript submitted for publication.

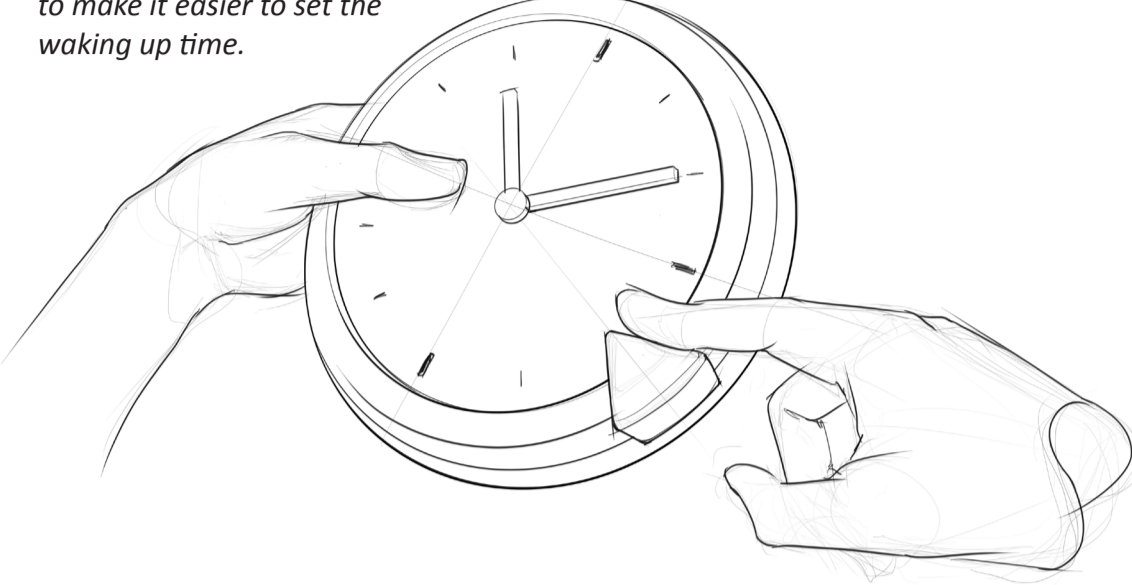
Poster Project: Design for Subjective Well-Being

This poster is part of a series created and published by the Delft Institute of Positive Design. The series aim to inspire designers and design students who aspire to develop their abilities to design for subjective wellbeing. More information about the knowledge that underlies the posters can be found in the suggested references.

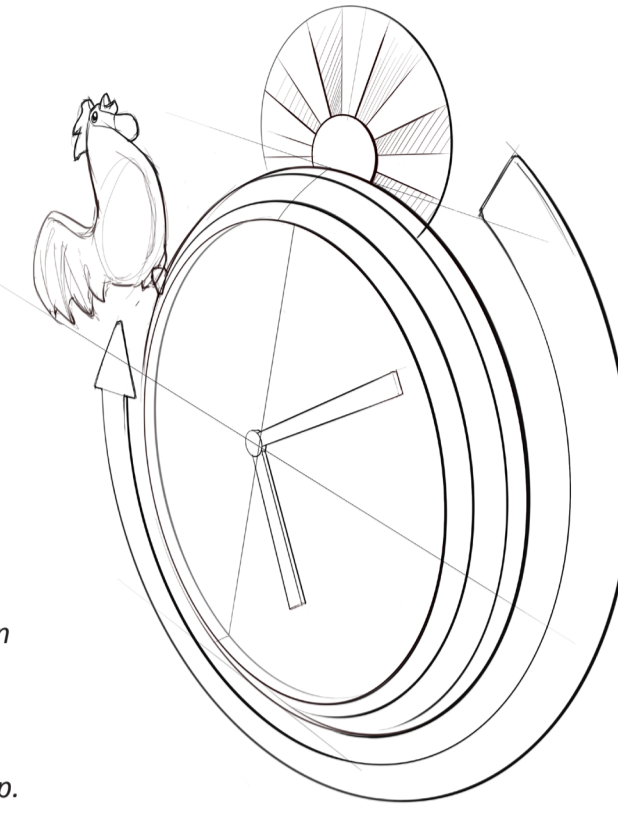
- Other posters in this series**
- What is Subjective Wellbeing? (upcoming 2013)
 - Twenty-five positive emotions (upcoming 2013)
 - Conflict-driven design (upcoming 2013)
 - Symbolic value of design (upcoming 2013)

