



Sample report*

Neuro Usability Research

* This research was carried out on Unravel's own initiative.

Neuromarketing Usability Research

Why a sample report?

Unravel Research continuously conducts neuromarketing website usability studies for various clients such as Omoda, Hunkemöller and ING. Naturally, these reports provide valuable insights and can therefore only be viewed by the commissioning party.

In order to provide you with a concrete and clear picture of what a neuromarketing report looks like, we have prepared this sample report. This research has been carried out on Unravel's own initiative and is therefore free to share.

The insights and data come from actual neuro measurements and give a good idea of what to expect when you conduct neuromarketing research with Unravel Research.

View client cases

Curious about actual cases that we have carried out for customers? Visit www.unravelresearch.com/cases for an overview.



Unravel is proud of

2.000+

executed EEG scans

800+

researched commercials

100+

happy clients like:



Management Summary

Key Insights

- ▶ Landing on the Amazon home page is a positive experience.
- ▶ High amount of products on the home leads to workload overload; search bar is the safe haven on home.
- ▶ Finding the right category in the menu is too difficult
- ▶ Vertical product orientation leads to more positive emotion than horizontal orientation.
- ▶ Book previews can be a very positive experience, when the preview starts at relevant content.
- ▶ Red error messages in the checkout can form potential dropout.



Optimization advice

- ▶ Lower the amount of products depicted on the home page.
- ▶ Show fewer options and use icons in the menu to make it easier to find the right category.
- ▶ Use vertical product orientation over horizontal product orientation.
- ▶ Make the preview option for books more visible and start the preview at the first relevant page (skip the prologue and table of contents).
- ▶ Increase the visibility of the positively experienced product reviews.
- ▶ Change the color of the error messages from red to orange.

In this report

Neuromarketing reveals the (subconscious) experiences of your website users

Unravel Research has tested the Amazon desktop website using Eye Tracking and EEG. In this research report you will find conclusions about:

- ✓ How do the different web pages in the brain perform on desire, workload and distraction?
- ✓ Which elements on the website are viewed and which are not?
- ✓ What are the website's strong points and what optimization opportunities does the data reveal?

*N.B. This research was conducted in 2019.

Disclaimer: *this research was carried out on its own initiative by Unravel Research. The research serves to illustrate our neuromarketing usability research. This report may be shared freely.*



- Research Overview
- Insights & Optimizations
- Practical conclusions
- Appendix

1

Research Overview

Research Overview

Background

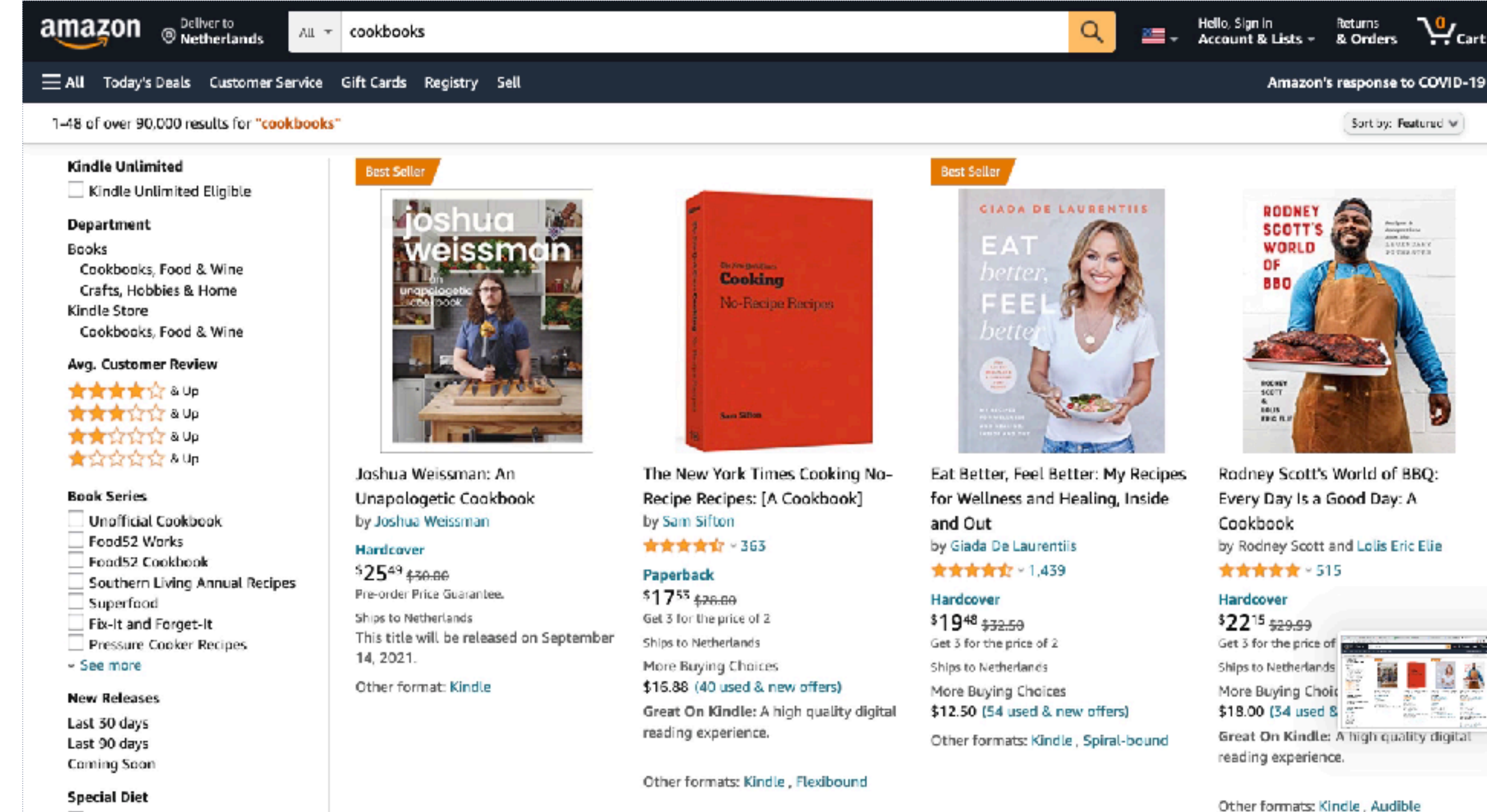
With this Neuro Usability Research, we uncover the opportunities to make the Amazon website more user-friendly, and we provide concrete and clear advice on how these changes can be realized.

We are taking a closer look at the experiences evoked by Amazon.com: While the respondent ordered a product on the website, their brain activity was measured by an EEG and their eye movements were tracked by an Eye Tracker. This way we objectively measured the subconscious reactions of the website users.

The participants were given a realistic scenario, in which they were asked to select a cookbook to their liking. There was no limit in the purchase amount.

To conduct the research under realistic conditions, the respondent took place in our living room lab; a research space with a homely atmosphere. During the website interaction, the respondent sat alone and without interference from the researcher.

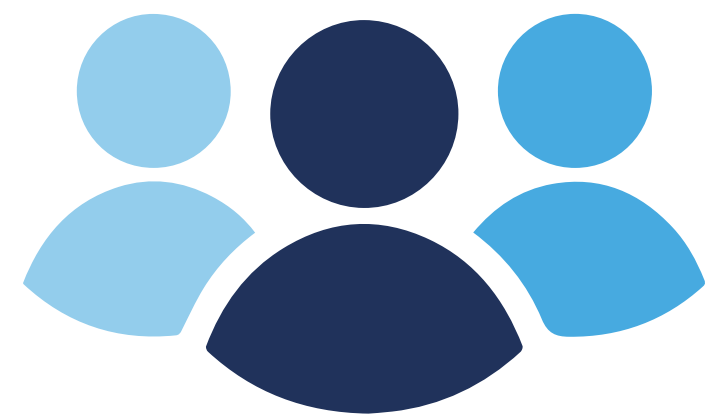
Everything to answer the question: how is the website (subconsciously) experienced by the website users?





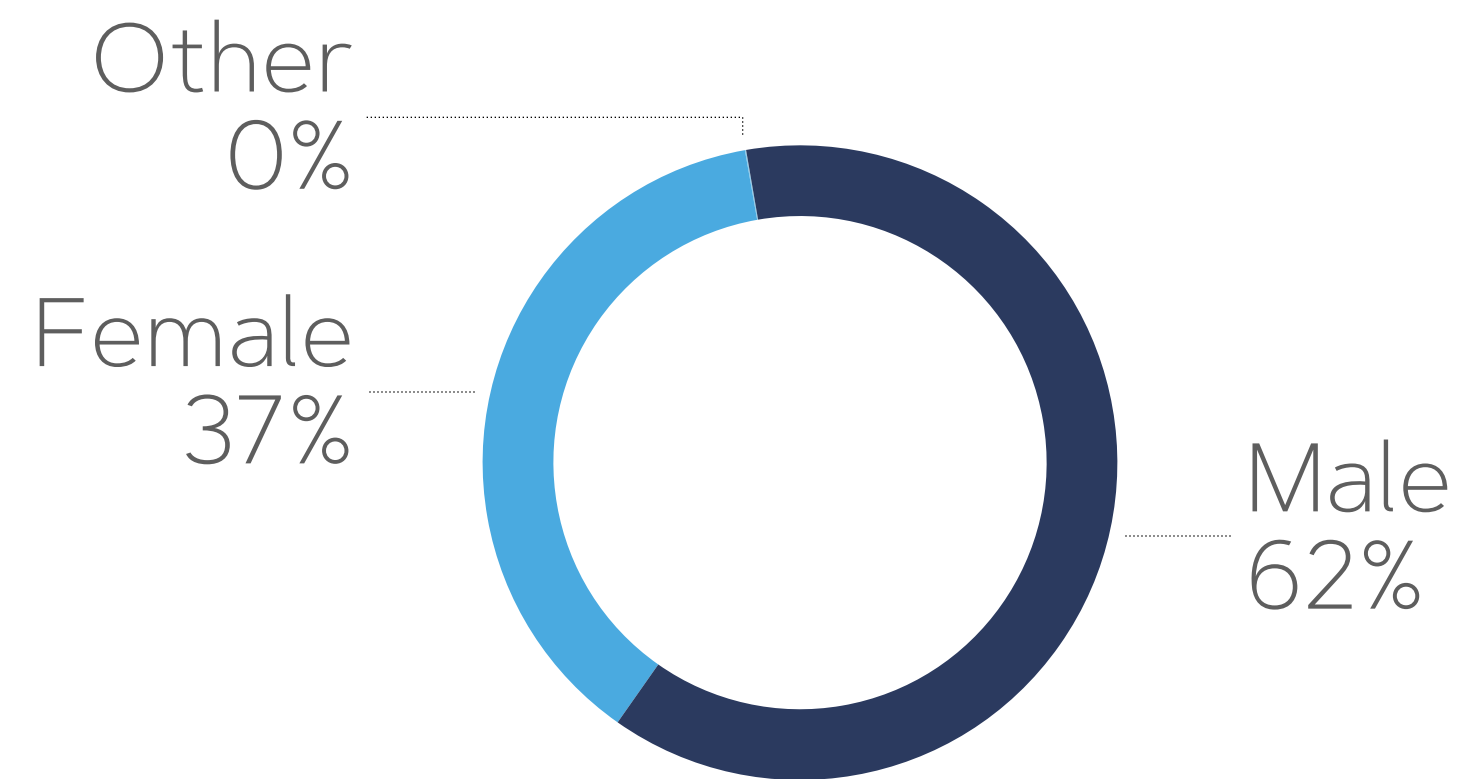
Research Overview

Participants



8 Participants

Right-handed
No caffeine or medication



33.1 years old

Average age

24-45 years old

Age range

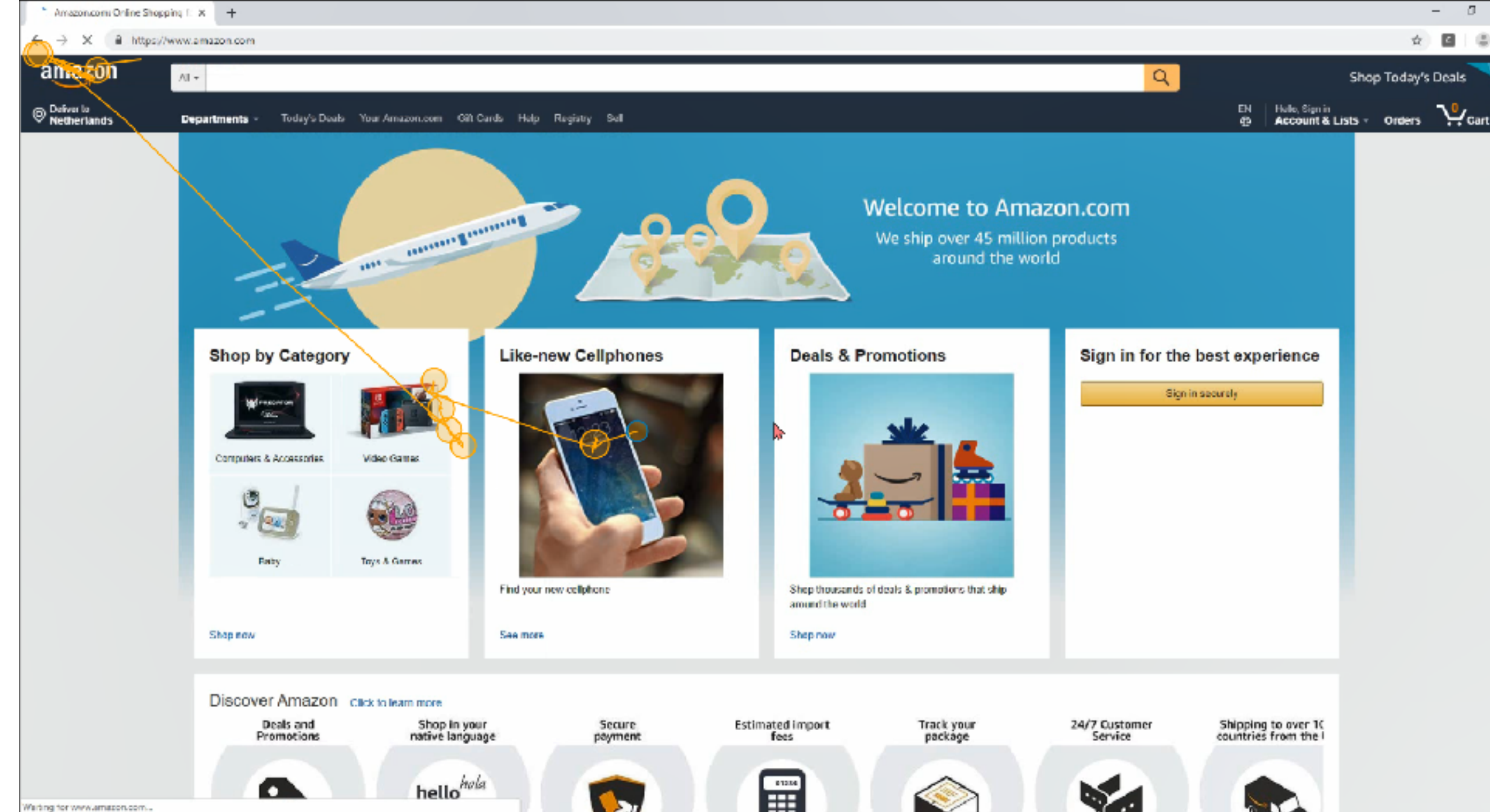
Research Overview

Technique: Eye Tracking



Tobii X3-120

The Tobii X3-120 is a remote eye tracker. These are mounted on the monitor, without the respondent having to wear additional hardware. This provides the highest degree of comfort during the measurement.



