



PROPOSAL ASSESSMENT 1.1:

YOUR ENLIGHTENMENT PROJECT BRIEF OUTLINE & SWOT ANALYSIS

DIGITAL MEDIA PROJECT 2

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PART I: WRITING THE BRIEF

Aim

The aim of this project is to deliver an interactive UI/UX mobile application prototype for the brand identity 'Your Enlightenment' that encapsulates the entire process of becoming enlightened spiritually. A practice often shrouded in mysticism or broken down into separate topics and dispensed out of context or order with the path to enlightenment. Within the spiritual community, the phrase 'spiritual awakening' has come to represent a variety of definitions. This project will endeavor to redefine, using both spiritual and religious doctrines, what the phrase 'spiritual enlightenment' encompasses, and which attributes form an 'awakened' being.

Considering over \$500 million is spent on personal development products annually, and the industry has a net worth of approximately \$11 billion, and the fact that it is averaging five percent growth each year, developing a mobile application to target a holistic form of personal development would appear to be on-point (Gaille 2017). The mobile application will be developed as a prototype within Adobe XD in both an iPad and iPhone 12 format. The enlightenment process will encompass five stages, namely Awakening, Awareness, Purging, Acceptance and Understanding. Each stage will contain lessons, readings, questionnaires, polls, and special activities that will stimulate the mind, body and spirit and guide the end-user on their quest. As they progress through the application stages, activities will be added or removed from an interactive Daily Practices checklist which manages the end-user's progression from one stage to the next.

Apart from the 'Your Enlightenment' mobile application prototype deliverables, the Awakening stage of the prototypes will include the following 2 minute duration MP4 and MP3 deliverables:

- 'Meditation: Control Your Thoughts Not Your Mind' video
- 'Yoga: Exhale Negativity Inhale Positivity' video
- 'Who Are You?' lesson audio
- 'Five Moves to Mindfulness' Special Activity (Mind) audio
- 'Healing Herbs & Spices' Special Activity (Body) audio
- 'Cleanse Your Chakra' Special Activity (Spirit) audio

Objective

As a result of this project, the prototype designer will develop a greater understanding of UI/UX mobile application design and logo creation in conjunction with the construction of the brand identity. Moreover, how brand identity can be tailored to meet specific target audience preferences and requirements. From a video production perspective, the prototype designer will learn how to construct educational videos and podcasts that convey a distinct message in an engaging format. They will discover how to combine graphic and animation-based elements with video and audio recordings inside of the Adobe XD application for a prescribed learning environment. By introducing a logo and brand identity to all project deliverables, the prototype designer will learn how to effectively communicate the organisation and client's key message and values to the desired target audience; and will strengthen their current digital media design and creative thinking and problem solving skills. On completion of this course, the prototype designer should be able to demonstrate improved UI/UX mobile application design, video and audio production, graphic design, and animation expertise, and be able to design a logo that is true to the brands identity. They should be able to prepare a logo for use within a digitised environment, demonstrating proficiency in Adobe XD, Illustrator, Photoshop, Audition, and After Effects, as well as communicating educational information in an engaging and enlightened manner.

Professional context

Inspiration was drawn from several sources within the international spiritual application development community to generate a multiple medium prototype concept for the proposed 'Your Enlightenment' mobile application within the fields of mobile app development, prototyping, cinematography, and podcasting. The most influential developers being *Mindvalley Inc*, *OMG, I Can Meditate!*, and *Spiritual Me*. Please refer to Appendix 2 for a more complete breakdown and analysis review.

Brand identity analysis

1. The brand name is 'Your Enlightenment'.
2. The product is an E2E mobile software application that will guide its 'awakened' target audience on a staged process towards spiritual enlightenment. The applications target audience will work their way through five personal growth and developmental stages, namely Awakening, Awareness, Purging, Acceptance and Understanding.
3. The values that are central to the brand's product are non-judgemental knowledge transfer through empathic teaching and guidance delivered with compassion towards the target audiences internal struggles.
4. The client's brand character may be described as inspirational, spiritual, healing, empathic and understanding.

