Psychology Of Choice

Finding A Single Point Of Light

traitify

Life, With Personality

Psychology Of Choice

Finding A Single Point Of Light

traitify

Life, With Personality

traitify

Johnny Winn

Visionary + Analyzer + Action-Taker

Life, With Personality

traitify

Johnny Winn

Visionary + Analyzer + Action-Taker

@johnny_rugger

Life, With Personality

traitify

Rugby

Life, With Personality

traitify

Rugby

+

Highland Games

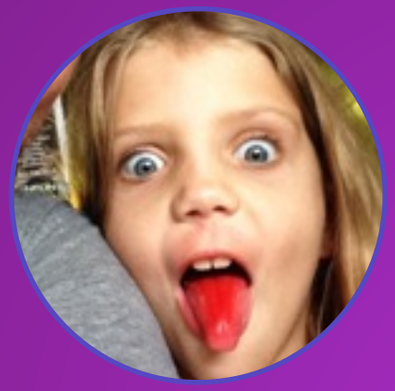
traitify

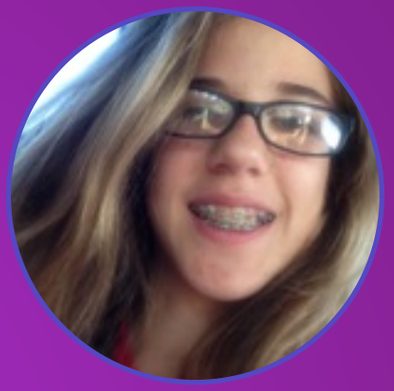
Rugby

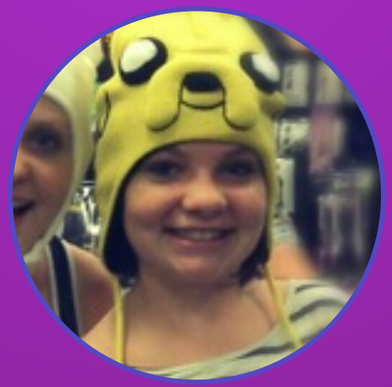
Highland Games

Muay Thai

traitify







The Family

Life, With Personality

traitify

The Family

Life, With Personality

traitify

Social Media?

Life, With Personality

traitify

+

+

You

Life, With Personality

traitify

Guiding Lights

Who

Life, With Personality

traitify

Guiding Lights

Who + Why

Life, With Personality

traitify

Guiding Lights

Who + Why + How

Life, With Personality

traitify

Who

Life, With Personality

traitify

What color lightsaber are you?

Life, With Personality

traitify

What is your spirit animal?

Life, With Personality

traitify

Which My Little Pony Character?

