

Toolkits

Diseño Positivo



Los toolkits a continuación, tienen por utilidad el mostrar una estrategia, marco o punto de partida de ciertos **ingredientes** necesarios para por ejemplo, abrir el diálogo a cómo enfrentar proyectos

Dilemas Tool Kit

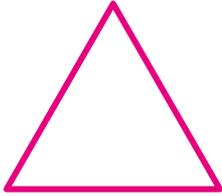


Qué es un dilema:
experiencias multifacéticas

Involucra contraindicaciones entre metas a largo plazo que en el presente resultan costosas, pero en el futuro son potencialmente disfrutables

En el libro de los dilemas Ozkaramanli, define 6 estrategias para lograr un objetivo a largo plazo

Qué es un dilema:
experiencias multifacéticas



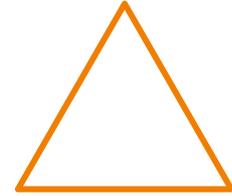
Elección

La necesidad de tomar
decisiones mutuamente
excluyentes en apariencia



Emociones
mezcladas

Suele decidirse a la luz de los
sentimientos, anticipar cómo se
sentía con esa elección

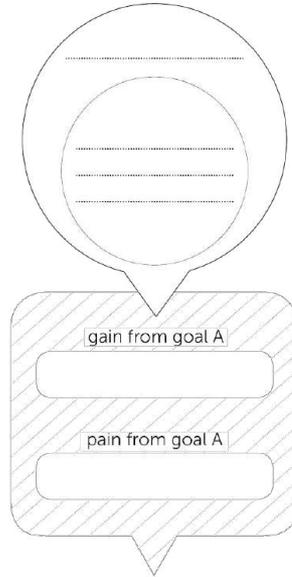


Conflicto de interés

Preocupaciones conflictivas
Elegir una anula a la otra la
mayoría de las veces

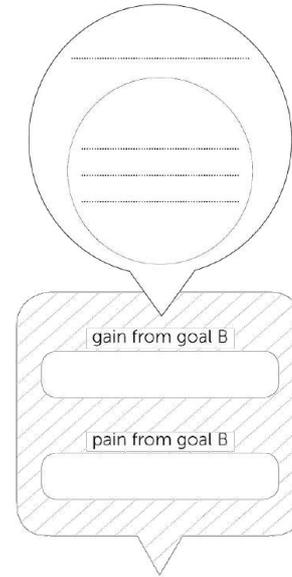
Marco explicativo Dilemas

A



.....

B



.....



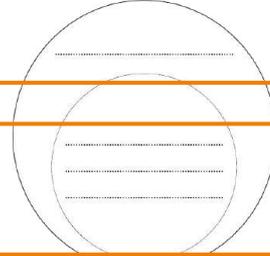
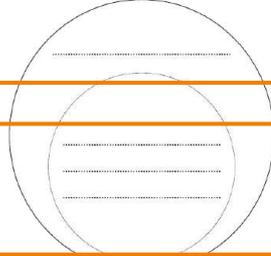
Opciones que se oponen

A

B

Meta

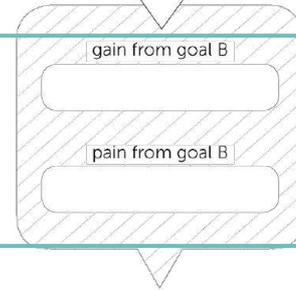
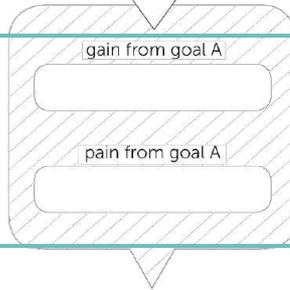
Preocupaciones conflictivas



Declaración de interés

Momento de la indecisión

Emociones mezcladas



Elecciones

.....

.....

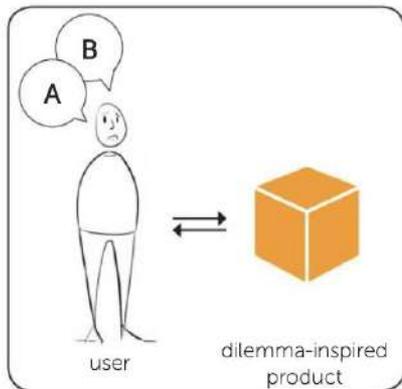
3

maneras de
resolver un dilema

Resolving Dilemmas



Simultaneously fulfilling conflicting concerns (A & B)

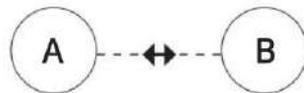


Explicitly prioritizing one concern (A) over the other concern (B)



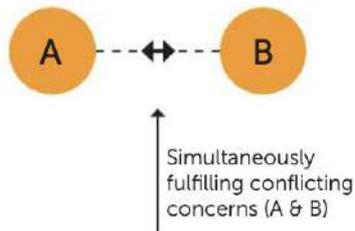
Moderating Dilemmas

Exposing the conflict between A&B, and thus, emphasizing the dilemma



Triggering Dilemmas

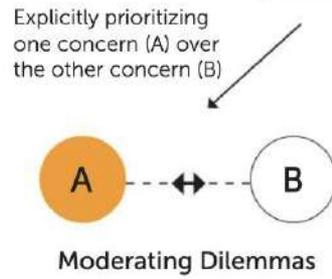
Resolving Dilemmas



El objetivo de esta influencia es rediseñar los productos o servicios existentes de tal manera que se se pueda satisfacer al mismo tiempo A y B



Dispensador VacuVin Nut
Higiene / compartir

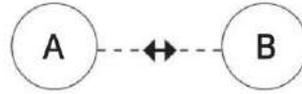


Ayudar a los usuarios a manejar sus dilemas mediante la sensibilización explícita de una preocupación sobre la otra



Clocky de Gauri Nanda
Levantarse / Mantenerse
acostado

Exposing the conflict
between A&B, and thus,
emphasizing the dilemma



Triggering Dilemmas

Llamar la atención sobre la inquietud suscitada por el dilema, por tanto, crear conciencia sobre el dilema en sí, sin cumplir necesariamente ninguna de esas inquietudes



Thrive portion- ware sally ng
Disfrute comida / Continuar la
dieta

ejemplo



El proyecto nace de la **curiosidad** de querer probar el bondage, que es un práctica erótica basada en la inmovilización del cuerpo.



Pero existe miedo de que ocurra alguna emergencia, dejando a la pareja incapacitada de liberar a uno mismo y quedar inmobilizado para siempre.

A

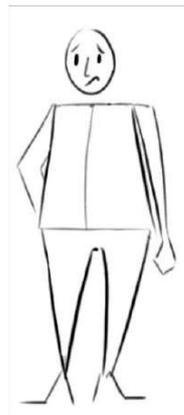
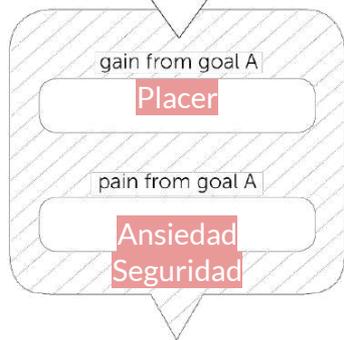
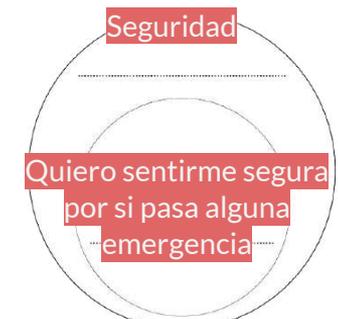
B

Preocupaciones conflictivas

Momento de la indecisión

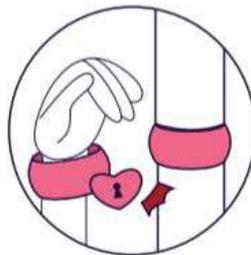
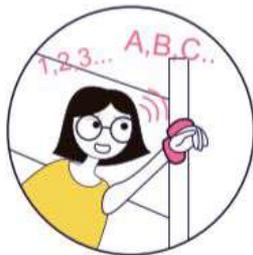
Emociones mezcladas

Elecciones

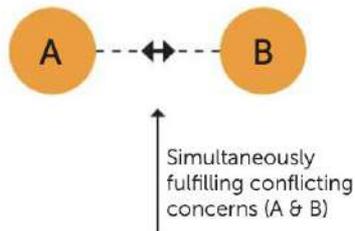


Placer Ser atada

No ser atada



Resolving Dilemmas



Resolviendo el dilema
La persona puede estar
atada y desatada

Si contesta 3 preguntas de
seguridad

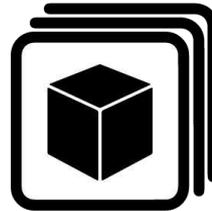


Familiarizarse con el pensamiento de dilemas e identifique una serie de dilemas inspiradores con los que diseñar.

