

1. **Thean:** How to design a character IP for mbti that adapts to the user's character identity?

key words: Personalised IP, MBTI personality, colour psychology, user empathy

2. **Variables:** Preferences for IP character colours among people with different MBTI personalities
Matching of IP's visual style with users' personality
Changes in persona recognition of IP characters with different style settings

3. **link:** Colour preferences and visual style preferences can be linked to studies of colour psychology as well as studies of user personality and visual symbol preferences.
For example, NF users on the MBTI tend to prefer dreamy, muted visual styles, while TJ users favour simple, clear and logical visual designs.

Research in The Psychology of Colour states that different colours evoke specific emotions and mental associations (e.g. blue and rational, pink and soft). This provided me with a scientific basis for designing the colours of the IP characters, allowing me to choose more appropriate shades for different MBTI type tendencies.

4. documented I've compiled a list of inspirations for each stage

Through researching different MBTI personalities, I found that "visual style preference" is not only influenced by aesthetics, but also related to the user's internal perception.

5. design:

I am going to design 16 IP visual characters corresponding to MBTI personalities, each with targeted differentiation in terms of colour, line, silhouette, and decorativeness

6. discover

I plan to obtain user feedback through interviews and questionnaires, focusing particularly on their emotional identification with the IP image, elements they like and dislike, and what they interpret as character projection.