Life, With Personality

traitify

Discovering Personality

Visionary

Analyzer

Action-Taker

Inventory

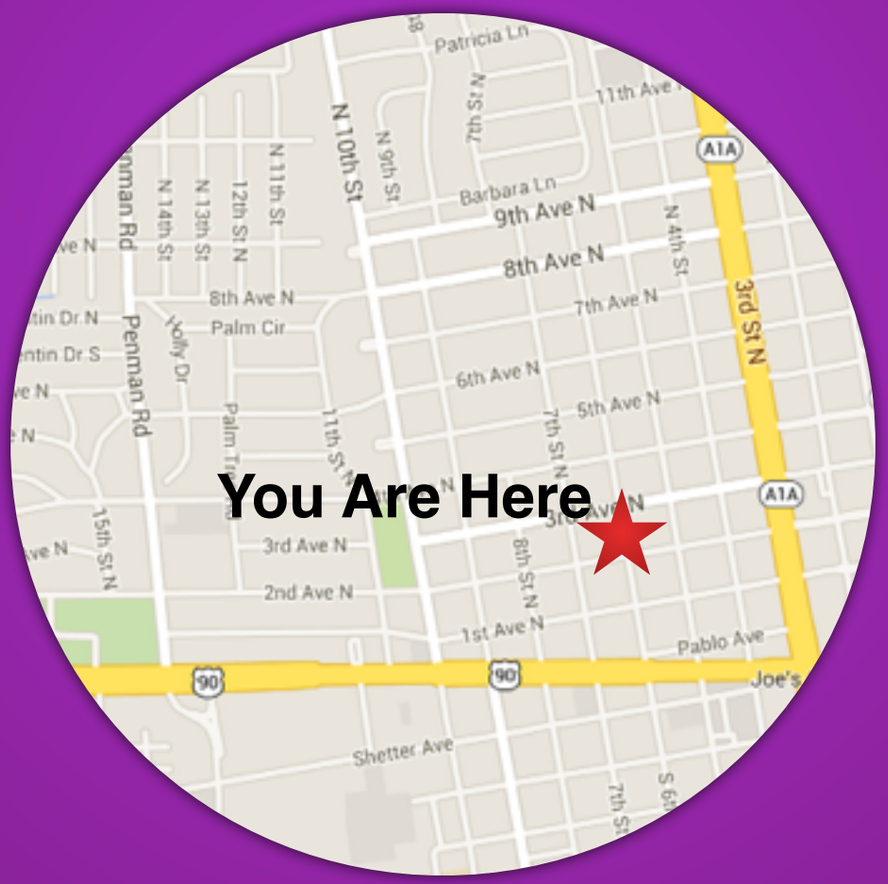
Mentor

Naturalist

Planner

traitify

Guiding Our Way



Life, With Personality

traitify

Carl Jung

Katharine Cook Briggs

Isabel Briggs Myers

Myers-Briggs Test

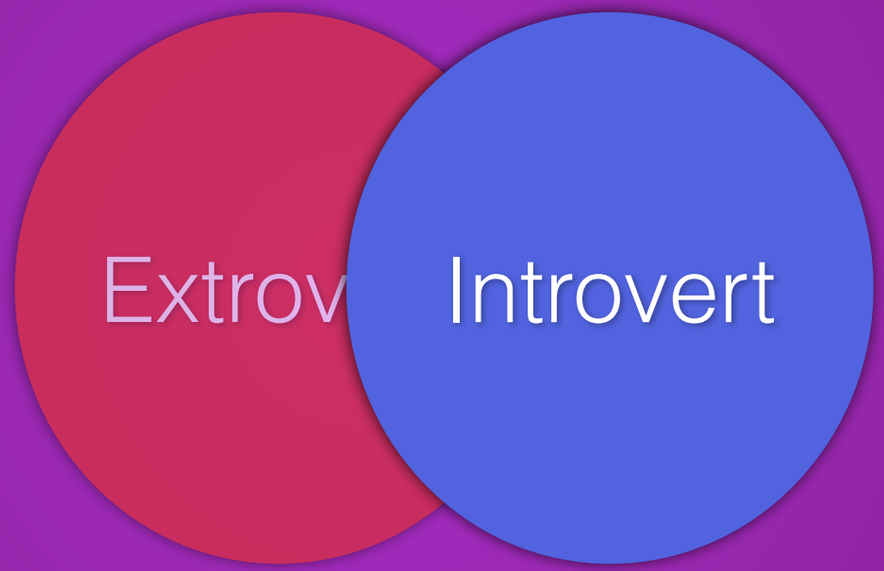
Life, With Personality

traitify

Extrovert

Life, With Personality

traitify



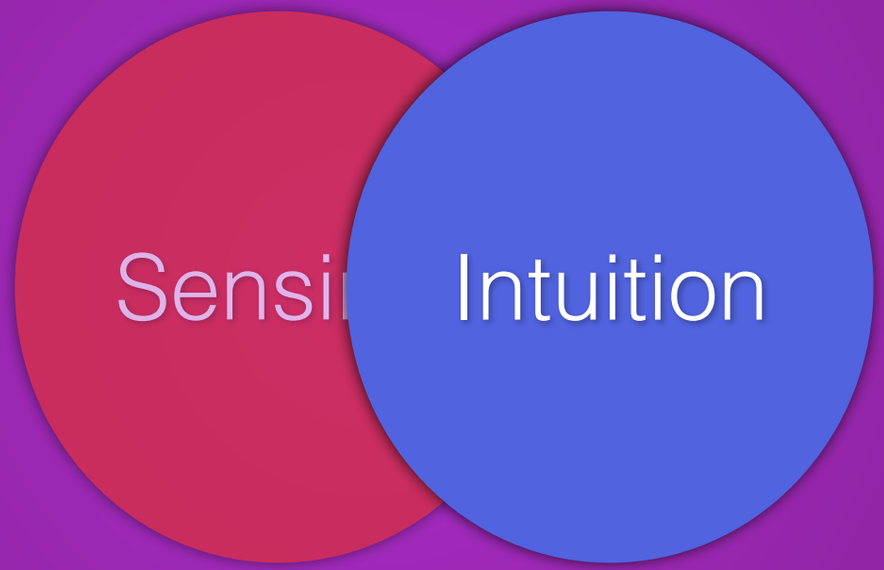
Life, With Personality

traitify

Sensing

Life, With Personality

traitify



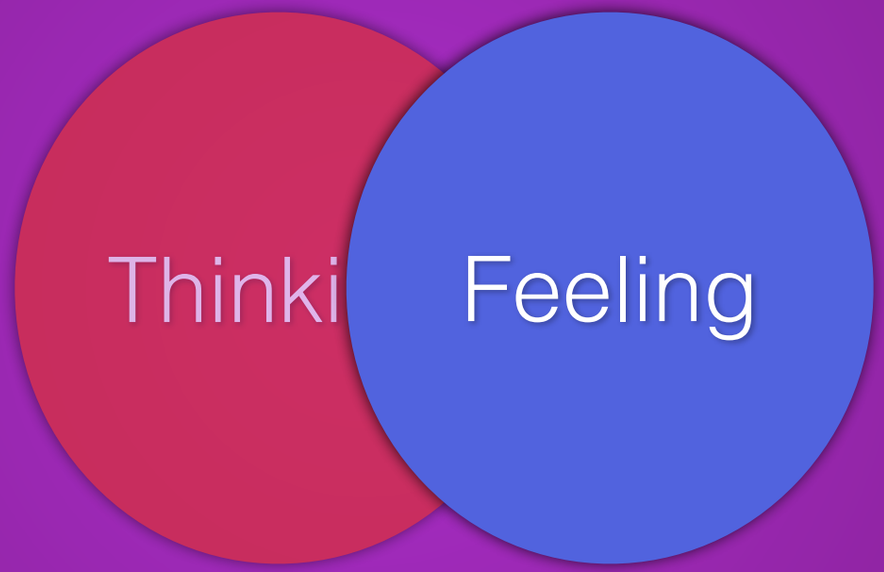
Life, With Personality

traitify

Thinking

Life, With Personality

traitify



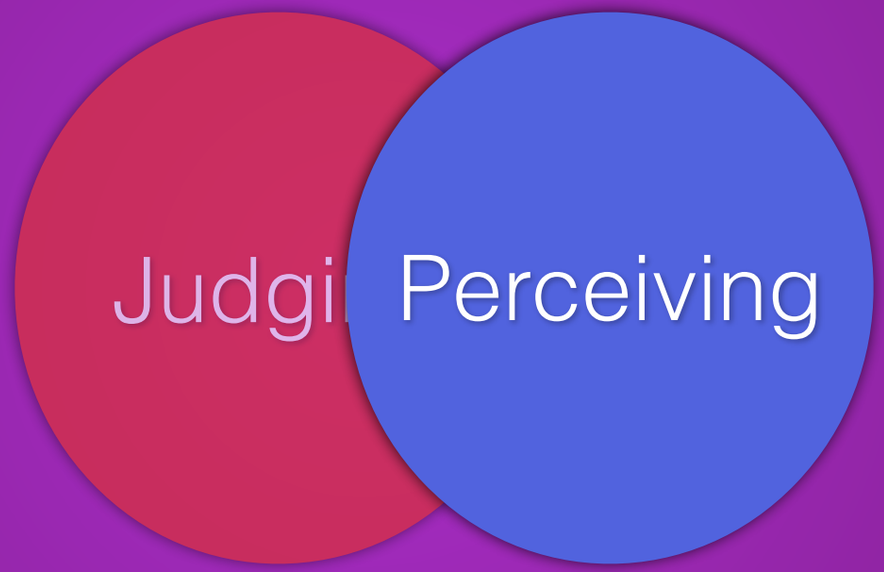
Life, With Personality

traitify

Judging

Life, With Personality

traitify



Life, With Personality

traitify

The more people with whom you speak, the better you feel

Yes

No

traitify

You usually plan your actions in advance

Yes

No

traitify

You often contemplate the complexity of life

Yes

