

emotional logic 

# 7 Facts about Humans

(that will change the way you do research)

Annett Pecher





Understand behaviour better.  
Drive change. Deliver growth.

Award-winning and innovative research solutions to help you understand what drives behaviour and how to influence it.

Research powered by Behavioural Science.

# Conscious and unconscious mind



System 1 = Unconscious mind

System 2 = Conscious mind



**90%**  
of cognitive processing  
may be unconscious

# Fact #1



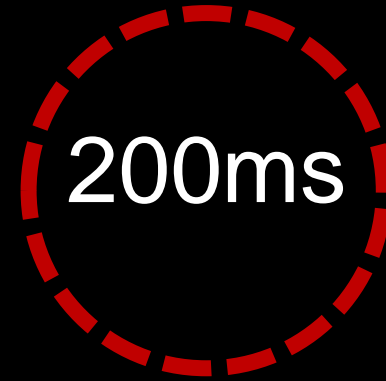
Humans can process  
information at very  
high speed.

Unconsciously.

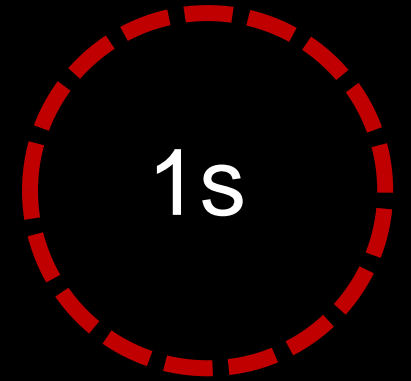
Fact #1: Humans can process information at very high speed



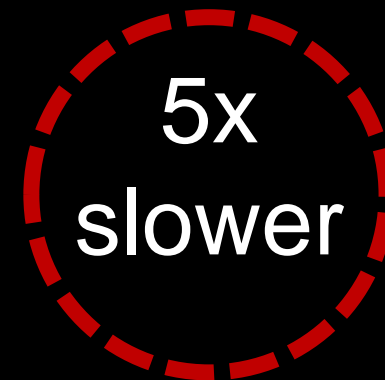
System 1 reacts



System 2 reacts



System 2 is



Fact #1: Humans can process information at very high speed



- ❑ Traditional UX research slows users down
- ❑ This changes browsing behaviour
- ❑ UX testing has to work at the speed of the unconscious mind to develop intuitive journeys

**29%**  
Increase in  
conversion

Fact #2

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Humans see a lot  
more than they can  
remember.

Fact #2: Humans see a lot more than they can remember



Your **senses** receive **10m bits** of information per second.



**75%**  
**FILTER**  
of people who see your advertising will not remember it

Your **conscious mind** can only process **40 bits** of information per second.



