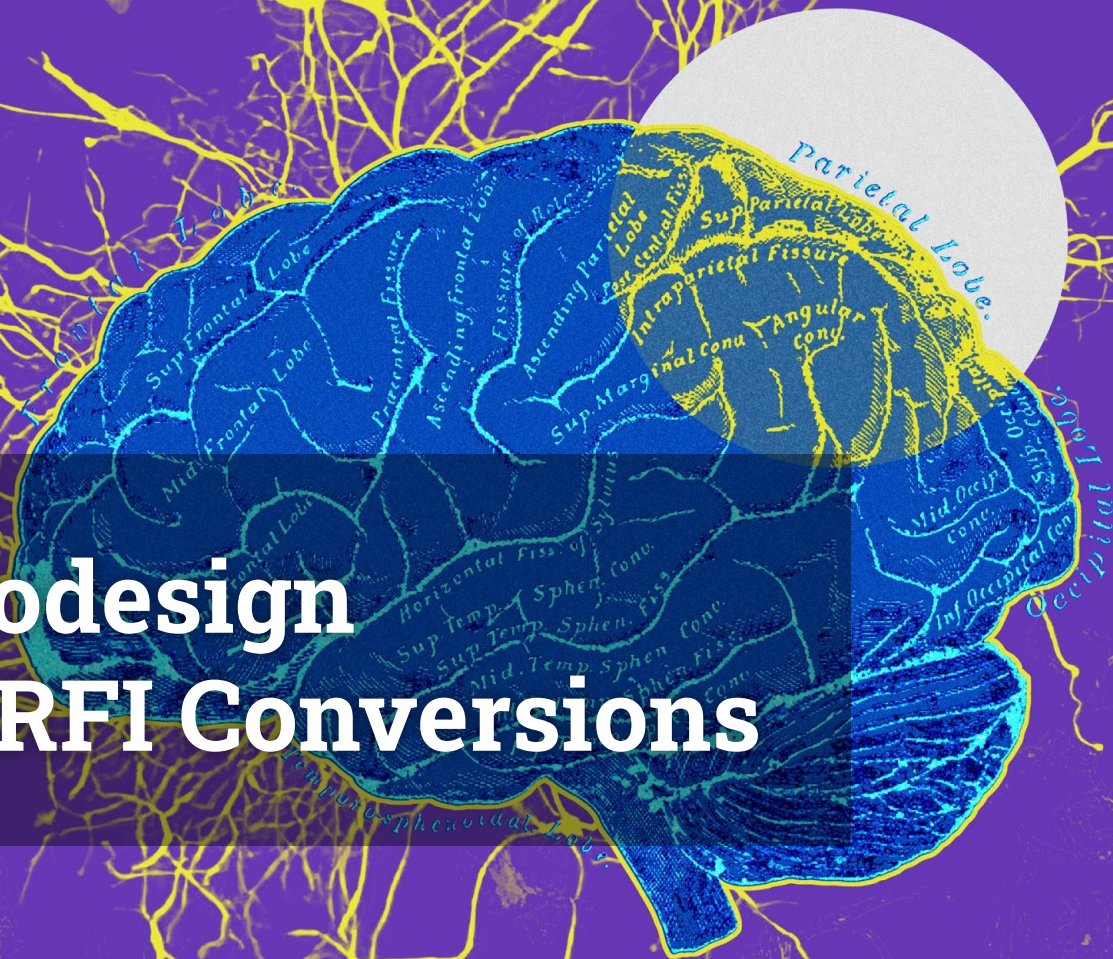


Using Neurodesign to Increase RFI Conversions





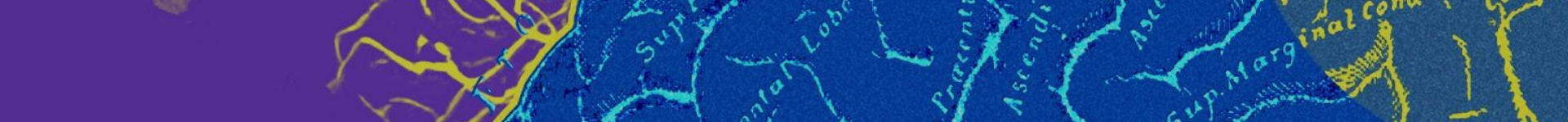
Dr. Deborah Kohl

Researches brain-behavior relationships between the brain and user behavior and teaches at the University of Baltimore



