

# The Designer



**Name** Ryan

**Traits** Positive, sees opportunities in everything, loves 'design thinking'.

Ryan's favorite color is ultramarine and he loves 'Abstract: The Art of Design'.

# The Boss



**Name** Miranda Priestly

**Traits** Tough cookie, decision maker, no-nonsense.

Always wears killer heels (but probably has a pair of sneakers in her office).

# The User



**Name** Douglas

**Traits** Doesn't really know what he wants, but wants it now! Likes things to be pretty simple.

Often wears two different socks.

# The Client



**Name** John

**Traits** Concerned about budget. Likes concrete, problem-solving ideas.

Has watched ALL of Game of Thrones. Twice.

# Marketing



**Name** René

**Traits** Loves things to be “poppy” and easy to market. Concerned if your idea is “viral” enough.

Up to date with the latest twitter-news.

# The Devil's Advocate



**Name** Debbie

**Traits** Focuses only on the limitations, not the opportunities. Critical of new ideas.

Remember that movie 'The Devil's Advocate'? Yea, that's her favorite.

# Finance



**Name** Karen

**Traits** Budget oriented. Profits and order are the true loves of her life.

Brings cookies, but you can only have one if you've finished your reports!