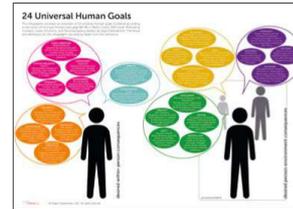
Contenido



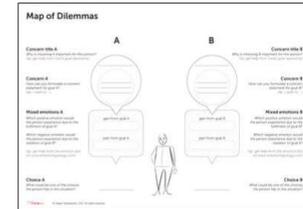
Tarjetas de metas



Tarjetas de productos



24 metas universales humanas



Mapa de dilemas

2 formas de familiarizarse



Tarjetas de
metas



Tarjetas de
productos

Tarjetas de metas



1



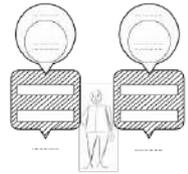
2



3



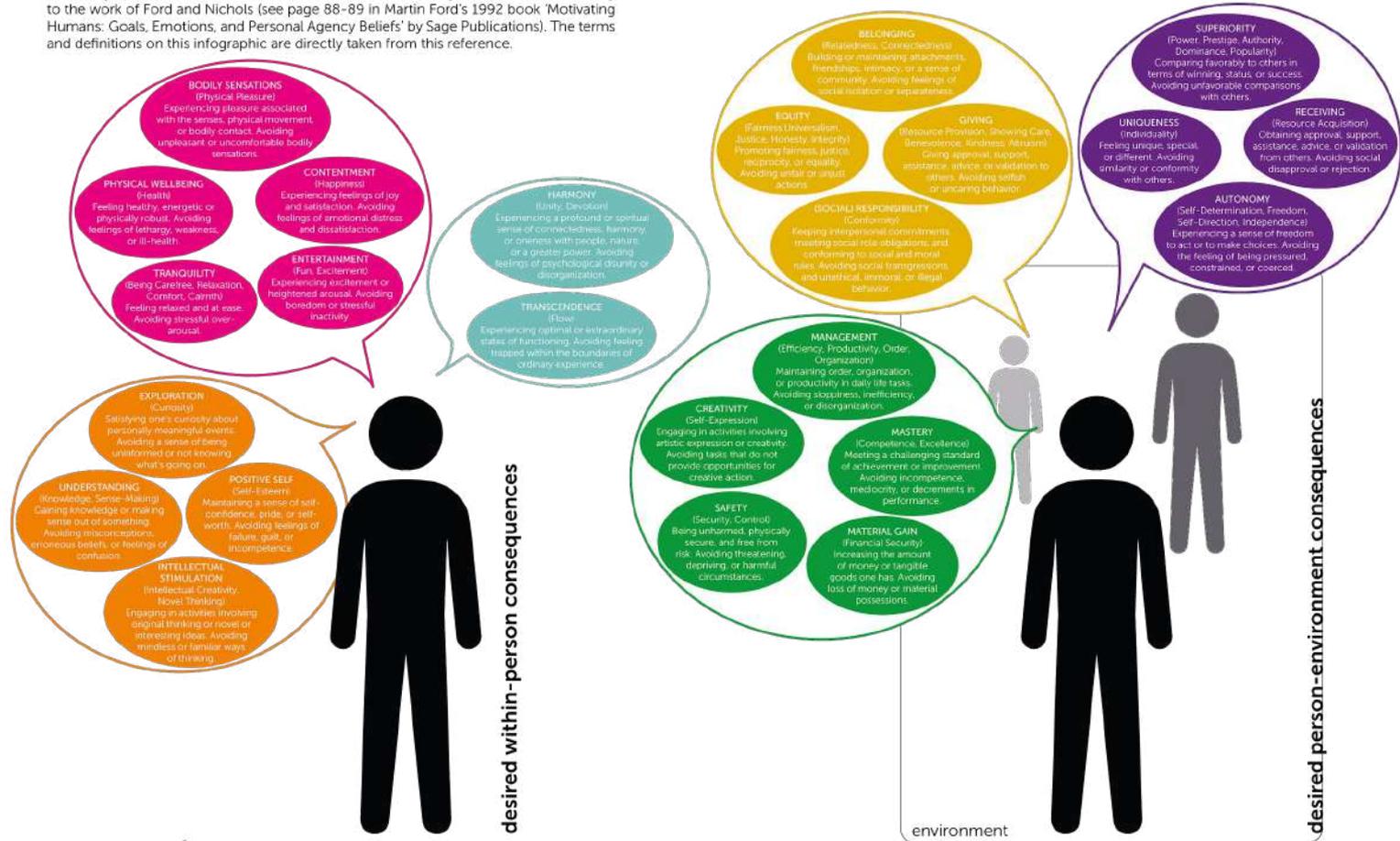
4



Explore las tarjetas en equipo (idealmente 2-4 personas), y una vez listo, deje que un miembro del equipo elija una tarjeta.

24 Universal Human Goals

This infographic provides an overview of 24 universal human goals clustered according to the work of Ford and Nichols (see page 88-89 in Martin Ford's 1992 book 'Motivating Humans: Goals, Emotions, and Personal Agency Beliefs' by Sage Publications). The terms and definitions on this infographic are directly taken from this reference.



PHYSICAL WELLBEING



Feeling healthy, energetic or physically robust. Avoiding feelings of lethargy, weakness, or ill-health.

positive design **TU Delft**



PHYSICAL WELLBEING

HARMONY



Experiencing a profound or spiritual sense of connectedness, harmony, or oneness with people, nature, or a greater power. Avoiding feelings of psychological disunity or disorganization.

positive design **TU Delft**



HARMONY

EXPLORATION



Satisfying one's curiosity about personally meaningful events. Avoiding a sense of being uninformed or not knowing what's going on.

positive design **TU Delft**



EXPLORATION

MATERIAL GAIN



Increasing the amount of money or tangible goods one has. Avoiding loss of money or material possessions.

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MATERIAL GAIN

AUTONOMY



Experiencing a sense of freedom to act or to make choices. Avoiding the feeling of being pressured, constrained, or coerced.

positive design **TU Delft**



AUTONOMY

GIVING



Giving approval, support, assistance, advice, or validation to others. Avoiding selfish or uncaring behavior.

positive design **TU Delft**



GIVING

Tarjetas de metas



1



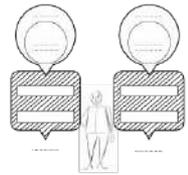
2



3



4



Tómese un tiempo individualmente para escribir **tres asociaciones personales** que tienes con este objetivo: **qué tipo de actividades ayudarían lograr este objetivo?**

Tarjetas de metas



1



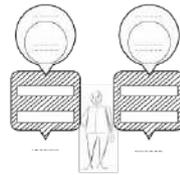
2



3



4



Empareje su tarjeta con la tarjeta de un miembro del equipo. Utilizando su experiencia personal y su experiencia en la investigación de usuarios, desafíen a los demás para formular un dilema hipotético: ¿Pueden pensar en una situación en la que estos dos objetivos puedan entrar en conflicto?

Tarjetas de metas



1



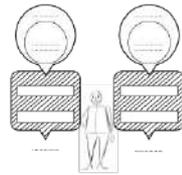
2



3



4



Consulte el **mapa de dilemas** (parte del kit de herramientas) para refinar las preocupaciones, emociones, y opciones que pueden asociarse con el dilema que formuló.

Map of Dilemmas

A

Concern title A

Why is choosing A important for this person?
(tip: get help from Ford's goal taxonomy)

Concern A

How can you formulate a concern statement for goal A?
(tip: I want to ...)

Mixed emotions A

Which positive emotion would the person experience due to the fulfillment of goal A?

Which negative emotion would the person experience due to the violation of goal B?

(tip: get help from the emotion lists on www.emotiontypology.com)

Choice A

What could be one of the choices the person has in this situation?

A diagram for Concern A. It features a large circle at the top with a smaller circle inside, containing three horizontal lines for text. Below this is a rounded rectangular box with diagonal hatching, containing two smaller rounded rectangular boxes. The top one is labeled 'gain from goal A' and the bottom one is labeled 'pain from goal A'. Both have horizontal lines for text.



B

Concern title B

Why is choosing B important for this person?
(tip: get help from Ford's goal taxonomy)

Concern B

How can you formulate a concern statement for goal B?
(tip: I want to ...)

Mixed emotions B

Which positive emotion would the person experience due to the fulfillment of goal B?

Which negative emotion would the person experience due to the violation of goal A?

(tip: get help from the emotion lists on www.emotiontypology.com)

Choice B

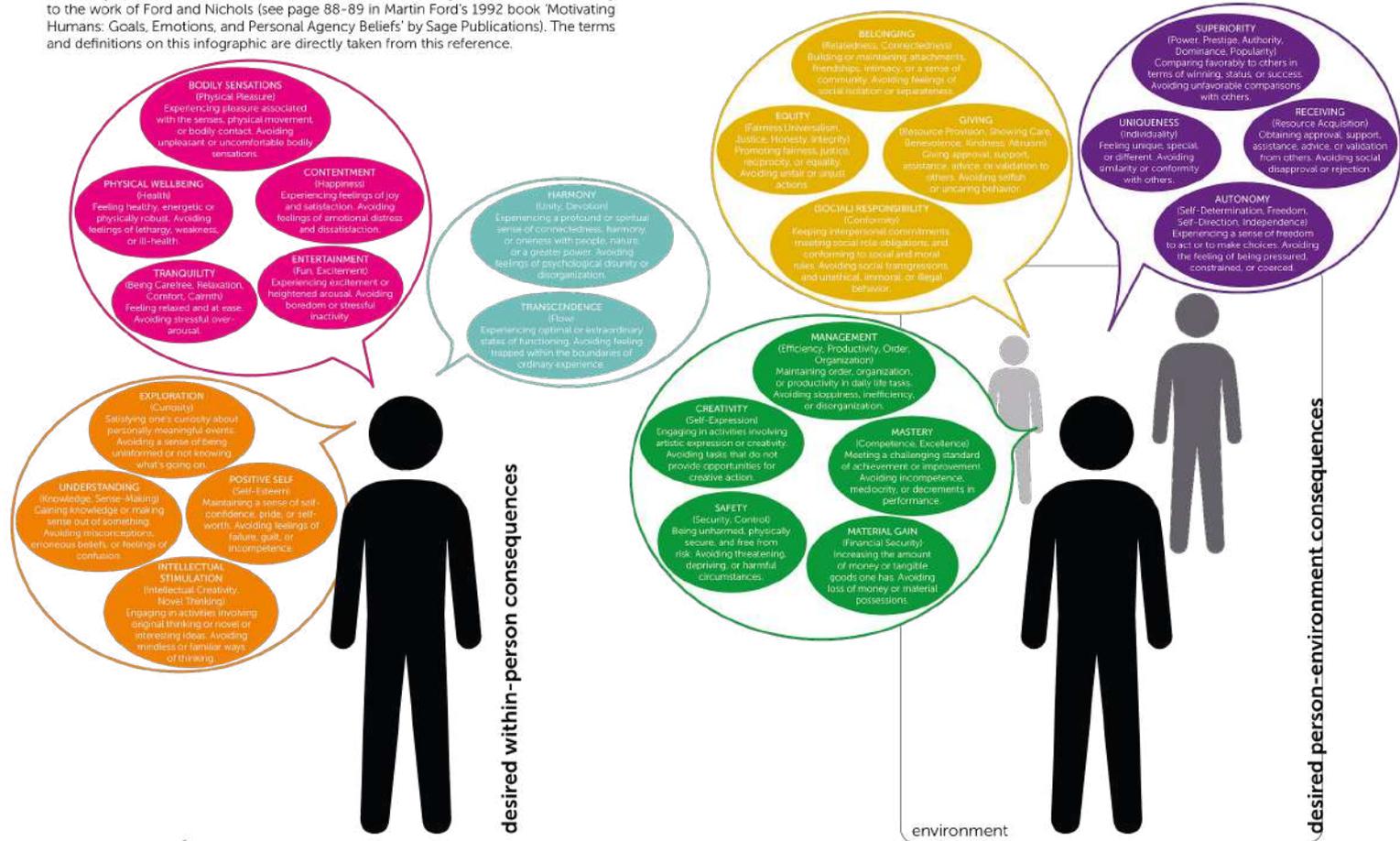
What could be one of the choices the person has in this situation?

A diagram for Concern B, identical in structure to the one for Concern A. It features a large circle at the top with a smaller circle inside, containing three horizontal lines for text. Below this is a rounded rectangular box with diagonal hatching, containing two smaller rounded rectangular boxes. The top one is labeled 'gain from goal B' and the bottom one is labeled 'pain from goal B'. Both have horizontal lines for text.

ejemplo

24 Universal Human Goals

This infographic provides an overview of 24 universal human goals clustered according to the work of Ford and Nichols (see page 88-89 in Martin Ford's 1992 book 'Motivating Humans: Goals, Emotions, and Personal Agency Beliefs' by Sage Publications). The terms and definitions on this infographic are directly taken from this reference.