opportunity 1 pleasurable products

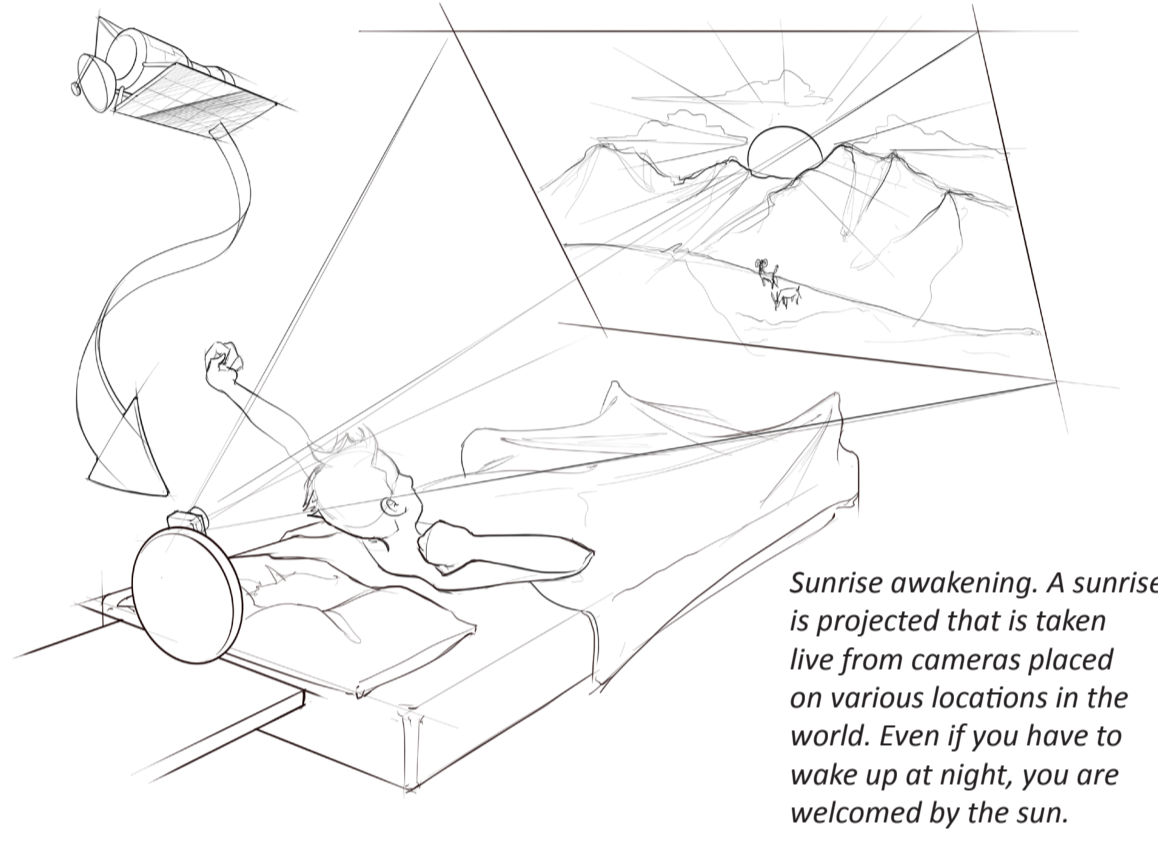
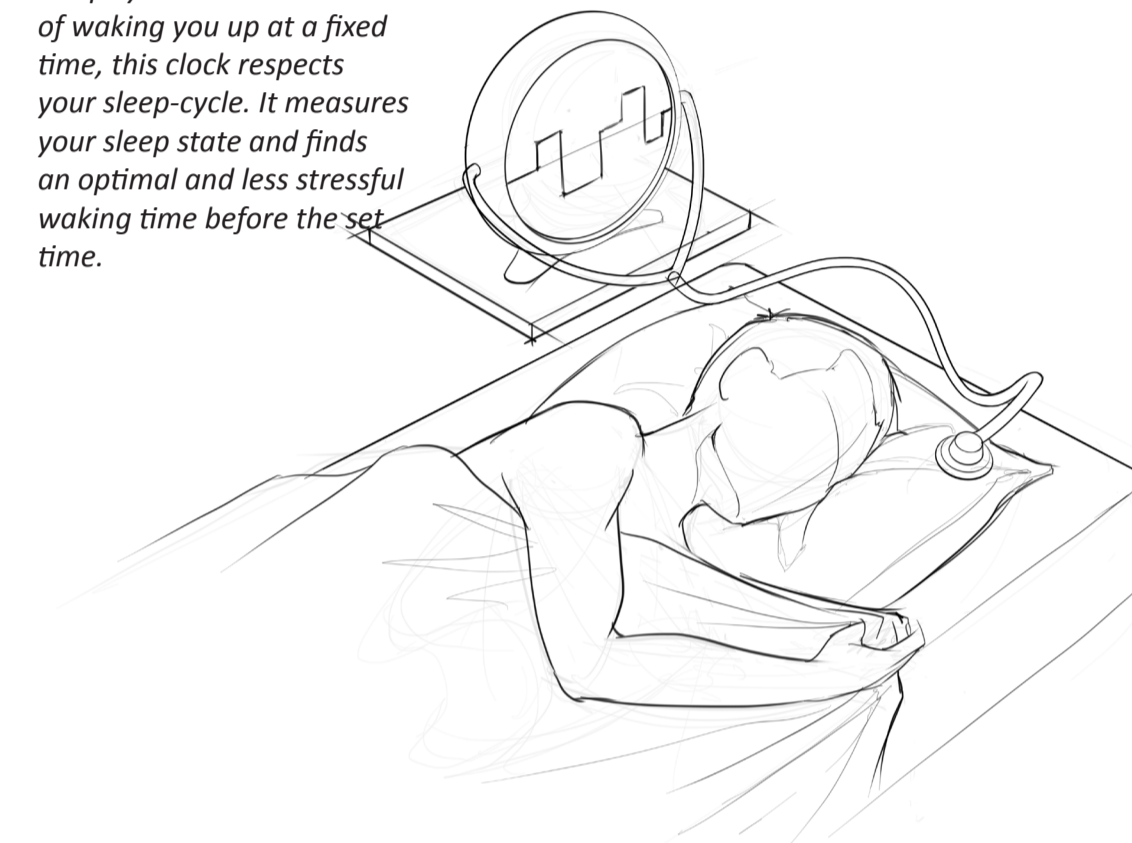
Setting convenience. Instead of a small button at the clock's backside, this clock has a big sliding button at the side to make it easier to set the waking up time.



Rooster Clock. The cock circles the clock. A full circle represents your set sleeping time. The location of the cock visualises the remaining sleeping time. When the cock returns to the top, it will wake you up.



Sleep cycle tracker. Instead of waking you up at a fixed time, this clock respects your sleep-cycle. It measures your sleep state and finds an optimal and less stressful waking time before the set time.



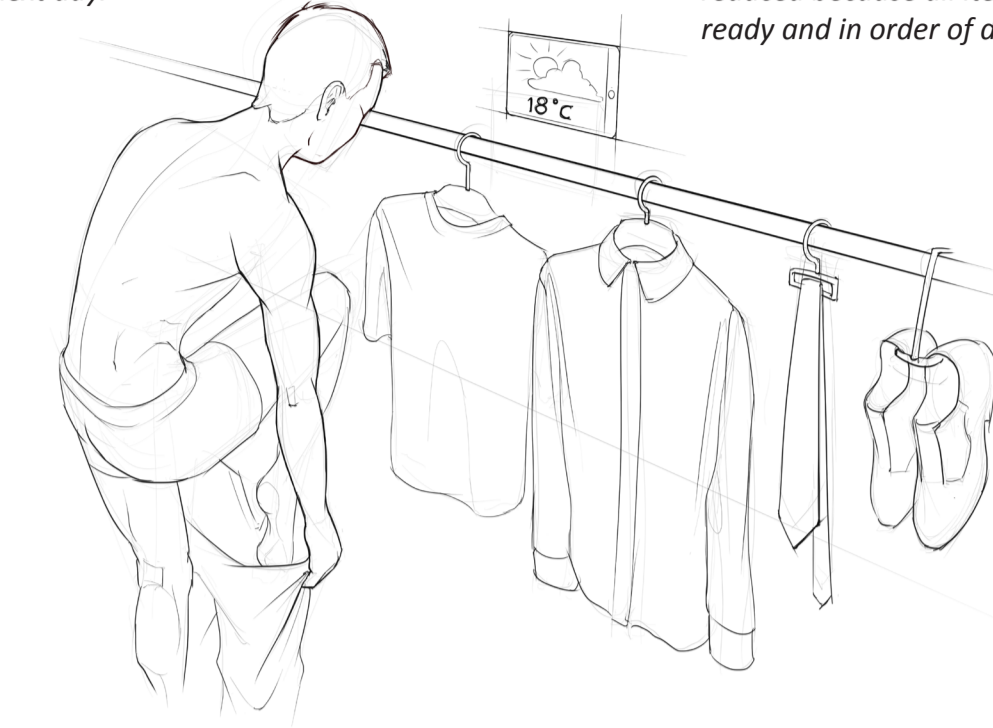
Sunrise awakening. A sunrise is projected that is taken live from cameras placed on various locations in the world. Even if you have to wake up at night, you are welcomed by the sun.

