

[Your brain.
Our science]





The power of the MI.ND: Introducing the
Market Insights and Neuro Discoveries
Lab™ (MI.NDLab™)



A new frame of MI.ND

The ultimate goal of research and insights is to act as the voice and mind of the consumer. Research tries to understand consumers by exploring their attitudes, needs, motivations and behaviour about a product or service. However, as much as we like to believe that our conscious minds are responsible for all our decisions and behaviours, the truth is that our unconscious minds also play a major role.

As we try to understand consumers, we need to collect, observe and analyse their rational and implicit responses to stimuli.

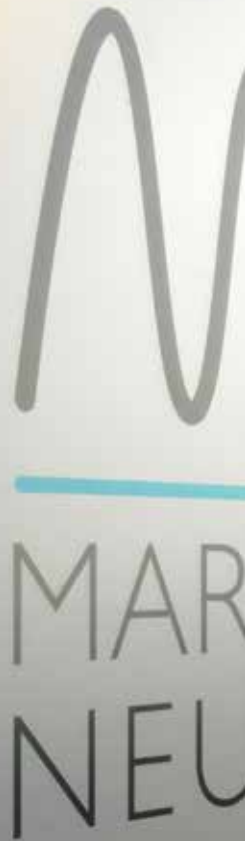
This gives us the information we need about the consumer and market landscape. These insights empower companies to design products, solutions and experiences that appeal to consumers.

The MI.NDLab™ houses a world-class research facility that enables you to use state-of-the-art methodologies while giving consumers who participate a memorable experience.



Getting into the MI.ND of consumers

The MI.NDLab™ enables you to conduct conventional qualitative studies, as well as various neuroscientific and social studies.



mind LAB

MARKET INSIGHTS AND
NEURO DISCOVERIES





Neuroscientific techniques

For decades marketers and researchers have tried to understand what consumers are thinking, but have only relied on conventional, self-report techniques by asking them about their thoughts and actions in focus groups and surveys.

Traditional market research examines people's conscious and often rationalised reactions to brands, products and advertisements. The general belief is that consumers consciously evaluate an advertising message or product before deciding how to react.

Modern neuroscience showed us that our behaviour and choices mostly happen unconsciously. This means that we can more accurately determine the true motives for a specific behaviour or choice when we study this directly or without consumers' rationalisations and justifications.

Neuroscience in consumer and market research works on the basis of studying consumers' sensorimotor, cognitive and affective responses to marketing stimuli. It uses modern brain science to measure the impact of marketing, advertising and other concepts on consumers. Neuroscientific techniques are based on scientific principles about how humans really think and make choices, involving brain processes that the mind is not consciously aware of. These new techniques give us insight into consumer decisions and actions that are invisible to conventional research methodologies for specific types of studies. When combined with conventional methodologies, such as focus groups and interviews, neuroscientific techniques help us to uncover even richer insights.

The MI.NDLab™ is equipped for neuroscientific research using various neuro- and physiological methodologies. These methodologies include eye tracking, electroencephalography (EEG), electrocardiography (ECG), electromyography (EMG), facial coding and galvanic skin response (GSR).

Eye tracking

The human brain automatically directs the eye to the information it is processing. By observing what a person is looking at, for how long and in what patterns, we can see what information the brain is processing. Our eye-tracking equipment and software measure and track eye movements, where the eyes fixate as well as pupillometry (pupil diameter) on a moment-to-moment basis.

Eye tracking is ideal to test advertisements because we can see how consumers are processing key messages and branding.

It is also useful for enhancing the navigation and usability of website and app interfaces. While traditional usability techniques are often quite powerful in giving information about clicking and scrolling patterns, eye tracking helps to analyse user interaction between the clicks and how much time a user spends between clicks. This gives us valuable insight into the features that are the most eye-catching, those that cause confusion and those that are ignored altogether. Specifically, eye tracking can be used to evaluate search efficiency, branding, online advertisements, navigation usability, overall design and many other site components.

By using eye tracking together with EEG, we understand not only where consumers look, but also what happens in the brain at that exact moment.