PHYSICAL WELLBEING



Feeling healthy, energetic or physically robust. Avoiding feelings of lethargy, weakness, or ill-health.

BODILY SENSATIONS



Experiencing pleasure associated with the senses, physical movement, or bodily contact. Avoiding unpleasant or uncomfortable bodily sensations.

¿En qué situaciones objetivo de "bienestar físico" y de "sensaciones corporales" están en conflicto?



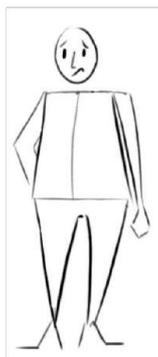
Quiero ir a correr por las mañanas

Quiero relajarme en la cama todo el tiempo que pueda



Quiero cocinar algo saludable

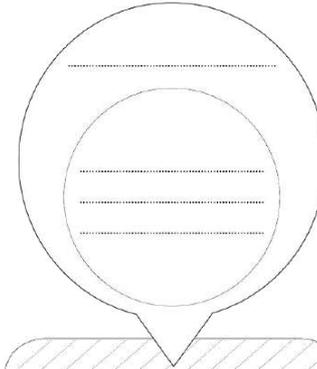
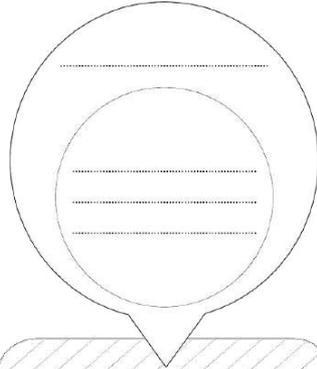
Quiero cocinar algo grasoso



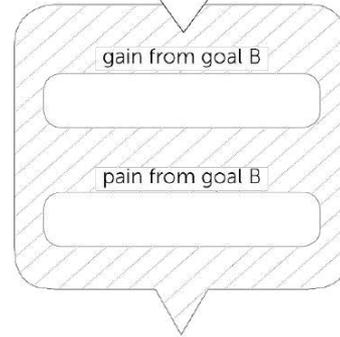
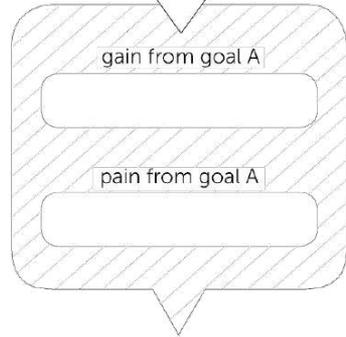
A

B

Preocupaciones conflictivas



Momento de la indecisión



Emociones mezcladas



Elecciones

.....

.....

A bienestar físico

B Sensaciones corporales

Preocupaciones conflictivas



Momento de la indecisión

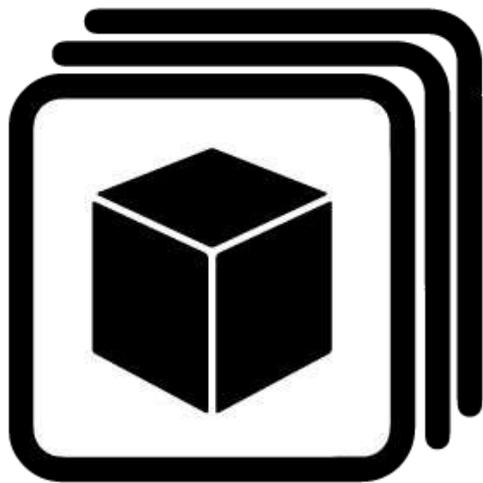


Emociones mezcladas



Elecciones

análisis de los dilemas, por
medio de productos



Tarjetas de
productos

Cualquier producto puede analizarse desde la perspectiva de los dilemas de las personas.

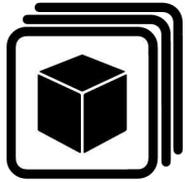
Los productos están diseñados con la intención de satisfacer las inquietudes específicas de los usuarios.

Esto puede conducir a una mejor comprensión de los dilemas y posiblemente a un mejor rediseño de los productos analizados.

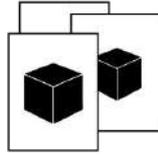
184 tarjetas de producto y una
tarjeta en blanco



Taxonomía de productos de
Google
5428

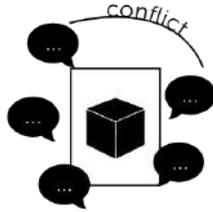


1

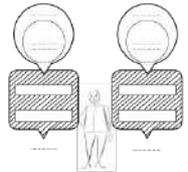


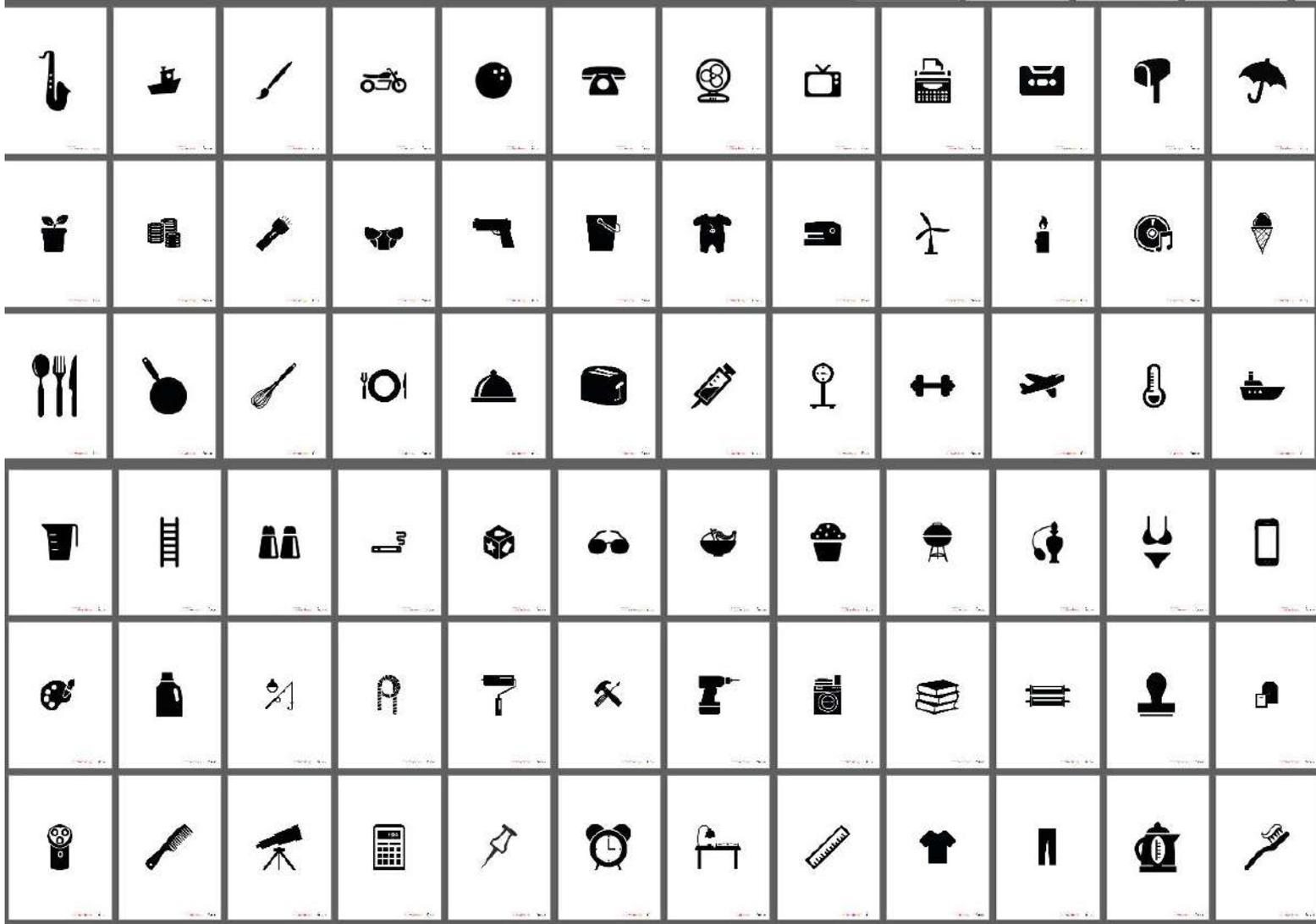
Explore las tarjetas de producto en equipo (idealmente de 2 a 4 personas) y, una vez que esté listo, elija una tarjeta de producto, nuevamente como equipo.

2



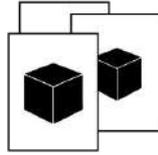
3



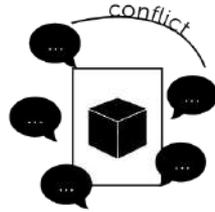




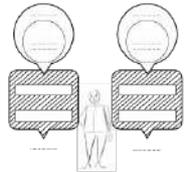
1



2



3

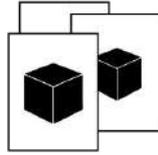


Haga una **lluvia de ideas** sobre las preocupaciones de los usuarios clave que el producto que seleccionó puede cumplir y dañar. Escríbalos.

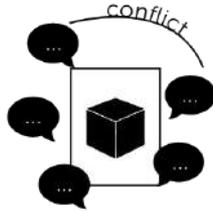
Consejo: intente pensar en términos de diferentes contextos y grupos de usuarios relevantes para este producto. Como equipo, identifiquen aquellas preocupaciones que puedan potencialmente generar conflictos y generar un dilema.



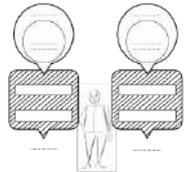
1



2



3



Consulte el **mapa de dilemas** (parte de la caja de herramientas) para refinar las preocupaciones, emociones y elecciones que pueden asociarse con el dilema que formuló.

ejemplo



¿Cuáles son las principales preocupaciones de los usuarios referente a conflictos que pueden estar asociados con la interacción con auriculares?

Quiero sumergirme
en mi música

Quiero prestar
atención a mi
entorno

Quiero compañía
en mi camino en
bicicleta.

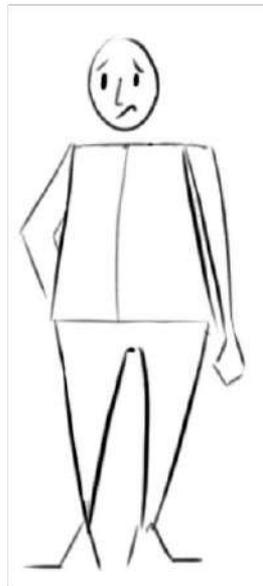
Debo estar atento a
los autos que circulan
por mi lado.

Quiero tener más
libertad al usar
audífonos.

Si utilizo audífonos
inalámbricos se me
pueden caer.