Research Overview

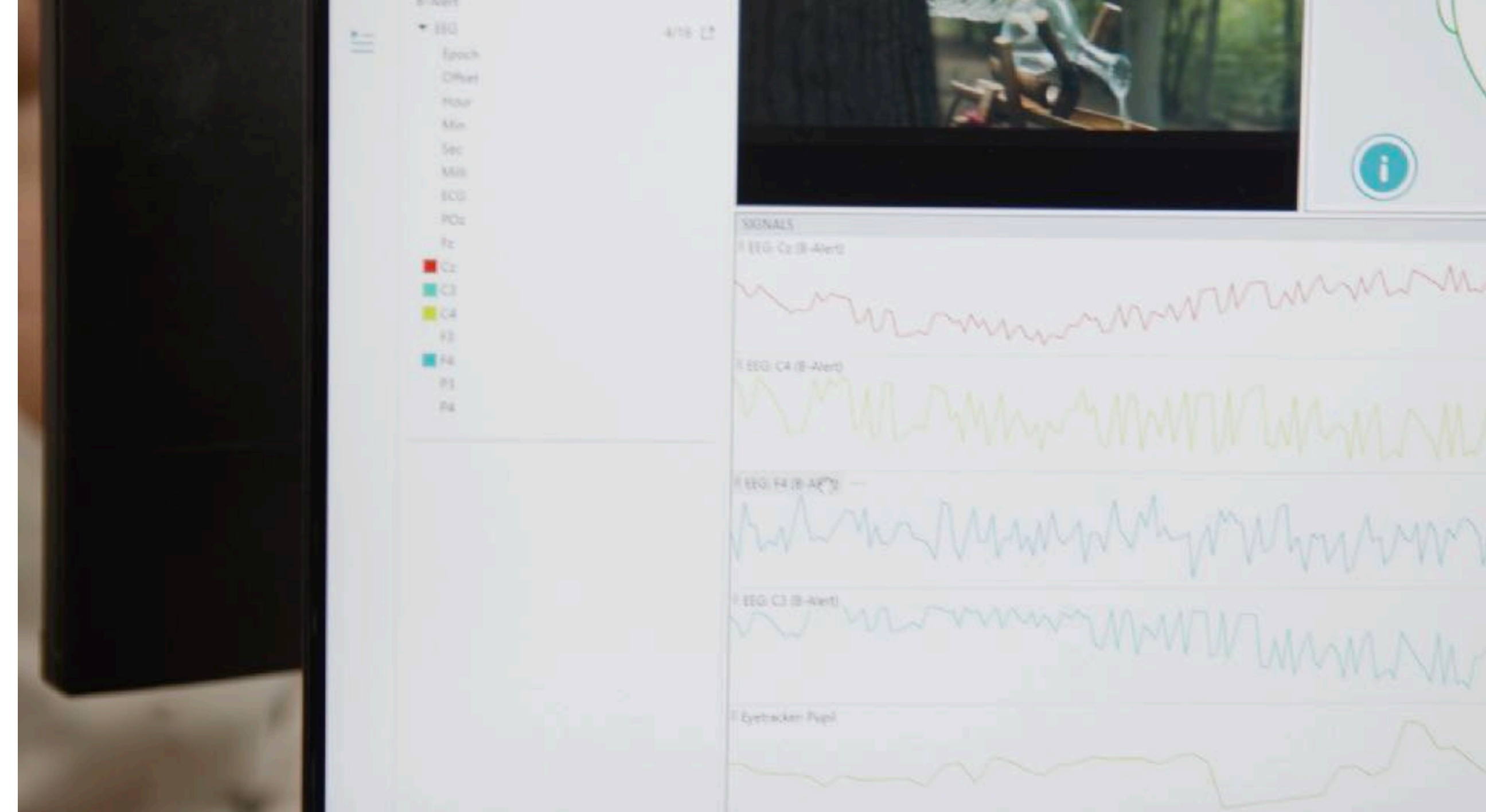
Technique: EEG



ABM B-Alert X10

The B-Alert X10 from ABM registers brain activity with 256 measurements per second.

ABM B-Alert has been classified by independent studies as the best portable EEG system in the world – in terms of comfort for the respondent as well as reliability and accuracy of the measurement. It measures data with medical accuracy.





Research Overview

Fieldwork sessions



EEG Placement

The EEG was placed on the head of the participant. Each electrode was placed individually and tested for medical-grade signal purity.



Baseline measurement

The participant's brain was measured while performing various cognitive tasks to create a personal 0-measurement.



Interaction Website

The participants visits the website in a natural setting. Our lab offers a high degree of realism and comfort.



Interview

The participant is asked about the experiences on the website in order to find meaning behind the neuro insights.

1 hour

Metrics

From Raw Data to Neuro Metrics

After the fieldwork, the noise is filtered from the EEG data based on advanced algorithms (eye blinks, head movements and other artefacts).

The data is then converted to the scientifically sound neuro metrics of desire, workload and distraction. Based on the subtle changes in these metrics, we can analyze how the user reacts to the website from second to second.

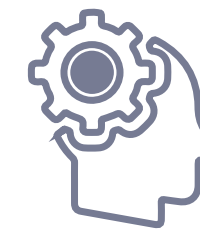


Desire

"I want this"

The person experiences positive emotion and is motivated to approach. This metric strongly correlates with purchasing behaviour.

Ohme et al., (2010)



Workload

"This is hard"

The amount of effort it takes the brain to process information. High workload indicates stress and low workload indicates boredom.

Tremoulet et al., (2009)



Distraction

"This is strange"

Distraction occurs when something unexpected happens, a process is illogical, or the person suddenly loses focus.

Johnson et al., (2011)

2

Insights & Optimizations

In this chapter

In this chapter we discuss the overall user experience of the web flow. In the first place, we deal with the elements in the flow that lead to sub-optimal user experiences and give advice on how to remove these pain points. These insights and advice are accompanied by a priority stamp, which makes clear at first glance which advice we would implement immediately and which are of lower priority

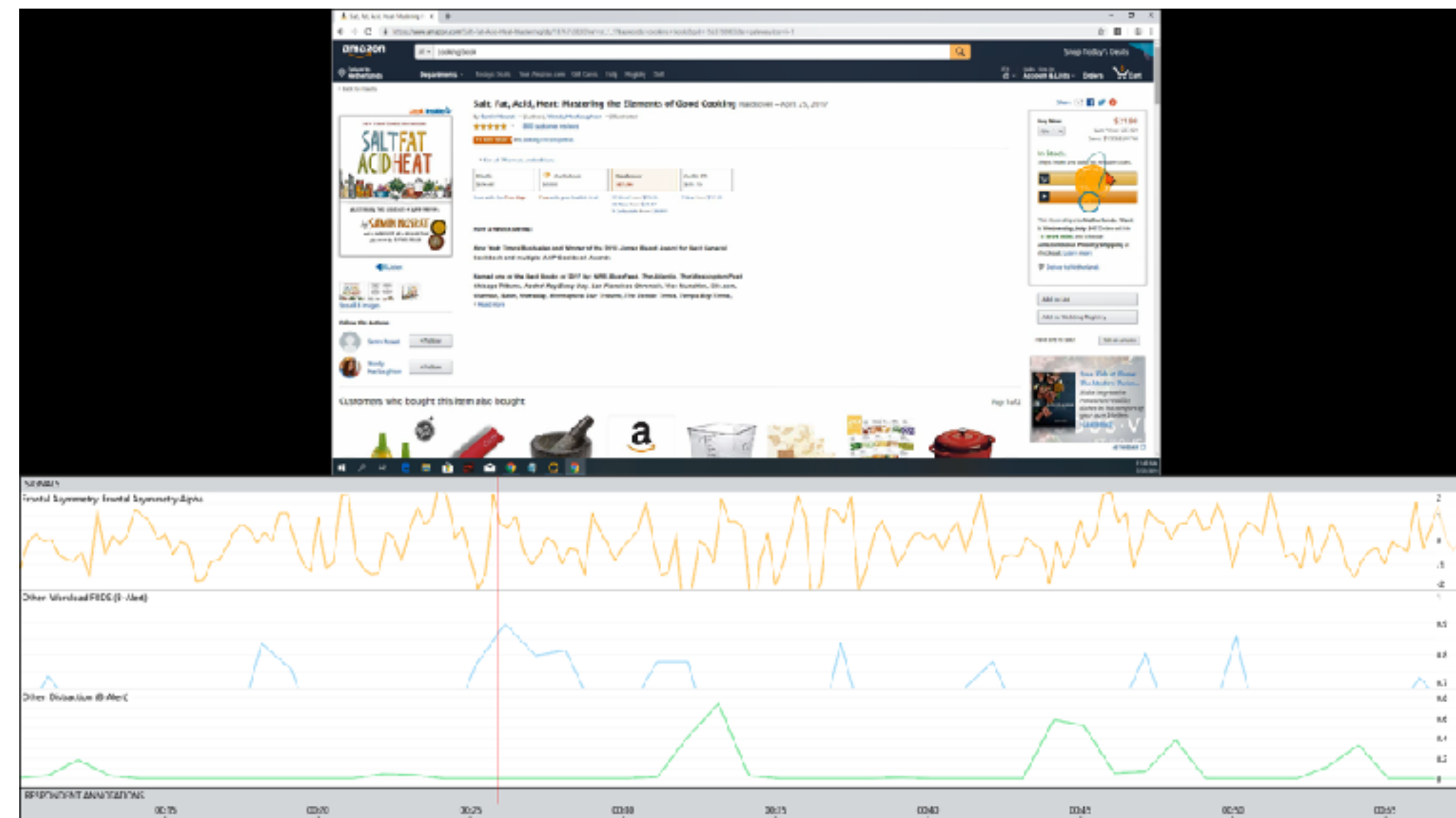
High priority

Medium priority

Low priority

In addition, we also highlight the powerful elements of the website. With this we indicate which elements in the flow must absolutely be preserved; even after a redesign.

The insights and advices are based on data videos and are reinforced by the interviews. Below is an example of such a data video:



