DESIGN FOR HAPPINESS DECK

DESIGN FOR HAPPINESS

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.

DESIGN FOR HAPPINESS DECK

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.

MANUAL

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.

<u>Step 1</u>: 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.

<u>Step 2</u>: 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.

MANUAL

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.

DIOPD

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
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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.

COLOPHON

Positive Design

References
• Desmet, P.M.A., & Pohlmeyer, A.E. (2013). Positive design: An introduction to design for subjective well-being. *International Journal of Design*, 7(3), 5-19.
• Pohlmeyer, A.E. & Desmet, P.M.A. (2017). From good to the greater good. In J. Chapman (Ed.) *The Routledge handbook of sustainable product design* (pp. 469-486). London: Routledge.

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
• Desmet, P.M.A. (2012). Faces of product pleasure: 25 Positive emotions in human-product interactions. *International Journal of Design*, 6(2), 1-29.
• Yoon, J., Desmet, P.M.A., & Pohlmeyer, A.E. (2013). Embodied typology of positive emotions: The development of a tool to facilitate emotional granularity in design. In: proceedings of the *5th IASDR International Congress*, Tokyo, Japan (pp. 1195–1206).
• Yoon, J. (2018). Escaping the emotional blur: *Design tools for facilitating positive emotional granularity*. PhD thesis. Delft University of Technology.

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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
• Ford, M.E., & Nichols, C.W. (1987). A taxonomy of human goals and some possible applications. In M.E. Ford & D.H. Ford (Eds.), *Humans as self-constructing systems: Putting the framework to work* (pp. 289-312). Hillsdale: Erlbaum.
• Ford, M.E. (1992). *Motivating humans: Goals, emotions, and personal agency beliefs.* Newbury Park: Sage Publications.

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
• Peterson, C., & Seligman, M.E.P. (2004). *Character strengths and virtues: A handbook and classification.* Oxford: Oxford University Press.
• Park, N., Peterson, C., & Seligman, M.E.P. (2006). Character strengths in fifty-four nations and the fifty US states. *The Journal of Positive Psychology*, 1(3), 118-129.

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.

Terms of use

Reference

Delft University of Technology

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DESIGN FOR HAPPINESS DECK

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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 customer happiness is an indispensable part of user-centred design and, ultimately, a reliable predictor of a design's success.

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.

This *Design for Happiness Deck* is one example of our work. Use it to break down the seemingly overwhelming phenomenon of happiness into manageable components that offer you a direct doorway to ideation and analyses of your design project.

Enjoy the process and let your customers enjoy your design!

DESIGN FOR HAPPINESS DECK

Based on the Positive Design framework developed by Desmet and Pohlmeyer (2013, 2017; see colophon for full references), these three card sets explore three essential aspects of designing for happiness:

- **pleasure** – happiness that comes from enjoying the moment
- **personal significance** – happiness derived from having a sense of progressing towards a future goal and from the awareness of past achievements
- **virtue** – happiness that is the result of morally valued behaviour

For each, a fine-grained overview of 24 potential manifestations is provided – 24 shades of pleasure, 24 human goals and 24 virtuous character strengths.

By considering these concrete units of human experience, you will immediately be able to challenge the wellbeing prospects of your future designs. We leave it to you to decide how and when to use the card sets – to inform your research, trigger new ideas, get specific about targeting wellbeing, justify your design decisions, or simply inspire your team.

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.

EMOTIONS

design for pleasure
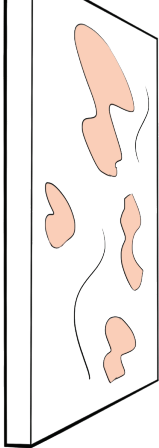
emotion
ADMIRATION

Admiration is the tendency to prize, look up to and highly estimate someone, as well as fostering the desire to be more like this person.

Admiration arises when we think of or interact with people and objects with praiseworthy abilities, characteristics, qualities or accomplishments.
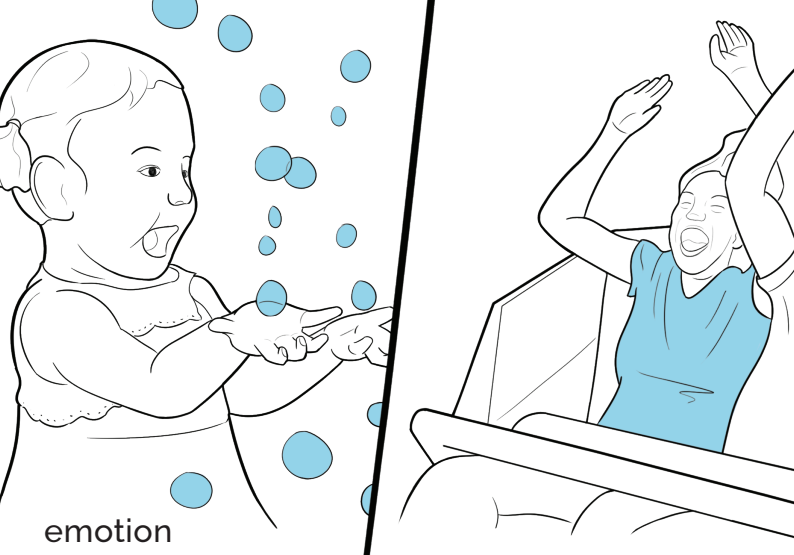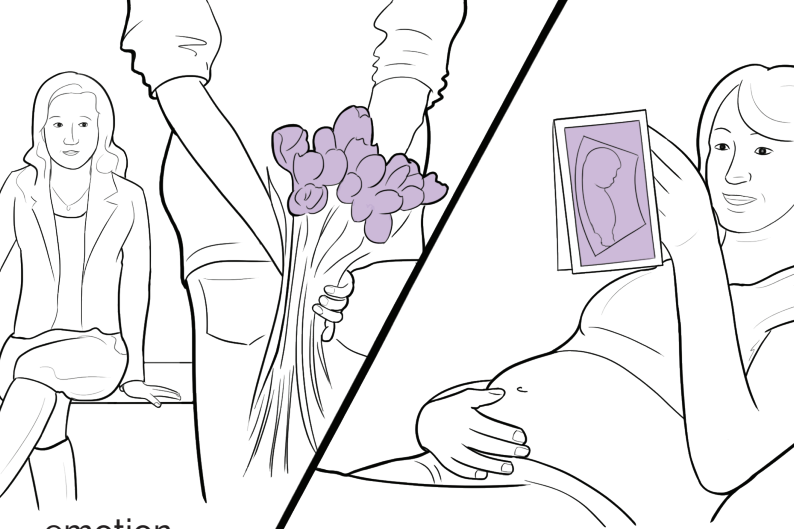
emotion
AMUSEMENT

Amusement is the enjoyable experience of being entertained and the tendency to share the enjoyment.

Amusement arises when we encounter something funny, entertaining, or absurd that makes us smile or laugh.

emotion
ANTICIPATION

Anticipation is the feeling of eagerly awaiting a desirable event that will happen in the future.

Anticipation arises when we are awaiting an event in which a need will be fulfilled or a goal will be achieved.
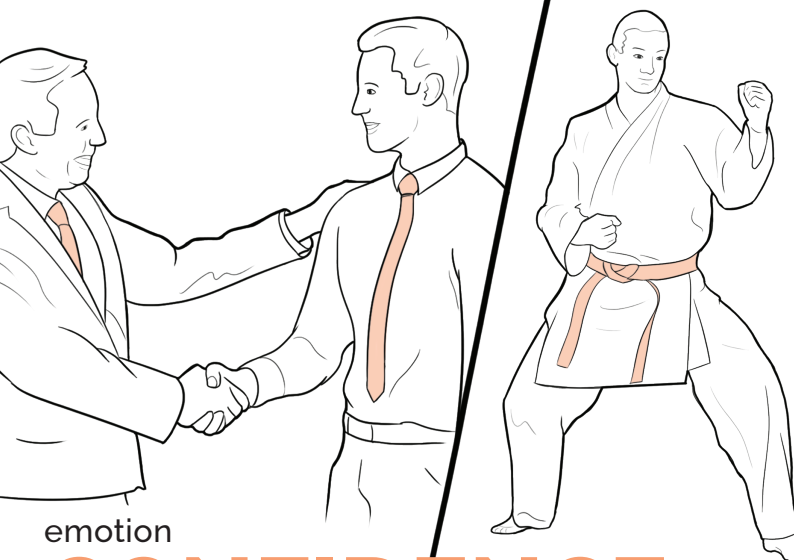
emotion

CONFIDENCE

Confidence is feeling powerful, resilient or effective and having a strong belief in our abilities or qualities.

Confidence arises when we face a challenge for which we know we have the mental and physical resources that are required to prevail.
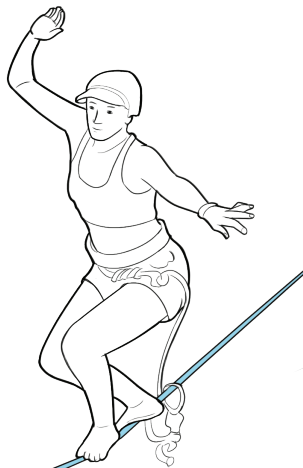
emotion
COURAGE

Courage is the mental or moral strength to withstand risk, overcome difficulty or endure hardship.

