



**THE  
ARTIST**



**THE  
SCIENTIST**



**THE  
ENGINEER**



**THE  
EDITOR**

# THE SCIENTIST

## THE REALIST

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A scientist is a realist. They focus on the end-goal and decide based on evidence and facts.

They are not attached to the outcome of their experiments, and rather aims to discover the truth of a situation.

**How might we reframe this idea as a hypothesis?**

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# THE ARTIST

## THE DREAMER

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An artist aims to come up with a unique, novel perspective. An artist breaks the rules and dream big. They see possibilities that don't yet exist.

They use color and shapes to communicate ideas with the primary goal of evoking emotion.

**How might we create a compelling user experience?**

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# THE EDITOR

## THE CRITIC

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An editor aims to cut what is unnecessary and add what is missing. Their goal is to create a compelling and clear message.

They critically look at each part and put together separate pieces into a beautiful, coherent end-product. They aim for perfection.

**What are we missing?  
How might we improve it?**

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# THE ENGINEER

## THE BUILDER

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The engineer focuses on the mechanics of how to make the artist's dream a reality. They take the blueprint and turn it into tangible artefacts.

They are practical and make things work. They think about the details and all possible scenario's.

**What do we need to build it?**

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