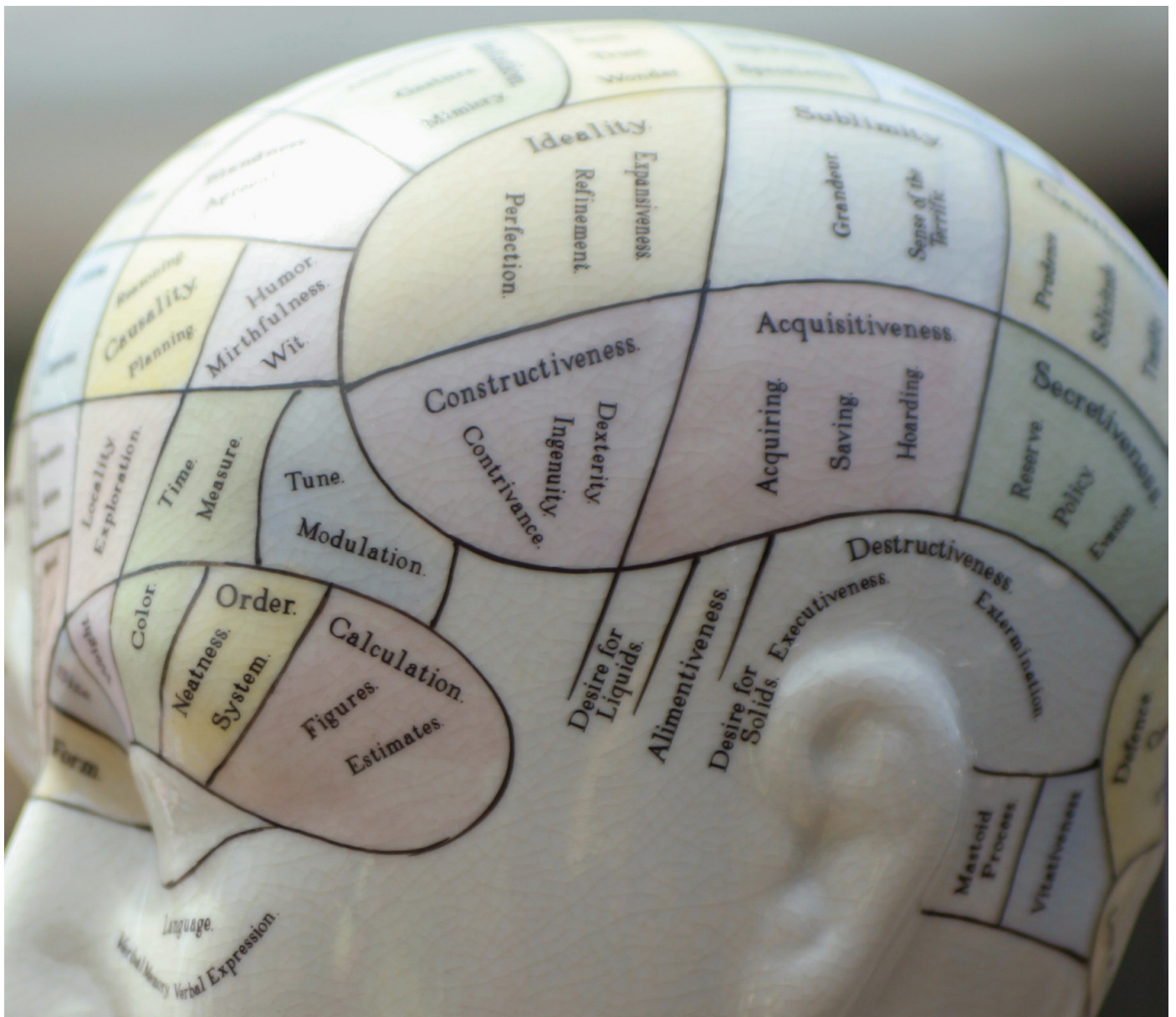


HOW TO CATCH AND KEEP CUSTOMER ATTENTION, PART 2

Four UX Discoveries Through Emotional Testing Using EEG Technology



PART 2: FOUR UX DISCOVERIES THROUGH EMOTIONAL TESTING USING EEG TECHNOLOGY

Welcome to the RRD Marketing Solutions series “How to Catch and Keep Customer Attention.” This research reviews several elements of human behavioral responses to new information. It also aims to provide insight on usability trends and opportunities for consumer engagement.

In Part 1, we shared **10 key findings in eye tracking research**, which identified what consumers see and don't see in your customer-facing messaging. Now in Part 2 of the series, emotional testing is the key driver to revealing four more user experience discoveries.

