

Is there a link
between my
personality type and
how I use websites
and apps?





Did you ever wonder why certain interfaces just 'click' with you while others leave you frustrated?



It might have more to do with your personality than you think! I've been diving deep into the correlation between personality types and interface preferences, inspired by Gretchen Rubin's Four Tendencies theory.



Rebel

Rejects outer and
inner expectations

"You can't make me and
neither can I"



Obliger

Meets only
outer expectations

"You can count on me;
and I'm counting on you
to count on me"



Meet the Four Tendencies!
Each tendency sheds light
on how we respond to outer
and inner expectations.

Questioner

Meets only inner
expectations

"I'll comply- if you
convince me why"



Upholder

Meets both outer
and inner expectations

"Discipline is my freedom"





I completed around 30 experiments to uncover patterns between the Four Tendencies and how people behaved on a sign-up website

Eye-tracking and user tests

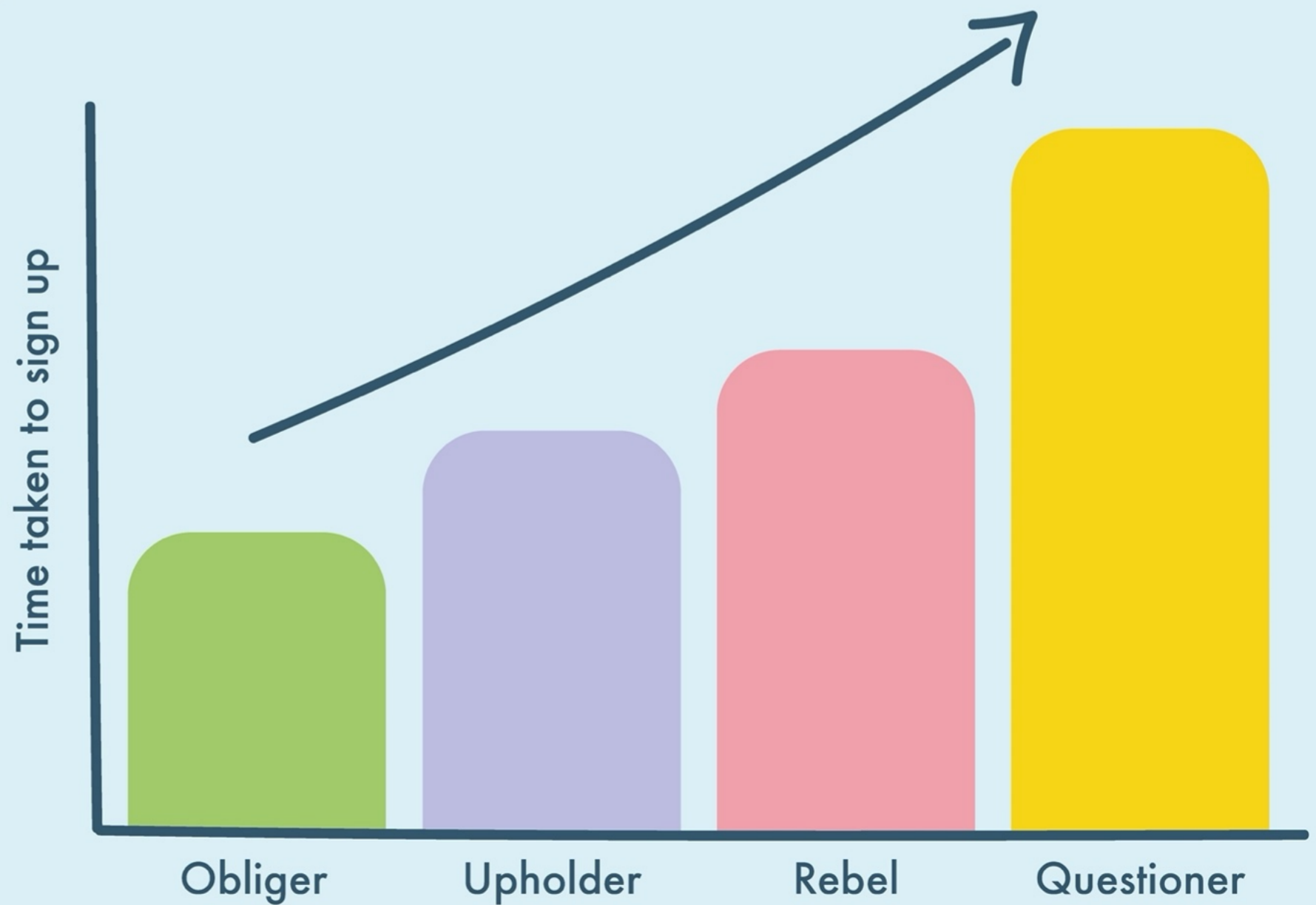
User interviews





The results showed a correlation between a participant's personality type and how long they took to sign up to the website

yay!