Problem-driven : Redesign the alarm clock to reduce distressed experienced during usage.

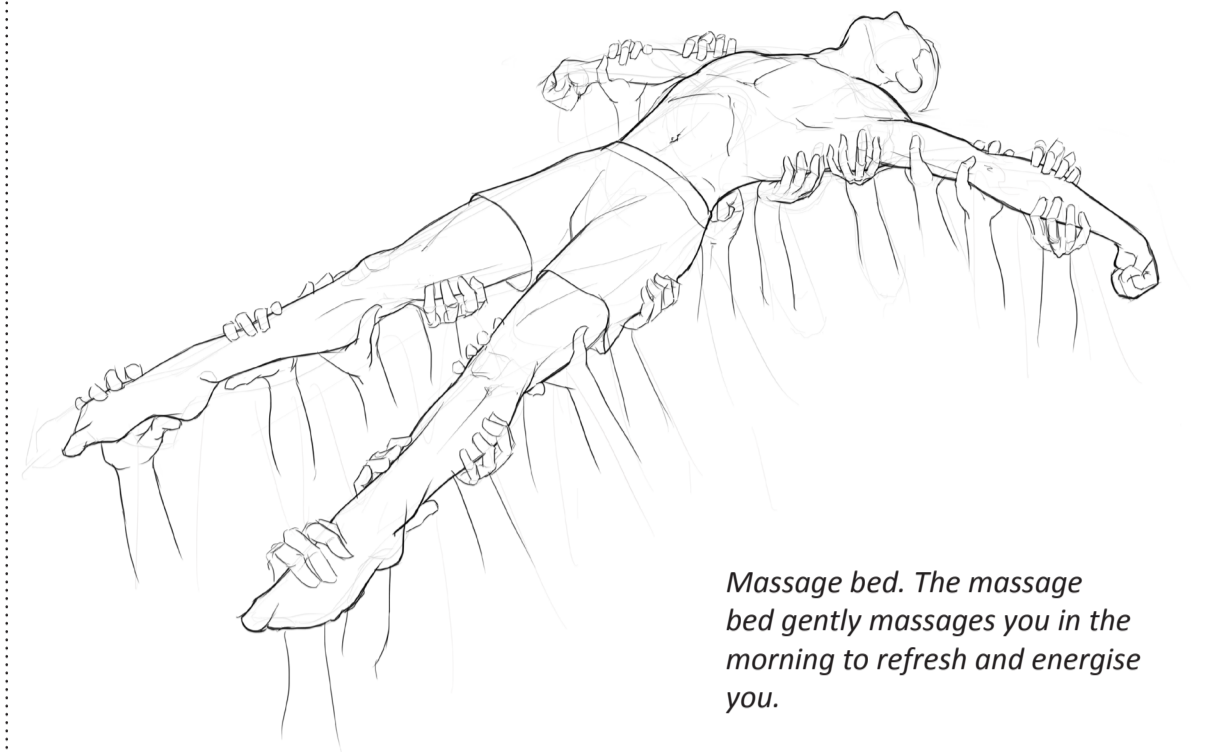
Promise-driven : Redesign the alarm clock to increase pleasure experienced during usage.

opportunity 2 pleasurable activities

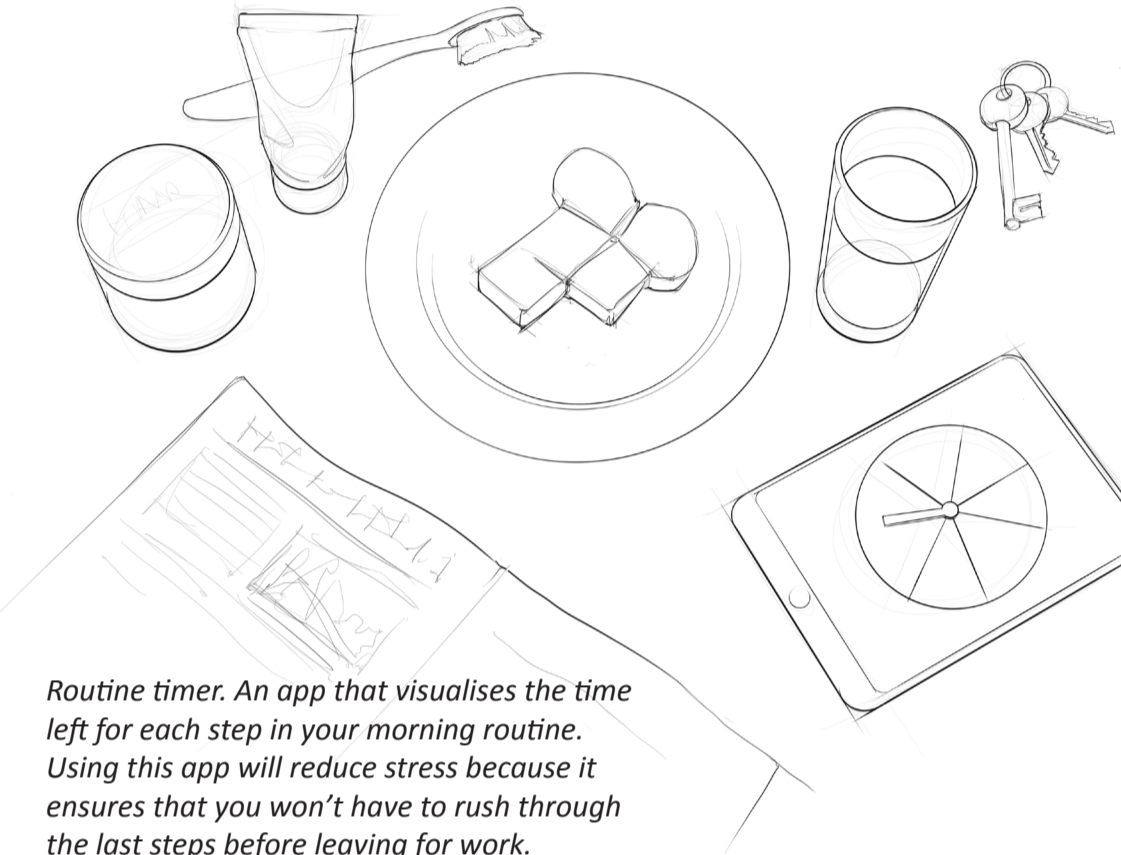
Dress manager. A display shows the weather of tomorrow helps you to select your outfit for the next day.