In 2016, RRD Marketing Solutions conducted a user experience study that incorporated emotional testing using electroencephalogram (EEG) technology, and sampled six consumer-facing websites across a variety of industries including eCommerce, Financial Services, and Travel and Hospitality.

From this study, members of our Research + Customer Experience team were able to derive four key findings regarding user frustration, irrelevant content, task efficiency, and positive reactions. These findings prompted a number of actionable recommendations regarding major areas of interest related to website usability.

OUR USABILITY DISCOVERIES INCLUDE:

1. Too much information or excessive navigation frustrates users
2. Users don't welcome irrelevant information
3. Unexpected features and clutter confuse users and interfere with their progress
4. Users react positively to tasks that are easy to execute

STUDY DETAILS

Ten single-participant sessions were conducted (10 participants in total) in the Precision Experience Lab,SM RRD Marketing Solutions' 2,100 square-foot dedicated customer research space.*

- Sessions lasted no longer than 90 minutes
- All participating users met the following criteria:
 - 18-45 years old
 - “Average” internet users, having browsed a variety of websites in the past 6 months
- Participants were assigned several tasks to complete on a variety of consumer-facing websites, using a desktop computer

*Detailed study activities, participant criteria and demographics available upon request.

How Does EEG Technology Work?

Emotional testing is conducted using a noninvasive 16-node, wireless EEG headset that monitors electrical impulses in the brain to measure thoughts, feelings, expressions, and levels of engagement in real-time.

The headset records electrical activity along the scalp, gathering information on facial expressions, nonverbal reactions, and different emotions to present a powerful emotional picture of user reactions.



EEG Wireless Headset

Why Care About User Emotion?

Understanding how users emotionally respond to products and services can help refine and improve the overall customer experience and increase conversions.

- Experiences that are enjoyable are perceived as more functional
- If a user is frustrated, they may quickly lose trust in the site or application being used
- A high level of any emotion increases memorability, whether it's positively or negatively
- Users who are excited or engaged are more likely to explore promotions or other offers
- Engagement holds a direct correlation to likeliness to convert



TOO MUCH INFORMATION OR EXCESSIVE NAVIGATION FRUSTRATES USERS.

When users are given too much information to read or too many actions to perform, navigation is often considered difficult and a source of frustration.

Excessive content can make features difficult to locate and create a confusing user experience, especially when accompanied by significant scrolling and searching.

During the study, EEG levels revealed quick frustration when users could not easily find what they were looking for, even while some verbal and facial expressions remained neutral or positive.

WEBSITE STUDY: AMAZON

While Amazon's product search and checkout process yielded mostly positive results, the massive amount of product/marketing information given was difficult for users to scan and digest, especially when given prior to customer reviews or product comparisons.

Solution

Utilize "show more" links so that the user may choose when additional information is shown.

storage for devices. Add storage. [Show more](#)

fire HD10
OUR LARGEST DISPLAY
— ON OUR THINNEST TABLET

Roll over image to zoom in

Fire HD 10 Tablet with Alexa, 10.1" HD Display, 16 GB, Silver Aluminum - with Special Offers (Previous Generation - 5th)
Amazon
★★★★☆ 16,465 customer reviews
1000+ answered questions

Available from these sellers.
Special offers display on your device's lockscreen. [Learn more](#)

- Our largest display on our thinnest tablet yet. Available in black, white, and introducing silver aluminum.
- Silver aluminum option features an all-metal backing for a premium tablet experience
- Beautiful widescreen 10.1" HD display with over a million pixels (149 ppi / 1280 x 800)
- Fast quad-core processor up to 1.5 GHz. Rear-facing 5 MP camera and front-facing HD camera.
- Now with Alexa, a cloud-based voice service that provides quick access to the entertainment you want, including music, games, audiobooks, and more. Ask questions, shop, find news, weather, and more - just press the home button and ask.
- Enjoy millions of movies, TV shows, songs, Kindle e-books, apps and games -- including Netflix, Facebook, HBO, Pandora and more
- 16, 32, or 64 GB of internal storage. Free unlimited cloud storage for all Amazon content and photos taken with Fire devices. Add a microSD card for up to 200 GB of additional storage.

[Show more](#)

[Jump to: Compare tablets](#) | [Technical details](#)

WEBSITE STUDY: CHASE BANK

When users were shopping for a Chase Bank credit card, the fine print and high level of material on their product page made desired information seem hidden, frustrating and confusing participants.

