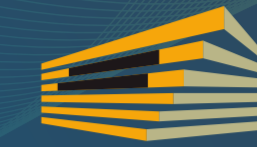


## Neuromarketing consultancy services applied to extended reality technologies



### TYPE OF R+D RESULT

New technology  
 New product  
**[ New service ]**  
 New knowledge or skill



### COMMERCIAL MATURITY LEVEL

Conceptual idea  
**[ Proof of concept (design) ]**  
 Validated in a controlled  
 environment  
 Validated in a real environment  
 Successfully implanted



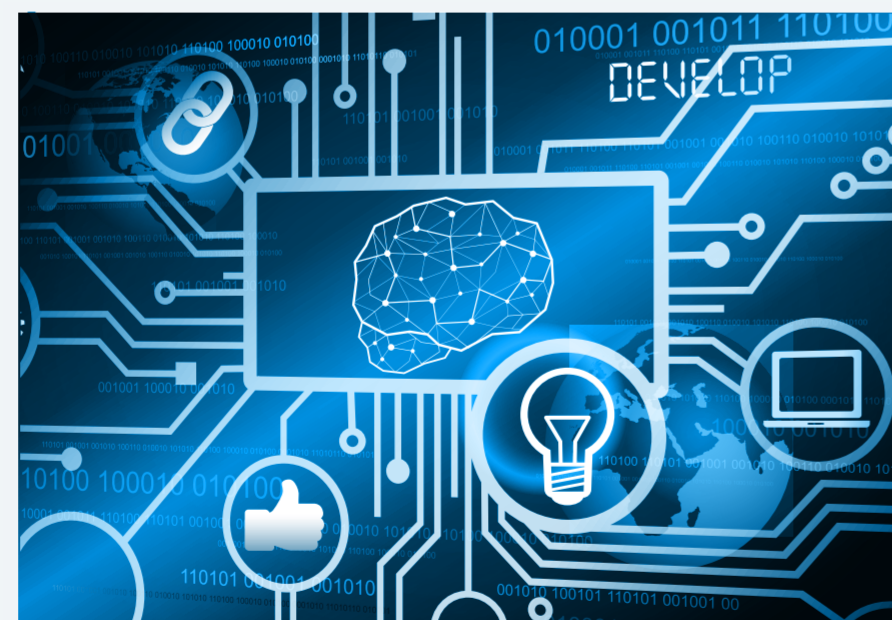
### PROTECTION LEVEL

**[ Non- applicable ]**  
 Patent  
 Software  
 Know - how  
 Utility model

### Description of the solution. Problem solved

Nowadays, we live in a digital era where extended reality technologies are continuously growing; thus, creation of virtual environments is becoming increasingly common. In order to be at the forefront of technology, companies such as hotels, museums, providers of sport and leisure activities, and so on, often consider generating this type of experiences for their potential customers.

Generating such virtual environments involves high expenses (in both monetary and time terms), but sometimes they do not get the desired return. This is mainly caused by a lack of previous study about the different formats where this type of experiences can be generated, in order to know which is the appropriate one to reach their goal in an effective and efficient manner.



So, the services on neuromarketing consultancy involve studying different formats where virtual environment can be offered in order to generate an experience (computer, tablet, mobile, virtual reality headset); as well as measuring the immersion intensity of each of them. That means, measuring how the individual dives into the experience, in

order to find a balance between the generated experience and the investment needed to provide it (e.g.: computer expenses from generating the experience, costs of the devices needed for using it, among others).

This service is based in carrying out a laboratory simulation of the different formats for the desired experience. For testing such formats, a sample of people will go through a survey before and after such experience. In addition to this, physiological measurements such as eye-tracking are done in order to learn about the involuntary responses of the individuals, which is used to contrast the information gathered through the surveys. This allows to prepare a report showing the immersion intensity for each format in order to compare the investment needed and estimate which technology from the aforementioned is the most appropriate for reaching the business goals.

### Fields of commercial application

- Tourism and leisure activities providers, for example: hotels, museums, exhibitions, sport activities, leisure activities such as paragliding and skydiving, etc.
- Other areas where user can preview the real activity through extended reality technologies.

### Market opportunity

Due to the technology advances and pandemic, use of digital technologies has increased recently. As a consequence, many markets - tourism sector among them- have introduced or are introducing the use of such technologies

in order to adapt their services to the new normality. In this challenging task, extended reality technologies may be a competitive advantage, especially if they are applied in a smart way, reaching objectives and reducing the investment.

Neuromarketing consultancy can be applied to markets already interested in these technologies, such as hotels and museums. Other sectors that have not dived in this area, although may be benefited from using such technologies, are those companies providing sport or leisure activities for example: water sports, for example or those offering paragliding and skydiving, etc.

### Competitive advantage

This is an ad hoc service, specifically made for each client, where specific circumstances of both application field and company size are analysed. This generates a completely unique service allowing the clients to optimise their resources, reaching at the same time their goals.

The methodology here used is based on the results of the scientific research on the field of the extended technologies and neuromarketing. This service can be extrapolated to any application field.

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