

```

{
  "users": [

  ],
  "allAvatars": [
    {
      "name": "Innovative Explorer",
      "skills": [
        "Creative Problem Solving",
        "Contextual Understanding",
        "Ideation and Concept Development"
      ],
      "backgroundImage": "Innovative Explorer_color.jpg",
      "description": "The Innovative Explorer thrives on finding new and creative ways to approach challenges, using a variety of angles to understand that different perspectives can lead to unique solutions. They explore multiple perspectives to generate ideas that are tailored to specific contexts. Considering factors such as user needs, technological constraints, and environmental contexts, they come up with novel ideas that fit their specific context."
    },
    {
      "name": "Enterprise Expert",
      "skills": [
        "Stakeholder management",
        "Risk awareness",
        "Proposition development"
      ],
      "backgroundImage": "Enterprise Expert_color.jpg",
      "description": "The Enterprise Expert integrates design skills, user insights and technology to create meaningful value propositions for people and the economy. With a clear vision, they excel at developing business cases based on market trends and competitive analysis. They proactively manage risks and inspire stakeholders whilst navigating complex, multi-stakeholder environments. Their entrepreneurial mindset enables them to push for innovation in business networks."
    },
    {
      "name": "Tinkerer",
      "skills": [
        "Prototyping",
        "Problem Solving",
        "Industrial Processes",
        "Technology integration"
      ],
      "backgroundImage": "Tinkerer_color.jpg",
      "description": "The Tinkerer is a hands-on innovator who thrives in the process of building, making, and refining tangible solutions. Resourceful and practical, they build prototypes, troubleshoot issues, and iteratively improve concepts using appropriate technologies. Through tools, materials, and calculations, they transform ideas into functional concepts, playing a vital role in physical creation of solutions."
    },
  ],
}

```

```

{
  "name": "Self-Aware Reflector",
  "skills": [
    "Reflective thinking",
    "Adaptive decision-making"
  ],
  "backgroundImage": "Self-Aware Reflector_color.jpg",
  "description": "The Self-Aware Reflector takes time to evaluate both reflective thinking of their
personal contributions, as well as reflective action during the process. With a focus on self-
improvement, they critically assess their actions, decisions, and growth throughout the process. They
not only assess their decisions at the end, but also reflect in action to adjust their process as needed.
This ability to reflect while working allows them to make informed, adaptive changes, improving both
their own performance and the overall design process."
},
{
  "name": "Contextual Evaluator",
  "skills": [
    "Testing",
    "Validating"
  ],
  "backgroundImage": "Contextual Evaluator_color.jpg",
  "description": "The Contextual Evaluator focuses on assessing the effectiveness of solutions within
the context they are meant to operate in. They design testing environments that replicate real-world
conditions to ensure that results are practical and relevant. Understanding how a solution is evaluated
most effectively allows them to see how different elements of the solution need to be tested in
appropriate manners. Emphasizing the importance of context, they validate the design solution by
ensuring that the solution addresses the challenges that were meant to solve."
},
{
  "name": "Perceptive Investigator",
  "skills": [
    "Research methodology",
    "Analytical thinking",
    "Information synthesis"
  ],
  "backgroundImage": "Perceptive Investigator_color.jpg",
  "description": "The Perceptive Investigator is skilled in gathering and analyzing scientific information
to inform design decisions. They approach problems with an eye for detail and a strong understanding
of research methodologies. They are skilled at navigating complex information and extracting valuable
insights from research. By informing themselves by theory and related studies, they ensure that the
process is backed up by accurate and reliable information."
}
],
"allCards": [
  {
    "title": "Perform Desk Research",
    "skill": [
      "Research methodology"
    ]
  }
]

```

```
    ],
    "backgroundImage": "activity_PDR.png"
  },
  {
    "title": "Analyze Related Research",
    "skill": [
      "Research methodology",
      "Analytical thinking"
    ],
    "backgroundImage": "activity_ARR.png"
  },
  {
    "title": "Explore Analogies or Inspirations",
    "skill": [
      "Research methodology"
    ],
    "backgroundImage": "activity_EAI.png"
  },
  {
    "title": "Collect and Analyze User Feedback",
    "skill": [
      "Analytical thinking"
    ],
    "backgroundImage": "activity_CAUF.png"
  },
  {
    "title": "Conduct User Studies",
    "skill": [
      "Information synthesis",
      "Contextual Understanding"
    ],
    "backgroundImage": "activity_CUS.png"
  },
  {
    "title": "Perform Stakeholder Interviews",
    "skill": [
      "Information synthesis"
    ],
    "backgroundImage": "activity_PSI.png"
  },
  {
    "title": "Prioritize Challenges",
    "skill": [
      "Information synthesis"
    ],
    "backgroundImage": "activity_PC.png"
  },
  {