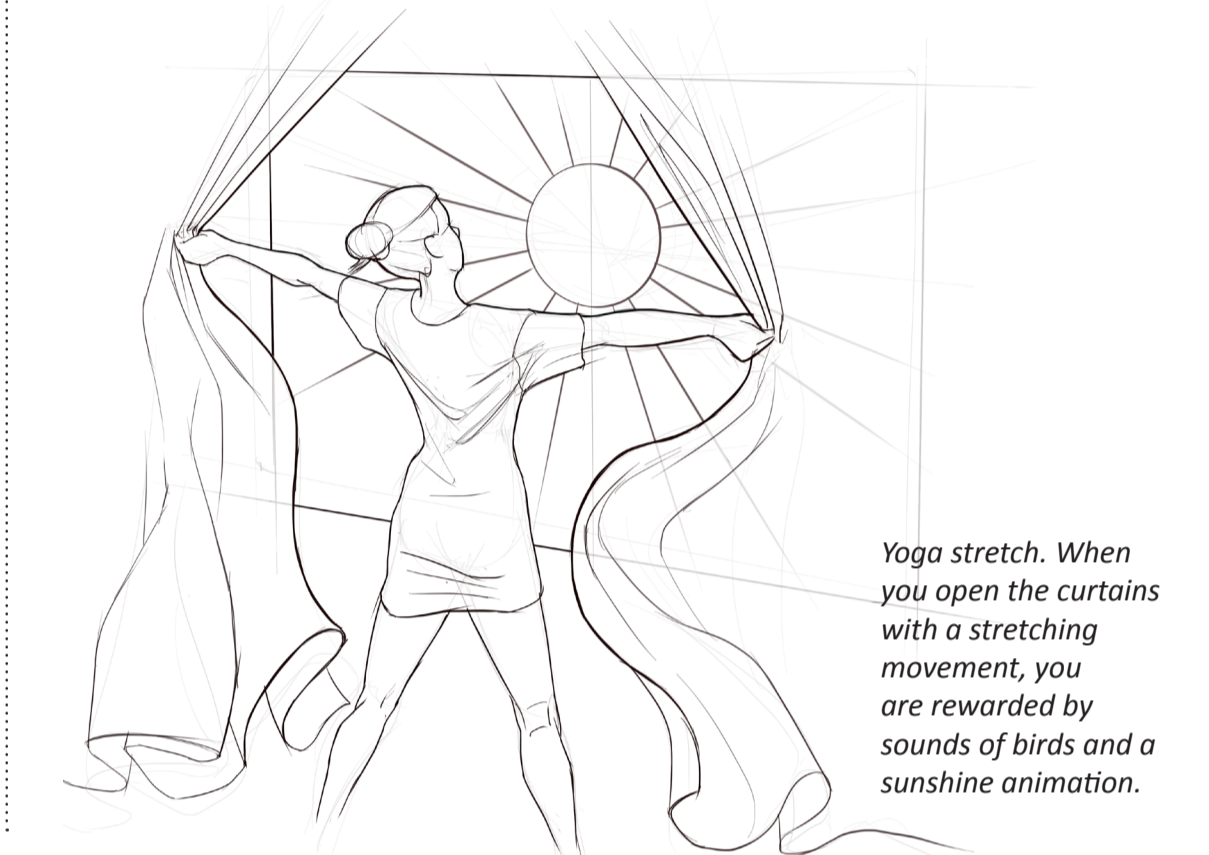
The inconvenience of finding your clothes in the morning is reduced because all items are ready and in order of dressing.



Massage bed. The massage bed gently massages you in the morning to refresh and energise you.



Routine timer. An app that visualises the time left for each step in your morning routine. Using this app will reduce stress because it ensures that you won't have to rush through the last steps before leaving for work.



