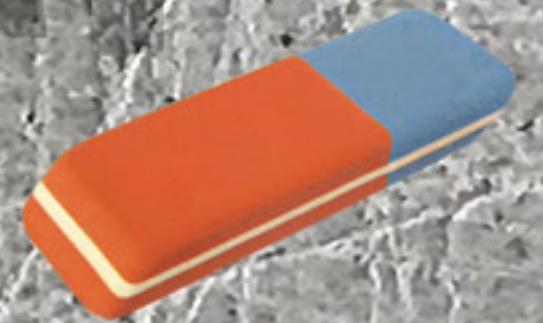


make it disappear



start

Hi,

I'm a graphic designer named Stella and I need your help!

There are lots of annoying things around me that I can't stand. Help me get rid of them!



CONTINUE

HOW TO DESIGN HAPPINESS

design, at its heart, is about solving problems. that's why it's so easy to talk to designers. they can explain exactly how their interface is built to help you navigate through your phone, or how a device was shaped to make it possible for mass manufacturing on the assembly line.

So at the creative consultancy Lippincott, designers have a theory called the happiness halo-and it's built upon reconstructing happiness as a three-act structure of anticipation, experience, and memory.

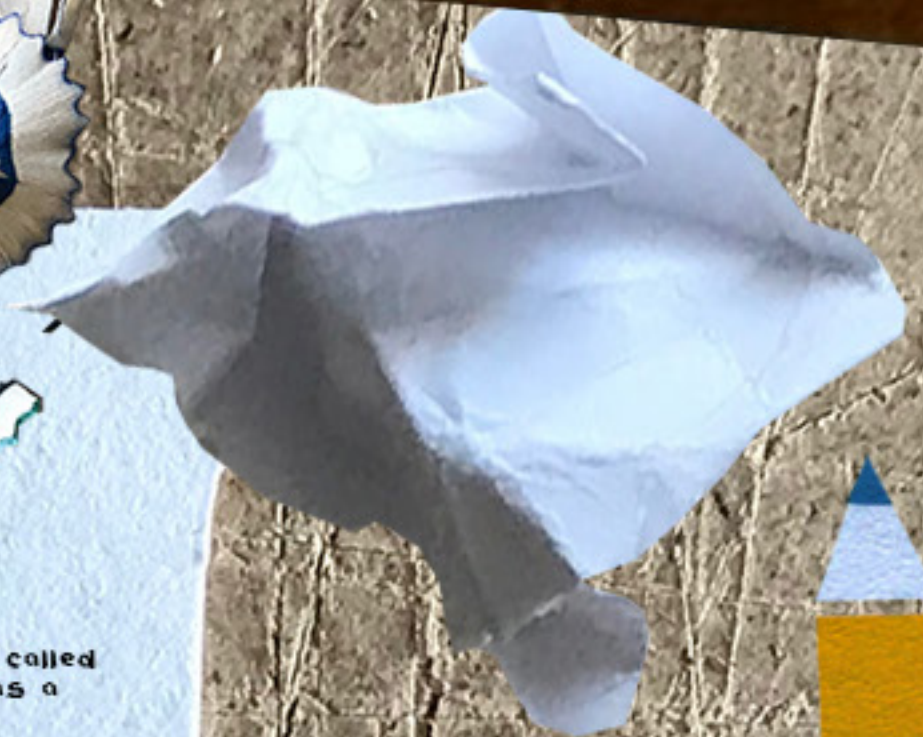
"First it's about creating anticipation," Stone explains. "That's really strong-both from a psychological standpoint but also the anticipation of the experience is sometime greater [than experience]. it goes back to our primitive skills of releasing dopamine. it's our hunting skills. if we didn't have this sense of anticipation, we would have starved to death a long time ago."

Anticipation is so powerful that being excited about a big event, like running a marathon, can give you as much joy as actually completing it.

"The experience itself is really important," Stone continues, "but an experience is never perfect, and you don't weigh an experience by adding it up over time. it's not like you add four and five and get a score that equals happiness. You actually remember the high moment and the end moment, and the most important thing is the memory."

The end moment is particularly profound-and it's something every good waiter already knows. one study found that waiters who gave mints at the end of the meal received 3% higher tips, while those who presented the mints with just a bit more effort, asking the question "would anyone like mints at the end of their meal?" received 14% higher tips. it shows that we're biased to remember endings by nature (remember that when penning your next novel).

MUST TO DO!!!!!!!



HOW TO DESIGN HAPPINESS

design, at its heart, is about solving problems. that's why it's so easy to talk to designers. they can explain exactly how their interface is built to help you navigate through your phone, or how a device was shaped to make it possible for mass manufacturing on the assembly line.

