



Design for Wellbeing,

How do we do it?

Princess Woy, Design Researcher and Service Designer

Who Am I?

Currently:

- Doctoral Researcher (aka PhD student)
- Independent Tabletop Roleplaying Game Designer
- Service Designer
- Postgraduate University Teacher

Previously:

- Industrial Designer
- Design Researcher

Princess Woy, at DiNG Nottingham, 20 March 2025

Princess Woy

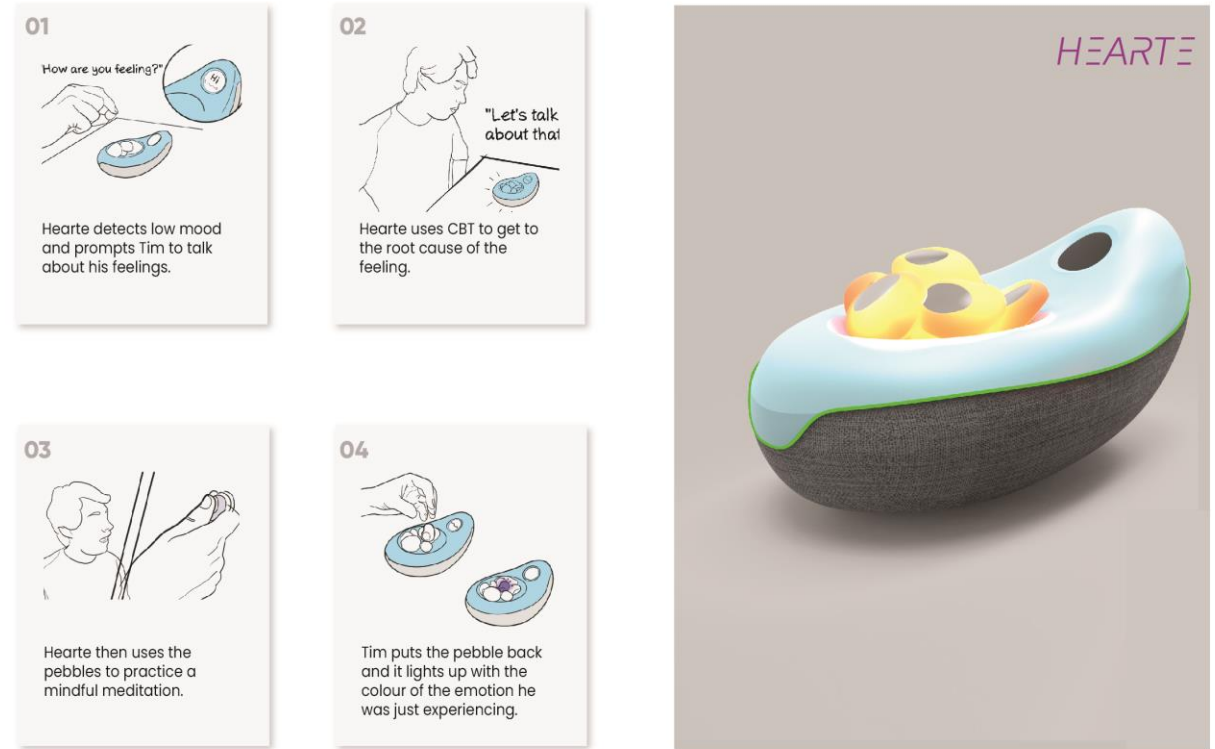


Background

Industrial Design and Design Research

- Undergraduate in Industrial Design and Technology
- Experience as a Consumer Insight Researcher

Industrial Design BA



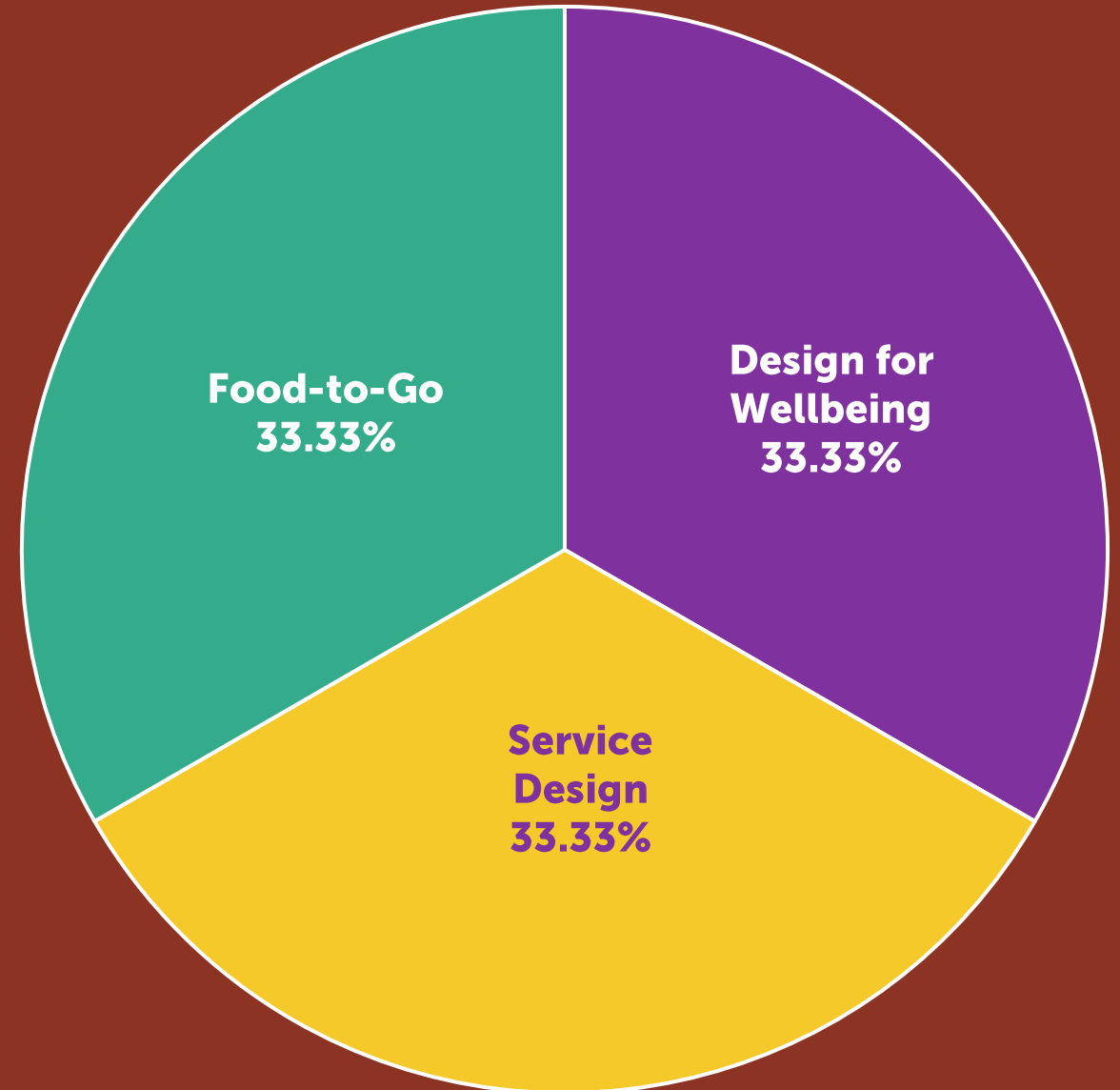
Pivot: Starting a PhD

Three Key Areas:

- Design for Wellbeing
 - Designing to enhance psychological wellbeing.
- Service Design
 - Designing service experiences, the experience customers have in a service.
- Food-to-Go Services
 - Cafés and shops selling sandwiches and ready meals.