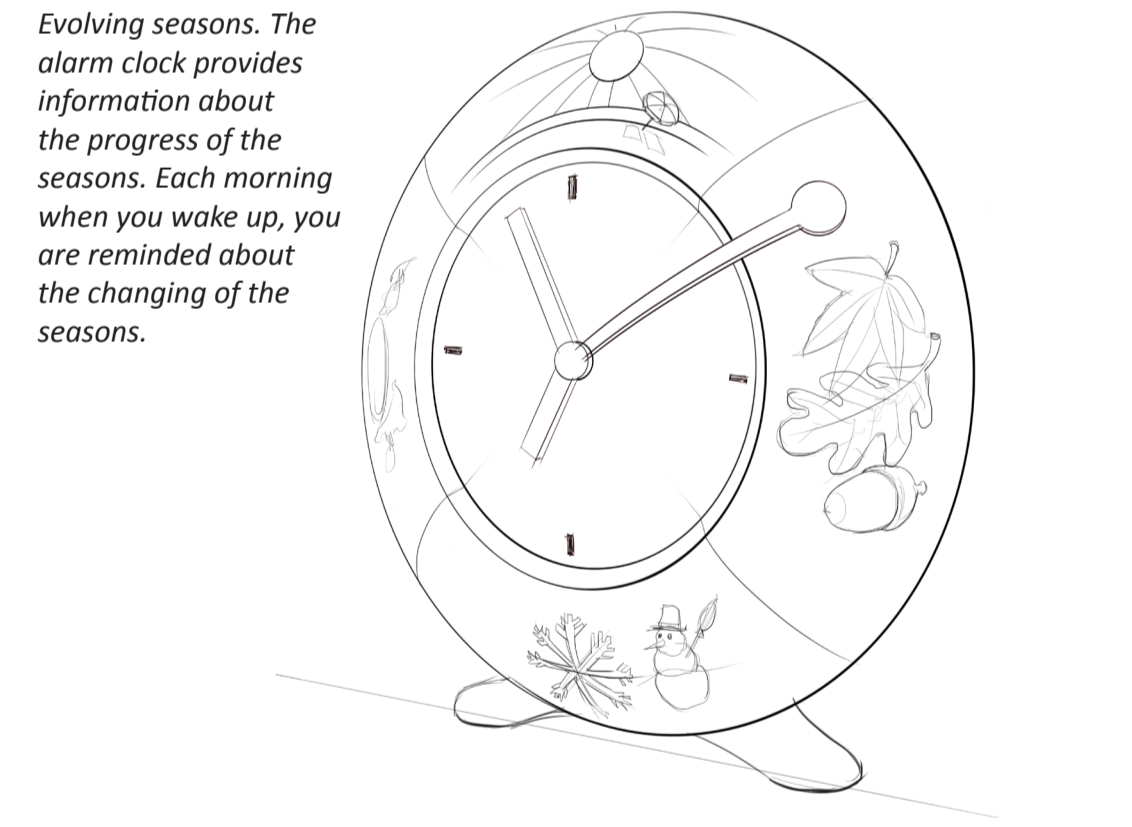
Yoga stretch. When you open the curtains with a stretching movement, you are rewarded by sounds of birds and a sunshine animation.

Problem-driven : Design a resource to reduce distress experienced when waking up in the morning.

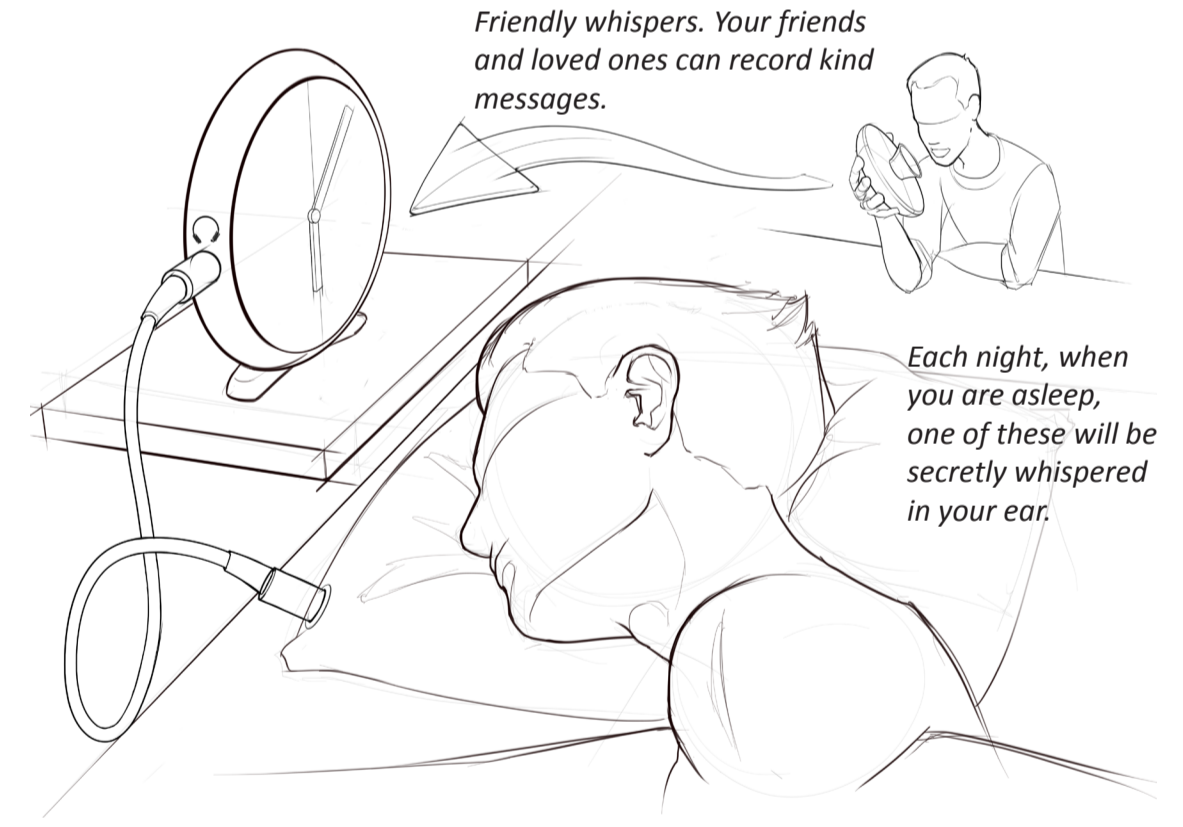
Promise-driven : Design a resource to increase pleasure experienced when waking up in the morning.

opportunity 3 meaningful products

Evolving seasons. The alarm clock provides information about the progress of the seasons. Each morning when you wake up, you are reminded about the changing of the seasons.