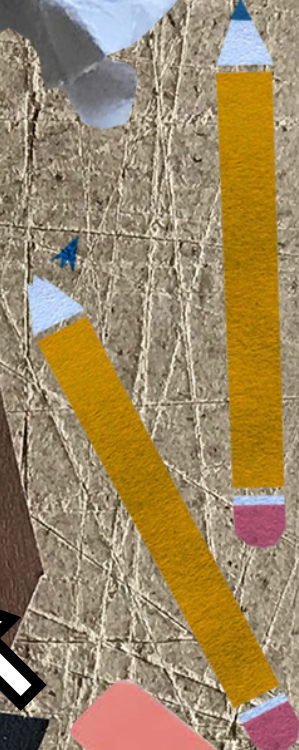
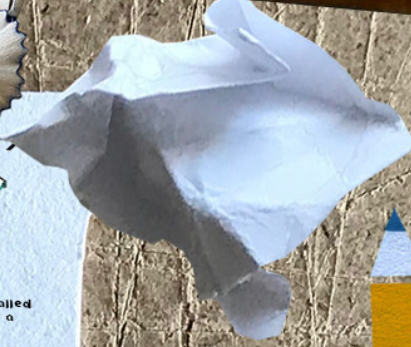
So at the creative consultancy Lippincott, designers have a theory called the happiness loop—and it's built upon reconstructing happiness as a three-set structure of anticipation, experience, and memory.

"First it's about creating anticipation," Stone explains. "That's really strong-both from a psychological standpoint but also the anticipation of the experience is sometime greater (than experience). It goes back to our primitive skills of releasing dopamine. It's our hunting skills. If we didn't have this sense of anticipation, we would have starved to death a long time ago."

Anticipation is so powerful that being excited about a big event, like running a marathon, can give you as much joy as actually completing it.

"The experience itself is really important," Stone continues, "but an experience is never perfect, and you don't weigh an experience by adding it up over time. It's not like you add four and five and get a score that equals happiness. You actually remember the high moment and the end moment, and the most important thing is the memory."

The end moment is particularly profound and it's something every good writer already knows. One study found that waiters who gave mints at the end of the meal received 22 higher tips, while those who presented the mints with just a bit more effort, asking the question "would anyone like mints at the end of their meal?" received 13% higher tips. It shows that we're biased to remember endings by nature (remember that when penning your next novel).



HOW TO DESIGN HAPPINESS

design, at its heart, is about solving problems. that's why it's so easy to talk to designers. they can explain exactly how their interface is built to help you navigate through your phone, or how a device was shaped to make it possible for mass manufacturing on the assembly line.

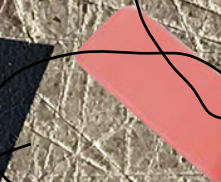
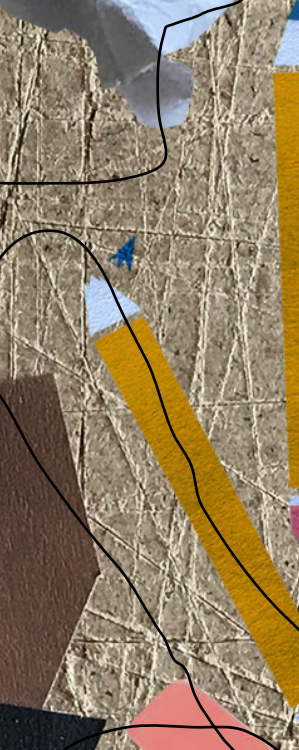
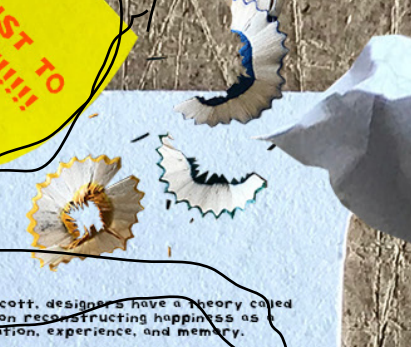
So at the creative consultancy Lippincott, designers have a theory called the happiness loop—and it's built upon reconstructing happiness as a three-set structure of anticipation, experience, and memory.