Solution

Break up content with brief, clear, digestible messaging, utilizing bullet points and lists where applicable.

Offer Details

Earn up to 80,000 Bonus Points
The product is not available to either (i) current cardmembers of any Sapphire credit card, or (ii) previous cardmembers of any Sapphire credit card who received a new cardmember bonus within the last 24 months. If you are an existing Sapphire customer and would like this product, please call the number on the back of your card to see if you are eligible for a product change. You will not receive the new cardmember bonus if you change products. You will qualify for 50,000 bonus points if you make \$4,000 in purchases within 3 months of account opening. You will qualify for 30,000 bonus points if you make a total of \$30,000 in purchases within 12 months of account opening (for a possible total of 80,000 bonus points). After qualifying, please allow 6 to 8 weeks for bonus points to post to your Chase Sapphire Preferred account. ("Purchases" do not include balance transfers, cash advances, cash-like charges such as travelers checks, foreign currency, and money orders, wire transfers or similar cash-like transactions, lottery tickets, casino gaming chips, race track wagers or similar betting transactions, any checks that access your account, interest, unauthorized or fraudulent charges, or fees of any kind, including an annual fee, if applicable.) To be eligible for this bonus offer, account must be open and not in default at the time of fulfillment.

Earning Points
Rewards Program Agreement: For more information about the Chase Sapphire Preferred rewards program, view the latest [Rewards Program Agreement](#). We will mail your Rewards Program Agreement once your account is established. If you become a Chase Online customer, your Rewards Program Agreement will also be available after logging in to [chase.com/join/rewards](#).

How you can earn points: You'll earn points when you or an authorized user, use a Chase Sapphire Preferred credit card to make purchases of products and services, minus returns or refunds. Buying products and services with your card, in most cases, will count as a purchase; however, the following types of transactions won't count and won't earn points: balance transfers, cash advances and other cash-like transactions, lottery tickets, casino gaming chips, race track wagers or similar betting transactions, any checks that access your account, interest, unauthorized or fraudulent charges, and fees of any kind, including an annual fee, if applicable. **1 point:** You'll earn 1 point for each \$1 spent. **2 points ("2X points"):** You'll earn 2 points total for each \$1 spent when your card is used for purchases in the travel category or the dining at restaurants category (one additional point on top of the 1 point per \$1 earned on each purchase). **How you can use your points:** You can use your points to redeem for any available reward options, including cash, gift cards, travel, and products or services.

2

USERS DON'T APPRECIATE OR WELCOME IRRELEVANT INFORMATION.

Users often depend on their ability to select certain criteria from a complete list of product options. They become frustrated without appropriate search filters.

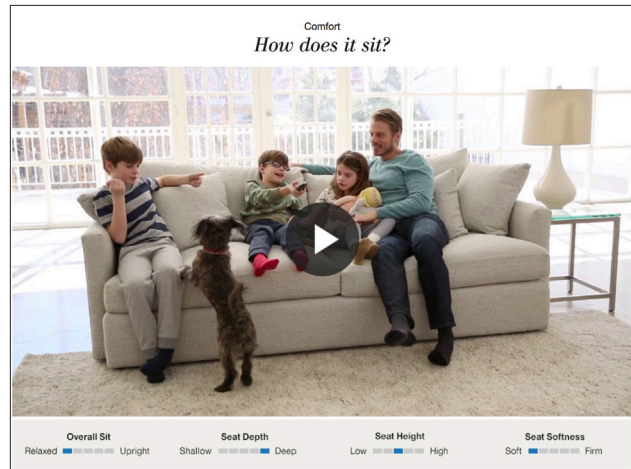
When study participants encountered irrelevant messaging, products or anything else seemingly geared toward marketing, that content was deemed unnecessary, frustrating, and, subsequently, ignored.

WEBSITE STUDY: CRATE & BARREL

When searching for and purchasing a couch on Crate & Barrel's website, users became frustrated and even mocked a video showing a family on a couch. While videos stimulate emotional engagement, the lack of pertinent information, such as a couch's dimensions, fabric details, and color options, caused high frustration, rather than high excitement.

Solution

Remove video content and replace with engaging information that's relevant to the product.

