

Make it joyful

HOW TO BUILD PRODUCTS THAT
MAKE PEOPLE SMILE

Clare Norman



“Have nothing in your house that you do not know to be useful or believe to be beautiful”

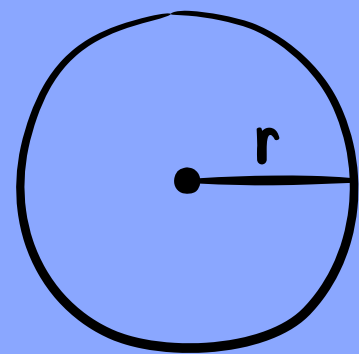
- William Morris

“Strawberry thief”



Clare

mathematician



$$A = \pi r^2$$

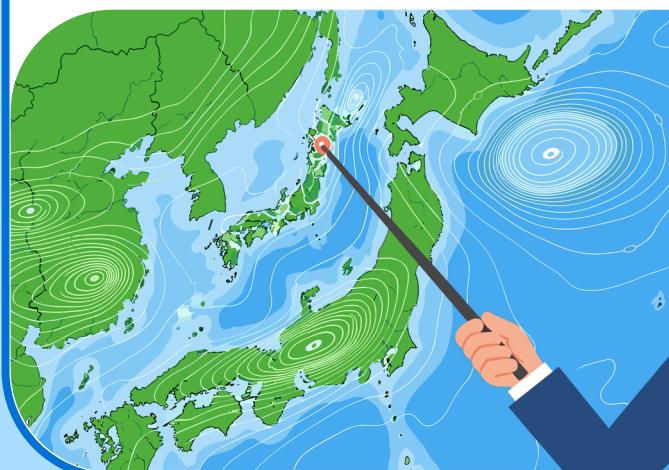
artist



quality
coach



Scientist



Librarian



Joyful things



a rainbow



a kite



the smell of a book



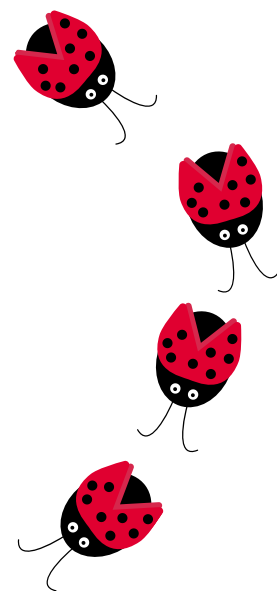
heart-shaped pebbles



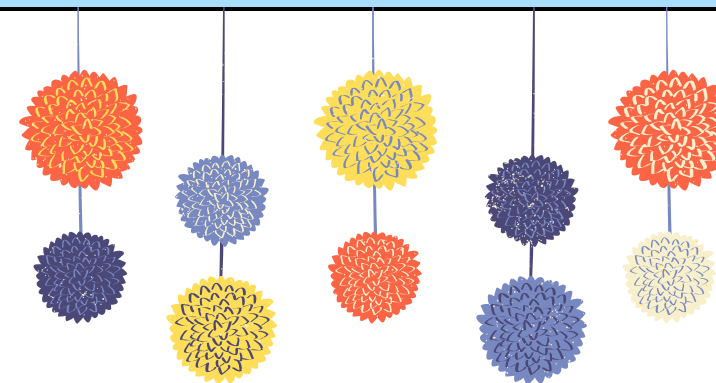
glitter



colourful socks



ladybirds



pom poms



shells



the snow



cherry blossom



bubbles

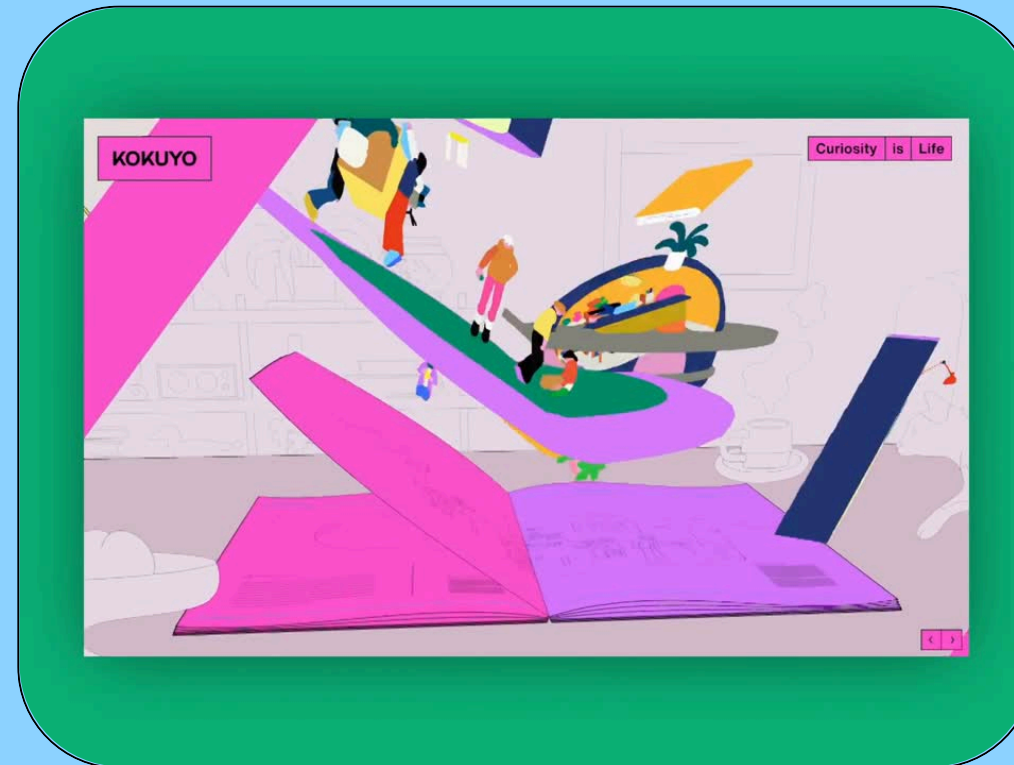


handwritten notes

Why focus on joy in software?

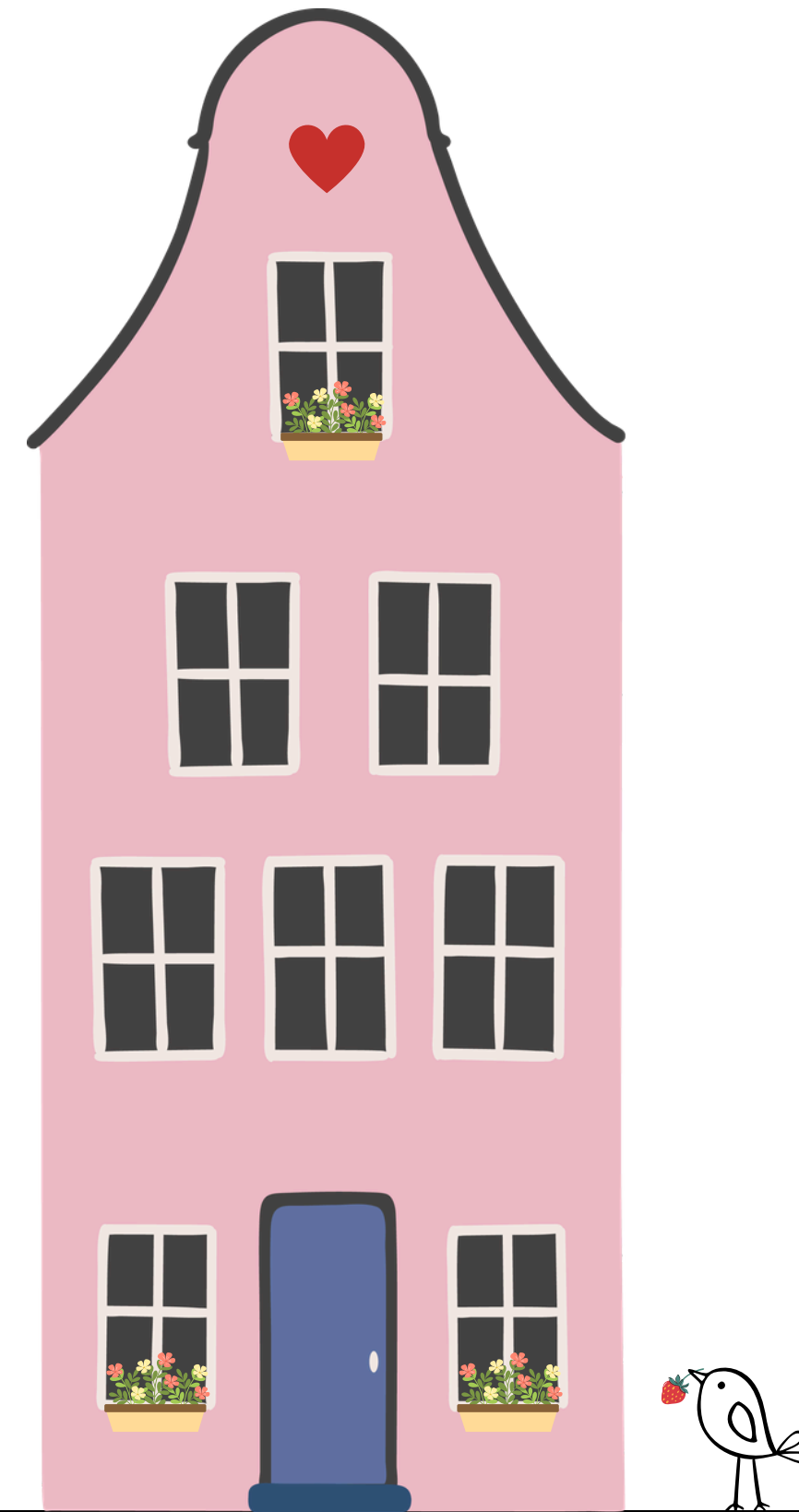
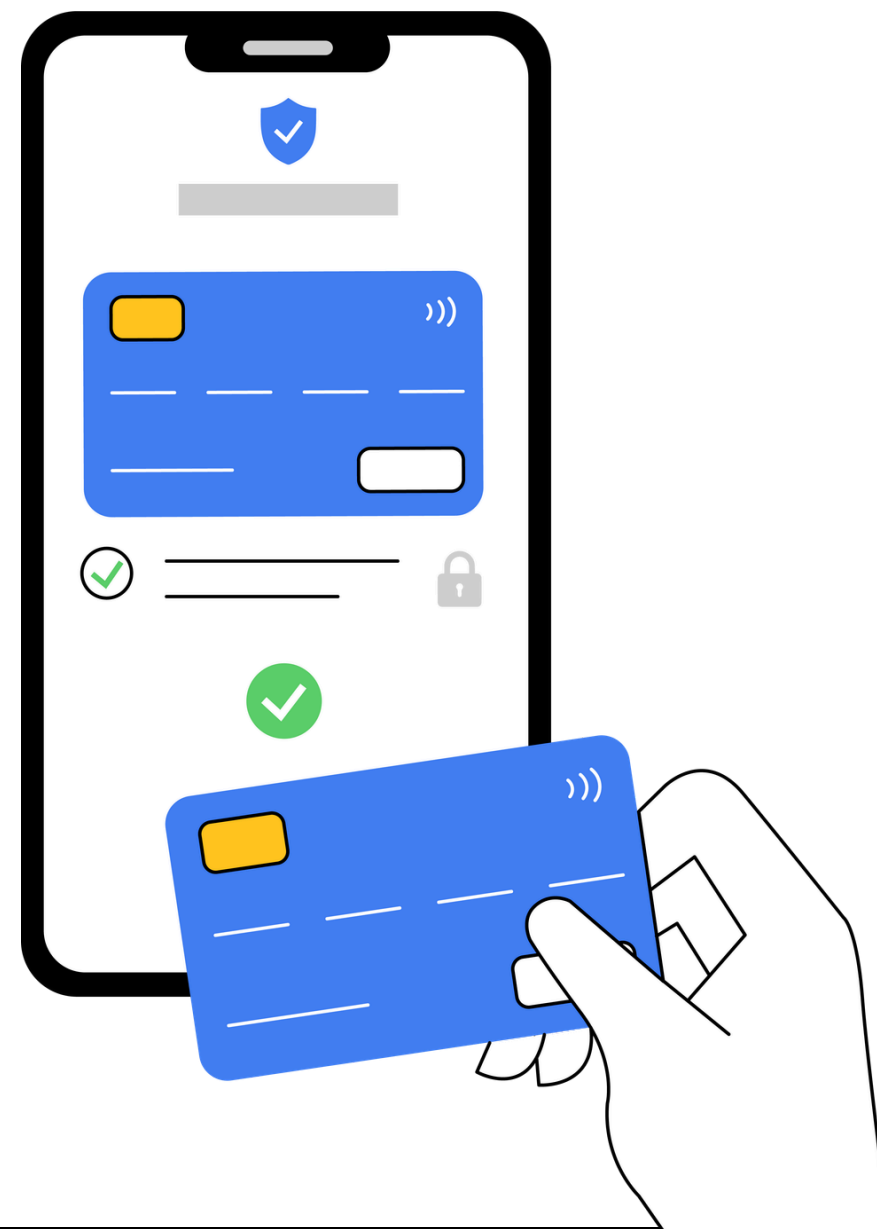