Andres Zapata

Teaches User Experience and Interaction Design at the Maryland Institute College of Art and leads idfive



Ads \$\$\$

Landing Page
(RFI)

Nurture

Enrollment



“

**Half of my advertising
is wasted. I just don't
know which half.**

Digital Media Advertising Market



More yield with the investment

Impressions

50K ad impressions

Clicks

1K clicks (2%)

RFIs

50 RFI (5%)

Apps

10 Apps (20%)

Enrollments

1 (10%)

Impressions

50K ad impressions

Clicks

1K clicks (2%)

RFIs

200 RFI (20%)

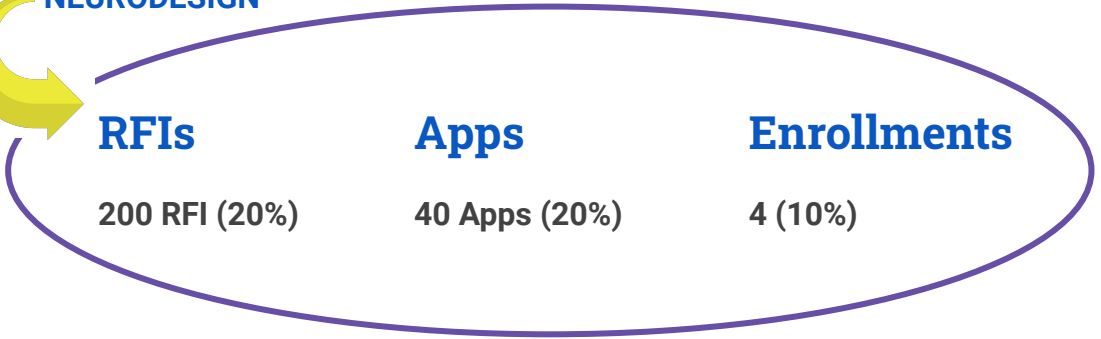
Apps

40 Apps (20%)

Enrollments

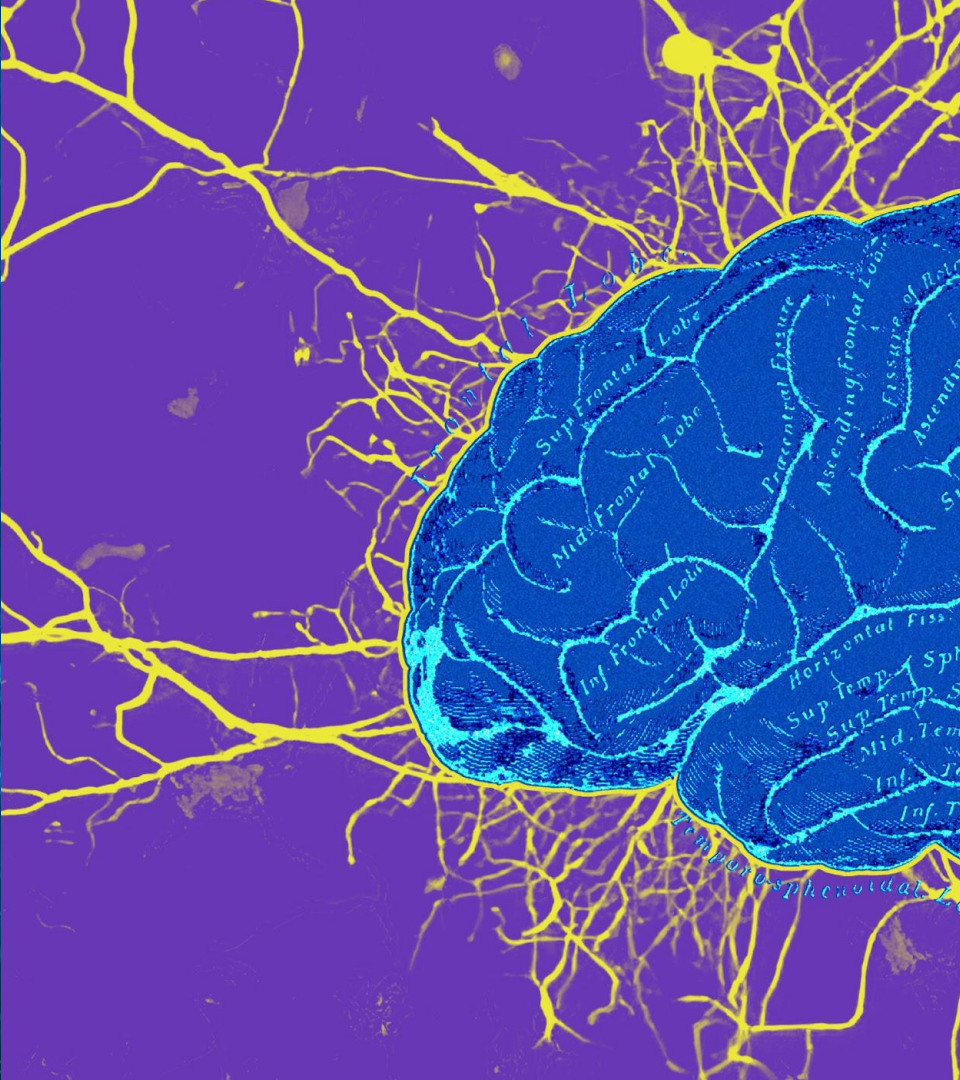
4 (10%)

