

Positive Design

Keywords: Subjective Well-Being; Virtue, Pleasure, Meaning

1. Workshop Organiser/s

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2. Context of Workshop

"If you want to increase your happiness, don't buy new products, change your behaviour."

Positive psychologists sometimes advise that not too much ought to be expected from the contributions to subjective wellbeing made by consumer products (Nicolao, Irwin, & Goodman, 2009). The 'Positive Design' workshop challenges this view by proposing that design *can* increase happiness. The central question addressed is: How can design contribute to human flourishing?

3. Planned Activities and Expected Outcomes

Positive Design is an umbrella term for all forms of design, design research and design intention in which explicit attention is paid to the effects of design on the subjective wellbeing of individuals and communities (Desmet & Pohlmeier, 2013; Pohlmeier & Desmet, 2014). In this workshop, we will introduce a framework of Positive Design with three key ingredients: (1) pleasure, (2) personal significance, and (3) virtue. Each ingredient will be introduced with examples and hands-on exercises. Design research tools and methods that address the three ingredients will be introduced and discussed. Finally, an overview of additional methods will be assembled together with the workshop participants.

General workshop program:

(1) Introduction

Introduction; discussion; defining design for wellbeing

Lecture on positive design; introducing the framework

(2) First ingredient (Pleasure)

Design research tool 1: Positive Emotion granularity cards

Exercise; discussion

(3) Second & third ingredient (Personal significance & virtue)

Design research tool 2: qualities of personal goals

Design research tool 3: virtue cards

Exercise, discussion

(4) Discussion: integration and reflection

Participants connect the workshop material to their own design & research practices;
exploration of collaboration opportunities

The aim of the workshop is to inform, engage, and inspire; offering a balance between theory & research on the one hand, and experiences & design examples on the other. The DRS conference will serve as the design theme for all the exercises.

Participants of this workshop will:

- Be introduced to the latest insights in the conditions for human flourishing and the determinants of well-being
- Gain understanding of the role of positive emotions in well-being.
- Gain competence in applying these insights in design for human flourishing.
- Contribute to developing a research agenda and overview of wellbeing-related design research methods and tools
- Develop their network with well-being-focussed designers, researchers, and other professionals.

References

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

Nicolao, L., Irwin, J.R., & Goodman, J.K. (2009). Happiness for sale: do experiential purchases make consumers happier than material purchases? *Journal of Consumer Research*, 36(2), 188-198.

Pohlmeier, A.E., & Desmet, P.M.A. (2014). Designing the road of happiness. *Creative Industry Scientific Platform (CRISP)*, 4, 1-4.

4. Intended Audience

This workshop is open for a broad audience, including all practitioners, researchers and students with an interest in systematic approaches to design for subjective well-being.

The ideal number of workshop participants is 8 to 16.

5. Length of Workshop

This is a half-day workshop. A half-day is required and sufficient to (a) introduce key concepts of positive design, including activating exercises to explore tool application, and to (b) enable participants to network and to share their ideas, questions, and insights.

6. Space and Equipment Required

For this workshop, a studio-like spaces with tables that enable group work (with groups up to 4 participants), and a presentation ability (video projector and sound system).

7. Potential Outputs

Expected output includes a network that can support the objectives of the DRS Special Interest Group on 'Design for Subjective Well-Being'. As a result of the workshop exercises, a profile of wellbeing-enhancing qualities of the DRS conference (and design conferences in general) will be specified. This can inspire the DRS organisation. In addition, it will be explored if the material and insights created in the workshop can lead to a conference publication on the topic of design research methods for wellbeing-driven design.

About the Organisers:

Pieter Desmet is chair of Design for Experience at the Faculty Industrial Design Engineering, TU Delft. He is board member of the International Design & Emotion Society, and cofounder and co-director of the Delft Institute of Positive Design. His research expertise is in the emotional impact of design and design for subjective wellbeing.

Anna Pohlmeier is assistant professor at the Faculty of Industrial Design Engineering, TU Delft and co - director of the Delft Institute of Positive Design. With a background in psychology, engineering, and design, her research focuses on experience design and design-mediated subjective well-being.