I also looked into eye tracking data and discovered that certain personality types spent a longer time looking at a character on the screen

Time spent looking at the character

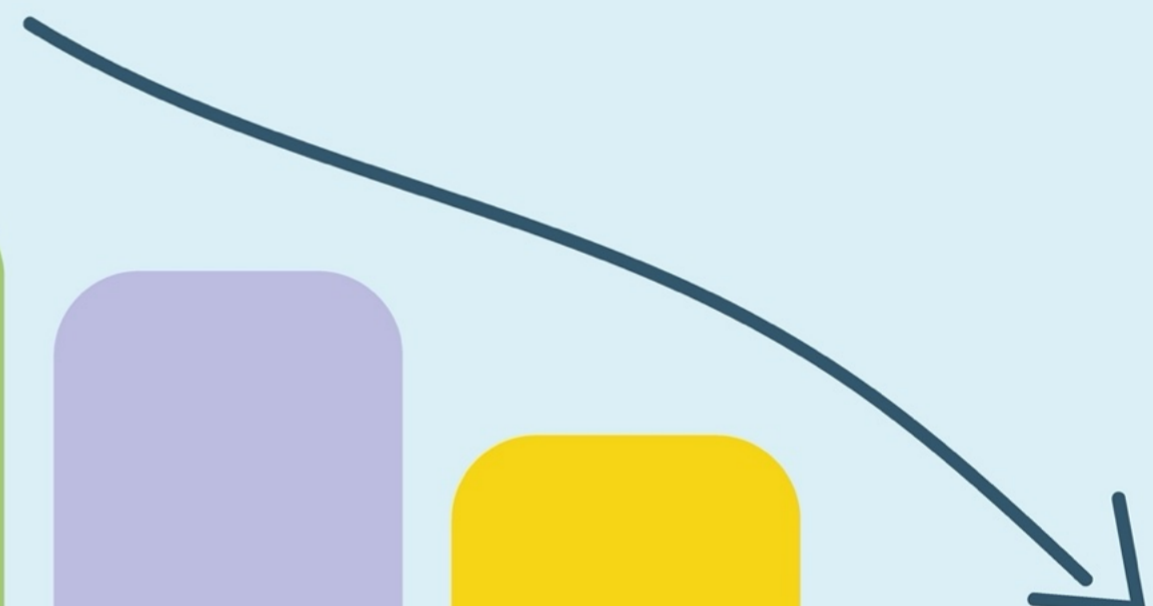


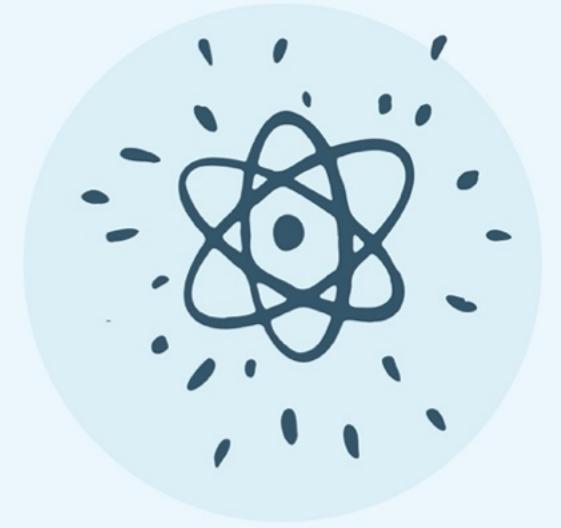
Obliger

Upholder

Questioner

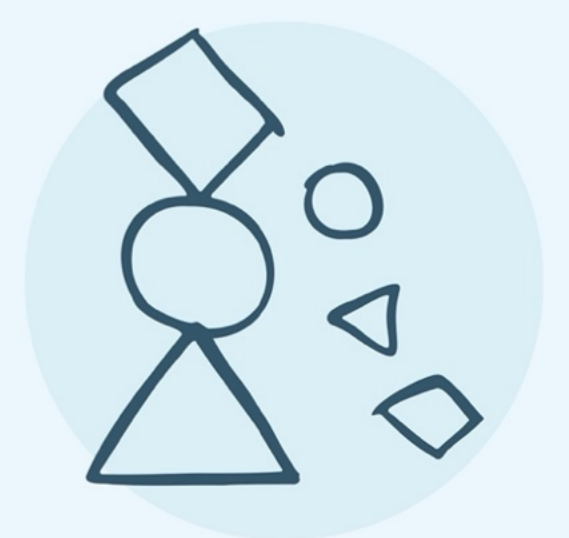
Rebel





Now was the time to nerd out, as further interviews revealed a pattern of design preferences that correlated to a person's personality type.

See the next 2 slides for key quotes



"I'm not going to be motivated by my own words, I want someone else to tell me."

"I don't want to be responsible for it, I want the app to do it for me."

"I don't want people to give me new things to be worried about."

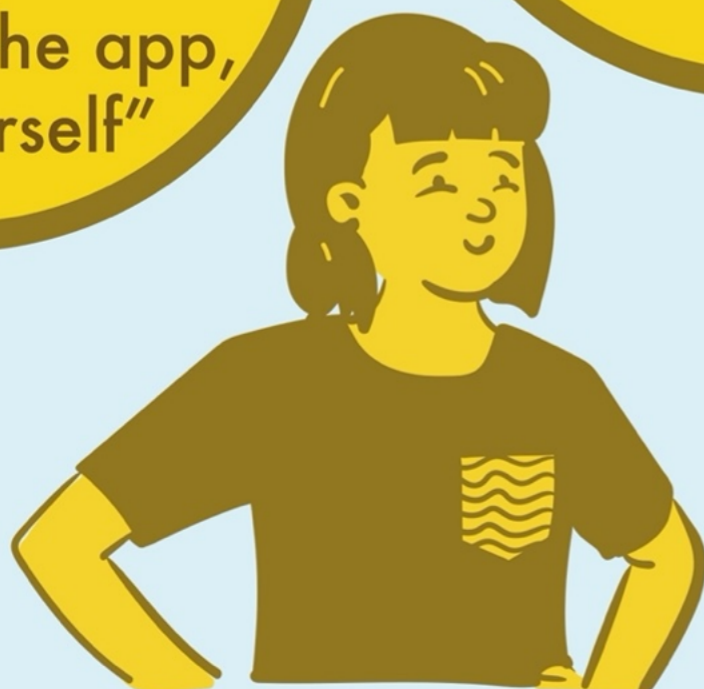
"I don't love when apps are like 'you're doing great.' It's just a bit condescending."

"It seems a bit condescending, because it feels like you're doing something for the owner of the app, not yourself"