NEURODESIGN



A high-speed train is shown in motion, blurred to indicate speed, as it passes a station platform. The platform has a yellow safety line and several people are waiting. The image is overlaid with a blue and yellow gradient. The text is positioned on the right side of the image.

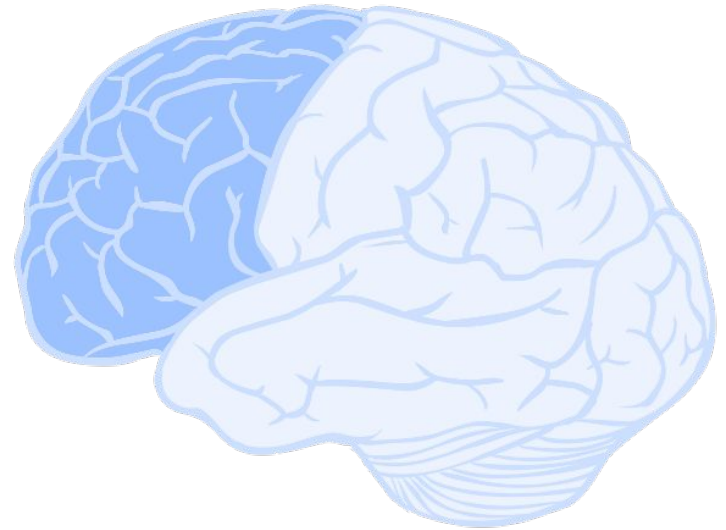
**We have
50 milliseconds
to make the
right impression.**