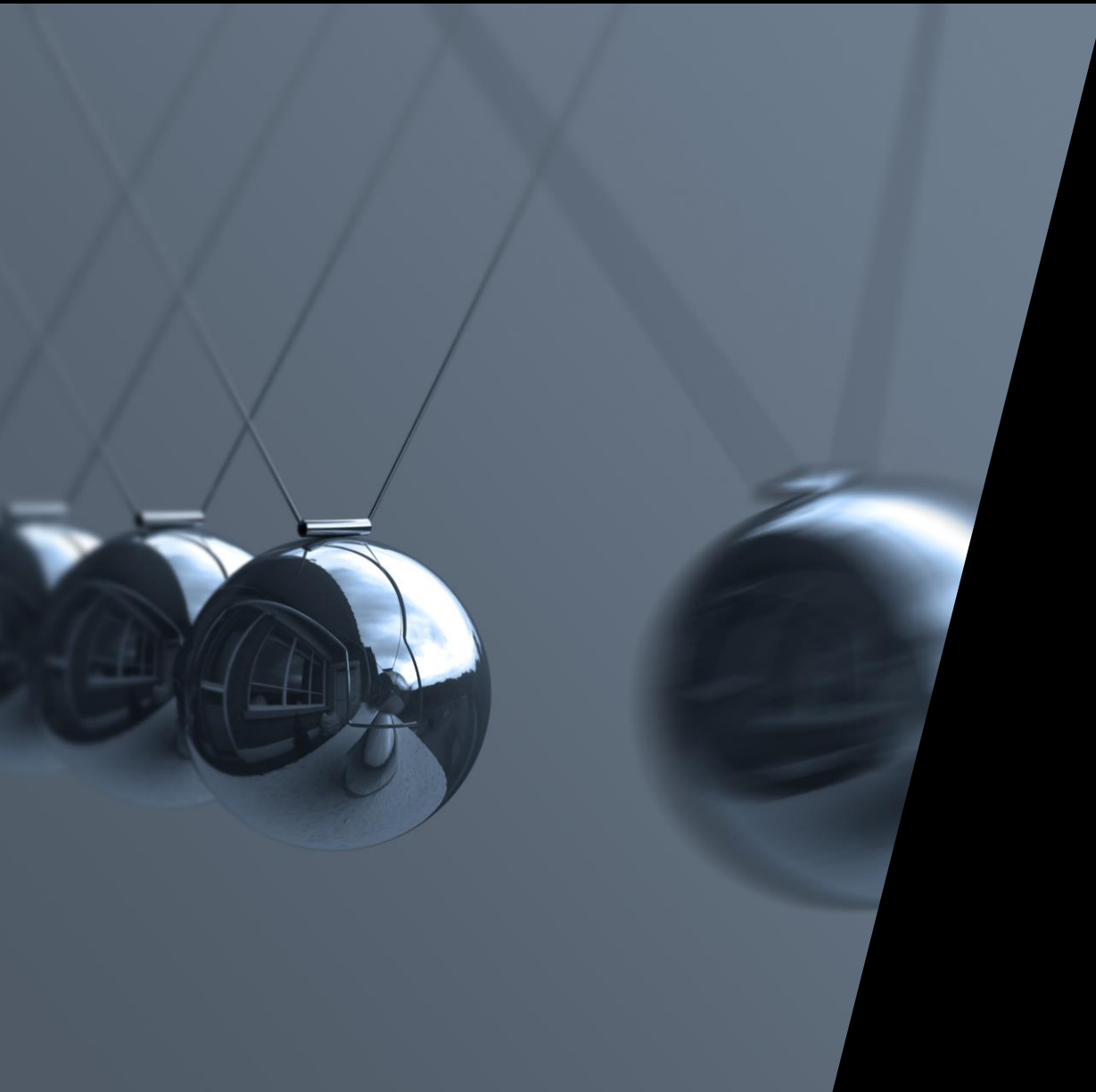
## Fact #2: Humans see a lot more than they can remember



- ❑ Researching adverts the audience remembers misses up to 75% of the audience impact
- ❑ Neuroscience techniques measure whether people unconsciously saw the advert and help you identify what is filtered out and why

**4x**  
Higher  
engagement

## Fact #3



Humans can be  
influenced without  
noticing it.

