The aim of the thesis was to design an application that creates awareness of an individual's happiness and helps improving their happiness. The thesis was executed at the company BR-ND People, where they have a 23plusone method where the level of contentment of an individual can be determined, which they want to have digitalized for public use. BR-ND People is an impact consultancy, where they create attractive brands and accelerate meaningful culture (BR-ND People, n.d.).

First, an analysis including a literature review, a target group analysis and a competitors analysis was performed. The literature review gave inside in the 23plusone method, defined the term happiness, and showed methods for habit formation. The 23plusone method consists of 24 drives that are categorized in five domains (Cramer & Koene, 2010). Happiness is conceptualized by science as subjective well-being (Myers & Diener, 1995). Having a positive effect of pursuing happiness can be by engagement with values or through pro social activities (Ford et al., 2015). Supportive elements for habit formation are contextual cues and trigger events (Stawarz, Cox, & Blandford, 2015). Self-tracking helps in behavioral change. The target group analysis showed that potential users are interested in an application of the sorts, and showed an possibility to have an application for daily use. A competitor analysis showed there was not yet an application for a mobile device that uses a scientific method and gives guidance to the user. At the end of the analysis, requirements were set up for the application.

The design phase switched between designing and user testing. The concept development included creating the functions and the general styling. The first mock-up testing showed that the minimalistic style was liked and the navigation and functions were liked. A need came forward for more explanation and guidance. Concept refinement focused on more details inside the application, including providing extra explanation, the ranking, the cards and the focus of the week. Also activities were made for the focus based on research. The second mock-up testing was two-parted: with the company and with potential users. Being able to select all cards in creating a profile, confusion in pink as main color, and information overload by the tutorial were concerns that came forward by both the company employees as well as potential users. These were altered for the final prototype.

The final prototype consists of several functions, including creating a profile, focus of the week, daily card, and statistics. Creating a profile uses the 23plusone cards to determine the contentment of the user in their life. The focus of the week gives the user a goal to focus on with an activity that guides the user to that goal. The daily card is a reflective function where the user can see how diverse their weeks are in regards to the 24 drives of the 23plusone cards. The statistics is the self-tracking function, which should help in behavioral change.

The final prototype has been assessed by requirements, including that it should help improve an individual's happiness and it should guide the user, which were generally met. Limitations that were discussed are the testing limitation due to using snowball sampling. Also the prototype used in the thesis is not fully functional, and therefore the conclusions cannot be proven within this thesis.

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