← The user video with Eye Tracking data

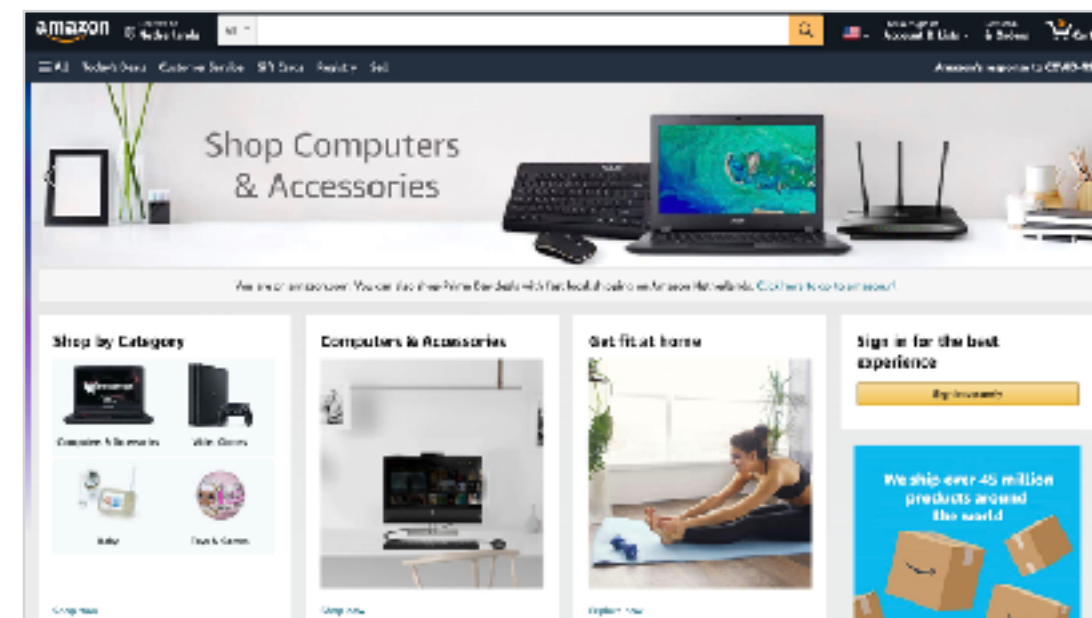
← The orange line represents Desire

← The blue line represents Workload

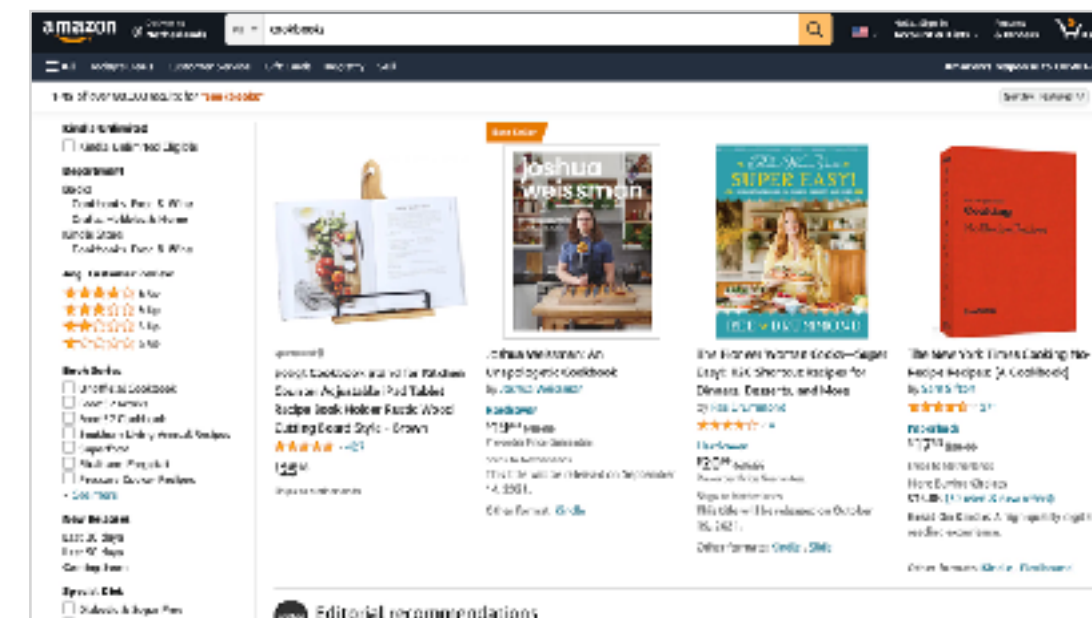
← The green line represents Distraction

Order of advices

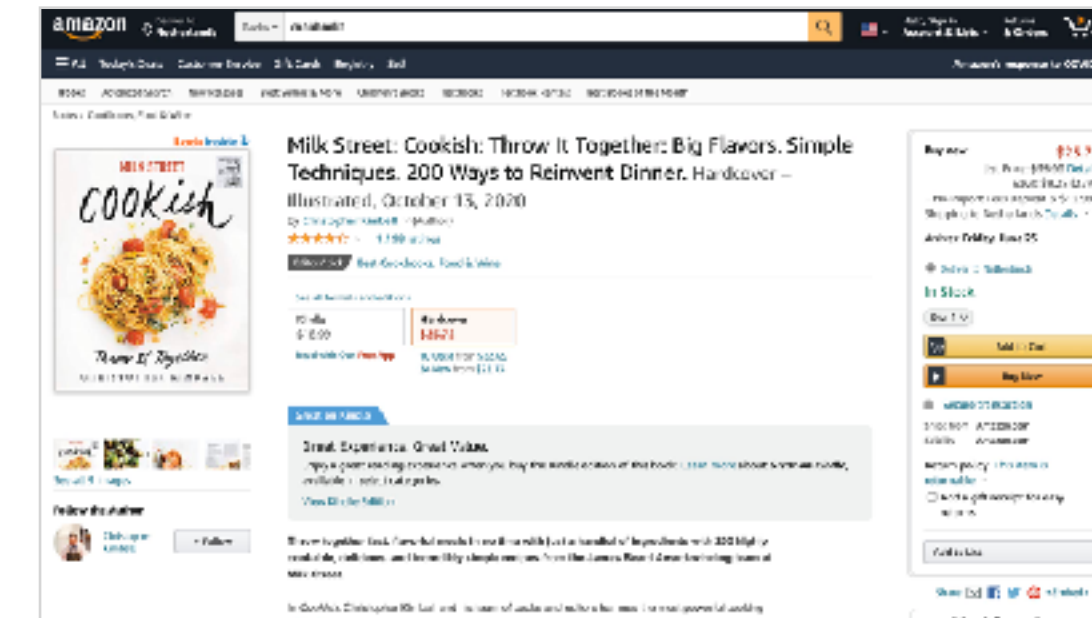
The insights and advices are stated in the order of the web flow, starting with home and ending with checkout.



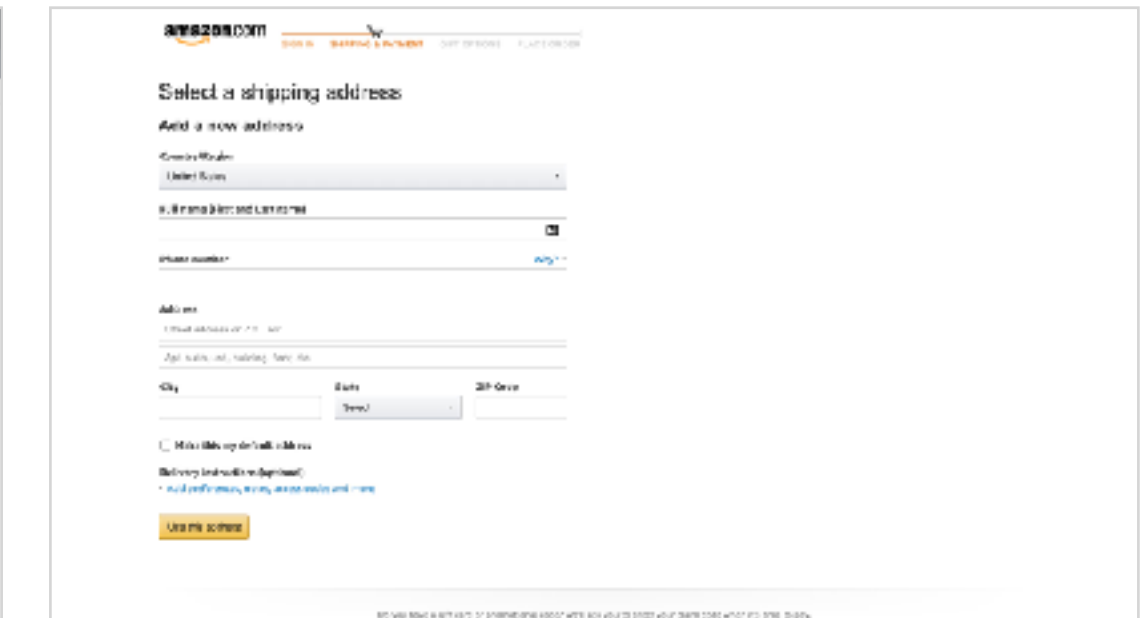
Home



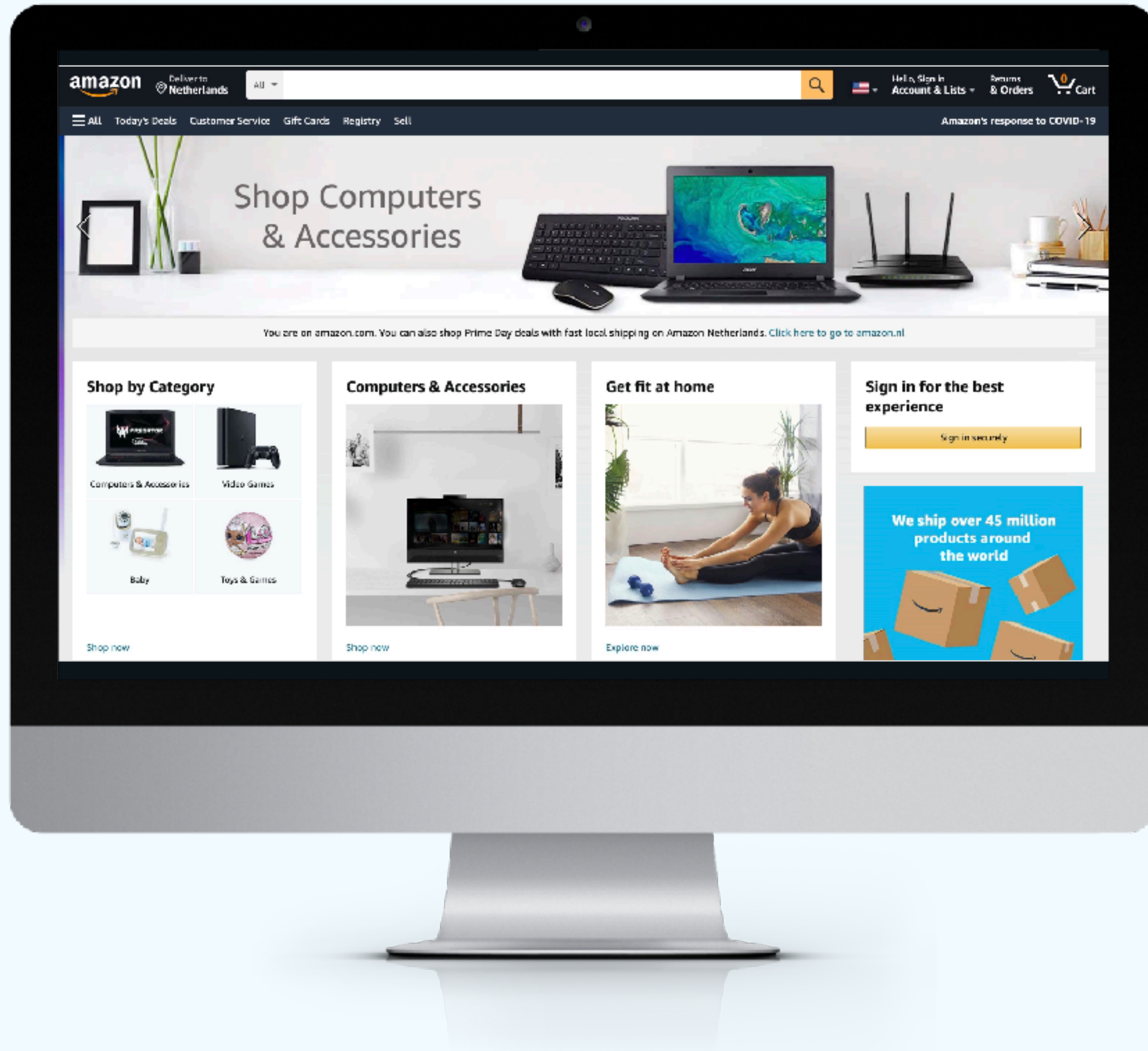
Product Overview



Product Page



Checkout



Home

Insights & Optimizations

1. Landing on the website is a positive experience

Insight

Immediately after loading the homepage, the eyes of the participants moved to Amazon's logo. Notably, there was a huge spike in positive emotions in the brain. This may be an indication that the participants like the brand Amazon.

The emotion reaction can also be explained by the mere exposure effect. The mere exposure effect is a psychological phenomenon in which people have a tendency to develop a preference for objects, people, or events they are familiar with.

Amazon is a well-known webshop in The Netherlands. It is possible that the visible boost in positive emotions can be explained by the fact that the participants are familiar with the logo and the website. The position of the logo, in the top left corner of the website, and the familiar corporate identity really pay off here.



First impression of website leads to high desire

Home

Product Overview

Product Page

Checkout

High priority

Insights & Optimizations

2. Visual content homepage leads to confusion

Insight

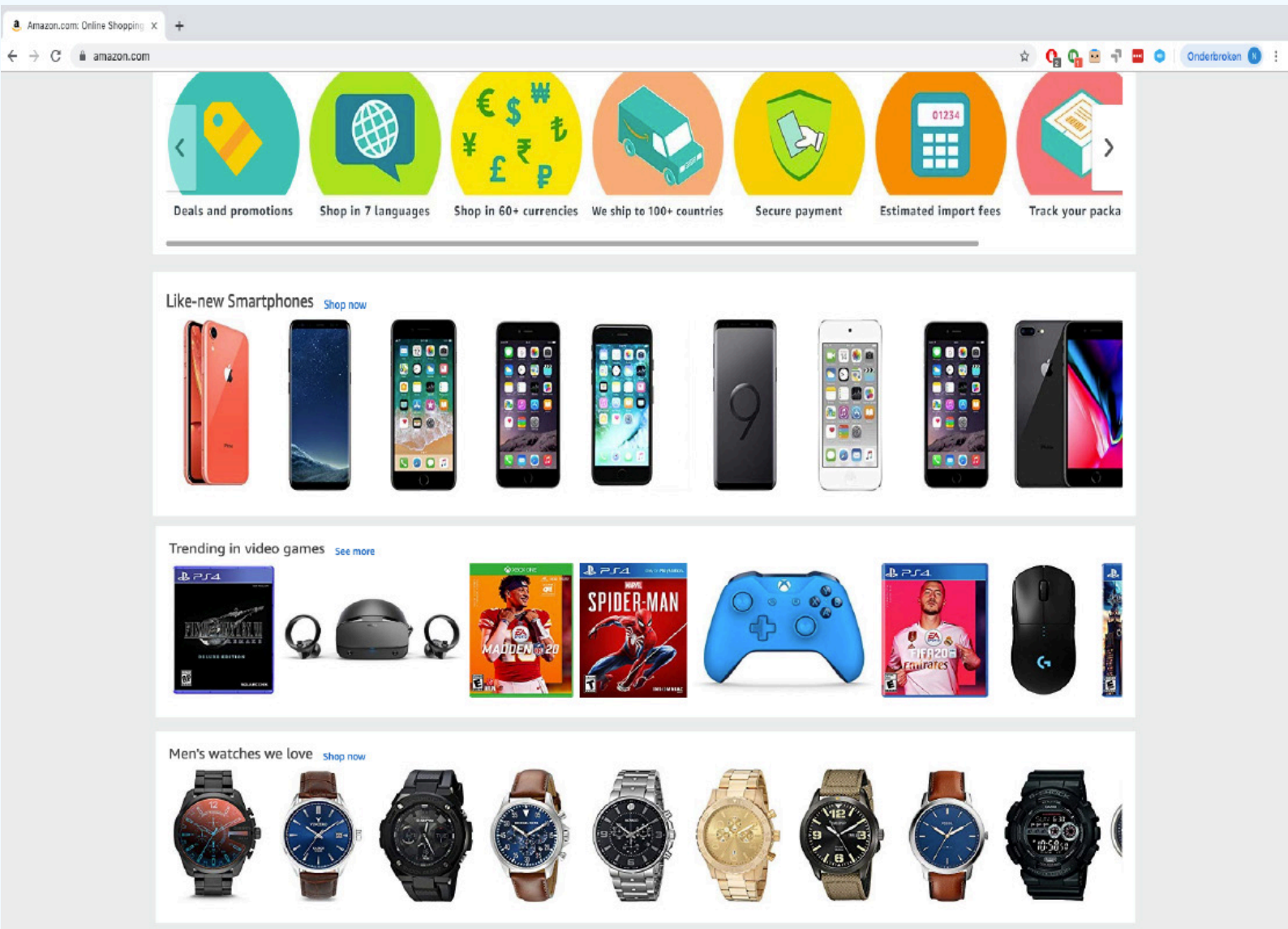
Most of the participants found their way using the search bar and/or the submenu. Only those who scrolled down the homepage are lost in the clutter of the homepage: Participants' eyes darted across the screen, which was accompanied by a general negative experience. The participants' workload was too high on this page. A high workload suggests that the structure of the page is too complicated. Furthermore, the participants' eyes were drawn to the many visual aspects the homepage is offering.