Fact #3: Humans can be influenced without noticing it

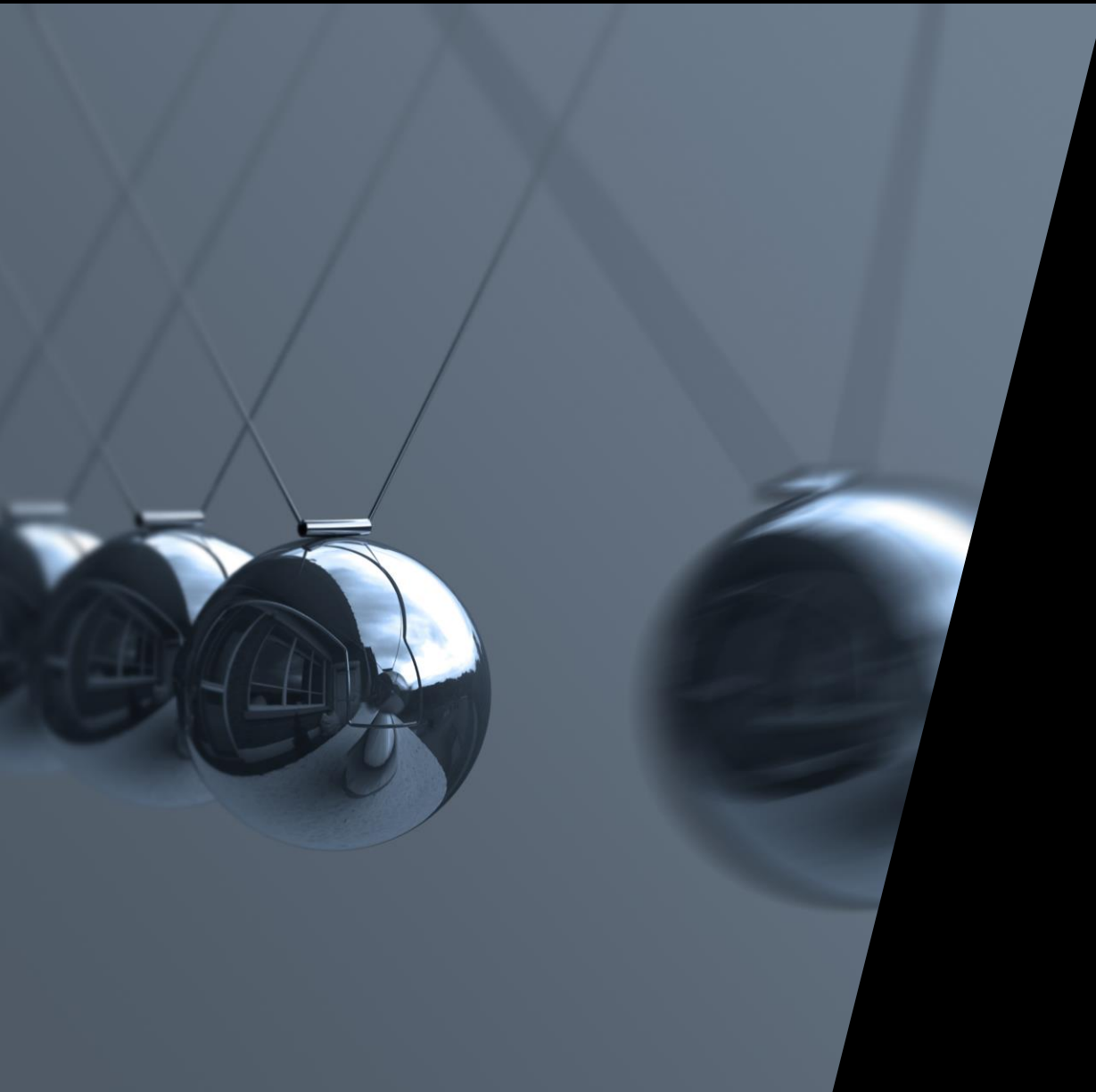
emotional logic 



A **hot drink** can make strangers seem more **trustworthy**.

**Faster music** can make people complete their **shop** more quickly.

Fact #3: Humans can be influenced without noticing it



- ❑ Research context can influence the results you get
- ❑ Develop contextual nudges to move behaviour in the direction that you want

## Fact #4



Humans make  
irrational decisions.

Fact #4: Humans make irrational decisions



Kid in a ~~sweetish~~ effect effect



## Fact #4: Humans make irrational decisions



- ❑ Many research approaches still assume people make a rational decision
- ❑ Always measure actual behaviour
- ❑ Apply behavioural biases in your category to increase sales

**66%**  
Increase in  
conversion

## Fact #5



Humans like to put things into boxes.



Fact #5: Humans like to put things into boxes.



Boxes make life **easy**.  
Categorisation **free**s up  
**capacity** to do other things.

But this can be a **barrier** for  
new product development.

How different is too different?



**95%**  
of new products fail  
within 12 months

Fact #5: Humans like to put things into boxes.



- ❑ A lot of companies undertake NPD before they understand the 'box' they are in
- ❑ Understand the parameters of your category
- ❑ The most successful new products disrupt but still feel familiar

Fact #6

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Humans do not like  
change.

Fact #6: Humans do not like change.