Courage arises when we choose to face a challenge, difficulty or adversity, despite being unsure if we will be able to prevail.
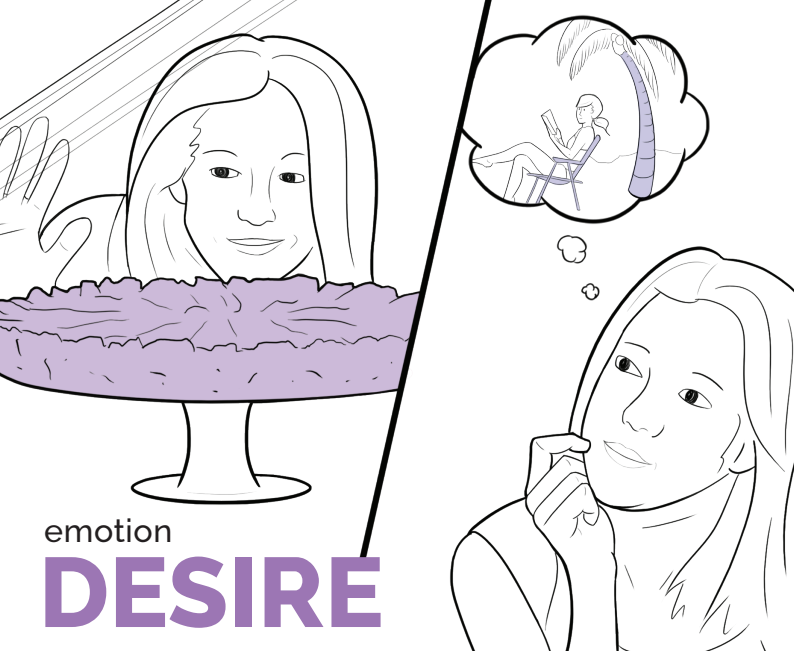
emotion
DESIRE

Desire is experiencing a strong wish for something to happen or to enjoy and the urge to consume or own something.

Desire arises when we think of or encounter something we anticipate to be beneficial in some way once acquired, owned, or consumed.
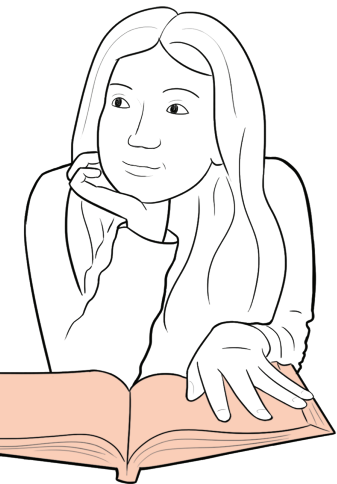
emotion

DREAMINESS

Dreaminess is feeling absorbed in a soothing state of absent-mindedness that is pleasantly abstracted from immediate reality.

Dreaminess arises when something happens that brings us into a state of distraction and stimulates us to indulge in introspection and languor.
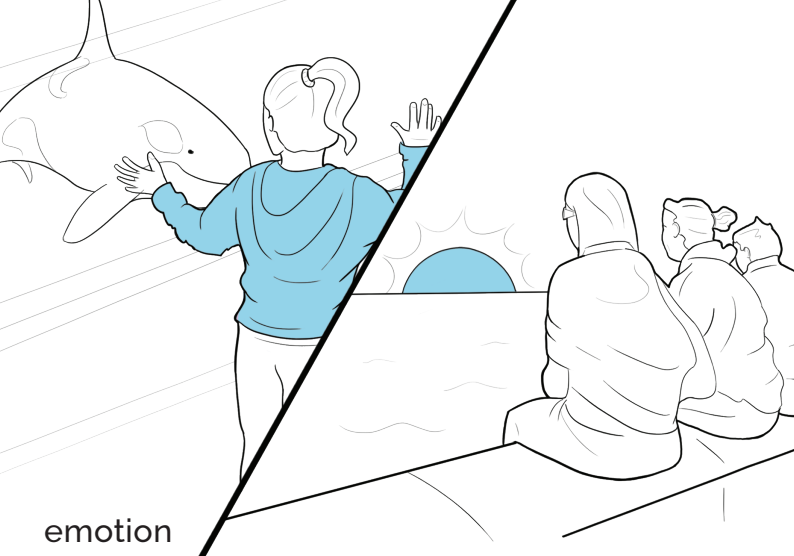
emotion

ENCHANTMENT

Enchantment is feeling mesmerised by something delightful that captures our attention and being motivated to savour it.

Enchantment arises when we encounter something pleasantly attractive or mysterious that is highly appealing.
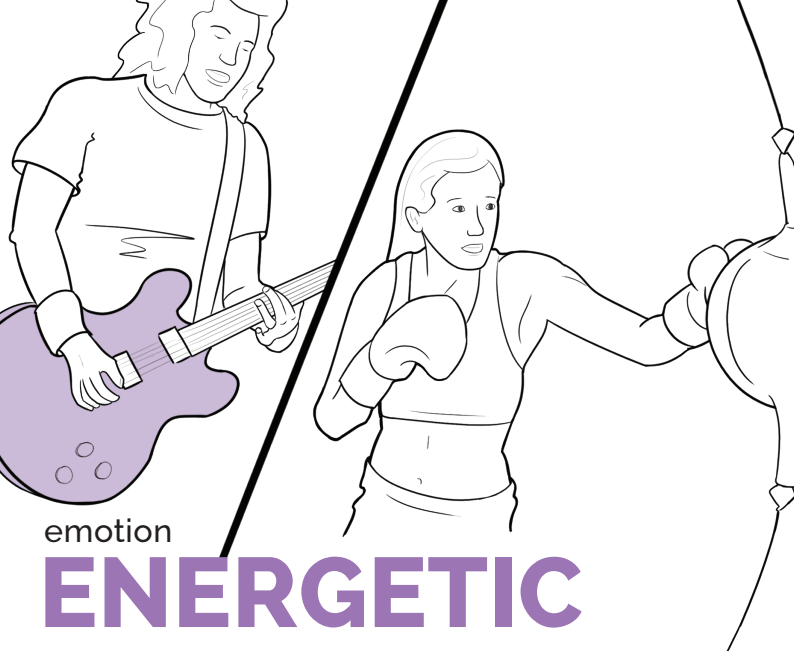
emotion
ENERGETIC

Feeling *energetic* is enjoying a high-spirited state of being lively and vitalized and the urge to be dynamic.

We feel energized when we are engaged in an activity that provides us with mental or physical potency and the motivation to be dynamic.

emotion
EUPHORIA

Euphoria is feeling elevated by an intense experience of joy and excitement, fully indulging in the situation at hand.

Euphoria arises when something extraordinarily good happens to us, or when we engage in an overwhelmingly joyful activity.
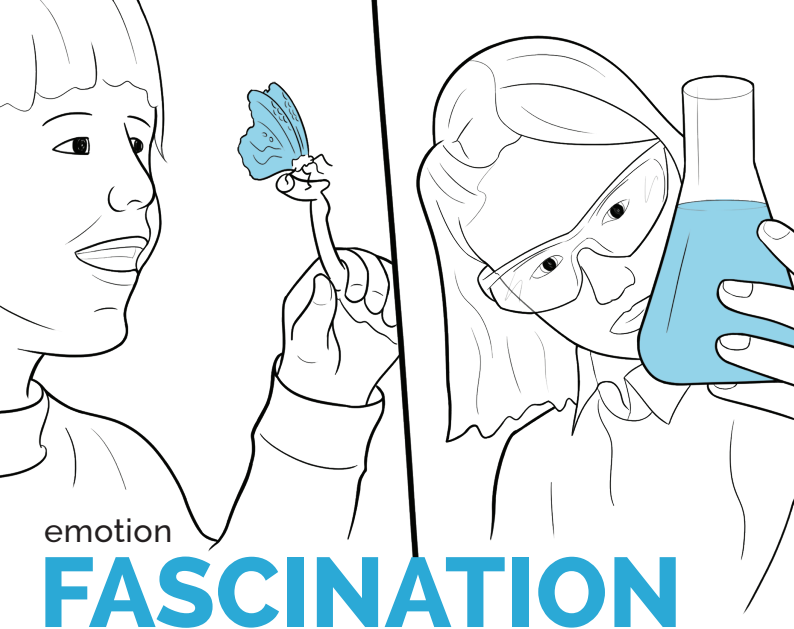
emotion

FASCINATION

Fascination is feeling an urge to explore or investigate something in order to find out more.

Fascination arises when we come across something novel that we do not immediately understand, yet provides us with a clue that it could be of relevance.
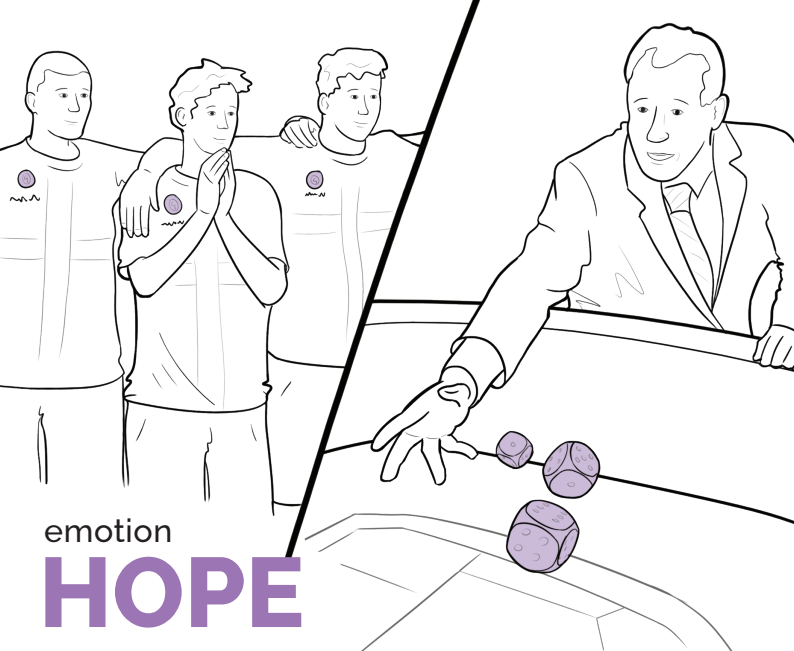
emotion
HOPE

Hope is experiencing the belief that something good or wished for can possibly happen.

