

Test and test evaluation guideline

Our model

In our model, we borrowed a major theory from vocational psychology (Holland's theory) and applied it to an important area of digital career. By developing our model, we have focused on construct "**Congruence**" defined by Holland (1997) as the compatibility of the individual's resemblance to a type of work or the environment in which that individual finds her or himself. Although congruence can be defined in general as the match between personality and occupational choice.

Our methodology design is based on "**Congruence**" because many studies postulated that fit of employee desires to environmental (e.g., occupational) supplies and of employee abilities to environmental demands has been postulated to produce varied vocational outcomes, including:

- (a) reduced job stress, strain, anxiety, absenteeism, turnover intentions, and turnover;
- (b) improved physical health, psychological health, emotional stability, adjustment, goal-setting behavior, coping, adaptation, attitudes toward learning, and vocational choice; and
- (c) increased creativity, motivation, performance, occupational success, career certainty, commitment, tenure, job satisfaction, and work morale.

Moreover, Holland's theory is widely accepted and globally valid in explaining individual differences in personality, and so provides a strong base both for gaining data and providing an appealing user experience.

According to Holland, people and work environments can be categorized using six types: **Realistic, Investigative, Artistic, Social, Enterprising, and Conventional**, with a collective shorthand of **RIASEC**.

Realistic people are usually assertive and competitive, and are interested in activities requiring motor coordination, skill and strength. People with a realistic orientation usually prefer to work a problem through by doing something, rather than talking about it, or sitting and thinking about it. They like concrete approaches to problem solving, rather than abstract theory. They tend to be interested in scientific or mechanical rather than cultural and aesthetic areas. They like to work with THINGS.

Investigative people like to think and observe rather than act, to organize and understand information rather than to persuade. They tend to prefer individual rather than people oriented activities. They like to work with DATA.

Artistic people are usually creative, open, inventive, original, perceptive, sensitive, independent and emotional. . They do not like structure and rules, like tasks involving people or physical skills, and are more likely to express their emotions than others. They like to think, organize and understand artistic and cultural areas. They like to work with IDEAS and THINGS.

Social people seem to satisfy their needs in teaching or helping situations. They are different than R and I Types because they are drawn more to seek close relationships with other people and are less apt to want to be really intellectual or physical. They like to work with PEOPLE.

Enterprising people are good talkers, and use this skill to lead or persuade others. They also value reputation, power, money and status, and will usually go after it. They like to work with PEOPLE and DATA

Conventional people like rules and regulations and emphasize self-control. They like structure and order, and dislike unstructured or unclear work and interpersonal situations. They place value on reputation, power, or status. They like to work with DATA.

Komoio Test Design

Komoio Test design is a complex process which aims to explore Test taker's personality profile accompanied by Holland's code consisted of three letters (R-I-A-S-E-C). As a result, Test taker gains prompt thorough personality profile type on the one hand, he gains also personalized study plan tailored to his specific needs and recommended suitable digital jobs on the other hand.

The result of a test is a **career personality type** which is meant to inspire Test Taker's personal growth and an improved understanding of his personality in the context of making his career decision.

As we work very hard to make sure that everything in final results is thoroughly verified and validated, in addition to final results, we collect data from test takers through the feedback on the test experience and satisfaction with the final results.

Question Design

Although we use the basic concept of Holland's theory, we decided to change the test questions to better reflect modern times.

Komoio Test reflects personality on six dimensions (Realistic, Investigative, Artistic, Social, Enterprising, Conventional). Every dimension was designed to facilitate understanding of a specific personality traits, skills and abilities. Five to six questions were designed for the measurement of each dimension.

Komoio test consists of 33 items. For a measurement our concepts (dimensions) we are both using nominal and interval scales. Nominal-level measurement is used with two dichotomous categories. In case where quality of traits, skills and abilities could be quantified, we are using interval scale where the questions and quotes are arranged in a six point scale (test taker has a possibility to differentiate between options, e.g. variables range from not at all to absolutely).

in the process of item creation, we have focused on simple, quick, eye-catching and intuitive to answer approach. For concepts that are easy to express in images our test gives an opportunity to answer visually. For concepts which are too abstract or too specific we are using text-based possibilities to answer. We have focused on a comprehensive approach both to design questions that cover all six RIASEC dimensions, while also being economical as possible by arranging scales with the number of answering options.

Matching suitable jobs with unique personalities

Why take Komoio Test?

There are more advantages:

- Test enables modern and person-centered approach,
- Test takers gain insightful results on which basis they could avoid to be unhappy in their career,
- Komoio test benefits test takers by future-focused jobs instead of focusing on dying jobs,
- Test is free, simple, quick, anonymous and useful.

References

Holland, J. L. (1997). *Making vocational choices: A theory of vocational personalities and work environments* (3rd ed). Odessa, FL: Psychological Assessment Resources.

Spokane, A. R., Meir, E. I., & Catalano, M. (2000). Person–environment congruence and Holland's theory: A review and reconsideration. *Journal of vocational behavior*, 57(2), 137-187.

Tinsley, H. E. (2000). The congruence myth: An analysis of the efficacy of the person–environment fit model. *Journal of vocational behavior*, 56(2), 147-179.

Final version of the test

	Otázky	Možnosť A	Možnosť B	Škála	Typ
1	What is your favorite garden party role?	Making food (R)	Talking to guests, refilling drinks, keeping a good atmosphere (S)	-	R-S
2	I try to fix broken things myself.	-	-	1 (Almost never) - 6 (All the time)	R
3	I enjoy finding answers to difficult questions	-	-	1 (Not at all) - 6 (Absolutely!)	I
4	What would you rather do in a growing startup?	Talk with investors, give interviews and explain your vision (S)	Work on the product (R)	-	R-S
5	I won't stop searching until I find the answer.	-	-	1 (Disagree) - 6 (Agree)	I
6	I feel anxious when other people don't follow the rules.	-	-	1 (Not at all) - 6 (Absolutely!)	C
7	I would rather...	Talk and network at a business conference (E)	Watch a 1-hour long documentary (I)	-	E-I
8	Creative tasks are not stressful for me.	-	-	1 (I hate them!) - 6 (I love them!)	A
9	I usually feel more energetic after spending time with people.	-	-	1 (Never) - 6 (Absolutely!)	S
10	I can easily fix a flat tyre on a bicycle	-	-	1 (No chance) - 6 (Absolutely!)	R
11	Weekend is coming...	You call your friends and make plans together (E)	You can finally learn more about that topic you got excited about (I)	-	E-I
12	I often create stuff (bake cakes, draw, make origami,...)	-	-	1 (Never) - 6 (Absolutely!)	A
13	I often plan my day	-	-	1 (Never) - 6 (Absolutely!)	C
14	You try surfing for the first time...	You take the surf, run to the ocean and try it for yourself (E)	You wait for the instructions and a tutorial video (I)	-	E-I
15	I usually succeed at motivating others	-	-	1 (Never) - 6 (Absolutely!)	E
16	I better learn from experience than theory.	-	-	1 (Disagree) - 6 (Agree)	R
17	People often ask me to teach (explain) them a topic or an activity	-	-	1 (Never) - 6 (Absolutely!)	S
18	I rather...	Improvise (A)	Execute the plan (C)	-	A-C
19	I like to bargain to get a good price	-	-	1 (I hate it) - 6 (I love it!)	E
20	I prefer to test rather than just guess.	-	-	1 (Disagree) - 6 (Agree)	I
21	I often talk to new people	-	-	1 (Never) - 6 (Absolutely!)	S

22	You leave for holidays in a week...	I already have a tight schedule of all my activities (C)	I'll see what happens (A)	-	A-C
23	People often ask me for help with repairing things	-	-	1 (Never) - 6 (Absolutely!)	R
24	I see things not for what they are but for what they could be.	-	-	1 (Disagree) - 6 (Agree)	A
25	I often study how things work or why they happen	-	-	1 (Never) - 6 (Absolutely!)	I
26	How do you tell the bad news?	Broccoli photo (R)	Chocolate covered broccoli photo (S)	-	R-S
27	People often compliment the things I create (cakes, paintings, jewelry, or anything else) *	-	-	1 (Never) - 6 (Absolutely!)	A
28	I often look for opportunities to help other people.	-	-	1 (Not really) - 6 (Absolutely!)	S
29	I often reach my goals	-	-	1 (Almost never) - 6 (Absolutely!)	E
30	Where would you rather work?	Artsy space photo (A)	Classic space photo (C)	-	A-C
31	I am well organized	-	-	1 (Not at all) - 6 (Absolutely!)	C
32	I like risk-taking.	-	-	1 (Not really) - 6 (Absolutely!)	E
33	I often make and strictly follow a to-do list	-	-	1 (Never) - 6 (Absolutely!)	C

*all the illustrations or pictures included in the separate folder

Komoio profiles

CAREER PERSONALITY TYPE:	KEY CHARACTERISTICS	SHORT KEY CHARACTERISTICS	STRENGTHS	WEAKNESSES	CELEBRITY MATCH	TOP MATCH	GREAT FIT	INSPIRING
RIA/RAI ("Detective")	<p>You approach life pragmatically, ignoring all the nonsense that only distracts you. While you despise everyday troubles, you obsess about exciting challenges. You like to solve meaningful problems, often working tirelessly to find the correct solution. That's because for you, it is not enough to address the symptoms - you seek to discover the root cause.</p> <p>Your thirst for knowledge perfectly complements your curiosity. When learning new things, you better remember practice examples or use cases than boring theory. Inevitably then, you are not afraid to doubt traditions and rules in pursuit of truth.</p> <p>New experiences stimulate your mind whereas repetition can quickly numb it. Hence don't hesitate meeting new people or visiting unknown places simply trusting your strong intuition.</p>	<p>You are a curious pragmatist solving exciting and meaningful challenges, always digging deeper to get to the root cause. Despising routine, you are all about new people and unknown places. Strongly intuitive and eager to learn through examples, not theories, you prefer truth to traditions and rules.</p>	<ul style="list-style-type: none"> - Straightforward - Vivid imagination - Strong deductive logic 	<ul style="list-style-type: none"> - Seemingly reserved - Dislikes routine - Prefers working alone 	<ol style="list-style-type: none"> 1. Dr. John Watson, Fictional Character 2. Sir Arthur Conan Doyle, Writer 3. Kendrick Lamar, Rapper 	Web Developer	Pay-Per-Click Manager	Video producer (editor)

<p>REA/RAE ("Craftsman")</p>	<p>You simply make stuff happen, do-it-yourself style. Hence while others hesitate, you are already building a second prototype. You want to see results fast and that motivates you to find the most effective way of reaching them. After all, you believe done is better than perfect since you can always fix it later.</p> <p>When you fall over, you simply stand right back. Your endless enthusiasm prevents your from getting discouraged by failure or adversity. Consequently, if one plan fails you waste no time coming up with another, often better than the previous one.</p> <p>You embrace new challenges, always prepared to pull another trick from your bag. While you focus on the current events, you always have a backup plan.</p>	<p>You are an enthusiastic man of action unwilling to get discouraged. As a results-oriented achiever, you are always ready with a new plan to get things done. When you fall over, you simply stand right back. Embracing new challenges, you prefer the do-it-yourself style over hesitation.</p>	<ul style="list-style-type: none"> - A bag full of tricks - Immune to failure - Results driven 	<ul style="list-style-type: none"> - Sometimes stubborn - Gets quickly bored - Selfish 	<ol style="list-style-type: none"> 1. David Blaine, Magician 2. Wayne Gretzky, Hockey Legend 3. Arya Stark, Game of Thrones 	<p>Digital Designer (UI, brand, motion)</p>	<p>Web Developer</p>	<p>Pay-Per-Click Manager</p>
----------------------------------	---	---	---	---	--	---	----------------------	------------------------------

<p>REC/RCE ("Doer")</p>	<p>You don't want to just discuss problems - you want to solve them. That's why when troubles arise, you stand prepared. Not afraid of work, you don't quit until you finish. Since although you like feeling busy, you like seeing results more.</p> <p>No matter the type of project, you never start without a plan. You like to set objectives to track the progress and measure your productivity. Believing beauty lies in the details, you never leave your tasks unfinished or forget to double check your work.</p> <p>You simply rather act than merely speak. While you follow a set course most of the time, you know exactly when to raise your voice and suggest a different route. You are not the most vocal member of the team but when you speak, people listen carefully.</p>	<p>You don't just discuss problems, you solve them, not quitting until finished and double checked. Preferring results to busyness you tend to track progress and measure productivity. Never starting out without a plan, you follow a set course, yet also know when to suggest a different route, and people listen to you.</p>	<ol style="list-style-type: none"> 1. Straightforward & pragmatic 2. Energetic & determined 3. Meticulous 	<ol style="list-style-type: none"> 1. Single-minded (inflexible) 2. Uncompromising 3. Impatient 	<ol style="list-style-type: none"> 1. Henry Ford, Inventor 2. Mark Zuckerberg, CEO 3. Julia Roberts, Actress 	<p>Email Marketing</p>	<p>Pay-Per-Click Manager</p>	<p>SEO Specialist</p>
-------------------------	--	--	--	--	---	------------------------	------------------------------	-----------------------

<p>RIC/RCI ("Engineer")</p>	<p>You like to pull up your sleeves and get to work. The prospect of an end result stays in your mind from the beginning, motivating you along the way. You thrive on the mental stimulation that comes from seeing the slow but steady progress. After all, there is nothing quite like watching an idea transform into reality.</p> <p>But before all this, you think first. You don't just jump into the water - you test its depth first. You are careful yet pragmatic, which sets you apart. While sometimes you may need a little bit more time to finish a project, your strong research skills and deductive logic yield excellent results in the end.</p> <p>This measure-twice-cut-once attitude of yours is a powerful trait. You seem to perfectly understand the balance between theory and practice, always backing your decisions with bullet-proof facts. Don't be surprised then if people want to hear your opinion - they simply admire your powerful insights.</p>	<p>You love transforming ideas into reality. Being aware of the balance between theory and practice, you need to see steady progress. Careful, yet pragmatic, you always think first. It might take you time to finish a project, but your strong research skills, deductive logic, and powerful insights yield excellent results.</p>	<ul style="list-style-type: none"> - Strong research and deductive abilities - Methodical approach - Goal-oriented 	<ul style="list-style-type: none"> - Overanalyzing - Sometimes dismissive - Stubbornness 	<ol style="list-style-type: none"> 1. Daniel Craig, Actor 2. Olivia Wilde, Actress 3. Michael Jordan, Basketball Player 	<p>SEO Specialist</p>	<p>Pay-Per-Click Manager</p>	<p>Data Analyst</p>
-----------------------------	---	--	---	---	--	-----------------------	------------------------------	---------------------

<p>SEC/SCE ("Advocate")</p>	<p>Thanks to your lovable nature and caring character, you often find yourself engaged in a friendly debate with all kinds of people. This is not a surprise considering the high level of empathy and communication skills people with your personality type exhibit. All this combines into an exceptional ability to build lasting relationships creating a huge network of interesting and valuable contacts.</p> <p>These talents then perfectly translate into the business sphere. Since having established all these special connections, it is no problem for you to persuade others to join your cause or see the world from your point of view. The unique ability to explain the complex in easily understood terms only further helps this purpose.</p> <p>Unfortunately, some people abuse the helping nature of yours by demanding your constant attention which you have a hard time saying no to. Naturally, these interactions take its toll. That's why you should often take a mental "break" to recharge your huge enthusiasm storage.</p>	<p>Exhibiting a high level of empathy and communication skills, you have a lovable nature and caring character resulting in lasting relationships and a network of valuable contacts. You can persuade others to join your cause, yet you hardly say no and need to take a mental "break" to recharge.</p>	<ul style="list-style-type: none"> - Can understand and share the feelings of other - Cares about others well-being - Builds lasting relationships 	<ul style="list-style-type: none"> - Can't say "no" sometimes - Occasional unrealistic expectations (overly optimistic) - Lack of patience (desire for immediate results) 	<ol style="list-style-type: none"> 1. Barack Obama, U.S. President 2. Emma Stone, Actress 3. Morgan Freeman, Actor 	<p>Social Media Manager</p>	<p>Customer Success</p>	<p>Virtual Assistant</p>
---------------------------------	---	--	---	--	---	-----------------------------	-------------------------	--------------------------

<p>SIA/SAI ("Idealist")</p>	<p>You now know better to talk less and listen more. Hence those around you feel you actually care about their problems and eagerly follow your advice. You are not afraid to sit down and talk about the issues people struggle with, often having to search long for the answers and direct the debate.</p> <p>The reason you care so much is because you can see potential in people, often hiding behind a difficult problem you want to help resolve. And that's the visionary inside you, already thinking a few steps ahead. You understand the power of cooperation and thus strive to create a positive environment where people support and help each other reach their goals.</p> <p>Your kind nature mixed with sharp analytical skills makes for a powerful combo. That's exactly why you are not afraid to contest status quo and try help people in any way possible. After all, helping people motivates you therefore it is no surprise you always learn and study to be the best you could be. Watching others succeed makes it all worth it for you.</p>	<p>As an empathetic listener and visionary caring about people around, you have no fear to disrupt the status quo to watch them succeed. Equipped with sharp analytical skills and kind nature, you learn to be the best you can be. Understanding the power of cooperation, you strive to create a supporting environment.</p>	<ul style="list-style-type: none"> - Listens first and only then gives advice - Highly empathetic - Willingness to help - Perceptiveness 	<ul style="list-style-type: none"> - People often abuse caring (helping) character - Thinking of others before yourself - Not very competitive 	<ol style="list-style-type: none"> 1. Taylor Swift, Musician 2. Mahatma Gandhi, Indian Civil Rights Leader 3. Jon Snow, Game of Thrones Character 	<p>Social Media Manager</p>	<p>Content creator (articles, blogs)</p>	<p>Pay-Per-Click Manager</p>
-----------------------------	---	---	--	---	--	-----------------------------	--	------------------------------

<p>SEA/SAE ("Team Leader")</p>	<p>You are a people-oriented person with a high emotional intelligence. Your talents are best displayed in tense situations when you can recognize the underlying tone and react accordingly, often preventing further damage. This way you help build and sustain harmonious relationships, creating lovely, inspirational environment.</p> <p>Thanks to your friendly character, you seem to make friends easily. That's pretty convenient when others come seeking help and you know just the right person to help them out. Although you enjoy a lengthy debate you like to see things moving, always keeping one eye on the road ahead.</p> <p>Overall, you are a warm-hearted and compassionate individual who likes having people around. Your intuition works just like a compass, helping you navigate through tough times. And while most of the time you care about others, find a little bit of time to treat yourself.</p>	<p>As a people-oriented person with high emotional intelligence guided by strong intuition, you react accordingly in tense situations, thus sustaining harmonious relationships. With your compassionate character, you care about others and create inspirational environment to make things move forward.</p>	<ul style="list-style-type: none"> - High emotional intelligence - Great negotiating skills - Strong intuition 	<ul style="list-style-type: none"> - Danger of being overwhelmed by emotions - Overly optimistic - Can't say "no" sometimes 	<ol style="list-style-type: none"> 1. Ellen Degeneres, Talk-show Host 2. Daisy Ridley, Actress 3. Walt Disney, Producer & Director 	<p>Twitch Streamer</p>	<p>YouTuber</p>	<p>Social Media Manager</p>
--------------------------------	---	---	---	--	---	------------------------	-----------------	-----------------------------

<p>SIC/SCI ("Assistant")</p>	<p>Most of the time you spend around people. You are outgoing, kind and friendly. You prefer cooperation over competition believing together, pulling in the same direction, people can achieve anything. Your willingness to help is ever present but you only use it when requested.</p> <p>On the other hand, you often need some time alone to process all that happened, analyze, use retrospective. Looking back, reliving your past and being able to examine and analyze your memories enables you to learn from past experiences and avoid mistakes you've made before. Just like a computer algorithm, you get better every day.</p> <p>All combined, you are a humanist eager to improve every day to better serve the purpose you've set out for yourself. You strive to maximize your efficiency by being organized and methodical which nicely supports your reflective character.</p>	<p>Preferring cooperation to competition, you are reflective and friendly humanist keen to help out whenever requested. By analyzing past experiences, you learn to avoid previous mistakes. With your organized and methodical approach, you strive to be efficient and improve every day.</p>	<ul style="list-style-type: none"> - Using retrospective to analyze past experiences - Desire to improve every day - Working with people 	<ul style="list-style-type: none"> - Overanalyzing minor details - Living in the past not present (reliving old experiences over again) - Dislikes working alone 	<ol style="list-style-type: none"> 1. Thomas Edison, Inventor 2. Tom Hanks, Actor 3. Mark Cuban, U.S. Entrepreneur 	<p>Social Media Manager</p>	<p>Email Marketing</p>	<p>Virtual Assistant</p>
------------------------------	--	---	---	---	---	-----------------------------	------------------------	--------------------------

<p>IRC/ICR ("Investigator")</p>	<p>You are unrivaled in your methods of thought and deductive abilities. You enjoy solving puzzles and the tougher the problem the more interested you are. It is during your "investigation" when people with your personality type are most animated, excitable and experience intense moments.</p> <p>Although you could spend years studying and analyzing a particular detail you care about, your pragmatism stops you at just the right time.</p> <p>Investigator personalities prefer to work in an environment with clear goals and a rigid set of rules that can't be easily changed. Their talents best fit roles requiring analytical but functional and pragmatic thinking where their exceptional intellectual abilities (which they are justifiably proud of) can truly flourish.</p>	<p>Your deductive skills, strong motivation, and attention to detail make you a perfect solver of intricate problems. With analytical, yet functional and pragmatic thinking and exceptional intellectual abilities, you thrive in an environment with clear goals and a rigid set of rules.</p>	<ul style="list-style-type: none"> - Strong determination - Likes to solve intricate problems - Motivated to learn new things - Exceptional deductive abilities - Clear-headed - Completionist (goal-oriented) - Attention to details 	<ul style="list-style-type: none"> - Obsessive focus on a single subject - Prefers solitude (working alone) - Very hard to convince - Structure-oriented type who can get exposed if forced to improvise 	<ol style="list-style-type: none"> 1. Sherlock Holmes, Fictional Character 2. Abraham Lincoln, US President 3. Mentalist, Fictional Character 	<p>Data Analyst</p>	<p>SEO Specialist</p>	<p>Pay-Per-Click Manager</p>
--	--	--	--	--	--	---------------------	-----------------------	------------------------------

<p>IAR/IRA ("Strategist")</p>	<p>You always start with a broad examination. You simply don't settle with a big picture overview, you know there is much more than that. Through these mind expeditions you often find details others missed. Just like a detective, you easily connect the dots and reveal connections which support the whole system.</p> <p>While one part of your mind wanders in thoughts linking the points, the other half is pondering how the new information affects your existing theory. You are not afraid of change and experimentation, especially if freshly discovered facts support such turnaround. Consequently, the more you research, the better the results usually are.</p> <p>Ultimately, you need some time but if provided, you could reverse-engineer anything you want. Although you could spend hours researching, sometimes it's better to stop and put the new information into practice.</p>	<p>Through extensive examination, you often find details others missed. Based on new facts, you are willing to change your theory and experiment. The more you research, the better your results. But keep in mind putting your research into practice. With enough time, you can reverse-engineer anything.</p>	<ul style="list-style-type: none"> - Profound deductive abilities - Researching skills - Open-mindedness 	<ul style="list-style-type: none"> - Aimlessly drifting in thoughts - Reserved - Disregard for feedback 	<ol style="list-style-type: none"> 1. Sheldon Cooper, The Big Bang Theory 2. M.I.A, English hip-hop artist 3. Larry Page, Google's Co-Founder 	<p>Pay-Per-Click Manager</p>	<p>SEO Specialist</p>	<p>Content Creator (articles, blogs)</p>
-----------------------------------	--	--	---	--	--	------------------------------	-----------------------	--

<p>ISC/ICS ("Scholar")</p>	<p>You feel natural working through difficult problems. The mental stimulation you receive from these intellectual challenges motivates you to always look for another puzzle to solve. Your curiosity perfectly fits your thoughtful character, constantly supplying you with more and more information.</p> <p>Having gathered so much knowledge, you have learnt the value of organization and structure over the years. Without them, you could hardly remember about that exciting fact you've read about years ago. While respecting authority, you consider all people equal and listen to any sound and meaningful comments.</p> <p>You truly believe that knowledge can set people free thus trying to spread it around. Summarized, as much as you enjoy gaining knowledge you love sharing it with others too. Your insights are thought-provoking and often a starting point for a heated debate.</p>	<p>Engaging your curiosity and thoughtful character, you look for new difficult problems to solve. Organization and structure help you gain and share knowledge which you believe can set people free. You can listen to relevant comments, and your insights can provoke thoughtful debates.</p>	<ul style="list-style-type: none"> - Objective and logical - Independent - Well organized 	<ul style="list-style-type: none"> - Less assertive - Doesn't cope well with frequent changes - Feels "unprepared" when forced to improvise 	<ol style="list-style-type: none"> 1. Neil deGrasse Tyson, Astrophysicist 2. Albert Einstein, Physicist 3. Jesse Eisenberg, U.S. actor 	<p>SEO Specialist</p>	<p>Data Analyst</p>	<p>Email Marketing</p>
----------------------------	---	---	--	--	---	-----------------------	---------------------	------------------------

<p>IAS/ISA ("Therapist")</p>	<p>While you indeed have an analytical mind, you shy away from hard sciences in favor of study of life. Your empathy and perceptiveness perfectly complement your people-oriented investigative interests. To your mind, human behaviour is the most interesting study project, far more important than more traditional choices.</p> <p>Given your playful nature, you may prefer change over routine, always looking for that next intellectual challenge. That's because next task presents another opportunity to experiment - an activity you often find yourself fully immersed in.</p> <p>In a nutshell, you like company although at times you may seem distant - when in fact you are just concentrating on observing the situation and people around. And the things get even more interesting when you mix your analytical mind with its creative part, running experiments in real time.</p>	<p>Thanks to your empathy, perceptiveness, and people-oriented investigative interests, human behavior is of the highest interest to you. Your analytical and creative skills transform new tasks to potential experiments. When with people, you tend to observe the situation and those around you.</p>	<ul style="list-style-type: none"> - Powerful observation skills - Playful - Great at interpretation (feelings, emotions, feedback) 	<ul style="list-style-type: none"> - Often gets lost in thoughts - Making final conclusions - Sometimes seems insensitive to others 	<ol style="list-style-type: none"> 1. J.K. Rowling, Writer 2. Dr. Phil, Psychologist 3. Bob Marley, Musician 	<p>Social Media Manager</p>	<p>Content creator (articles, blogs)</p>	<p>UX Designer</p>
----------------------------------	--	---	--	--	---	-----------------------------	--	--------------------

<p>ARS/ASR ("Designer")</p>	<p>Your imagination and creative spirit enables you to see the world not for what it is but for what it could be. You find beauty where others see empty space, opportunity where others see void. You enjoy combining unique elements or theories to find creative solutions.</p> <p>Although you like to work in an organized and structured environment you must have enough space for self-expression. And that's exactly when you are at your best - bringing not only stylish but also functional results, never losing sight of a true purpose.</p> <p>Your creativity combined with a pragmatic approach is truly a unique mix. Add to that the ability to understand how others feel and you get a visionary who makes useful stuff. And don't worry that sometimes you prefer being alone instead of socializing. People know you care about them and they understand you need a break from time to time to surprise them once again.</p>	<p>Your imagination, pragmatic approach, and empathy help you find creative solutions to problems and deliver functional, yet stylish results. You need structure, as well as space for self-expression. Though people know you care about them, you are a visionary who sometimes prefers time alone.</p>	<ul style="list-style-type: none"> - Finds creative solutions to existing problems - Can easily relate to others - Likes to experiment and create new things - Vivid imagination 	<ul style="list-style-type: none"> - Can't stand repetitive tasks (jobs) - Hard to predict (often makes spontaneous decisions) - Can't stand too many rules and limitations 	<ol style="list-style-type: none"> 1. Bruce Lee, Actor & Martial Artist 2. Snoop Dogg, Rapper 3. Demi Moore, Actress 	<p>UX Designer</p>	<p>Digital Designer (UI, brand, motion)</p>	<p>Music & Audio</p>
---------------------------------	---	--	--	--	---	--------------------	---	--------------------------

<p>EAS/ESA ("Salesman")</p>	<p>You are focused on the present world - it is here and now you care about the most. That's why you prefer straightforward, actionable information over abstract theories or concepts. This way you can decide fast, avoiding lengthy deliberations and deep analysis. While your conclusions may seem reckless then, they are nevertheless grounded by logic.</p> <p>You enjoy living life in the fast lane, feeling energized when interacting with new and diverse people. Although often bored with the slow-paced conversations, you look natural in social settings. After all, you like working with others since fresh ideas revitalize your mind.</p> <p>In summary, you prefer fast-pace over routine and monotony. Your action-oriented approach requires great amount of energy which you recharge when socializing. And that's why while others think, you already do.</p>	<p>"Here and now" is your mantra. You strive for straightforward , actionable information to make quick decisions and act on them. Though grounded by logic, your conclusions may seem reckless. While others think, you do. Your fast-paced life is filled with human interaction, which energizes you.</p>	<ul style="list-style-type: none"> - Ability to improvise - Action-oriented approach - Powerful drive (self-motivated) 	<ul style="list-style-type: none"> - "Leap-before-look" attitude - Dislikes planning, schedules - Can be very impatient at times 	<ol style="list-style-type: none"> 1. Marilyn Monroe, Actress 2. Winston Churchill, Prime Minister 3. Malcolm X, Human Rights Activist 	<p>Twitch Streamer</p>	<p>YouTuber</p>	<p>Content Creator (articles, blogs)</p>
---------------------------------	--	--	---	---	---	------------------------	-----------------	--

<p>ECS/ESC ("Navigator")</p>	<p>You like to see things moving but sometimes also stop to think. That's when you find the time to look back, measure the progress you've just made and change the current plan if necessary. And if you are not moving towards a desired goal, you gather the crew and explain to them how important it is to reach your final destination. Just like a true captain would do.</p> <p>To your mind, structure makes effort effective. You like to optimize and improve processes but ultimately it is the results you listen to. After all, the numbers don't lie. Naturally then, you make decisions based on logical and objective information rather than emotions.</p> <p>All in all, your goal-oriented attitude may seem ruthless or cold while in fact you prefer working with people. Thanks to your strong communication skills many like to listen when you talk and often get excited and motivated hearing you speak with such enthusiasm.</p>	<p>You like action, but you also need time to look back and change the current plan if necessary. You can explain the importance of reaching the goal and get the team excited. Results-oriented, you base decisions on logical and objective information. Your approach may seem cold, yet you like to work with people.</p>	<ul style="list-style-type: none"> - Assertive and vocal - Great organizational (planning) skills - Natural-born leader (persuasive, motivational, enthusiastic) 	<ul style="list-style-type: none"> - Sometimes insensitive - Dislikes improvisation - Stubborn 	<ol style="list-style-type: none"> 1. Darth Vader, Fictional Character 2. Martha Stewart, TV Personality 3. Steve Ballmer, CEO of Microsoft. 	<p>Social Media Manager</p>	<p>Customer Success</p>	<p>Twitch Streamer</p>
------------------------------	--	---	---	---	---	-----------------------------	-------------------------	------------------------

<p>ERA/EAR ("Pioneer")</p>	<p>You are an optimist with a carefree attitude. However, this doesn't mean that nothing matters to you. You like to see the impact your effort produces - even better if it can be measured. That's why through the gift for words you have, you often convince others to believe in your bold yet meaningful ideas.</p> <p>You truly believe that it is better to see once, than hear about it a thousand times. Consequently, you like learning by doing the best while theoretical concepts suck the energy out of you. You need straightforward information you can immediately act upon. All this helps you keep moving, solving problems as they come.</p> <p>At the end of the day, you do care - but only about stuff you consider important. The rest you notice, but forget about soon. You like to interact with others, hearing their thoughts and learning from their experience. And while others hesitate, you jump in face first.</p>	<p>As an optimist with a carefree attitude who likes to see a measurable impact, you care only about stuff you consider important. Able to convince others to believe in your bold yet meaningful ideas, you need straightforward information you can immediately act upon. You learn practically and from experience of others.</p>	<ul style="list-style-type: none"> - Cheerful attitude - Results-driven approach - Very bold 	<ul style="list-style-type: none"> - Unrealistic expectations - Feeling invincible - Can't stand repetitive tasks 	<ol style="list-style-type: none"> 1. Steve Jobs, Designer & Inventor 2. Keanu Reeves, Actor 3. Ron Weasley, Fictional Character 	<p>Digital Designer (UI, brand, motion)</p>	<p>Content creator (articles, blogs)</p>	<p>YouTuber</p>
--------------------------------	--	--	---	--	---	---	--	-----------------

<p>ERC/ECR ("CEO")</p>	<p>Whatever needs finished, you make sure it gets done. Your take-charge attitude often puts you in the leadership role but that's exactly where you perform the best. You hate to beat around the bushes, preferring frank and straightforward debate instead. After all, the less friction is present, the smoother all the things run.</p> <p>You tend to put a lot on your shoulders, knowing that pressure makes diamonds. This philosophy and your hard-working mindset inspires people around you, motivating them to follow the example. You have strong beliefs, values and a great deal of respect towards rules. While you may seem strict or inflexible, in fact you just like order and prefer predictability.</p> <p>All in all, you are quite demanding on yourself and consequently expect everyone else to live up to your high standards. However, be careful not to be overly critical if someone does not. You are punctual and meticulous about completing your work thus earning yourself trust and confidence of others.</p>	<p>As a meticulous hard worker, you tend to put a lot on your shoulders, thus motivating others. Preferring an honest debate and making sure things get done, you earn the trust of others, which often makes you the leader. You have strong beliefs, values, and respect towards rules.</p>	<ul style="list-style-type: none"> - Take-charge attitude - Dependable and responsible - Hard-working 	<ul style="list-style-type: none"> - Overly demanding of others (and self) - Lack of empathy - Intolerable 	<ol style="list-style-type: none"> 1. Bill Gates, Microsoft founder 2. Carl Sagan, Astronomer 3. Susan Wojcicki, YouTube's CEO 	<p>Pay-Per-Click Manager</p>	<p>Web Developer</p>	<p>Email Marketing</p>
------------------------	---	---	--	---	---	------------------------------	----------------------	------------------------

<p>ASE/AES ("Performer")</p>	<p>Given your adventurous nature, it's natural you like each day to look different than the other. That's when you receive a continuous stream of new stimuli, powering your creativity and vivid imagination. As a result, you don't find strictly organized and structured environment to inspire you, preferring more loose and liberal atmosphere.</p> <p>You love to interact with people and display a great deal of understanding and compassion towards them. Consequently, people find you sympathetic, caring and helpful. While reasonable, you prefer making spontaneous decisions based on gut feeling and intuition rather than objective facts.</p> <p>All combined, you are always looking for that next big adventure. New experiences, fresh faces and a lot of variety all inspire you and ignite that creative spirit of yours. And the less rules you must follow, the wilder your ideas become.</p>	<p>To power creativity and imagination, your adventurous nature seeks a continuous stream of new stimuli. Loose and liberal atmosphere helps you interact with people and display a great deal of understanding and compassion. While reasonable, you prefer making spontaneous decisions based on intuition.</p>	<ul style="list-style-type: none"> - Ability to improvise - People-oriented attitude (empathetic, understanding, caring) - Highly adaptable 	<ul style="list-style-type: none"> - Dislikes routine, careful planning - Makes impulsive decisions - Attention problems 	<ol style="list-style-type: none"> 1. Leonardo DiCaprio, Actor & Environmentalist 2. Pablo Picasso, Artist 3. Quentin Tarantino, Director 	<p>UX Designer</p>	<p>Music & Audio</p>	<p>Twitch Streamer</p>
------------------------------	--	---	--	---	--	--------------------	--------------------------	------------------------

<p>ARI/AIR ("Architect")</p>	<p>You are a daydreamer but with a plan. You enjoy thinking about the future and exploring possibilities. To do all that, you need enough space to express your creativity. Most importantly though, you know how to translate this idealism into reality - a rare ability that sets you apart.</p> <p>When your vision is finally set, you act decisively in pursuit of your dreams, gathering and analyzing relevant information. That's when you search for patterns, meaning behind the complex structures and concepts. Then, once your opinion is formed, you tend to stick with it no matter what, convinced you've done your research.</p> <p>All summarized, while you focus on the big picture, you don't forget about the concrete details. Although you prefer working alone to group projects, in general you care about the people and the future of humankind.</p>	<p>Though a daydreamer, you can transform idealism into reality. Focusing on the big picture doesn't distract you from details. By analyzing relevant information, you search for patterns and meaning behind complex concepts to form your opinion. You care about people and the future of humankind.</p>	<ul style="list-style-type: none"> - Visionary (thinking about the future) - Artistic yet practical - Strong deductive skills 	<ul style="list-style-type: none"> - Single-minded (uncompromising) - Stubborn - Sometimes seems reserved (insensitive) 	<ol style="list-style-type: none"> 1. Thomas Jefferson, U.S. President 2. Arnold Schwarzenegger, Actor & Politician 3. Gandalf, The Lord of the Rings 	<p>Digital Designer (UI, brand, motion)</p>	<p>Content creator (articles, blogs)</p>	<p>Web Developer</p>
------------------------------	--	---	--	--	--	---	--	----------------------

<p>AIS/ASI ("Debater")</p>	<p>Your mind is always on, constantly generating new ideas and concepts. Although well aware of the present situation, you like to think about the future, exploring possibilities and different scenarios. You prefer to think outside the box, considering options others may not even thought of.</p> <p>Given your curious nature, it's not surprising that the more challenging the topic, the more interested you are. You shine in brainstorming and especially when other people are involved, allowing you to bounce off ideas against them. Similarly, when making decisions you first consider all the probabilities, chances, past experiences and only then make the final choice.</p> <p>In summary, you tend to start things, develop ideas but immediately after you start looking for another challenge. You like having people around, absorbing their thoughts and feelings allowing you to think differently next time you tackle another problem.</p>	<p>Constantly generating new ideas and exploring future possibilities, you tend to think outside the box. Brainstorming helps you better consider all the relevant information to make the final choice. Absorbing thoughts and feelings of people around allows you to think differently next time you tackle a problem.</p>	<ul style="list-style-type: none"> - Future-oriented thinking - Adaptable - Resourceful & creative 	<ul style="list-style-type: none"> - Easily distracted - More theoretical than pragmatic - Weak perseverance 	<ol style="list-style-type: none"> 1. Kanye West, Rapper 2. Tiger Woods, Golfer 3. Lady Gaga, Singer 	<p>UX Designer</p>	<p>Digital Designer (UI, brand, motion)</p>	<p>Content Creator (articles, blogs)</p>
--------------------------------	--	---	---	---	---	--------------------	---	--

<p>CRE/CER ("Commander")</p>	<p>You like to bring order where chaos rules. To your mind, careful planning and organization not only saves time but also promotes efficiency. Naturally then, you prefer a well structured environment where everything has its place. You have strong values and believe in just and fair rules.</p> <p>Although you are committed to traditions and laws you don't support overly corporate environment. You prefer to try things yourself rather than learning about them from other sources. These personal experiences are an important factor for you when deciding, right after logic.</p> <p>All combined, you like to know what to expect thus preferring rules over too much autonomy.</p> <p>You are pragmatic and like to see things moving, working on something yourself most of the time.</p>	<p>Logic and learnings from your past experiences factor your decisions. You like to bring order and planning into chaos and prefer a well-structured environment. As a pragmatist with strong values and belief in fair rules, you want to see things moving, and you like to try everything yourself.</p>	<ul style="list-style-type: none"> - Great planning skills - Pragmatic - Enthusiastic 	<ul style="list-style-type: none"> - Inflexible - Sometimes insensitive - Arrogant 	<ol style="list-style-type: none"> 1. Jose Mourinho, Coach 2. Jim Carrey, Actor 3. Warren Buffett, Investor 	<p>Pay-Per-Click Manager</p>	<p>Email Marketing</p>	<p>Web Developer</p>
------------------------------	--	---	--	---	--	------------------------------	------------------------	----------------------

<p>CRI/CIR ("Inspector")</p>	<p>You like to have a clear direction (aim) in whatever you do. Consequently, if an activity serves no useful purpose, then you don't see reason to engage in it. Although you don't dislike surprises, you enjoy having things planned well in advance. This way you can better manage your time and avoid changing plans at the last minute.</p> <p>You thrive on the mental stimulation you receive from intellectual challenges. Given your strong determination and perseverance, you tend not to quit until the problem has been solved. While primarily you make decisions based on objective facts rather than emotions, you often let intuition guide your next move.</p> <p>All in all, you prefer to stay within the lines, following an already established set of rules. Your determination combined with strong analytical and deductive skills perfectly complements your investigative (curious) nature.</p>	<p>You don't engage in activities without a clear purpose. To better manage your time, you prefer planning in advance. Strong determination, perseverance, analytical, and deductive skills don't let you quit when solving intellectual challenges. Though guided by intuition, you base your decisions on objective facts.</p>	<ul style="list-style-type: none"> - Attention to detail - Planning (organizing) - Analytical and deductive skills 	<ul style="list-style-type: none"> - Reserved - Judging - Uncompromising 	<ol style="list-style-type: none"> 1. Bill Belichick, NFL coach 2. Nikola Tesla, Inventor 3. Jay-Z, Rapper 	<p>Web Developer</p>	<p>Data Analyst</p>	<p>SEO Specialist</p>
------------------------------	--	--	---	---	---	----------------------	---------------------	-----------------------

<p>AER/ARE ("Entertainer")</p>	<p>The world is a playground for you. Just like when you pretended a stick to be a massive sword when you were a child, you now see things others don't even notice. You love experimenting and consequently become bored fast with repetitive activities. As a result, you don't find structure, planning and order attractive, preferring freedom instead.</p> <p>You probably took apart a thing or two when you were young. That's because you much rather learn from experience than receiving a lot of abstract information. This could have caused some struggles when you were a student, forced to blindly memorize hundreds of pages. You simply care more about practical application than theoretical constructs.</p> <p>All in all, although you are well aware of the underlying vision of what you do, you focus on the present. You are creative, adventurous and approach problems rationally, seeking the most pragmatic solution. You don't mind the attention from people but only when you feel like it.</p>	<p>Creative and adventurous, you see things others don't even notice. Preferring freedom, you love experimenting and become bored with routine. Learning from experience and approaching problems rationally, you care about practical application. You don't mind the attention from people when you feel like it.</p>	<ul style="list-style-type: none"> - Strong perceptiveness - Vivid imagination - Practical and pragmatic 	<ul style="list-style-type: none"> - Dislikes structure and rules - Avoids theoretical information - Unhappy with routine (repetition) 	<ol style="list-style-type: none"> 1. Banksy, Street Artist 2. Will Smith, Actor 3. Ernest Hemingway, Novelist 	<p>Youtuber</p>	<p>Twitch Streamer</p>	<p>Content Creator (articles, blogs)</p>
---------------------------------	---	---	---	---	---	-----------------	------------------------	--

<p>CES/CSE ("Manager")</p>	<p>You are well organized and composed. You like to make plans and schedule things allowing you to effectively use your time. Then, you focus on one task at a time, refusing to quit until it has been finished. Naturally, people around notice your hard-working attitude and punctuality, thinking of you as a responsible and diligent individual.</p> <p>You can process information and decide fast but beware of jumping to conclusions too quickly. While preferring order in life, new experiences attract you and sometimes you change your plans to try something new and exciting. Although structure means a lot to you, when learning new information you better process "hands-on" experience than hearing theoretical concepts.</p> <p>All in all, you like to set goals for yourself and then follow a carefully devised plan to reach them. Your action-oriented attitude and ambitious character inspire others who can often imagine you in a leadership position.</p>	<p>As a well-organized and action-oriented person, you schedule things and set goals for yourself. Your hard-working attitude and punctuality make you responsible and diligent. Though you like order in life, new experiences attract you, and your ambitious character inspires others. You prefer a "hands-on" experience.</p>	<ul style="list-style-type: none"> - Time-management skills - Action-oriented attitude - High productivity 	<ul style="list-style-type: none"> - Blaming others - Arrogant - Impatient 	<ol style="list-style-type: none"> 1. Michelle Obama, U.S. First Lady 2. Emma Watson, Actress 3. Theresa May, British Prime Minister 	<p>Virtual Assistant</p>	<p>Customer Success</p>	<p>Social Media Manager</p>
--------------------------------	--	--	---	---	---	--------------------------	-------------------------	-----------------------------

<p>CSI/CIS ("Protector")</p>	<p>You like order in all aspects of your life. That's why you plan and organize, trying to avoid chaos. Thanks to your attention to detail, you often notice things others simply overlook. You like to take your time to prepare, making sure results you present are perfect. Because of your punctuality and meticulous nature, people consider you responsible and highly organized.</p> <p>When making decisions, you like to rely on concrete facts rather than emotion. While you respect tradition and rules, you are not afraid to change your opinion when the evidence is strong. You enjoy solving challenging problems, especially when they require you to get to the bottom of what went wrong.</p> <p>In summary, given your diligent nature you may seem reserved and cold while in fact your true concern is helping people around. Consequently, you are often willing to sacrifice your comfort to fulfill needs and desires of others.</p>	<p>To avoid chaos, you plan and organize. Often willing to sacrifice your comfort for others, people consider you responsible for your meticulous nature. You enjoy solving challenging problems, and strong evidence can change your mind. Taking time to prepare, you make sure the results you present are perfect.</p>	<ul style="list-style-type: none"> - Planning skills - Eye for detail - Compassion 	<ul style="list-style-type: none"> - Can't say "no" sometimes - Inflexible - Dislikes frequent change 	<ol style="list-style-type: none"> 1. Captain America, Marvel Universe 2. 50 Cent, Rapper 3. Anthony Hopkins, Actor 	<p>SEO Specialist</p>	<p>Pay-Per-Click Manager</p>	<p>Customer Success</p>
----------------------------------	---	--	---	--	--	-----------------------	------------------------------	-------------------------