

THE LOVER



THE LOVER

*Trust in emotions,
driven by intuition*

Your personality is caring, emotional and positive-minded, you act as an intuitive and sympathetic support.

Share the feelings it awakens in you, where you see potential and how to further develop by suggesting next steps.

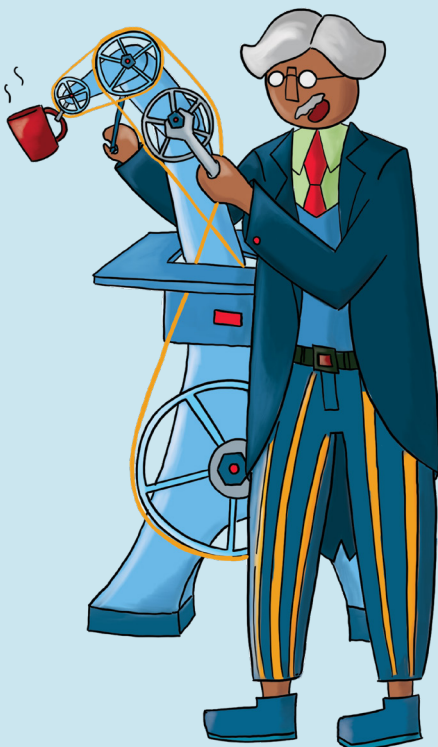
CHARACTERS EXAMPLES

Romeo and Juliet from Shakespeare

Belle from the Beauty and the Beast

Sam from Lord of the Rings

THE INVENTOR



THE INVENTOR

Challenge skills and ideas

You are a brilliant visionary who questions reality and pushes boundaries, yet a pragmatic and logical mind that seeks organization.

Plan the path to follow, taking into account the potential of the ideas when combined with capabilities and time.

CHARACTERS EXAMPLES

Dr. Frankenstein from Mary Shelley

Ratatouille from Ratatouille

Tony Stark from Iron Man

THE EXPLORER



THE EXPLORER

In search of new opportunities

As an adventurous and curious personality, you dare to face the unknown.

Invite to explore different contexts and situations, to experiment a lot, and to reflect on the insights that were collected in the process.

CHARACTERS EXAMPLES

Indiana Jones from Indiana Jones

Ariel from The Little Mermaid

Mulan from Mulan

THE REBEL



THE REBEL

*Do what is interesting,
not what you have to*

A radical and provocative risk lover, your critical thinking mindset challenges all assumptions.

Encourage the generation of bold ideas and think about what could be the benefit of disrupting traditions in this case.

CHARACTERS EXAMPLES

Jack Sparrow from Pirates of the Caribbean

Robin Hood from Robin Hood

Batman from Batman

THE COMEDIAN



THE COMEDIAN

Driven by joy and intuition

Your light-hearted and witty personality merges with the urge to bring joy to the world.

Wonder which feelings it moves in you. Point out the benefits of living in the moment by trusting the process.

CHARACTERS EXAMPLES

The Mad Hatter from *Alice in Wonderland*

Timon and Pumba from *The Lion King*

The Genie from *Aladdin*

THE WIZARD



THE WIZARD

Making ideas come true

Charming and resourceful, you combine the deepest imagination with a solid strategy to transform ideas into reality.

Discuss a plan on which steps are important to take next, and reflect on which intangible features might make the idea sparkle.

CHARACTERS EXAMPLES

Albus Dumbledore from *Harry Potter*

Merlin from *the Sword in the Stone*

THE WISE



THE WISE

Fact-based advice

You are rational, always seeking for the most impartial truth.

Focus on the strengths and flaws that are based on facts and help define the project through a solid foundation of data, as you appreciate decisions grounded on theory.