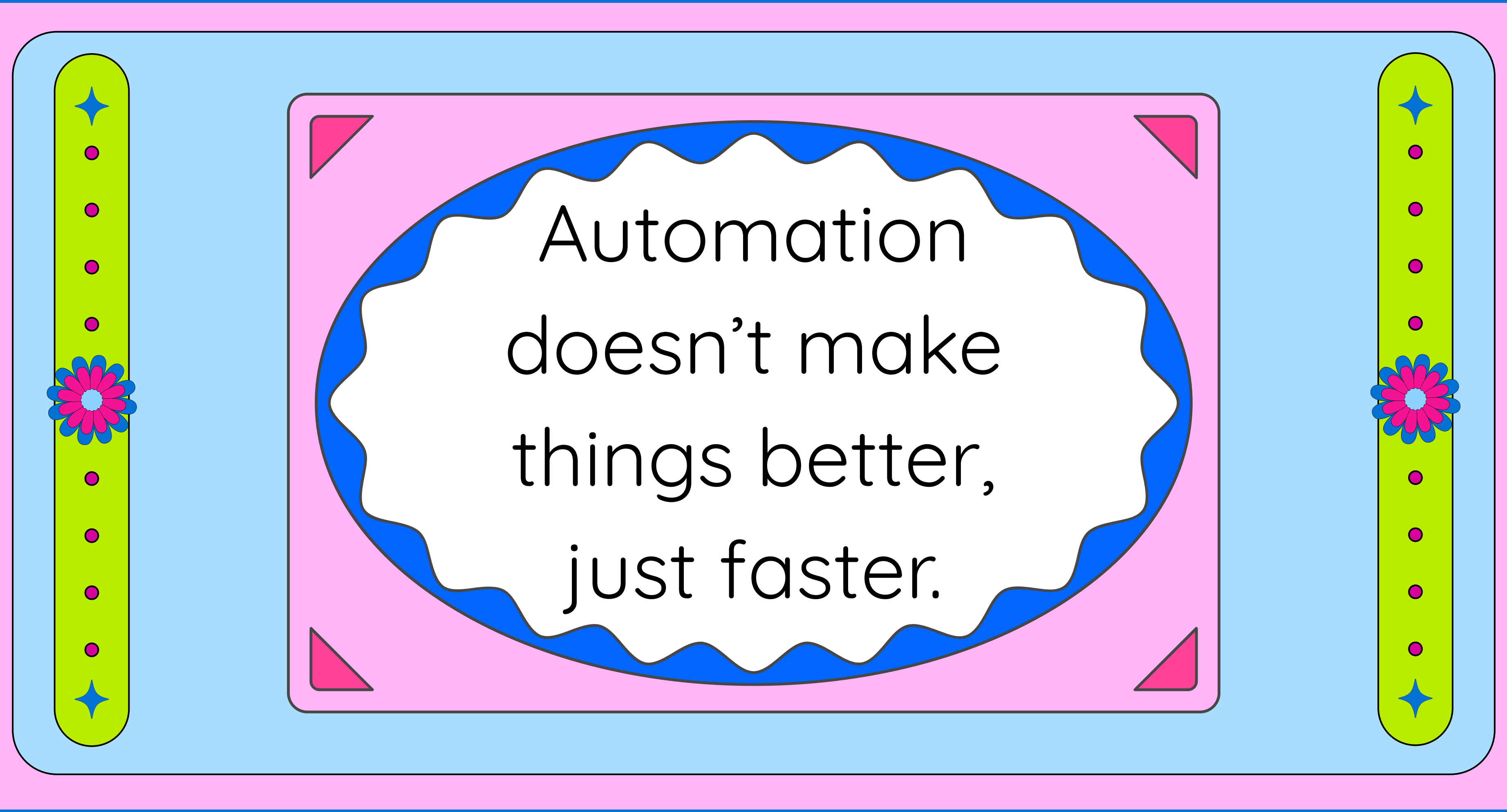
Textiles



Software

Why focus on joy in software?





Automation
doesn't make
things better,
just faster.