Hope arises when we foresee, but are not certain, that something good, wished for, or desirable may possibly happen in the future.
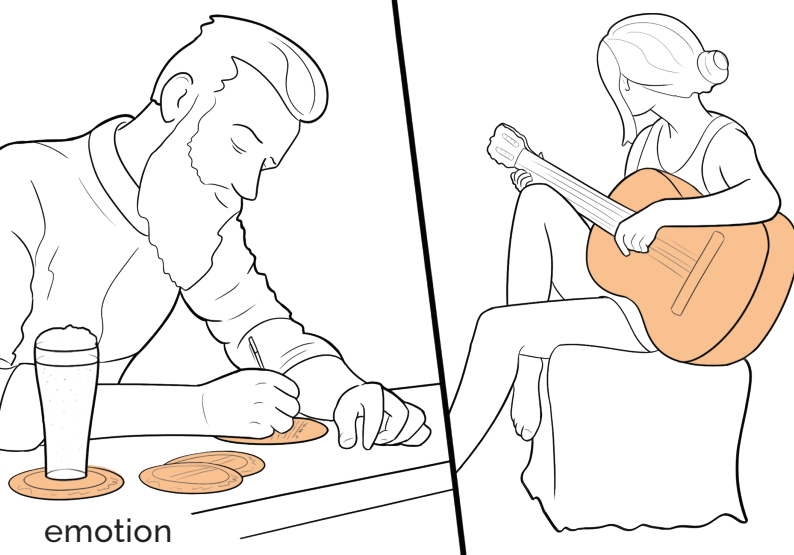
emotion

INSPIRATION

Inspiration is feeling a sudden and overwhelming urge to express creatively, or to engage in new thoughts or actions to actualize new insights.

Inspiration arises when we encounter something that triggers our creative impulses, or when we suddenly get a new idea or see the world in a different light.

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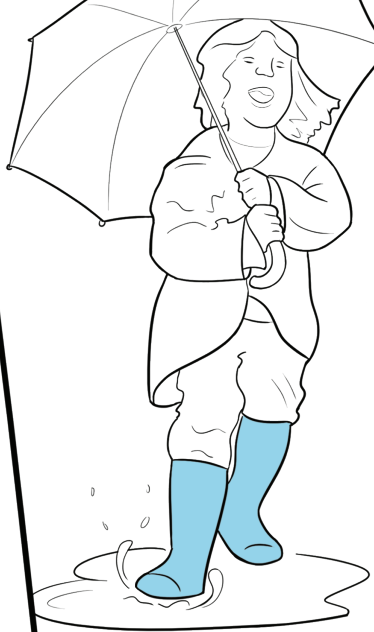
emotion
JOY

Joy is taking pleasure in something good or favourable and having the urge to celebrate and share the joy with others.

Joy arises when something good happens to us; we fulfil a need, achieve something, or make progress towards achieving a goal.

emotion

KINDNESS

Kindness is feeling the tendency to contribute or be sensitive to the wellbeing of someone we encounter or engage with.

Kindness arises when we connect to other people and are motivated to support their goals, needs, and aspirations.
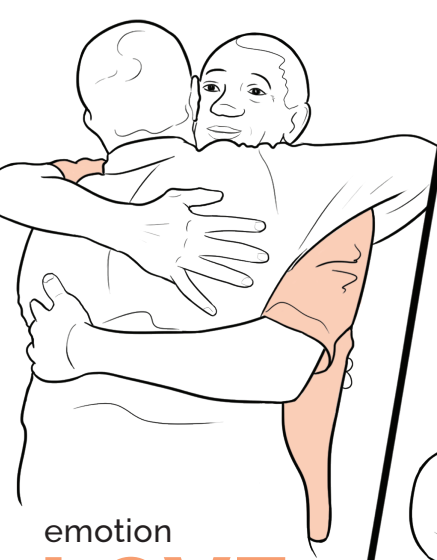
emotion
LOVE

Love is feeling the tendency to be affectionate to someone and the urge to be close to and spend time with this person.

Love arises when we think about or interact with someone or something we care about, like a lot, or is dear to us.
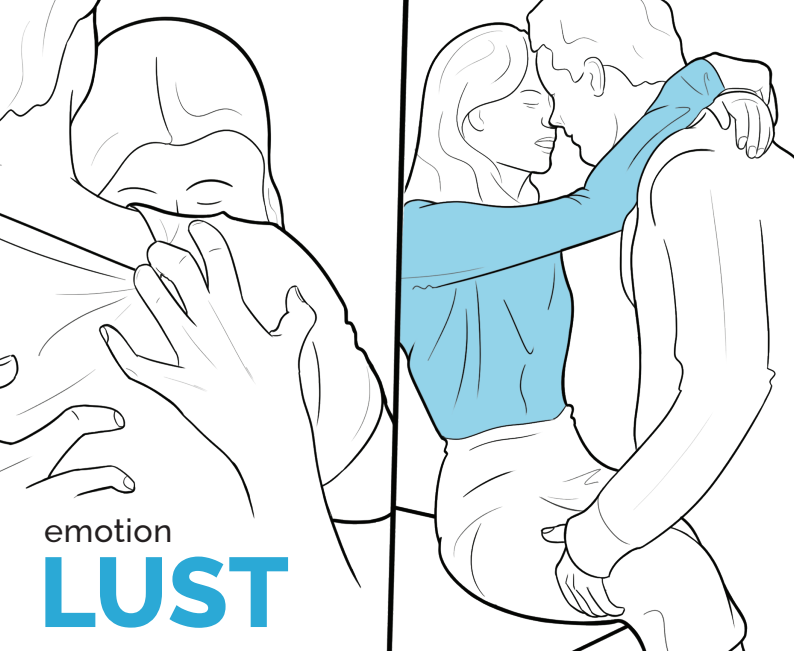
emotion
LUST

Lust is feeling a sensual or sexual drive and being motivated to satisfy the appetite.

Lust arises when we think about or interact with someone or something we find irresistible.

emotion
PRIDE

Pride is enjoying a sense of self-worth or achievement and feeling vigorous.

Pride arises when we possess or have accomplished something that exceeds our own expectations, or that is praiseworthy in the eyes of other people.
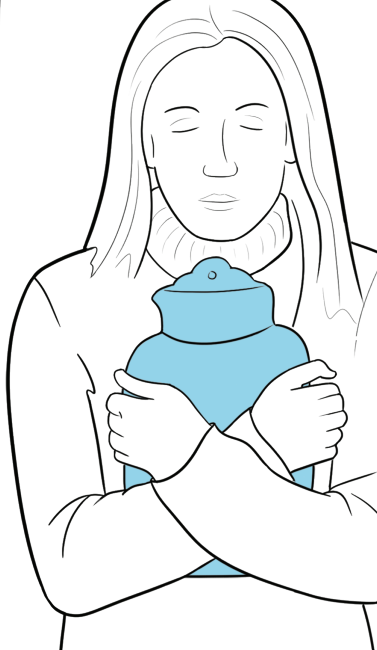
emotion
RELAXATION

Relaxation is enjoying a state of mental or physical calmness, slowing down and savouring the present moment.

Relaxation arises when everything is well, we are free from worries or discomfort and we have nothing urgent to do.

emotion
RELIEF

Relief is enjoying a recent removal of stress or discomfort and the ability to take our mind off the source.

Relief arises when an unpleasant experience is finally over, or when we find out that something we feared will not happen after all.

emotion

SATISFACTION

Satisfaction is enjoying the recent fulfilment of a need, expectation, or desire.

Satisfaction arises when one of our needs is fulfilled, or when we complete or accomplish something and the outcomes match our expectations.

emotion
SURPRISE

Surprise is being delighted by something good that happens unexpectedly and suddenly.

Surprise arises when we realize that something good or desired has just happened, which we did not expect or see coming.

emotion
SYMPATHY

Sympathy is feeling empathy for another person's suffering or misfortune and being motivated to support or comfort them.

Sympathy arises when we put ourselves in the shoes of someone who is suffering distress.
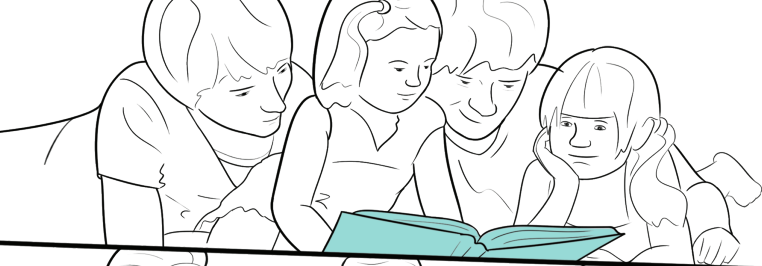
emotion

WORSHIP

Worship is the tendency to idolize, honour and be devoted to someone or something.

Worship arises when we think of or interact with an exceptional person who does wonderful things, who we see as greater than ourselves.

HUMAN
GOALS

design for personal significance

human goal
BELONGING

Belonging represents our desire to be part of a social group.

Belonging is achieved through activities that build or strengthen our friendships, support intimate contact with people who we care about, or increase our sense of community.

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human goal
BODILY SENSATIONS

Bodily sensations represent our desire for pleasurable sensory experiences.