Interestingly, the 'Shop-by-Category' box was completely overlooked by the participant. Instead, the participants who ended up at the bottom of the page scrolled back up and made use of the submenu and/or search bar.

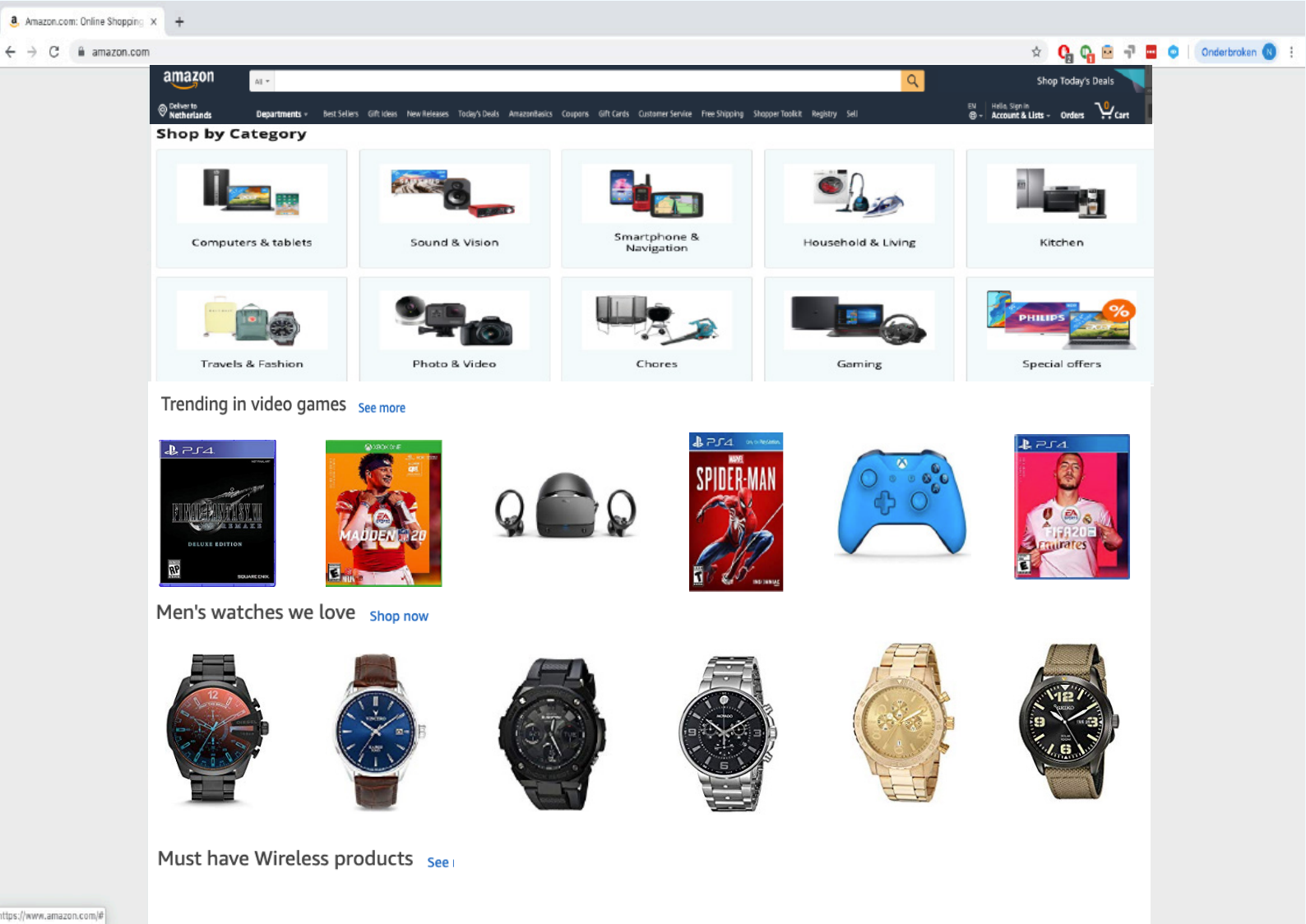
Advice

The content overload on the homepage creates a dangerous exit point for participants. By lowering the amount of visual content, the homepage will be easier to process. Of course, this can be tested first. Additionally, we recommend presenting the product categories more clearly; similar to a website like Coolblue.com. From experience, we know that Dutch online shoppers prefer a clear and calm website. Furthermore, this way the webpage will not be needlessly long.

Moreover, we suggest to always keep the navigation bar on the screen for the participant using a sticky navigation bar. This way, participants are always able to continue their route in the buying process in a simple, quick manner.



Current page



Recommended page



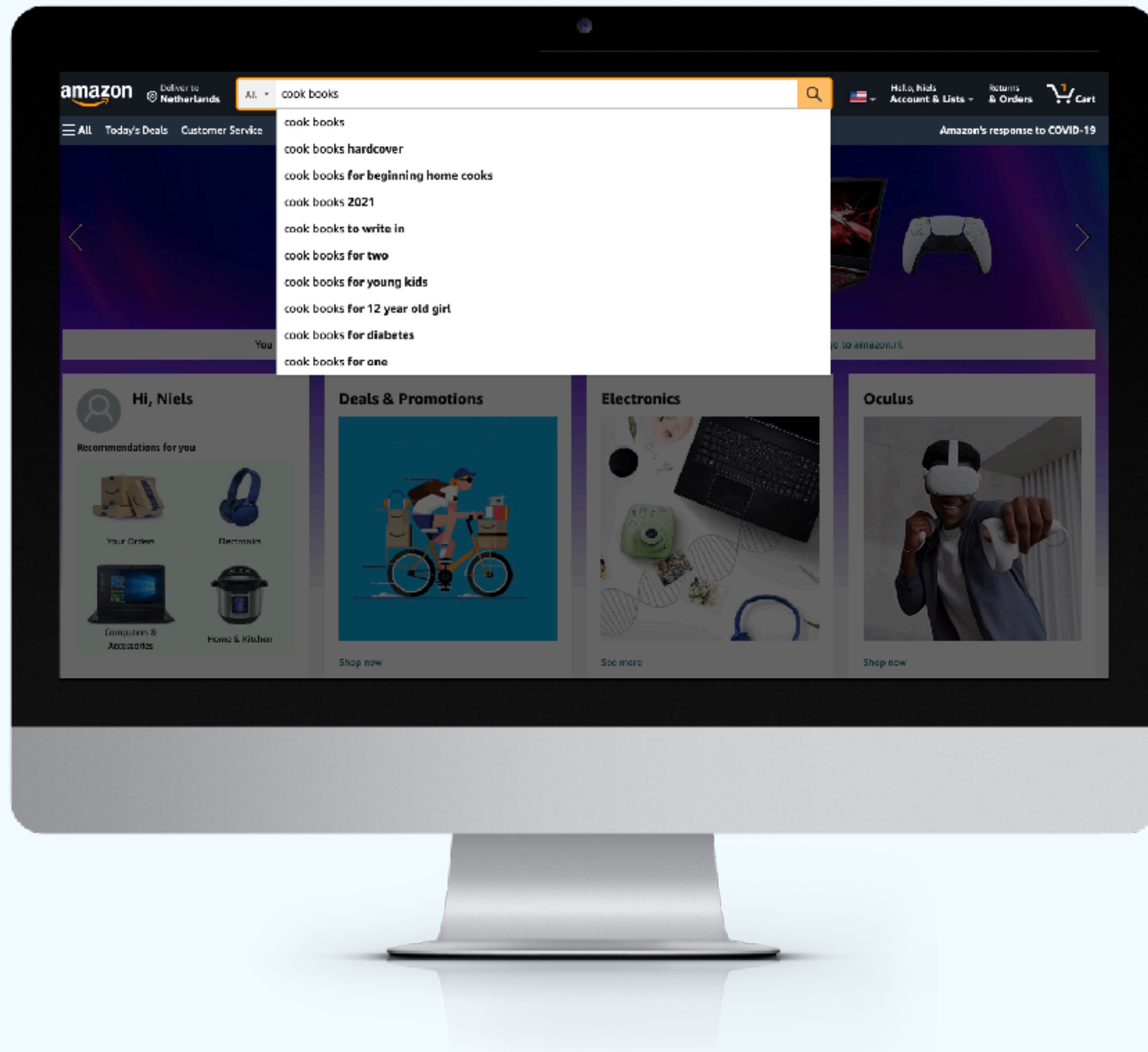
3. Search bar is used frequently

Insight

Most participants used the search bar to go the category page. Our data showed that the search bar was experienced as very positive; when participants used the search bar (instead of scrolling down the home page), we saw a peak in desire.

Advice

The current size of the search bar is a very effective way to grab attention. By consistently putting the search bar on a prominent place, the participant will always be able to find the search bar. This, in turn, will lead to more satisfied participants!



Current search bar

4. Selecting the right category is too complicated

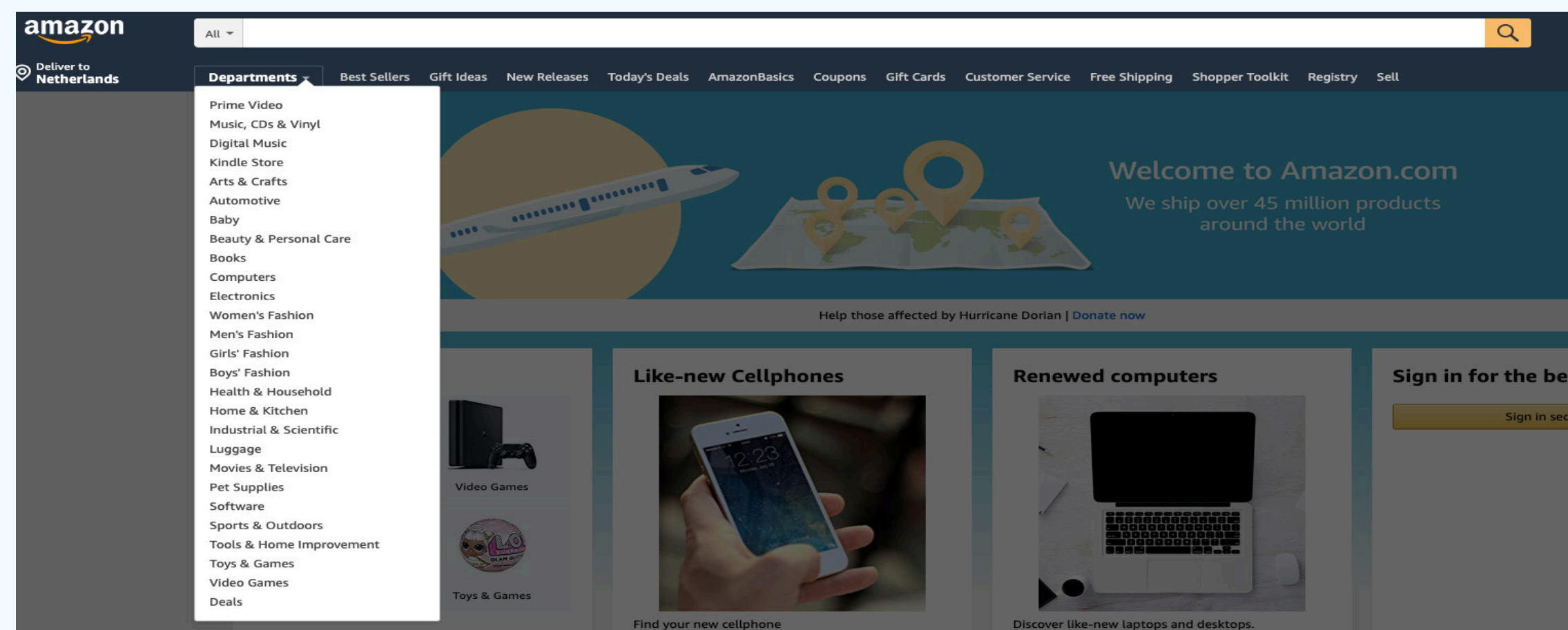
Insight

While selecting the right category, a few important responses are observable in the brain data. Even though Amazon sorted the submenu on a semi-alphabetical order, participants found it difficult to find the right category in the submenu. The eyes went back and forth between the different categories, resulting in a relatively long time before the category 'books' was found. Remarkably, some participants even switched to the search bar to find the subcategory.