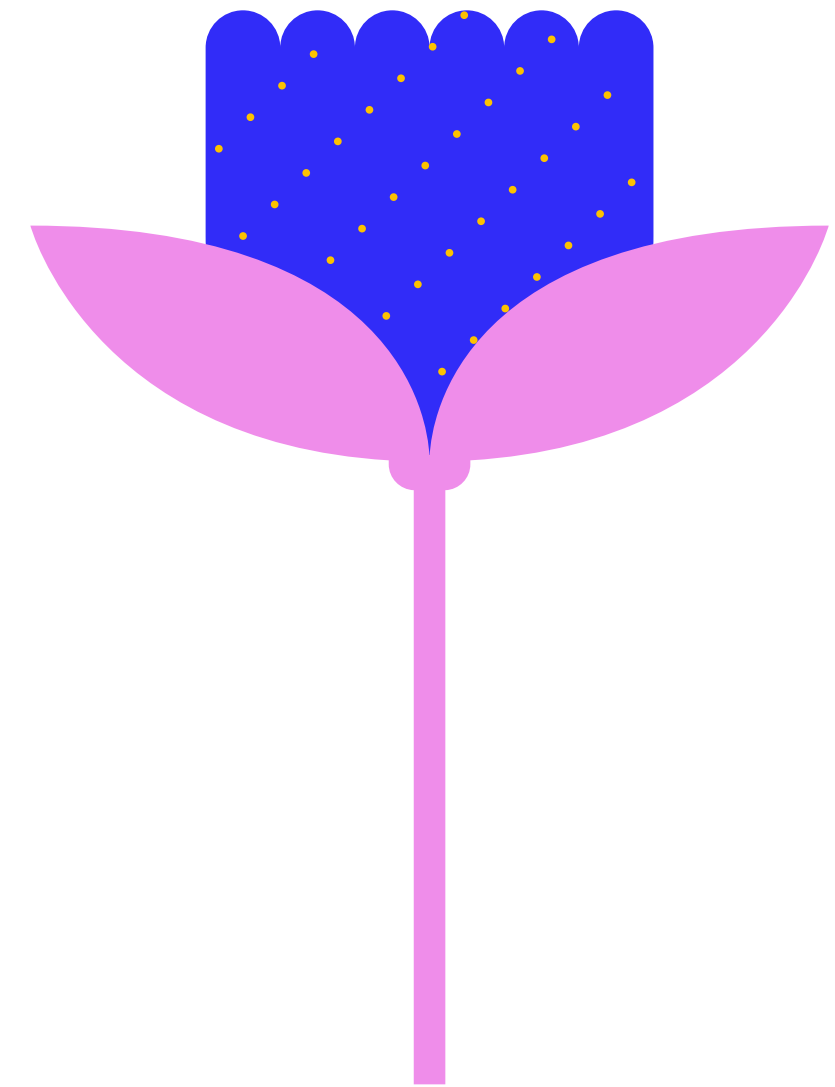
en



tification

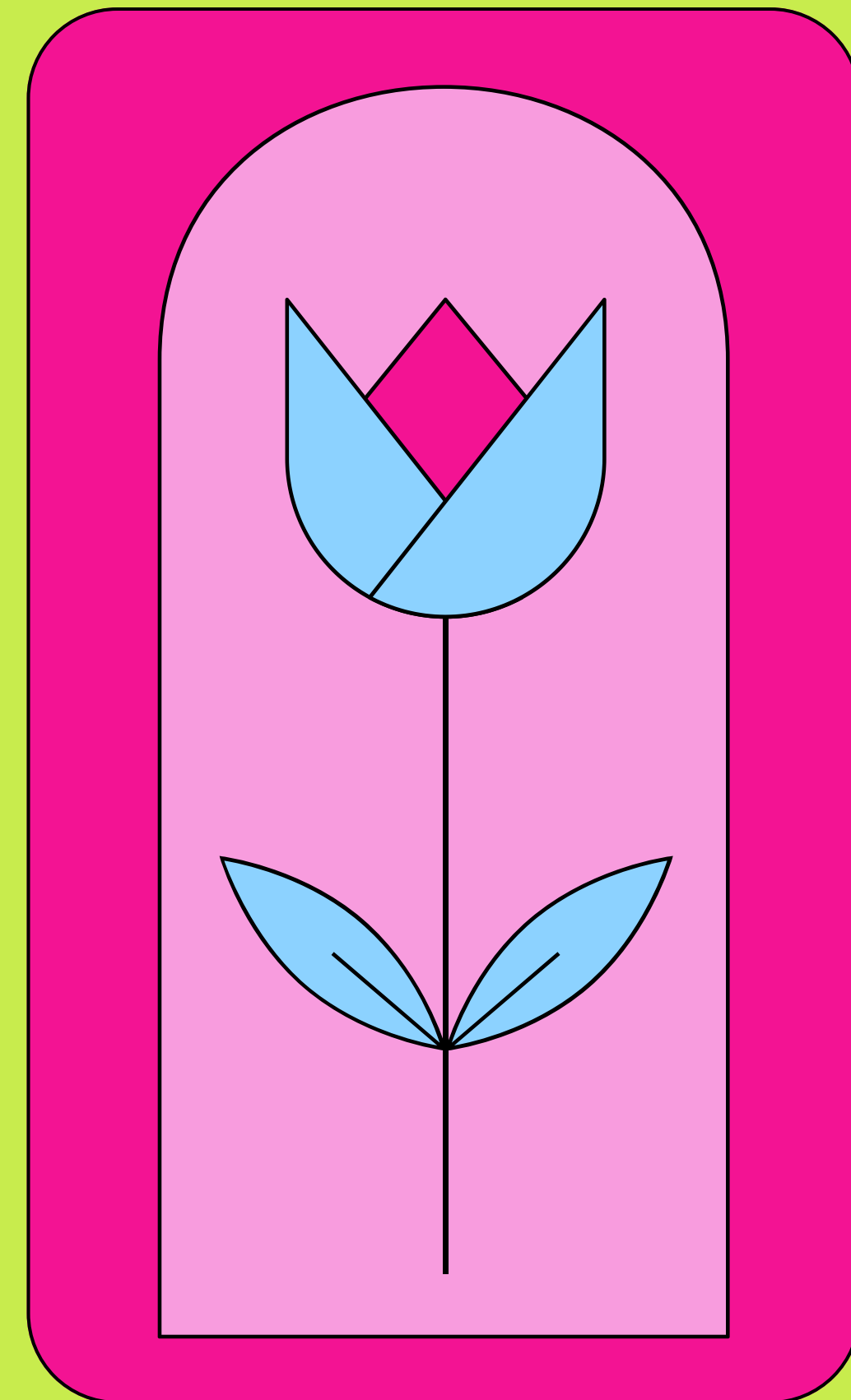
Agenda

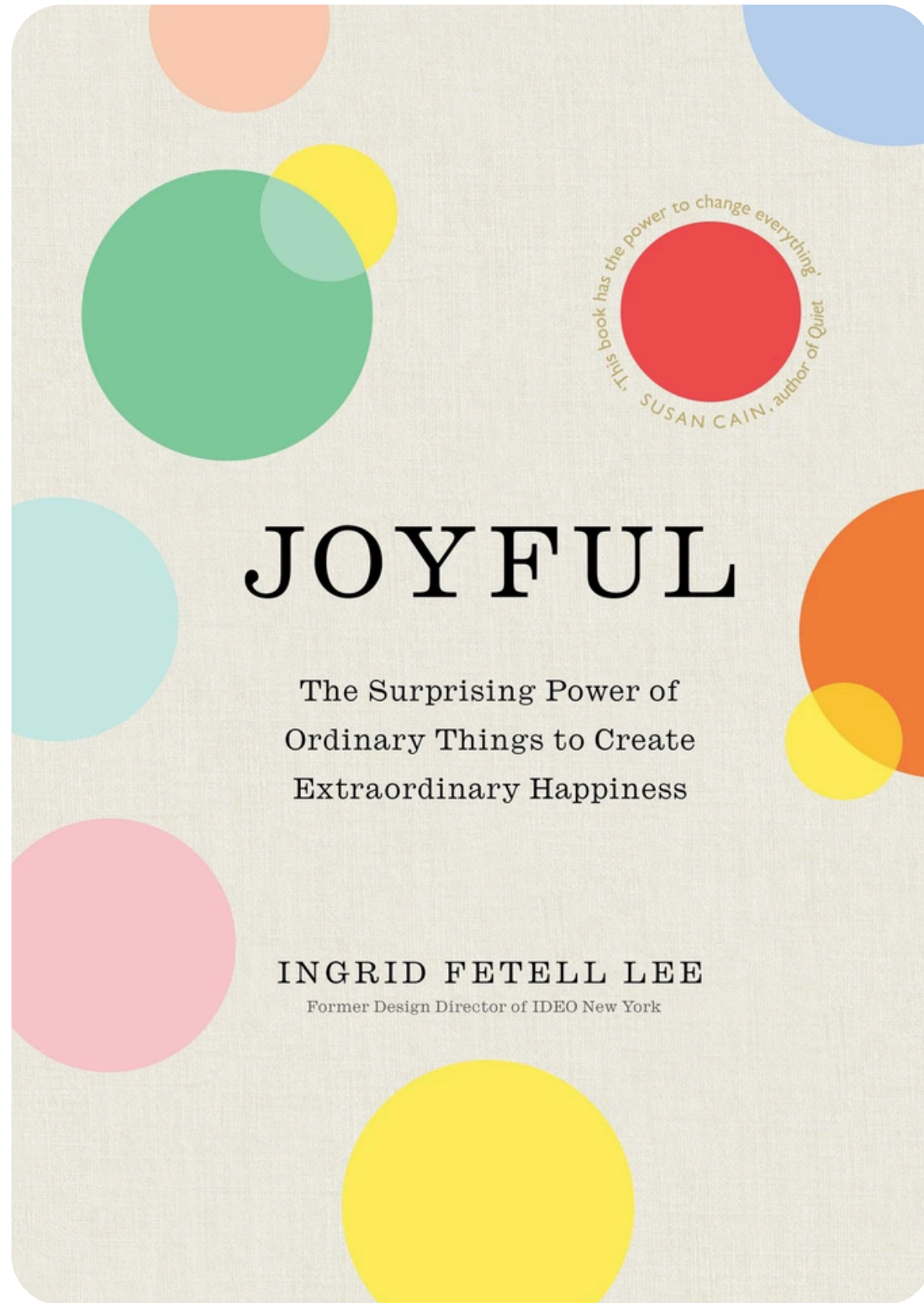
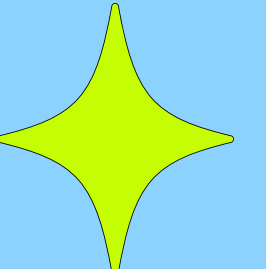
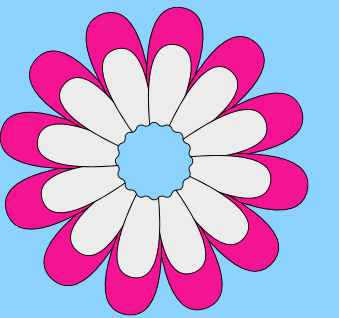
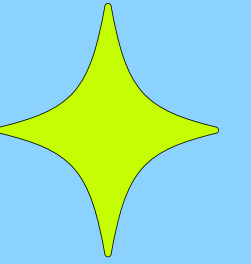
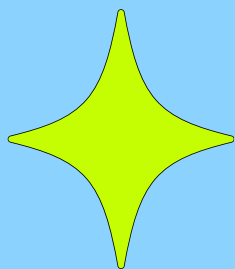
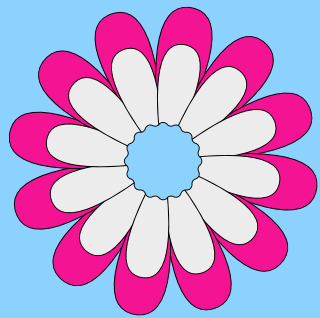
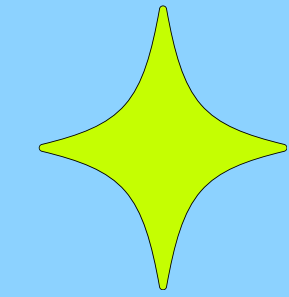
- The science of joy: what is joy
- The effects of joy on our mental wellbeing
- What does joyful software look like?
- How you can plant moments of joy
- A playbook for joy