Bodily sensations are achieved through activities that provide us with enjoyable or gratifying physical movement, bodily contact, or other sources of sensory experiences.
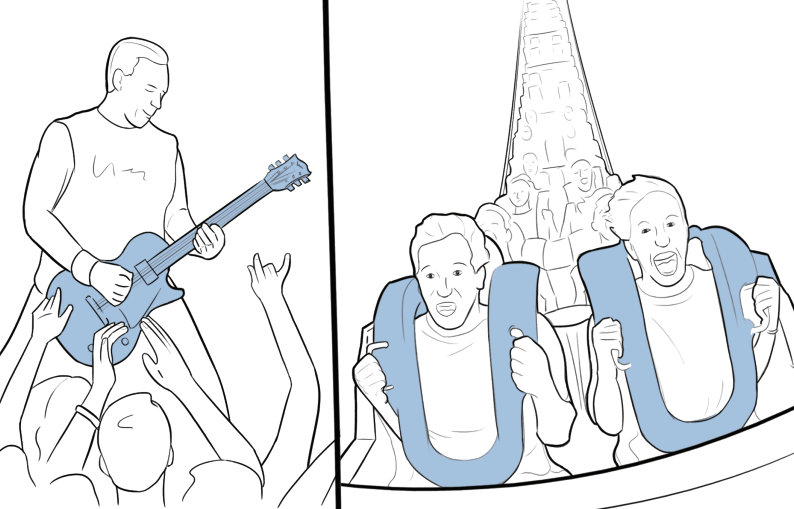
human goal

ENTERTAINMENT

Entertainment represents our desire for excitement.

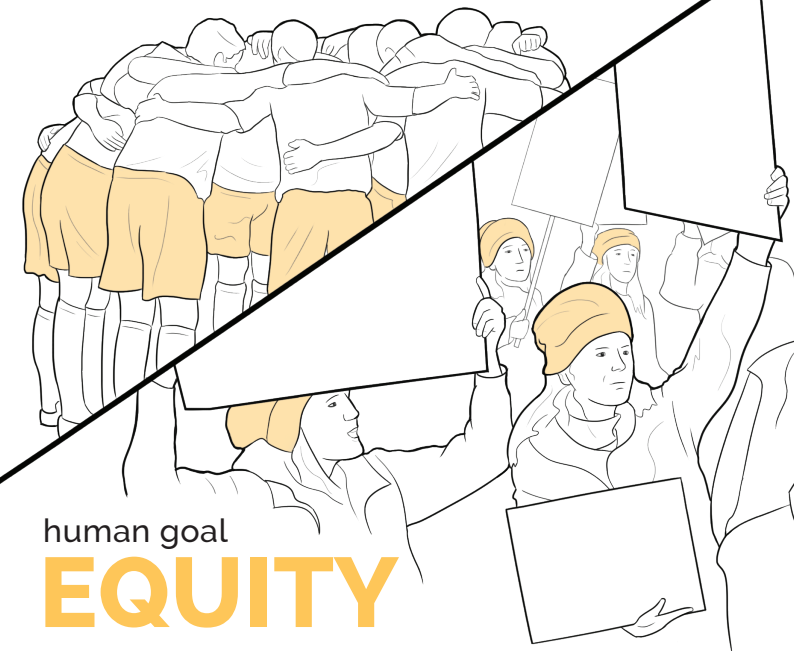Entertainment is achieved through activities that are stimulating, invigorating, daring, or simply different from one's current activity.

human goal
EXPLORATION

Exploration represents the desire to satisfy our curiosity.

Exploration is achieved through activities that enable us to discover or observe new things, to change the known into the unknown, or to seek out new information.
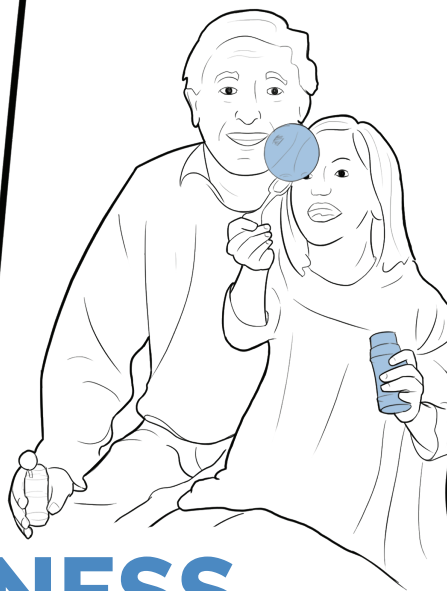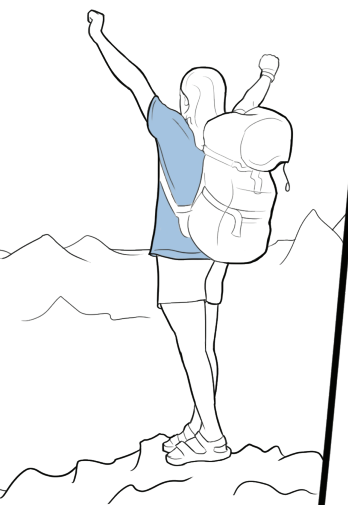
human goal
EQUITY

Equity represents our desire for equality among people.

Equity is achieved through activities that enable us to promote justice, fairness and the unbiased treatment of all people.

human goal

HAPPINESS

Happiness represents our desire for positive emotional states.

Happiness is achieved through activities that enable us to function well, that maintain or restore our mental wellbeing, or provide experiences of joy and satisfaction.
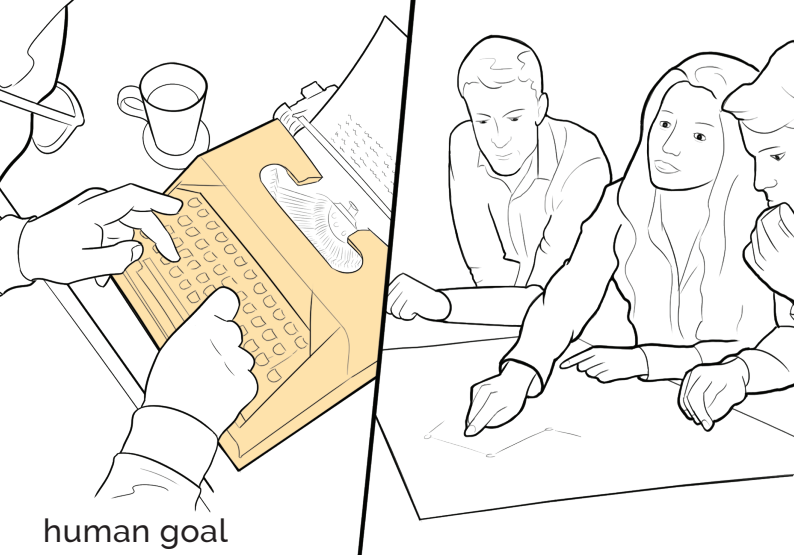
human goal

INDIVIDUALITY

Individuality represents our desire to have an identity as a separate person.

Individuality is achieved through activities that enable us to develop or express beliefs, values, self-concepts, or features that are uniquely personal, special, or different.
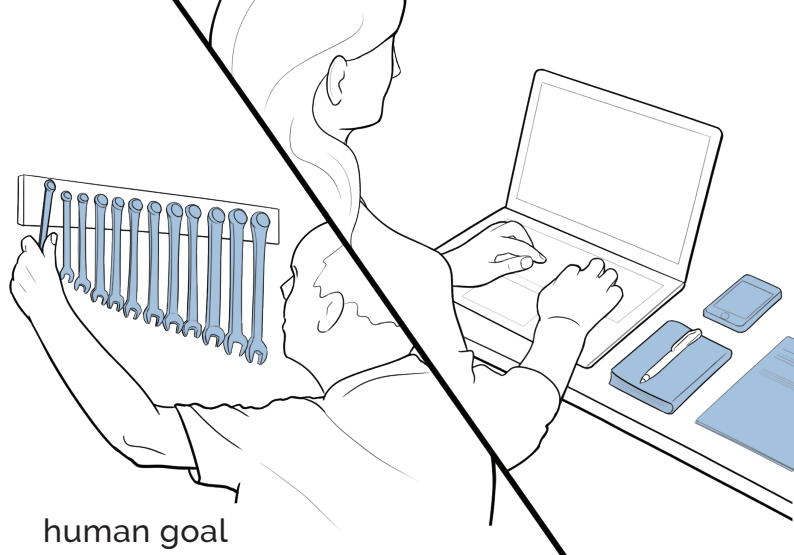
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human goal
INTELLECTUAL CREATIVITY

Intellectual creativity represents our desire to engage in creative mental activities.

Intellectual creativity is achieved through activities that require imaginative thinking, or involve mental novelty and original ideas.
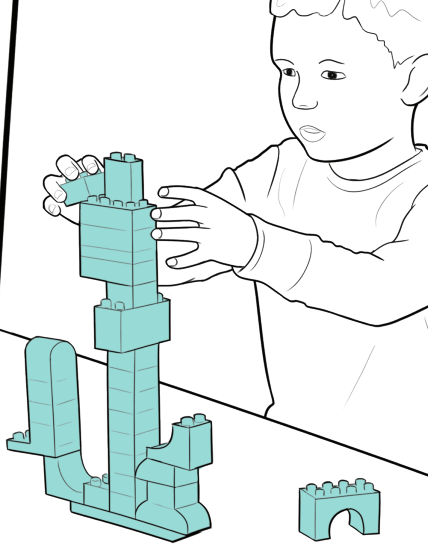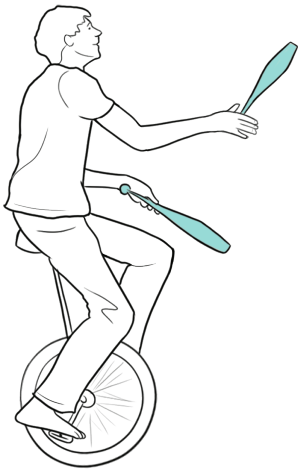
human goal
MANAGEMENT

Management represents our desire for order and efficiency.