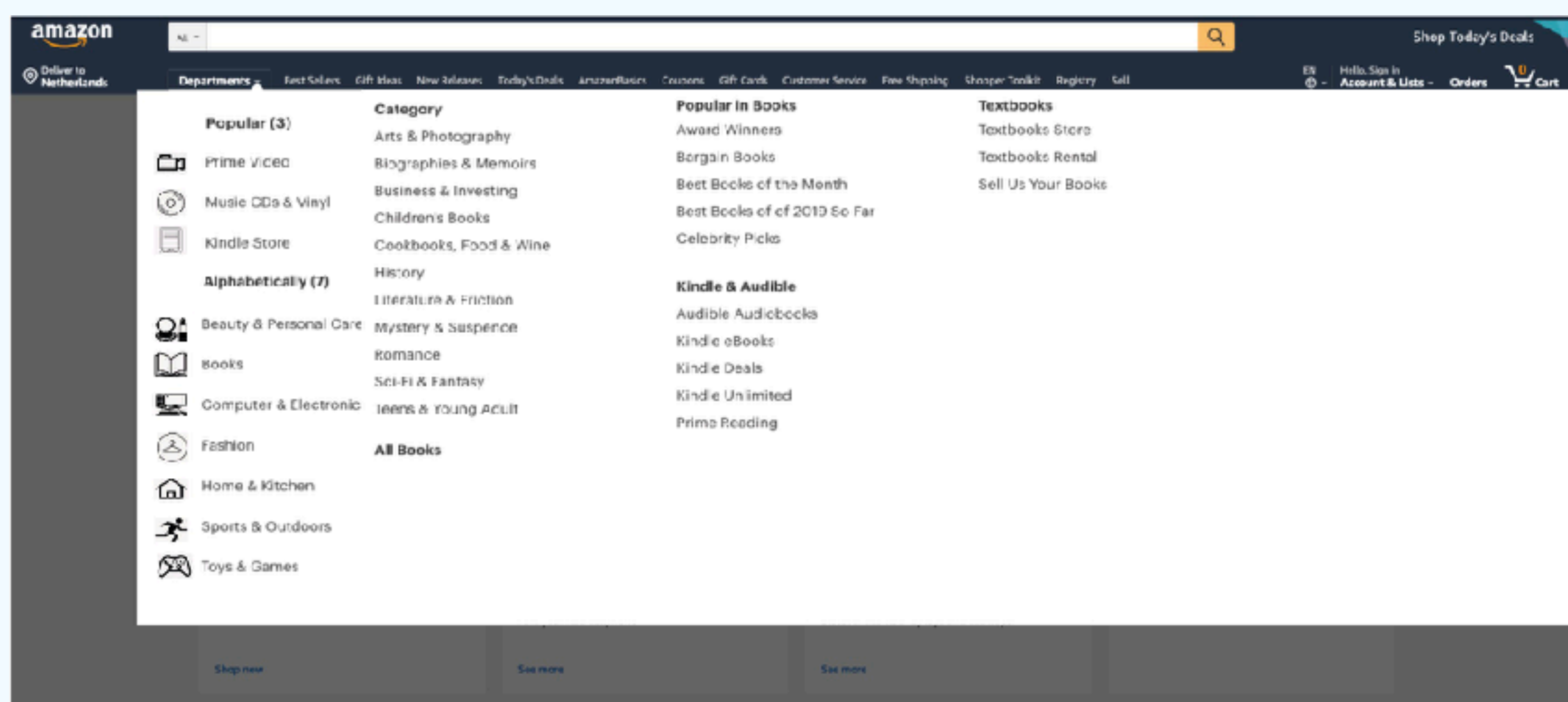
When the participant was experiencing difficulty in finding the right category, there was an increase in workload and a decrease in desire in the EEG data (see image below).



Low desire and workload spikes at category selection



Current menu



Recommended menu

Insights & Optimizations

4. Selecting the right category is too complicated

Advice

Amazon's choice to not sort the first four categories on an alphabetical order is a tactical one. We suspect that these are the most popular categories for Amazon participants. However, this leads to high confusion levels when participants use the submenu. To increase the user experience, we recommend to communicate to the participants that these four categories are the most popular ones. After these categories, Amazon can list the categories alphabetically. Then, when the participant searches the submenu for 'Books', they know it can be found at the top of the alphabetical list.

Next, we recommend lowering the number of categories by merging some categories. Even though this demands an extra click by the participant, the participant won't be mentally depleted by the choice overload. This way, the participant will perceive the choice process as less complicated, less confusing, and less negative. We recommend limiting the number of categories to seven, and to move the rest of the categories at a subcategory called 'More'. In our experience, we know that the optimal number of different options is seven – this has been proven by the Magical Number Seven Theory by Miller.

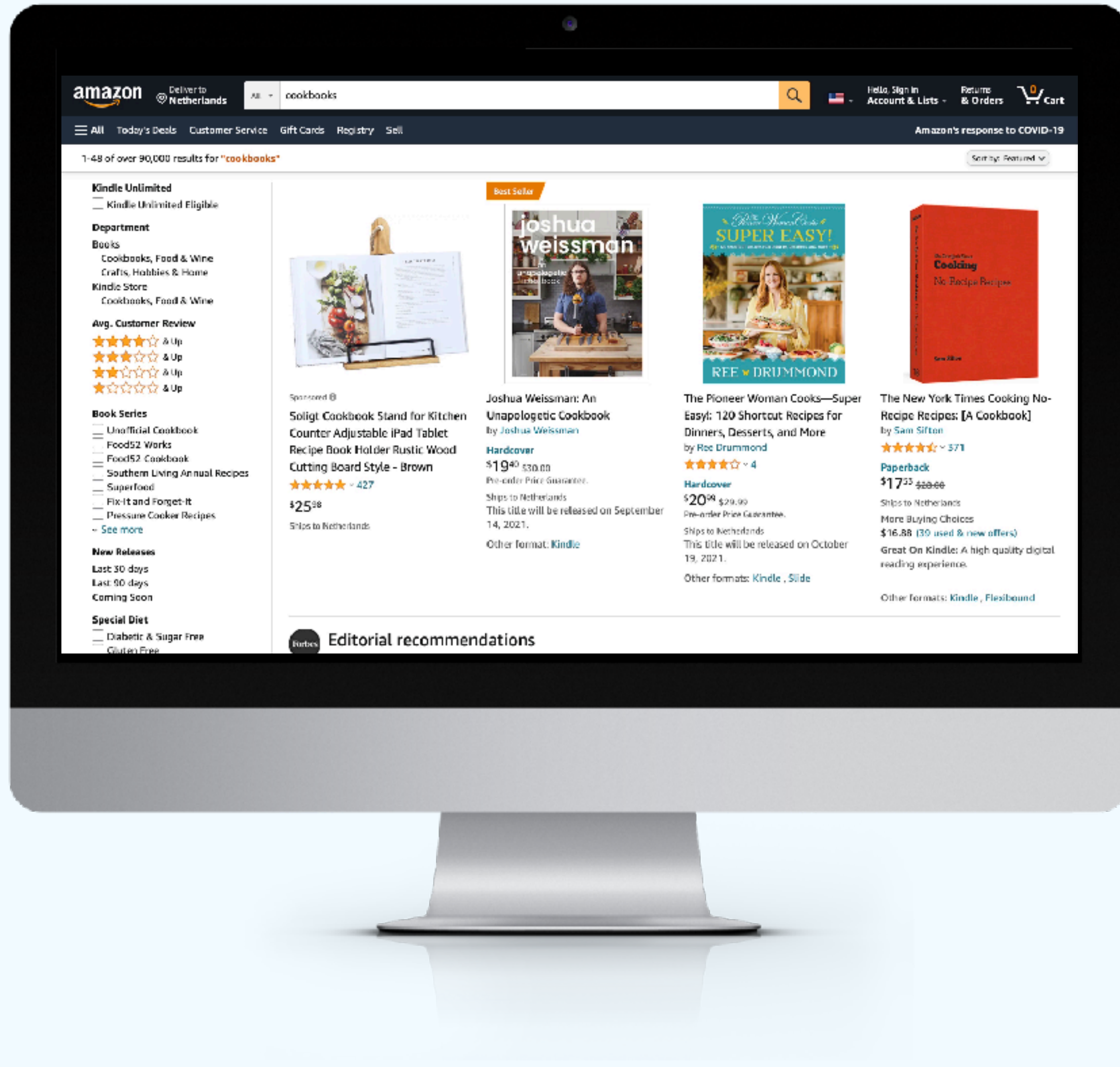
To further optimize the user experience of the submenu, Amazon could use icons next to their categories. Instead of carefully reading the submenu, participants can scan the menu. Scanning a (sub)menu is simplified when the categories are accompanied by their own logos. This makes the categories more recognizable.

Home

Product Overview

Product Page

Checkout



Product Overview



Current page



Recommended page

High priority

Insights & Optimizations

5. Choice overload on overview page

Insight

When the participants landed on the product overview page, negative emotions kicked in. This is not surprising in itself, as the overview page resembles the homepage with its overload on information (both visually as textually). Again, the participants' eyes darted all over the page.

Several participants experienced problems when trying to find the right type of book, resulting in them using the search bar. It took quite some time before the participants start making use of the category menu. However, participants who did use the menu, had a positive experience. Notably, the left category bar was perceived by the participants – yet no one used it to find the cookbook.

Advice

Because of choice overload and visual content, the participants' flow via the categories leads to high levels of confusion. Our recommendation is to create more structured overview page. Participants like a structured and clear digital environment. By making it foldable, Amazon can optimize the left category bar. This way, participants can quickly check the usability of the category bar. Furthermore, this solution decreases the amount of text on the page.

As the participants reacted positively to the category menu, we advise to put it in the spotlight. Because of its gray color, it now disappears into the background. By highlighting the different categories, attention can easily be steered towards the menu.

Home

Product Overview

Product Page

Checkout

6. Product images induce strong desire

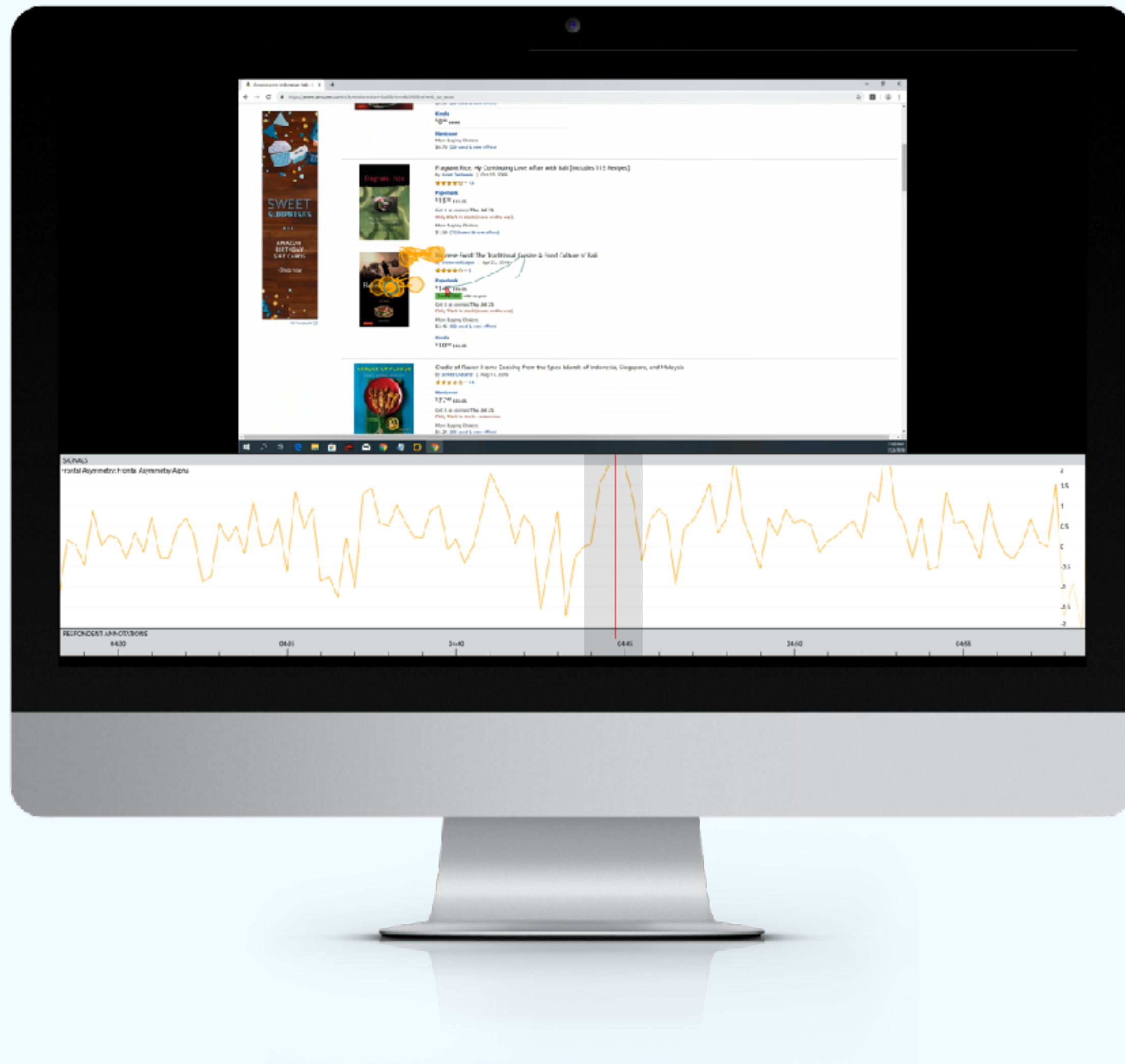
Insight

Of all content elements, the product image worked best. This can be seen in both the Eye Tracking data and the EEG data. Both on the overview page and the product page, each participant spent most of their attention on the visual content. The participants' eyes scanned the pictures, which was accompanied by a peak in desire.

Advice

In the image above, a participant first read the title of the cookbook. This brought about a positive effect. Then, the positive effect was boosted enormously by seeing the visual content.

It is a very valuable insight to know that images induce positive emotions in a participant. This effect was even stronger when the participant interacts with the image.