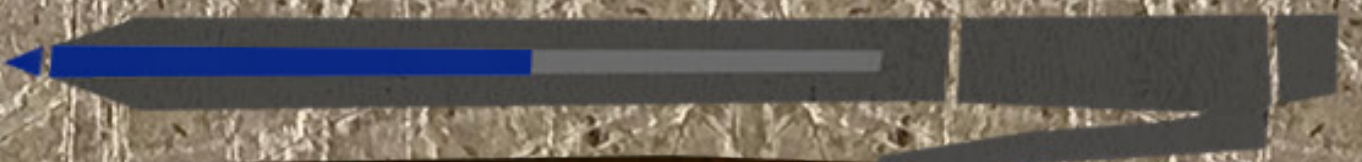
"First it's about creating anticipation," Stone explains. "That's really strong-both from a psychological standpoint but also the anticipation of the experience is sometime greater (than experience). It goes back to our primitive skills of releasing dopamine. It's our hunting skills. If we didn't have this sense of anticipation, we would have starved to death a long time ago."

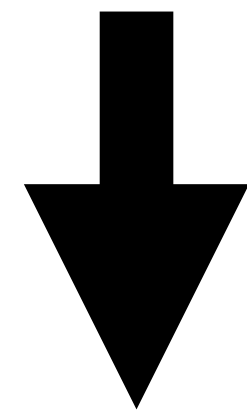
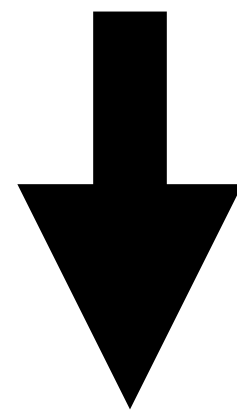
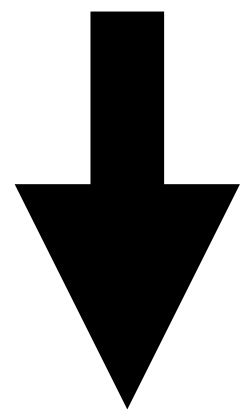
Anticipation is so powerful that being excited about a big event, like running a marathon, can give you as much joy as actually completing it.

"The experience itself is really important," Stone continues, "but an experience is never perfect, and you don't weigh an experience by adding it up over time. It's not like you add four and five and get a score that equals happiness. You actually remember the high moment and the end moment, and the most important thing is the memory."

The end moment is particularly profound and it's something every good writer already knows. One study found that waiters who gave mints at the end of the meal received 22 higher tips, while those who presented the mints with just a bit more effort, asking the question "would anyone like mints at the end of their meal?" received 13% higher tips. It shows that we're biased to remember endings by nature (remember that when penning your next novel).







what's wrong
with that?



CONTINUE

it was my
favourite pen...



CONTINUE

what's wrong with
the eraser?



CONTINUE

NOT bad!
LEVEL up!



CONTINUE



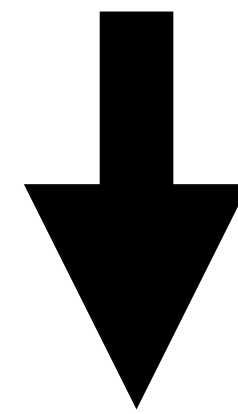
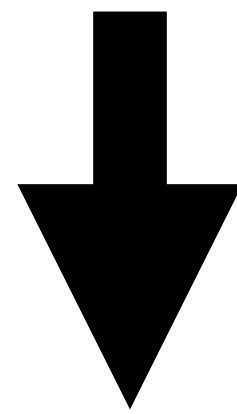
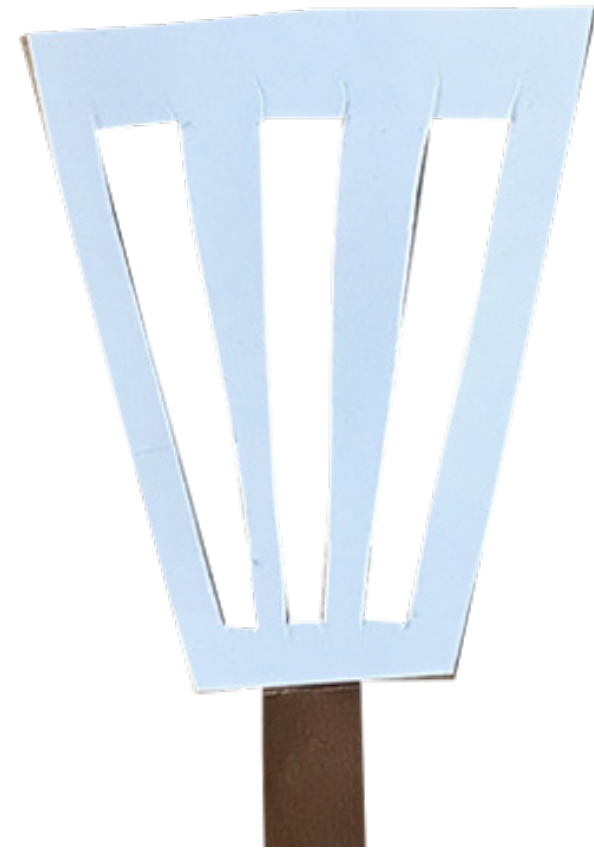
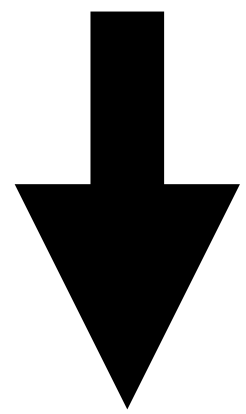
Destroyed objects 0/5