Management is achieved through activities that enable us to maintain organization, tidiness, punctuality and productivity in our daily life tasks.
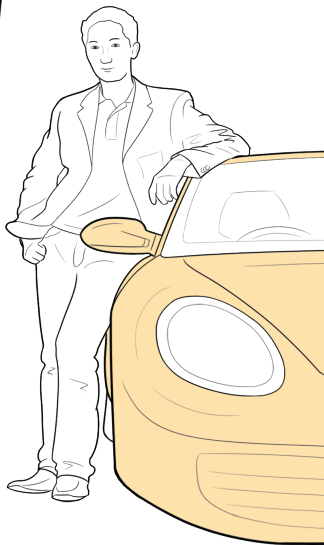
human goal
MASTERY

Mastery represents our desire to be competent.

Mastery is achieved through activities that enable us to reach a challenging standard of achievement, or to improve our performance or competence.

human goal

MATERIAL GAIN

Material gain represents our desire for money or valued material possessions.

Material gain is achieved through activities that enable us to increase our financial resources, or to obtain assets such as real estate, clothing and consumer goods.
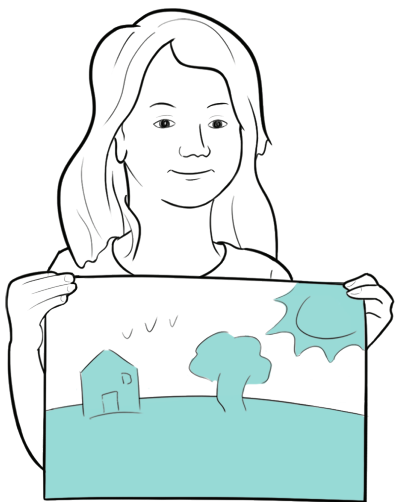
human goal
PHYSICAL WELLBEING

Physical wellbeing represents our desire to be healthy.

Physical wellbeing is achieved through activities that maintain or increase our fitness, vitality, strength, or physical robustness.

human goal
POSITIVE SELF-EVALUATION

Positive self-evaluation represents our desire to view ourselves as worthy.

Positive self-evaluation is achieved through activities that maintain or increase our competence and our sense of self-confidence, pride, or self-worth.
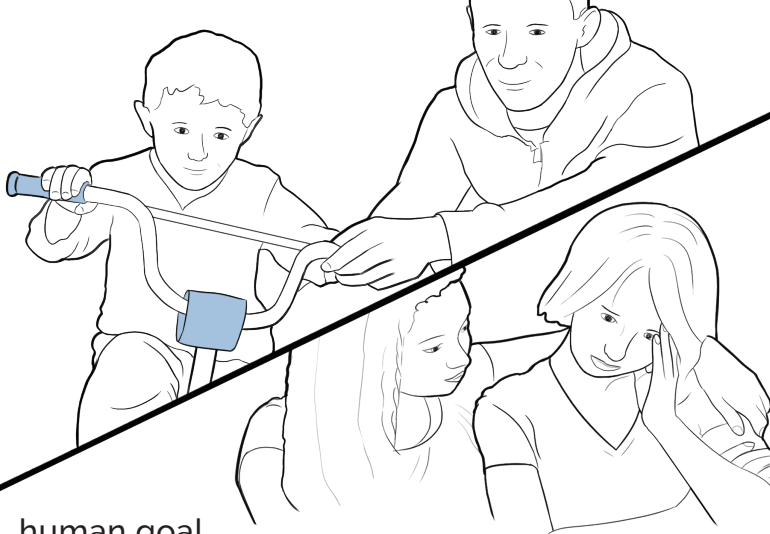
human goal
RESOURCE ACQUISITION

Resource acquisition represents our desire to obtain resources from others.

Resource acquisition is achieved through activities that obtain the approval, emotional support, task assistance, advice, material aid, or validation from others.

RESOURCE PROVISION

Resource provision represents our desire to offer resources to others.

Resource provision is achieved through activities in which we can provide others with our emotional support, task assistance, advice, material aid, or validation.
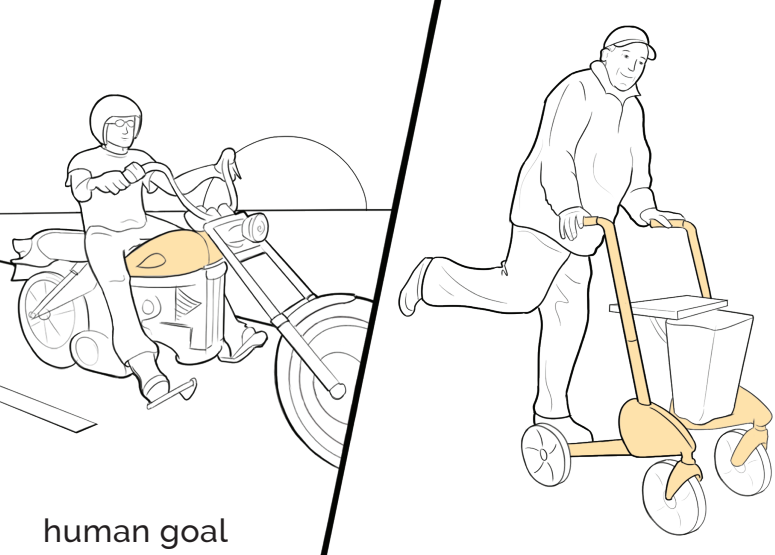
human goal
SAFETY

Safety represents our desire to be protected from potential harm.

Safety is achieved through activities that reduce risk or threats in our environment, provide us with protection, or stimulate a sense of security.

human goal
SELF-DETERMINATION

Self-determination represents our desire to be free to make our own choices.

Self-determination is achieved through activities that provide us with a sense of independence, having options and the freedom to choose among these options.
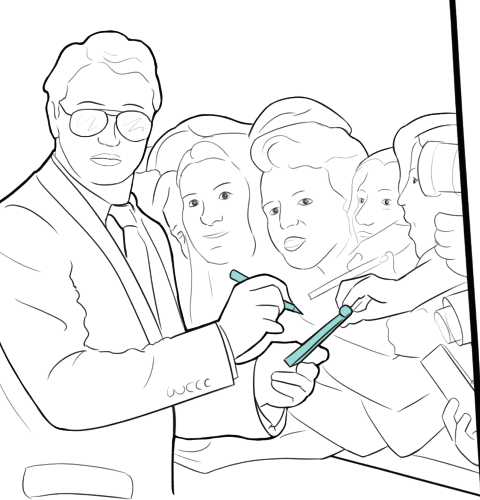
human goal
SOCIAL RESPONSIBILITY

Social responsibility represents our desire to behave ethically.

Social responsibility is achieved through activities that enable us to keep interpersonal commitments, meet social obligations and expectations and conform to social and moral rules.

human goal
SUPERIORITY

Superiority represents our desire to be better than other people.

Superiority is achieved through activities that enable us to win or compare favourably to others, or provide us with a sense of achievement, success, or status.
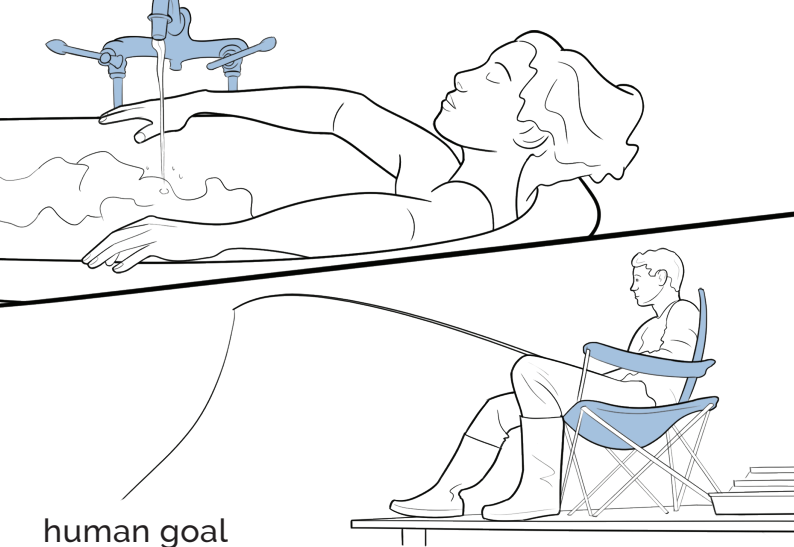
human goal

TASK CREATIVITY

Task creativity represents our desire for creative actions.

Task creativity is achieved through activities that enable us to be involved in artistic expression of spontaneous and imaginative actions.
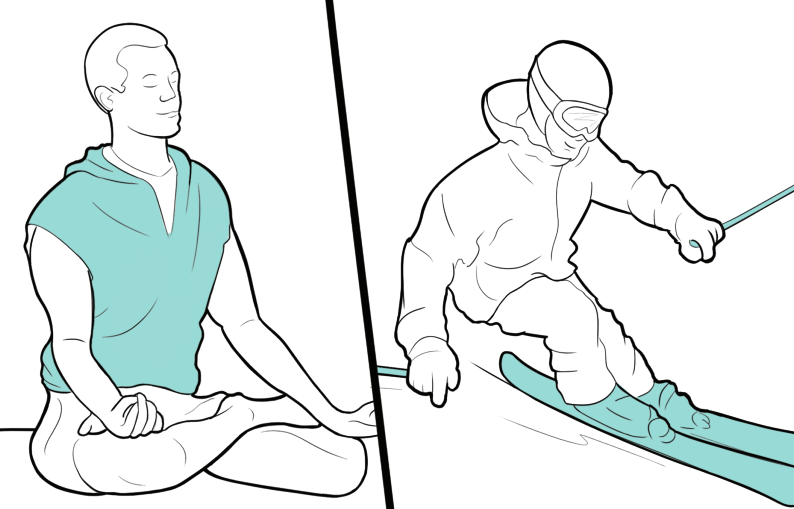
human goal

TRANQUILITY

Tranquillity represents our desire to have a serene state of mind.

