THE SCIENCE BEHIND MOBILE DESIGN

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Humanize marketing
ELEVATE CUSTOMER INSIGHTS

Traditional research misses the big picture.

Shopping is highly emotional.

Humanized marketing unlocks otherwise unknown shopper preferences.
MEASURE WHAT MATTERS
SO WHAT DID WE LEARN?

1. Focus on a single idea
2. Appeal to the senses
3. Change belief through superior experience.
How Do Users Really Feel About Mobile Apps?
To Find Out, We Went Straight To The Source.

The BRAIN
EEG & Eye Tracking

Marrying Eye Tracking + EEG uncovers never seen before insights
1. To **Browse** or **Checkout**
BRAIN AND MOUTH DISAGREE

Most and Least Liked

Emotional Engagement
EMOTIONS DRIVE BEHAVIOUR
Observation
Feelings trump words

Recommendation
Reduce hurdles at checkout
2. Like The App, Like The Brand
Observation
If we like the experience, we like the brand

Recommendation
Every interaction is a brand-building opportunity
3. Get To *The Point*
PIZZA
CREATE PIZZA

BEST BUY
SELECT CAMERA

HYATT
SELECT HOTEL
The Hyatt app was the fastest to load at 5.4s, and saw a peak emotional engagement of 80%.

The Best Buy app loaded quite quickly and also opened at a peak emotional engagement of 92%.

The Pizza Pizza app, however, had the slowest load time at 7.2 seconds and opened to a low emotional engagement of 20%.
Observation
First impressions set the tone

Recommendation
Don’t make them wait to experience your brand
HUMANIZED MARKETING

#1 CMO Priority

How do we deliver the total customer experience, in a personalized and emotionally engaging manner?

- Marketing 2020 Benchmarking Network, 2014