

Psychometric Analysis Case study

Client:

The client is Asia International Academy . The Academy aims at becoming a prominent provider for professional training. The process of their work depends on creative work strategies that is characterized by experience. Asia Academy targets people of different ages to build their personalities and enrich their learning experience. They provide training courses for emotional intelligence, life coaching, marriage consultancy, and more.

Problem:

A huge problem the client was facing is having a scientific way to categorize people psychologically. There were several ways that would help the client reach the goal. The Myer Briggs test is one of the most famous and the most accurate psychological tests in finding out people’s personalities. Lots of psychologists have conducted studies and findings regarding these test to offer help for people and to illustrate more regarding each categorization. Myer Briggs have 16 personality types. For Asia Academy to adopt this test is somehow problematic. As it would require the applicant to go through a test of around 30 questions, and calculate the answers to find out which personality type matches him/ her. If this done manually, it would require a lot of time and effort. Moreover, something like this wouldn’t be suitable online, and it might repel applicants.

	NF <i>Valuing</i> <small>Manifesting universal values and valuing people</small>	Possible				NT <i>Visioning</i> <small>Pulling people with ideas to an optimistic future</small>
	ENFJ Teacher <small>Smooth talking charmers. Very inspiring & motivational. Other-charge. People leaders & persuaders. Great teampeople. Very relationship-oriented. Like to motivate groups.</small>	INFJ Counselor <small>Work is to inspire others to achieve great things. Great visionaries of human possibilities. Serious academicians. Other-professors or other professionals to a religious order.</small>	INTJ Mastermind <small>If they say they are going to do something, they do it. Like for far-cositive leaders, scientists. Believe everything has room for improvement. Superior planners and visionaries of systems.</small>	ENTJ Field Marshall <small>Very leadership-oriented. Likely to be top executives, business persons. Big on reducing inefficiency, inefficiencies. Take charge people. Can be overwhelming to less outgoing types.</small>		
Personal	ENFP Champion <small>Second only to ESPs for fun. Will find time with excitement and romance. Very enthusiastic and creative. Other teachers, sales, writers. Great need for diversity and change.</small>	INFP Healer <small>Noble servants aiding society. Drawn from INFJs, they try to tackle long-term problems. Often psychologists or counselors. Want to leave the world and continents.</small>	INTP Architect <small>Deepest analysts of problems to be solved. Other professors, scientists. Most aloof of types. Critical thinkers.</small>	ENTP Inventor <small>Want one exciting challenge after another. Love to problem solve. Good at analysis, consider themselves full of ingenuity and ideas. Often involved in complex systems analysis, design.</small>	Logical	
	ESFP Performer <small>Number one in fun and enthusiasm. Always invite ESPs to your party. The most generous of all types. Warm, friendly, vibrant people. Excellent at customer service.</small>	ISFP Composer <small>Quietly harmonious with world. Very observing, sensitive. Inclined toward work with people in need. Work to solve problems of the immediate such as homelessness, stopping hunger.</small>	ISTP Operator <small>Ready to try anything once. Pushed with the rest of it. Seek excitement. A lot of tools and the ability they offer. Inclined toward mechanical devices, can take apart & reassemble anything.</small>	ESTP Promoter <small>Excitement seekers. Never feel more alive than when taking risks. Great negotiators on the front end. Excellent promoters & entrepreneurs. Capable if someone else follows through.</small>		
	ESFJ Provider <small>Hosts & hostesses. Gradefulness of this type makes them excellent at entertaining, coordinating. May be teachers, nurses. Very conscious of appearances, should-shouldn'ts.</small>	ISFJ Protector <small>A high sense of duty. Upholders of family tradition. Often found in traditional helping professions including nursing, elementary education, etc.</small>	ISTJ Inspector <small>Dooms of what should be done. Masters at comparing practical details and adding finishing touches. Get it done people. Super administrators. Duty bound & organized, often military.</small>	ESTJ Supervisor <small>Administrators, workers, pillars of strength in community. Loyal, hard, parents, employees. Often promoted to management positions. Dependable, consistent, straightforward.</small>	Present	ST <i>Directing</i> <small>Action from a strategic perspective</small>
	SF <i>Relating</i> <small>Including and building trustworthiness</small>					

The Challenge:

The choice of adopting this test and applying them online would require serious programming, because of lots of reasons. Each group of questions is linked to a certain part of the brain, that results in a certain personality characteristic. Combining different characteristics together of different group of questions determine which personality type out of the 16 types the applicant is. So, the main challenge here is dealing with lots of variables that collide to produce a certain result.

There has to be a huge question bank that includes all possible questions, and the consequence of the result of each. In addition to that, a tool is necessary to randomize the questions that appear to the applicant. When this is done, the results of questions must be calculated together as variables to provide a result. The result needs to be summarized in some paragraphs, but needs to be illustrated in details for graphical representation.

The Solution:

We decided to help Asia Academy with adopting the Myer Briggs test. Depending on the text book, we've successfully created a question bank of all the possible questions that could be included in this test. This database is divided into categories, and questions are grouped into these categories. Each answer for each question has a certain value, and this value is assigned to the category the question belongs to. Having the results combined would generate the most accurate answer.

The result is also illustrated graphically in a pie-chart. Below it the user can view the division of the brain; each part with its activity.

The product should be hosted online, makes it accessible anytime and anywhere.



Final Result

The final result is an online quiz with dynamic categorization that features immediate and accurate results. No longer the applicant has to go through a text book, or depend on manual calculations to know his/ her personality type. The product enhances the general image of Asia Academy as a professional institute to deal with.



الوصف النهائي

متحفظ - حدسي - عقلاني - مرن - (INTP)

وصف الشخصية

المفكر

متحفظ - حدسي - عقلاني - مرن

من منطقة الوسط حيث يجمع بين نصفي الدماغ بشكل متوازن

شخصية عقلانية، مستقلة، متحفظة، وفضولية. يحب التركيز على الأفكار، النظريات وكيفية عمل الأشياء. وهو يتسم بالبراعة الفائقة في النقاش والجدال. ويمتاز بالقدرة على التركيز على عمل واحد، ويقدر ويحترم ذكاء الآخرين.