Tranquillity is achieved through activities that provide calmness, or that reduce or resolve problems, conflicts, or other stressful or disturbing circumstances.
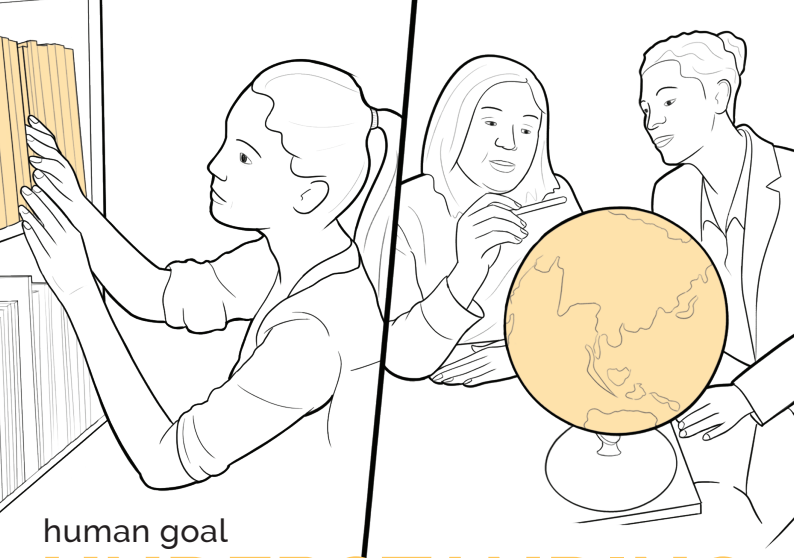
human goal
TRANSCENDENCE

Transcendence represents our desire to go beyond the ordinary thoughts and feelings of everyday life.

Transcendence is achieved through activities that enable us to transcend to extraordinary states of functioning, provide us with peak experiences, or stimulate feelings of flow or elevation.
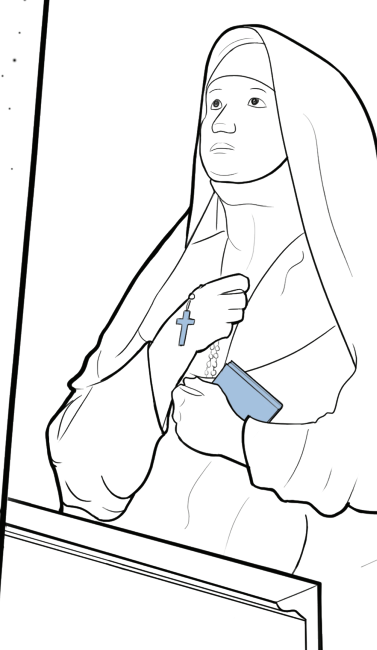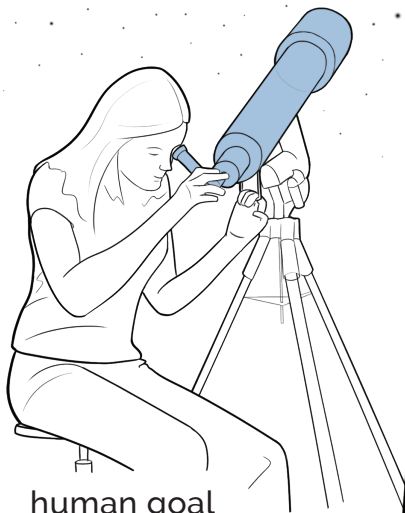
human goal
UNDERSTANDING

Understanding represents our desire to acquire knowledge.

Understanding is achieved through activities that enable us to analyse and interpret information and support our reasoning or meaning making.

human goal
UNITY

Unity represents our desire to maintain an overall sense of coherence.

Unity is achieved through activities that provide us with a sense of connectedness, harmony, or oneness with people, nature, or a greater power.

VIRTUES

CHARACTER STRENGTHS

*design for virtue*

character strength
APPRECIATION OF BEAUTY AND EXCELLENCE

The *appreciation of beauty and excellence* refers to our ability to notice, recognize and take pleasure in the existence of goodness and distinction in all domains of life.

People with an appreciation of beauty and excellence frequently feel awe and wonder when in the presence of beauty and/or skilled performance.
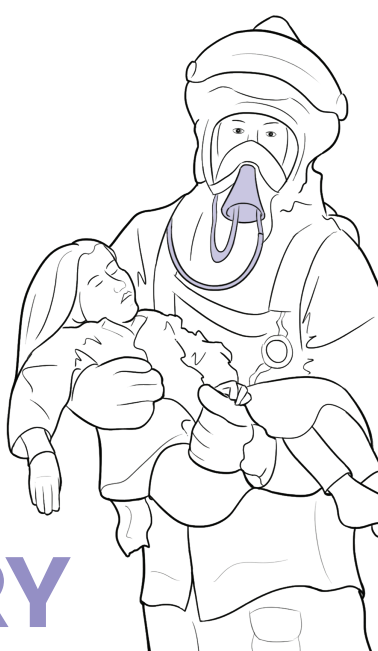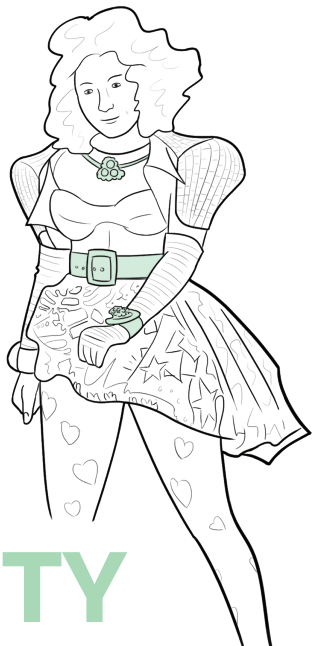
character strength

BRAVERY

Bravery refers to our ability to withstand threat, challenge, difficulty, or pain and to act on conviction, even if unpopular.

Brave people will not shrink in the face of danger, pain or risk and will do what they believe is right, even if there is opposition.

character strength
CREATIVITY

Creativity refers to the ability to invent original and productive ways of conceptualizing and doing things.

Creative people are ingenious in finding new yet appropriate solutions to reach their goals. Creativity can be expressed in artistic or any other kinds of activity.
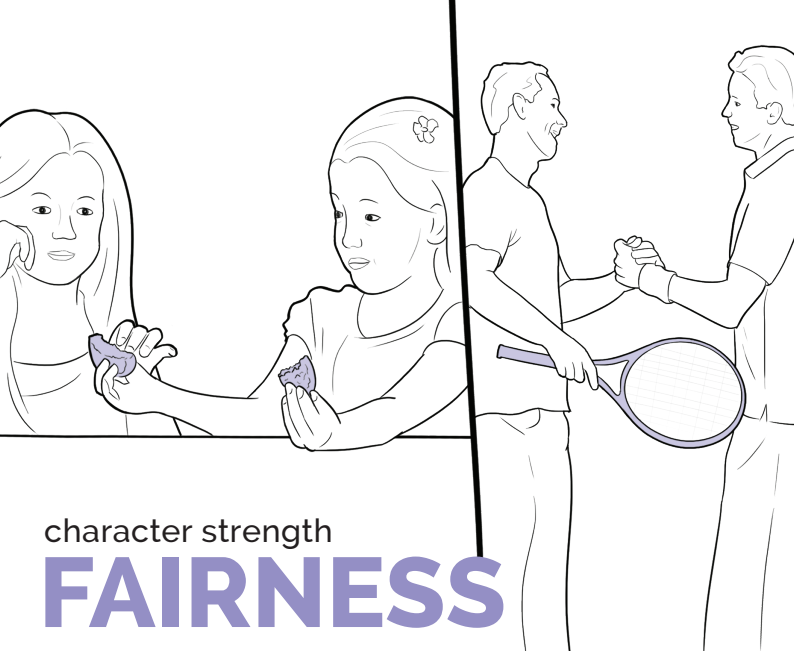
character strength
CURIOSITY

Curiosity refers to our ability to find subjects and topics fascinating and to take an interest in all ongoing experience for its own sake.

Curious people like and are intrigued by ambiguity and actively engage in exploring and discovering novel ideas and activities.
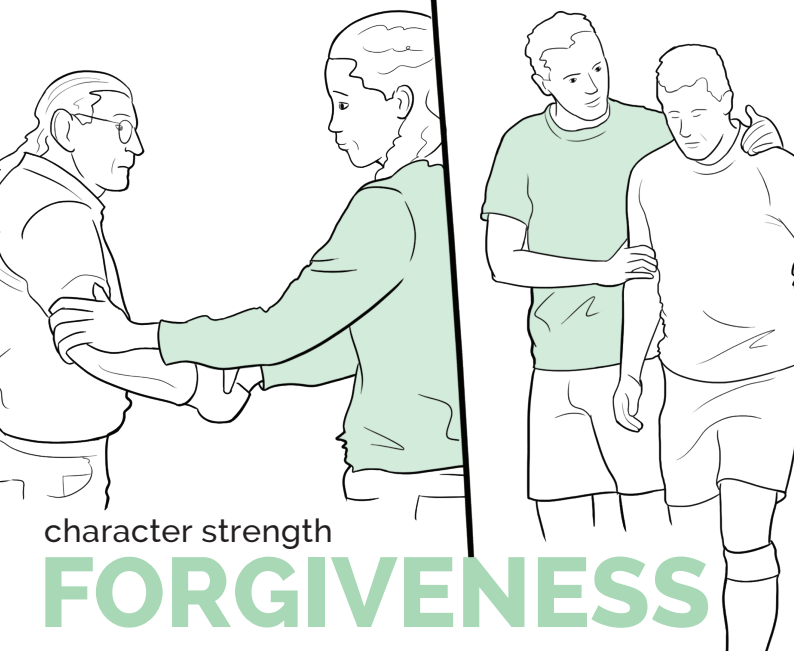
character strength
FAIRNESS

Fairness refers to our ability to treat other people in similar or identical ways, respectfully and justly, according to good moral judgment.