No

ESTP - The Doer

> As an ESTP, your primary mode of living is focused externally, where you take things in via your five senses in a literal, concrete fashion. Your secondary mode is internal, where you deal with things rationally and logically.

ESTP - The Doer

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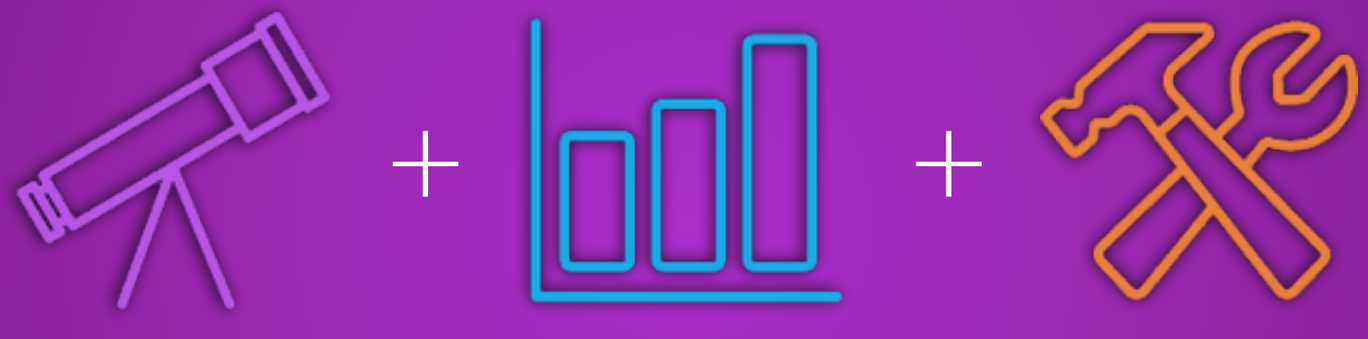
mountain climber

traitify



Visionary Analyzer Action-Taker

Life, With Personality

traitify

	Traitify Career Assessment	Holland Themes	MBTI	Strong Inventory
Measures Preferences	●	●	●	●
Measures Career Aptitude	●	●	●	●
Immediately Analyzable without Professional Review	●	●		
Designed as a Digital Assessment	●			
Quick Visual Assessment	●			

Test Comparison

Life, With Personality

traitify

	Traitify Career Assessment	Holland Themes	MBTI	Strong Inventory
Measures Preferences	●	●	●	●
Measures Career Aptitude	●	●	●	●
Immediately Analyzable without Professional Review	●	●		
Designed as a Digital Assessment	●			
Quick Visual Assessment	●			

