



Aura Red Ignite

Design Strategies for Inclusion & Belonging.



Understanding the Red Ignite Aura

The Ignite aura is defined by action. This persona sparks engagement within teams, naturally energizing conversations and helping move work from idea to action. As a natural initiator and connector, they thrive on real-time interaction, using quick exchanges to rally ideas, build alignment, and drive results.

This energy aligns with high-traffic, engaged workstyles, where social interaction matters. Often stepping into influential leadership roles, they help energize teams, activate ideas, and keep momentum moving forward. Rather than working in isolation, they stay engaged, responsive, accessible, and closely tied to the people around them.



Teamwork

Energize shared settings.



Collaboration

Rally people around ideas.

Communication

Drive active conversation.



Social Interaction

Spark active engagement.



Design Considerations

Settings that support the Red Ignite aura should feel open, connected, and easy to engage with. Open plan environments with dynamic teaming stations, collaboration zones, and high-traffic areas create natural opportunities for conversation and quick alignment. Layouts that prioritize visibility, adjacency, and clear pathways help teams move seamlessly between discussions and action, supporting faster decision-making, continuous engagement, and the movement of ideas into action across the workplace.



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Workstyle Preferences

Designing for Ignite means creating a mix of spaces that feel bold, warm, and kinetic, environments that invite interaction spark engagement, and support movement throughout the workday. Clear sightlines, flexible collaboration areas, and intentional circulation paths allow people to connect naturally, exchange ideas quickly, and maintain momentum.

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:

Gather (40%)
drives momentum, alignment, decision-making.

Work + Focus (30%)
supports execution and follow-through.

Social (20%)
enables connection and visibility.

Recharge (10%)
allows quick reset, sustained energy.

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 Red Ignite aura idea starters translate these insights into project-ready layouts and specifications, helping designers move projects forward with confidence.

Gather



Collaboration



Meeting



Project Room

Work + Focus



Workstation



Touchdown



Quiet Zone

Social



Lounge



Hospitality



Reception

Recharge



Wellness



Cafe



Transition Space