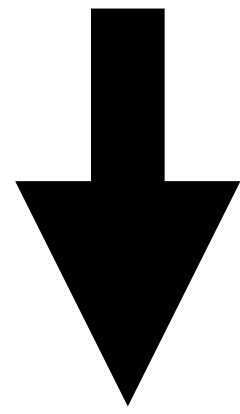
Lives 



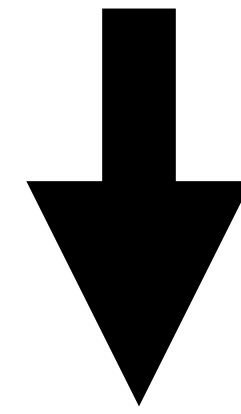
Destroyed objects 5/5

Lives 





T+E



**GREAT!!!
Level up!**



CONTINUE



Destroyed objects 0/3

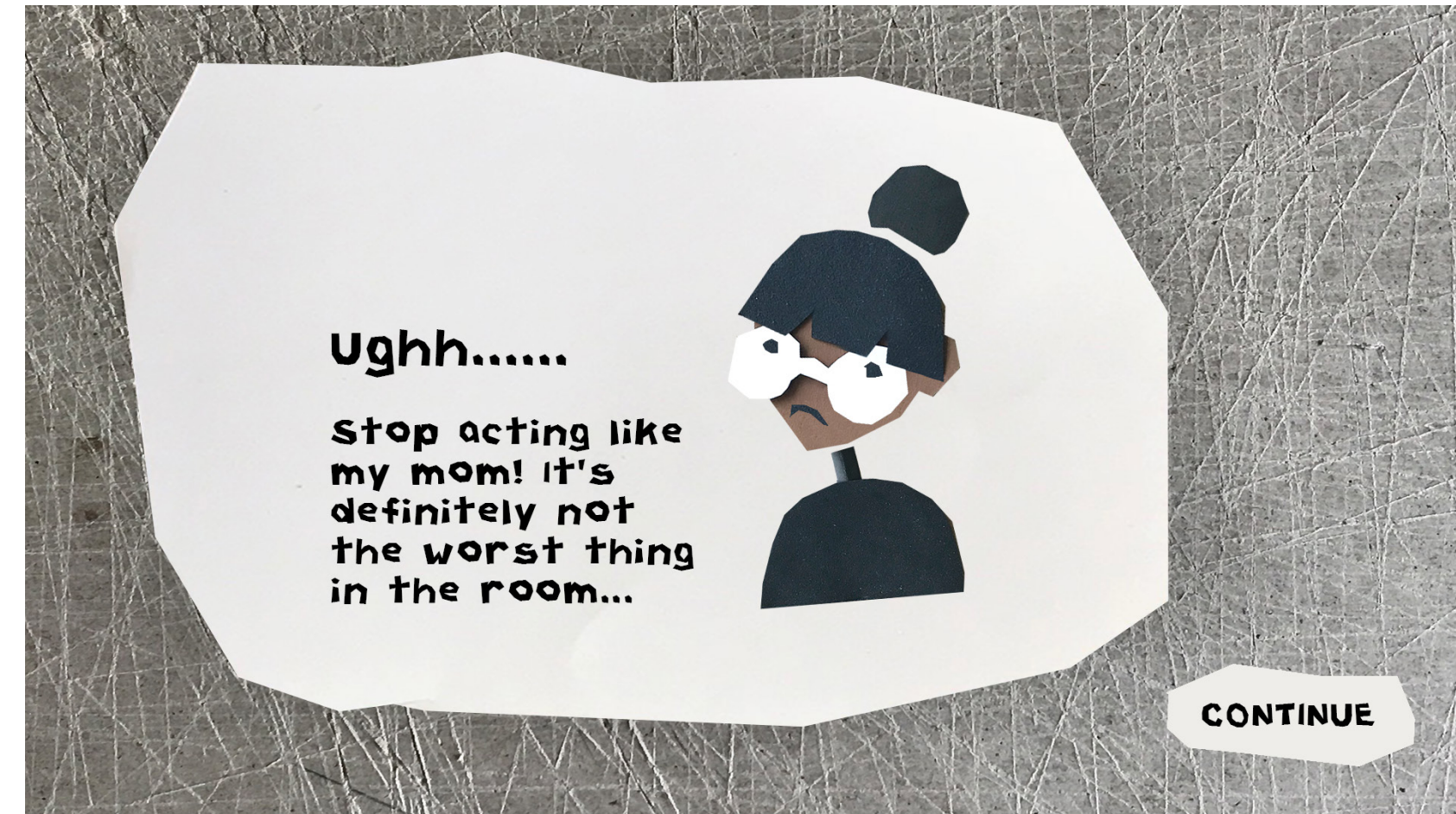