```

```
"title": "Run Co-Creation Workshops",
"skill": [
  "Information synthesis"
],
"backgroundImage": "activity_RCW.png"
},
{
  "title": "Combine Ideas (Synthesis)",
  "skill": [
    "Information synthesis"
  ],
  "backgroundImage": "activity_CI.png"
},
{
  "title": "Document Results and Learnings",
  "skill": [
    "Information synthesis"
  ],
  "backgroundImage": "activity_DRL.png"
},
{
  "title": "Perform Stakeholder Interviews",
  "skill": [
    "Stakeholder management"
  ],
  "backgroundImage": "activity_PSI.png"
},
{
  "title": "Identify Target Audience",
  "skill": [
    "Stakeholder management"
  ],
  "backgroundImage": "activity_ITA.png"
},
{
  "title": "Test with Stakeholders",
  "skill": [
    "Stakeholder management",
    "Testing"
  ],
  "backgroundImage": "activity_TWS.png"
},
{
  "title": "Analyze Competitors",
  "skill": [
    "Risk awareness"
  ],
  "backgroundImage": "activity_AC.png"
}
```

```
},
{
  "title": "Map Customer Journeys",
  "skill": [
    "Risk awareness",
    "Contextual Understanding"
  ],
  "backgroundImage": "activity_MCJ.png"
},
{
  "title": "Build Empathy Maps",
  "skill": [
    "Risk awareness"
  ],
  "backgroundImage": "activity_BEM.png"
},
{
  "title": "Validate Business Feasibility",
  "skill": [
    "Risk awareness",
    "Proposition development",
    "Validating"
  ],
  "backgroundImage": "activity_VBF.png"
},
{
  "title": "Make a Business Model Canvas",
  "skill": [
    "Proposition development"
  ],
  "backgroundImage": "activity_DBMC.png"
},
{
  "title": "Explore Scalability",
  "skill": [
    "Proposition development"
  ],
  "backgroundImage": "activity_ES.png"
},
{
  "title": "Develop Brand Identity",
  "skill": [
    "Proposition development"
  ],
  "backgroundImage": "activity_DBI.png"
},
{
  "title": "Design Product Packaging",
```

```
"skill": [
  "Proposition development",
  "Prototyping"
],
"backgroundImage": "activity_DPP.png"
},
{
  "title": "Build Physical Prototypes",
  "skill": [
    "Prototyping"
  ],
  "backgroundImage": "activity_BPP.png"
},
{
  "title": "3D Modelling",
  "skill": [
    "Prototyping",
    "Industrial Processes"
  ],
  "backgroundImage": "activity_3M.png"
},
{
  "title": "Create Digital Prototypes",
  "skill": [
    "Prototyping",
    "Technology Integration"
  ],
  "backgroundImage": "activity_CDP.png"
},
{
  "title": "Code Software Prototypes",
  "skill": [
    "Prototyping",
    "Technology Integration"
  ],
  "backgroundImage": "activity_CSP.png"
},
{
  "title": "Build Final Product Concepts",
  "skill": [
    "Prototyping"
  ],
  "backgroundImage": "activity_BFPC.png"
},
{
  "title": "Iterate Concepts",
  "skill": [
    "Problem Solving"
```

```

    ],
    "backgroundImage": "activity_IC.png"
  },
  {
    "title": "Combine Ideas",
    "skill": [
      "Problem Solving"
    ],
    "backgroundImage": "activity_CI.png"
  },
  {
    "title": "Iterate Based on Feedback",
    "skill": [
      "Problem Solving",
      "Adaptive decision-making"
    ],
    "backgroundImage": "activity_IBOF.png"
  },
  {
    "title": "Refine Based on Test Results",
    "skill": [
      "Problem Solving",
      "Adaptive decision-making",
      "Validating"
    ],
    "backgroundImage": "activity_RBOTR.png"
  },
  {
    "title": "Explore Sustainable Materials",
    "skill": [
      "Industrial Processes"
    ],
    "backgroundImage": "activity_ESM.png"
  },
  {
    "title": "Simulate Production Feasibility",
    "skill": [
      "Industrial Processes"
    ],
    "backgroundImage": "activity_SPF.png"
  },
  {
    "title": "Life-Cycle Analysis",
    "skill": [
      "Industrial Processes"
    ],
    "backgroundImage": "activity_LCA.png"
  },

```

```
{
  "title": "Design Wireframes",
  "skill": [
    "Technology Integration"
  ],
  "backgroundImage": "activity_DW.png"
},
{
  "title": "Add Interactive Features",
  "skill": [
    "Technology Integration"
  ],
  "backgroundImage": "activity_AIF.png"
},
{
  "title": "Document Results and Learnings",
  "skill": [
    "Reflective thinking"
  ],
  "backgroundImage": "activity_DRL.png"
},
{
  "title": "Plan Self-Reflection Moments",
  "skill": [
    "Reflective thinking"
  ],
  "backgroundImage": "activity_PSM.png"
},
{
  "title": "Conduct User Testing",
  "skill": [
    "Testing"
  ],
  "backgroundImage": "activity_CUT.png"
},
{
  "title": "Perform Usability Testing",
  "skill": [
    "Testing"
  ],
  "backgroundImage": "activity_PUT.png"
},
{
  "title": "Analyze Test Data",
  "skill": [
    "Validating"
  ],
  "backgroundImage": "activity_ATD.png"
}
```



```
},
{
  "title": "Craft How Might We Questions",
  "skill": [
    "Creative Problem Solving"
  ],
  "backgroundImage": "activity_CHMWQ.png"
},
{
  "title": "Develop Concepts",
  "skill": [
    "Creative Problem Solving"
  ],
  "backgroundImage": "activity_DC.png"
},
{
  "title": "Create Personas",
  "skill": [
    "Contextual Understanding"
  ],
  "backgroundImage": "activity_CP.png"
},
{
  "title": "Define Problem Statements",
  "skill": [
    "Contextual Understanding"
  ],
  "backgroundImage": "activity_DPS.png"
},
{
  "title": "Establish Project Objectives",
  "skill": [
    "Contextual Understanding"
  ],
  "backgroundImage": "activity_EPO.png"
},
{
  "title": "Scope the Project",
  "skill": [
    "Contextual Understanding"
  ],
  "backgroundImage": "activity_SP.png"
},
{
  "title": "Brainstorm Ideas",
  "skill": [
    "Ideation and Concept Development"
  ],
}
```

```
    "backgroundImage": "activity_BI.png"
  },
  {
    "title": "Create Storyboards",
    "skill": [
      "Ideation and Concept Development"
    ],
    "backgroundImage": "activity_CS.png"
  }
]
```