One Key Question:

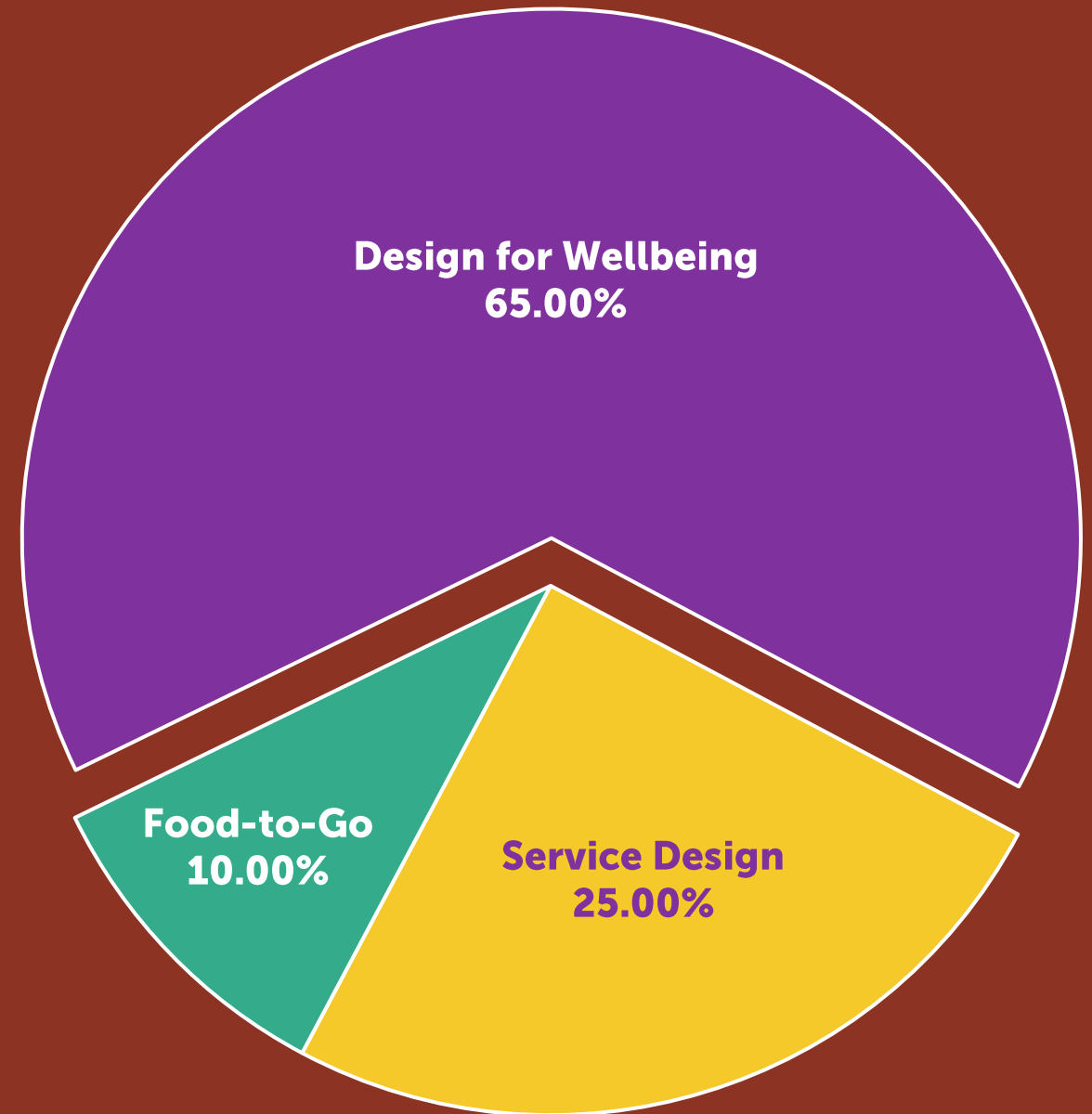
- How can designers be supported in creating positive food-to-go service experiences for users?



Continuing a PhD

New Key Question:

- How do we design for wellbeing in Service Design?



My PhD

What is Design for Wellbeing?

Design for Wellbeing,

“All designed products, services, environments, or systems that surround us, more or less, in one way or another, influence our health and wellbeing.”

(Soto, Xue and Tsekleves, 2022, p. 6)



Design for Psychological Wellbeing

- Design for Wellbeing focuses on designing for positive psychological wellbeing rather than treating health issues.
- Unlike Design for Health, which addresses physical or clinically significant psychological issues, Design for Wellbeing takes a holistic approach to wellbeing (Tseklevs & Cooper, 2017b).
- This mirrors the difference between positive psychology (which enhances flourishing) and traditional psychology (which focuses on treatment) (Jayawickreme, Forgeard & Seligman, 2012).
- Design for Wellbeing includes non-health-specific designs that enhance wellbeing, rather than just those directly tied to mental or physical health.



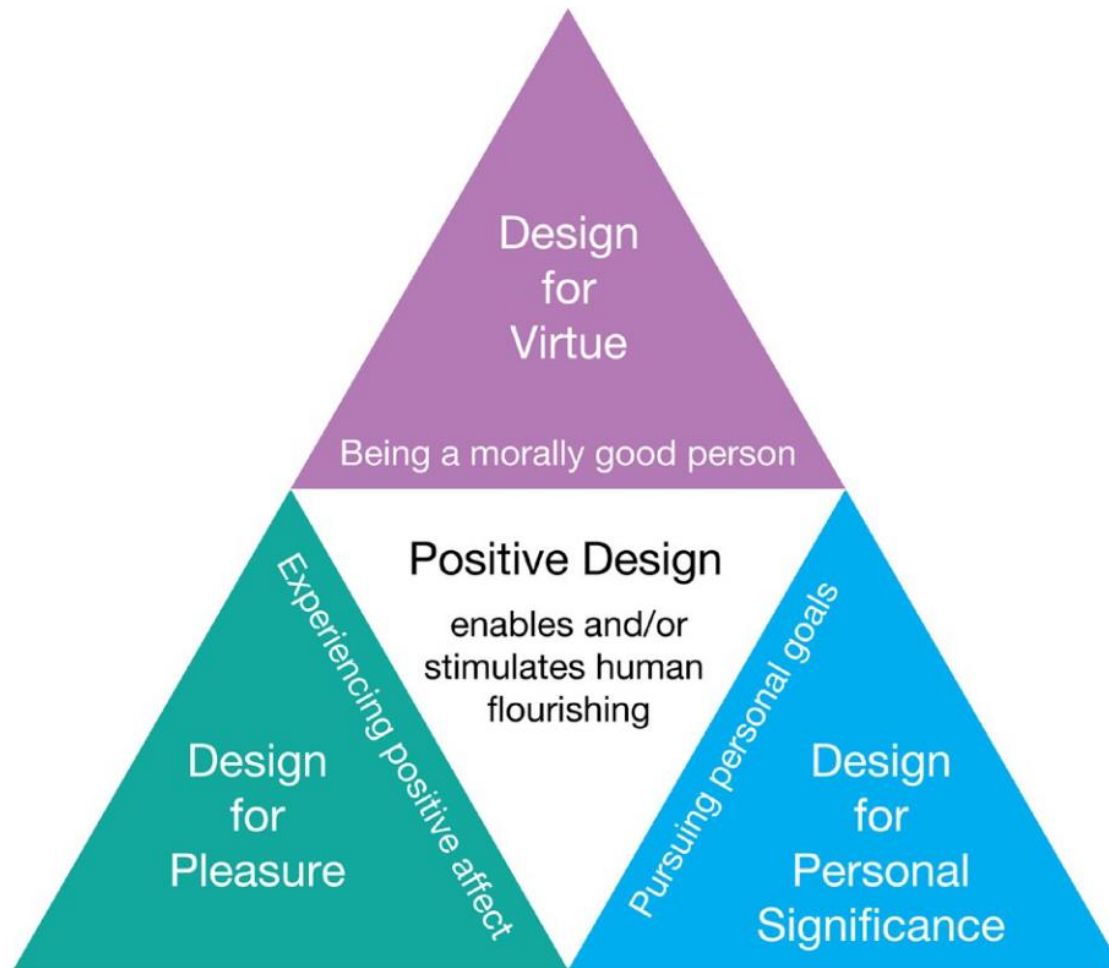
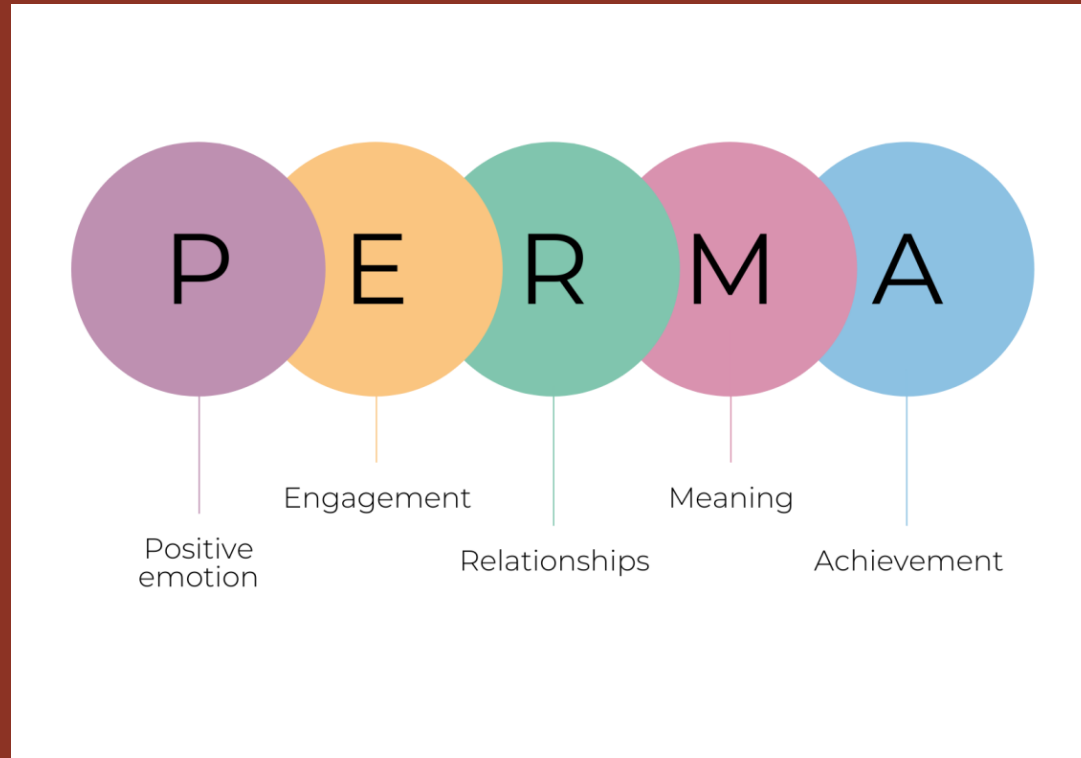


Figure 1. Positive Design Framework.