Quiero escuchar
bien mi reunión

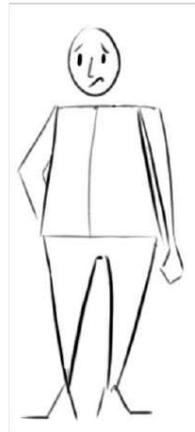
Quiero verme
bien en mi
reunión



Quiero sumergirme
en mi música

Quiero prestar
atención a mi
entorno

Usar o no audífonos al andar en
bicicleta ???

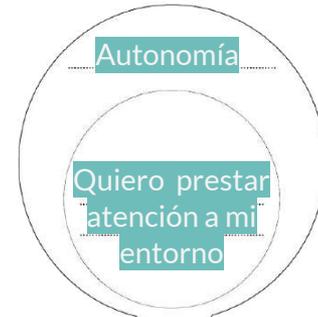


A

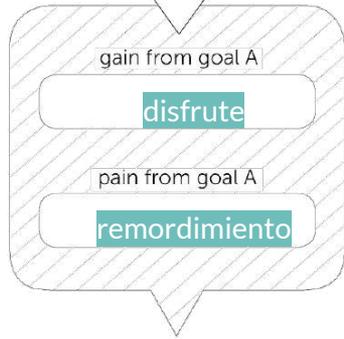
Audífonos

B

Preocupaciones conflictivas



Momento de la indecisión



Emociones mezcladas



Elecciones

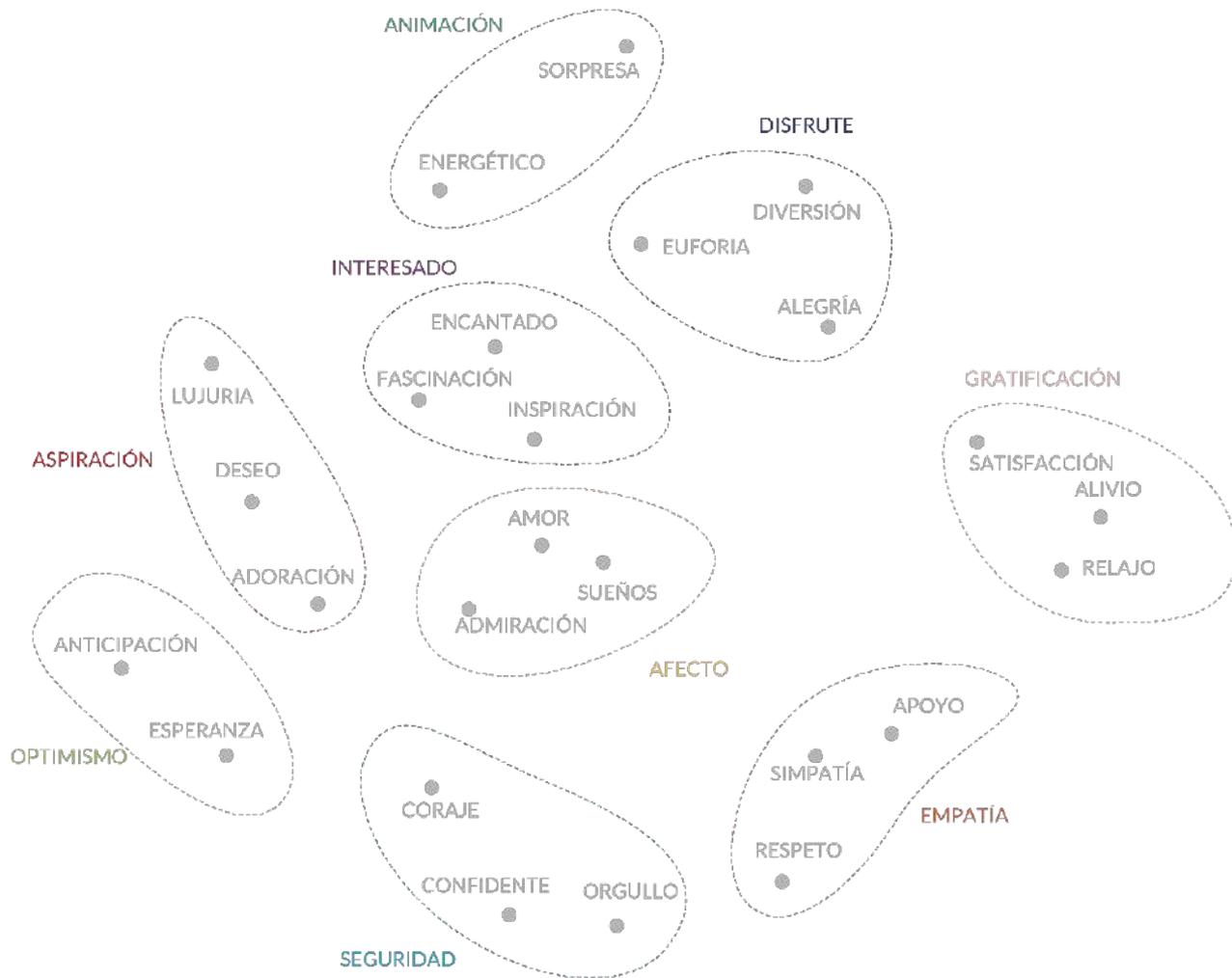
Finalmente obtenemos un marco explicativo de cómo desarrollar y pensar formas innovadoras desde cierta problemática, oportunidad o necesidad que podamos observar.

La manera en que solucionamos el problema o abordamos la oportunidad es la propuesta de diseño

Diseño para la Felicidad Tool kit



Los toolkits a continuación, tienen por utilidad el mostrar una estrategia, marco o punto de partida de ciertos **ingredientes** necesarios para por ejemplo, abrir el diálogo a cómo enfrentar proyectos



Granularidad emocional

Yoon, J., Pohlmeier, A.E., & Desmet, P.M.A., 2015

Utilidad de este toolkits

Las tarjetas puedes utilizarlas para:

iniciar una conversación

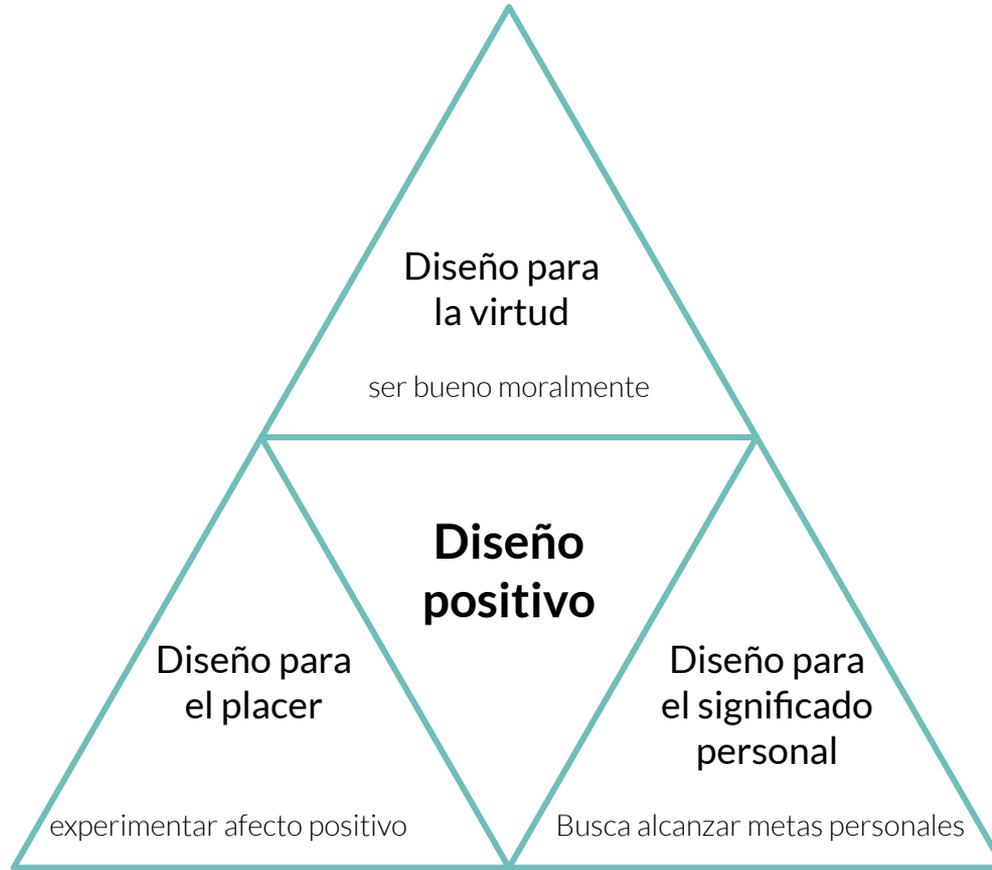
informar su investigación

generar nuevas ideas

justifique sus decisiones de diseño

inspiración a su equipo.

Esta herramienta fue desarrollada para aprovechar el vasto potencial del bienestar duradero



Positive Design reference guide (Jimenez S., Pohlmeier A., Desmet P., 2015), p. 49

Este toolkit, más que entregar una manera de estructurar o organizar tu problemática/ propuesta

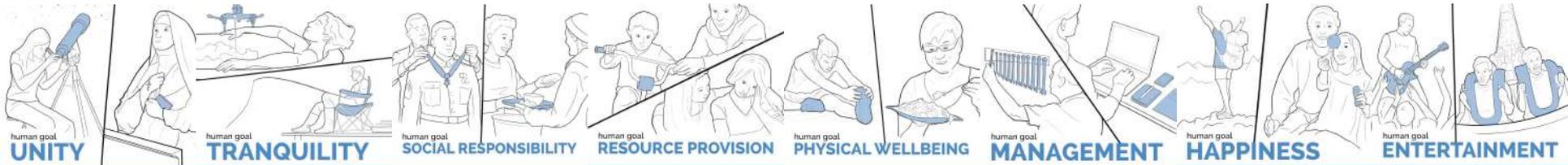
Busca generar **conversación** en torno a los 3 ingredientes del bienestar



24 objetivos
humanos



Felicidad derivada de **tener un sentido** de avanzar hacia una meta futura y desde la conciencia de logros pasados



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.

TRANQUILITY
 Tranquility represents our desire to have a serene state of mind.
 Tranquility is achieved through activities that provide calmness, or that reduce or resolve problems, conflicts, or other stressful or disturbing circumstances.

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.

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.

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.

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.

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.

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.



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.

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.

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.

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.

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.

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.

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.

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.



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.

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.

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.

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.

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.

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.

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.

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.



24 virtuosos



Felicidad que es el resultado de un
**comportamiento moralmente
valorado**



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.

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.

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.

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.

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.

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 vision.

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.

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.



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.

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.

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.

KINDNESS

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

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

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.

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.

FAIRNESS

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

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

BRAVERY

Bravery refers to our ability to withstand threat, challenges, difficulty, or pain and to act on a 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.



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.

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.

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.

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.

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.

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.

