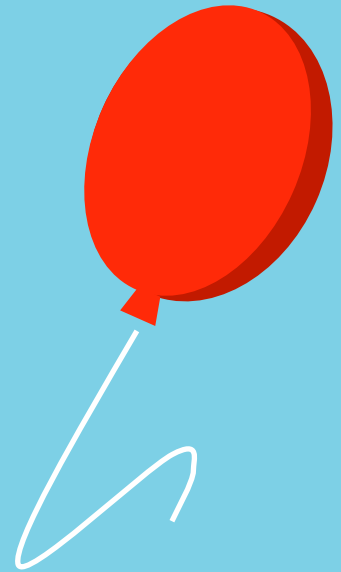


Designing for
Happiness
A positive future for technology



SXSW 2016
@paminthelab

Technology

sometimes makes us feel...



incomplete



addicted lonely

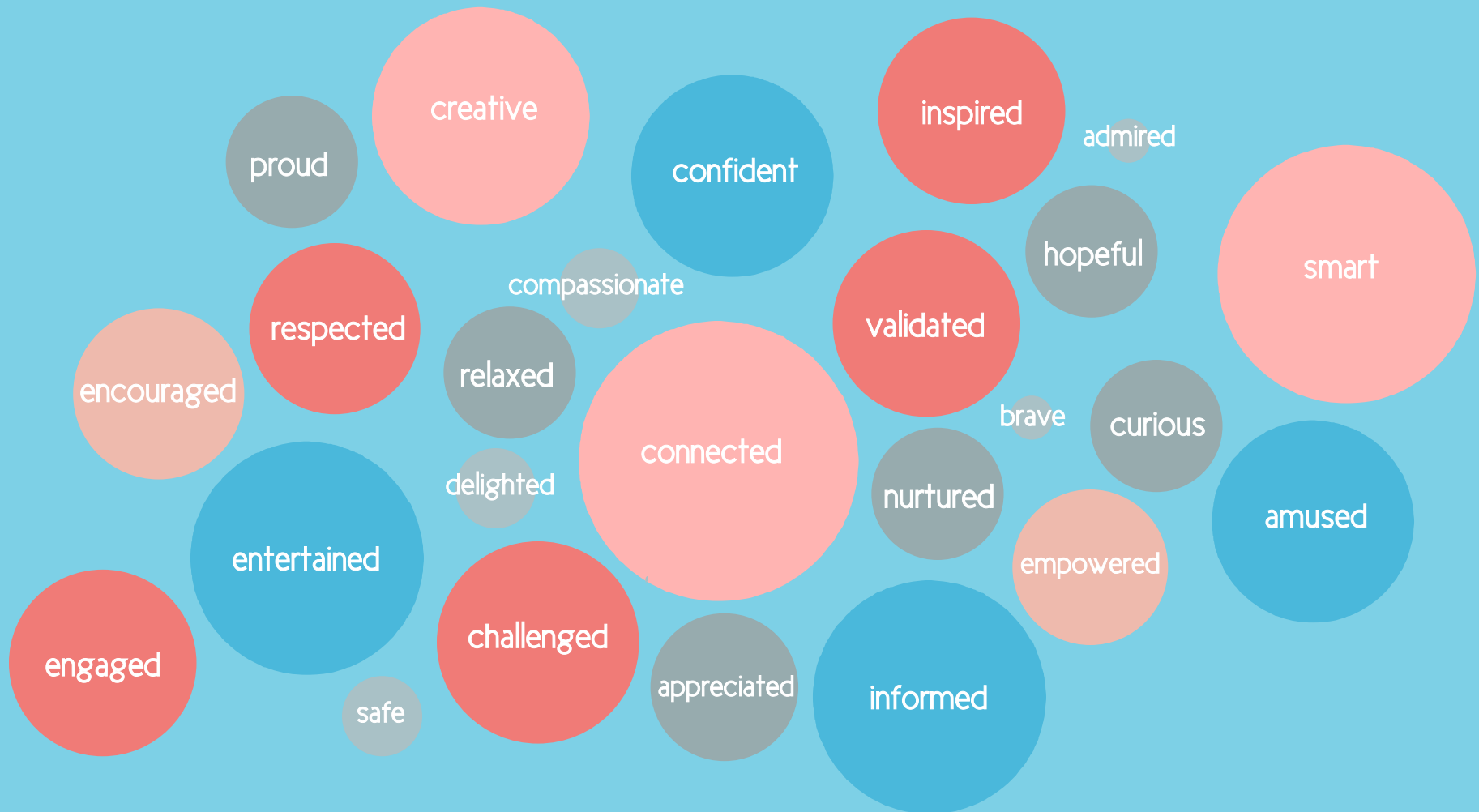
anxious

lazy distracted

disconnected




Technology can make us happy in all the ways



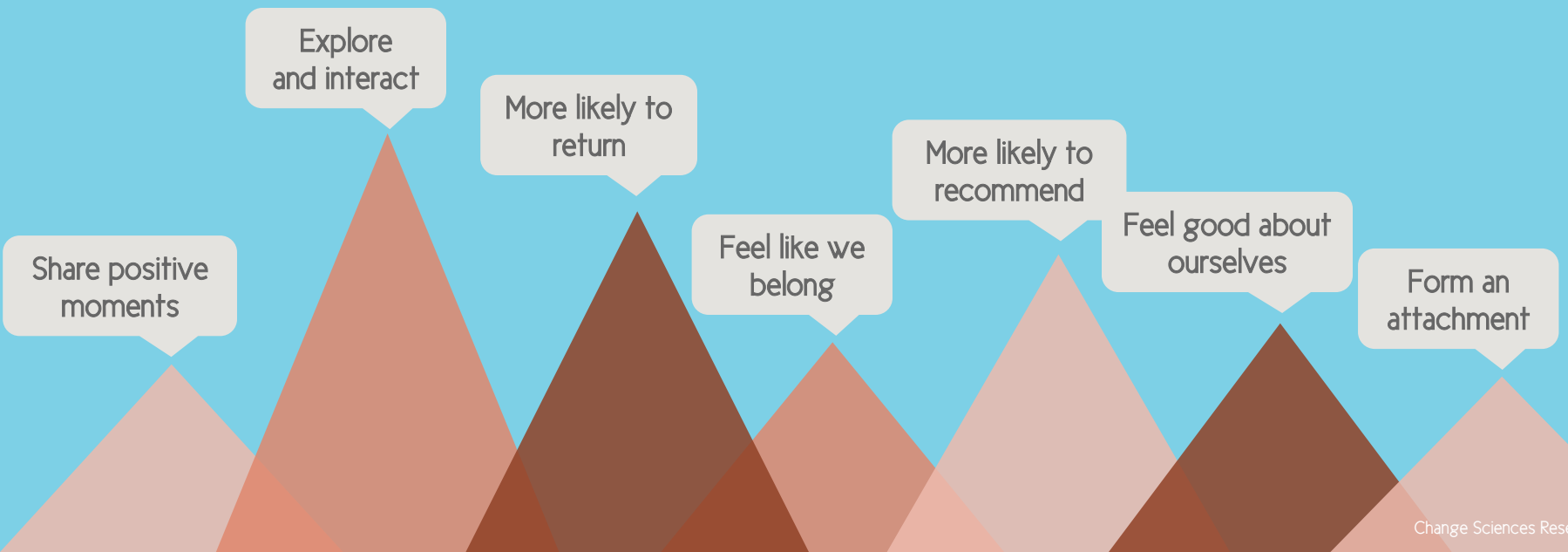
Happiness is...



Pleasure and Purpose



When people feel happy using technology, the outcomes are positive for everyone



What if we could design for
Happiness?



Happiness



loading...

Please take a minute to VOTE

treats



pets



surprises



family



discovery



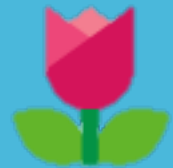
adventure



culture



nature



music



playing



winning



free wifi



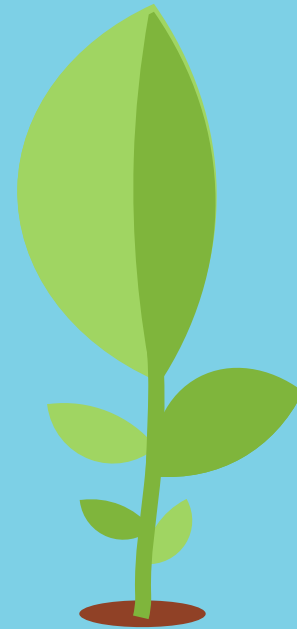
The next phase for designing technology is
Positive Design



