Designing for the Five Levels of Human Needs & Desires

- Participation
- Engagement
- Productivity
- Happiness
- Well Being

ANALYTICAL

Amusement
Interest
Understanding
Determination
Attention
Contest
Challenge
Progress
Knowledge

EMOTIONAL

Pleasure
Acceptance
Validation
Trust
Comfort
Progress
Fitness
Belonging
Growth
Joy
Ecstasy
Fulfillment
Satiation
Meaning

PHYSICAL

Attraction
Recreation
Exertion
Understanding
Exertion
Pleasure
Comfort
Affection
Passion

Stimulation
Expression
Safety
Congruence
Control
Recognition

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