Audience

The 'Your Enlightenment' target audience already self-identifies as 'awakened' beings and believe themselves to be on the first stage of their path to enlightenment. They have begun to question their understanding of reality and their life purpose. From a demographic perspective, the applications target audience is made up of both male and female adults, who are middle-aged or older. They are currently, or have previously held white collar, or professional employment roles, and are located within an economically developed English speaking country. They are situated within a middle through to upper income and class. From a psychographics perspective, the applications target audience are concerned with any negative impact their actions may cause to the environment and their fellow human beings. They seek a healthier lifestyle both mentally and physically and are in search of a deeper meaning to their life. At this point it should be noted that women utilise personal development products to a greater extent than men and this fact may influence aesthetic design choice during the mood board creation phase (Gaille 2017).

Communication approach

The logo and the mobile application prototype will have an educational communication approach. The goal of the 'Your Enlightenment' mobile application prototype is to deliver a quality E2E solution to an 'awakened' target audience that seeks meaning to their life and general wellbeing and who wish to reach their personal goal of enlightenment on their own, at their own pace, and at a low cost. The target audience is expected to experience through the mobile application interactive interface something ethereal, akin to re-birth, that gently and empathically guides the end-user through the stages of enlightenment; allowing them to grow as a person in spirit. An obvious benefit to society. The branding identity of the mobile application should cause a positive reaction within the end-user, connecting the product to the consumer and to the values and message of the client.

Outlet

Adobe XD through its Share functionality is able to generate a cloud link to the finished iPad and iPhone prototype presentations. The fully coded and released mobile application will be available for download from the Google Play, Apple, and Microsoft App Stores. The logo and brand identity will be displayed at specific locations within the prototypes and finished mobile application, as well as presented in a PDF format within Proposal Assessment 1.2 Logo and Experiments.

Method/Approach

1. *Discovering the field:* Selecting Option 3 Student nominated client profile and project. Researching best practice spiritual-based mobile applications on the Google Play, Apple, and Microsoft App Stores. Viewing and analysing spiritual-based activity videos, and listening to, and analysing audio recordings of sound and vibrational therapy. Researching into and reading articles and book chapters, about spiritual enlightenment utilising the University of South Australia library database (Amaro 2019; Bakken 2006; de Castro 2017; Giegerich 2020; MacLean, Leoutsakos, Johnson & Griffiths 2012; Lee & Heo 2020; Meng & Boyd-Wilson 2017; Mujcic & Oswald 2016; Muresan, Ciumas & Achim 2019; Newberg & Waldman 2019; Obeyesekere 2012; Steptoe 2019; Sujarwoto 2019; Trompenaars & Ten Hoopen 2012).
2. *Defining the problem:* Writing a detailed project brief that outlines not only the aim, objective and professional context but specifically details the deliverables scope and X-factor within the final creative artefact. Drilling down further into the 'awakened' target audience previously defined within the Client Profile inside Appendix 1.
3. *Brainstorming concepts:* Brainstorming with new-found knowledge from research activities in respect to articles, book chapters and using spiritual-based mobile applications in the marketplace. Creating a low-fidelity prototype utilising multi-coloured post-it notes, string, blu-tac, and a large blank wall to layout the prototypes page scope and relationships visually. Creating initial logo concepts and defining brand identity. Generation of varying colour schemes, typography, mobile application layout mood boards.

4. *Experimentation*: Creating two Adobe XD prototypes (iPad 768 x 1024) that contain key pages within the Awakening stage of the final creative artefact with contrasting elements to determine which aesthetic fits the client's requirements whilst satisfying the target audience's needs.
5. *Giving and receiving feedback*: Sharing prototypes via an Adobe XD public link using the Design view setting. This setting will allow peers and external industry testers to comment and provide feedback to the designer inside each prototype file. Analysis and feedback of peer experiments.
6. *Final production of the creative artefact*: An aesthetic will be selected and used to populate the final creative artefact. The final creative artefact and all other graphic-based and video content will be branded and shared via an Adobe XD public link to capture final feedback. Once feedback has been incorporated, the iPad prototype will be duplicated and converted to the iPhone 12 (390 x 844). Reflection will be performed on the design thinking process.