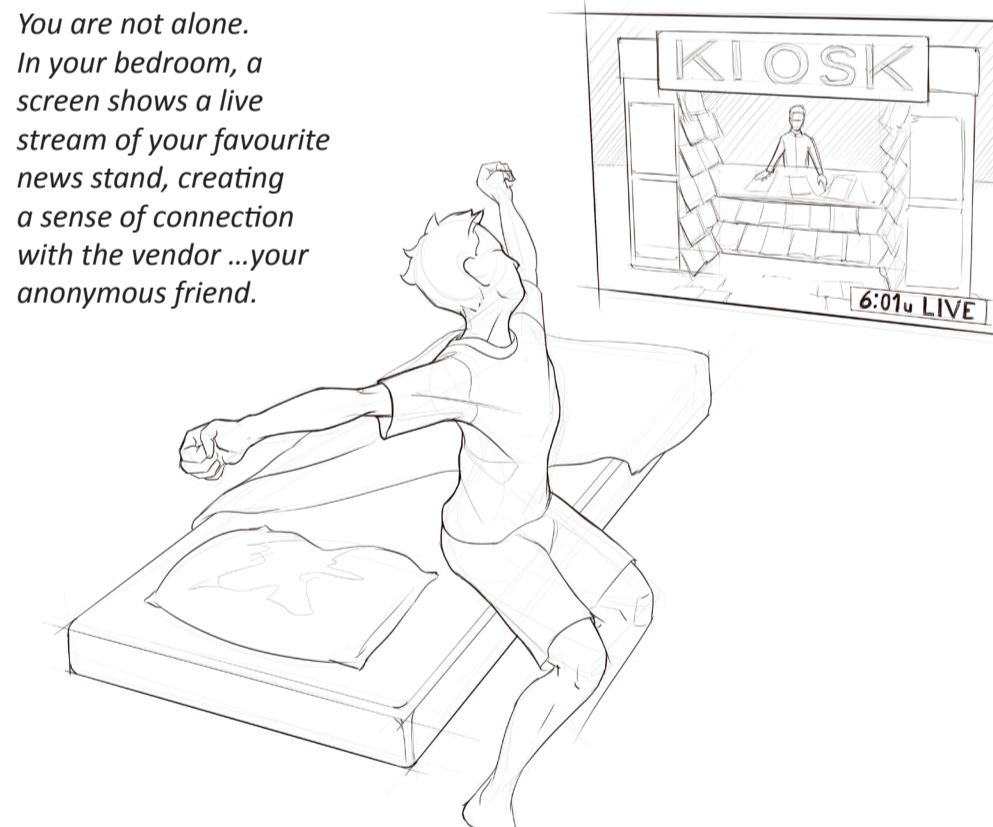


Friendly whispers. Your friends and loved ones can record kind messages.

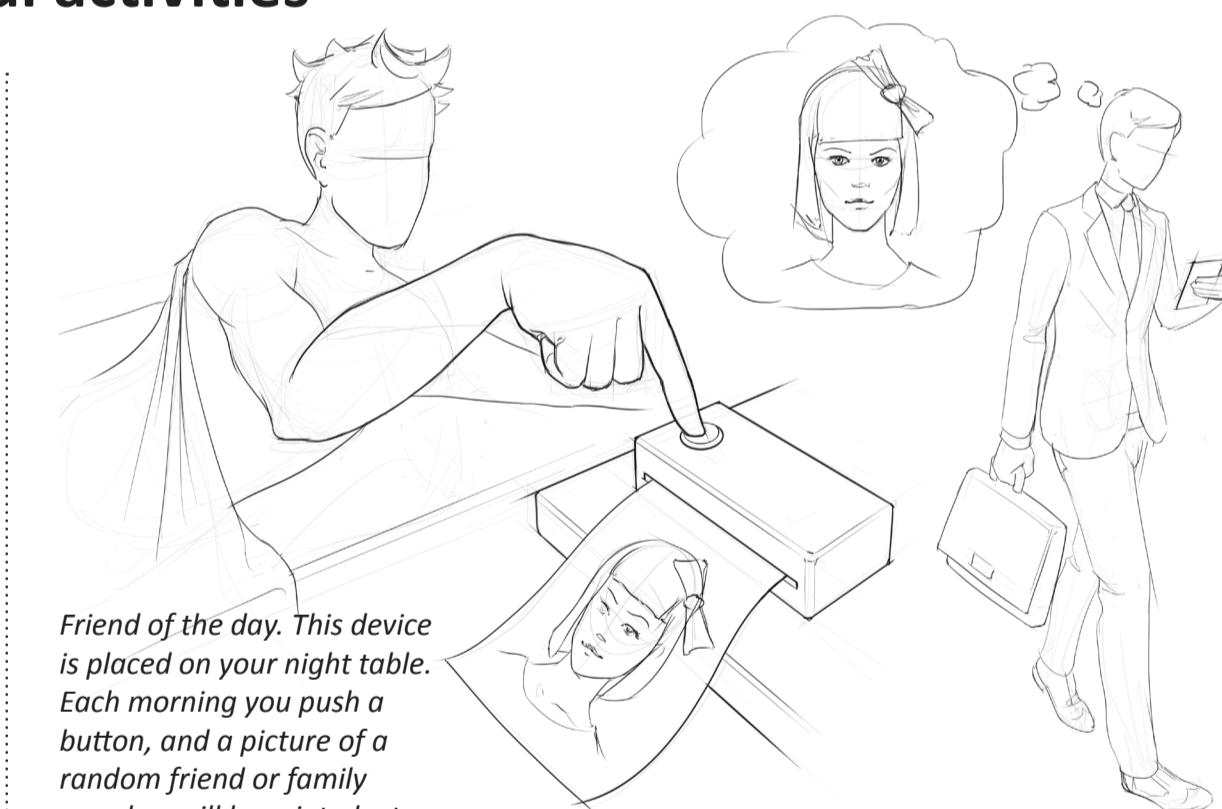


Each night, when you are asleep, one of these will be secretly whispered in your ear.

You are not alone. In your bedroom, a screen shows a live stream of your favourite news stand, creating a sense of connection with the vendor ...your anonymous friend.