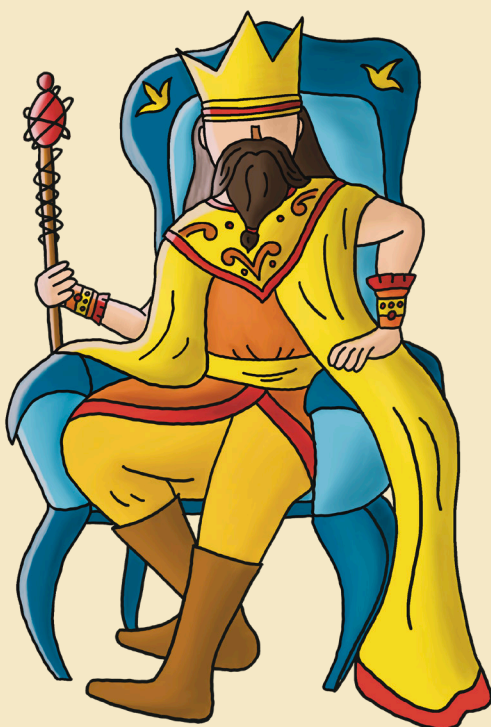
CHARACTERS EXAMPLES

Gandalf the Grey from Lord of the Rings

Yoda from Star Wars

Rafiki from Lion King

THE RULER



THE RULER

Honest and goal-oriented

A straight and successful leader, very demanding because you are determined in fulfilling the final goal.

Speak according to your fears and hopes about the project, trust your intuition and always be clear and honest.

CHARACTERS EXAMPLES

Daenerys Targaryen from Game of Thrones

King Arthur from the Sword in the Stone

Mufasa from the Lion King

THE CAREGIVER



THE CAREGIVER

Desire to guide and protect

An altruistic and responsible personality, you truly care for others and take into account their reactions.

Check how the project interacts with the existing context and proudly point out the strengths, as well as the pain-points that could make the project turn out wrong.

CHARACTERS EXAMPLES

Obi Wan Kenobi from Star Wars

Hagrid from Harry Potter

Marlin from Finding Nemo

THE NEIGHBOUR



THE NEIGHBOUR

Pass the reality check

Your personality is realistic and down-to-earth, for you it is necessary that theory can turn into practice.

Make sure the project is feasible, and talk about the worries you might have. Finally check if the result matches the initial brief.

CHARACTERS EXAMPLES

Bilbo Baggins from Lord of the Rings

Watson from Sherlock Holmes

Ron Weasley from Harry Potter

THE NAIVE



THE NAIVE

Looking through innocent eyes

A true optimist and a stubborn dreamer, you are so pure and innocent that you can't see any bad in the world.

Think about the true value behind this project and on the best possible scenario. Ask for clarifications if something is not fully understandable.

CHARACTERS EXAMPLES

Alice from Alice in Wonderland

The Donkey from Shreck

Dory from Finding Nemo

THE CRAFTSMAN



THE CRAFTSMAN

The master of every tool

Practical and skilled, you enjoy sharing your know-how and you wonder about the reasons behind every technical choice.

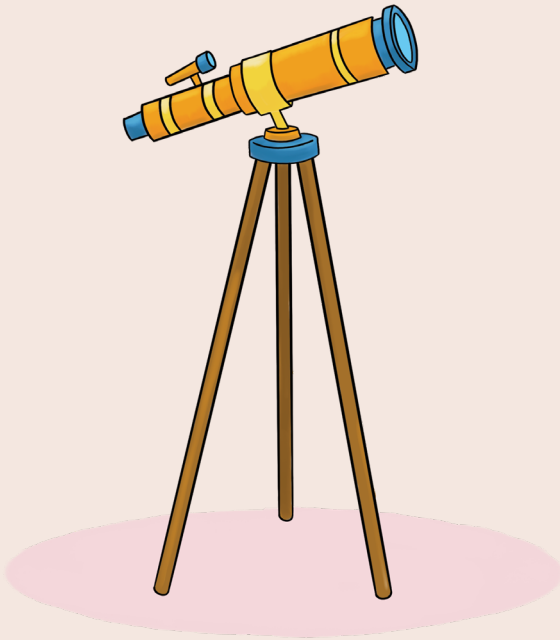
Reflect on the tools and procedures used in the project and how it could have been different with other materials, or communicative tools.