Technical Specifications

Software requirements:

- Adobe Acrobat (image and document conversion).
- Adobe After Effects (animation and gif-related elements)
- Adobe Audition (audio and podcast recording elements)
- Adobe Illustrator (logo design element)
- Adobe Photoshop (graphic-based design elements)
- Adobe Premiere Pro (cinematography elements)
- Adobe XD (prototype element)

Hardware requirements:

- 2 x Panasonic HC-VX1 4K video camera
- 2 x Volkwell softbox lighting kit.
- Blue Snowball ICE USB microphone
- PC
- Rode Wireless Go compact wireless microphone system

The finished 'Your Enlightenment' prototype will conform as follows to industry recognised standards:

- Adobe XD iPad output mode: 768 x 1024, view setting Presentation via public link.
- Adobe XD iPhone 12 output mode: 390 x 844, view setting Presentation via public link.
- MP4 video output mode: 1920 width x 1080 height, frame rate 50 and encoding format H.264.
- MP3 audio output mode: 192 Kbps (48000 Hz) and 32-bit multitrack mixdown.

Presentation

A PDF document will be uploaded to the Assessment 2.2 submission point that will contain hotlinks to the final creative artefact, that is, the two Adobe XD iPad and iPhone prototypes. Each prototype has been generated within Adobe XD and then shared using the Presentation view setting via a public link.

Timeline for proposed project work

See Appendix 3.

PART 2: SWOT ANALYSIS

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Good understanding of the client requirements. • Business owner has sixteen years of involvement within the spiritual community, and a solid network of identities to access information regarding special activity components. • Prototype designer has prior experience in creating video and audio content with Adobe Premiere Pro, After Effects and Audition. Also, in the manipulation of images with Adobe Illustrator and Photoshop, and with creating a travel smartphone Adobe XD prototype. • Access to a personal and inspirational video and podcast library for use during the scripting stage of the project. • Prototype designer is a divergent thinker and problem solver. • Access to the full Adobe product range. • Adobe XD's auto-animate functionality able to be used in place of gif inclusion. 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Beginner level skills in logo design and Adobe After Effects. • Prototype will not reflect real-time completion of the path to enlightenment as the final mobile application product will contain an algorithm or formula that will calculate the users progress based upon their completion of their daily practices (lessons, readings, special activities, questionnaires, and polls). However, links will be inserted into the Adobe XD prototype to ensure that the various stages of enlightenment will be accessible. • Only the introduction, the Awakening stage, and the closing application pages will contain video, audio, and special activity components due to the ten week timeline. • Need to use the Anima Adobe XD plug-in to incorporate video and audio components within the prototype, and subsequent export functionality. • Prototype designer has no prior experience or knowledge relating to mobile application design. • Relationship functionality will limit special activity interaction in the prototype.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Able to collaborate on meditation and yoga video component structure with industry professionals. • Able to access a large spiritual network of past radio show and podcast interviewees for video and audio content. • Access to LinkedIn Learning course to sharpen the prototype designers Adobe and design thinking skills. • Improvement of prototype designers Adobe XD, Illustrator, After Effects, and logo design abilities. • Availability of spiritual identities to test prototypes during the projects feedback stage. • Unlimited creative control in respect to the graphic, video, and audio components. • The ability to produce a single application solution for spiritual enlightenment. • At least three best practice mobile applications available to review that encapsulate an area to be designed within the finished prototype. 	<p>THREATS</p> <ul style="list-style-type: none"> • Definition of the 'awakened' target audience has not been sufficiently detailed to ensure the logo and overall brand identity attracts them to the application. • As a new start-up company, business relationships with major distribution hubs have not been established when compared to other peers. • The 'awakened' target audience's belief that the daily practices, lessons, readings, and activities are too onerous to complete. • Application does not have an empathic aura in the finished prototype format.

APPENDIX I

Bachelor of Digital Media



Digital Media Project 2

OPTION 3

Student nominated client profile and project.

'Your Enlightenment' Client Profile

Business type

Start up mobile application development house, situated in Brisbane and virtually accessible at YourEnlightenment.com.au.

Business owner

Sharon Ann Rowland, a 30 year veteran of the Australian information technology industry and soon to be Bachelor of Digital Media graduate (2022), has spent the past sixteen years interviewing identities, and investigating phenomena of the spiritual and paranormal world as both a magazine editor, radio show host, and podcaster. Sharon Ann requires a brand identity that will reflect a consumer's spiritual growth.

Product or service provided

Our product will be an end-to-end (E2E) spiritual enlightenment path solution within a mobile APP. This pathway process will encompass five stages, namely 1. The Awakening, 2. The Alarm Clock, 3. The Purge, 4. Acceptance, and lastly 5. Understanding (Enlightenment). Knowledge transfer (mediums to be used will include podcasts and video-based instruction), daily practices and special activities (stimulation for the Mind, Body and Spirit) will be integral APP tools.