Neurodesign 101

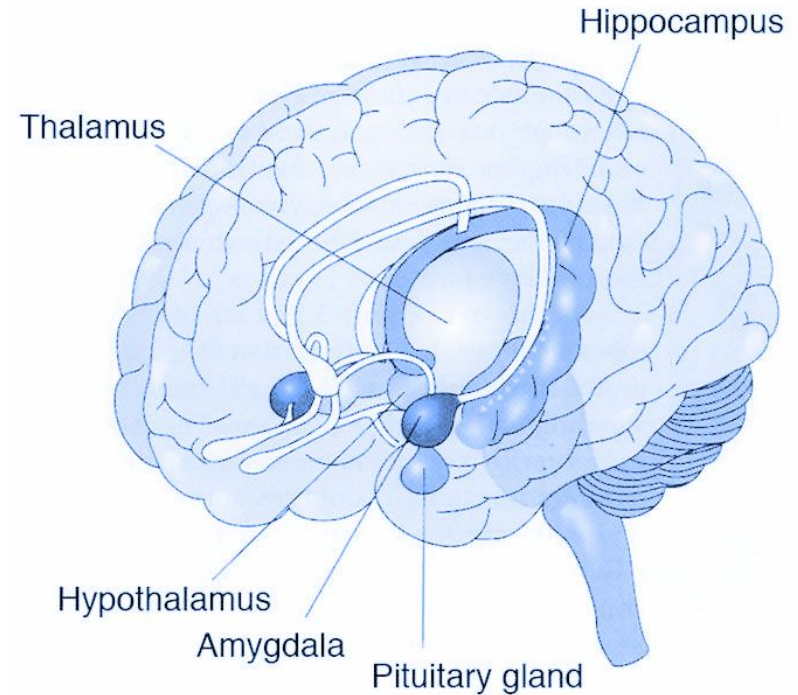
Frontal lobe

- **Brain development issues**
 - Myelination
- **Executive functions**
 - Attention
 - Monitoring
 - Decision making
 - Task persistence
 - Taking action



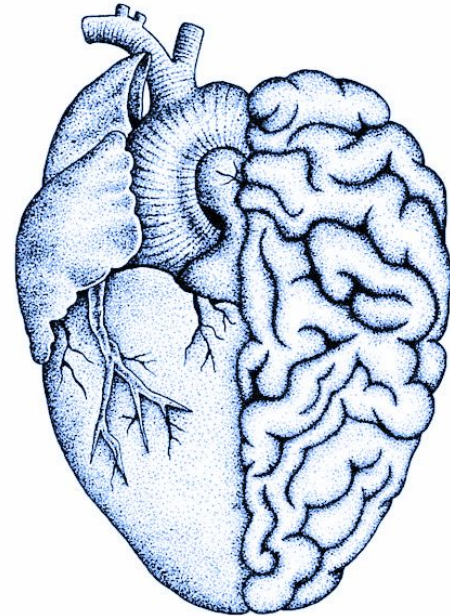
Limbic System

- Emotion
- Motivation
- Impulse



Frontal-limbic connections

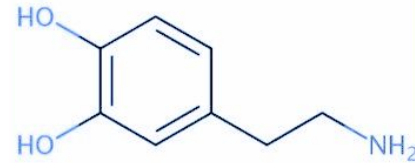
- Effects of emotion and motivation on decision making



Neuro-transmitters

- Serotonin
- Dopamine

Dopamine



Serotonin





1

Sensing, Perception & Expectations

Visual dominance effect and value
of other sensory input

Conventions, conventions,
conventions

Expectation violation

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STUDENT INFORMATION

First (Given) Name

Last (Family) Name

Date of Birth

Gender

Mailing Address

Country

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Street

City

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“Dornsife is helping me realize my dream of becoming an expert in maternal and child health program evaluation, so that I can work to reduce the disparities and discrimination many children face.

– Farren Rodrigues, MPH '20

9 in 10 master's program students are employed within a year of graduation.

NAVIGATING THE POLITICS OF PUBLIC HEALTH: GARRETT DEVENNEY, MPH '18

Garrett Devenney once planned to be a physician, but he changed his priorities after realizing that "crafting culturally-relevant policy can be truly transformational for community health." Devenney was one of a select group of Dornsife students awarded the David A. Winston Health Policy Fellowship, giving him the opportunity to work with leaders in public health policy from all over the nation. Today, a little more than a year after his Dornsife graduation, he is

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YOUR INTENDED PLAN OF STUDY AT DREXEL

Level of Study

SUBMIT



2

Shortcuts

Schemas

Gestalt principles

Hardwired -- take advantage of
how we were made



3

Attention, monitoring

Limitations to attention

Automatic and effortful
processing

The power of monitoring

Attention residue



4

Memory

Working memory

Words vs images

Incomplete task “cost”



5

Motivation

Intrinsic vs extrinsic

Limbic system vs frontal cortex

Neurotransmitters

Delayed vs immediate
gratification




6

Feedback

Reinforcement & reward
schedules


Neurotransmitters



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YOUR INTENDED PLAN OF STUDY AT DREXEL

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NO GRE REQUIRED.

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United States

Street

Let's talk



Dr. Deborah Kohl



Andres Zapata

Thank you