Spike in desire when product images are viewed

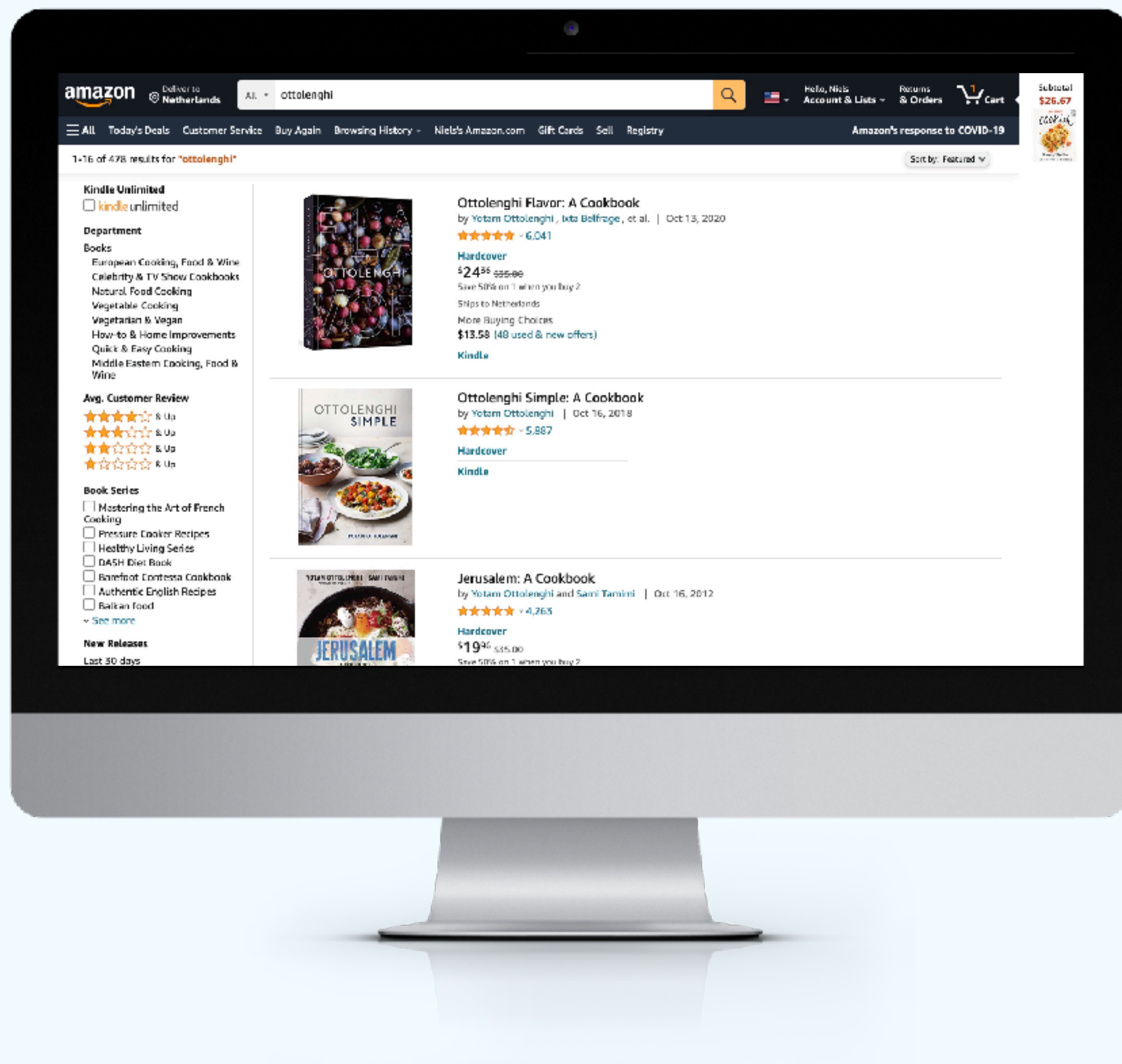
7. Vertically arranged books reinforce the participant

Insight

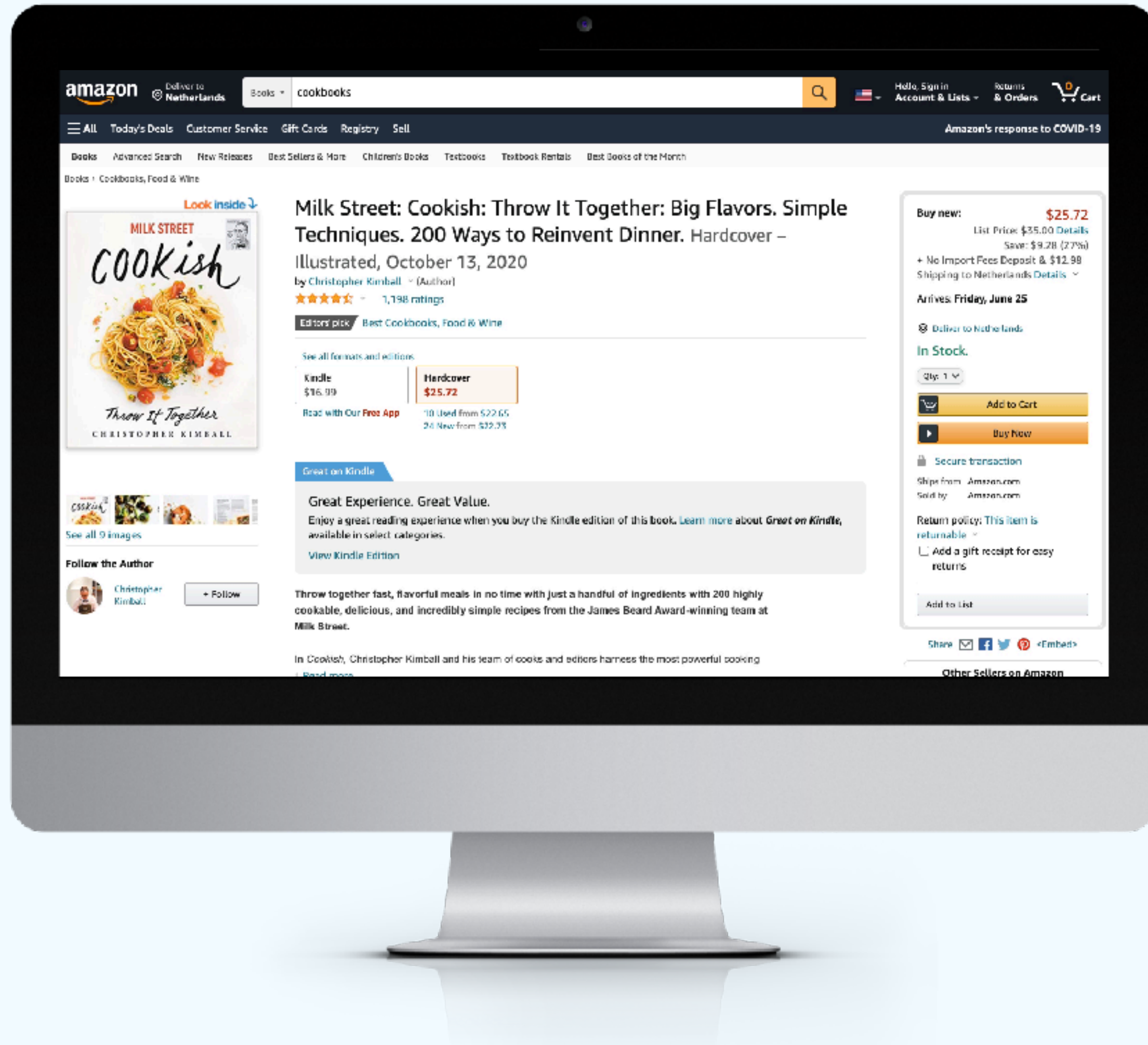
Amazon usually presents their books horizontally, with little space between the products. Only when using the search bar, products are presented vertically. From our data, we spotted that participants had an implicit preference for a vertical arrangement. This vertical arrangement is received positively by the participant, whereas a horizontal arrangement evokes more negative emotions. Participants also often experienced difficulty in comparing horizontally arranged books. This can be observed as the participants' eyes moved across the screen, skipping large parts of the page.

Advice

On the one hand, it is easy to understand why Amazon wants to deliver as much content as possible to the participant. A horizontal display of products is a simple way of introducing the participant to the large product range Amazon has. On the other hand, our data clearly shows that an overload of content makes participants overwhelmed. To reduce the bounce rate, we suggest portraying fewer books in a horizontal manner. Additionally, Amazon could run tests in which products are arranged vertically.



Vertically arranged books after a search query



Product Page

8. Editorial reviews do not stand out

Insight

Only a small number of participants took the time to read the content at the bottom of the product page. The editorial review was completely ignored by the participants.

However, if the participant did read the entire product page, we saw a huge spike in desire after reading the editorial reviews. Unfortunately, this peak diminished after more reviews were read. At some point, we saw a clear negative emotion after reading a positive review for the umpteenth time.



Increase in desire when editorial reviews are reached

8. Editorial reviews do not stand out

Editorial Reviews

Review

"Just reading *Salt, Fat, Acid, Heat* will make you a better cook, adept at seasoning, balancing, understanding what it really is you're doing and why... Make room on the bedside table—and the countertop." Source: Bon Appetit

"I talk about *Salt, Fat, Acid, Heat* the way people talk about beloved pets or newborn babies; like I was a different person before I read it – and I was. I liked to eat, but hated to cook. I was a huge proponent of what I called "snack dinner," basically whatever I had that didn't require a cooking implement. Samin Nosrat (and illustrator Wendy MacNaughton) set me straight. Together they debunk the concept of recipes, instead teaching you how to build food (and flavor) from scratch and by instinct. *Salt, Fat, Acid, Heat* uses its eponymous guiding principles to chart a very delicious course toward never eating snack dinner again." Source: NPR.org

Current editorial reviews

Editorial Reviews

Review



"Just reading *Salt, Fat, Acid, Heat* will make you a better cook, adept at seasoning, balancing, understanding what it really is you're doing and why... Make room on the bedside table—and the countertop." Source: Bon Appetit

"I talk about *Salt, Fat, Acid, Heat* the way people talk about beloved pets or newborn babies; like I was a different person before I read it – and I was. I liked to eat, but hated to cook. I was a huge proponent of what I called "snack dinner," basically whatever I had that didn't require a cooking implement. Samin Nosrat (and illustrator Wendy MacNaughton) set me straight. Together they debunk the concept of recipes, instead teaching you how to build food (and flavor) from scratch and by instinct. *Salt, Fat, Acid, Heat* uses its eponymous guiding principles to chart a very delicious course toward never eating snack dinner again." Source: NPR.org



Recommended editorial reviews

Advice

Positive editorial reviews score double points! Firstly, these reviews can be used as social proof. This is a confirmation that the product is being approved by others. When the review is written by an expert in the industry, the review is even more credible.

From our experience, we know that reviews can give doubting customers that last push to buy the product. That's why we recommend placing editorial reviews above the fold. On Amazon, the editorial reviews disappear in the background. And even if they can be found by the participant, they will not have their full potential effect as the reviews are very unpersonal. By making authorities in the industry and their reviews more visible to customers, Amazon can optimize editorial reviews. This, in turn, can lead to a lower bounce rate on the product page.

9. Previewing a book sparks desire

Insight

Only two participants chose to preview a book. Notably, both of these participants had an immediate increase in desire as they previewed the book and, eventually, bought the product. The increase in desire was not visible at every page of the book: There was neutral to negative emotion when they looked at the introduction page and table of contents. However, when viewing the recipes in the cookbook, strong positive emotions were elicited.

The other participants either missed the option to preview a book or were not given the option with the book they chose.

Advice

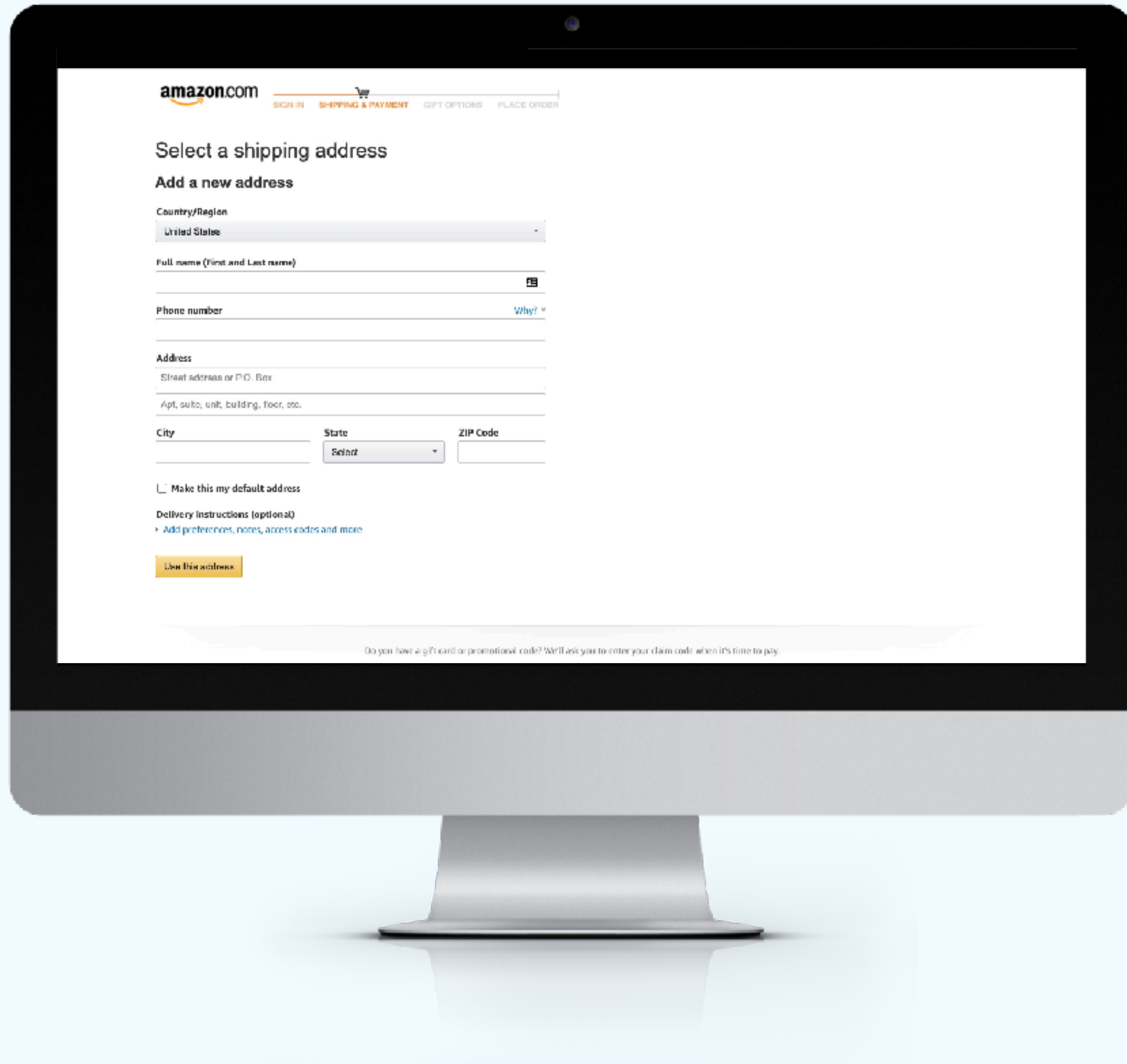
From a psychological perspective, making a product more tangible can improve buying behavior. By being able to preview a book, this effect is triggered. This is why we recommend offering this option for every book, while also make this option easier to find. Furthermore, we recommend skipping the first few pages of the book automatically in the preview mode. By doing this, you skip the negative emotion and directly go to eliciting a positive emotion in your customers.