Customer profile

Our target customers already self-identify as 'awakened' beings or believe themselves to be on the first stage of their path to enlightenment. They have begun to question their understanding of reality and their life purpose.

Demographics

- Male and female adult, middle-aged or older.
- White collar, professional employee, or business owner.
- Located within an economically developed country.
- Situated within a middle through to upper income and class.

Psychographics

Our target customers are,

- concerned with having a negative impact on the environment;
- concerned with having a negative impact on their fellow human being;
- seeking a healthier lifestyle; and
- in search of a deeper meaning to their life.

Client's business aims

- To supply an E2E solution to 'awakened' beings wanting to complete their path to enlightenment at their own pace.
- To distribute a ground-breaking APP at a low cost, whilst maintaining quality within the product. Expecting to make profit from a large quantity of sales due to the proposed minimal pricing structure.
- To provide and share knowledge that encompasses both religious and spiritual information available through revered and professional institutions and identities.
- To create a special experience, akin to re-birth, that allows the target customer to grow as a person in spirit.
- To distribute a path to spiritual enlightenment mobile APP via Google play, Apple App Store, and the Microsoft Store.

Key brand Attributes

Awakened, Enlightened, Searching, Focussed, Introspective, Spiritual, Reflective, Conscious

Proposal Assessment 1.1: 'Your Enlightenment' Project Brief Outline & SWOT Analysis

Bachelor of Digital Media



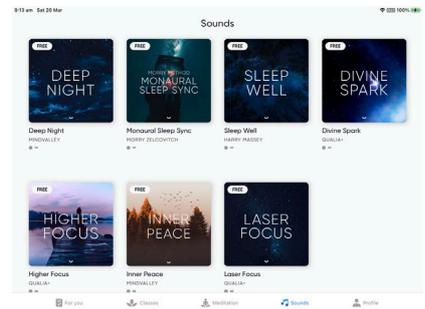
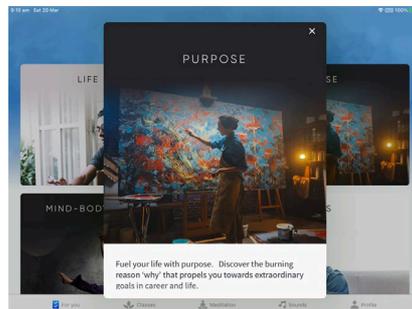
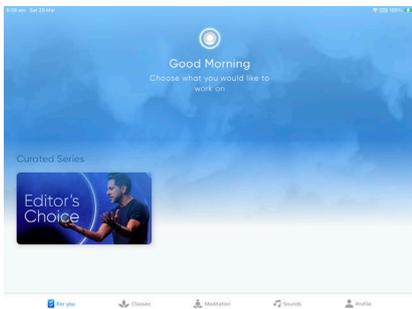
Project Type	Considerations
student proposed	
Adobe XD UX/UI App Prototype (iPad & Smartphone)	<p>Adobe XD's auto-animate functionality will be used in place of gif inclusion.</p> <p>The Anima plugin will be used to link to video content (as required).</p> <p>Prototype will not reflect real-time completion of the path to enlightenment as this differs for all people. Prototype links will be inserted to ensure that the various stages of enlightenment will be accessible, however, in the final product mobile application this will be an algorithm / formula based upon completion of daily practices, questionnaires and polls.</p>

APPENDIX 2

All three of the mobile application developers mentioned within the Professional context section earlier are viewed as knowledge experts within the spiritual community, however each of their mobile applications deliver to their target audience conflicting information, terminology and definitions which add to the confusion that surrounds the enlightenment metaphysical process.