People with fairness give all people an equal chance, do not cheat and withstand personal bias in their decisions about others and their viewpoints.

character strength
FORGIVENESS

Forgiveness refers to our ability to feel and show compassion towards people who have done wrong and to accept their shortcomings.

People with forgiveness show mercy rather than revenge and are always willing to give others a second chance.
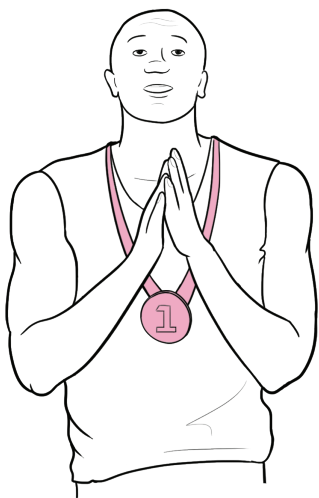
character strength
GRATITUDE

Gratitude refers to our ability
to appreciate and be thankful
for the good things in life.

Grateful people recognize
the good things in life and
the good deeds of people and
take time to express thanks.

character strength

HONESTY

Honesty refers to our ability to be genuine and authentic, acting sincerely and transparently and being true to ourselves, as well as to others.

Honest people are genuine and without pretence, speak the truth and take responsibility for their feelings and actions.

character strength
HOPE

Hope refers to our ability to believe that a good future is something that can be brought about.

People with hope have an optimistic and future-minded attitude and plan and work in order to achieve their positive stance.

character strength

HUMOUR

Humour refers to our ability to always see the light side of life and to maintain a cheerful view in the face of adversity.

People with humour like to laugh, play and tease and bring smiles to other people.
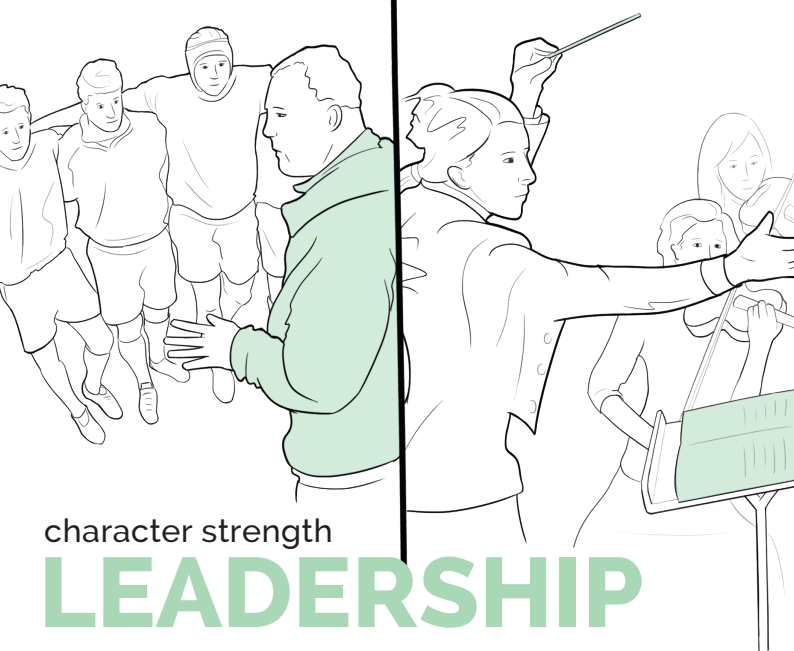
character strength
KINDNESS

Kindness refers to our ability to be friendly, compassionate, caring and concerned about others' wellbeing.

Kind people are generous and enjoy doing favours and good deeds for others, including those from who they have nothing to gain.
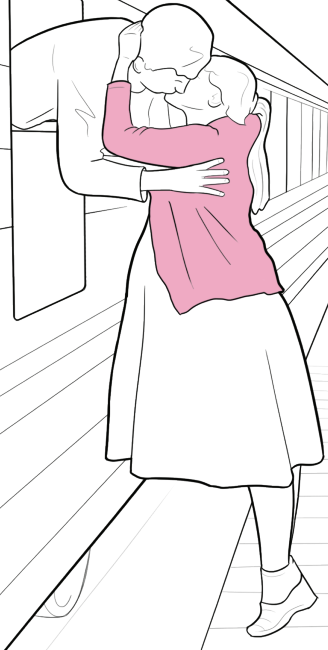
character strength
LEADERSHIP

Leadership refers to our ability to encourage, inspire and motivate others in the interests of collective success.

People with leadership organize group activities and see that they happen, at the same time maintaining good relations within the group.

character strength
LOVE

Love refers to our ability to be close to people and to feel deep affection for someone else, in particular when also experienced in return.

People with love value close relationships with others and care about these others' wellbeing as much as about their own.
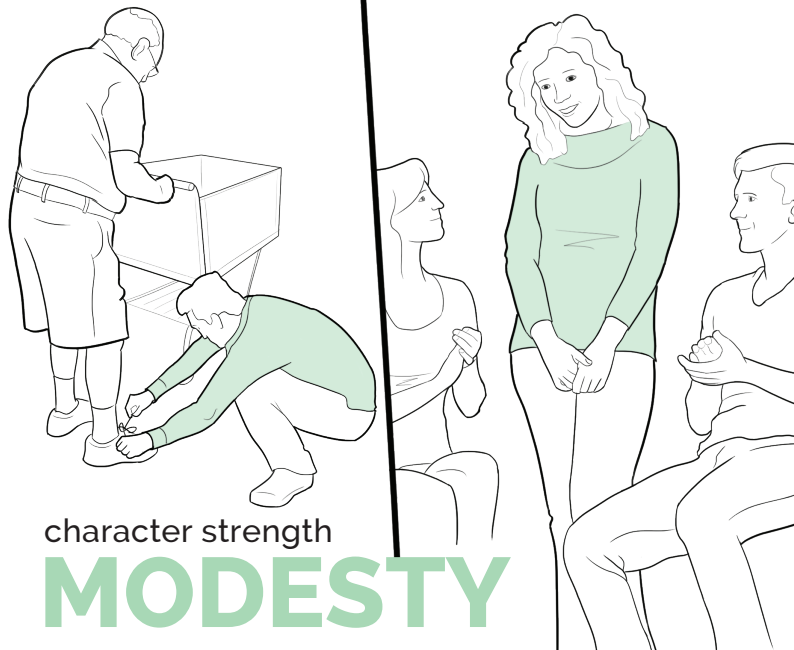
character strength
LOVE OF LEARNING

Love of learning refers to our ability to master new skills, topics and bodies of knowledge.

People with a love of learning are motivated to acquire new skills and/or knowledge and continually seek out new opportunities to learn.
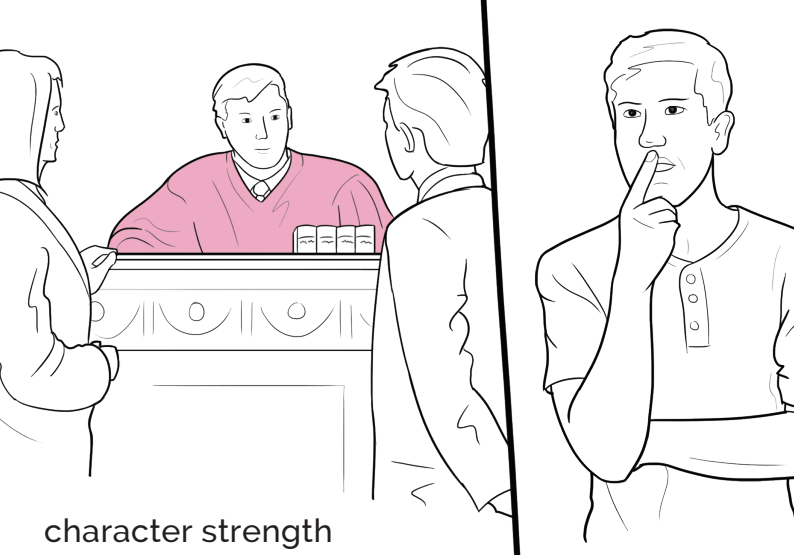
character strength
MODESTY

Modesty refers to our ability to be humble about our importance and not think that we are better or more special than others in any way.

Modest people do not seek the spotlight, allow their accomplishments to speak for themselves and enjoy giving other people credit for their contribution to an achievement.

character strength
OPEN-MINDEDNESS

Open-mindedness refers to our ability to think things through and to examine them from all sides without jumping to conclusions.

People who are open-minded can weigh all evidence fairly and are able to change their minds in light of new evidence.

character strength
PERSEVERANCE

Perseverance refers to our ability to finish what we start by persisting with a course of action in spite of challenges, doubts and other obstacles.

People with perseverance tend to have the self-discipline to stay on task and take pleasure in completing it.
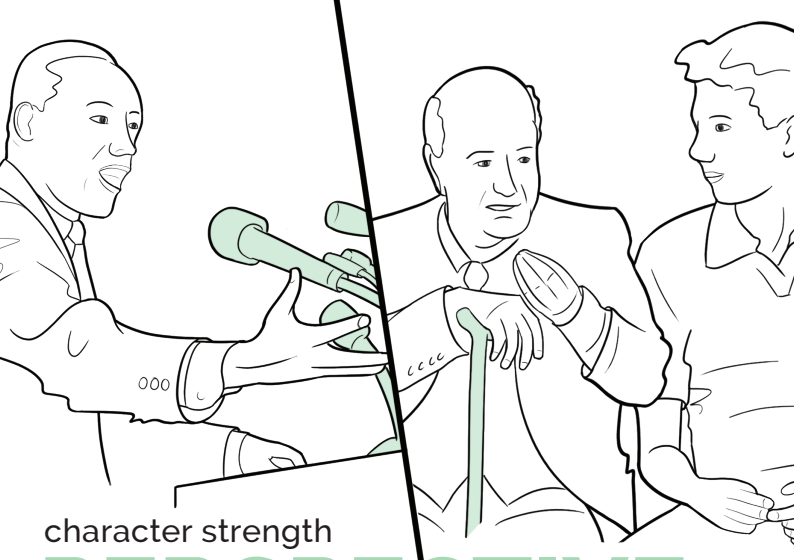
character strength
PERSPECTIVE

Perspective refers to our ability
to look at the world in a way that
makes sense to ourselves and
to others.