Positive Design

Desmet, P. and Pohlmeier, A. (2013) 'Positive design: An introduction to design for subjective well-being', International Journal of Design, 7(3), pp. 5–19.

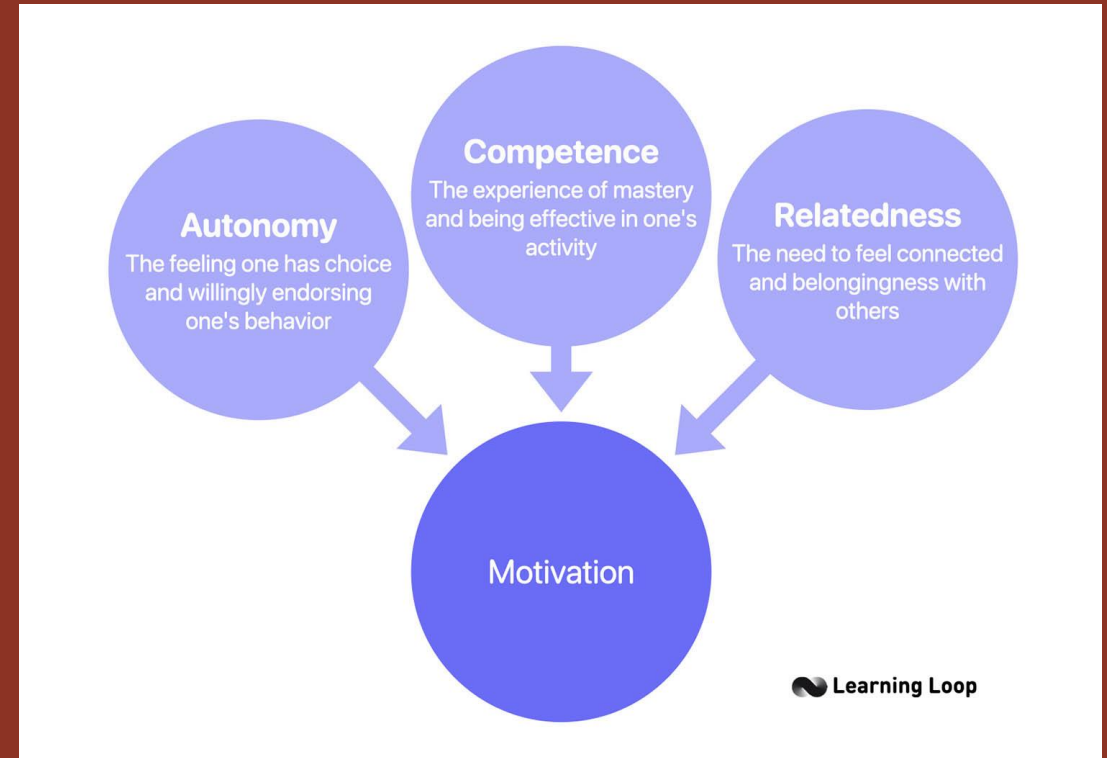
PERMA Theory



Theory: Seligman, M. (2011) *Flourish*. Nicholas Brealey Publishing.

Image: <https://www.strengthscope.com/podcasts/what-is-the-perma-model-of-positive-psychology>

Self-Determination Theory



Theory: Ryan, R.M. and Deci, E.L. (2001) 'On Happiness and Human Potentials: A Review of Research on Hedonic and Eudaimonic Well-Being', *Annual Review of Psychology*, 52(1), pp. 141–166. Available at: <https://doi.org/10.1146/annurev.psych.52.1.141>.

But what does this mean for *new designers*?

