

Enchant Me

1. Delight me in surprising ways
2. Real objects are more fun than buttons and menus
3. Let me make it mine
4. Get to know me

Simplify Me

1. Keep it brief
2. Pictures are fast than words
3. Decide for me but let me have the final say
4. Only show what I need when I need it
5. I should always know where I am
6. Never lose my stuff
7. If it looks the same, it should act the same
8. Only interrupt me if it's important

Amaze Me

1. Give me tricks that work everywhere
2. It's not my fault
3. Sprinkle encouragement
4. Do the heavy lifting for me
5. Make important things fast

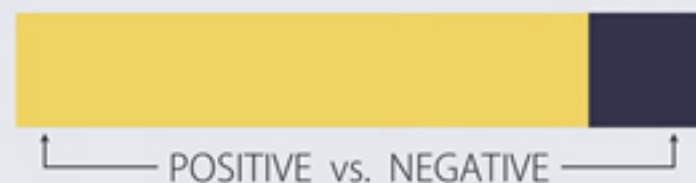


Source: Fredrickson, Barbara (2009)

3 POSITIVES TO 1 NEGATIVE

Positive emotions affect the likelihood of a lasting relationship

5:1



Source: Gottman, John (2004)

Magic Ratio to Build Lasting Relationship