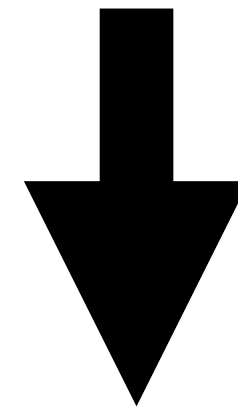
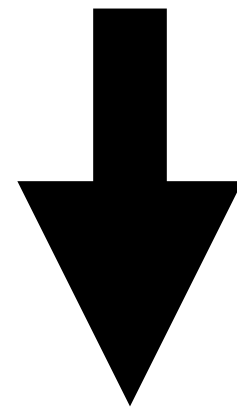
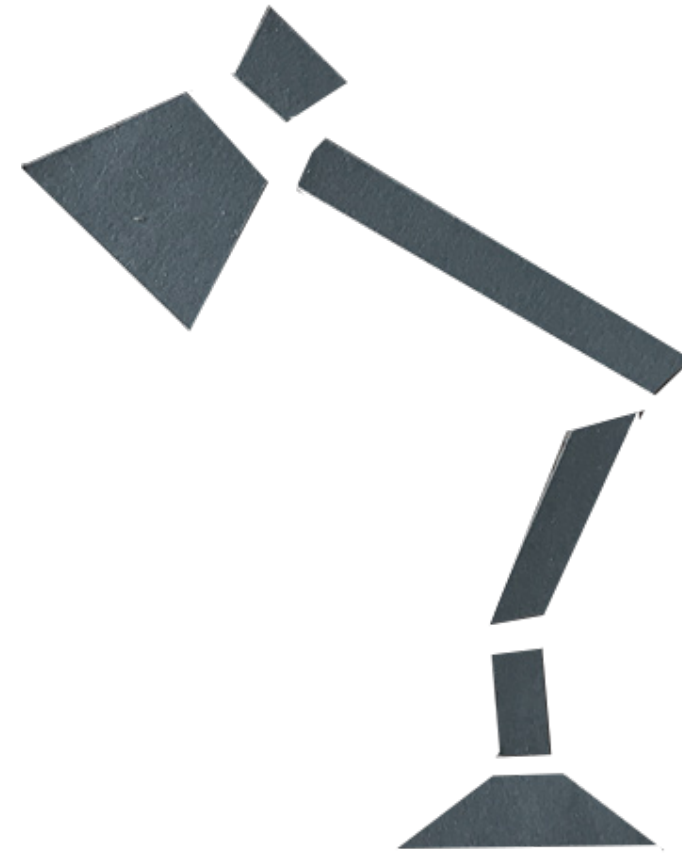
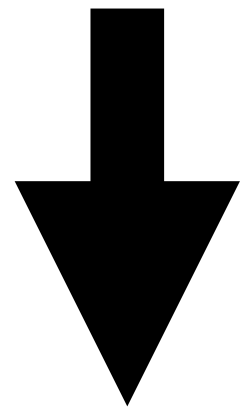
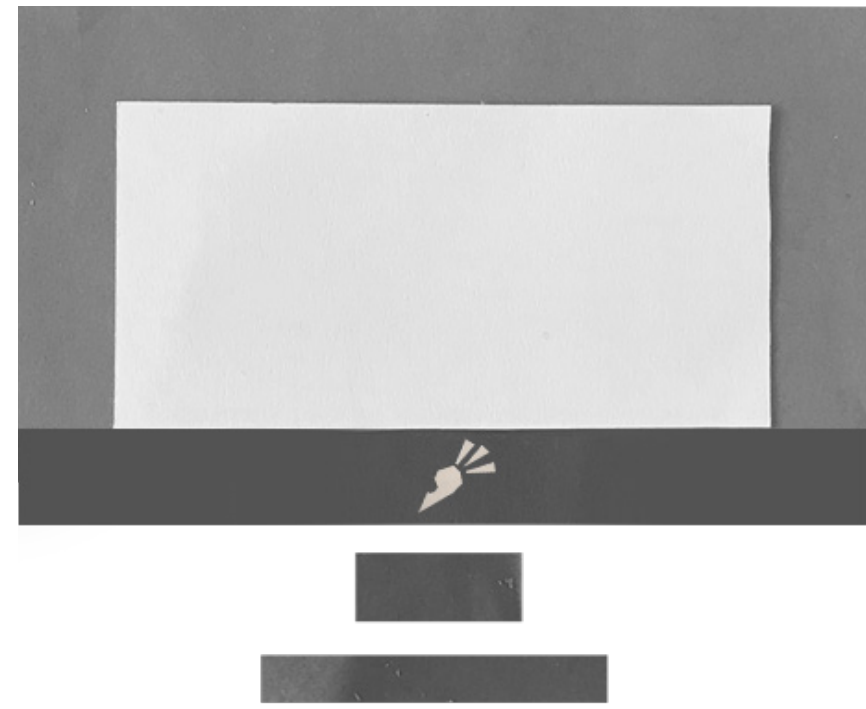
Lives 