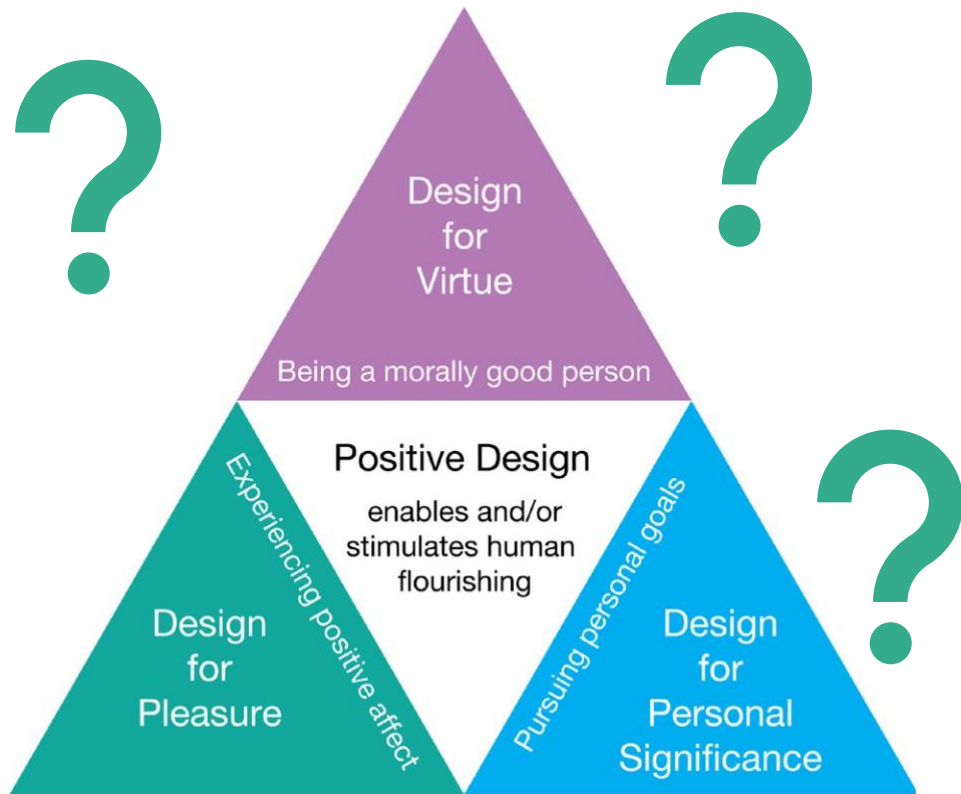
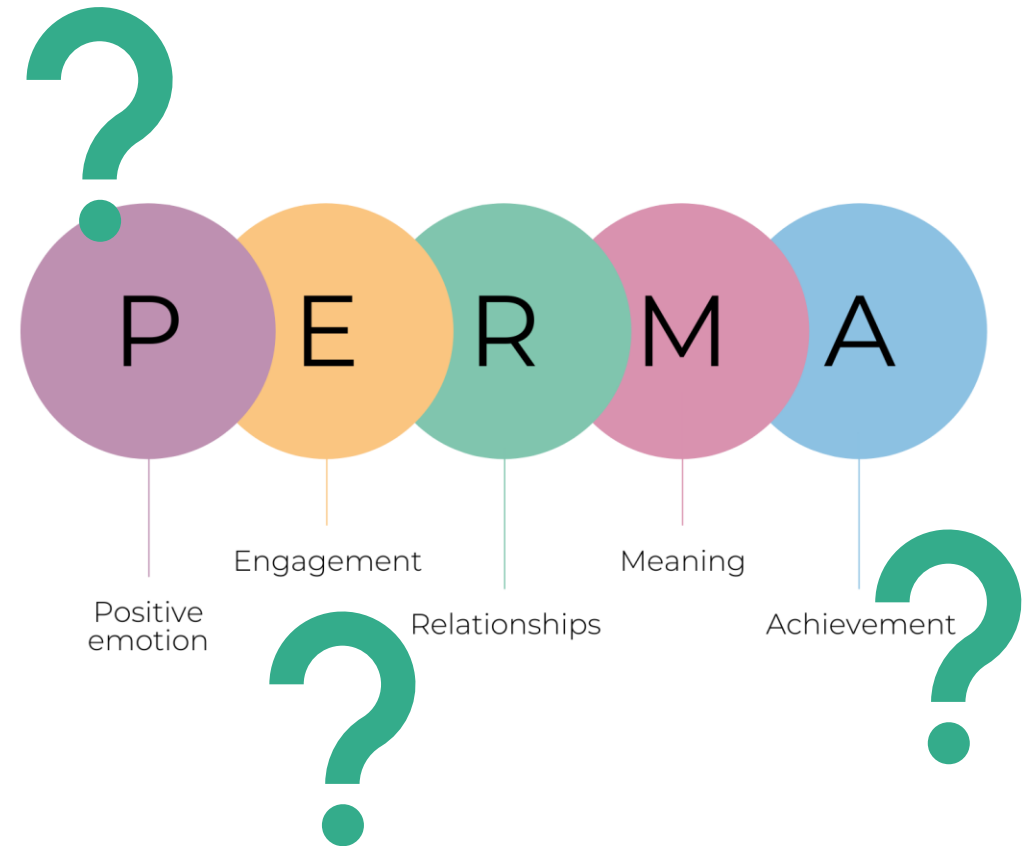
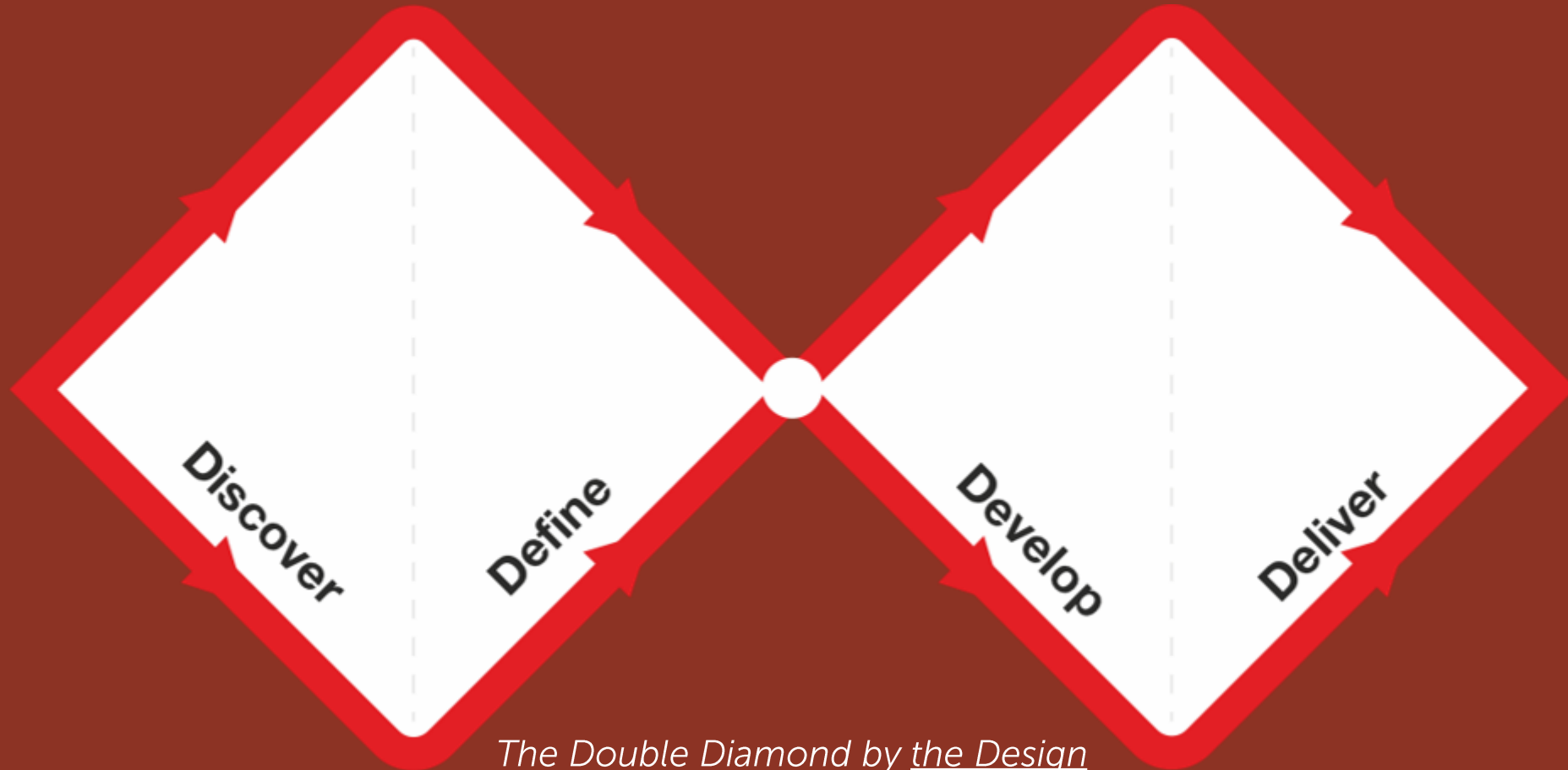


Figure 1. Positive Design Framework.

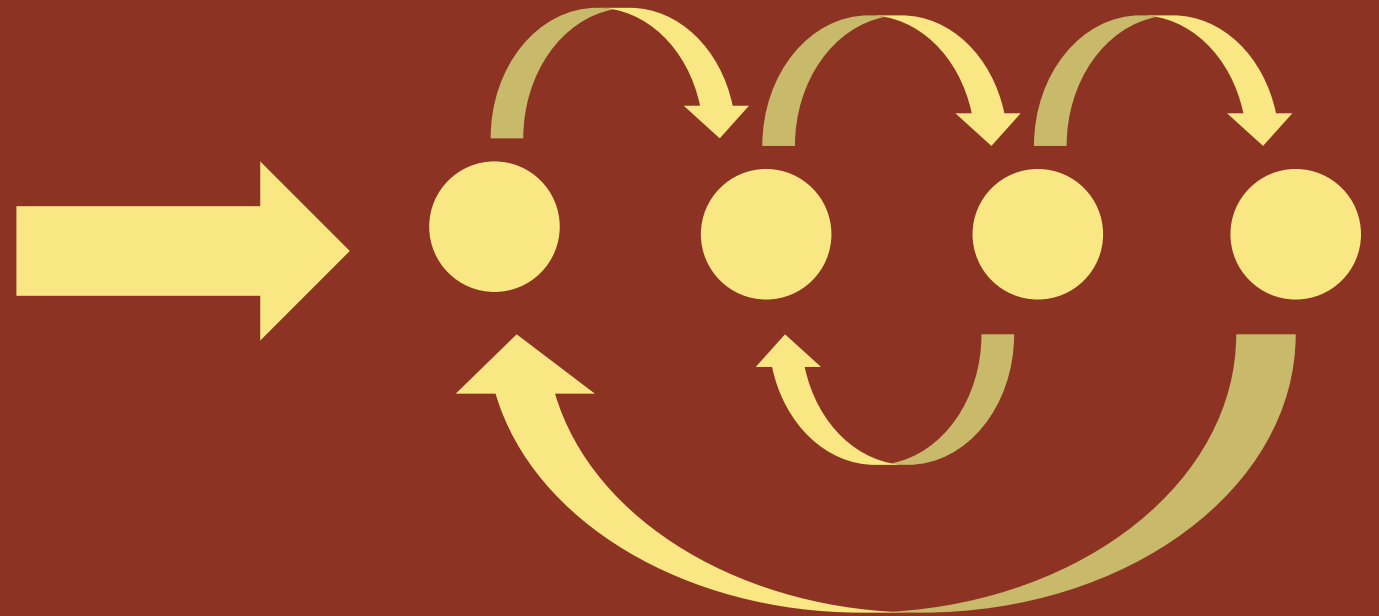
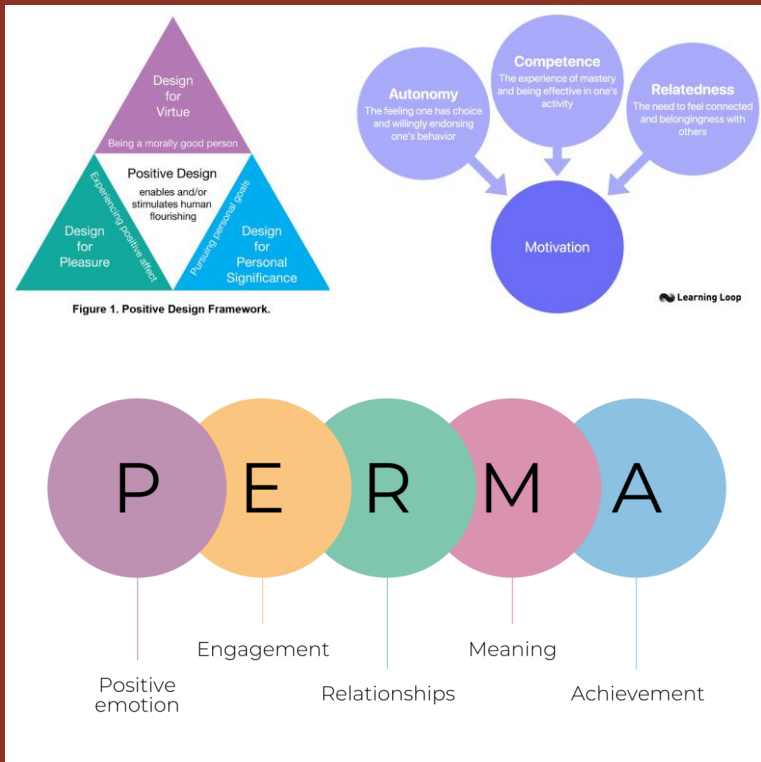


Defining a Process



The Double Diamond by the Design Council is licensed under a CC BY 4.0 license.

