

Cultural Daily

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Happiest App on Earth

Andrew Taylor · Thursday, March 15th, 2012



Mashable shares the news of a [whimsical little app experiment](#) called [Happstr](#) (developed on the “[Startup Bus](#),” winding its way to SXSW in Austin). Happstr is a website designed for your mobile device, with geotagging, that lets you press a large pink button when you’re feeling happy, to mark the place (and the reason) for that happiness. You can see happy places from other people on a map. And while you can’t see *why* they were happy (that information is private), you can see *where* they were happy.

While it’s a fun little gimmick for the user, it could be a powerful indicator for a city, or a region, or a particular organization. At the least, it offers a useful thought experiment for the place-based cultural organization: What would have to do to encourage more visitors to hit that button — to be happy — in your venue or your space? And if you can figure that out, why aren’t you doing it now?

It also recalls the “[smiles per hour](#)” indicator used by the City of Port Phillip to measure how friendly and welcoming their neighborhoods are. Happstr could eventually offer a similar metric for people interested in a similar quality in the places they inhabit.

Can you measure happiness? Sure you can. Can you foster more of it in your little circle of the world? Give it a try.

Re-posted with permission from [The Artful Manager](#).

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