Test Comparison

Life, With Personality

traitify

Why

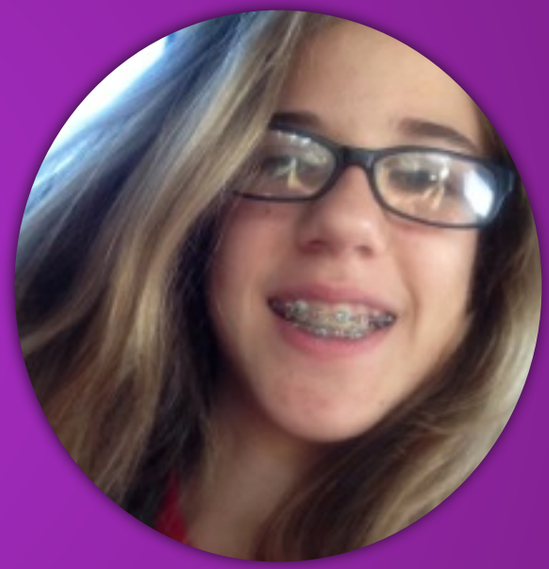
Life, With Personality

traitify

Why

Life, With Personality

traitify



Life, With Personality

traitify

Analyzer

Naturalist

traitify

Math-U-See

Life, With Personality

traitify

The Why Of Personalities

- How we cope with our emotions
- How we think through challenges in order to make decisions
- The types of people we choose to relate to
- How we prefer to spend our free time
- How we make consumer decisions
- How we experience ourselves as individuals

traitify

Practical Confident
Vigilant Perfectionist
Meticulous High Energy
Intuitive Leader
Progressive
Patient
Erratic Unrealistic
Serious Reckless
Introverted
Faithful Deceptive
Self-Aware
Regulated

You + Types + Traits

Personality

Life, With Personality

traitify

How

Life, With Personality

traitify

Sigmund Freud

Carl Jung

Psychodynamic Theory

traitify

Psychodynamic Principles

- Attachment style

Psychodynamic Principles

- Attachment style
- Relational approaches

traitify

Psychodynamic Principles

- Attachment style
- Relational approaches
- Free association

traitify

Psychodynamic Principles

- Attachment style
- Relational approaches
- Free association
- Unconscious motivation

traitify

Psychodynamic Principles

- Attachment style
- Relational approaches
- Free association
- Unconscious motivation
- Ego strengths

traitify

Psychodynamic Principles

- Attachment style
- Relational approaches
- Free association
- Unconscious motivation
- Ego strengths
- Defenses