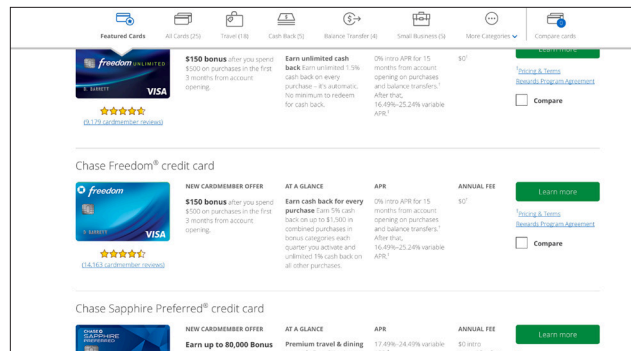


WEBSITE STUDY: CHASE BANK

Without displaying a complete list of card options from the beginning, users sometimes thought they could only choose between the first three promoted credit cards. Users were frustrated that all options weren't presented initially, and that the options could not be sorted by filters once found.

Solution

Present users a comprehensive set of options initially, and add filters to select their personal criteria from there.



3

UNEXPECTED FEATURES AND CLUTTER CONFUSE USERS AND INTERFERE WITH THEIR PROGRESS.

Regardless of when pop-ups appear, users can find them highly frustrating, even when benefits such as a coupon or chat help are being featured.

Most study participants did not interact or even read the content of the pop-ups they encountered, quickly closing them in order to continue on with their task.

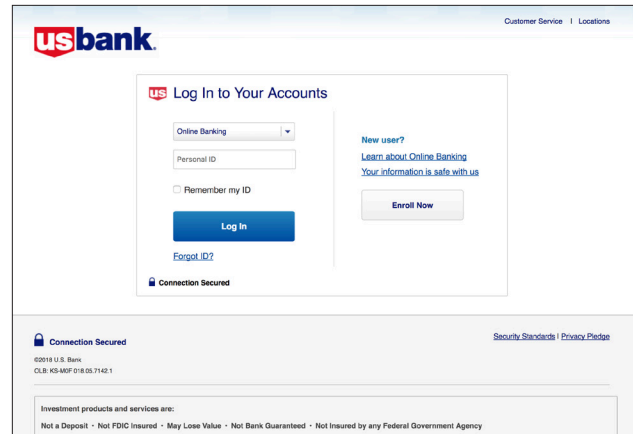
Unexpected features, as well as cluttered information or excessive clicking, impeded a user's progress and resulted in significant frustration or error. This makes a simple, consistent experience crucial for high user engagement and reduced stress.

WEBSITE STUDY: U.S. BANK

Users attempting to apply for a credit card with U.S. Bank were met with a login page before continuing to the application, causing significant frustration and potential abandonment of the task.

Solution

Remove the login requirement to save users time and reduce potential frustration or abandonment.

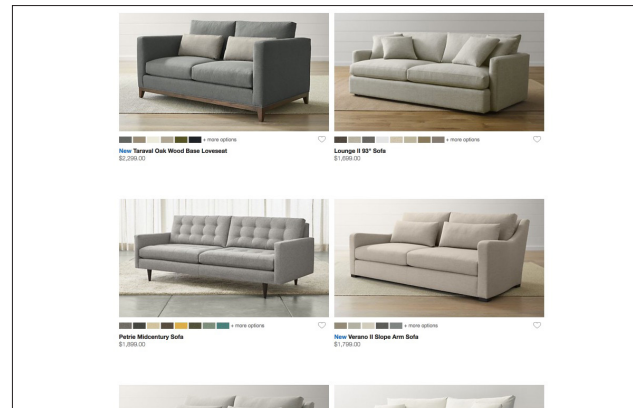


WEBSITE STUDY: CRATE & BARREL

When shopping for a couch at Crate & Barrel, users were frustrated that the same couch design was shown repeatedly when scrolling, the color changing tool was difficult to find, and viewing the color options required clicking on each color rather than scrolling to see it in real time.

Solution

Show the various color options via a rollover interaction so that the experience is less cumbersome, which would reduce scrolling, clicking, and confusion for the user.



4

USERS REACT POSITIVELY TO TASKS THAT ARE SIMPLE AND EASY TO EXECUTE.

Users are excited and engaged when tasks are simple, quick, and easy to understand.

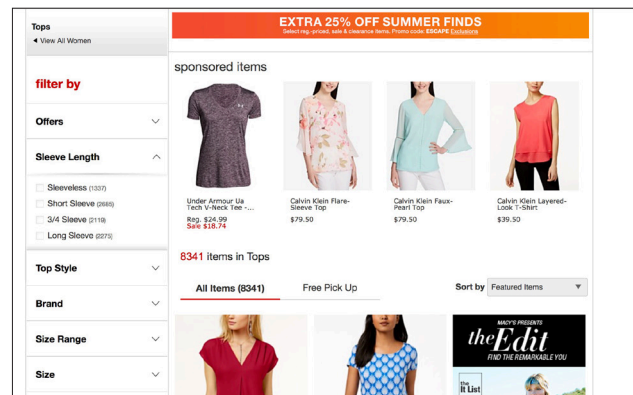
When study participants could perform a task quickly, without excessive reading, clicking, or navigating, they demonstrated enthusiastic responses rather than becoming frustrated or confused.

