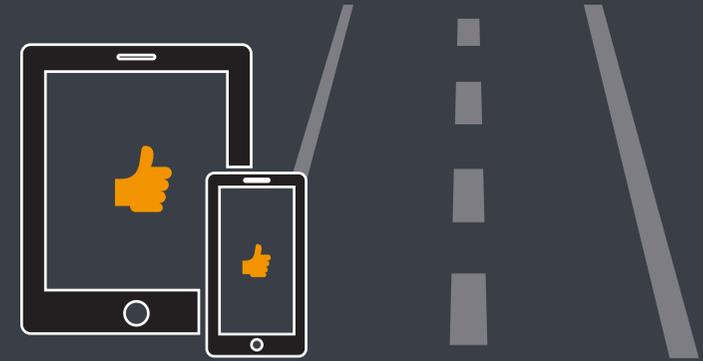


Ux  
with the brain in mind



NEUROPOWER  
GROUP

# Translating technology into behavioural change in the real world



Develop outcomes through a 'sticky' app:

- ✓ Create safe driver habits and attitudes
- ✓ Promote a new identity around safe behaviour
- ✓ Change unsafe behaviour
- ✓ Create relationships that support safe behaviour
- ✓ Understand the importance of safe behaviours

Safer driving:

Minimising the fatal five:

- ✋ Distraction and inattention
- ✋ Speeding
- ✋ Drink and drug driving
- ✋ Failure to wear a seatbelt
- ✋ Driving while fatigued

How will we enable this?

The end objective:

- Reduced number of road fatalities
- Fewer road accidents resulting in critical injuries

How will we enable this?

# Applying the insight: the neuroscience behind Ux

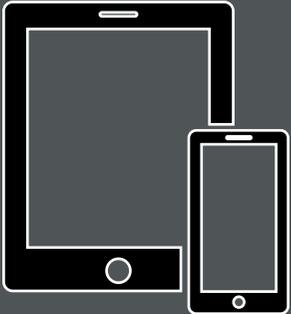
Our recommended approach is to assess the Ux against the following three areas:

## 1 the small things are the big things:

Sometimes, the very small things in a Ux can be have a very big impact. The question is, **is it having the right kind of impact?**

e.g.

- Fonts
- Headlines
- Facial features



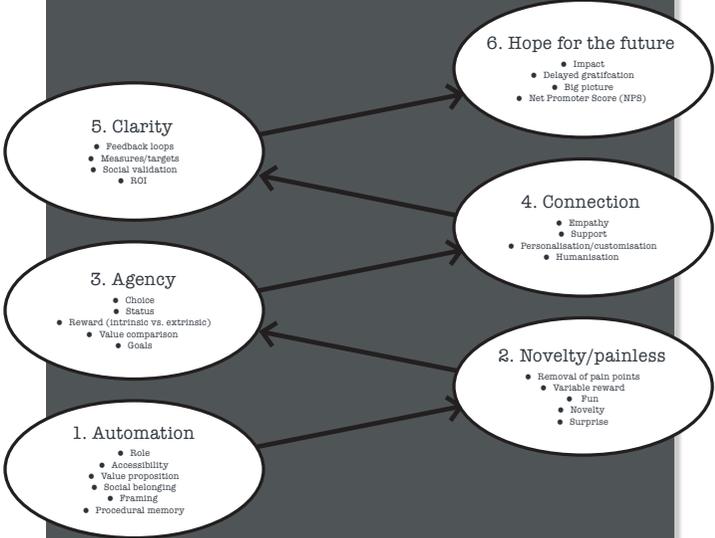
## 2 Baseline Ux needs vs Delight Ux needs:

- Satisfying the baseline Ux needs earns the right to delight the user
- Small errors in delivering these baseline needs trigger strong negative reactions that overshadow most positive emotions
- The key is to **identify the baseline expectations** in order to **earn the right to delight** the user



## 3 sequencing matters:

It's not just about what you do, it's about the order in which you do it. To have maximise impact and engagement, **ensure the Ux follows the sequence the brain likes to process information.**



1. Automation
  - Role
  - Accessibility
  - Value proposition
  - Social belonging
  - Framing
  - Procedural memory
2. Novelty/painless
  - Removal of pain points
  - Variable reward
    - Fun
    - Novelty
    - Surprise
3. Agency
  - Choice
  - Status
  - Reward (intrinsic vs. extrinsic)
    - Value comparison
    - Goals
4. Connection
  - Empathy
  - Support
  - Personalisation/customisation
  - Humanisation
5. Clarity
  - Feedback loops
  - Measures/targets
  - Social validation
  - ROI
6. Hope for the future
  - Impact
  - Delayed gratification
  - Big picture
  - Net Promoter Score (NPS)

## RECOMMENDATIONS

Based on the assessments, we can make informed recommendations that can help maximise the Ux

How to build each baseline need into a moment of delight

Baseline needs

5. Clarity

- Feedback loops
- Measures/targets
- Social validation
  - ROI

3. Agency

- Choice
- Status
- Reward (intrinsic vs. extrinsic)
  - Value comparison
  - Goals

1. Automation

- Role
- Accessibility
- Value proposition
- Social belonging
  - Framing
- Procedural memory

Embedding

Learning

Action

Engagement

Meaning

6. Hope for the future

- Impact
- Delayed gratification
  - Big picture
- Net Promoter Score (NPS)

4. Connection

- Empathy
- Support
- Personalisation/customisation
  - Humanisation

2. Novelty/painless

- Removal of pain points
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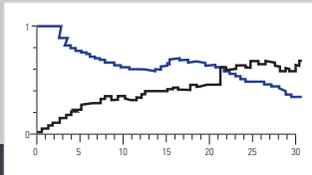
Delight

# Where to from here?

Option 1:

## User testing

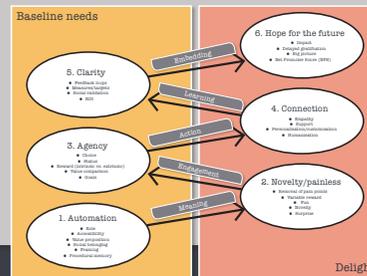
Using neuromarketing technology (e.g. eEEG), test the Ux directly with target market users to assess how the Ux meets baseline expectations and delight factors. This approach considers two principles: Earliest Lovable Product (ELP) and Smallest Impactful Adjustment (SIA).



Option 2:

## Ux audit

NeuroPower Ux experts audit the Ux against Baseline/Delight and provide recommendations to maximise user engagement and behaviour change.



Option 3:

## Train the team

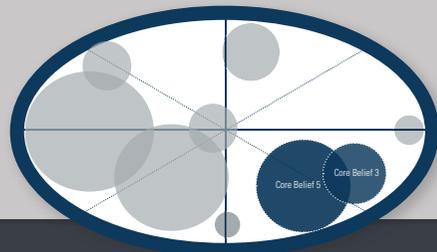
Train the Ux design team in the Baseline/Delight model to enable them to apply it to the design and structure of the Ux.



Option 4:

## Neurosegmentation

Using brain-based insight, map existing personas against neuro-segments to help identify and predict unconscious emotional motivators that drive user expectations.



Option 5:

## Stakeholder engagement

Using Core Beliefs and Strategic Relationship models, this methodology explores how the brain's limbic system drives people's reactions through an examination of how to build trust with different types of stakeholders.

