

## **Well-Being Conscious Design -Method of Service/Products Design Considering Well-Being Explicitly**

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We propose a product / service design method that explicitly considers well-being. First, we describe the factors that correlate with well-being, which were obtained from the results of psychological research on well-being. One of them are four factors that are obtained by factor analysis of questionnaire data for 1500 Japanese. The four factors in relation to psychological well-being are as follows: (1) Do what you love, (2) Be grateful for everything, (3) You can do it, (4) Be yourself. Next, we describe a method for innovatively designing the concept of products and services in consideration of these factors, which can be called well-being conditions. Specific examples are also described.