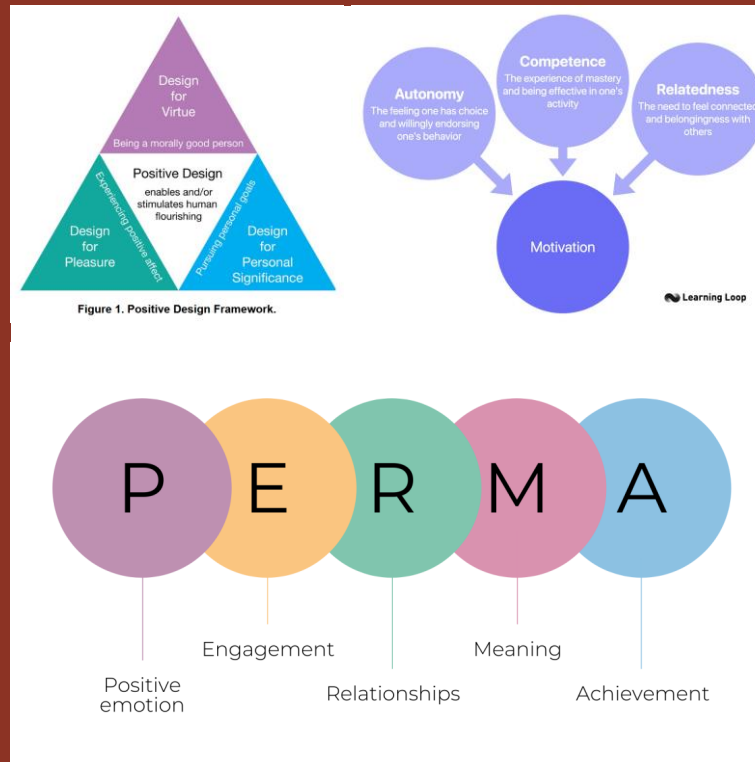
Defining a Process

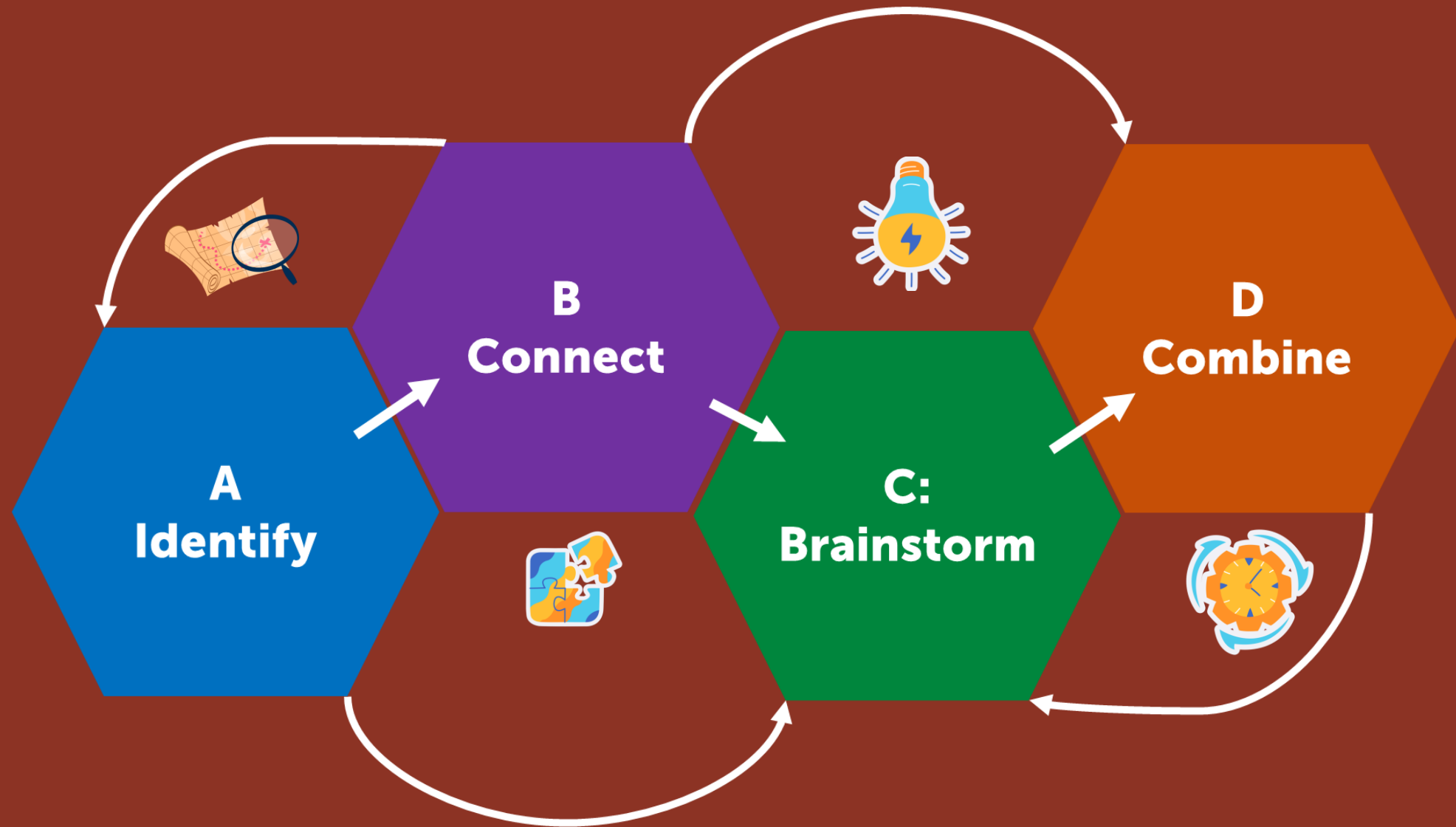


The Design for Wellbeing Ideation Process

Four non-consecutive stages

Choose a Framework







A: Identify Interactions

- List the interactions that occur during the experience.
 - For example, through an experience map, customer journey map, task analysis, a written list of steps, etc.
- [or] List out daily interactions that occur for your persona.
 - (if the experience you are re-designing is part of their day-to-day life).



Re-designing the indoor car servicing experience

A: Identify

List the interactions that occur during the experience

- Drive into the business
- Find a parking spot
- Park the car
- Find the entrance
- Notify a staff member that I've arrived for my service
- Ask how long it will take
- Take a seat whilst I wait
- Scroll social media on my phone
- Ask for a cup of tea
- Continue to wait
- Get told my car is ready
- Leave the building