A) We see a negative emotion for a longer period of time as soon as the table of contents of the book is showed



B) We can see a huge increase in desire once there is an example recipe of the book shown.



Checkout

amazon.com SIGN IN SHIPPING & PAYMENT GIFT OPTIONS PLACE ORDER

Select a shipping address

Enter a new shipping address.

When finished, click the "Continue" button.

Full name:
Niels

Address line 1:
Street address, P.O. box, company name, c/o

Address line 2:
Apartment, suite, unit, building, floor, etc.

City:

State/Province/Region:

ZIP:

Country/Region:
United States

Phone number: [\(Learn more\)](#)

Add delivery instructions (optional)

Do we need additional instructions to find this address?
Provide details such as building description, a nearby landmark, or other navigation instructions

Do we need a security code or a call box number to access this building?
1234

Current shipping address page

amazon.com SIGN IN SHIPPING & PAYMENT GIFT OPTIONS PLACE ORDER

Select a shipping address

Enter a new shipping address.

When finished, click the "Continue" button.

Full name:
Niels

Address line 1:
Street address, P.O. box, company name, c/o

Address line 2:
Apartment, suite, unit, building, floor, etc.

City:

State/Province/Region:

ZIP:

Country/Region:
United States

Phone number: [\(Learn more\)](#)

Add delivery instructions (optional)

Do we need additional instructions to find this address?
Provide details such as building description, a nearby landmark, or other navigation instructions

Do we need a security code or a call box number to access this building?
1234

Almost yours! 🍷

NEW FROM THREE MISTERS LLC
SALT FAT ACID HEAT
WITH THE NEW LEAVES OF GARDENING
BY SAMIN NORAT
WITH A FOREWORD BY JIM MOYER

Recommended shipping address page

Medium priority

Insights & Optimizations

11. Contact form is experienced negatively

Insight

All participants' brain data showed negative emotions when filling out the form. This phenomenon is recurring in every usability flow: Forms are an inevitable low point. On a positive note, forms can be optimized so the "filling out pain" is limited.

Advice

By continuously showing the product(s) the customer wants to buy when filling out the form, the experience of filling out the form can be transformed into a more positive experience. This can be realized by making the product(s) visible during the entire checkout process. This way, the customer has a constant positive reminder why the form should be filled out: They want to buy these articles. By adding a reassuring text (e.g., "Almost yours!"), the process can become even less tedious.

Based on research, we know that people do not like to lose something when it feels like it's already theirs. As an example, think about shopping in a grocery store. Once you've added something to your basket, you do not want to leave it behind. With this twist in the contact form, you'll enhance the so-called endowment effect.

Home

Product Overview

Product Page

Checkout

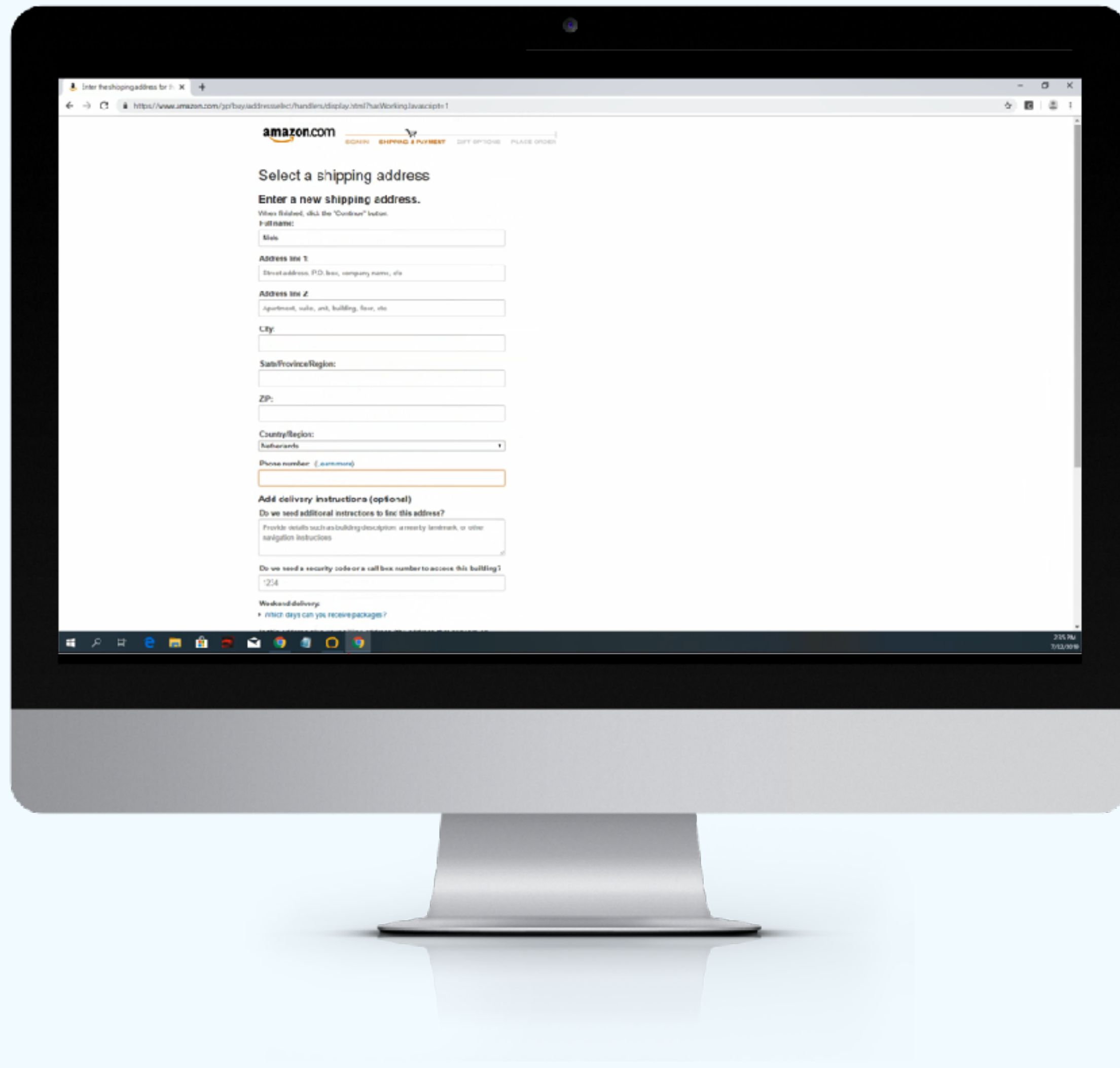
12. Confusion when filling out additional options

Insight

While filling out this form, participants experienced unnecessary confusion. In the Eye Tracking data, we can observe that the participants' eyes got stuck on the screen when they had to fill out 'Address Line 2'. At the same time, an increase in workload was observable. This can be partly explained by the fact that Dutch costumers are not familiar with filling out a second address line. The same effects arose when participants were asked to fill out the additional delivery options.

Advice

We recommend making the additional delivery option and filling out the second address line optional, by making a foldable field (see example below). There are several benefits to this adjustment. Firstly, this prevents the form from becoming needlessly long, leading to more participant satisfaction. Secondly, this adjustment diminishes negative emotions such as high workload and confusion, improving the process of filling out the form.



Shipping address page with 'Address Line 2'

13. Error notification could lead to exit point in checkout process

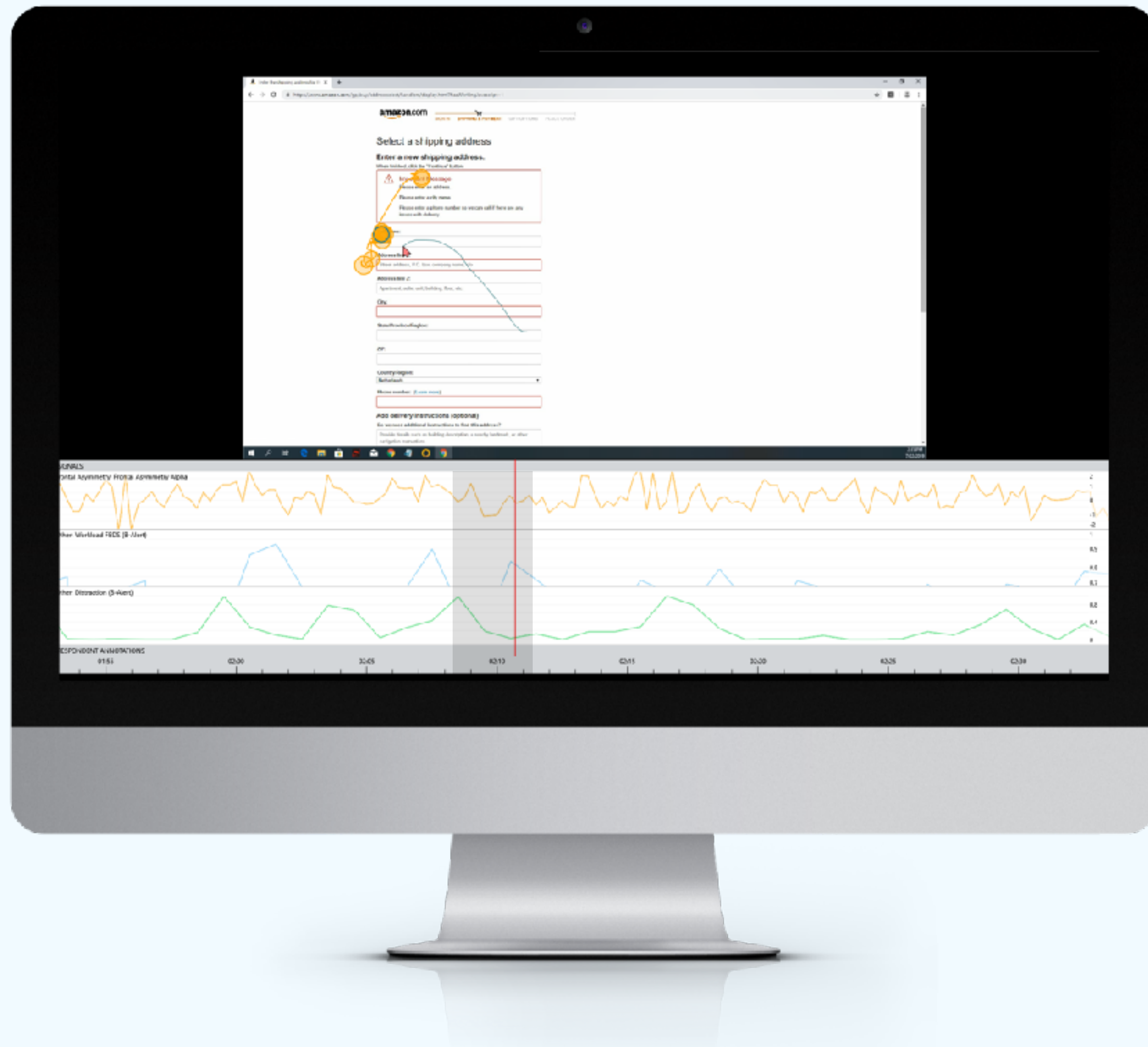
Insight

When participants filled out the form, they sometimes made a mistake. Others forgot to fill out all the fields. It should be noted that there is a huge drop in desire when the participant wants to round up the buying process and is then presented with the following error notification with red borders (see image below).

Advice

Even though the participants are in the last phase of the buying process, negative emotions still enhance the chance of leaving the website. Psychological research has shown that the color red is associated with negativity, thereby increasing the chance of the customers abandoning their shopping basket. A simple method to counteract this effect is by making use of the color orange.

Similar to red, this is color will easily grab the attention of the customer. However, it is less associated with negativity.



Error notification leads to negative emotions

3

Conclusion

Management Summary

Key Insights

- ▶ Landing on the Amazon home page is a positive experience.
- ▶ High amount of products on the home leads to workload overload; search bar is the safe haven on home.
- ▶ Finding the right category in the menu is too difficult
- ▶ Vertical product orientation leads to more positive emotion than horizontal orientation.
- ▶ Book previews can be a very positive experience, when the preview starts at relevant content.
- ▶ Red error messages in the checkout can form potential dropout.



Optimization advice

- ▶ Lower the amount of products depicted on the home page.
- ▶ Show fewer options and use icons in the menu to make it easier to find the right category.
- ▶ Use vertical product orientation over horizontal product orientation.
- ▶ Make the preview option for books more visible and start the preview at the first relevant page (skip the prologue and table of contents).
- ▶ Increase the visibility of the positively experienced product reviews.
- ▶ Change the color of the error messages from red to orange.

Appendix

Why neuromarketing?

“People don’t do what they say, and don’t say what they do”

More and more brands are realizing that the choice process of their customers is much more subconscious than they initially thought.

Many customer choices are made subconsciously. Whether it concerns a purchase in the supermarket, an online order or the influence of an advertisement in front of the television at home. This makes good marketing research challenging. People don't do what they say, and they don't say what they do. Not because they don't want to tell you honestly why they make certain choices, but because they simply don't know!

Our brain is on autopilot for most of the day. We make the vast majority of our decisions subconsciously. If you want to understand or predict which choice a customer makes, you will also have to measure this subconsciously: by looking into the brain.

