

# Aura Yellow Optimism

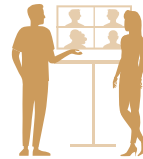
Design Strategies for Inclusion & Belonging.



## Understanding the Yellow Optimism Aura

The Optimism aura is driven by positivity, openness, and a sense of possibility. This persona brings a cheerful, uplifting presence to the workplace, helping create environments that feel approachable, welcoming, and socially engaging. Often acting as encouragers and open collaborators, they thrive in spaces that support conversation, connection, and shared enthusiasm.

This energy aligns with workstyles centered on optimism, social ease, and meaningful engagement with the people around them. These individuals are often drawn to environments that feel bright, effortless, and socially fluid, where interaction happens naturally, and people feel comfortable participating. Their presence often helps teams feel more connected, encouraged, and confident in contributing ideas together.



**Communication**  
Encourage open, upbeat interaction.



**Learning**  
Driven by curiosity and discovery.

**Social Interaction**  
Bring warmth and positive energy.



**Focus**  
Stay mentally sharp and engaged.



## Design Considerations

Settings that support the Yellow Optimism aura should feel light-filled, inviting, and easy to engage with. Open layouts with informal gathering spaces, flexible seating options, and natural opportunities for casual interaction help create environments where people feel comfortable participating and connecting throughout the day. Shared spaces that encourage movement and spontaneous conversation help sustain energy, social ease, and a more upbeat and joyful workplace atmosphere.



# Aura Yellow Optimism

## Workstyle Preferences

Designing for Optimism means supporting workstyles that naturally encourage participation, conversation, and positive group dynamics. These individuals often help create a more socially comfortable atmosphere, making it easier for people to engage, contribute, and interact without hesitation. Their energy tends to keep teams feeling encouraged, connected, and actively involved throughout the workday. Environments that reduce social friction and support informal interaction help sustain this sense of openness and shared engagement across teams.

## Preferred Time Allocation by Space Type

These percentages reflect where this persona is most likely to spend their time throughout the day.



### WHY THIS WORKS:

**Work + Focus (40%)**  
supports curiosity and mental engagement.

**Gather (30%)**  
encourages openness and interaction.

**Social (20%)**  
fosters warmth and positivity.

**Recharge (10%)**  
provides balance and reset.

## Empowering Your People

Performance, creativity, and productivity are shaped by how well the workplace supports different ways of working. When aura types translate into workplace behaviors, they provide a clear lens for designing environments that foster connection, focus, and belonging. Our curated Yellow Optimism aura idea starters translate these insights into project-ready layouts and specifications, helping designers move projects forward with confidence.

### Gather



Small Group



Meeting



Breakout Space

### Work + Focus



Quiet Zone



Teaming



Touchdown

### Recharge



Breakroom



Cafe



Wellness

### Social



Lounge



Hospitality



Reception

