DESIGN FOR HAPPINESS DECK
The ability to “design for happiness” is a deeply satisfying skill that can be used in all life domains.

Whether you are a chef, an architect, a bartender, a nurse, or an office manager, your job constantly presents you with design challenges that demand ingenuity and creativity. More than that, you make design decisions in every other life domain — when you cook, choose a school for your children, reorganize your desk, or plan a holiday.

You are the designer of your life. To design for happiness sounds like a grand undertaking. Some might even say an overly ambitious one – but we disagree. We believe that explicitly focusing on happiness is an indispensable part of human-focused design and, ultimately, a reliable predictor of a design’s success.

The Design for Happiness Deck breaks down the seemingly overwhelming phenomenon of happiness into 72 components. Each of them offers you a direct doorway to happiness in your design projects.
72 ingredients of happiness

This box includes three sets of 24 cards. Each set represents an essential ingredient of happiness:

• 24 pleasures
Happiness from enjoying the moment.
All the positive emotions we experience in our everyday lives make a direct contribution to our happiness.

• 24 personal goals
Happiness from achieving goals.
We have a natural tendency towards reaching our potential, and we do so by committing to our life goals. These goals differ between people and may change over time, but having (and working towards) them is a profound source of happiness.

• 24 characters strengths
Happiness from being virtuous.
Being a good person and behaving honourably can profoundly contribute to the wellbeing of others as well as of our own. Virtuous behaviour is an expression of our personal character strengths.

With these 72 ingredients, you can challenge the wellbeing prospects of your future designs. You can use them to explore how to add some happiness to projects for clients as well as to your life or to the lives of your friends, family, and colleagues.
How to use this card deck?
We leave it to you to decide when and how to use the cards — to start a conversation, inform your research, trigger new ideas, justify your design decisions, or simply inspire your team. To get you started, here are five examples:

**Positive conversations**
Spread out the 24 positive emotions on the table.

**Step 1:** Ask each person to pick one emotion that they often experience (at work, in the family, in the team, etc.). Share stories of when you have experienced these emotions.

**Step 2:** Ask each person to pick one emotion that they would like to experience more often. In the group, share examples of when you have experienced these emotions and come up with ideas on how these moments can be supported. What can you change to introduce and foster these positive emotions?

**Celebrating personal strengths**
Spread out the 24 character strengths on the table.
Pick one person. The others make a top four character strengths for this person. Explain to the person why she/he has this strengths by using examples of when the person did something good. Repeat for all people in the group.
Goal of the month
Spread out the 24 goal cards on the table. Each person picks one goal that she/he wants to commit to in the coming four weeks. Take the card and place it in a visible place (on the fridge, desk, etc.). Explore how you can bring that goal into your daily activities. After the four weeks have passed, share experiences.

Designing Happiness
When you are working on a design (a product, a service, an app, a building, etc.), you can use the cards to find a happiness vision. For example, pick five cards that represent key desirable ingredients of happiness for your design project. They might be already present and should be enhanced or they are still lacking and first need to be established. Share the cards with your team and keep them in sight during the project. Or you can use the cards as a source of creativity. For example, when you are creating ideas, pick one random card and challenge your team to come up with ideas that stimulates this happiness ingredient.

Empathy tool
When working with stakeholders (clients, consumers, etc.), you can use the cards to empathize with them. For example, ask them to pick some cards that best represent them, or cards that they miss in a certain situation. Or ask them to pick those cards that they would like you to work with. Their selection is a good conversation starter.
The Design for Happiness Deck was created by researchers at the Delft Institute of Positive Design.

We based the deck's structure on the Positive Design framework by Desmet and Pohlmeyer (2013, 2017). The set was inspired by the ‘positive emotion cards’ originally developed by Jay Yoon.

Concept and content
Anna Pohlmeyer and Pieter Desmet - TU Delft
Jay Yoon - Cornell University

Design and production
Christiaan Kieft and Simon Jimenez - Seven Innovation

As design researchers at the Delft Institute of Positive Design (TU Delft), we seek to advance our understanding of the ways products and services can be designed to foster human happiness. We develop tools that designers and organisations can use to tap into the vast potential of lasting wellbeing.

On our website, you will find more tools, a rich library of open-access research and specific usage guidelines to design for positive emotional granularity. See www.diopd.org.
Positive Design

References


Positive Emotions

Pieter Desmet developed the typology of positive emotions (the typology includes 25 emotions; for the sake of balance, ‘respect’ is not included in this *Design for Happiness Deck*). Jay Yoon developed the original positive emotion granularity cards. Card texts were based on descriptions formulated by Desmet (2012) and Yoon (2018).

References

Human Goals
Martin Ford and Charles Nichols developed the typology of 24 human goals. Card texts were based on descriptions formulated by Ford (1992).

References

Character Strengths
Christopher Peterson and Martin Seligman developed the typology of 24 character strengths. Card texts were based on descriptions formulated by Peterson & Seligman (2004) and Park, Peterson, & Seligman (2006).

References
COLOPHON

Share this card set
Download a free version of this card set at www.diopd.org.

Share your insights
We would love to hear about and learn from your experiences. Please let us know about your experiences using the cards in your design projects, research and explorations via diopd@tudelft.nl. Your questions and feedback will help us improve future versions of the deck and create new tools to design for happiness.

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Reference
In communication, please refer to this publication as follows: