

## CONTEXT & IMPACT

Purpose: Map out the context in which you prefer to work, how societal and organizational factors affect your design decisions, and what inspires you in a client setting.

### **Societal / Political / Business context**

- In what kind of societal, political or economic setting do I thrive?
- Which themes or developments inspire me (e.g. sustainability, innovation, inclusion, technology)?
- Am I driven by trends and policies, or do I prefer to shape my own path?
- Do I enjoy working in environments with high complexity or prefer stability?

### **Type of organization**

- Do I feel most comfortable in large organizations, startups, social enterprises, or government bodies?
- What kind of structure suits me: hierarchical, self-organized, informal, innovative?
- How important is the organization's mission or culture to my engagement?
- How well do I navigate internal tensions or unclear agendas?

### **Impact**

- Am I more motivated by visible results or long-term system change?
- Where do I want to make impact: individuals, teams, systems or society?
- How important is social relevance in my work?
- When do I feel like I've really made a difference?

### **Working style / methods**

- What tools do I like using at the start of a project (e.g. stakeholder mapping, trend analysis, interviews)?
- Do I prefer qualitative or quantitative methods?
- In what kind of research or context analysis do I feel confident?

Finish the sentence:

"I thrive when..."

## DESIGN FOCUS & STRENGTHS

Purpose: Discover where your strength lies in the design process, what type of projects and constraints suit you, and how you prefer to work.

### Design strengths

- Do I enjoy inventing, improving or facilitating change?
- Is my strength in strategy, visualization, facilitation, or concept development?
- What size or duration of project fits me best?
- Do I prefer a lot of creative input or working within clear boundaries?

### Structure, frameworks, creative freedom

- How much freedom or guidance do I need to deliver my best work?
- Do I prefer working with clear phases and goals, or a more organic process?
- At what stage of the project am I at my best: concept, development, delivery?
- How do I balance structure and spontaneity in my work?

### Visibility, form, presentation

- How important is it to me that my work is visible or credited?
- Do I enjoy presenting outcomes, or contributing behind the scenes?
- What role does visual design play in my process and outcomes?
- How do I prefer to present my work to a client or audience?

### Working style / methods

- Do I enjoy using Design Sprints, co-creation, speculative design or prototyping?
- Which tools energize me: visualizations, storytelling, models, iterations?
- Do I prefer iterative or linear working styles?

Finnish the sentence:

“My strength lies in...”

## COLLABORATION & ROLES

Purpose: Map out the roles you naturally take in projects, and under what forms of collaboration you work best.

### Collaboration preferences

- In what kind of team setting do I feel most at ease? (e.g. small team, large group, duo, interdisciplinary, informal)
- What type of people or roles do I enjoy collaborating with?
- How do I prefer to communicate and coordinate with others?
- What do I need in terms of feedback to function at my best?
- Do I prefer long-term collaborations on one project or short, fast-paced ones?

### My role

- What role do I naturally take on in a collaboration (e.g. initiator, connector, specialist, supporter)?
- Do I enjoy taking the lead, coordinating, or contributing more hands-on?
- To what extent do I want to think along with the project's strategy or direction?
- Do I prefer to make decisions myself, or let others take that responsibility?
- How actively do I want to facilitate collaboration and group alignment?

### Interaction & group dynamics

- Do I prefer working independently or closely with others?
- What qualities do I look for in teammates or clients?
- When do I feel like I belong in a group – and when do I not?
- What kind of support or backup from others helps me do my best work?

### Working style / methods

- Do I enjoy using participatory design, journey mapping, or team tools like retrospectives?
- Do I like using methods or tools that clarify roles and responsibilities?
- What communication style suits me best in collaborations (e.g. open, direct, reflective)?

Finnish the sentence:

“Collaboration is ideal for me when...”

## CLIENT REQUEST & PURPOSE

Purpose: Explore what types of client requests align with your working style, how you handle expectations, and how you prefer to deliver value.

### Expectation management

- What does an ideal briefing look like for me?
- How do I incorporate expectations into my offer or proposal?
- How do I like to track progress and check in with clients?
- How do I deal with clients who aren't sure what to expect from a designer?
- What type of guidance or involvement from the client helps me work well?

### Client needs

- What agreements and clarity do I need to perform well?
- How do I handle tight deadlines or specific deliverables?
- Where do I draw the line between meeting client wishes and maintaining creative freedom?
- How do I cope with shifting or unclear expectations?
- How important is direct access to the end user for me?

### Deliverables & success

- How do I manage expectations around project outcomes?
- What makes a project feel successful to me?
- How do I prefer to present my outcomes?
- Do I want to stay involved until implementation or delivery?

### Working style / methods

- Do I like to work with Brief Rewriting, Reframing, Problem Definition, Interviews, Story Mapping?
- Do I use storytelling or future scenarios to clarify expectations?

Finnish the sentence:

"My ideal clients are..."

## BOUNDARIES & DEALBREAKERS

Purpose: Identify what conditions and constraints are important for you in a project, what risks or doubts make you hesitate, and where your boundaries lie.

### Feasibility

- What kind of demands, expectations or conditions make me hesitate?
- Do I prefer working with ambiguity and complexity, or do I need clarity and structure?
- At what point do I feel a project becomes unrealistic or overwhelming?
- When do I start doubting the value or feasibility of my contribution?

### Dependencies & constraints

- Do I prefer working independently or within a tightly interdependent system?
- How do I respond to top-down control or micromanagement?
- What needs to be clear or secured before I can say yes to a project?
- When do I choose to walk away from a project?

### Working style / methods

- Do I use clarification interviews, assumption-checking or design probes to surface risks?
- What tools or strategies help me navigate difficult or uncertain project starts?

### Finnish the sentences

“My ideal clients are...”

“I tend to step away when...”