CURIOSITY

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

Curious people like and are intrigued by ambiguity and activity engage in exploring and discovering novel ideas and activities.

APPRECIATION OF BEAUTY AND EXCELLENCE

The appreciation of beauty and excellence refers to our ability to notice, recognize and take pleasure in the evidence 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.



24 tonos de
placer



Felicidad que proviene de **disfrutar
el momento**



emotion **KINDNESS** emotion **HOPE** emotion **ENERGETIC** emotion **DESIRE** emotion **ANTICIPATION** emotion **WORSHIP** emotion **SATISFACTION** emotion **PRIDE**

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

Feeling energetic is enjoying a high-spirited state of being lively 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.

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.

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.

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

Satisfaction is enjoying the recent fulfillment 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.

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.



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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.

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.

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.

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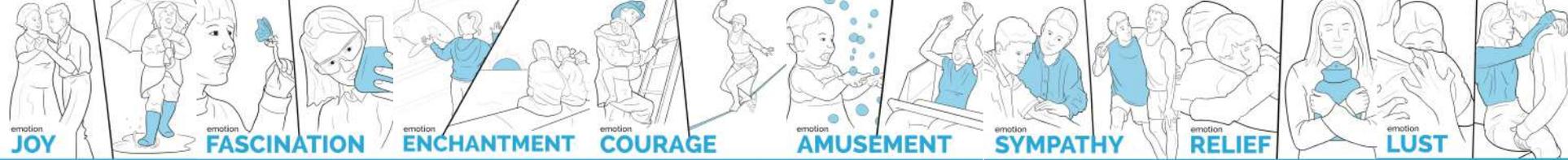
Love arises when we think about or interact with someone or something we care about, like a lot, or is dear to us.

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.

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 **JOY** emotion **FASCINATION** emotion **ENCHANTMENT** emotion **COURAGE** emotion **AMUSEMENT** emotion **SYMPATHY** emotion **RELIEF** emotion **LUST**

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

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.

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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.

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.

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

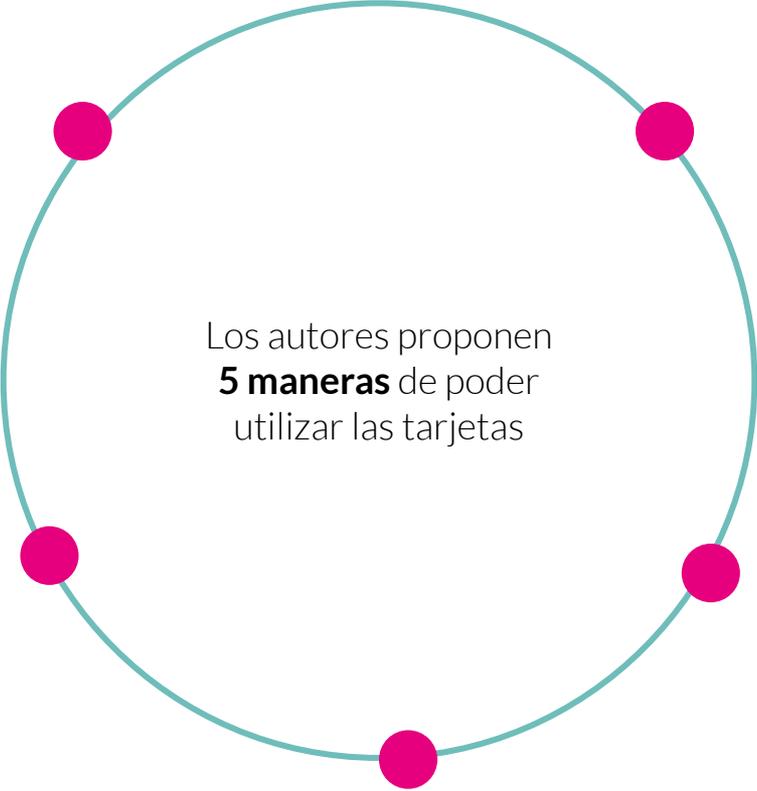
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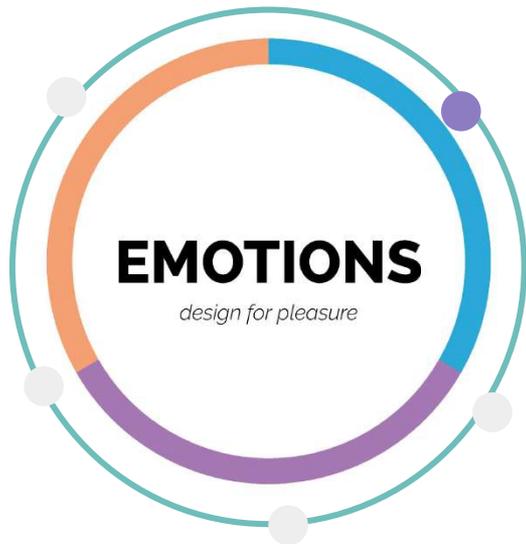
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Lust arises when we think about or interact with someone or something we find irresistible.

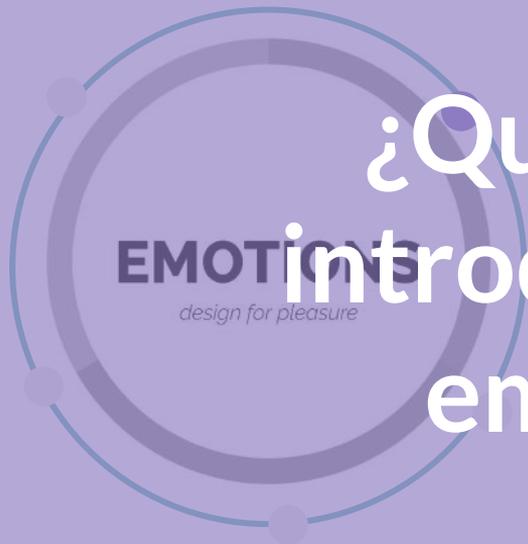


Los autores proponen
5 maneras de poder
utilizar las tarjetas



Conversaciones positivas

- 0 Distribuir las 24 emociones sobre mesa
- 1 Cada persona escoge una emoción que **a menudo experimenta**
Compartir historia de cuando la has experimentado
- 2 Cada persona escoge una emoción que le **gustaría experimentar** más frecuentemente.
- 3 En el grupo, comparte **ejemplos** de cuándo ha experimentado estas emociones
Compartir ideas de cómo se pueden apoyar estos momentos.



¿Qué puedes cambiar al introducir y fomentar estas emociones positivas?

Conversaciones
positivas

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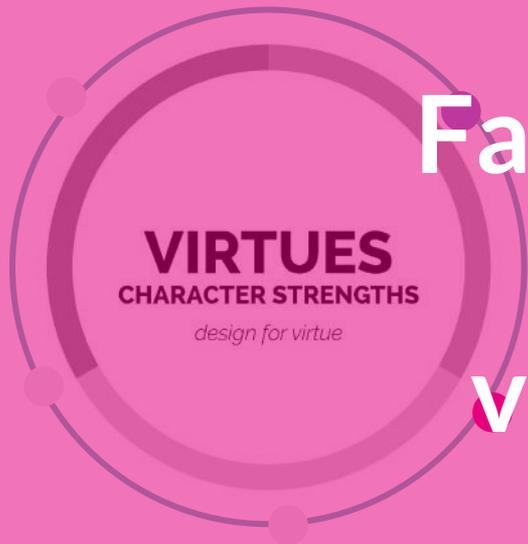
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Celebrando las fortalezas

- 0** Distribuir las 24 tarjetas de virtudes/ fortalezas sobre mesa
 - 1** En el grupo **escojan** a 1 persona
 - 2** Los demás escogen cuáles son las **virtudes/fortalezas de esa persona**
 - 3** Explique **porque** tiene estas características, utilizando ejemplos de cuando se evidencia ese comportamiento
- Repetir con todas las personas del grupo



Familiarizarse con los conceptos virtudes/fortalezas

Celebrando las
fortalezas



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Objetivo del Mes

- 0** Distribuir las 24 tarjetas de metas
- 1** En el grupo, cada persona escoge una meta que quiere comprometerse en las próximas 4 semanas
Coloque en un lugar visible
- 2** Explore como puede llevarse a cabo ese objetivo en sus actividades diarias
- 3** Pasadas las 4 semanas, comparta experiencias



Familiarizarse y comprender en conjunto las metas

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Diseñando la felicidad

- 0 Con las 72 cartas
- 1 Escojan 5 cartas que representen los ingredientes deseables clave de felicidad para tu proyecto de diseño
- 2 Comparte las cartas con el resto del grupo y guardenlas a la vista durante el proyecto



Presenta ideas que estimulen este ingrediente de la felicidad.

Diseñando la felicidad

**Encontrar una visión de felicidad
Fuente de creatividad**

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Herramienta de empatía

- 0 Con las 72 cartas
- 1 Al trabajar con clientes, consumidores, etc., Solicite que escojan una carta que los represente o que escojan cartas que representen lo que le gustaría que trabajara con usted
- 2 Su elección dará pie a una conversación

Inicio a una conversación

Encontrar una visión común en torno a la carta u objetivos que se quieren lograr a largo plazo

Conocer las emociones del usuario

Con las 72 cartas

... usuarios, clientes, consumidores, etc.,

Solicite que escojan una carta que los represente y solicite que elijan cartas que representen lo que le gustaría que trabajara

