
How to use neuromarketing and cognitive biases to come up with more effective test ideas?

by Auguste Usonyte

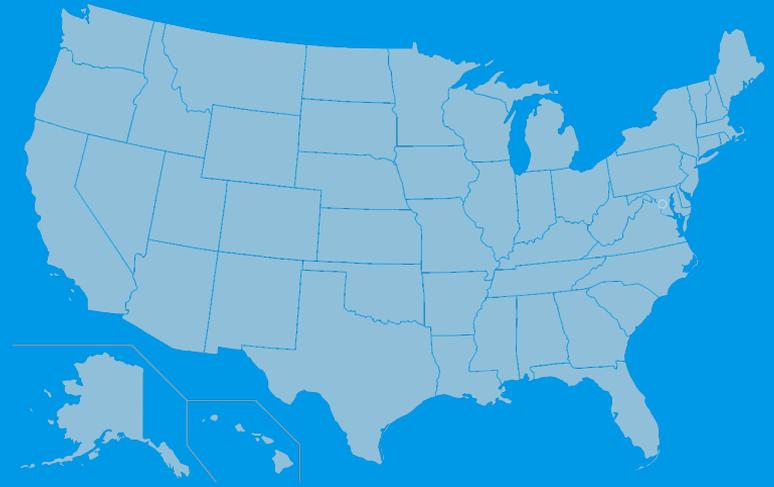
HONESTY AND ETHICS:

85% NURSES

70% ENGINEERS

11% MARKETERS

8% SALES



Source: Gallup survey



CEO TRUST:

90% CFO

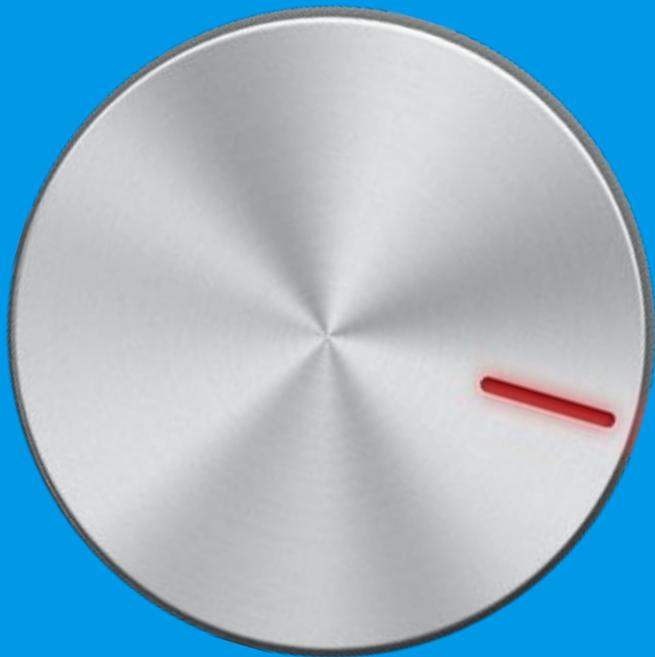
90% CIO

20% CMO

Most of the marketing
money is **wasted**



591,000,000,000 U.S. dollars



Traffi
c



Conversion

—
**95% human behaviour is
non-conscious**

5% is conscious

Neuromarketing in the US presidential election



“

Hillary will introduce comprehensive immigration reform with a pathway to full and equal citizenship within her first 100 days in office. It will treat every person with dignity, fix the family visa backlog, uphold the rule of law, protect our borders and national security and bring millions of hardworking people into the formal economy.

”



“I’ll build a wall.”



System 1 vs System 2 thinking





- 6 bedrooms
- £900 per night
- 20 mins away from Split



How can you use
neuromarketing in CRO?

Decoy efect

Preferences for either option A or B changes in favor of option B when option C is presented, which is similar to option B but in no way better

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Anchoring effect

Consumer's tendency to rely heavily on the first piece of information presented to us (the anchor) to make subsequent decisions.