traitify

Psychodynamic Principles

Personality Theory

traitify

Psychodynamic Principles

Personality Theory

Vocational Psychology

traitify

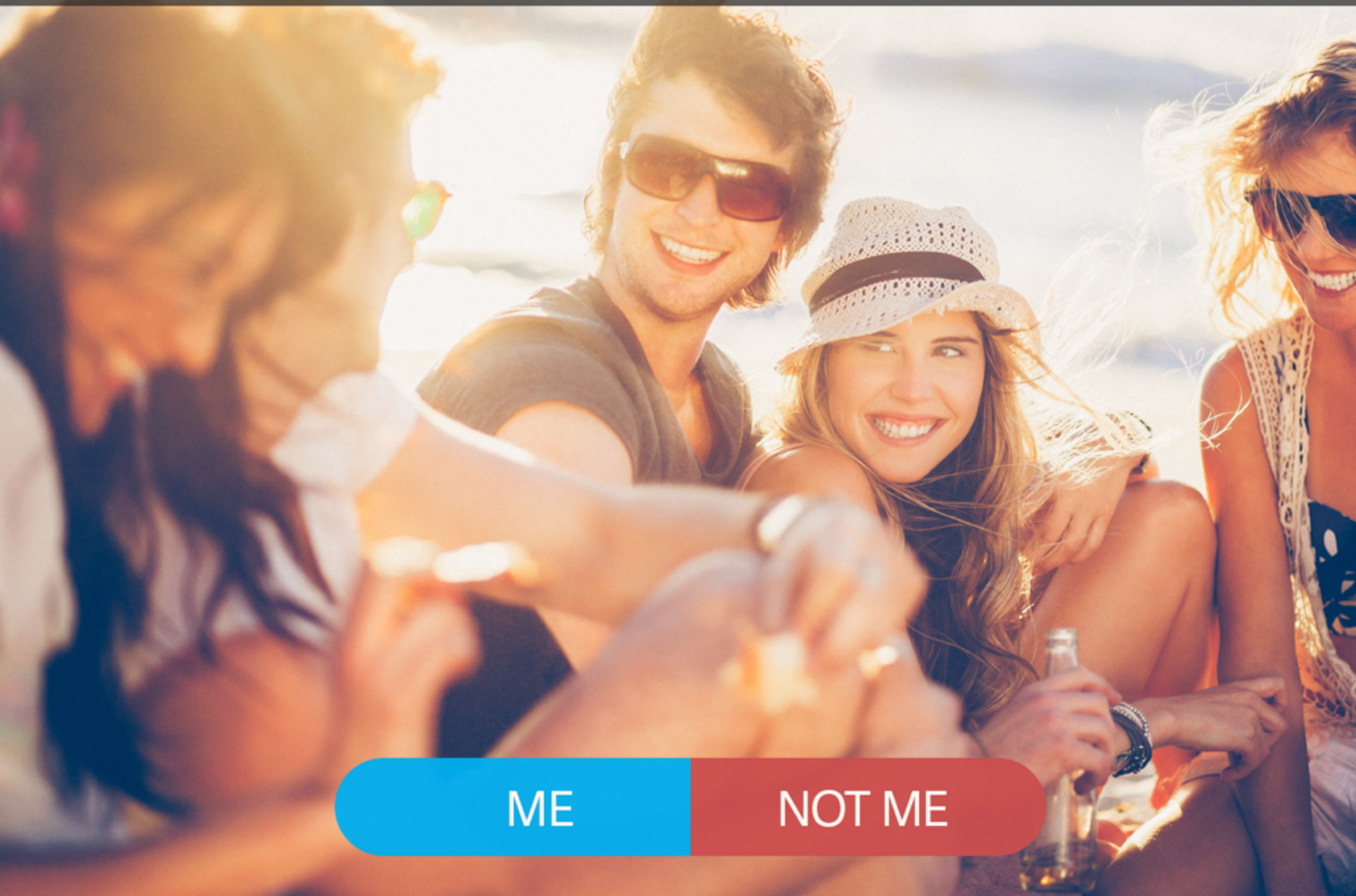
Psychodynamic Principles

Personality Theory

Vocational Psychology

Behavioral Theory

hanging out with friends



ME

NOT ME

in a relationship

ME

NOT ME

Shopping Malls

ME

NOT ME

traitify

Life, With Personality

traitify

You

Life, With Personality

traitify

You + Types

Practical Confident
Vigilant Perfectionist
Meticulous High Energy
Intuitive Leader
Progressive
Honest Patient
Erratic Unrealistic
Serious Reckless
Introverted
Faithful Deceptive
Self-Aware
Regulated

Life, With Personality

traitify

Visionary 100

Analyzer 93

Action-Taker 80

Mentor 72

Inventory 49

Planner (25)

Naturalist (100)

Life, With Personality

traitify

Coding Personality

Life, With Personality

https://developer.traitify.com/dashboard

Apps http://api.jquery.com Other Bookmarks

traitify

assessments | my apps | api reference | support | logout

EXPAND VIEWER

Hi Developer!

Getting started with the Traitify API is easy. At the most basic level, you can embed Traitify's personality assessment into your website or application in about 5 minutes. Traitify is FREE to use in sandbox mode. Experiment all you want with different ideas and strategies and pay only when you're ready to go into production.

Helpful Links

Quick Start Guide

Get up and running quickly in 3 easy steps.

Traitify Javascript SDK

Get easy access to our assessments and results using our JavaScript SDK.

Testing & Production Guide

Learn about our sandbox and production environments.

API Versioning

Find out what's new and what's deprecated.

API Libraries

Browse pre-built libraries and let us know if you write your own.

Quick Start Guide

This guide is meant to help get you up and running quickly with the Traitify Personality API. If you need help at any time, just reach out to our developer team.

Traitify in 3 easy steps:

Step 1: *Create a Developer Account or Login*

You are all set and everything is set for you in the example below.

```
Public Key: ct03pr562dm67l3c08b1do89dc
Secret Key: ejif346tq03i6r9am7q0698qou
```

Step 2: *Get an Assessment Id from the Server*

Open a Terminal window and paste the following command

```
curl https://api-sandbox.traitify.com/v1/assessments \
-H "Content-Type: application/json" \
-u ejif346tq03i6r9am7q0698qou:x \
-d '{"deck_id": "career-deck"}'
```

your result should look similiar to this


```
{"id":"fabd3932-ba75-4430-bd33-0b78202557cb","deck_id":"career-deck","tags":
null,"completed_at":null,"created_at":1414601585988}
```


Step 3: *Render your assessment*

We've made this easy with our JavaScript widget. Simply include the JS library on your page, set a few variables and render the assessment as illustrated below. When the assessment is

website or application in about 5 minutes. Traitify is FREE to use in sandbox mode. Experiment all you want with different ideas and strategies and pay only when you're ready to go into production.