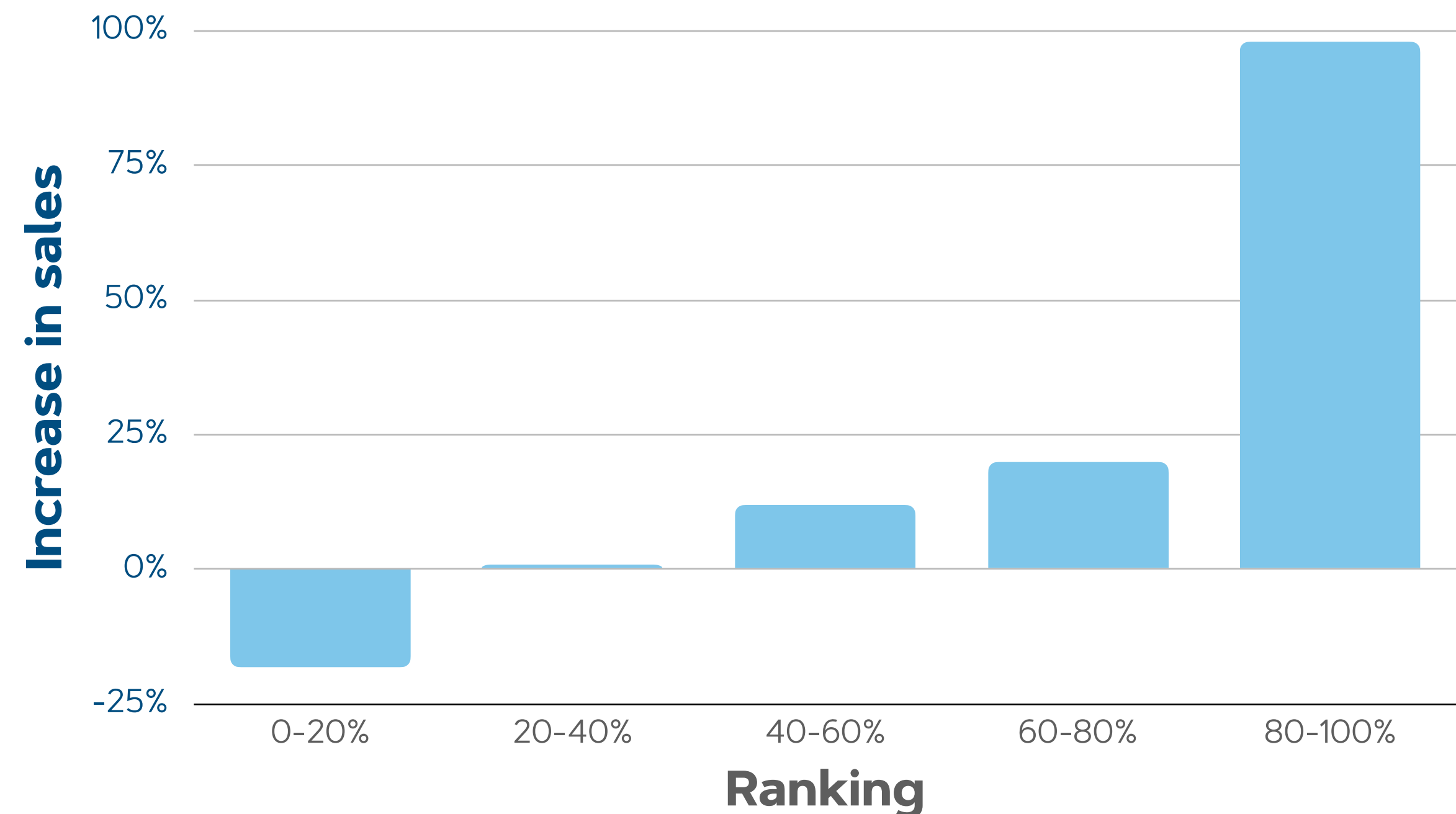
That is why Unravel focuses on the true center of choice: the brain. We use EEG and Eye Tracking to research and analyze choice behavior and in this way increase the effectiveness of websites, retail environments and advertisements. This results in more insights, more certainty and more turnover.

Why neuromarketing?

“60% of campaigns have a positive impact on purchasing behaviour”

This comes from the pioneering study by Jones (1995) on more than 200 households, see the figure on the right.

This means that not every campaign leads to positive results straight away. The good news is that this often has clearly identifiable causes. A neuromarketing advertising study not only provides certainty about the impact of your campaign, it also provides guidance in further fine-tuning of your marketing material.

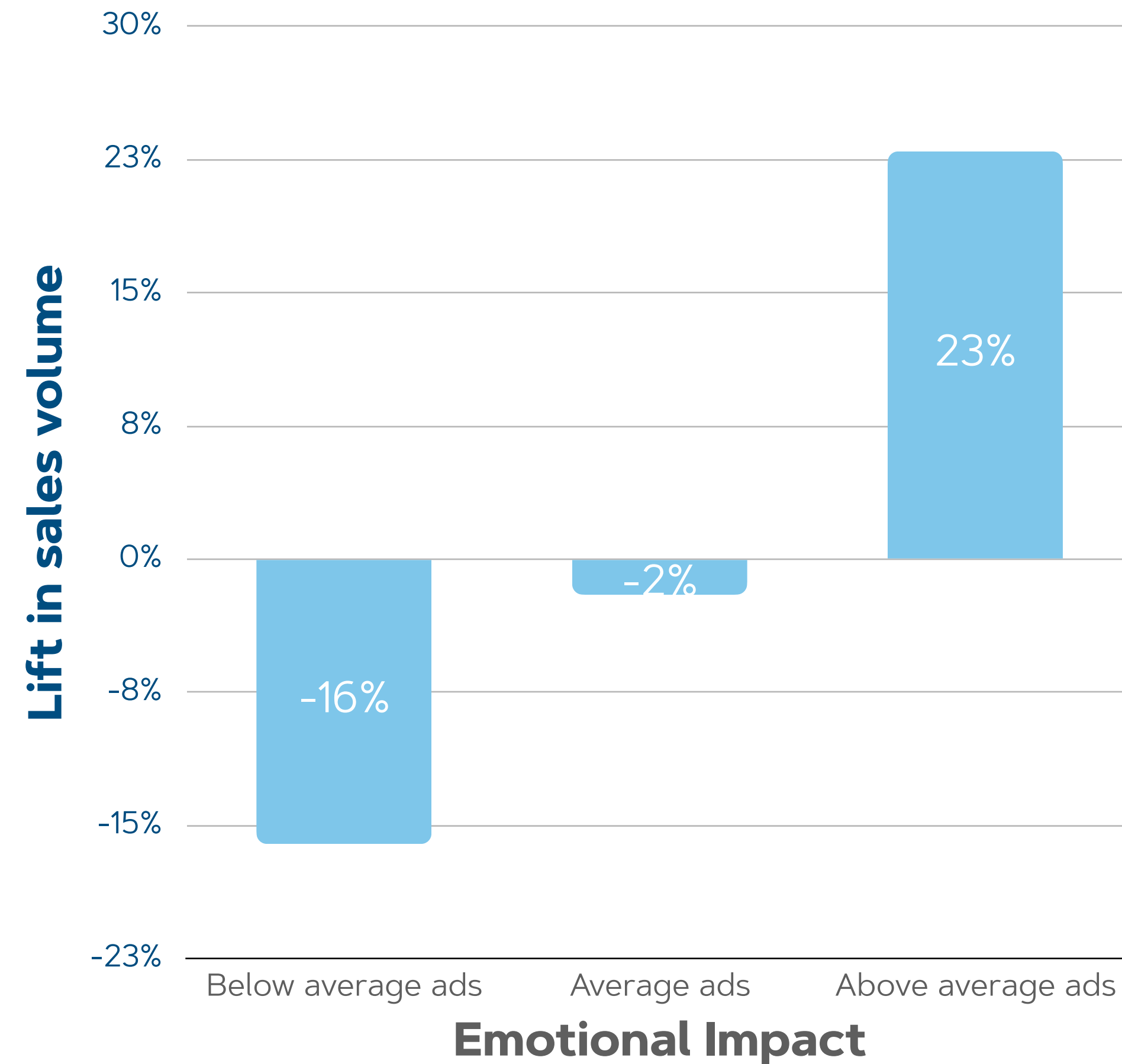


Jones, J. P. (1995). Single-source research begins to fulfill its promise. *Journal of Advertising Research*, 35(3), 9-17.

Why neuromarketing?

How does brain activity when seeing a commercial relate to the impact of that campaign in the market? A large-scale study by Nielsen including 100 FMCG ads shows:

- ▶ Ads that score below-average, average and above-average on emotion have a negative, neutral and increasing effect on sales, respectively.
- ▶ **Ads that score above average on EEG metrics could expect a 23% increase in sales on average.**
- ▶ With below-average ads, sales fell by 16%. There is clearly such a thing as "bad" advertising.



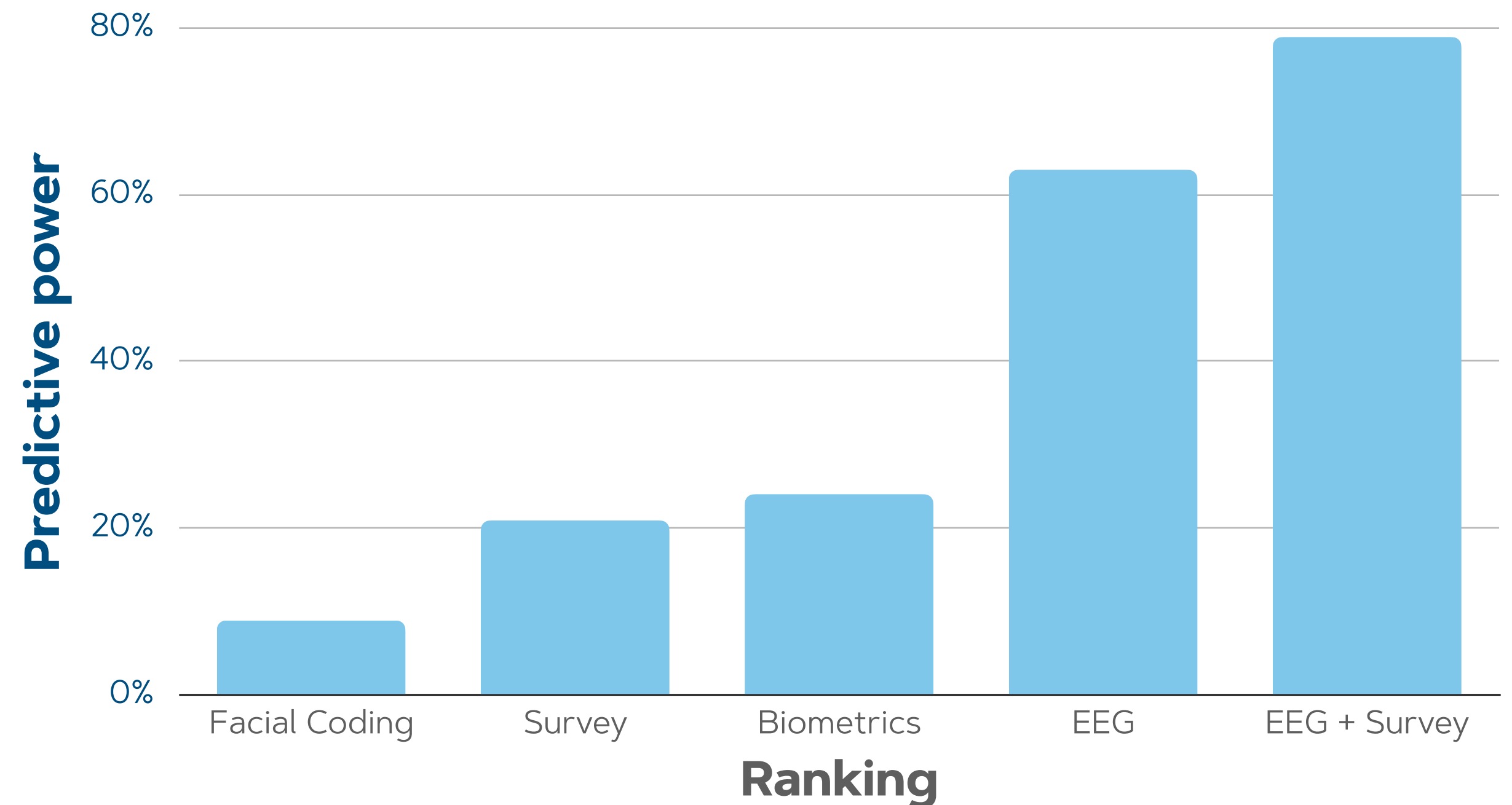
Study conducted with market data by Nielsen

Why neuromarketing?

For each method, they looked at how accurate they were in what they are intended for: predicting buying decisions.

Here we see three main conclusions:

- ▶ **Neuro with EEG predicts effectiveness more than twice as much as a survey on the impact of your advertising campaign on sales**
- ▶ Other methods that do not measure brain activity (facial coding and biometrics) are no better than traditional surveys
- ▶ Combining neuro-research with traditional surveys makes sense.





About Unravel

Over Unravel

From intuition, to insight

Marketing has traditionally been a mixture of science, creativity and a good dose of guesswork. And although we certainly wouldn't claim that neuromarketing removes every uncertainty – no research method can – it reduces the uncertainty factor more than any other method.

That provides a lot of benefit. No hours-long meetings in which opinions reverberate at a rapid pace. No money-wasting research programs that ultimately do not answer your question. You no longer have to stay in the dark on how to make your advertising, store, website and overall brand more effective.

Neuromarketing changes your marketing from intuition to insight.

Over Unravel

From intuition, to insight

Our mission is simple: less intuition and more insight in marketing. Answering marketing questions with science.

There are three ways to get there: research, training and advice. This results in the three divisions within Unravel.

Unravel Research

Research

Measure what your customer really thinks using neuromarketing methods like eye tracking and EEG.

Unravel Academy

Training

Discover the latest neuromarketing insights about your field of interest.

Unravel Behavior

Advice

Receive tailor-made consultant based on neuromarketing and psychology.

From intuition, to insight

The power of neuromarketing research is that it measures the actual consumer experience. At the same time, not every marketing issue can be answered with a brain scan.

Neuro shows its strength in marketing issues where you want to know how the consumer experiences something and predict the impact on purchasing behaviour. The application focuses on communication (advertising and propositions), retail (shopping experience, packaging and pricing), usability (sites, apps and products) and branding (brand tracking, brand assets).



Communication

- Commercial
- Concept
- Proposition



Usability

- Website
- App
- Product



Retail & Shopper

- Shopping experience and navigation
- Shelf
- Packaging
- Pricing



Branding

- Neuro Brand Health
- Brand Asset Monitoring