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Perris Monte Carlo Patchouli
Nosy Be EDP Spray 50ml

+ CLEARANCE

£185.00 / SAVE £40.00

★★★★★

ADD TO BAG



Perris Monte Carlo Patchouli
Nosy Be EDP Spray 50ml

+ CLEARANCE

~~£225.00~~ / NOW £185.00

★★★★★

ADD TO BAG

HUNTER



Women's Original Tour Gloss Wellington Boots

Was ~~£100.00~~ Now **£60.00**



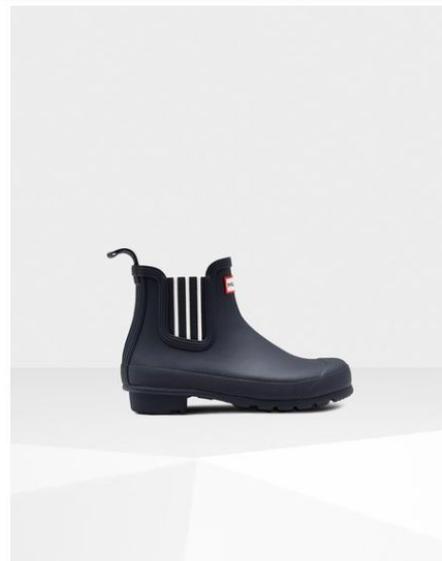
Women's Original Tour Short Wellington Boots

Was ~~£85.00~~ Now **£60.00**



Original Moustache Bubble Umbrella

Was ~~£35.00~~ Now **£25.00**



Women's Original Garden Stripe Chelsea Boots

Was ~~£90.00~~ Now **£63.00**

\$999



IKEA effect

The tendency for people to place a disproportionately high value on objects that they partially assembled themselves, such as furniture from IKEA, regardless of the quality of the end result.



Pact

How would you like to make your coffee?

Pact coffee is delivered in 250g bags or packs of 40 pods.

Filter

CHOOSE

Current choice

Pods ?

CHOOSE

Espresso

CHOOSE

Would you prefer regular or decaf?

Regular

CHOOSE

Current choice

Decaf

CHOOSE

How would you like your coffee to be ground?

The guide below should help if you're not sure what you need...

Fine

Suitable for:

- Espresso machine

CHOOSE

Medium-fine

Suitable for:

- Aeropress
- Stovetop
- Moka pot

CHOOSE

Medium

Suitable for:

- Drip / Cold drip
- V60
- Syphon
- Chemex

CHOOSE

Coarse

Suitable for:

- Cafetière
- Clever Dripper
- Cold Brew
- Percolator

CHOOSE

Wholebean

Suitable for:

- Grinding at home

CHOOSE

Current choice

Which coffee would you like to try first?

We are always updating our menu, so you are able to try something different every time.

