

Design and marketing for the human mind

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Abstract

Design and marketing of new products, are very expensive processes in industry, both in terms of human resources and financial costs involved. In fact, in highly competitive contexts, the risk of failure is extremely high. Despite of these considerations, important investing decisions regarding certain aspects of new (as well as already existing) products or commercial campaigns are often taken following the personal intuitions of designers and marketers, without a scientifically-based approach. Recently, cognitive neurosciences have started to provide useful information regarding consumer behavior and human reactions to products. In particular, it has been shown that evaluation of stimuli is always based on the integration of information coming from different sensory modalities by the human brain. Certain aspects of the stimuli that are often not considered relevant in the description of a product, can actually be very effective in driving a consumer's choice or evaluation. By better understanding these neurocognitive mechanisms, it is possible: a) to reduce the costs of designing more versions of the same product; b) to minimize the costs of launching more commercial versions at the same time; c) select the most effective commercial; d) to minimize the image damage of a company in case of launching an inadequate commercial/product. That is, cognitive neurosciences can offer to designers, marketers and investors, valuable tools for reducing the risks associated with their daily decisions.