



# KEYNOTES WE OFFER

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## **Top 5 Things You Need To Know About People**

Brain and behavioral science research is exploding with new and sometimes strange insights about how people perceive, pay attention, think, learn, and take action.

We share our top 5 things you need to know about people, including research on vision, unconscious mental processing, and what triggers our brains to make a decision. Get inspired to put brain and behavioral science into the design of your next product.

## **The Future of Human-Technology Interaction**

Machine learning, advanced robots, and virtual reality are here. UX professionals and designers are making crucial design and ethical decisions now that will shape the interactions between machines and people for years to come. Dr. Susan Weinschenk explores what are the most important decisions designers are making, and highlights the skills and knowledge you will need to design our future with technology.

## Vision And The Brain

New research out on vision, the brain, and what and how people see, has surprising and sometimes counter-intuitive insights. Do you know why peripheral vision is as important, and maybe more important than central vision? How about the special part of the brain dedicated to processing faces?

Learn about the latest research on vision and the brain and how that research can be applied to the design of your products.

## Mindfulness and Micro-Moments

We tend to concentrate on large design decisions (patterns, color, layout, customer journeys), but if you want people to take a particular action you need to design for the micro-moment. There are interesting parallels between designing for the micro-moment and the brain state of mindfulness. In this keynote we explore the idea of being in the present moment from the point of view of the designer and the person interacting with the design, and about the brain science that underlies both mindfulness and micro-moments.

## The Top 5 Takeaways From Cool Behavioral Economics Research (There's No Math... We Promise)

Behavioral Economics is a subset of Behavioral Science that deals with how humans make choices when presented with options. This talk isn't about how to do behavioral economics, it isn't about math, or modeling or any tough to understand stuff. It's about cool research people have done. We've done the hard work for you, read the research, summarized it, and now give you 5 really cool takeaways about humans you can use in your everyday work.

## **From Sock Hop To Snapchat: Truths And Myths About Generational Differences**

How do generational differences affect expectations when using technology, apps, or devices? In this talk we share the truths and myths about generations (backed up by research), and how you can use these insights to better understand your target audience and improve your product's design.

### **The Buying Brain**

Research on neurons firing in the brain provides insights into what makes people decide to buy. In this keynote we share some of the interesting research, for example: how feelings are related to decision-making, and the fact that the part of the brain that makes a "value" decision, can't be active at the same time as the "habit" part of the brain. Learn what you can do to bring about a "buying brain" in your customers.

### **The Future Of Tech Is A Future Without Ethics**

The tech industry historically has an image and culture of ethics – technology is about building great products and services to make the world a better place. But is this real or is it just marketing and public relations? As we move forward with artificial intelligence, robots, virtual reality, autonomous vehicles, and big data, companies may have to choose between money and profits or doing good. Guthrie Weinschenk, J.D., a licensed attorney, shares the current state of ethics in technology and the critical questions to ask about the future.

## How To Get People To Do Stuff

All day at home and at work your life is filled with trying to get people to do stuff. Learn the 7 basic drivers of human motivation and tips and techniques to apply them.

## The Science of Decisions

Learn about the most recent research in human decision-making. Did you know that in order to make a decision you have to feel an emotion? Or that researchers can peer inside the brain, see when you have made a decision, and know which decision you've made 7-10 seconds before you are even aware you've made one? Find out the surprises from recent research, and understand how people make decisions.

## The Science of Teams

Research in behavioral science shows that when people are part of a team they work more creatively, produce better results, work harder and longer, and enjoy their work more. Learn the science behind what makes people feel part of a team, and how to create and maintain great teams.

## The Power of Stories

Stories engage our brains in unique ways, and the right story told in the right way makes our brains believe that we are the main hero in the story. Stories can trigger brain chemicals that encourage us to take certain actions. When

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