EEG

An EEG records the brain's electrical activity at the surface of the scalp. The MI.NDLab™ uses a headset with several sensors attached to the surface of a study participant's head. The EEG evaluates whether a participant is engaged or not, and whether he or she has a positive or negative response to the stimuli that we present. EEG studies help companies to find out if their advertisements, websites and apps:

- Gain and maintain the necessary levels of attention and engagement;
- Prompt the correct implicit reactions;
- Are easy to understand and use; and
- Are likely to leave consumers with a memorable experience.

ECG, GSR, EMG and facial coding

When the brain processes stimuli, various neurological and physiological events take place. For this reason, we associate particular physiological events with particular emotions:

- ECG measures the electrical activity of the heart to determine the heart rate. One way to measure cardiac changes is to evaluate the beat-to-beat changes referred to as heart rate variability.
- GSR measures the changes in the skin's conductivity levels that result from changes in sweat levels, typically of the fingers or palms. Emotional arousal changes trigger these variations in conductivity.
- EMG measures the electrical activity when the facial muscles contract. For example, when your cheek muscles contract, it resembles positive (happy) expressions and when your corrugator eyebrow muscles contract, it resembles negative (frowning) expressions.
- Facial coding examines facial expressions that help researchers determine a subject's emotional and attitudinal responses and levels of attention and engagement to stimuli. Even if you try to hide your facial expressions, the true emotion is still briefly revealed through micro-expressions. The MI.NDLab™ has software with complex algorithms to automate the facial coding process.



Co-creation capabilities

Using traditional business approaches for creating solutions, products and experiences based on consumers' needs remain a challenge because of the speed at which the market is evolving. It's crucial to look beyond these traditional approaches and realise the benefit of sourcing and developing ideas from a particular group of people.

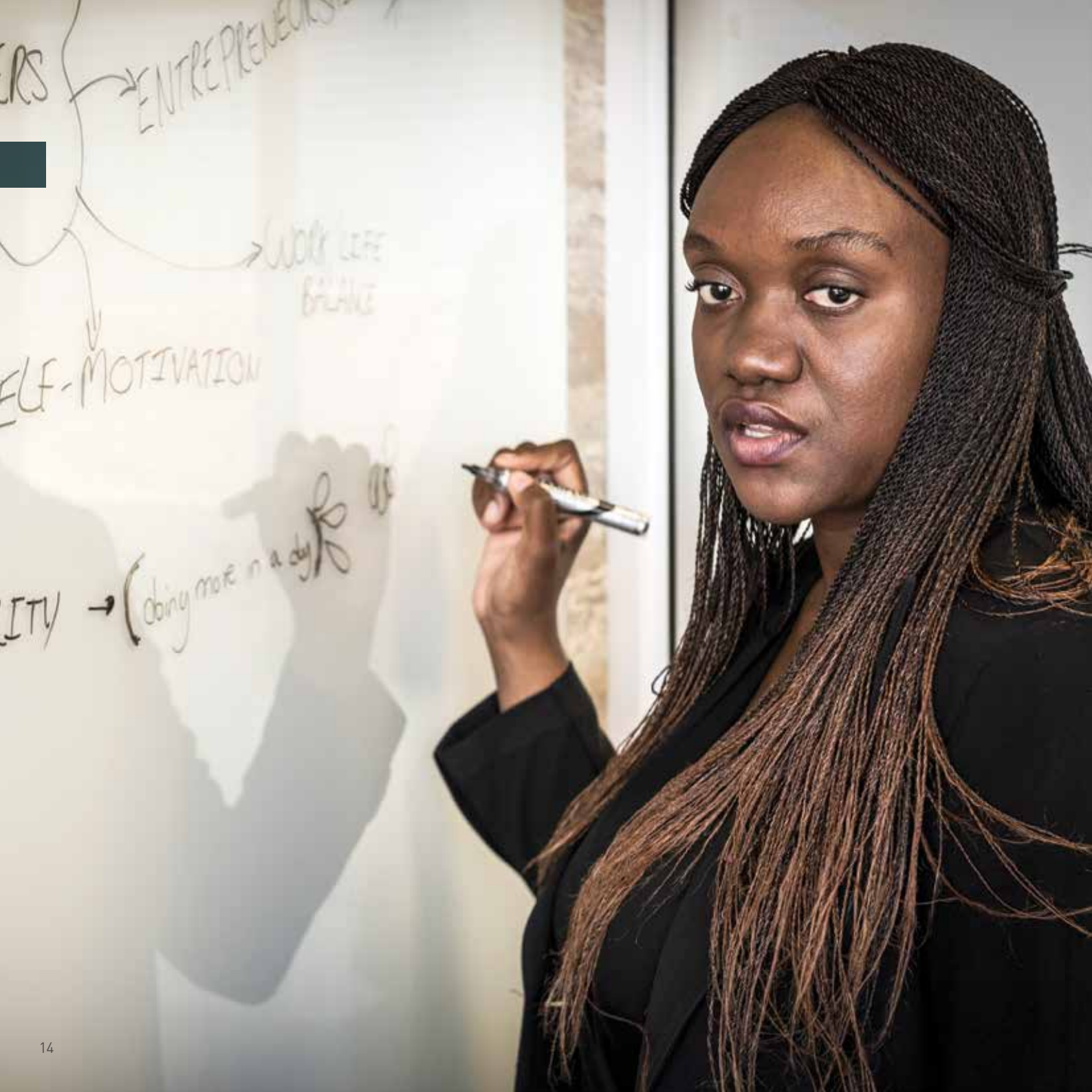
Co-creation involves a community outside of a business (eg clients, suppliers and general consumers) as well as a community within a business (eg. directors and product developers) during the conceptual phase of developing a potential offering. Through a series of facilitation steps and well-designed activities, creativity is stimulated as people share, contribute, evaluate and refine ideas and concepts.

