

Neuroscience and Design - June 22, 2016

Getting to  
the “head”  
of what  
motivates  
consumers



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Diana is the Canadian Chair of the Neuromarketing Science and Business Association (NMSBA), and winner of the Best in Class research award, from the Marketing Research and Intelligence Association (MRIA)

True Impact, leading North American neuromarketing research firm, was founded four years ago in Toronto.

Mission: Humanize the customer

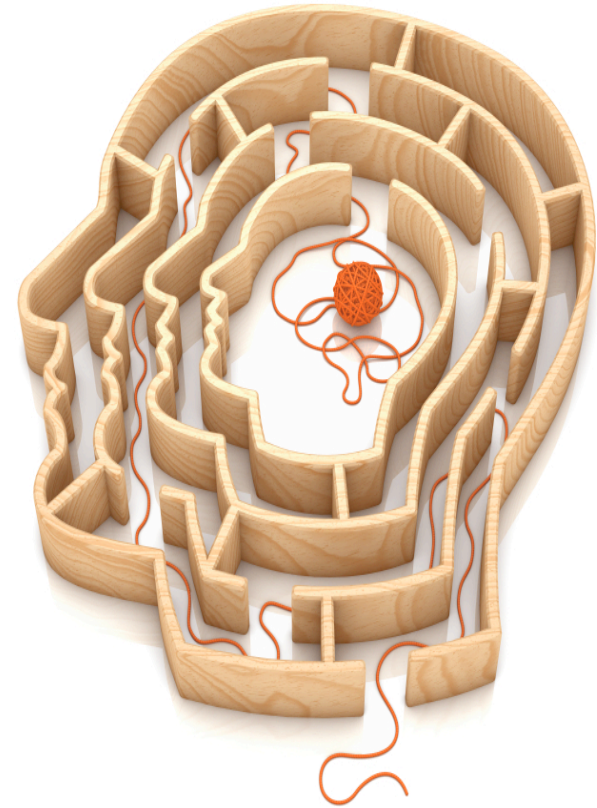
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# Neuroscience Versus Conventional Research

Measures emotions and motivators to  
predict future purchase behaviors

Higher accuracy

Quantifies the intangible



# Making Decisions

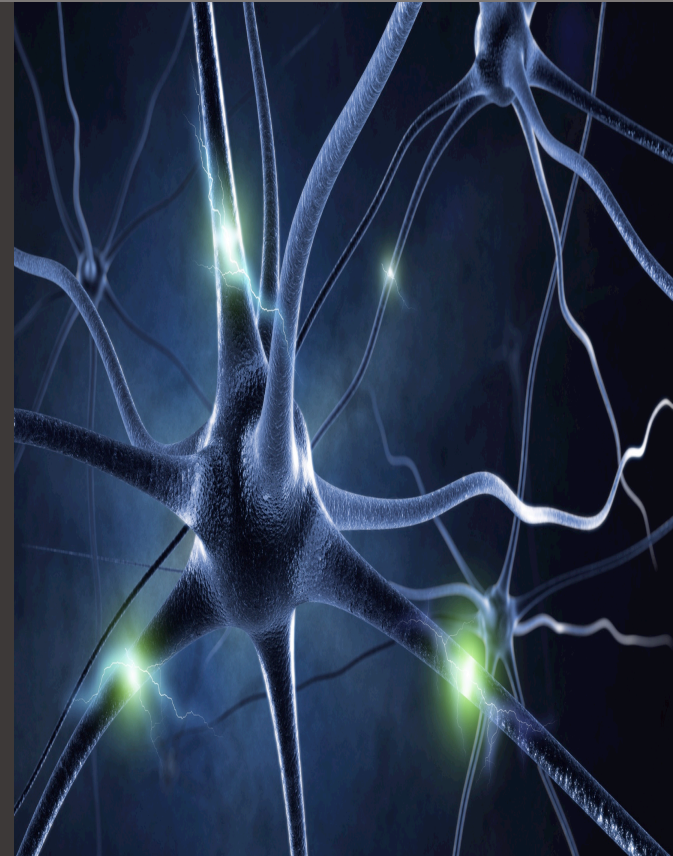
We make decisions with the emotional part of the brain; our “gut feeling”

Within a fraction of a second (300 milliseconds) our eye glances over the product and that information from the visual stimulus enters our conscious awareness where we make a judgement

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# Research Methodology and Research Types

1. Neurosciences - fMRI (Functional Magnetic Resonance Imaging) and Electroencephalogram (EEG)
2. Biometrics – measurements coming from the body: eye-tracking, facial coding, heart rate, skin response
3. Other – subconscious beliefs and attitudes via implicit association test or reaction time tests

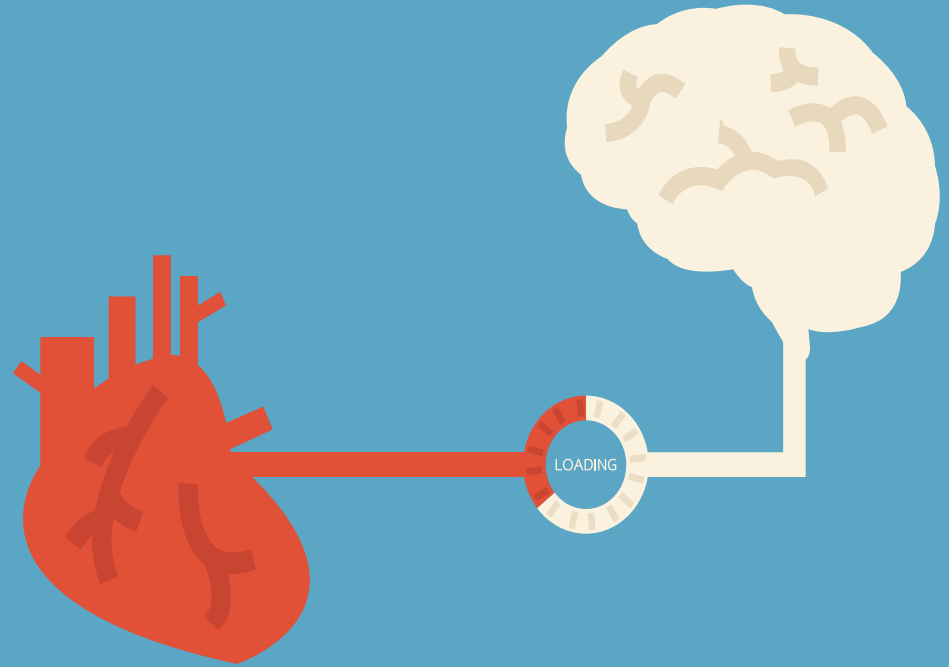


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# Filling in the Gap

The brain does not lie

Understanding the consumer at the moment of purchase





# Key Triggers

Retail environments:  
Rounded corners

Colors: Red, Orange,  
Yellow

What is the call to  
action? How can I  
draw focus to it?



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# Science Application

Establish cognitive states

Determine area(s) of interest

Establish emotional state at that moment of interaction

Interpret science for a business audience



# Science Application

Focus on business goals and objectives

Determine if goal was achieved or  
determine how to achieve goal

Provide scientific marketing insights  
behind recommendations

Track results from the lab to behavior

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# Value of Neuroscience

Ability to make changes on the go  
makes it very easy to achieve end goal

Brings science into the boardroom

Putting numbers behind the creative

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# Future of Neuroscience

More optimized market  
place with the customer  
at the center



Question Period

1.800.747.5150

Access:

5697142