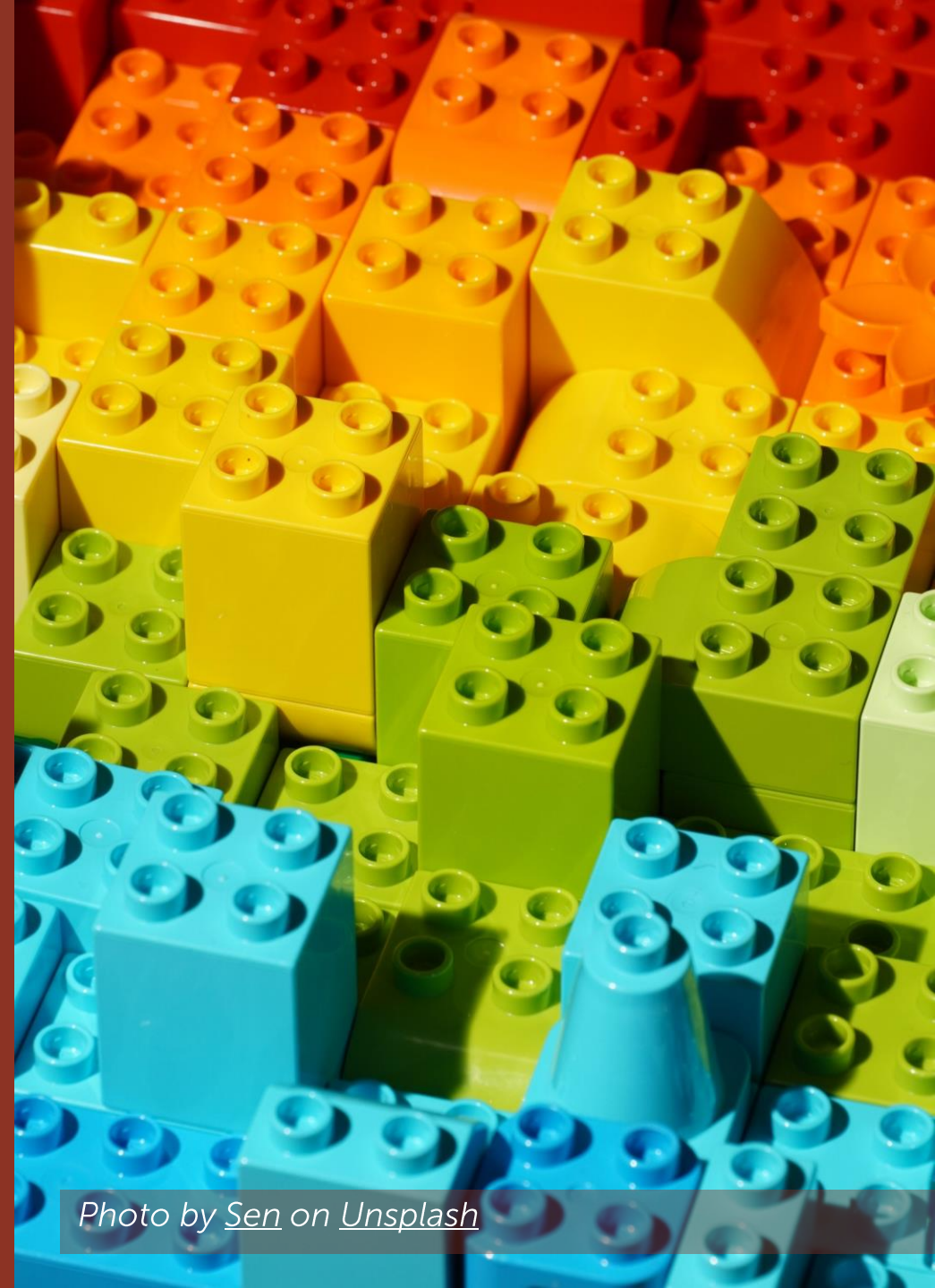
Re-designing the indoor car servicing experience





B: Connect to Framework

- Identify sub-elements from your framework that are relevant to the experience you are re-designing.



B: Connect

Identify sub-elements from your framework that are relevant to the experience you are re-designing

Nature in the Space encompasses seven biophilic design elements:

1. **Visual Connection with Nature.** A view to external natural elements including living systems and natural processes.
2. **Non-Visual Connection with Nature.** Auditory, olfactory, or gustatory stimuli that engender a positive reference to nature, living systems or natural processes.
3. **Non-Rhythmic Sensory Stimuli.** Stochastic connections with nature that may be analyzed but may not be predicted precisely.
4. **Thermal & Airflow Variability.** Subtle changes in temperature, relative humidity, airflow across surfaces and surface temperatures that mimic natural environmental conditions.
5. **Presence of Water.** A condition that enhances the experience of a place through seeing, hearing or touching water.
6. **Dynamic & Diffuse Light.** Leverages varying light levels and shadows that change over time to create a sense of connection with nature.

Natural Analogues encompasses three patterns of connection:

8. **Biomorphic Forms & Patterns.** Symbolic representations of natural forms, patterned, textured or numerical arrangements.
9. **Material Connection with Nature.** Materials that, through minimal processing, reflect the natural world to create a distinct sense of place.
10. **Complexity & Order.** Rich sensory information and hierarchy similar to those encountered in natural environments.

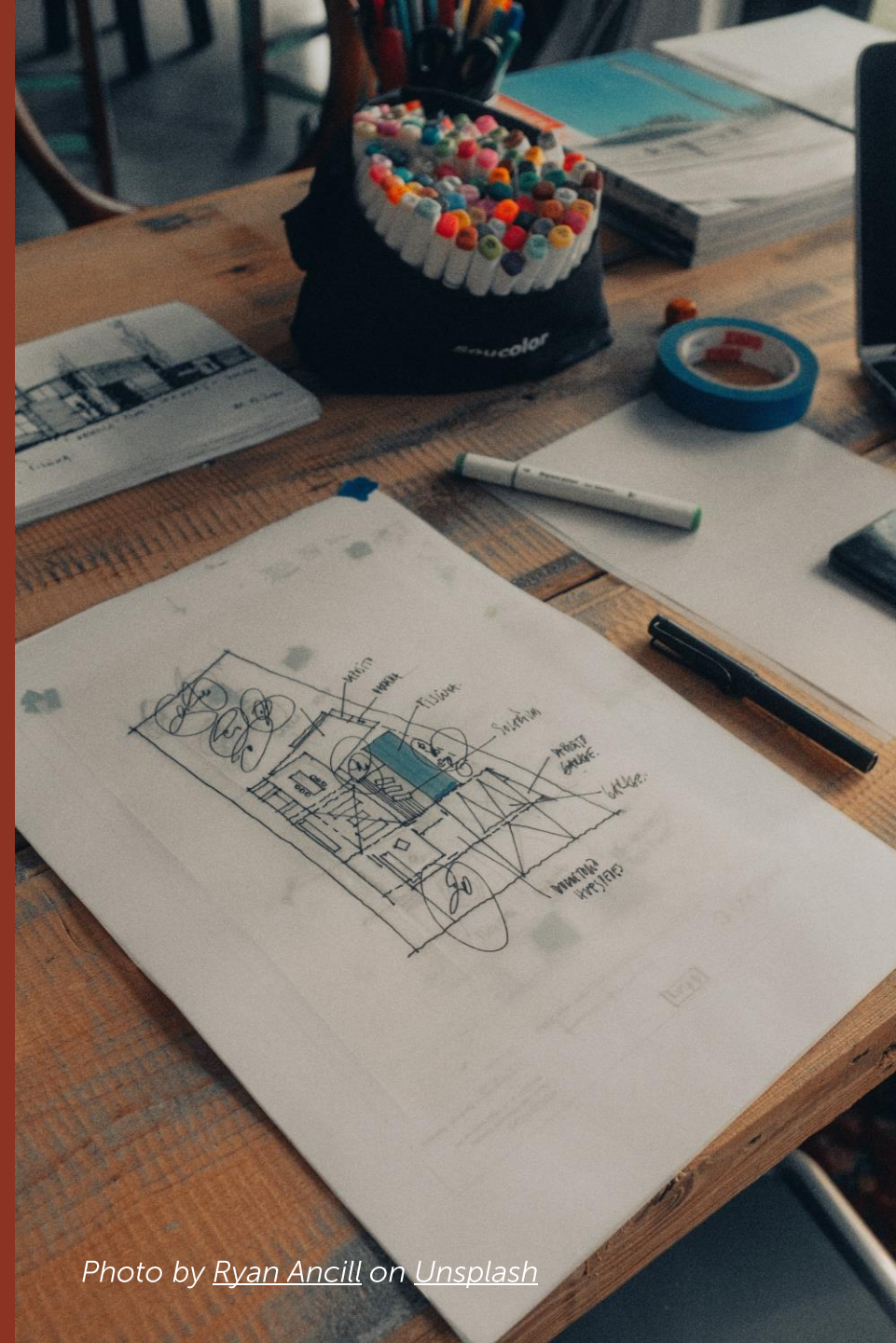
Nature of the Space encompasses four biophilic design elements:

11. **Prospect.** An unimpeded view over a distance, allowing for observation of the environment.
12. **Refuge.** A place for withdrawal from environmental stimuli, a flow of activity, in which the individual is protected from the external environment.



C: Brainstorm Ideas

- Generate concepts based on the combination of an interaction and a framework element.