PLANAUD

HINTS OF Malt milk chocolate shake

ORIGIN Brazil

ROAST PROFILE Medium-dark

CHOOSE

FINCA BUENOS AIRES

HINTS OF Red plum

ORIGIN Colombia

ROAST PROFILE Medium-dark

CHOOSE

Current choice

FAZENDA CHAPADA

HINTS OF Milk chocolate-covered toffee

ORIGIN Brazil

ROAST PROFILE Medium-dark

CHOOSE

EL CAIRO

HINTS OF Orange and mandarin

ORIGIN Colombia

ROAST PROFILE Medium-dark

CHOOSE

UMURAGE MBAZI

HINTS OF Blackcurrant and orange

ORIGIN Rwanda

ROAST PROFILE Light

CHOOSE

PLANAUD

HINTS OF Malt milk chocolate shake

ORIGIN Brazil

ROAST PROFILE Medium-dark

CHOOSE



MASH

Under 600 calories per portion
Gluten-Free recipe

ADD

CURRY

Under 600 calories per portion
Gluten-Free recipe

ADD

Chicken

Under 600 calories per portion
Gluten-Free recipe

ADD



BBQ Tandoori Chicken

Under 600 calories per portion
Gluten-Free recipe

ADD



Chinese spiced DUCK salad

Under 600 calories per portion

ADD



Jambalaya

Under 600 calories per portion
Gluten-Free recipe

ADD



Smoked Haddock Kedgerie



Churrasco CHICKEN



SOY & HONEY salmon

YOUR TRIAL BOX



ADD A DISH

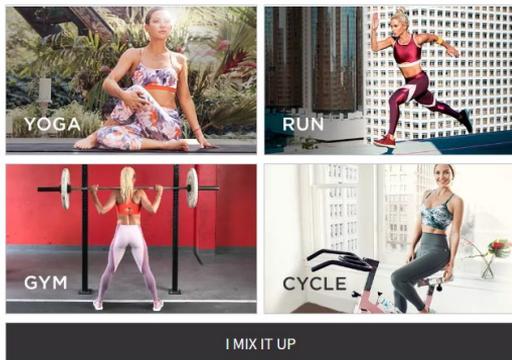


ADD A DISH

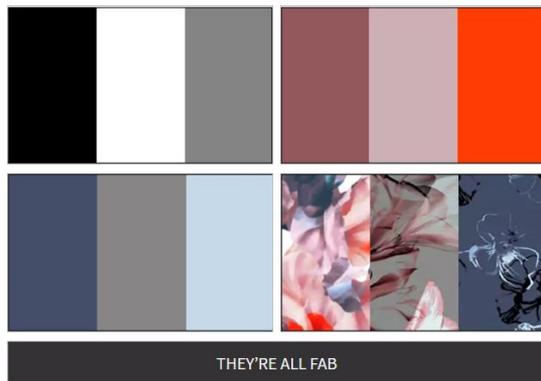
click meals to remove

SELECT BOX

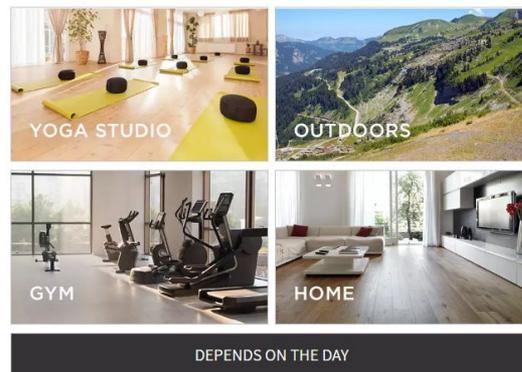
WHAT'S YOUR FAVORITE WAY TO GET FIT?



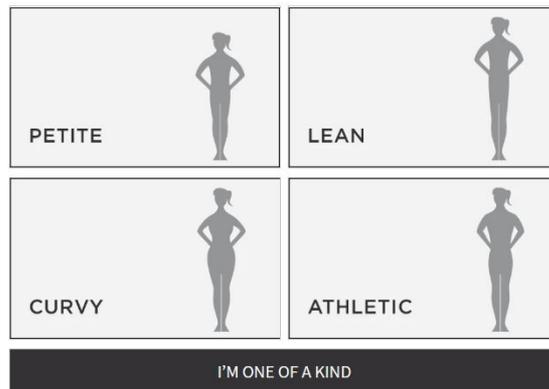
WHAT COLORS BEST MATCH YOUR STYLE?



WHAT'S YOUR FAVORITE PLACE TO WORK OUT?



WHICH BEST MIRRORS YOUR BODY TYPE?



Visual depiction effect

The tendency for people to be more inclined to buy a product when it is shown in a way which helps them to visualise themselves using it.