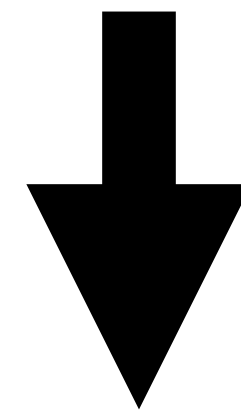
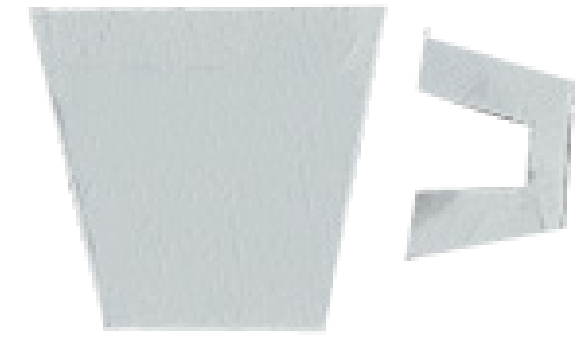
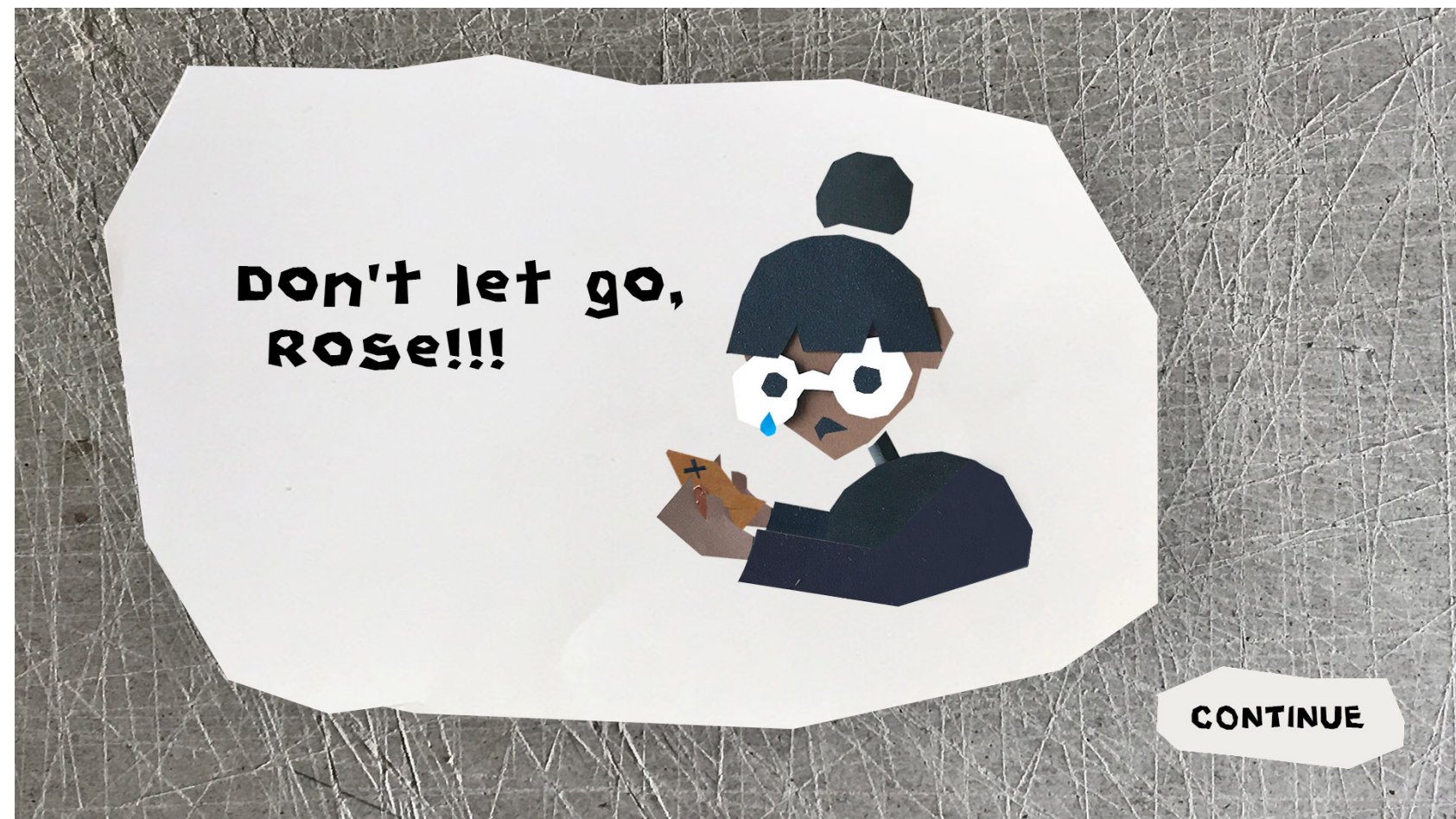