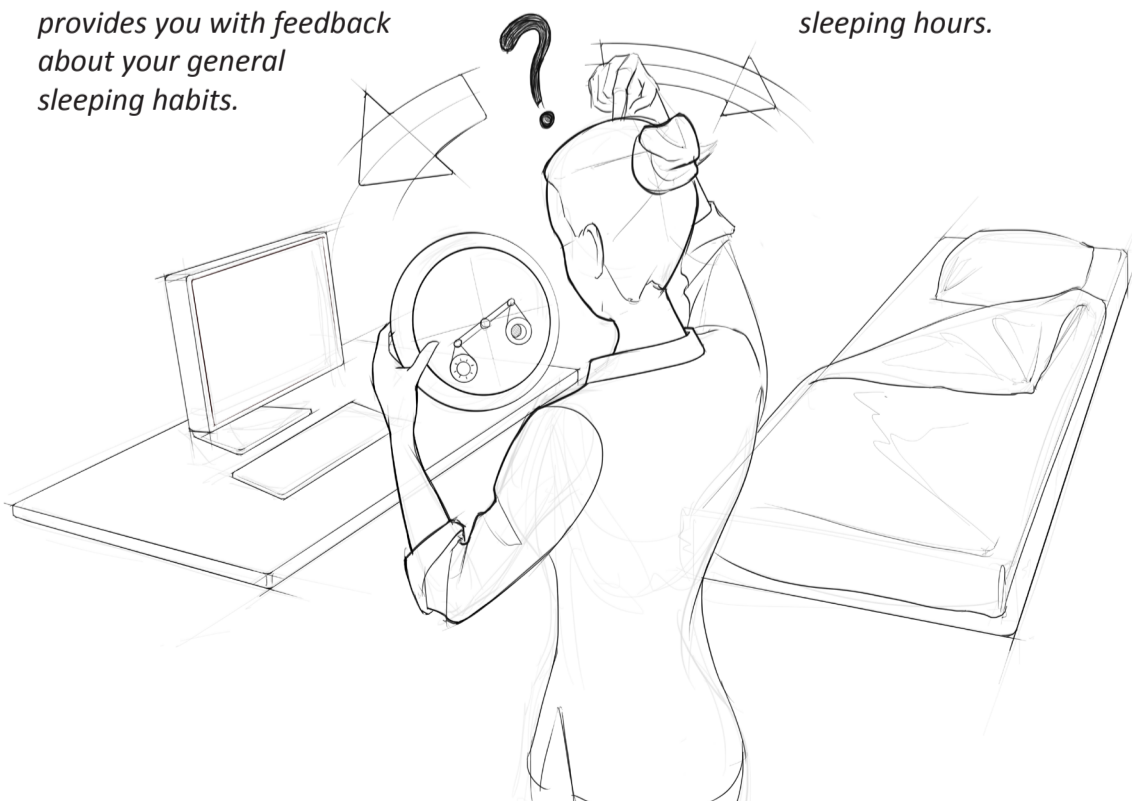


opportunity 4 meaningful activities

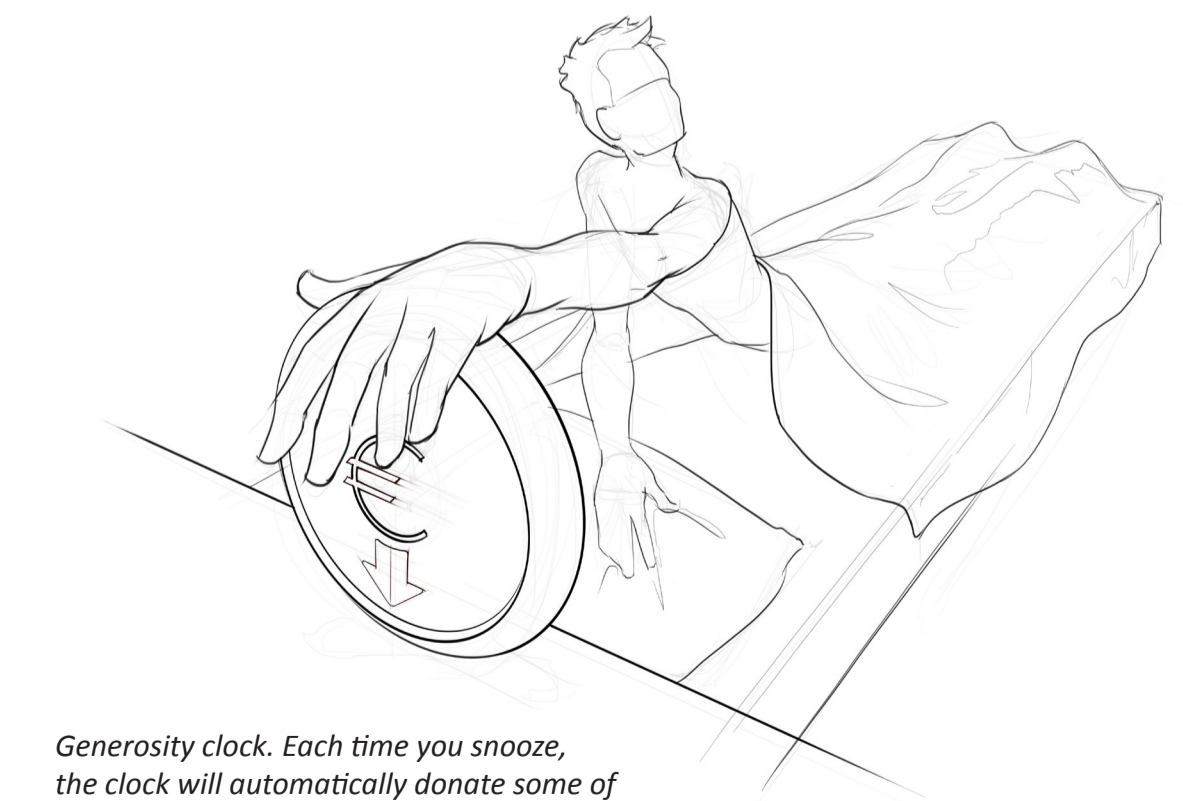


Friend of the day. This device is placed on your night table. Each morning you push a button, and a picture of a random friend or family member will be printed – to be your ‘friend of the day.’

Sleeping manager. The balance on the clock face provides you with feedback about your general sleeping habits.

