

# DIY NEURO: ADDING BEHAVIORAL SCIENCE TO YOUR TOOLBOX



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ROOM 4

## KEY TAKEAWAYS:

- *How to build your own neuro lab*
- *How to integrate new tools into existing paradigms*
- *What to outsource and what to keep in-house*

The use (and abuse) of neuro- and behavioral science research methodologies has become a hot topic in consumer research. Neuro and psychological science can help marketers and product developers better understand consumers' unconscious motivators and reactions and even lend insights to claims and messaging.

Commercial tools for leveraging these methodologies continue to get better, faster and cheaper. However, the field of has been plagued with pseudoscience and "neurohype" and researchers have experienced some disappointments when trying to incorporate these measures into their research and into their in-house labs.

From EEG head-sets to facial coding and virtual reality, building in-house capabilities has never been more easy and confusing. Coming from both the client side as well as the research provider side, I outlined how one company chose to build their own lab and what we can learn from that to help bring innovations in-house that won't collect dust.



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