The benefits of co-creation are:

- Faster innovation;
- Reduced innovation risk;
- Increased flow of quality ideas and concepts into development pipelines; and
- Accelerated time to market with new products and services.

The MI.NDLab™ allows you to facilitate and collaboratively generate ideas through workshops and brainstorming sessions.





ERS

ENTREPRENEURS

WORLD LIFE BALANCE

SELF-MOTIVATION

ACTIVITY

→ (doing more in a day)

Focus groups

A focus group is a form of qualitative research where a group of people are asked about their perceptions, opinions, beliefs and attitudes towards a product, service, concept, advertisement or idea.

The MI.NDLab™ has a focus group room with a one-way glass observation room next to it.

The lab makes observing focus groups a lot more accessible, with live video streaming and recording on Youtube. This means that you can listen to, and watch live or pre-recorded focus groups on your own computer, tablet or smartphone.



Social studies (behavioural science)

Known as a cross-breed between psychology, sociology, anthropology and other sciences, the effects of behavioural science are far-reaching, and its ideas have been applied in many areas, including personal finance, health and marketing.

In the MI.NDLab™ you can spend a considerable amount of time and energy on designing social studies that try to understand human behaviour and the extent to which consumers use biases and heuristics to make decisions – something that often results in unexpected outcomes.







A creative MI.ND

With the focus on creating a great experience, our vision is to create a space that is both functional and that inspires creativity. The MI.NDLab™ incorporates a simplistic and minimalistic design with bits of colour and abundant light that helps to stimulate thinking and creativity.

The MI.NDLab™ contains writeable surfaces (from tables right through to glass panes) that allow study participants to express themselves visually and to help with co-creation.

The MI.NDLab™ is a fully functional space with a reception area, a focus group room with an observation room, a co-creation room, a neuroscience room and a catering area – making this an ideal place to host clients, consumers and employees.



Want to apply your MI.NDs at our facility?

The MI.NDLab™ offers consumer research facilities to businesses from all industries and academic institutions. You can send us an email if you want to conduct a study or if you simply want to make use of our facilities.





Where the MI.ND's at

The MI.NDLab™ is located on the third floor of 267 West Avenue, Centurion. It is conveniently situated near the Centurion Gautrain station, making it accessible to participants travelling from Johannesburg and other areas of Gauteng.

Google Maps





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