

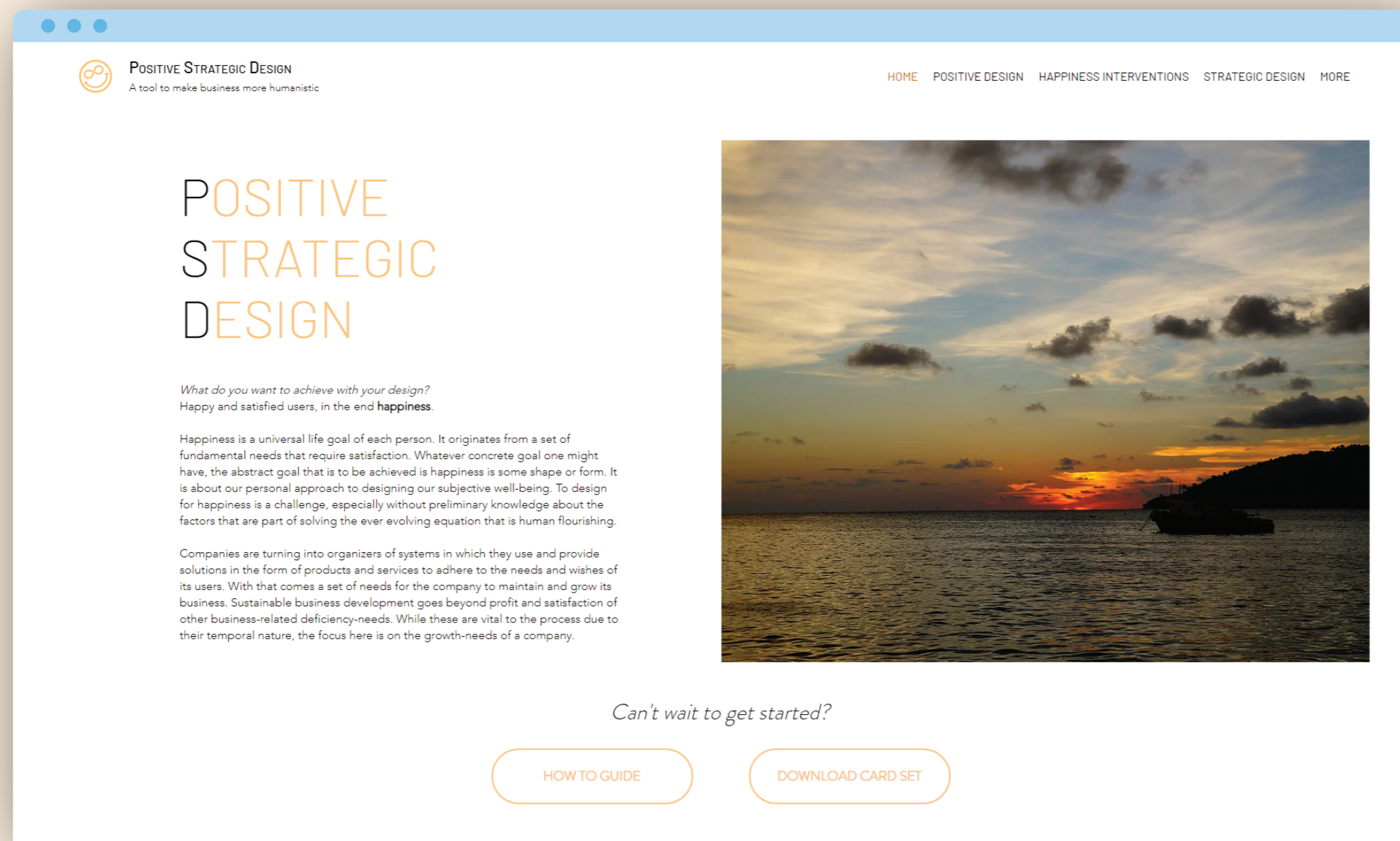


PSD website & card set

a design tool to facilitate positive organizational and business development

For design and business it is vital to keep up with the versatile and evolving needs of people in a product-service system of a company, to keep them happy. Be this internally or externally, all people in company's environment are stakeholders that influence the course of its business. So, how to keep up with this ongoing evolution and leave a positive impact while doing so?

Presenting the PSD tool: a positive take on strategic design.



A design approach to improve happiness with strategy.



Presenting happiness-enhancing strategies and how these can be devised to fit in a company context.

Use the tool individually, in a group or in co-creative situations to define or elaborate strategies.

Available in a digital format via the website and as printable card set, check the bottom!



Happiness Interventions

The PSD tool presents 14 happiness-enhancing strategies to apply within a product-service system of a company. These focus on the competences of the company, the capabilities of leaders, the well-being of employees and the well-being of consumers.



Learning & Doing

The PSD tool offers users important design principles from positive design and strategic design, as well as happiness ingredients derived from positive psychology. These can assist in elaboration of the happiness interventions in specific contexts.



Discover & Combine

The PSD tool overviews valuable background information with each happiness intervention to explore, and stimulates to combine different design opportunities to support formulation of project specific strategies for research and development of design solutions.



VISIT THE WEBSITE



DOWNLOAD THE CARD SET

Omar van der Heijden
Positive Strategic Design
08-08-2019
Strategic Product Design

Committee Pieter Desmet
Sijia Bakker-Wu