... con el usuario dará pie a una conversación

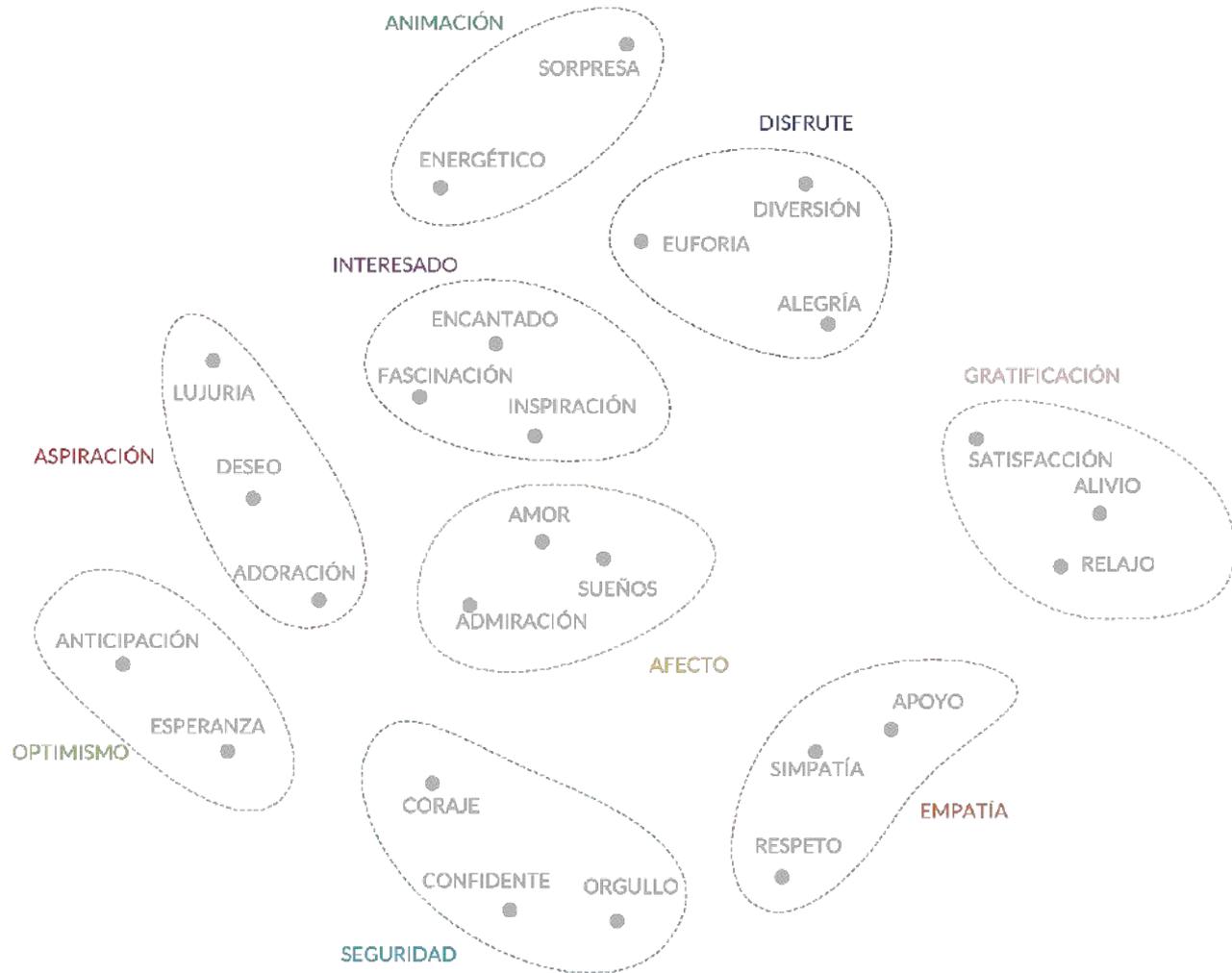
EMOTIONS
design for pleasure

Herramienta de
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ejemplo

Proyecto de cocreación
consensos







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Experiencias enriquecedoras

Emociones de experiencias enriquecedoras

Emociones seleccionadas

Grupos de emociones finales

los inalcanzables

Sueños
nostalgia

Positivas
SUEÑOS

Sueños - Afecto - Reflexivo -
Meditativo - Admirar - Amor

Los sentimentales

Encantamiento
Influencia

DIVERSIÓN

Alegría - Disfrute - Diversión -
Euforia - Exaltado

los desafiantes

Satisfacción
Frustración

SATISFACCIÓN

Satisfacción - Gratificación -
Relajo - Sin Preocupaciones -
Calmado - Alivio - Sereno

DESEO

Deseo - Aspiración - Atraído -
Deseoso - Seductor

FASCINACIÓN

Fascinación - Interesar - Inspi-
ración - Motivado - Asombrado

Los complaceres

Deseo
Vergüenza

ORGULLO

Orgullo - Valor - Confianza -
Auto Gratificante - Seguro

Negativas

Los escandaloso

Fascinación
Indignación

NOSTALGIA

Nostalgia - Soledad - Rechazo -
Humillación - Culpa - Lamen-
tar

VERGÜENZA

Vergüenza

Los abnegados

Orgullo
Renuncia

FRUSTRACIÓN

Angustia - Desesperación -
Comoción - Confusión

NERVIOSISMO

Nerviosismo - Duda - Inseguri-
dad - Desconfianza - Ansiedad

Los grotescos

Fascinación
Asco

ASCO

Tristeza - Desgracia - Decep-
ción - Lástima - Renuncia

INDIGNACIÓN
DISGUSTO

Indignación - Ira - Resentimien-
to - Agitación - Molestia - Insa-
tisfacción - Enojo - Frustración



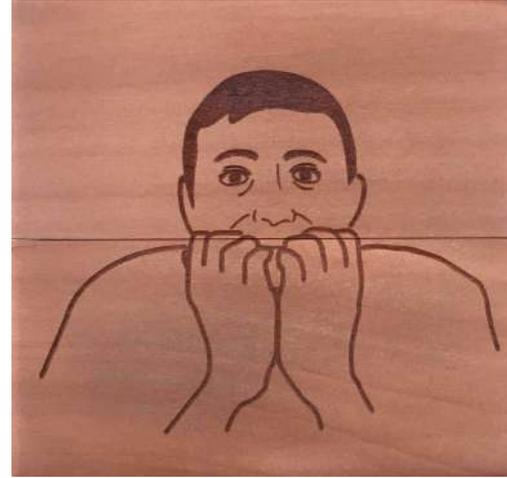
Diversión, alegría,
disfrute, euforia, exaltado



Orgullo, valor, confianza,
auto gratificante, seguro



indignación, ira
resentimiento, agitación,
molestia, insatisfacción,
enojo, frustración



nerviosismo, duda,
inseguridad,
desconfianza, ansiedad

Emociones Negativas toolkit





Diseño para las experiencias valiosas o significativas desde las emociones negativas.

- En su mayoría son experiencias que se componen de emociones mezcladas.
- Experiencias recordadas que se valoran en su mayoría más que con solo emociones positivas.

¿Cómo crear experiencias enriquecedoras?

Necesitamos 3 componentes:

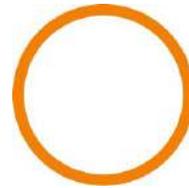
Sujeto



Estímulo negativo



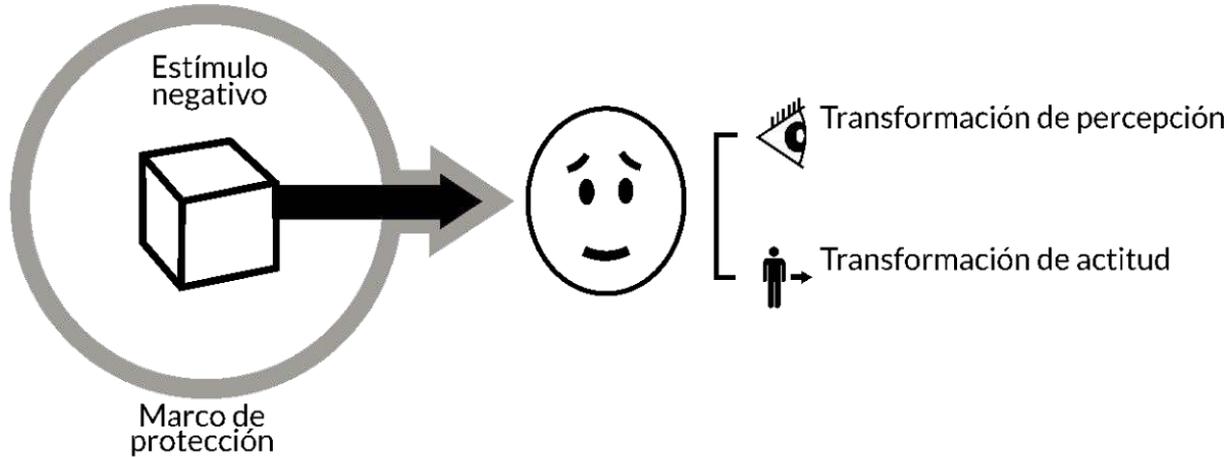
Marco de protección



Fokkinga plantea un proceso de tres pasos para utilizar las emociones negativas en el diseño:

- 1) Escoger una emoción negativa específica.
- 2) Provocar la emoción.
- 3) Establecer un marco protector.

Toolkit emociones negativas Fokkinga



El sujeto es "protegido" de este estímulo negativo, por el marco de protección

Proyecto de título Fau
Autor: Valentina Gamboa

Macanudo: Sistema de relato
para recuerdos memorables



Pasos para utilizar las emociones negativas en el diseño:

- 1) Escoger una emoción negativa específica.
- 2) Provocar la emoción.
- 3) Establecer un marco protector.



Las emociones negativas pueden enriquecer la experiencia, ya que al manifestarse, normalmente cambian la percepción de las cosas, alteran el funcionamiento corporal y predisponen a ciertos comportamientos



Emociones negativas en:



Tipología de emociones negativas

- Compara con otras emociones cada emoción
- Muestra ejemplos
- Describe y define cada una

<https://emotiontypology.com/>

Emoción a suscitar:

Deseo fuerte y doloroso de alguien o algo que está fuera de alcance.

Nostalgia

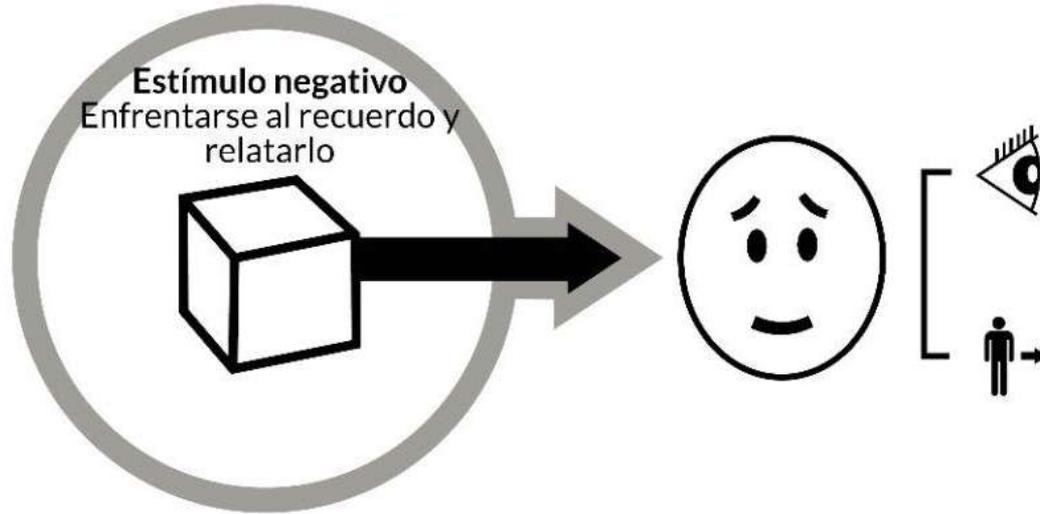
El recuerdo de un suceso recordado, **no necesariamente es uno que causa pena o tristeza**, sino algo sucedido en el pasado y lo traemos al presente para aprender de él y compartirlo con la comunidad.

Fokkinga plantea un proceso de tres pasos para utilizar las emociones negativas en el diseño:

- 1) Escoger una emoción negativa específica.
- 2) **Provocar la emoción.**
- 3) Establecer un marco protector.