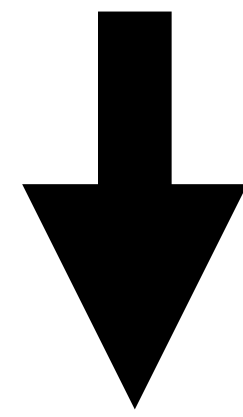
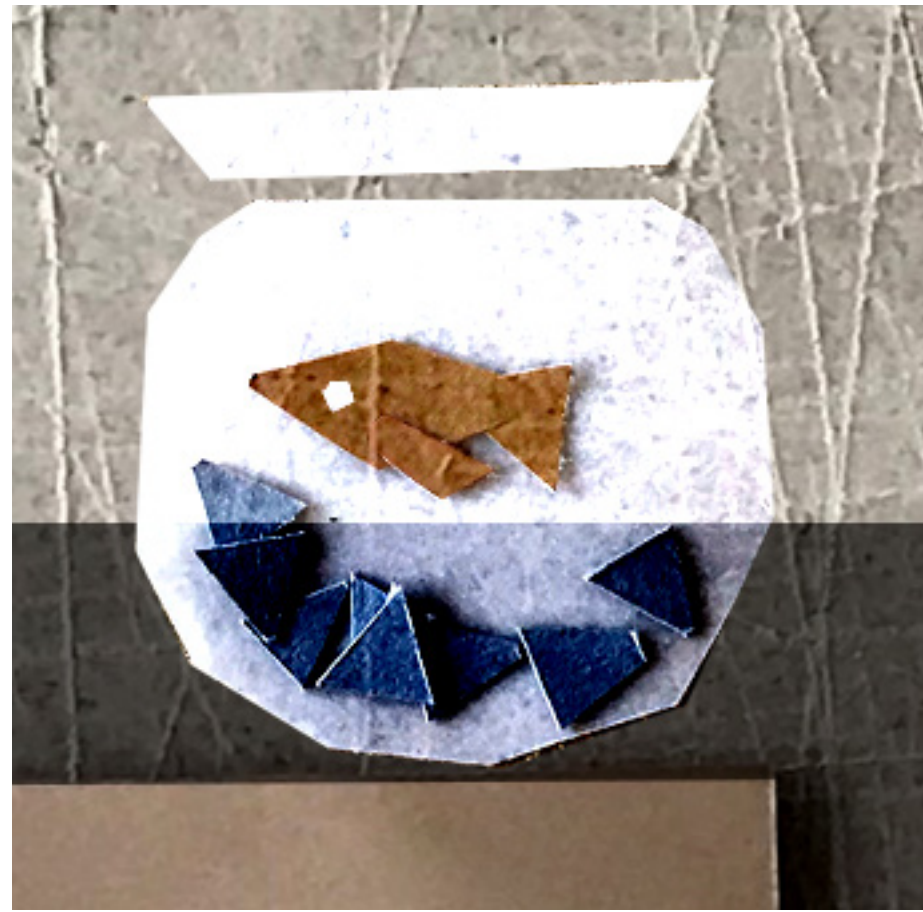