What is joy





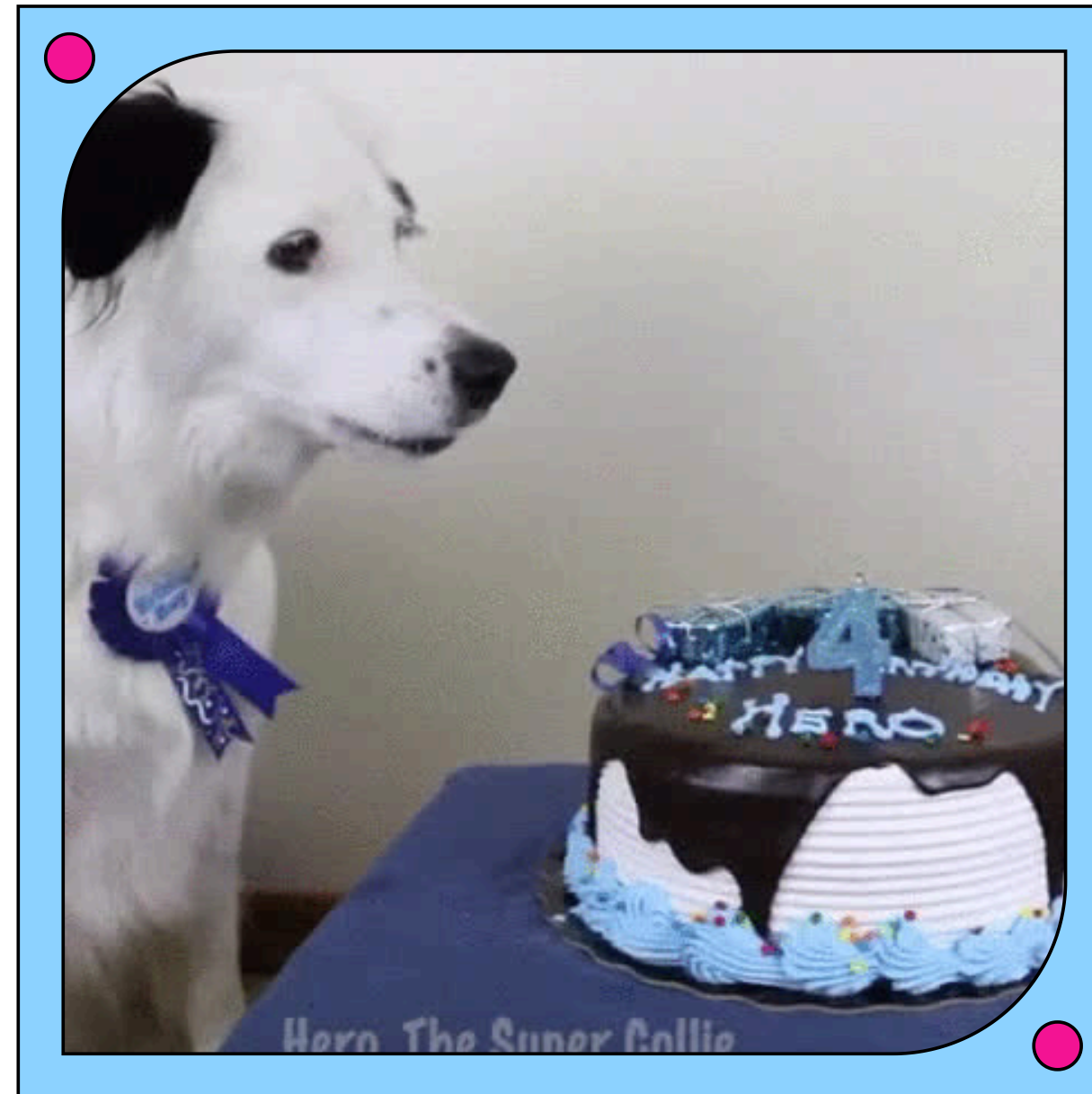
Surprise!



Play

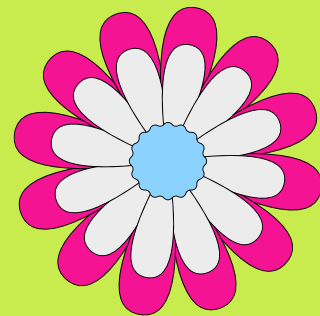


Celebration



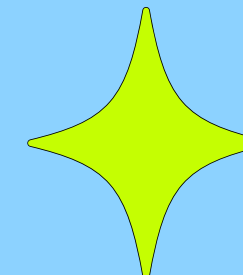
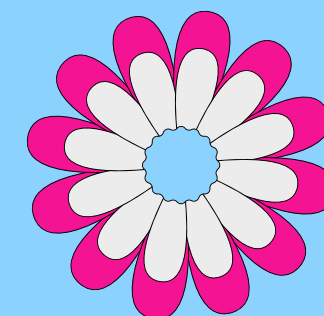
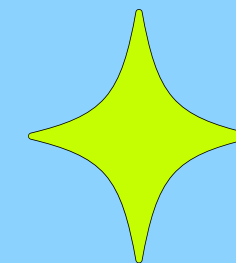
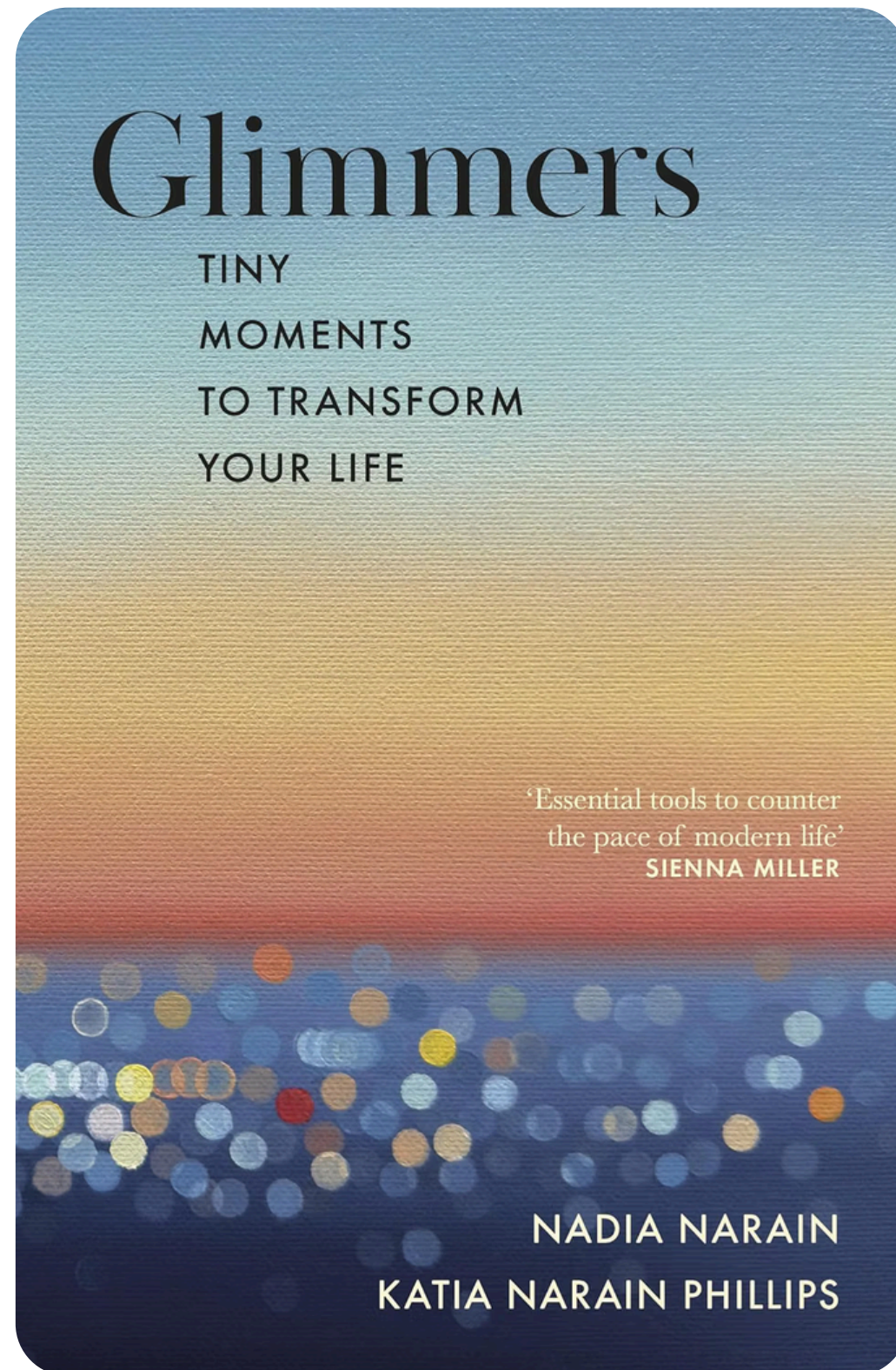
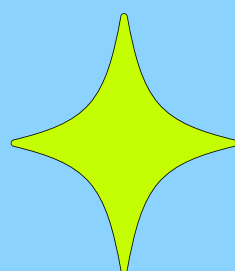
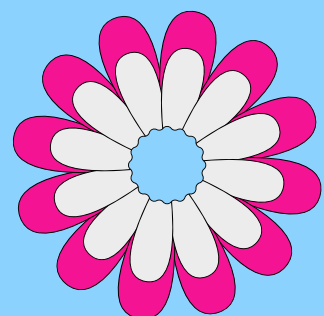
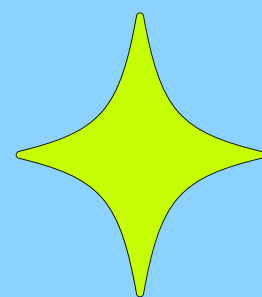


Joy



Joy is a temporary
positive emotion

Happiness is how
good we feel over time





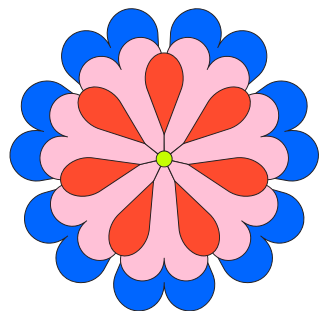
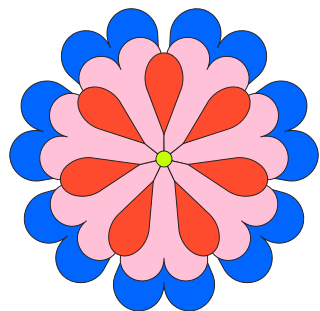
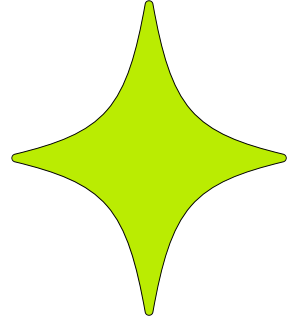
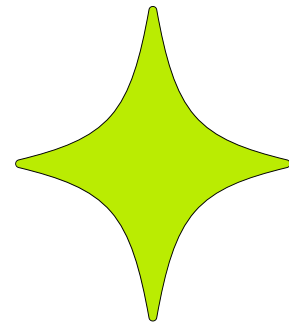
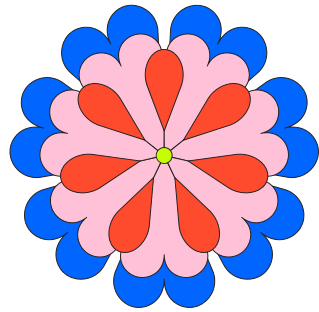
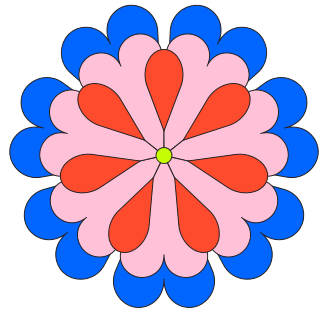
Joy

