

## Center for the Study of Human Satisfaction

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In evaluating existing products, it's not necessary to have a theory of human fulfillment. One may consider individual product experiences and seek to discover if they are fulfilling or not, without trying to understand why exactly and without having a theory about the different types of fulfillment.

But all product use involves an unconscious commitment of time on behalf of the user, and it is useful to ask if these unconscious time commitments are ones the user will later regret, or whether (a) your product delivers on a goal of the user w/r/t how they want to spend their time, or (b) your product leads to a fulfillment that the user will feel was worth the time. It is therefore useful to have some sense of the users' goals w/r/t their time and to have some aid in thinking about what might be fulfilling and what might not.

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### 10 TRUE DESIRES

a complete list of what people find deeply fulfilling

**Camaraderie** — Affection, Conviviality, Laughter

**Contribution** — Service, Deployment, Significance, Relevance

**Bravery** — Confrontation, Adventure, Challenge, Self-direction, Conquest, Engagement, Struggle, Heroic meaning

**Wonder** — Smallness, Transcendence, Awe

**Coaction** — Teamwork, Timing, Coordination, Group Action

**Being Understood** — Identity, Authenticity, Catharsis, Individuality

**Inventiveness** — Creativity, Generativity, Brainstorming

**Protection** — Security, Belonging, Insurance, Sanctuary, Home

**Downtime** — Goallessness, Free Time, Idleness, Free and easy wandering

**Clarity** — Coherence, Understanding, Big Picture, Harmony, Sensemaking

*Thesis:* those whose lives feature many of these are more fulfilled.

*Thesis:* when people recall the most fulfilled parts of their lives, these feature more prominently than at other times.

*Thesis:* whatever people seem to be wanting, they are really jonesing for one of these 10 things.

*Thesis:* if you can give someone what they really want (one of these) that's often better for them than giving them what they think they want

*Thesis:* those who are fulfilled along many of these axes tend to pay it forward

*Tests:* (a) take some superficial desire and map back to one of these, fulfill the true desire, and watch them no longer want the other thing, (b) find someone who's suddenly fulfilled and interview them about what changed, ...

*See also:* Max-Neef's "Universal Human Needs", Maslow's Hierarchy of Needs, various models of human motivation and needs

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## 8 VERY COMMON FREE TIME / LIFESTYLE GOALS

- not a complete list, but covers a surprising majority of people's free time goals
- more time with friends
- more nightlife
- more crazy shit
- more time on creative projects
- more sunshine/time outside
- more intellectual engagement
- more quiet time
- more exercise/exertion

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### Goals that people are articulate about:

- to **be** a good <rolename> {father, brother, employee, boss, etc etc etc}
- to **accomplish**/complete a project
- to **have**/achieve a lifestyle (see above)

- of these, the **accomplish** goals are often wrongheaded, in the sense that users will claim that accomplishment will lead to satisfaction but that in fact accomplishing the goal/project rarely results in long-term satisfaction of a true desire. **accomplish** goals sometimes satisfy the true desire for *contribution*, but often they do not and almost always there are more direct ways to arrive at that satisfaction

- the **be/role** goals and the **lifestyle** goals usually correlate with true desires, but often the goalmaker is unaware of other, quicker paths to satisfying the same true desire.