

Brainpeek Labs


Bringing neuroscience to your **doorstep**



brainengineers



95% of our purchase decisions take place in the **subconscious mind**



...while most user research is based on asking the conscious mind

today's

Research challenges



Insights restrictions

When CRO and UX matures it becomes harder to gain new hypotheses and insights with regular qualitative research



Bias & rationalization

Asking for explicit feedback to capture and measure implicit behavior. That sounds arbitrary right?



Technology silo's

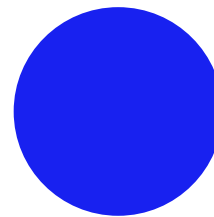
Quantitative data, surveys, Hotjar, eye-tracking data: there are many techniques but they are hardly ever combined.



Time & paperwork

Going over dozen participant-notes and transcripts is hard, time-consuming work. Can this be automated?

[\[Neuro-usabilit methodology VIDEO\]](#)



Solution: Brainpeek Labs

Have your own neuro-science / UX lab

- Self-Managed, plug & play, solution-as-a-service setup
- Usability / UX insights including emotions and implicit behavior
- Fast(er), (more) efficient qualitative research

Integrated software and technology

- EEG, eye-tracking, touch- and click tracking, session recordings, neuro-feedback
- Brainpeek: automated testing workflow-, research management-, analysis- and reporting platform



1 minute video

Neuro-lab value

Deeper understanding



Neuromarketing Insights

Capture users' **implicit behavior & emotional responses** to gain (neuro) insights for customer experience optimization.



Synergy of tech and voice of the customer

The power of our solution is the combination of tech and methodology: find (new) bottlenecks and pinpoint when, where and why they occur.



Minimized bias

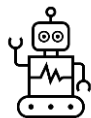
Test *without* interruption, increase natural behavior, reduce bias. Technology tracks participant behavior when they perform their task in silence and completely on their own. The data is used for the follow-up interview.

More efficient research



Workflow management

With Brainpeek© you'll have a plug & play research process; a workflow for participant management, testing and data collection. The entire process is much faster than regular testing.



Auto.... collection – analysis – reporting

Focus on insights, analyses and participant feedback. Non-value-adding (boring) tasks are taken away by Brainpeek©: data collection-, consolidation-, structuring- and reporting.



Making insights actionable

Insights, such as bottlenecks, are clustered, ready for prioritization, solutioning and/or sharing. Collaborate directly from Brainpeek© with your research, product, design teams.

Benefits

- Deep, fundamental insights in user- and (digital) customer experience
- Detect and analyse emotions and implicit behavior
- Pinpoint bottlenecks in your flows and videos
- Unique methodology for minimal bias

With most operational research tasks removed, your team can fully focus on the user and the discovery of new customer insights

- Faster, higher quality research – focus on analyses, not logistics
 - Automated testing (workflow) management
 - Automated data-collection & consolidation
 - Automated reporting
- Team management:
 - Collaboration: sharing, task assignment
 - Issue prioritization

Emotion detection

Joy



Joyful aspects are measured to identify **catchy visual stimuli** on a website or general positive experiences.

Attention



Attention is measured as the amount of **cognitive activity** required for interacting with a website.

Frustration



Frustrating elements are measured to identify a **website's bottlenecks** and do predict drop out behavior.

Want to learn more about our emotion detection algorithms? [Download our white paper!](#)



Lab setup



EYE TRACKING
Measure eye focus on desktop and mobile.



EEG
Captures users' emotions by detecting brain activity.



BRAINSIGHT
Instant, AI. powered heatmap predictions on design saliency (attention) to quickly assess where users look at in first 3-5 seconds



NEURO FEEDBACK
Retrospective participant feedback on significant fluctuations located by Brainpeek.



INTEGRATED RESEARCH PLATFORM
Seamless integration of technology and tooling:
a) Research (workflow) management
b) Automated collection-, analysis and reporting of data
c) Collaboration tool for actionable insights / items

TOUCH|CLICK TRACKING
Measures browsing-, clicking and for mobile touch-behavior





Brainpeek

Brainpeek manages, analyses and reports on all neuro-science test. Focus on UX and customers and leave non-value-added activities to the platform.

...Neuroscience made easy



Emotion
Analytics



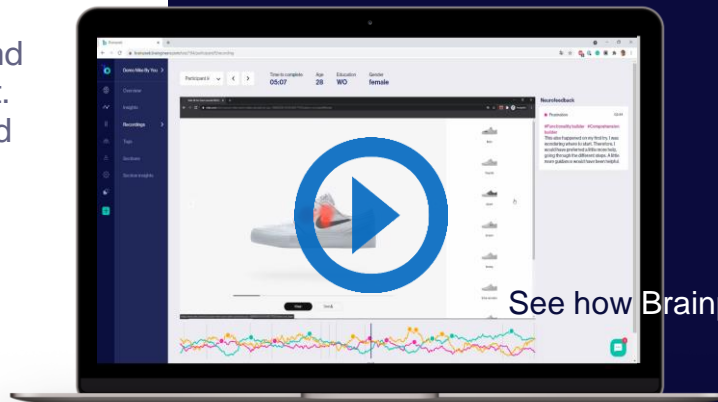
Data
Driven



Unbiased,
subconscious



Implicit,
natural behavior



See how Brainpeek works

**The WHY
behind data**

What to expect

- Research setup, plug & play installed (hardware, software, tooling)
- No capital investment (SaaS), no IT impact (cloud-based)
- Onboarding + training (on-site)
- Unlimited access, unlimited use(rs), unlimited data, unlimited
- Hotline to Center of Expertise for support & research expertise

Your Investment

24 months

**€XXXX
month**

12 months

**€YYYY
month**



About us



Braingineers is an award-winning neuromarketing agency and innovator. Our expertise is at the junction of customer research, psychology and technology.

- #1 Optimization Agency by Emerce for multiple years in a row
- Developed & introduced neuro-UX in the Dutch market
- Multiple awards and nominations for Brainpeek©, our emotion analytics platform, such as the Accenture Innovation Award
- Unique Tech & A.I., incl. emotion detection algorithms
- Conducted over 5,000 neuro-UX / video tests



Accenture
INNOVATION
AWARDS





Our clients



...use our tools & services for

- **Usability** Insights. UX optimization | A/B Testing Hypotheses | root cause analysis | prototype testing | benchmarking.
- **Marketing** Insights. Video optimization | Moving Storyboard Testing | Brand association or recognition testing | Viewer Behavior.
- **Design** Insights (a.i.). Saliency- and clarity validation and benchmarks



braingineers

Braingineers International B.V.

Phone: +31 (0)20 261 2438

Office: Johan Huizingalaan 763A
1066VH, Amsterdam
The Netherlands

Roger van der Spek | *Managing Director*

Email roger@braingineers.com

Website: www.braingineers.com