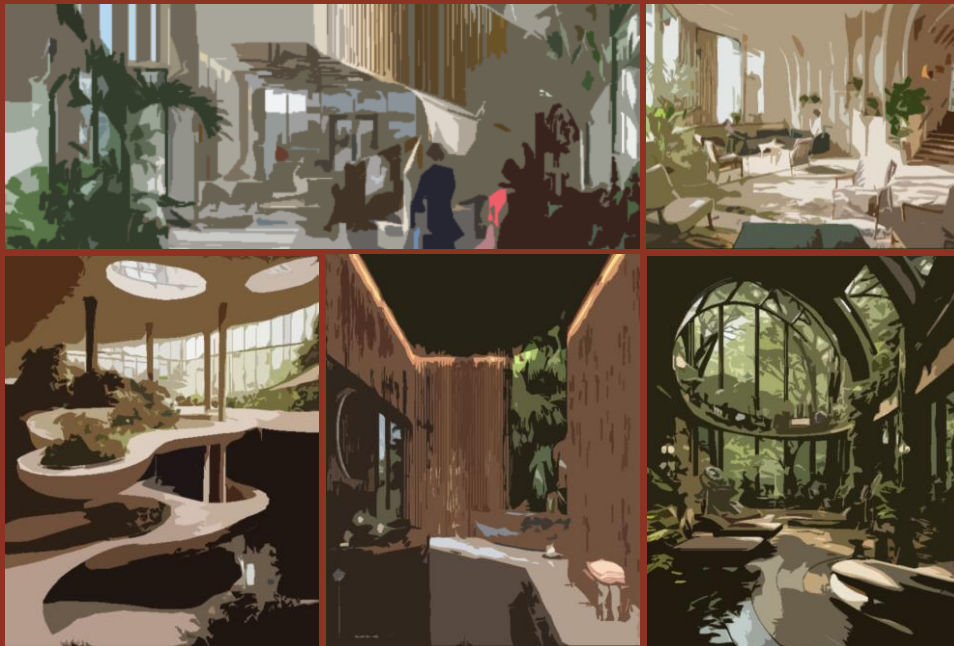


C: Brainstorm

Generate concepts based on the combination of an interaction and a framework element.

→ Walk into the business

→ Add nature visuals



Photos found on Pinterest

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Re-designing the indoor car servicing experience



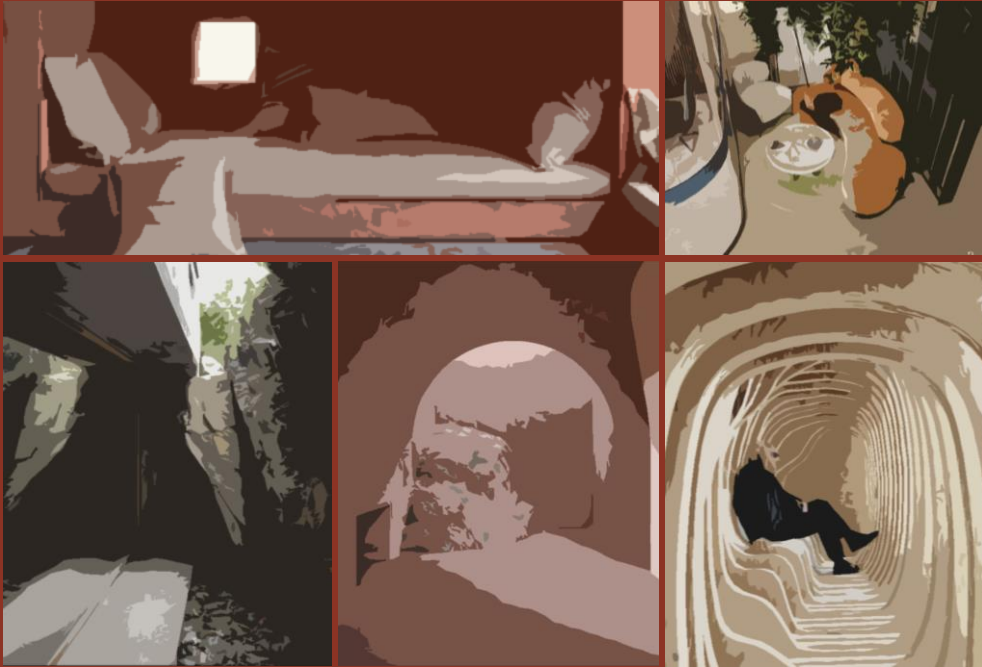
Photo by [Jack Lucas Smith](#) on [Unsplash](#)

C: Brainstorm

Generate concepts based on the combination of an interaction and a framework element.

→ Take a seat whilst I wait

→ Provide a space for refuge



Photos found on Pinterest

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Re-designing the indoor car servicing experience



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D: Combine Interactions

- Combine brainstorming into a new experience.
- [or] Build new experiences by placing interactions, relevant parts of your framework and design opportunities together to generate new ideas.



D: Combine

Combine brainstorm into a new experience

→ Take a seat whilst I wait

→ Provide a space for refuge

→ Walk into the business

→ Add nature visuals



Re-designing the indoor car servicing experience



Re-designing the indoor car servicing experience

Identify

- Drive into the business
- Find a parking spot
- Park the car
- Find the entrance
- Notify a staff member that I've arrived for my service
- Ask how long it will take
- Take a seat whilst I wait
- Scroll social media on my phone
- Ask for a cup of tea
- Continue to wait
- Etc.

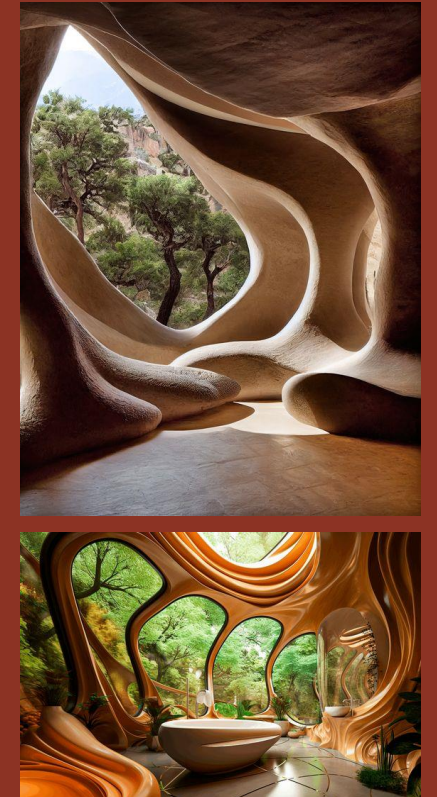
Connect

- Drive into the business
 - Add nature visuals
- Find a parking spot
 - Arrange parking in a way so that it is associated with complexity and order
- Find the entrance
 - Entrance should be a biomorphic form.
 - Reception desk should also be a biomorphic form
- Take a seat whilst I wait
 - Provide a space for refuge

Brainstorm



Combine



Examples from Students

Applying the Design for Wellbeing Ideation Process

Context

This was an experience design module with a broad definition of the term 'experience':

“An experience here is broadly something that can be interacted with and may elicit various feelings, emotions, and/or may influence our wellbeing in other ways.”



celpax

How was your day?

















































































































Together we can improve our workplace

Your logo here



Context

The students' brief:

Design a wellbeing-enhancing or wellbeing-supportive experience within the context of in-person shopping.

Context

There were a range of students from different programs:

- Fine Arts
- Textile Design
- Experience Design
- Industrial Design
- Product Design
- Graphic design

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Examples

Please no photographs.

Re-designing the experience of resting whilst at a market

Data Removed to Protect Participants

Student Example of Design
for Wellbeing

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Re-designing the experience of resting whilst at a market

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Student Example of Design
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Re-designing the experience of resting whilst at a market

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Student Example of Design
for Wellbeing

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Re-designing the market stall experience

Data Removed to Protect Participants

Student Example of Design
for Wellbeing

**Princess Woy, at DiNG
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Re-designing a clothing sales shopping experience

Data Removed to Protect Participants

Student Example of Design
for Wellbeing

**Princess Woy, at DiNG
Nottingham, 20 March 2025**

Slide 44

Re-designing a clothing sales shopping experience

Data Removed to Protect Participants

Student Example of Design
for Wellbeing

**Princess Woy, at DiNG
Nottingham, 20 March 2025**

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Student's Thoughts

Reflective Feedback

- “While some approaches and frameworks can initially seem confusing, I found that once I grasped the underlying principles, their application became feasible. Importantly, I was able to integrate well-being design elements without compromising functionality.”
- “As I move forward with new design processes, incorporating principles of design for well-being will become a key consideration in my concepts. Rather than adhering strictly to one specific framework or approach, I plan to draw on various principles.”