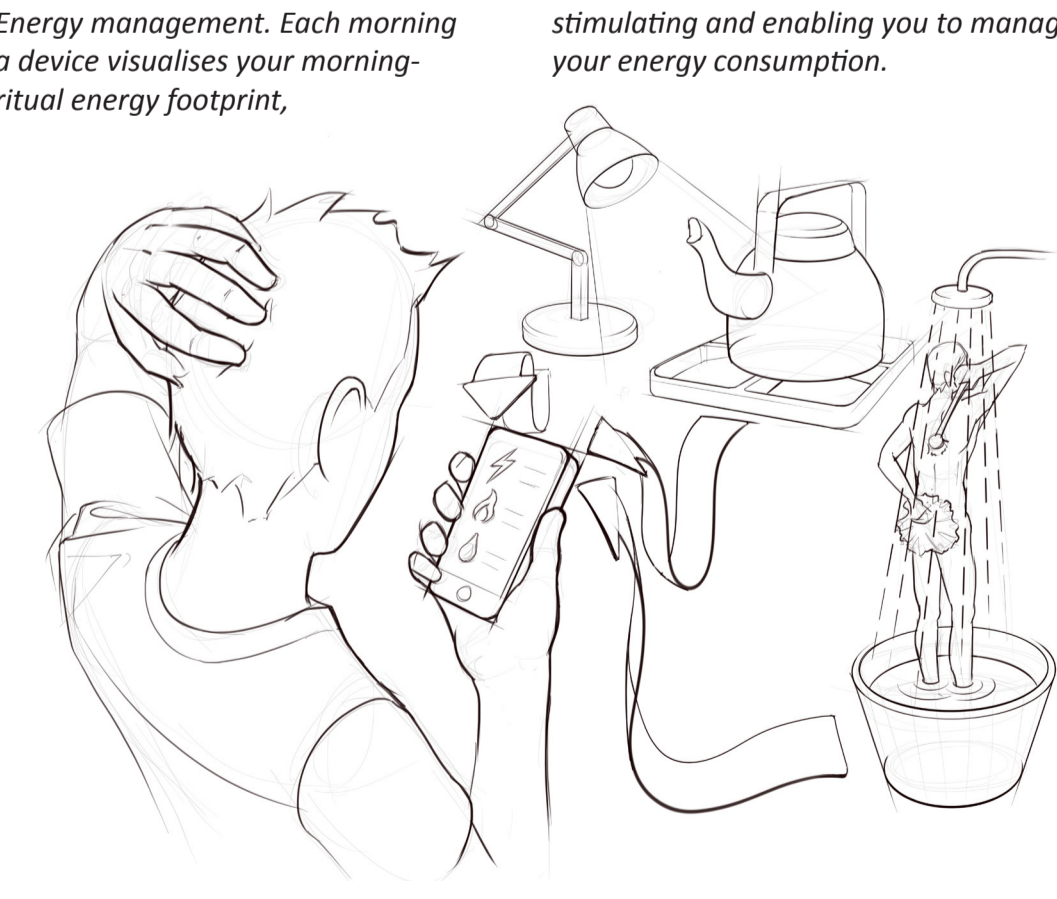


The balance will start to tilt when you keep skipping sleeping hours.

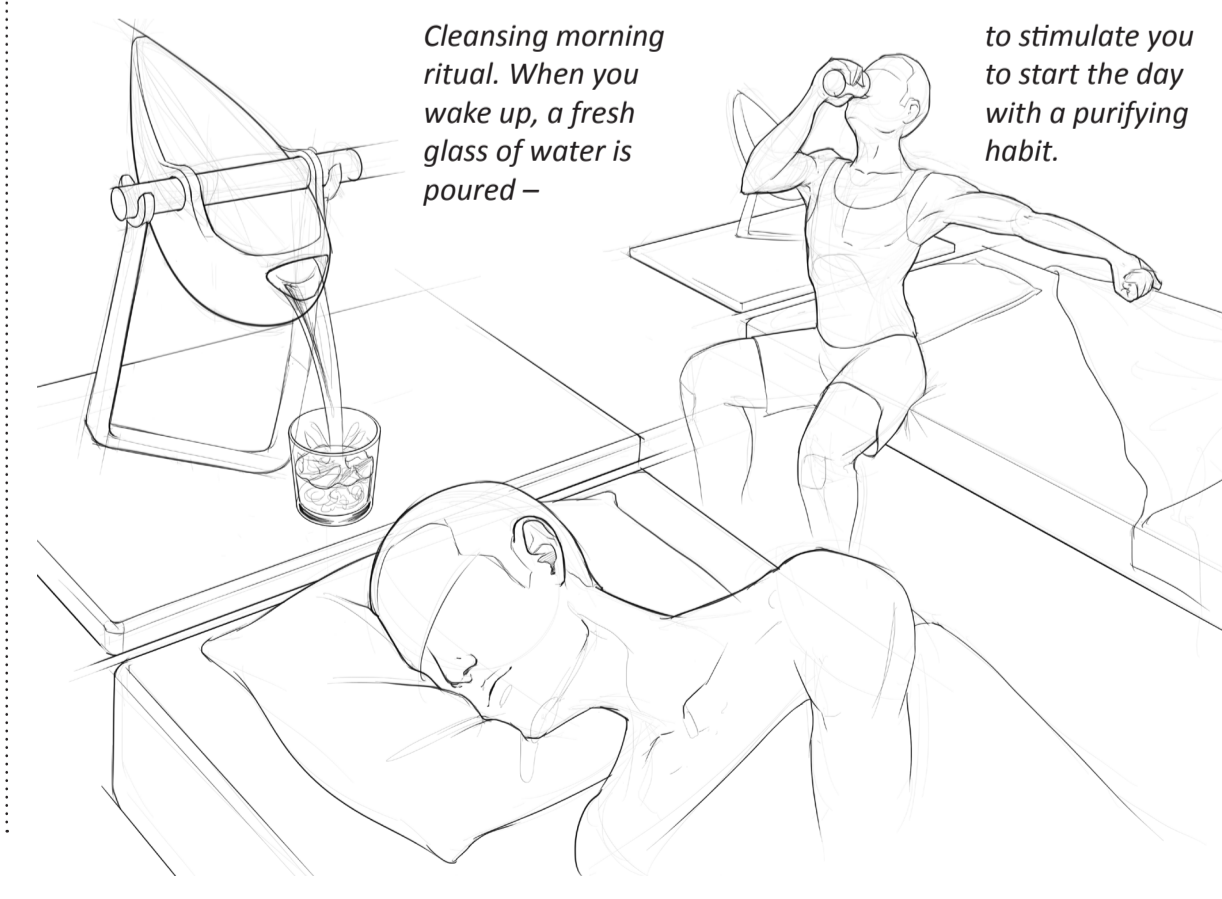


Generosity clock. Each time you snooze, the clock will automatically donate some of your money to your preferred charity.

Energy management. Each morning a device visualises your morning-ritual energy footprint,



stimulating and enabling you to manage your energy consumption.



Cleansing morning ritual. When you wake up, a fresh glass of water is poured –

to stimulate you to start the day with a purifying habit.

Problem-driven : Redesign the alarm clock to reduce value conflicts experienced during usage.

Promise-driven : Redesign the alarm clock to stimulate value attainments during usage.

Problem-driven : Design a resource to reduce value conflicts experienced when waking up in the morning.

Promise-driven : Design a resource to stimulate value attainments when waking up in the morning.