

# Revamping London Heathrow Airport

With the use of neuroscience knowledge and research tools to better  
understand consumer responses to their experience and relief  
identified pain points

Ty Yiu

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### **Abstract**

Taking into account of how the brain works and how the human brain processes and retains information is the difference between traditional marketing and neuromarketing. Traditional marketing aims at bringing a product to the customer by convincing them, considering less what the customer wants. Today, The focus is on emotional information, experiences that induce more positive emotions and reinforcement of associations made and tied to the brand.

## Pain Points & Problems

### A typical scenario

### Proposed Solutions

The consumer brain is often very irrational and the underlying processes often unconscious and outside of our control. Luckily, that doesn't mean that we cannot understand the consumer brain, because it mostly works in a very predictable way. Neuromarketing can be very powerful, so it is extra crucial to keep the ethical considerations in mind.

When under extreme stress, such as the presenter of the next Oscar holder while announcing the winner on stage, it is advised to ease and aid the human information processing process to increase positive emotions and maximise a pleasant experience. The *winner's card* was awfully designed, leading to the announcer making a mistake. The assumption is that if there would have been a greater focus on the essential information the incident could have been diverted.



(a) The old and terribly bad Oscars winner (b) The *revamped* Oscars winner card design card design

Figure 1: A comparison between the visual presentation on a Oscars winner card

As easily to identify, the revamped design only changes that there is a greater emphasis on the essential information, the category of the Oscar to be received. This subtle change could now be given value after having measured the implicit factors with the new version and compared it to the old design. The *pain* is

measurable and thus the relief of it thanks to a less negative experience is the change's intrinsic value.

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## References

Why Typography Matters - Especially At the Oscars. (2017). freeCodeCamp.org News. Retrieved 12 June 2019, from here