Helpful Links

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```

```
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-H "Content-Type: application/json" \
-u ejif346tq03i6r9am7q0698qou:x \
-d '{"deck_id": "career-deck"}'
```

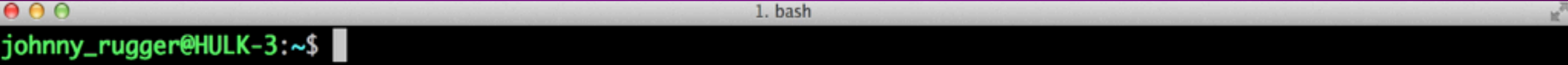
your result should look similiar to this


```
{"id":"fabd3932-ba75-4430-bd33-0b78202557cb","deck_id":"career-deck","tags":
null,"completed_at":null,"created_at":1414601585988}
```


Step 3: *Render your assessment*

We've made this easy with our JavaScript widget. Simply include the JS library on your page, set a few variables and render the assessment as illustrated below. When the assessment is complete, the callback function will be called and we'll render the results.

```
  </head>
  <body>
    <div class="assessment"></div>
    <script>
      Traitify.setPublicKey("ct03pr562dm67l3c08b1do89dc");
      Traitify.setHost("https://api-sandbox.traitify.com");
      Traitify.setVersion("v1");
      var assessmentId = 'your-assessment-id';
      Traitify.ui.load(assessmentId, ".assessment")
    </script>
```


1. bash
johnny_rugger@HULK-3:~$

Gemfile + (~/traitify/example-ruby) - VIM

```
1 source 'https://rubygems.org'
2
3 ruby '2.1.2'
4
5 gem 'sinatra'
6 gem 'haml'
7 gem 'traitify'
8
```

~

[2] Gemfile [+][ruby][Git(master)] 8,0-1 All

```ruby
require 'sinatra'
require 'traitify'

# Configure the traitify gem. These are the only required fields
# Set your environment variables for the api_host and your secret.
# Your secert key can be found in the the developer portal:
#
# http://developer.traitify.com
Traitify.configure do |t|
  t.api_host = ENV['TRAITIFY_API_HOST']
  t.api_version = "v1"
  t.secret = ENV['TRAITIFY_API_KEY']
end

# This is only if you are using haml in a sinatra application and
# not required.
set :haml, format: :html5
```

```
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```

```
[3] app.rb [ruby][Git(master)]                    18,0-1          All
```

```ruby
require 'sinatra'
require 'traitify'

# Configure the traitify gem. These are the only required fields
# Set your environment variables for the api_host and your secret.
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#
# http://developer.traitify.com
Traitify.configure do |t|
  t.api_host = ENV['TRAITIFY_API_HOST']
  t.api_version = "v1"
  t.secret = ENV['TRAITIFY_API_KEY']
end

# This is only if you are using haml in a sinatra application and
# not required.
set :haml, format: :html5

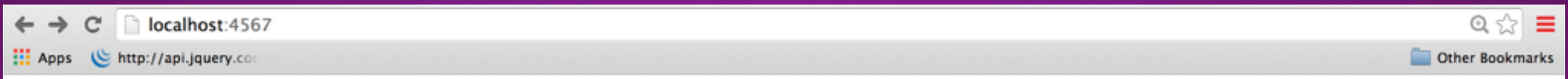
# Landing page for the example. The available decks are passed to the
# UI
get '/' do
  haml :index, locals: { decks: Traitify.new.decks }
end

```

```
[3] app.rb [+][ruby][Git(master)]                    24,0-1          All
```

```
%h2 Welcome to Traitify

- decks.each do |deck|
  %a(href="/assessments/#{deck.id}") Start #{deck.name}
```



Welcome to Traitify

Start Careers Start Heroes

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require 'traitify'

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end

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set :haml, format: :html5

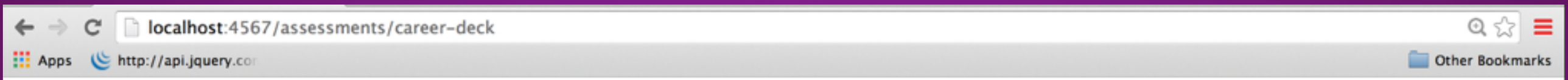
# Landing page for the example. The available decks are passed to the
# UI
get '/' do
  haml :index, locals: { decks: Traitify.new.decks }
end

# Create an assessment for a specific deck and respond with the show page
get '/assessments/:deck' do
  haml :show, locals: { assessment: Traitify.new.create_assessment(deck_id: params[:deck]) }
end
```

```
%h2 Taking the Assessment

%p
  When you click the link below you will be presented with a series of images and you simply click 'm
e' or 'not me'. Once complete, the results will be displayed.

  %a(href="/assessments/slides/#{assessment.id}") Go
```



Taking the Assessment

When you click the link below you will be presented with a series of images and you simply click 'me' or 'not me'. Once complete, the results will be displayed. Go

```ruby

# Configure the traitify gem. These are the only required fields
# Set your environment variables for the api_host and your secret.
# Your secert key can be found in the the developer portal:
#
# http://developer.traitify.com
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  t.api_version = "v1"
  t.secret = ENV['TRAITIFY_API_KEY']
end

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set :haml, format: :html5

# Landing page for the example. The available decks are passed to the
# UI
get '/' do
  haml :index, locals: { decks: Traitify.new.decks }
end

# Create an assessment for a specific deck and respond with the show page
get '/assessments/:deck' do
  haml :show, locals: { assessment: Traitify.new.create_assessment(deck_id: params[:deck]) }
end

# Get the slides for an assessment. This is where the assessment is taken by
# the user
get '/assessments/slides/:assessment_id' do
  haml :slides, locals: { assessment_id: params[:assessment_id], slides: Traitify.new.find_slides(par
ams[:assessment_id]) }
end

[3] app.rb [ruby][Git(master)]                                  35,0-1        Bot
```
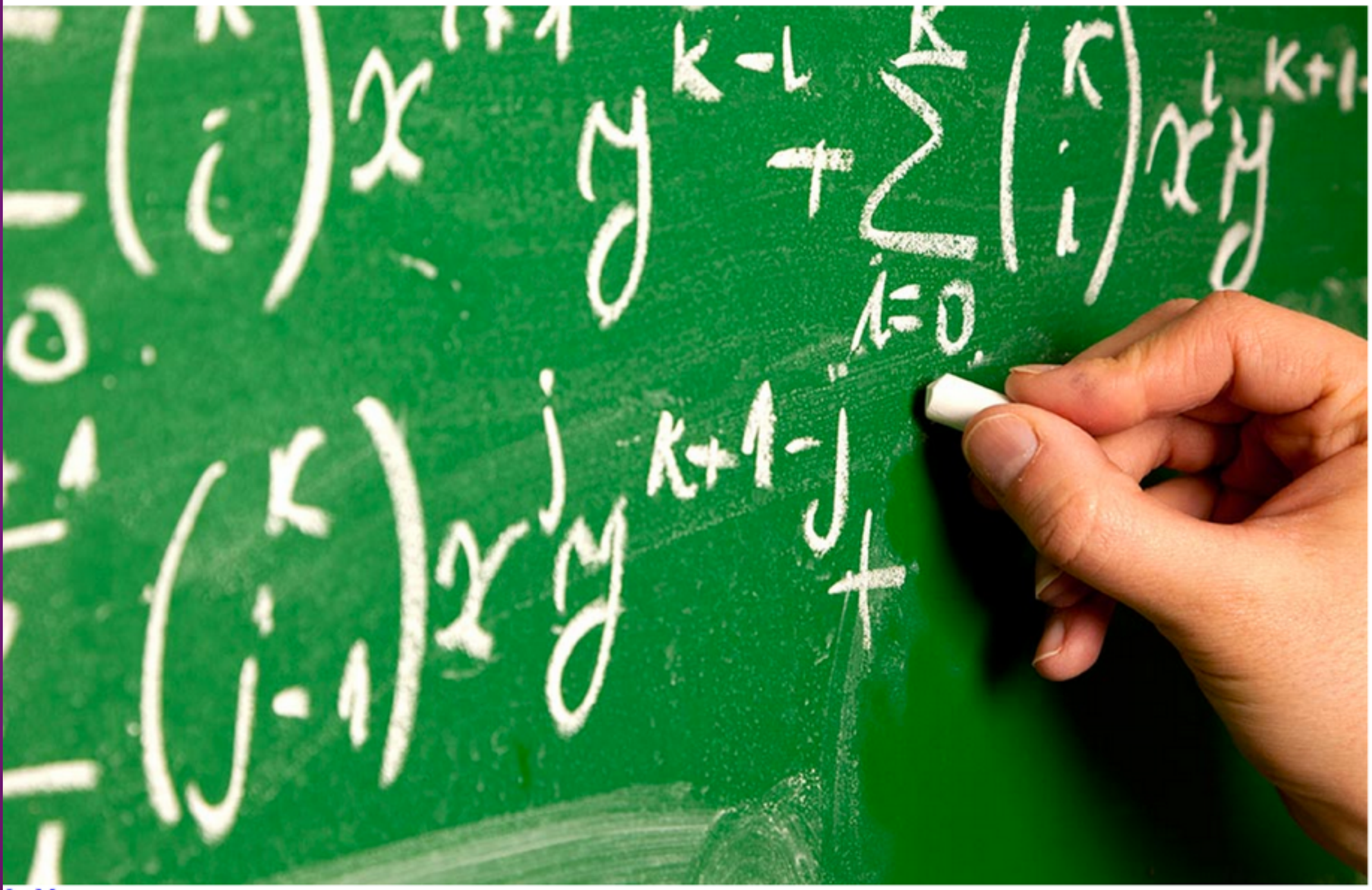

```ruby
# Create an assessment for a specific deck and respond with the show page
get '/assessments/:deck' do
  haml :show, locals: { assessment: Traitify.new.create_assessment(deck_id: params[:deck]) }
end

# Get the slides for an assessment. This is where the assessment is taken by
# the user
get '/assessments/slides/:assessment_id' do
  haml :slides, locals: { assessment_id: params[:assessment_id], slides: Traitify.new.find_slides(par
ams[:assessment_id]) }
end

# Post the users answers to a given slide
post '/assessments/:assessment_id/slides/:slide_id/:answer' do
  begin
    Traitify.new.update_slide(params[:assessment_id], {
      id:         params[:slide_id],
      response:   params[:answer],
      time_taken: 1000
    })
  rescue
    [500, 'Error updating slide']
  end
  200
end
```

```haml
-# jQuery has been added for posting answers only and is not required
%script(src="https://ajax.googleapis.com/ajax/libs/jquery/1.5.1/jquery.min.js")

- slides.each do |slide|
  %h1= slide.caption
  %div
    %img(src="#{slide.image_desktop}")
  %div
    %a.slides(href="/assessments/#{assessment_id}/slides/#{slide.id}/true") Me
    %a.slides(href="/assessments/#{assessment_id}/slides/#{slide.id}/false") Not Me

%a(href="/assessments/#{assessment_id}/results") Done!

-# This script only binds to the answer links to post selections to server
:javascript
  $(document).ready(function(){
    $('.slides').click(function(e) {
      e.preventDefault();
      $.ajax({
        type: "POST",
        url: this.href,
      });
      return false;
    });
  })
```

```
[6] views/slides.haml [haml][Git(master)]                    26,0-1        All
```