Reflective Feedback

- “Additionally, exploring the psychological and physical benefits of biophilic design in an interior space will help inspire future designs.”
- “Moving forward, I aim to use these frameworks and processes more intentionally in my design process, to ensure that wellbeing considerations are being made.”
- “Design for wellbeing theories (e.g. Subjective Wellbeing) have significantly influenced my creative process by focusing on the user experience and emotional impact. This theory guided my focus on creating positive, joyful environments (life satisfaction and positive affect) and reducing negative emotions (low negative affect). ”

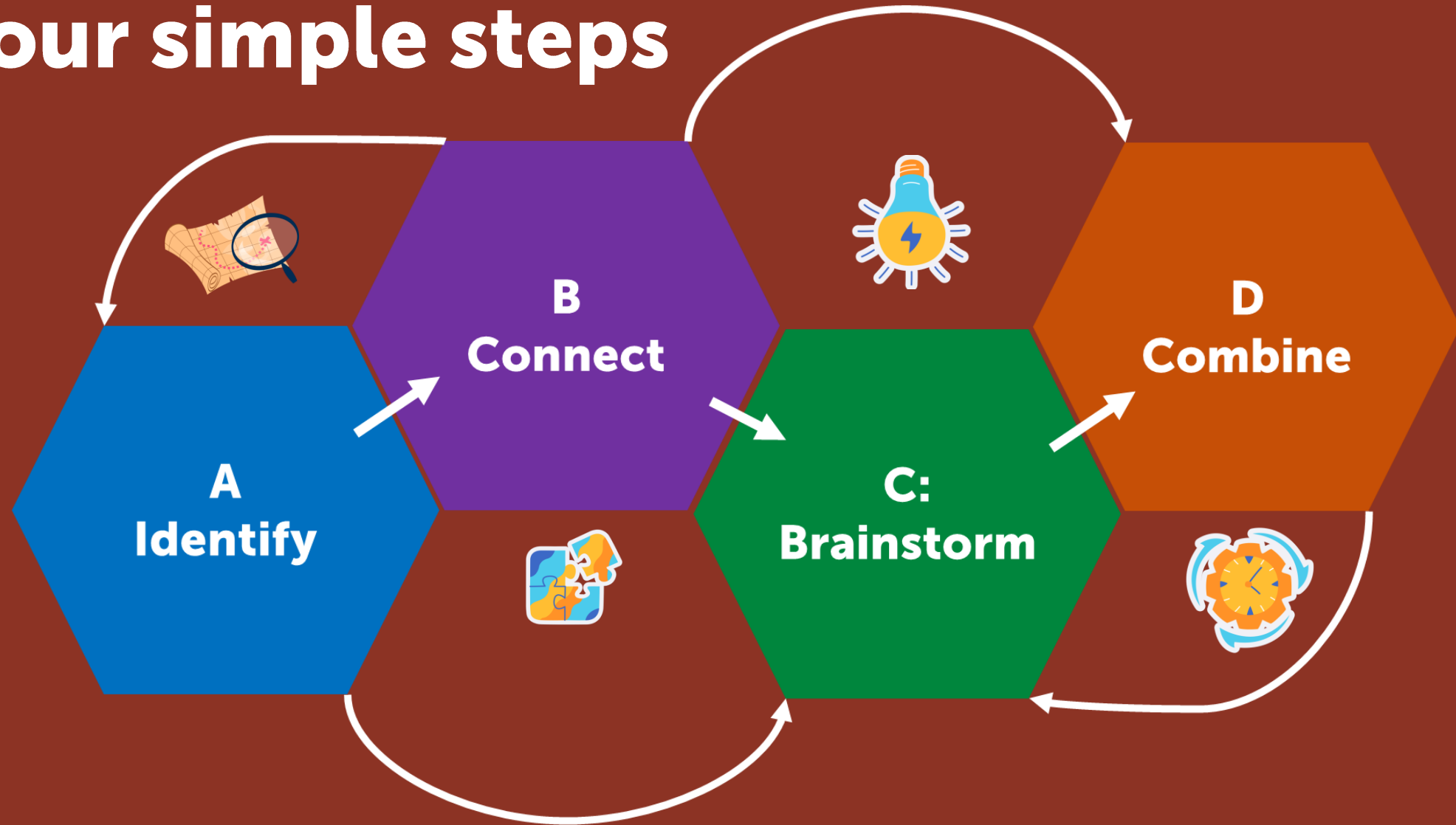
Reflective Feedback

- “In addition to this, I have gained a deeper understanding of psychological need fulfilment from framework research, allowing me to create products and/or environments in the future that not only look appealing but also support users’ overall health and happiness.”
- “Incorporating Design for Well-being into my practice has expanded my perspective on designing with a focus on emotional and psychological health. It has sparked a new-found interest in design for inclusivity and well-being, which I see as increasingly crucial in current and future design practices.”
- “Overall, focusing on well-being in design brings personal satisfaction, knowing that my work makes a positive contribution to users’ lives, which drives my professional growth and passion for design.”

Conclusion

A success with students and a useful process for designers new to designing for wellbeing.

Four simple steps

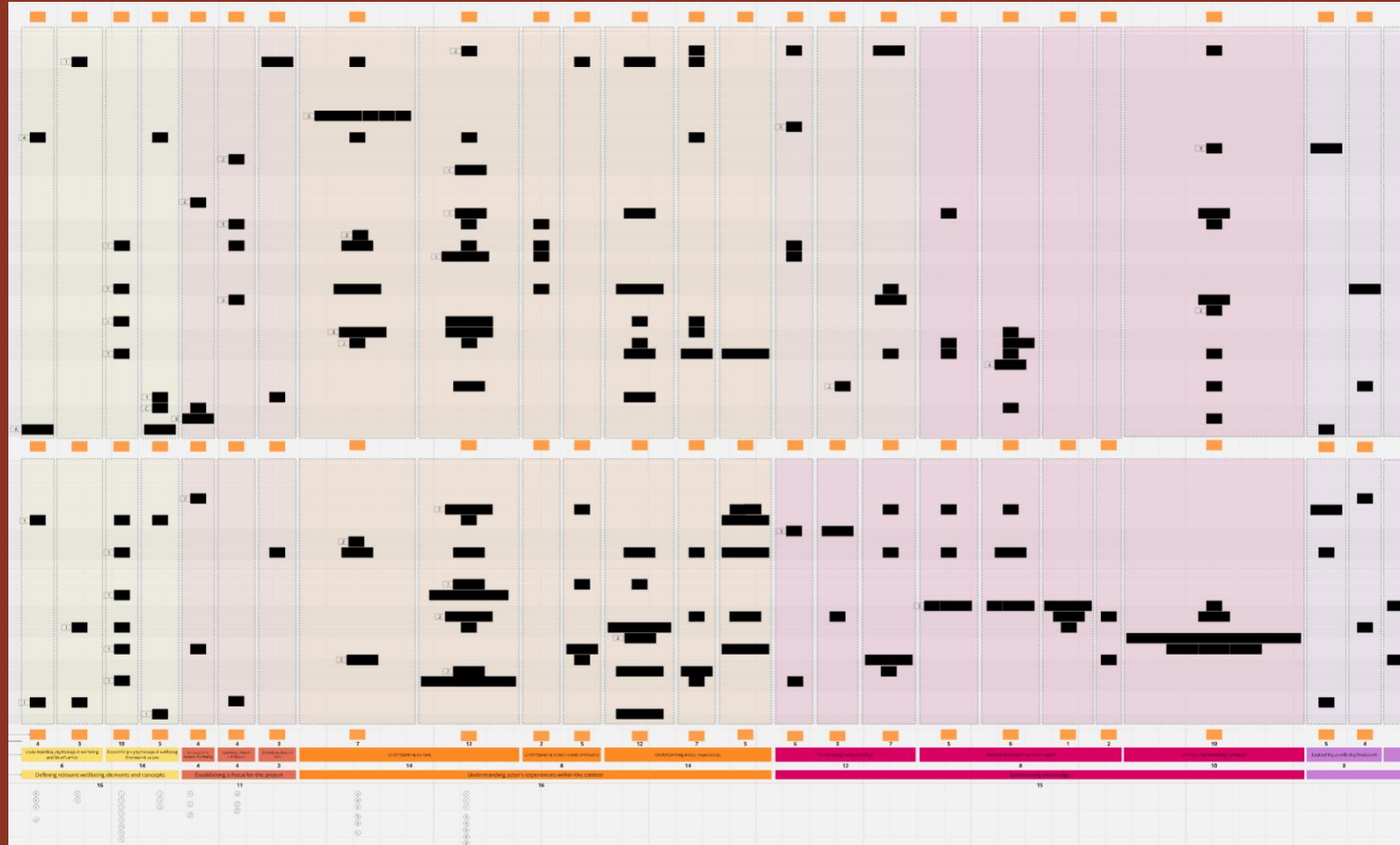


What Next?

Continuing the work...

Returning to my PhD

A bigger study on the whole process



Zooming in

Understanding psychological wellbeing and its influence

Defining impacts on psychological wellbeing

Constructing a definition of psychological wellbeing

Establishing a psychological wellbeing framework to use

Establishing a wellbeing framework to use

Developing a wellbeing framework

Focusing on an element of wellbeing

Selecting or prioritising wellbeing elements to address

Establishing a wellbeing focal point

Establishing what wellbeing means in this context

Prioritising wellbeing elements to address

Thanks for Listening