"I don't like it when you have to click on things to get to other things."



Obliger



Questioner

"I can't necessarily just do stuff on command."

"I like visuals. I like to be able to see something rather than it just all being words."

"I'd like to learn for myself rather than just be told what to do. I like figuring stuff out for myself."

"I really like learning and getting new information."

"It could be fun if the app made those decisions for me, as long as I could switch them out if I wanted to."

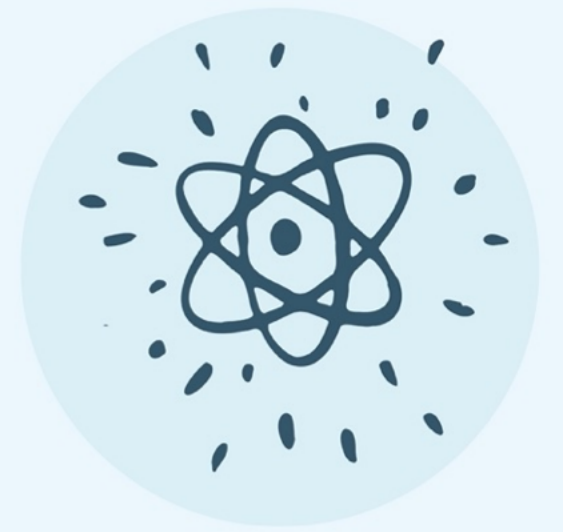
"I want instant information. The information that I've downloaded this app to get, needs to be there bang on the first page."



Rebel



Upholder



These findings are really exciting and open many doors into creating more tailored and inclusive experiences. Imagine using an app that's designed specifically to your personality type!