lving Math Problems



Not Me

```ruby
get '/assessments/:deck' do
  haml :show, locals: { assessment: Traitify.new.create_assessment(deck_id: params[:deck]) }
end

# Get the slides for an assessment. This is where the assessment is taken by
# the user
get '/assessments/slides/:assessment_id' do
  haml :slides, locals: { assessment_id: params[:assessment_id], slides: Traitify.new.find_slides(par
ams[:assessment_id]) }
end

# Post the users answers to a given slide
post '/assessments/:assessment_id/slides/:slide_id/:answer' do
  begin
    Traitify.new.update_slide(params[:assessment_id], {
      id:         params[:slide_id],
      response:   params[:answer],
      time_taken: 1000
    })
  rescue
    [500, 'Error updating slide']
  end
  200
end

# Get the results for an assessment after the assessment is completed
get '/assessments/:assessment_id/results' do
  traitify = Traitify.new
  assessment = traitify.find_assessment(params[:assessment_id])
  results = assessment.completed_at ? traitify.find_results(assessment.id) : []

  haml :results, locals: { assessment_id: assessment.id, results: results }
end
```

```haml
- if results.empty?
  %h2 This assessment isn't complete. Please return and complete the assessment
  %div
    %a(href="/assessments/slides/#{assessment_id}") Return to Assessment
- else
  %h2 Your Personality Blend
  %div
    %img(src="#{results.personality_blend.personality_type_1.badge.image_small}")
    %p
      #{results.personality_blend.personality_type_1.name}
  %div
    %img(src="#{results.personality_blend.personality_type_2.badge.image_small}")
    %p
      #{results.personality_blend.personality_type_2.name}
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[7] views/results.haml [haml][Git(master)]                1,1          All
```

Your Personality Blend

Mentor

Naturalist

https://developer.traitify.com/dashboard#api-reference

Apps http://api.jquery.com Other Bookmarks

traitify

assessments | my apps | api reference | support | logout

EXPAND VIEWER

api reference

Our goal is to get you up and running in as little time as possible. With that in mind, we've created a number of client libraries in various programming languages. These client libraries wrap our REST API. If you would rather integrate directly with our REST API, you can do that too.
We make use of existing HTTP standards in our API. We use standard HTTP verbs and return standard HTTP status codes. All of our resources return JSON, including errors. We aim to make our API as predictable as possible and strive for an intuitive interface that is both human- and machine-readable.

curl | ruby | node.js | .net | java | python | php

Authentication / Configuration

When you sign up as a developer and create your first app, you will be given two keys: a secret key and a public key. Authenticate to the Traitify API by providing these keys for your application. These keys can be used in configuring the client libraries.

Our API offers two environments: a testing environment and a production environment. The API keys work across both environments. Simply switch the base API URL to switch between environments. You can view configuration instructions for the environments on the right.

Pass your secret key as the username and an "x" as the password in order to authenticate each call.

Log in and create an app to see your keys in use below.

Create Assessment

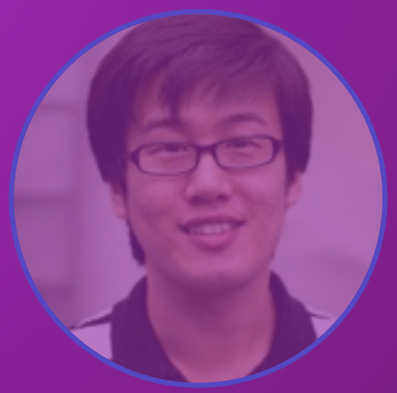
The only interaction you'll need to make server-side is creating an assessment. Create your assessment server-side and the assessment ID returned from this API call can be used to work with Traitify.js. The

```
Definition:
POST https://api-sandbox.traitify.com/v1/assessments

Example
curl https://api-sandbox.traitify.com/v1/assessments \
-H "Content-Type: application/json" \
```

traitify

You



Life, With Personality

traitify

Life, With Personality

traitify

Places

People

Things

You

Life, With Personality

traitify

Places

People

Things

You

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Build A Life With Personality

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Life, With Personality

Links & Resources

Links

- traitify.com
- developer.traitify.com
- demo.traitify.com

Twitter

- @traitify
- @traitifyapi
- @johnny_rugger

Resources

- Traitify white papers
- People Types & Tiger Stripes