‘Mind Valley: Learn, Evolve and Transform Your Life’ Mobile Application

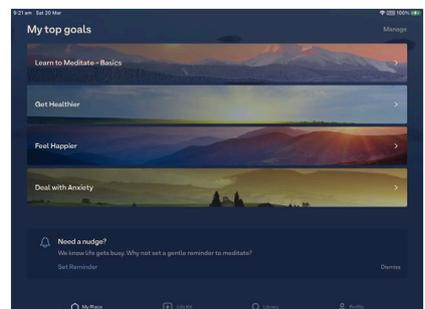
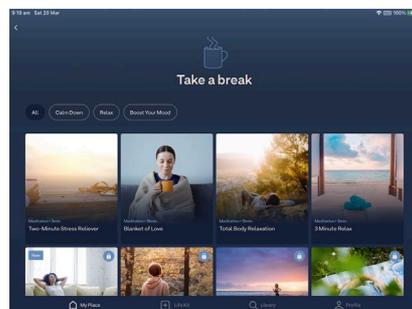
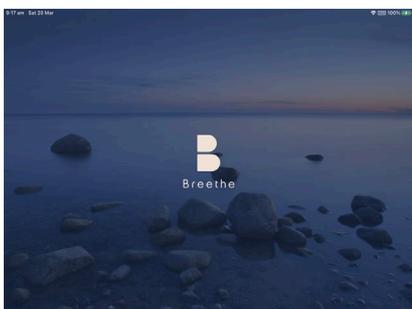
The ‘Mind Valley’ mobile application describes itself as a ‘leading education platform’ in respect to its user’s personal growth and self-development (Mindvalley Inc 2021). This mobile application is inspiring in respect to its simplistic identification of key life areas, incorporated activities, and design aesthetic. It is an example of best practice due to the previous accomplishments of its creator, Mindvalley Inc. An organisation that is well-known and respected within the worldwide spiritual community. The ‘Mind Valley’ mobile applications gradient cloud background (see Image 1), stylised typography, artwork (see Image 2), symbology, amazing graphics, and modern shadowed selection boxes (see Image 3) create an uncluttered, calming, and easy to follow end-user enlightenment journey experience. Unfortunately, the applications constant and repetitive notifications force its target audience to turn off this functionality during structured coursework components.



Images 1, 2 & 3:
Mind Valley: Learn, Evolve and Transform Your Life mobile application
Menu-based mobile application screenshots
(Mindvalley Inc 2021)

‘Breethe: Meditation & Sleep’ Mobile Application

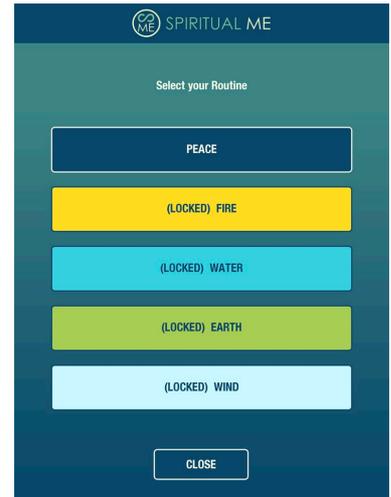
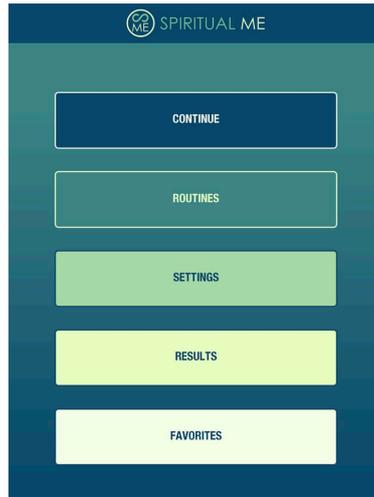
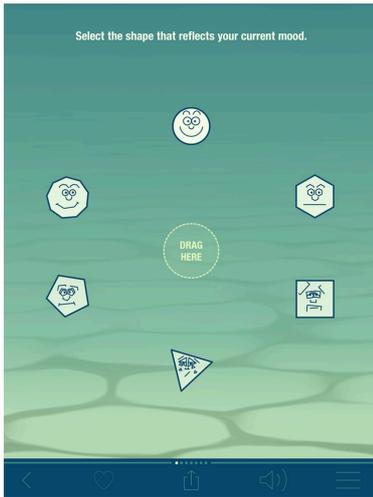
Described as having the answer to better sleep, relaxation, and happiness (OMG. I Can Meditate! Inc 2020), the ‘Breethe’ mobile application sets itself apart from its competitors due to its attitude towards life, and its built-in wit and humour that target what seem to be unsurmountable goals, for example, finding happiness. Considered to be an example of best practice due to its large online repository of meditations, music, classes, and natural sounds that can be used to assist with both meditative and sleep-related states. The ‘Breethe’ mobile application takes spirituality out of the classroom completely and seamlessly merges its spiritual experiences with the end-user’s lifestyle. The applications phrasing of activities, for example, Blanket of Love (see Images 4 & 5), subconsciously tune its listeners into the higher planes of consciousness. There is however no ordered spiritual enlightenment path, or daily practices incorporated within the mobile application. The menu structure simply poses emotional state solutions, for example, Get Healthier, which leads the end-user down a specific path that satisfies the sole condition elected (see Image 6). A good mobile application once enlightenment has been achieved, but only to be used for maintenance purposes.