KAREN MILLEN



SALE

LEATHER BUCKET BAG

~~£199~~ £95
More Colours



SALE

LEATHER BUCKET BAG

~~£199~~ £95
More Colours



SALE

LEATHER BUCKET BAG

~~£199~~ £95
More Colours



SALE

LEATHER BUCKET BAG

~~£199~~ £95
More Colours



SALE

LEATHER BUCKET BAG

~~£199~~ £95
More Colours



SALE

LEATHER BUCKET BAG

~~£199~~ £95
More Colours

HUNTER



Women's Original Rubberised Smock

£195.00



Women's Original Rubberised Smock

£195.00



Women's Original Cotton Hunting Coat

£195.00



Women's Original Cotton Hunting Coat

£195.00

Mere exposure effect

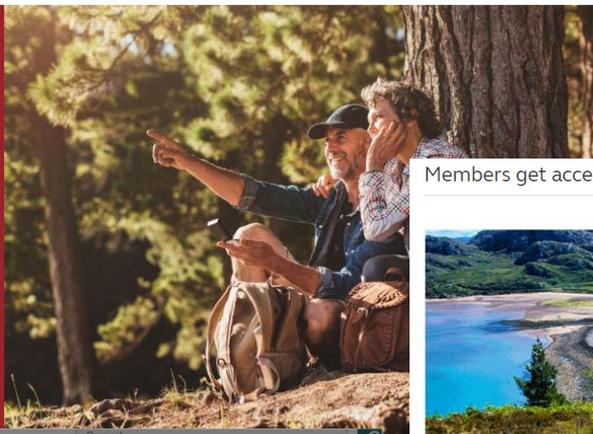
The tendency to develop a preference for something just because we are familiar with it.

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price for paying by direct

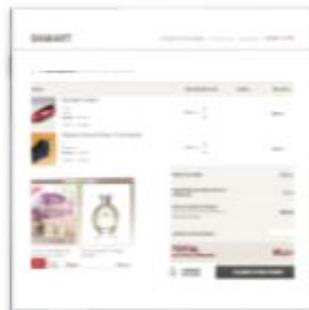
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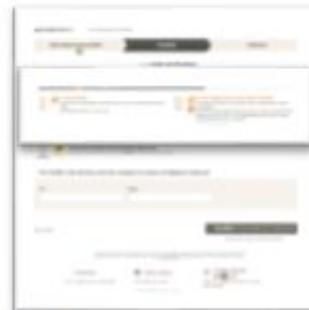
Homepage



Product page



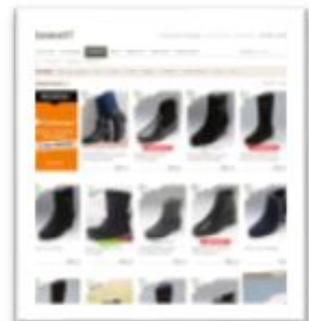
Basket page



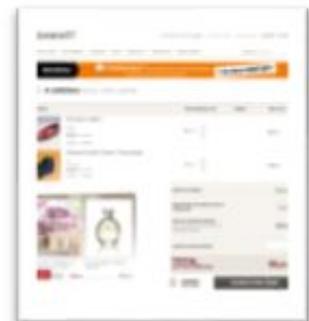
Payment page



Homepage



Product page



Basket page



Payment page

Choice-supportive bias

Customer's tendency to remember and perceive their decisions as better than they actually were.

Booking.com



Mottram Hall



Great Value Today



Free parking



1 restaurant on site



Wilmslow Rd, Mottram St Andrew, Macclesfield, SK10 4QT, United Kingdom

This property is in a good location. Guests have rated it 8.6!



Today's your lucky day! **You've chosen the cheapest room** at Mottram Hall. **Don't miss out on our best price**, book now!

How do you incorporate
test ideas based on
cognitive biases into your
testing roadmap?

Test idea prioritisation framework

Running on high traffic page(s)?	Contributing to the main business KPIs (2 or 0)	Based on qualitative feedback/research	Based on quantitative feedback/research	Using psychology/cognitive biases?	Above the fold	Noticable within 5 sec (2 or 0)	Adding or removing an element?	Ease of implementation (less than 4 hrs = 3, up to 8 hrs = 2, under 2 days = 1, more = 0)	RESULT
1	2	1	1	1	1	2	1	2	12
1	0	0	0	0	1	2	0	3	7
1	0	0	0	0	0	2	0	2	5

Thank you!