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YOU ARE A:

Data Driver

You like helping people work out where they need to go. You can also suggest options and alternatives and work with people to find the best one. Then, you're also great at coming up with lots of ways to get there, and can give clear directions and information to help people recognise when they're reached their destination.

UNDERSTANDING

Data Drivers

D	R	G	M
DIVERGE	REAL	GROUP	MEASURE

Key traits:

You enjoy exploring lots of ideas

Your work helps to craft the final design

You like to work with others to discuss and refine ideas

You like decisions to be based on data or insight

Watch out for:

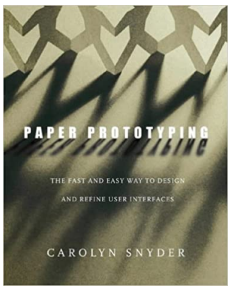
Is it time to stop looking for new ideas and make a decision?

Is there anything else that you could do to build confidence in your work?

Are you giving everyone enough time on their own to think things through?

Have you thought about the things that can’t easily be measured?

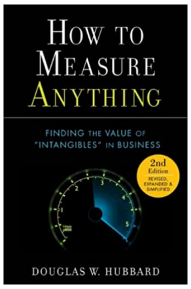
Recommended Reading



Paper Prototyping

How to make the simplest possible prototypes ready for testing.

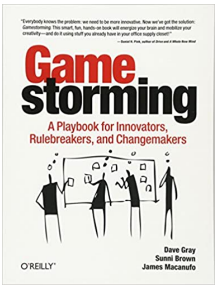
View



How to Measure Anything

Working out how to measure the success of your designs in creative ways.

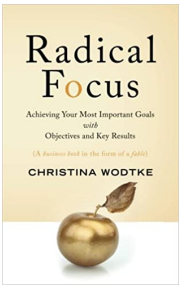
View



Game Storming

Bringing people together to explore ideas and make decisions.

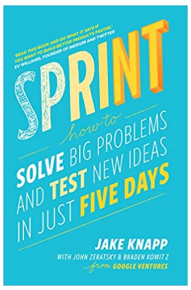
View



Radical Focus

Objectives & Key Results (OKRs) and why they matter. Business fiction, sorry.

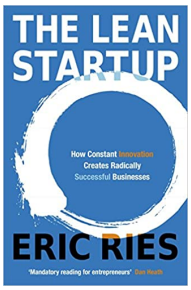
View



Sprint

A step-by-step introduction to a weapon's grade design discovery process.

View



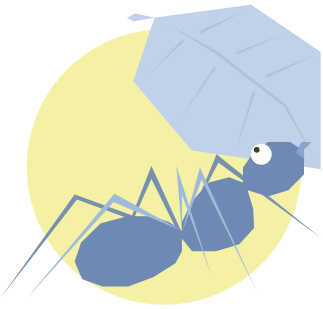
The Lean Start-Up

How to create new businesses.

View

NEIGHBOURS OF DATA DRIVERS

Similar Types



Team Player

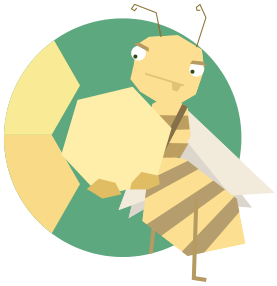
Fortune Teller

Experimenter

Party Animal

OPPOSITE OF DATA DRIVERS

Opposites Attract



Brand Builders

Not everything that counts can be counted. Right?

SHARE YOUR RESULT

NOT A DATA DRIVER?

RESTART THE TEST

Feedback

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