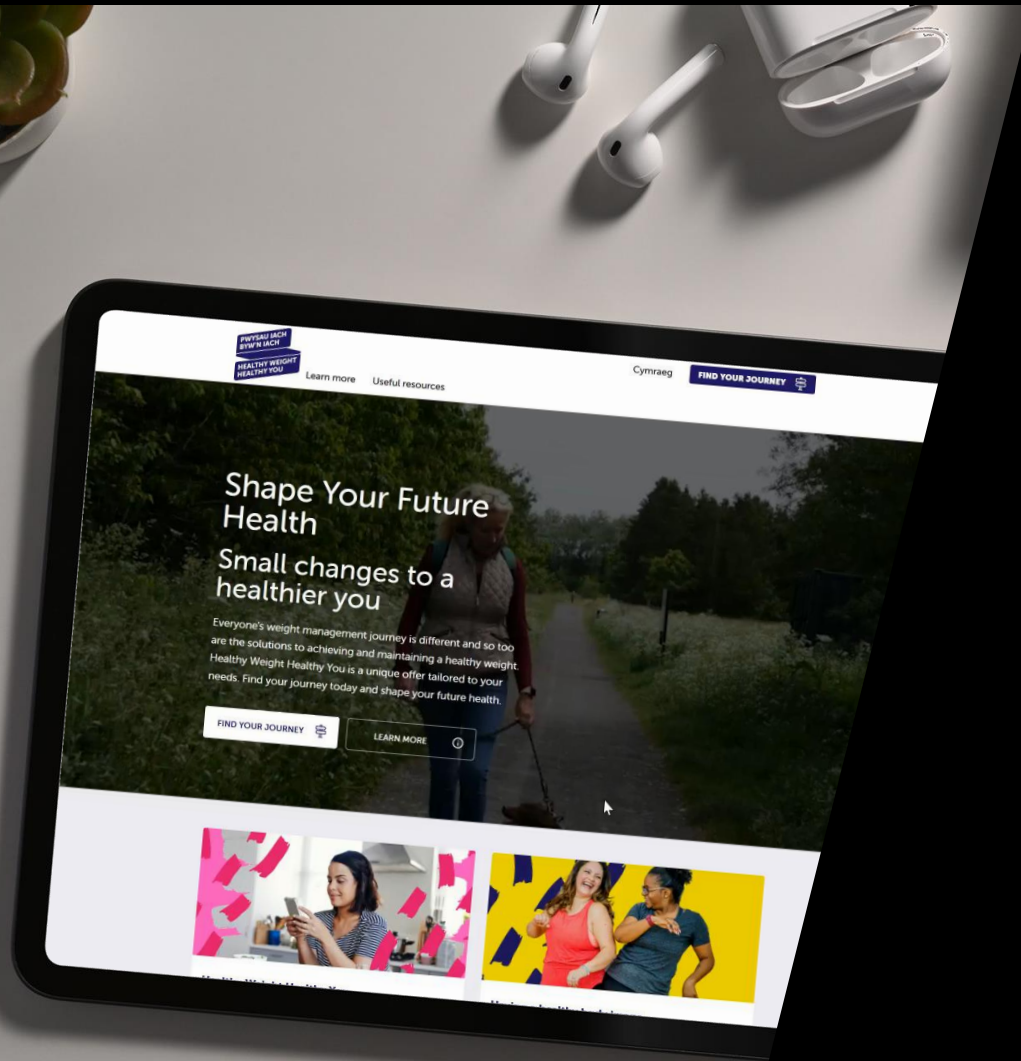


You made a **conscious decision** to change.

Within weeks you are back into your **old routine**.

You did not **convince your subconscious mind** to change.

Fact #6: Humans do not like change.



- ❑ To inspire long-term change you have to understand unconscious motivations
- ❑ Most people don't know their own unconscious motivations so you cannot ask them
- ❑ You need an effective Behavioural Change model

## Fact #7



Humans are hard-wired to notice certain things.

Fact #7: Humans are hard-wired to notice certain things



Fact Reinforcing effect



## Fact #7: Humans are hard-wired to notice certain things



- ❑ People cannot tell you what attracts their attention it's a reaction – you have to measure it with neuroscience
- ❑ Apply known behavioural effects to capture attention

40%  
More  
attention



## In summary



### Humans

- Can process information fast
- See a lot more than they remember
- Can be influenced without noticing it
- Make irrational decisions
- Like to put things in boxes
- Do not like change
- Are hardwired to notice certain things

What could you do differently that would deliver new insights?

Dive deeper

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Booth 311

Deep Sea Diving

Draw a Virtual Reality Sea Creature for a chance to win an iPhone.

For further information please contact:



Annett Pecher  
Director

T +44(0) 800 334 5359  
E [team@emotional-logic.co.uk](mailto:team@emotional-logic.co.uk)  
W [www.emotional-logic.co.uk](http://www.emotional-logic.co.uk)