Tips! En esta etapa los diseñadores deben apelar a su creatividad en cuanto a “formas de suscitar la emoción a través del diseño” considerando la cadena estímulo, valoración, emoción.

Estímulo negativo:



Fokkinga plantea un proceso de tres pasos para utilizar las emociones negativas en el diseño:

- 1) Escoger una emoción negativa específica.
- 2) Provocar la emoción.
- 3) Establecer un marco protector.

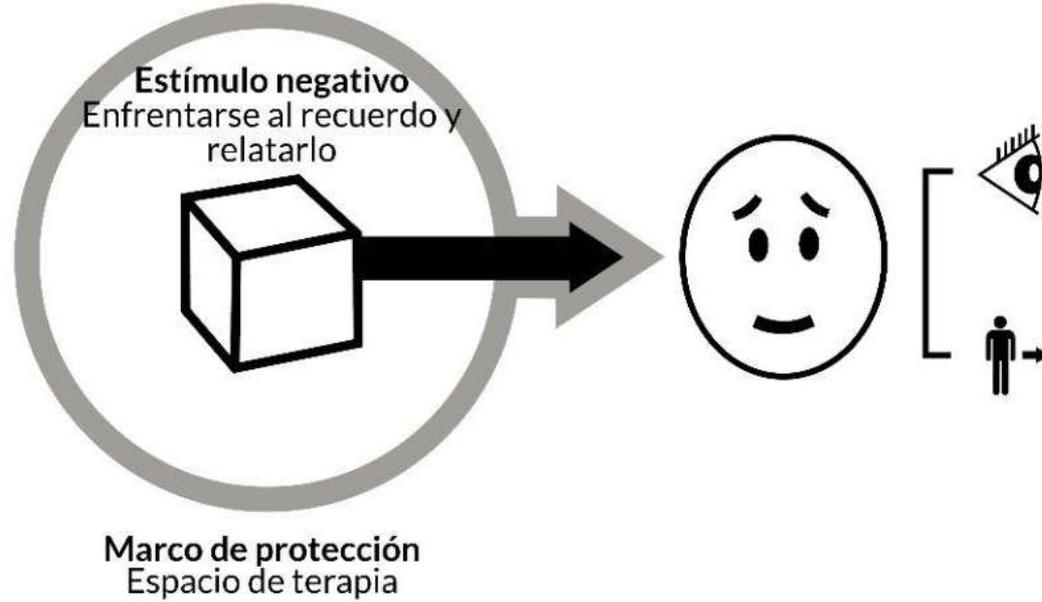
Para que exista un disfrute de la experiencia en base a emociones negativas.

Marco de protección

Michael Apter: Construcción mental que permite crear cierta distancia entre el sujeto y el objeto de su emoción.

- Tipos:
- Marco de representación (desprendimiento)
 - Marco de zona de seguridad
 - Marco de control
 - Marco de perspectiva

Marco de protección:



Marco de protección: Espacio de terapia.

Marco de Control.

El usuario elige si enfrentarse a la emoción o no.

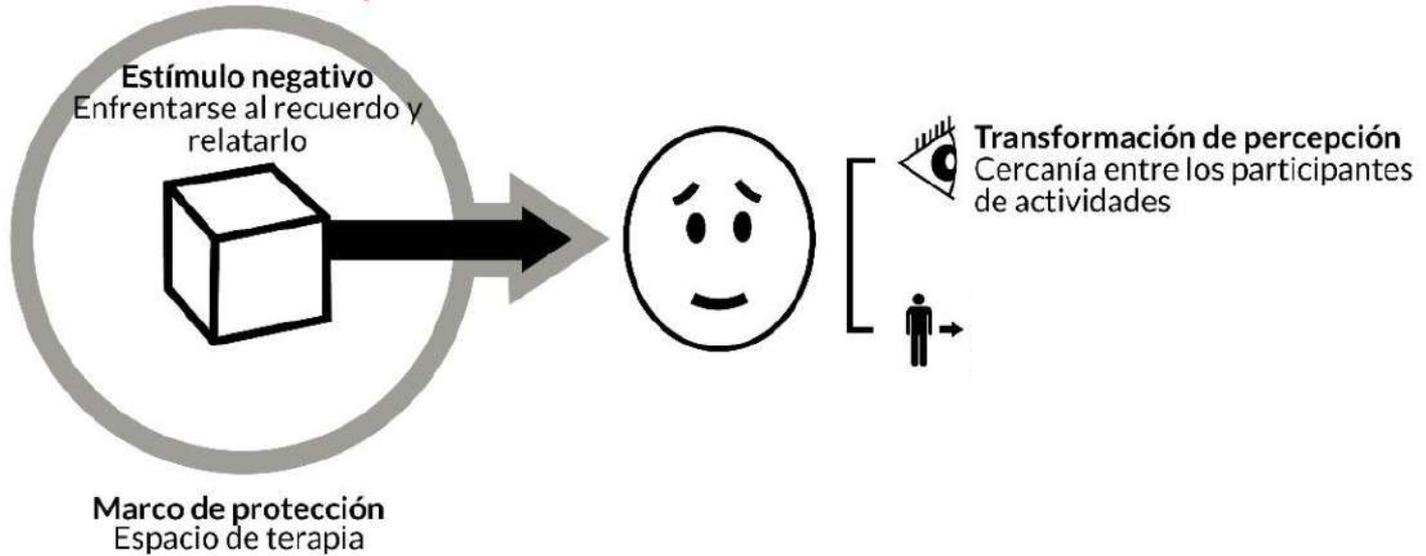
Marco de Representación.

El usuario ya decide a enfrentarse al estímulo.
Pero es un recuerdo ya pasado,
por ende es una representación del suceso.

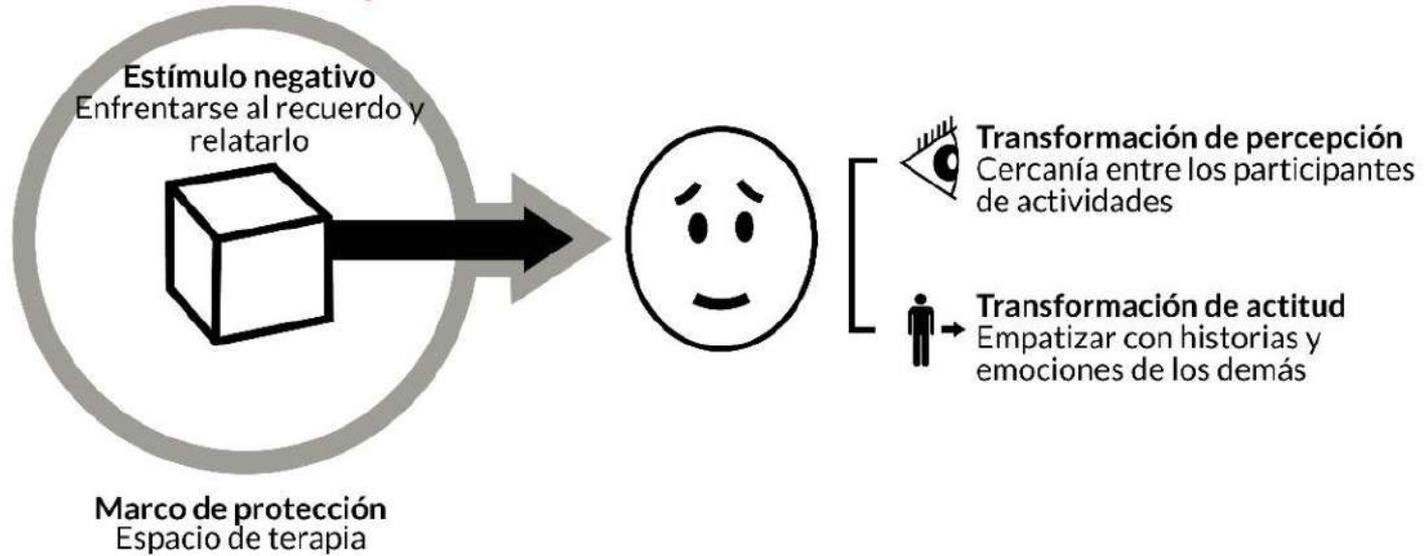
Marco de Perspectiva:

Conclusión de la experiencia
El usuario no está viviendo ese momento y ahora puede ver las cosas de una manera distinta.

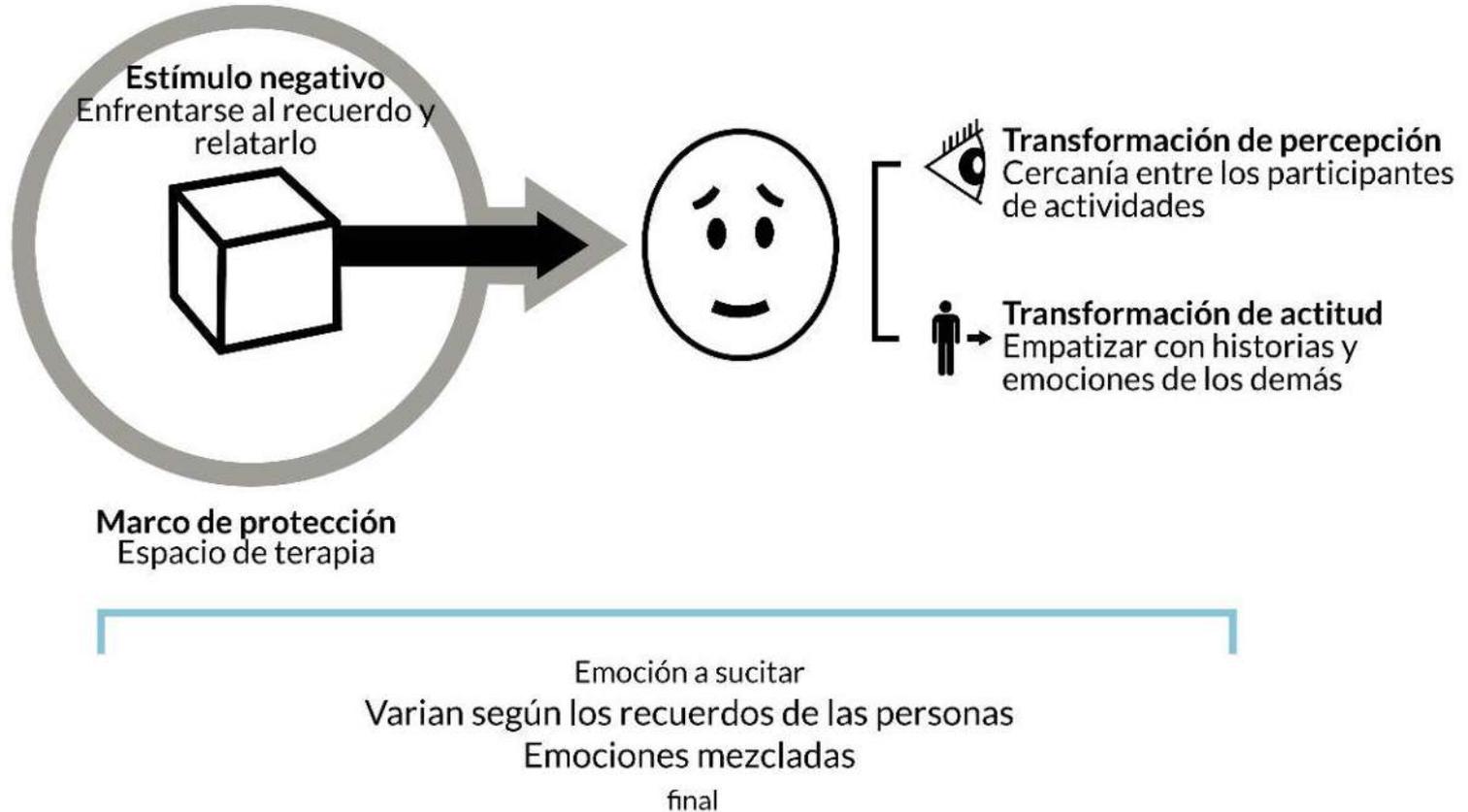
Transformación de percepción:



Transformación de actitud:



Emoción a suscitar:



Experiencias enriquecedoras

Fokkinga define que existen 10 tipos de experiencias enriquecedoras y entrega una estrategia de cómo generarlas, junto con cuál es su marco de protección adecuado.