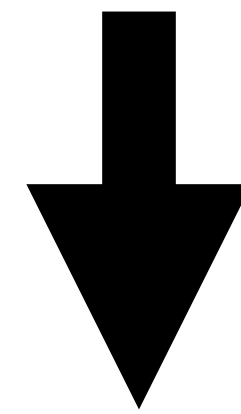
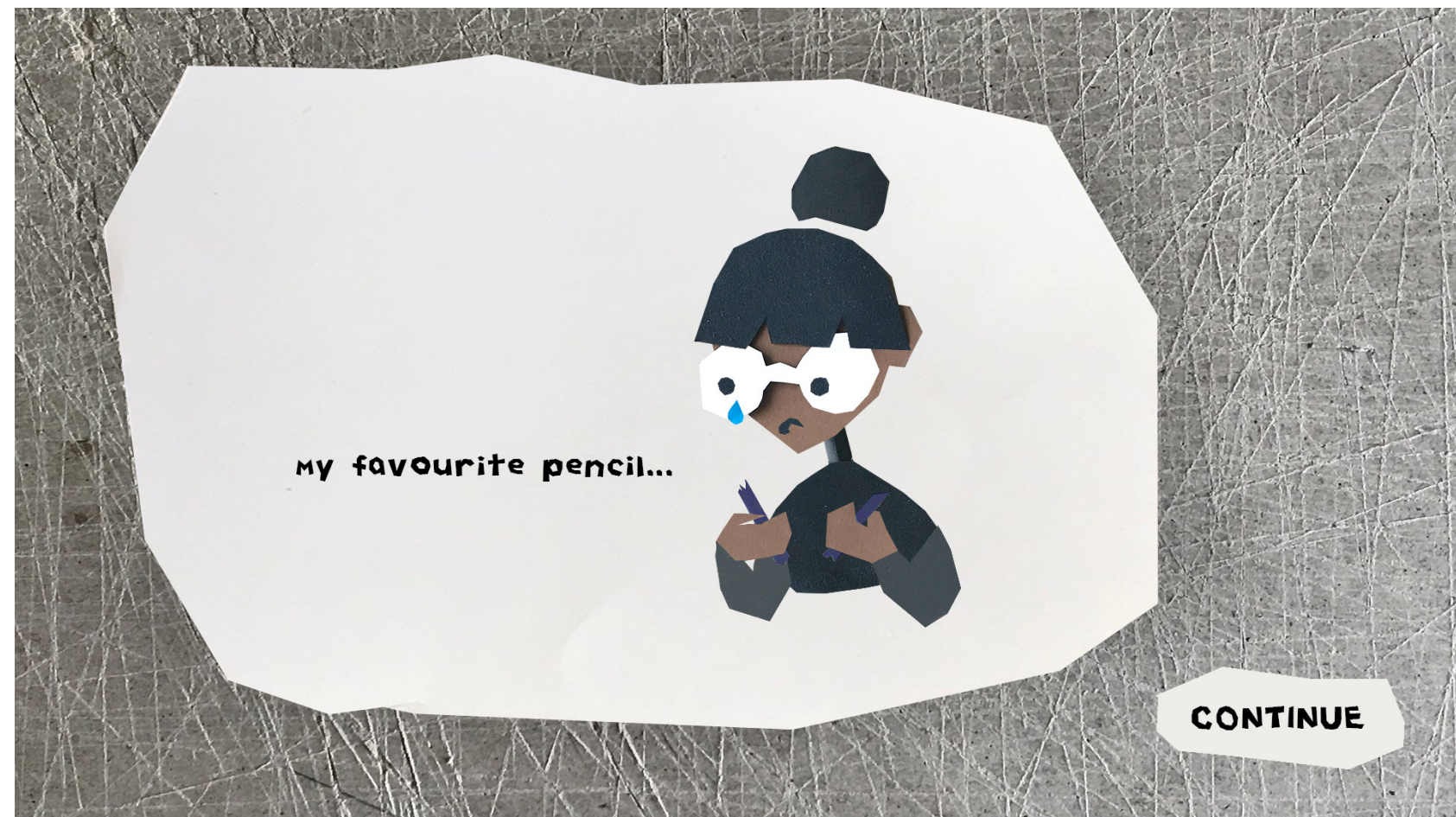
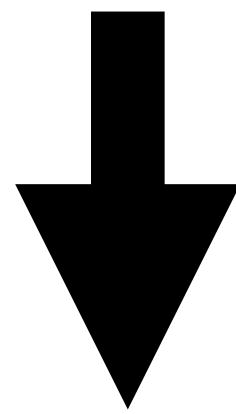
Destroyed objects 3/3

Lives









YOU DID IT!!!

YOU WON!!!

Thank YOU!!!



AMAZING!!!

REPLAY

**I CAN'T believe
that you lost!**



REPLAY