Positive moment

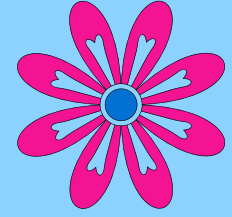
1. The moment we perceive as positive that we are experiencing

Core values

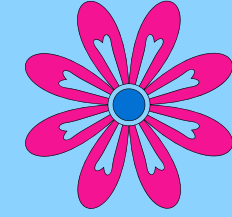
2. The right fit to our core identity



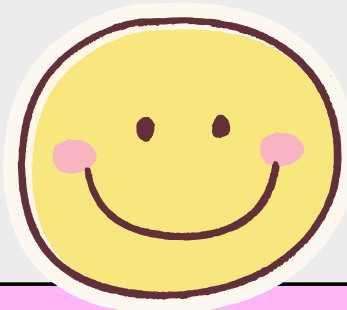
Positive reaction + Core values = Moment of joy



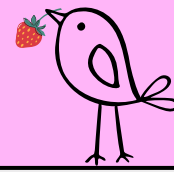
Scale of positivity



Content



happy

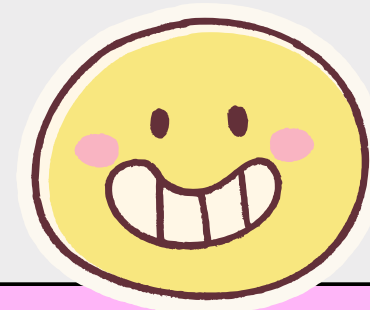


Joy



happier

Ecstasy



happiest

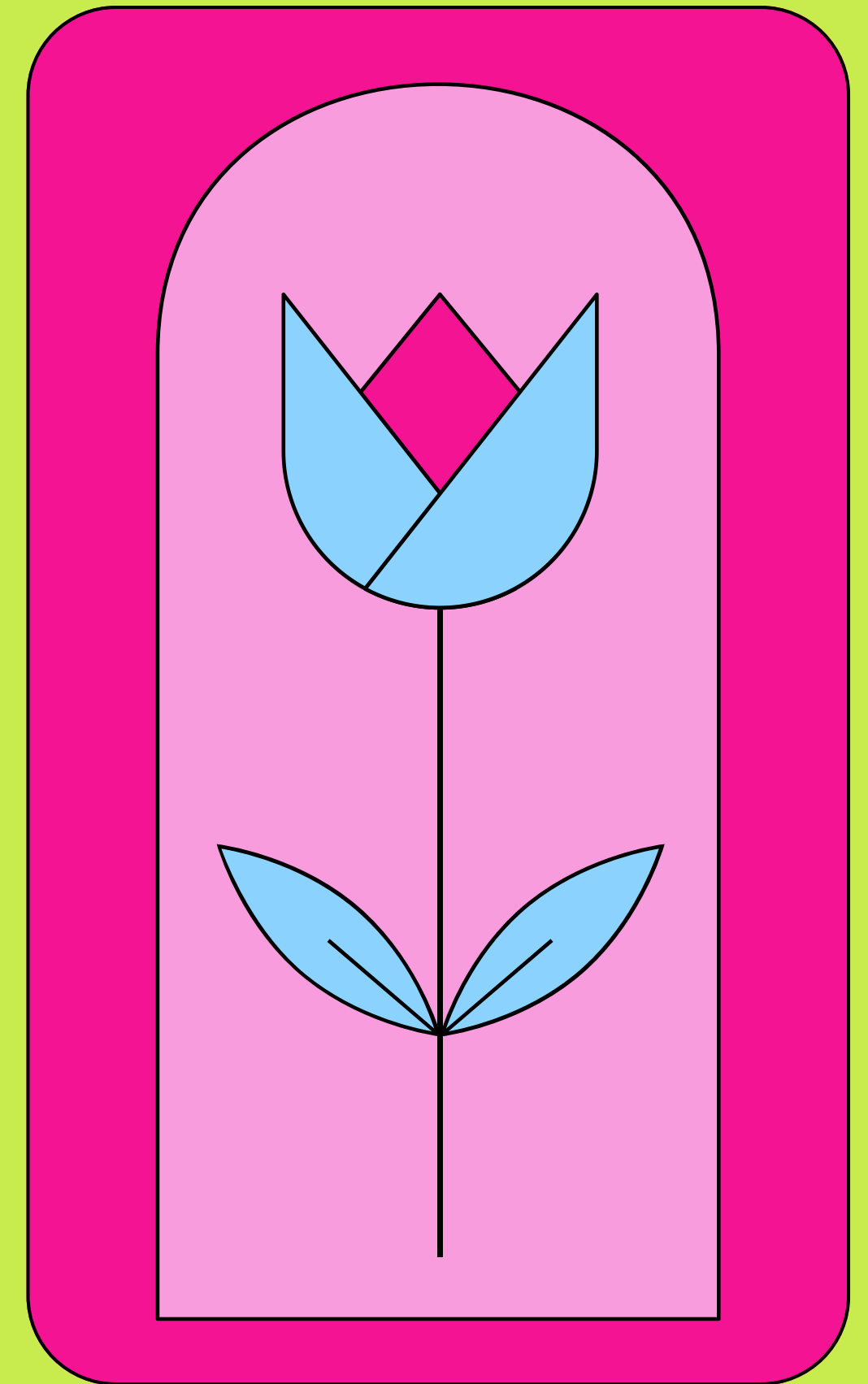


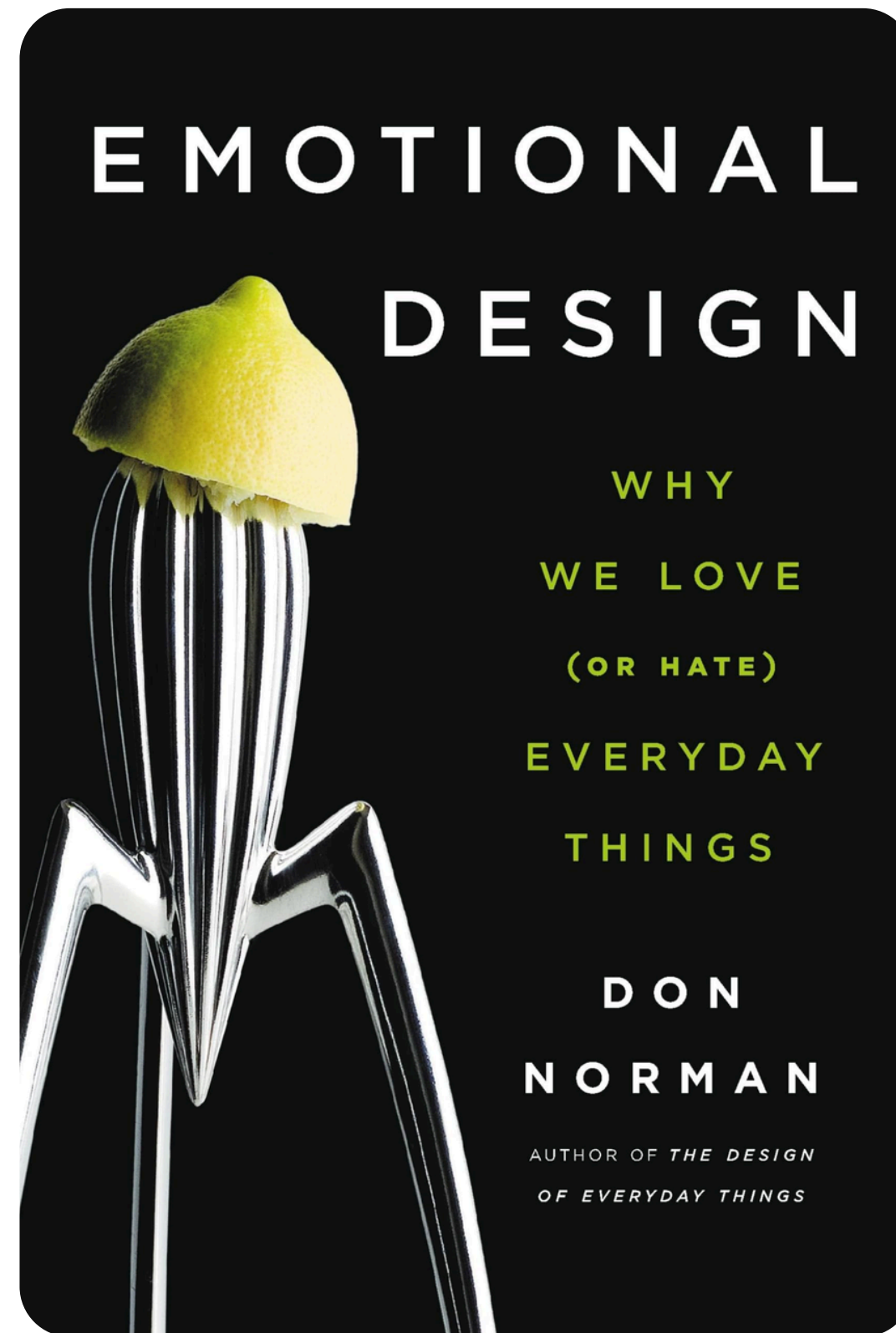
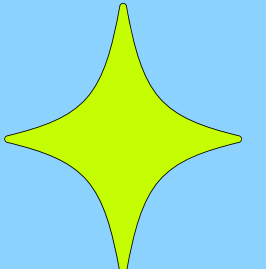
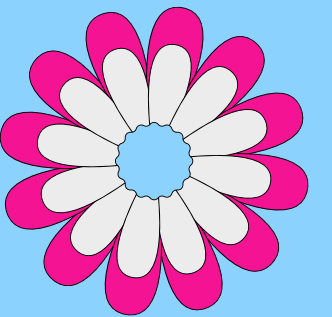
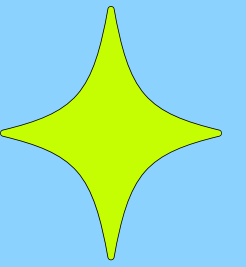
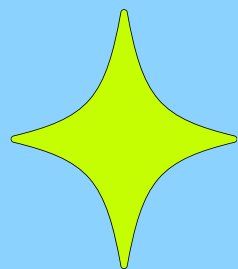
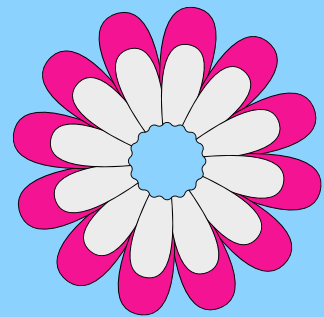
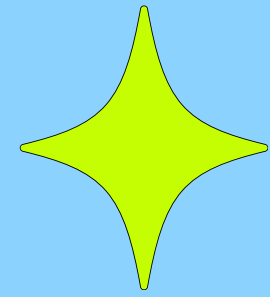
- Positive emotions broaden our minds
- Fosters creativity and builds resilience over time