FRictionLESS
DESIGN



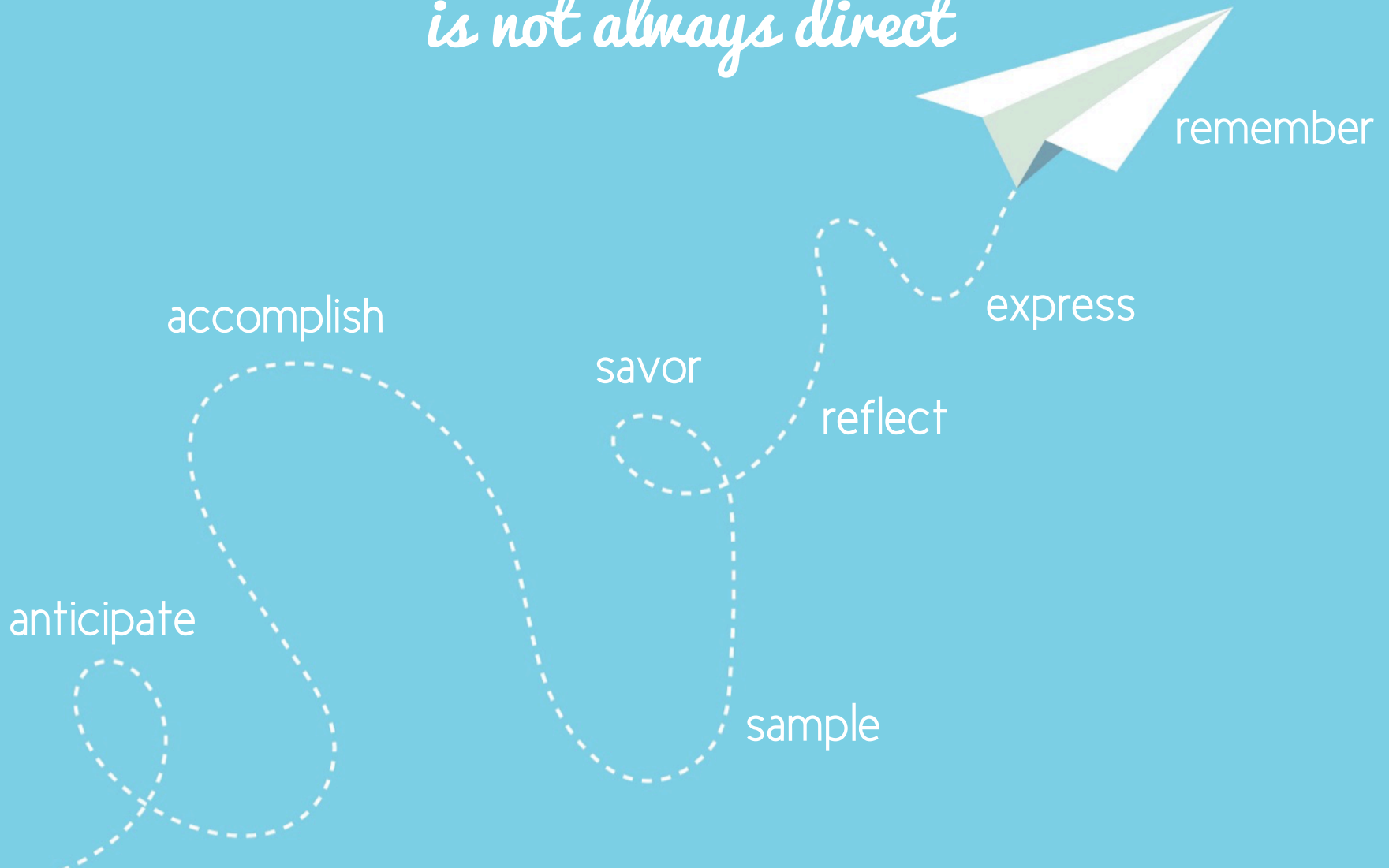
BEHAVIORAL
DESIGN



POSITIVE
DESIGN

The Happy Path

is not always direct



There are five factors of Positive Design



AUTONOMY

Ease of use, control,
productivity, mastery

TRUST

Security, respect,
privacy, authenticity

CONNECTION

Identity, community,
relationships

CREATIVITY

Discovery, play,
expression, making

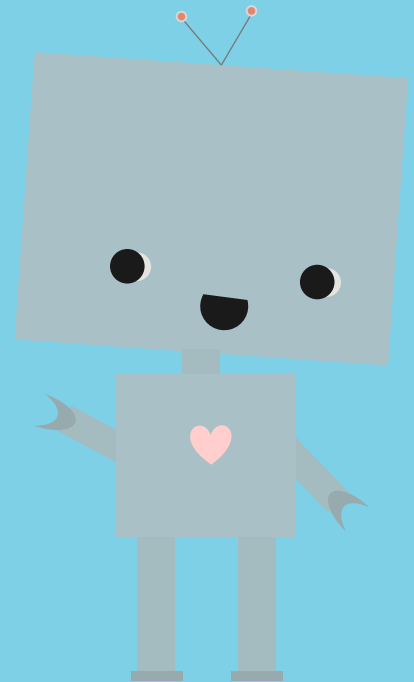
MEANING

Continuity, learning,
challenges, flow

Learn how to design for **Happiness**

at SXSW 2016

Please
VOTE



A SXSW 2016 PROPOSAL
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