WEBSITE STUDY: MACY'S

Participants used Macy's filters frequently to help them find the shirt they were looking for, and using these filters revealed a tendency for heightened emotional engagement.

Solution

Maintain the use of these filters for quick and engaged user interactions.

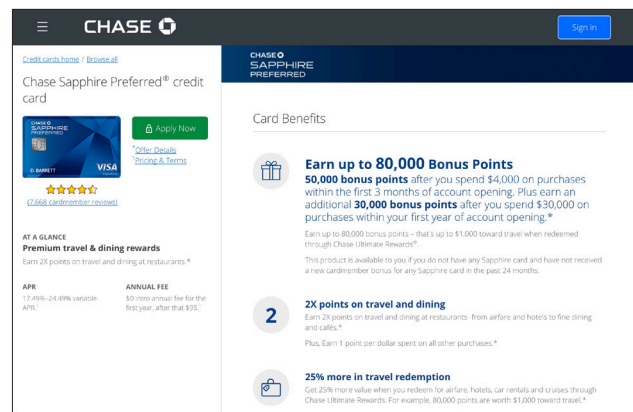


WEBSITE STUDY: CHASE BANK

When choosing a Chase Bank credit card, most participants utilized the product detail page as their main source of beneficial information to help with their selection.

Solution

Maintain this informative, yet visually streamlined approach for the ease and simplicity of card selection.



BUILDING THE CASE FOR EMOTIONAL TESTING RESEARCH

Rather than observing what participants say, EEG technology allows stakeholders to learn how your users feel while carrying out your online tasks, gaining valuable, scientific, and instantaneous insights into customer responses.

Engagement, boredom, frustration, meditation (sense of being in control), instant excitement, and long-term excitement are all captured using this wearable technology.

Even with the understanding of how valuable our findings can be, securing the resources, time and budget to engage in an emotional testing study may be a challenge. If you're interested in building a business case to deploy an emotional testing study, we've compiled a list of the most compelling results.

When elements are optimally designed or revised according to the results of emotional testing, these improvements can be realized immediately:

- Increased response to primary offers and promotions
- Better conversion rates on critical CTAs
- Reduced abandonment
- Higher comprehension
- Improved brand awareness and information recall

Emotional testing provides usability solutions and insight into nearly every medium including:

- Websites
- Direct mail pieces
- Emails
- Commercials/videos
- Brochures
- Paper prototypes
- Hand-held devices (e.g., smartphones, tablets, etc.)
- Mobile apps
- Physical products

USE EMOTIONAL TESTING TO REDEFINE YOUR UX

By taking note of our four key UX discoveries in this report as well as our recommended next steps, you'll get a competitive edge on creating visually compelling content users can easily consume.

Of course, each application is unique, with specific nuances and considerations. The best way to learn what's working for you and what isn't is to conduct a customized emotional testing study tailored to your business objective.

About RRD Marketing Solutions

It's the age of the customer. More than ever before, consumers are at the heart of marketing strategies and messaging. They're informed and empowered, and they have high expectations for a personalized experience.

RRD Marketing Solutions helps brands optimize engagement with their customers across all touchpoints—online, offline and onsite. The group activates marketing resources in the most impactful way, through a combination of predictive insights, inspired content and meaningful interactions.

With a fully-customizable suite of research and usability testing services, our seasoned research and customer experience team offers an unparalleled first look into the customer's decision-making process and behavioral patterns.

Our services include: customer journey mapping, emotional testing, ethnographic research, eye tracking, focus groups, heuristic evaluations and usability testing.

Our services include: customer journey mapping, emotional testing, ethnographic research, eye tracking, focus groups, heuristic evaluations and usability testing.

Contributing Authors:

Nicholas Michel, Senior Research + Customer Experience Manager
nicholas.t.michel@rrd.com

Optimize Engagement.
Visit MS.RRD.com

REMEMBER:

1. Too much information or excessive navigation frustrates users
2. Users don't welcome irrelevant information
3. Unexpected features and clutter confuse users and interfere with their progress
4. Users react positively to tasks that are easy to execute