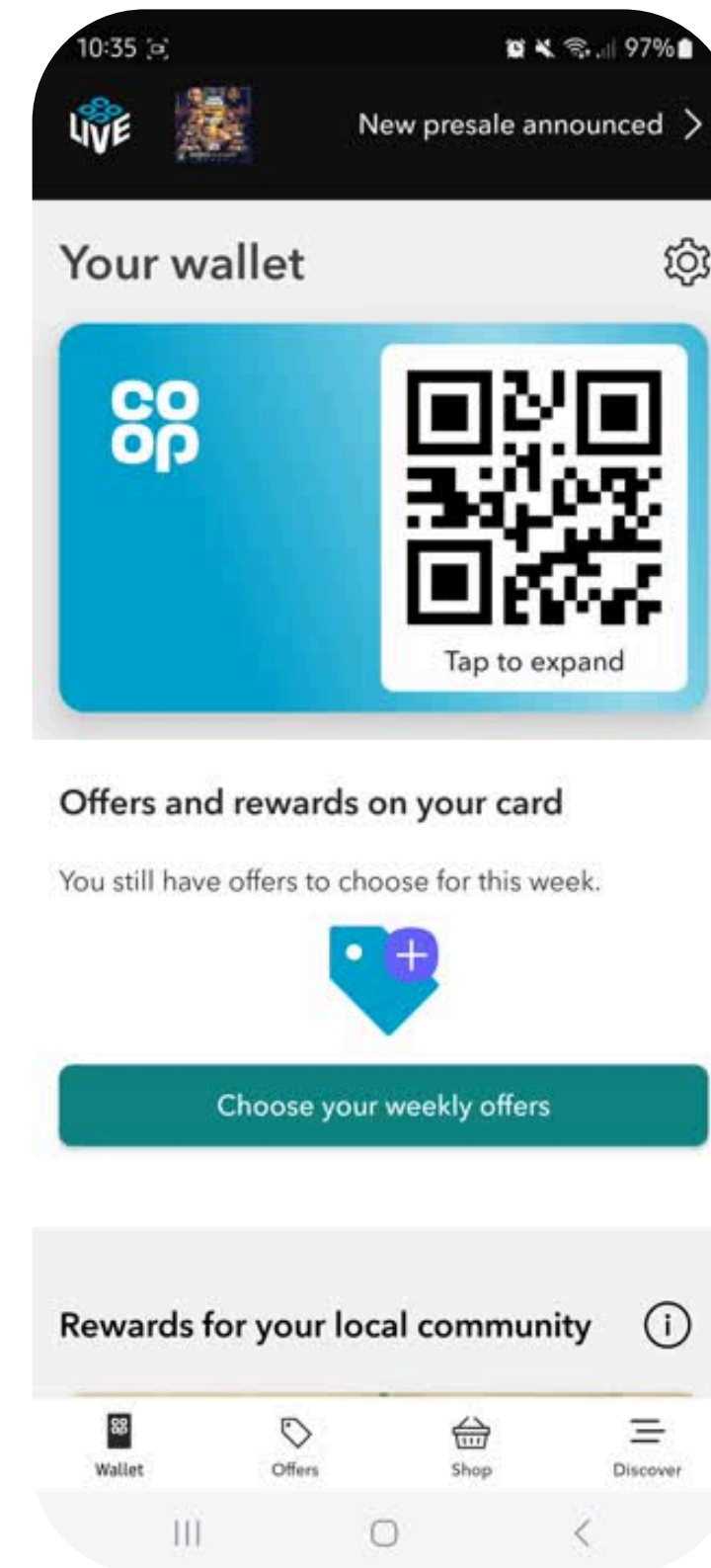
What joyful
software looks
like





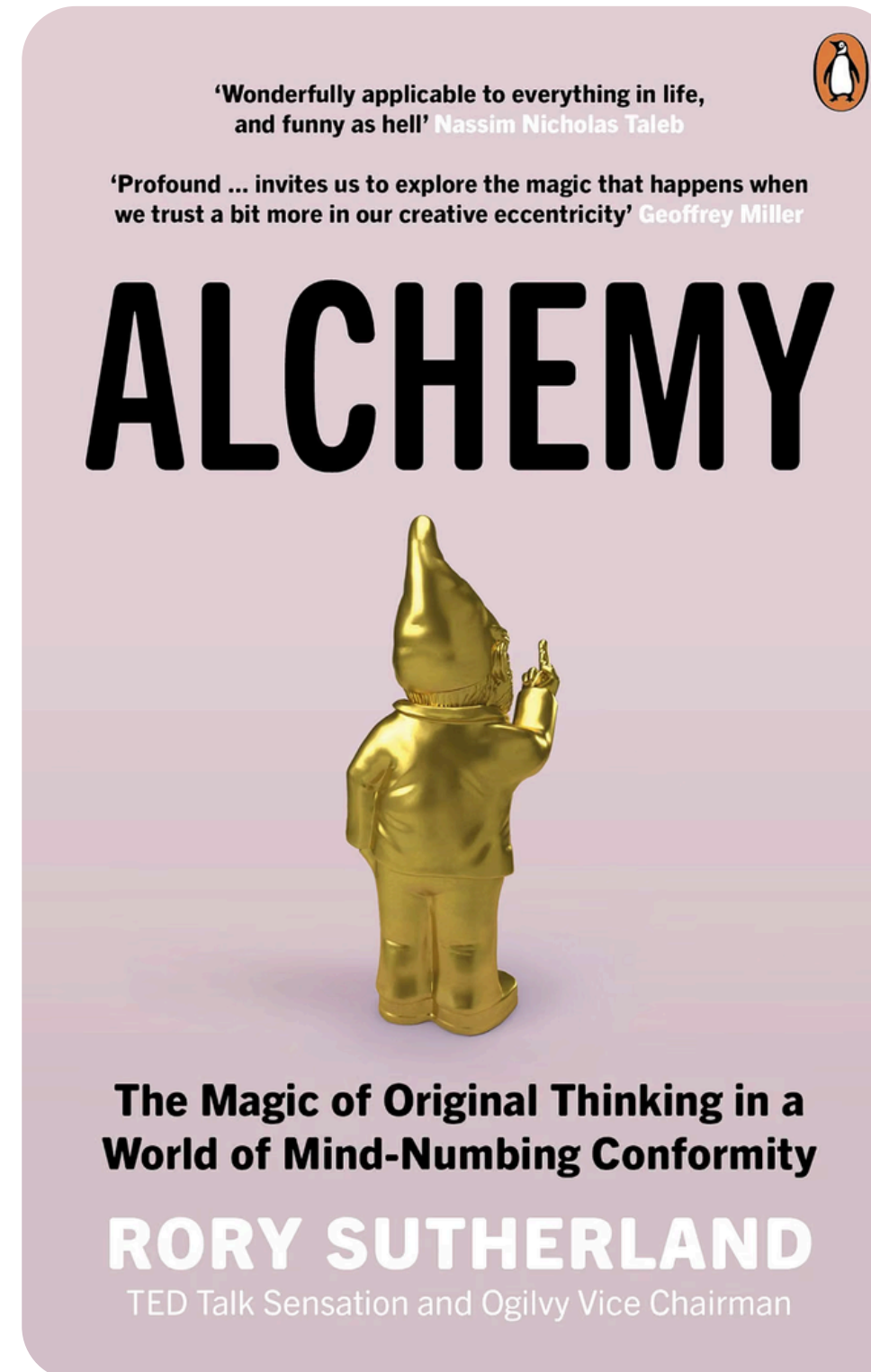
Visceral

- Our surface-level reactions based on how something looks, feels, or sounds.
- Skeuomorphic design: mimic physical objects in the digital world



Behavioural

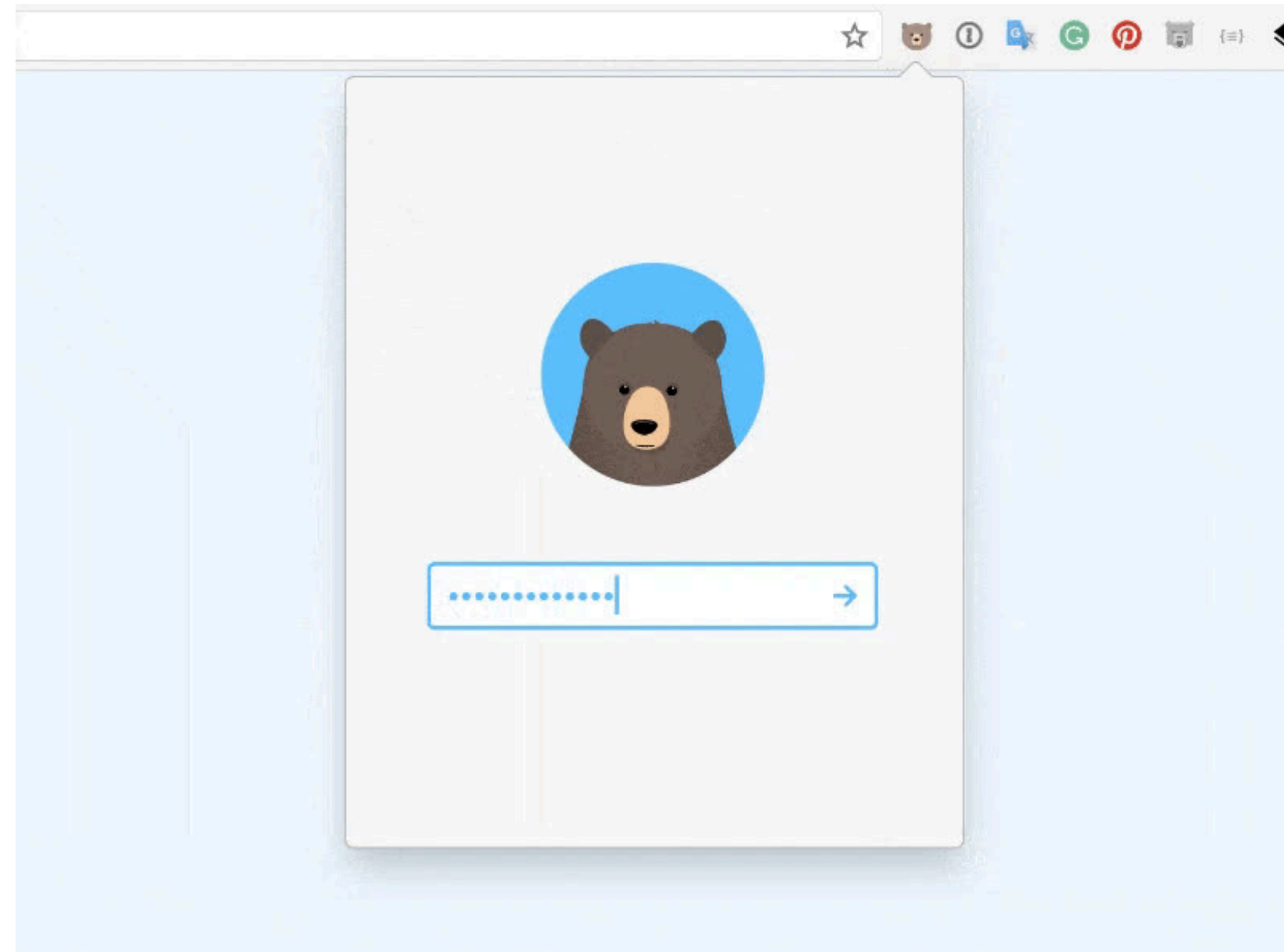
- Focus on functionality, performance, and ease of use.
- Joy here comes from intuitive workflows and clear, satisfying feedback.