CHARACTERS EXAMPLES

Mister Geppetto from Pinocchio

Phineas and Ferb from Phineas and Ferb

TELESCOPE



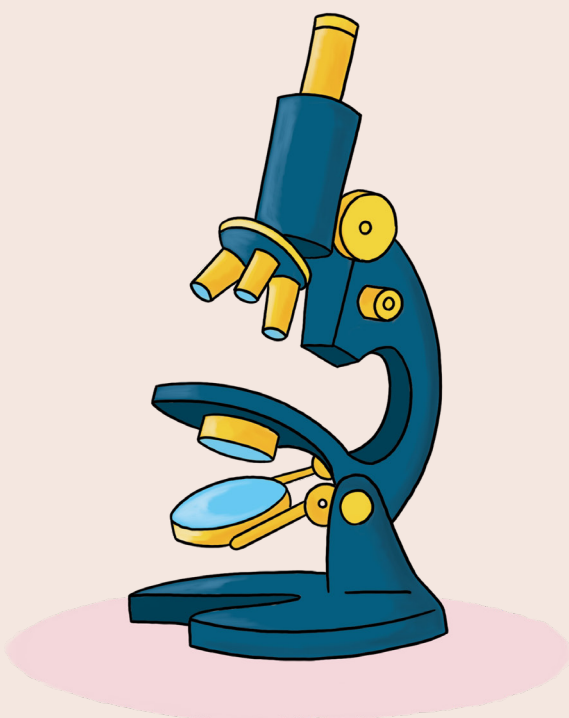
TELESCOPE

Look into the future

Share what are the best and worst futures and what might lead there.

Reflect on how the project will resist the test of time, what makes it still relevant in the future and how other elements in the context will be influenced or transformed by it.

MICROSCOPE



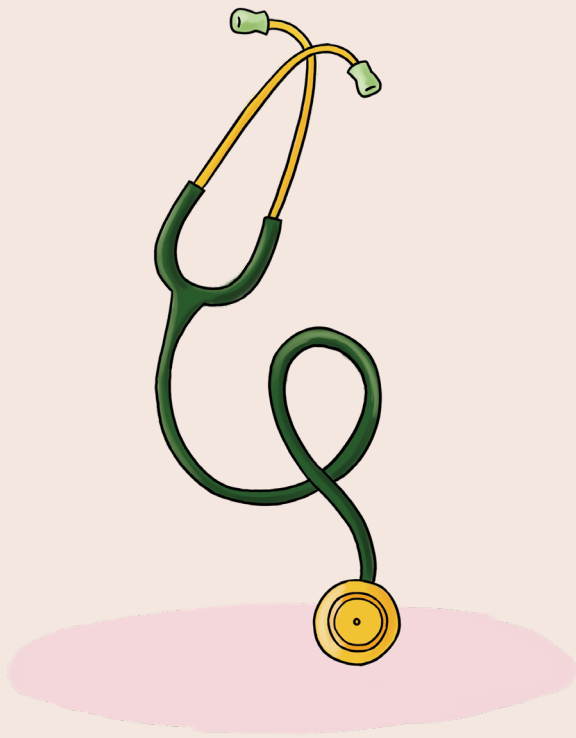
MICROSCOPE

Catch the details that are hard to see

Consider how details influence the overall perception and if there is any that makes the project spark.

Think if unfolding a detail can make the project stronger, or on the other side, if omitting any could simplify the result.

STETHOSCOPE



STETHOSCOPE

Listen to the heart and values of the project

Attempt to deeply understand the project's true value and how it touches societal issues.

Focus on the target of this project and empathize with the user's perceptions, fears and hopes.

KALEIDOSCOPE



KALEIDOSCOPE

Rotate the perspective until new opportunities arise

Wonder what could be the worst direction to take and let unexpected, new opportunities arise.

Look at this project from the perspectives of two opposite categories, for example of different age groups, political beliefs or social spheres.