Images 4, 5 & 6:
Breethe: Meditation & Sleep mobile application
Activity-based mobile application screenshots
(OMG. I Can Meditate! Inc 2020)

'Spiritual Me' Mobile Application

The 'Spiritual Me' mobile application defines itself as 'a way to help focus your mind, refresh your spirit, and maintain awareness of your emotions' (Spiritual Me 2021). The manner by which this application explains the basics of spiritual practice, coupled with a visually stimulating roadmap will provide further development ideas within the 'Your Enlightenment' mobile application design phase of the prototype. A review of customer feedback for this mobile application has found that it has maintained its 4.6 or above rating throughout each generation of the product, thus confirming its sound reputation within the spiritual application development community. *Spiritual Me* has the most basic aesthetic of all three applications reviewed, however the simplistic structure of its routines provides an excellent starting point for lesson plan design (see Images 7, 8 & 9). The mobile application tracks the end-users progress as a roadmap, a concept that will be built into the 'Your Enlightenment' prototype.



Images 7, 8 & 9:
Spiritual Me mobile application
Routine-based mobile application screenshots
(Spiritual Me 2021)

APPENDIX 3

Week 1 (05/04)	<ul style="list-style-type: none"> Brainstorm the proposed project using industry-standard techniques, namely mind mapping, reverse brainstorming, the five whys, and gap filling. Research alternative products/services to the propose project artefact post brainstorming.
Week 2 (12/04)	<ul style="list-style-type: none"> Research and prepare <i>Project Brief and SWOT Analysis</i> (Proposal Assessment 1.1). Define brand identity.
Week 3 (19/04)	<ul style="list-style-type: none"> Submit <i>Project Brief and SWOT Analysis</i> (Proposal Assessment 1.1). Develop logo and experiment concepts and initial design thoughts. Prepare low-fidelity prototype of mobile application design. Create multiple mood boards.
Week 4 (26/04)	<ul style="list-style-type: none"> Finalise <i>Logo</i> design (Proposal Assessment 1.2). Write a synopsis and script for the Awakening stage video and audio deliverables. Write a script for the introduction and closing prototype audio deliverables.
Week 5 (03/05)	<ul style="list-style-type: none"> Finalise <i>Experiments</i> (Proposal Assessment 1.2). Generate video storyboards and audio scripts, shooting schedules, call sheets, release forms (location, talent, and crew), and other documentation (RECCE notes, equipment and props listing, b-roll footage listing). Acquire equipment, props, products, and costumes. Research weather conditions for the upcoming production phase.
Week 6 (10/05)	<ul style="list-style-type: none"> Submit <i>Logo and Experiments</i> (Proposal Assessment 1.2). Production Day 1: Meditation video (15/05) which includes set preparation, shooting footage, checking rushes, and management of scratch files. Prepare final sketch design of Adobe XD pages (with relationships)
Week 7 (17/05)	<ul style="list-style-type: none"> Develop Adobe XD prototype for two formats (iPad and iPhone 12), incorporating feedback from experimentation phase. Production Day 2: Yoga video (22/05) which includes set preparation, shooting footage, checking rushes, and management of scratch files.
Week 8 (24/05)	<ul style="list-style-type: none"> Submit <i>Design Rationale</i> (Project Assessment 2.1). Continue development of the Adobe XD prototype for two formats (iPad and iPhone 12). Production Day 3: Introduction, Lesson, Reading, Special Activities Mind, Body and Spirit audio (29/05) which includes set sound proofing preparation, recording audio, locating sound effects, checking voice quality and levels, and management of scratch files. Production Day 4: Nature Photography which includes a day hike to local nature reserve, taking photographs and video, manipulation within Adobe Photoshop, and management of images.
Week 9 (31/05)	<ul style="list-style-type: none"> Post-production assembly, edit, colour and audio correction of video and audio components. Add links or embed video and audio deliverables within the Awakening section of the Adobe XD prototype (iPad and iPhone 12).
Week 10 (07/06)	<ul style="list-style-type: none"> Submit Final Creative Artefact and Written Reflection (Project Assessment 2.2).

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