Behavioural

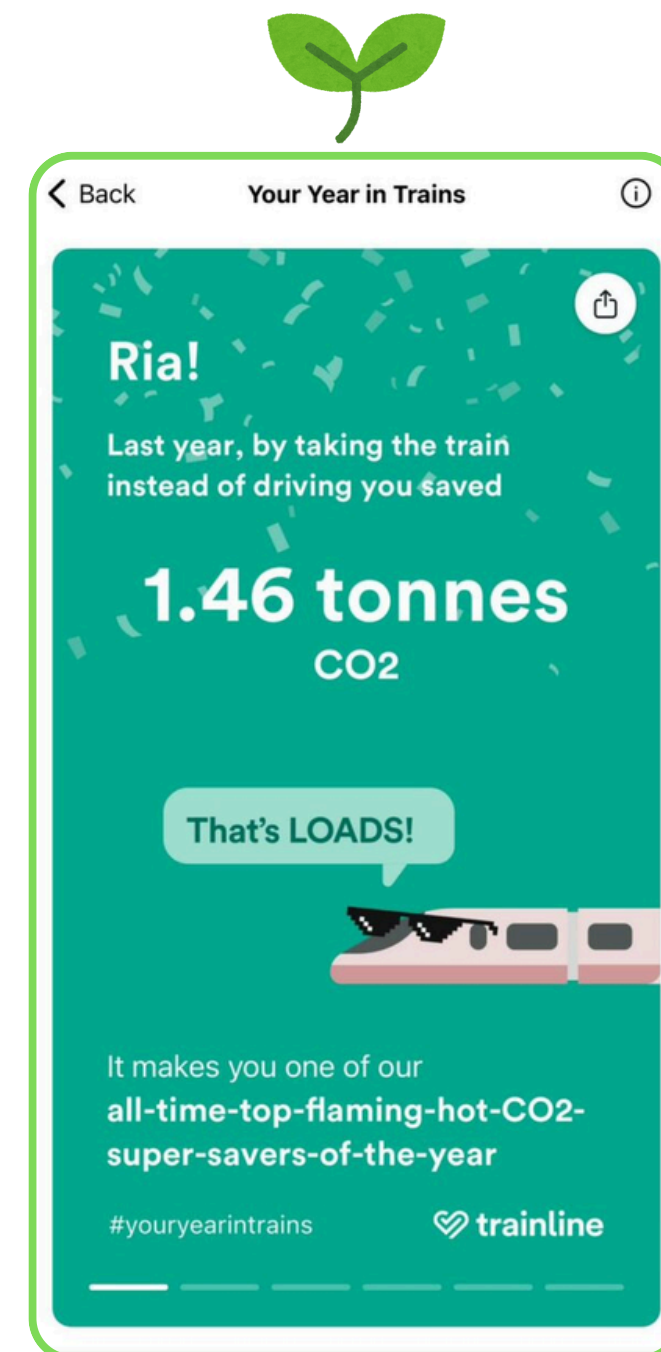
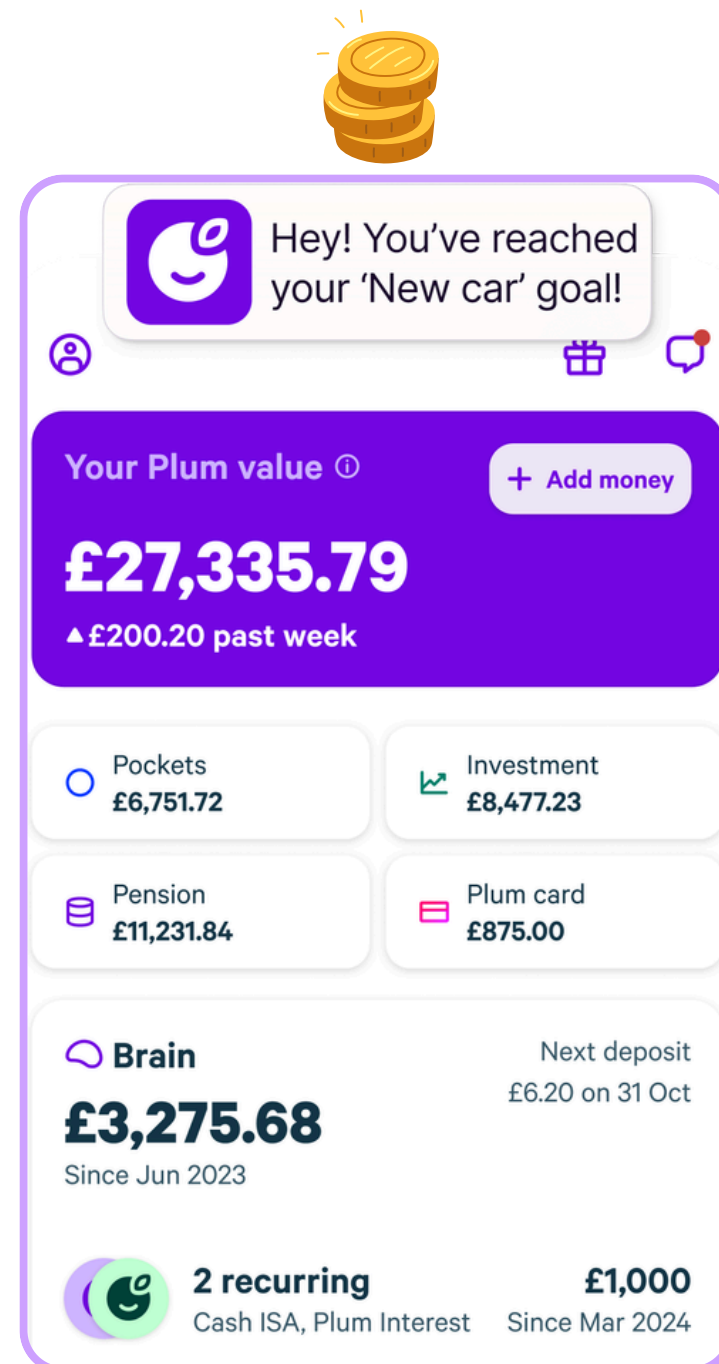
What does the user actually want?

- Certainty
- Control
- Reassurance
- Belonging
- Safety



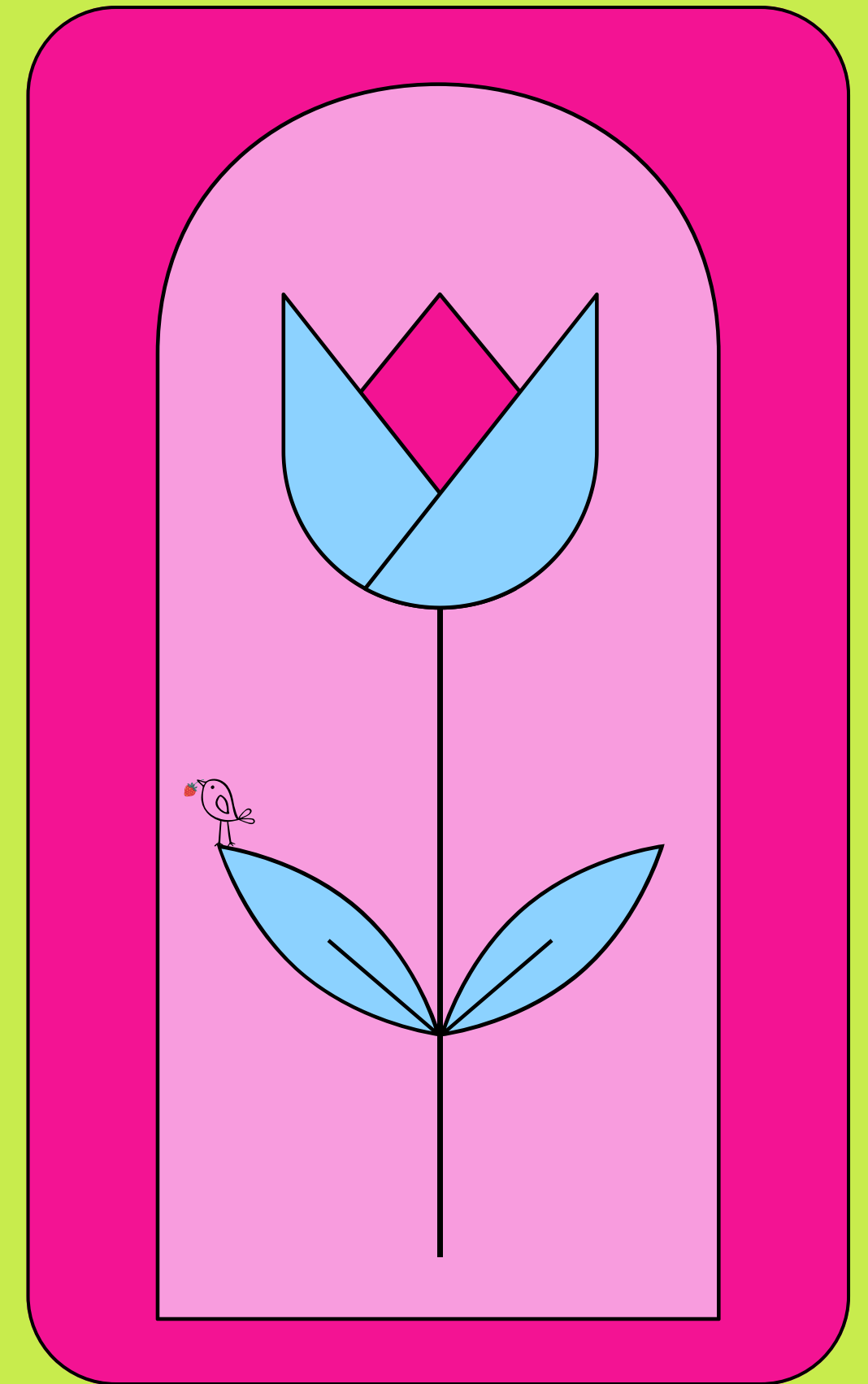
Reflective

- Where joy connects to our values, memories, and sense of identity.
- Joy here comes from feeling seen and understood.