Diez formas de diseñar para el disgusto, la tristeza y otros placeres: un enfoque de diseño para enriquecer las experiencias del producto con emociones negativas

Steven F. Fokkinga * y Pieter M. A. Desmet

Ten Ways to Design for Disgust, Sadness, and Other Enjoyments: A Design Approach to Enrich Product Experiences with Negative Emotions Steven F. Fokkinga* and Pieter M. A. Desmet

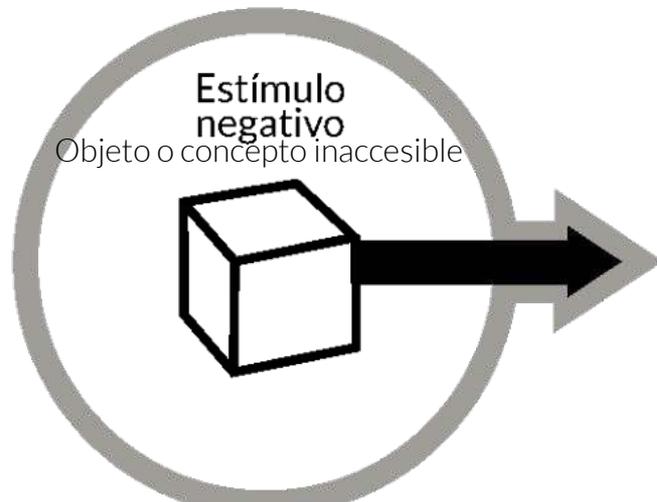
		Step 1 – Emotion selection		Step 2 – Emotion elicitation	Step 3 – Emotion reversal	
Rich quality	Base emotion and description of quality	Negative and positive emotion	Transformation of perception	Transformation of attitude	Emotion cause	Protective frame
The sadistic	Using a mental or physical advantage to harm a person or object in a playful way.	Maliciousness: To experience an urge to trouble or harm someone Amusement: To enjoy a playful state of humor or entertainment	<i>Irvingly opportunistic</i> People perceive the world full of attractive opportunities that beg to be tried out.	<i>Assertive playfulness</i> This emotion brings people to do things they normally wouldn't do, because they are more assertive and playful, and less serious.	<i>Advantage (over someone or something)</i> e.g., physical advantage (making the user stronger, faster, etc.), material advantage (being better equipped), skill advantage, or cognitive advantage (helping the user outsmart the other)	- Detachment frame (or) - Safety-zone frame
The thrilling	An immediate, exciting rush that makes people feel alive and joy in-the-moment.	Fright: A feeling of strong, sudden agitation caused by the presence or imminence of danger Joy: To be actively pleased about something	<i>Stimulating intensity</i> People perceive their world as very stimulating and intense, and momentarily revolving around themselves.	<i>Focused Energetic</i> Panic is engaging because it focuses and energizes people to either avoid or control the source of danger.	<i>Danger</i> e.g., physical danger (fast approaching objects, fear of falling, etc.), psychological danger (being chased, being threatened, etc.), or social danger (performance fear, fear of attracting attention, etc.)	- Control frame (and/or) - Safety-zone frame (or) - Detachment frame
The challenging	The experience of a frustrating, yet engaging problem that people are determined to solve.	Frustration: To experience an arousing dissatisfaction from dealing with an obstacle to reach a goal Satisfaction: To enjoy the recent fulfillment of a need or desire	<i>Straightforward demanding</i> People feel an irresistible lure to solve a certain problem: it might not be an easy task, but they have an idea how to deal with it.	<i>Undisturbed determination</i> Frustrated people become focused, directed and determined to solve the problem at hand.	<i>Obstacle</i> e.g., physical (lifting a heavy object, outrunning something fast), psychological, social (e.g., a difficult puzzle), or skill-related (learning an instrument)	- Control frame
The eerie	Something that gives people the creeps but is also enchanting.	Anxiety To experience uneasiness from the anticipation of an uncertain or unclear threat Fascination: To experience an urge to explore, investigate, or to understand something	<i>Suspenseful mystery</i> People briefly perceive their environment as a mysterious yet suspenseful place, and feel they have to be careful in their acts.	<i>Suggestible vigilance</i> People briefly halt their routine to get passively vigilant towards their surroundings and become more suggestible to new information.	<i>Uncertain or uneasy threats</i> Different possible themes: e.g., uncertainty (e.g., darkness, unknown environments), simultaneous familiarity and strangeness (e.g., a haunted room, an aged childhood home), or seemingly inexplicable events (e.g., paranormal events, strange sounds)	- Detachment frame (or) - Safety-zone frame
The scandalous	An outrageous, yet fascinating violation of social norms or values.	Indignation: To experience arousal from witnessing something morally unjust, mean, or unworthy Fascination: To experience an urge to explore, investigate, or to understand something	<i>Straightforward controversy</i> People subjectively perceive an increased clarity and simplicity in the world: it is clear someone has been wrong.	<i>Confidently judgmental</i> Indignation brings out uneasiness in people, which they are eager to discuss with others.	<i>Violation of a rule or code</i> e.g., violations of an actual law, violation of a social rule (e.g., etiquette), violation of trust, violation of purpose (e.g., squandering charity funds), or violation of rights (e.g., impeding freedom of speech).	- Detachment frame (or) - Safety-zone frame

		Step 1 – Emotion selection		Step 2 – Emotion elicitation	Step 3 – Emotion reversal	
Rich quality	Description of quality	Negative and positive emotion	Transformation of perception	Transformation of attitude	Emotion cause	Protective frame
The grotesque	Being simultaneously repulsed and attracted by something physically or morally disgusting.	Disgust: To experience intense physical dislike for an object or situation Fascination: To experience an urge to explore, investigate, or to understand something	<i>Irvingly directness</i> Something disgusting gives a very direct, in-your-face experience that can be intriguing.	<i>Cautiously curious</i> Disgust is a good way to grab someone's attention and make them curious. People will feel a simultaneous attraction and repulsion.	<i>Repulsive object or concept</i> e.g., physically disgusting things (filth, bodily things, morbid things etc.), morally disgusting things (violent behavior, perverse behavior, etc.)	- Detachment frame (or) - Safety-zone frame
The self-sacrificing	Giving up current, temporary comfort or safety and being proud about it.	Reluctance: To experience a lack of motivation or willingness to engage in a certain activity Pride: To experience an enjoyable sense of self-worth or achievement.	<i>Harsh realism</i> Reluctance makes people perceive the world as a little harsher, but also as more 'real' and honest.	<i>Disciplined responsibility</i> People become sterner and more disciplined, and it is a way to improve someone's self-respect.	<i>Sacrifice</i> Motivating the user to engage in an activity that is unpleasant, but somehow good (e.g., a chore, physical labor, jogging), to give up something pleasant (e.g., sitting comfortably, a sensual pleasure), or to 'punish' himself (e.g., with a loud noise, with an unpleasant task).	(in any case) - Perspective frame (possibly in addition) - Detachment frame - Control frame
The indulging	A liberation from ethics and conventions that make people seek out pleasure.	Shame: To experience painful awareness that one has violated a cultural or social norm or value Desire: To experience a strong attraction to enjoy or own something	<i>Irresistibly seductive</i> People perceive the world as irresistible, seducing them to do something they actually shouldn't.	<i>Liberated impulsiveness</i> People get a more impulsive and liberated attitude towards a situation, and makes them ignore personal or social restrictions.	<i>'Forbidden temptation'</i> Motivating the user to engage in an activity that is present but bad for them (e.g., smoking, overeating), or pleasant but violating a rule or code (e.g., breaking something, going against etiquette).	- Detachment frame (or) - Safety-zone frame (or) - Control frame
The unreachable	A bitworn desire for something that is currently or permanently out of reach.	Longing: To experience a strong and painful desire for someone or something that is out of reach Dreaminess: To enjoy a calm state of introspection and thoughtfulness	<i>Profundly desirable</i> People perceive an object or event as more deeply desirable and significant – as something worth investing time in.	<i>Dreamily passionate</i> People become more passionate about an object or event, but in a passive, dreamily way.	<i>Inaccessible object or concept</i> e.g., an impossible object (e.g., an expensive sports car), the unobtainable pieces of a collection, environment (e.g., home, an exotic place), event (e.g., being with a certain person, turning back to one's own childhood), a missed opportunity, etc.	- Control frame (and/or) - Detachment frame
The sentimental	A touching experience that makes people perceive the world as a bit more beautiful.	Pelgrancy: To experience a painful excess of tender feelings towards an event or object Enchantment: To be captivated by something that is experienced as delightful or extraordinary	<i>Beautifully connected</i> People perceive a sense of warmth and beauty in the world, and feel closer connected to the world and other people.	<i>Reflectively sensitive</i> People become more reflective about which things matter in their lives, and are more likely to act kind-heartedly.	<i>Virtue against the odds or expectations</i> e.g., bravery, real friendship, loyalty, modesty, diligence, honesty. Each of these against the odds (under difficult circumstances) or against expectations.	(Inherently has a) - Perspective frame (possibly in addition) - Detachment frame

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Toolkit: Los inalcanzables



Estímulo negativo

Objeto o concepto inaccesible

Marco de protección

Marco de control
y/o
Marco de representación



Transformación de percepción

La gente percibe el objeto o evento más profundamente deseable y significativo como algo que valga la pena invirtiendo tiempo en el.

Transformación de actitud

La gente se vuelve más apasionado por el objeto o evento, pero de forma pasiva y soñadora.

FIN.