People with perspective can listen
to others, carefully evaluate what
they say and offer wise counsel.
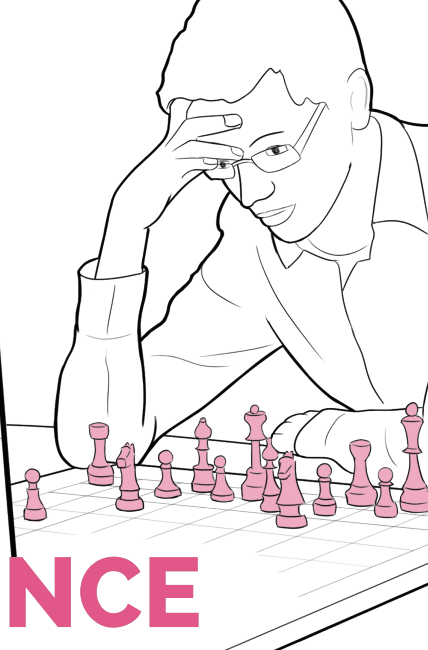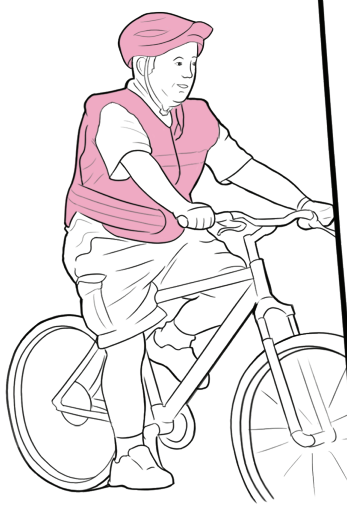
character strength
PRUDENCE

Prudence refers to our ability to choose our actions and words with caution, showing self-control over impulses for the sake of long-term goals.

Prudent people do not take undue risks or do things that they may regret later; they make their decisions with careful consideration of the consequences.

character strength
SELF-REGULATION

Self-regulation refers to our ability to control our feelings and actions in order to live in accordance with our standards.

People with self-regulation are disciplined; they resist temptations that could endanger their values and are able to control their appetites and emotions.

character strength
SOCIAL INTELLIGENCE

Social intelligence refers to our ability to be aware of and understand the motives and feelings of ourselves and of other people.

People with social intelligence know what to do to fit into different social situations, can put others at ease and understand what makes other people tick.
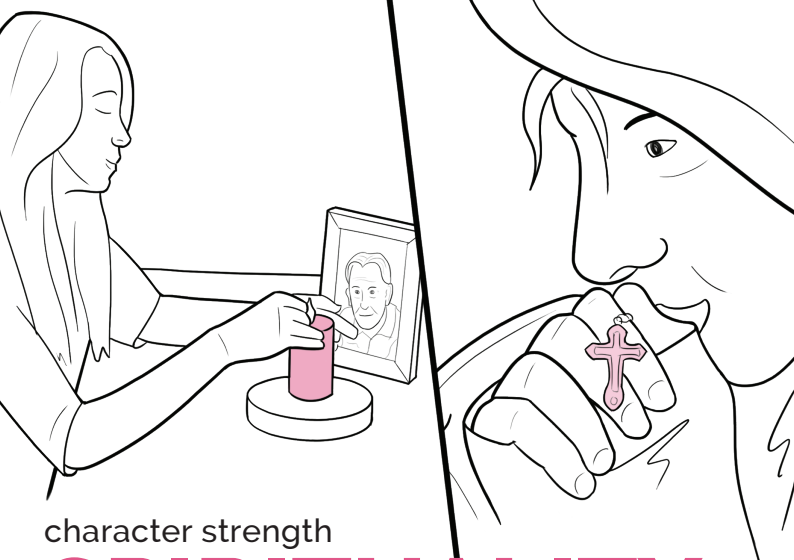
character strength

SPIRITUALITY

Spirituality refers to our ability to have coherent beliefs about the higher purpose and meaning of life and/or the universe.

People with spirituality are aware of how they fit into the larger scheme of things and have beliefs about the meaning of life that shape their conduct and provide them with comfort.
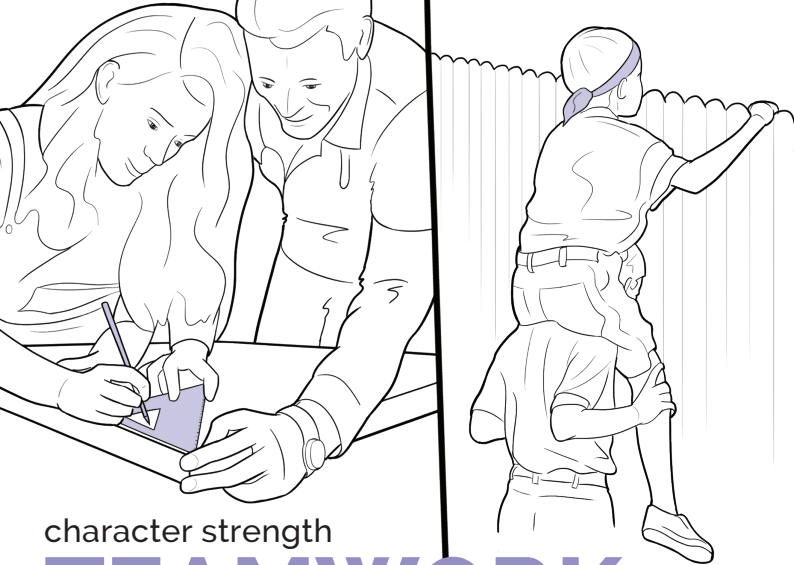
character strength
TEAMWORK

Teamwork refers to our ability to work well as a member of a group and to identify with the group's shared causes.

People who are strong in teamwork are loyal to the group, do their share and are dedicated to addressing their team's responsibilities.
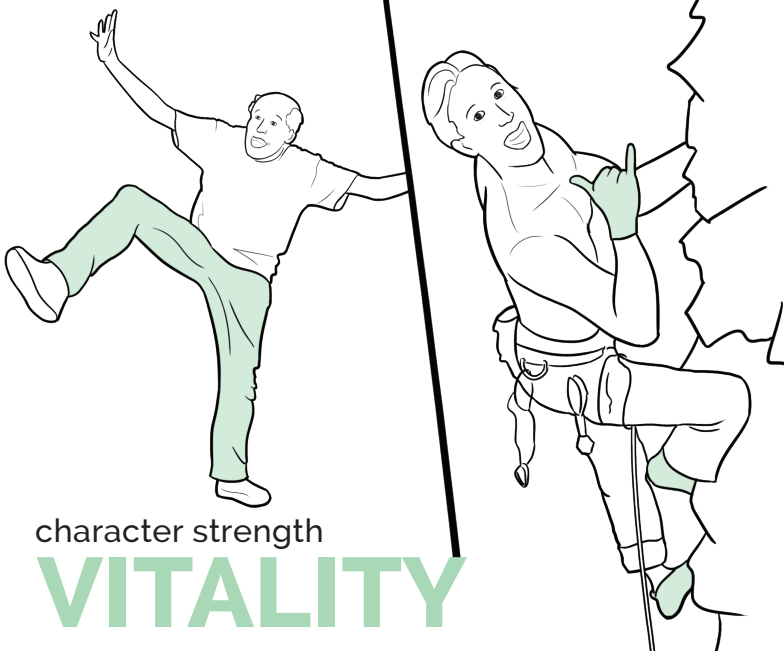
character strength
VITALITY

Vitality refers to our ability to approach life with excitement and energy.

People with vitality feel vibrant, do not do things halfway or half-heartedly and live life as if it were an adventure.

COLOPHON

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. His research seeks to generate knowledge and tools that can help anyone design for a diverse palette of positive emotions.

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

Design and production
Christiaan Kieft and Simon Jimenez - *Seven Innovation*

COLOPHON

Positive Design

References

• Desmet, P.M.A., & Pohlmeyer, A.E. (2013). Positive design: An introduction to design for subjective well-being. *International Journal of Design*, 7(3), 5-19.

• Pohlmeyer, A.E. & Desmet, P.M.A. (2017). From good to the greater good. In J. Chapman (Ed.) *The Routledge handbook of sustainable product design* (pp. 469-486). London: Routledge.

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).

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• Desmet, P.M.A. (2012). Faces of product pleasure: 25 Positive emotions in human-product interactions. *International Journal of Design*, 6(2), 1-29.

• Yoon, J., Desmet, P.M.A., & Pohlmeyer, A.E. (2013). Embodied typology of positive emotions: The development of a tool to facilitate emotional granularity in design. In: proceedings of the *5th IASDR International Congress*, Tokyo, Japan (pp. 1195–1206).

• Yoon, J. (2018). Escaping the emotional blur: *Design tools for facilitating positive emotional granularity*. PhD thesis. Delft University of Technology.

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Human Goals

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

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• Ford, M. E. (1992). *Motivating humans: Goals, emotions, and personal agency beliefs.* Newbury Park: Sage Publications.

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).

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• Peterson, C., & Seligman, M.E.P. (2004). *Character strengths and virtues: A handbook and classification.* Oxford: Oxford University Press.

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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
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