A playbook for joyful software





Arrange a direct cremation

Their details

Important
information

Your details

[< Back](#)

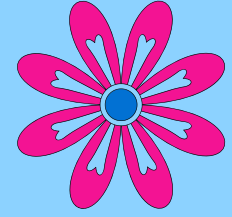
Their sex

We ask this to complete official cremation forms. It has to match what is on their medical records.

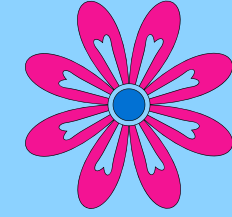
We understand this may be different to their gender.

☐ Male

☐ Female



Reflect



Visceral

Joy sparked by what users see, hear, or feel.

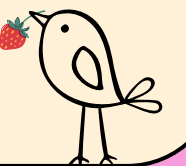
- How serious does your software look?
- What's been lost in digitising your product?
- The shape of play is curved

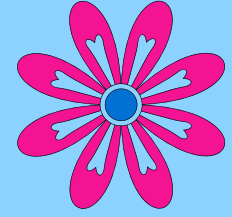
Behavioural

Joy that comes from seamless interaction.

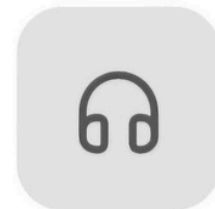
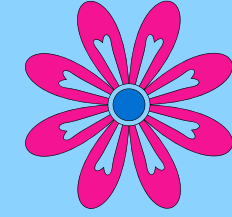
- What is the user feeling at this stage?
- Where is the friction?
- Where are the disconnects between expectations and reality for your users?

Reflective



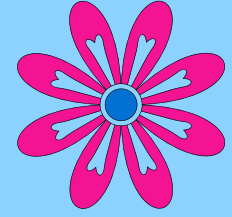


Reflect

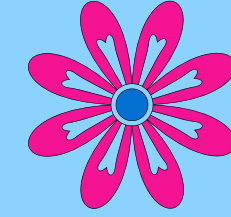


A huddle happened 3:06 PM

You were in the huddle by yourself for 1m. A productive session, we assume.



Reflect



Visceral

Joy sparked by what users see, hear, or feel.

- How serious does your software look?
- Is there anything you could do to soften its appearance?
- What's been lost in digitising your product?

Behavioural

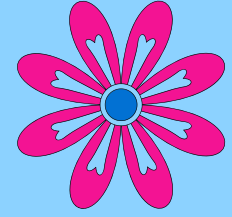
Joy that comes from seamless interaction.

- What is the user feeling at this stage?
- Where is the friction?
- Where are the disconnects between expectations and reality for your users?

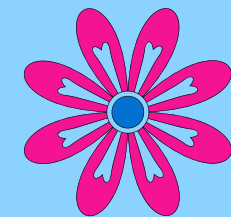
Reflective

Joy that connects to identity, values, or goals.

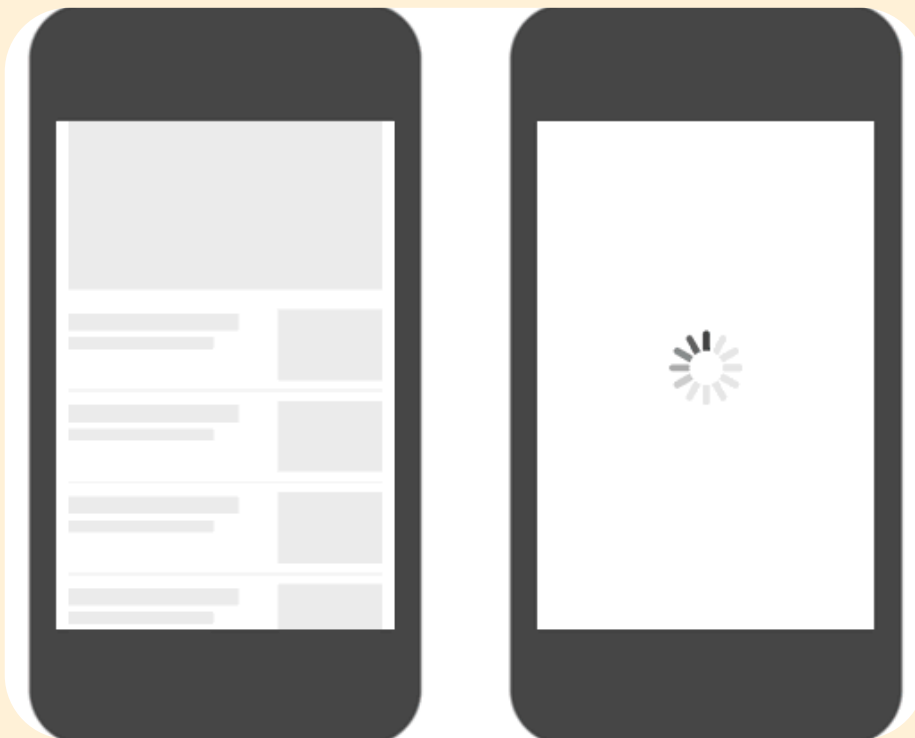
- What is your user's actual hoped-for outcome?
- Design for reflection
- Consider the post-UX UX



Inspiration



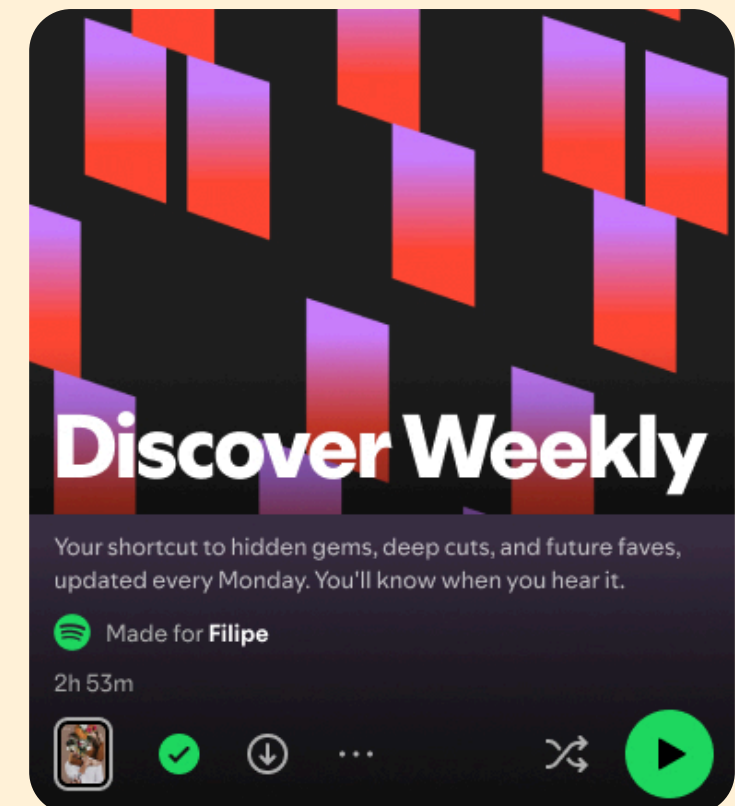
Remove friction

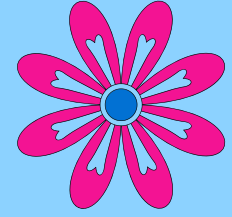


Anticipate needs

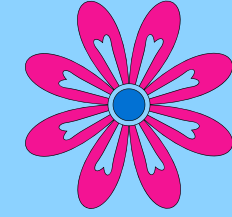
▶▶ Skip intro

Exceed expectations

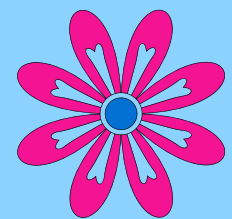




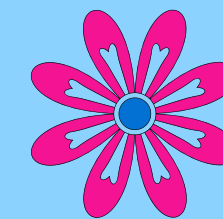
Inspiration



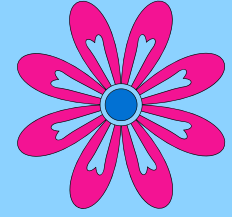
"At this point @Spotify's discover weekly knows me so well that if it proposed I'd say yes."



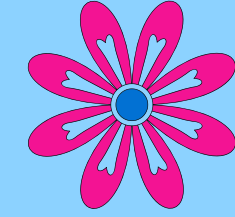
Plant joy



10 December 2012
Ada Lovelace's 197th Birthday



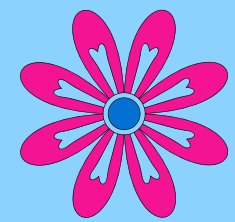
Plant joy



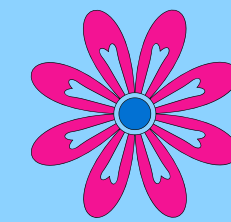
Be brave!

“This is what happens when you suggest something offhand to a developer in a pub”

We are the architects of our own joy



Playbook for joy



1: Reflect



Visceral: what users see, hear, or feel.

Behavioural: seamless interaction.

Reflective: connects to identity, values, or goals.

2: Inspiration



Remove friction

Anticipate needs

Exceed expectations

3: Plant joy



Find one small change

Identify who can help

Go forth and be joyful!



Thank you

QUESTIONS?

