



MINISTERIO
DE TRANSPORTE
Y OBRAS PÚBLICAS



RESEARCH CONCLUSIONS
FOCUS LINES

NEUROMARKETING TEST CARRIED OUT BY
MIND NEUROMARKETING ADVISORS



Neuromarketing
advisors

FOCUS LINES OBJECTIVE

With neuroscience precision **identify**
the variations of cerebral activation
between a common path and 'Focus
Lines' to generate brain activity.



FOCUS LINES
TECHNOLOGICAL NEUROSCIENCE



FACE READING

30 photos per second of micro- expressions to capture emotions such as surprise, joy, and boredom.

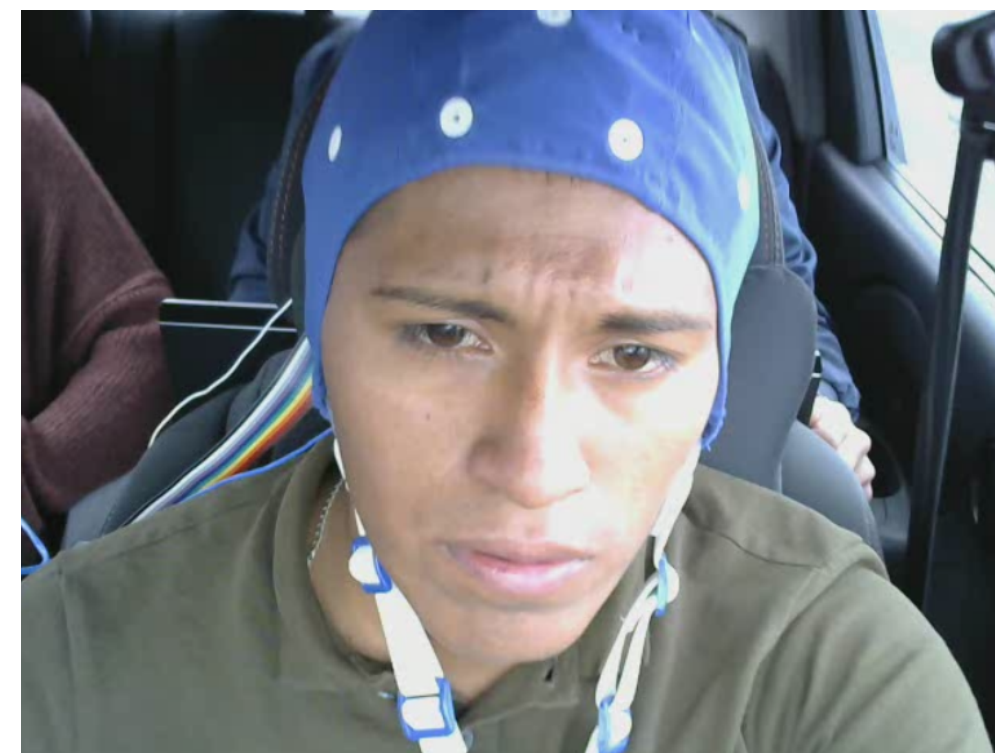


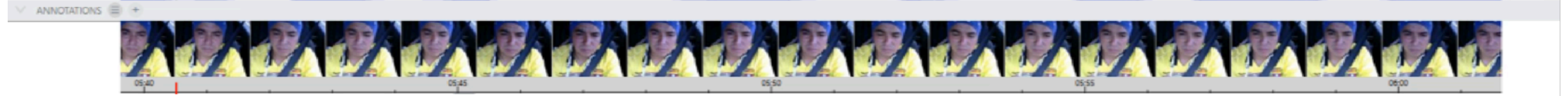
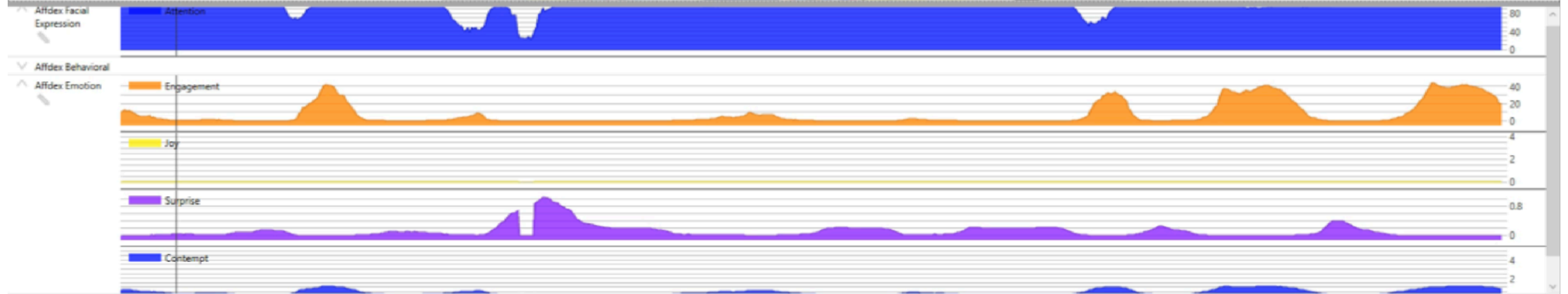
ELECTRO ENCEPHALOGRAPHY

Record electrical brain activity to identify attention and emotion.

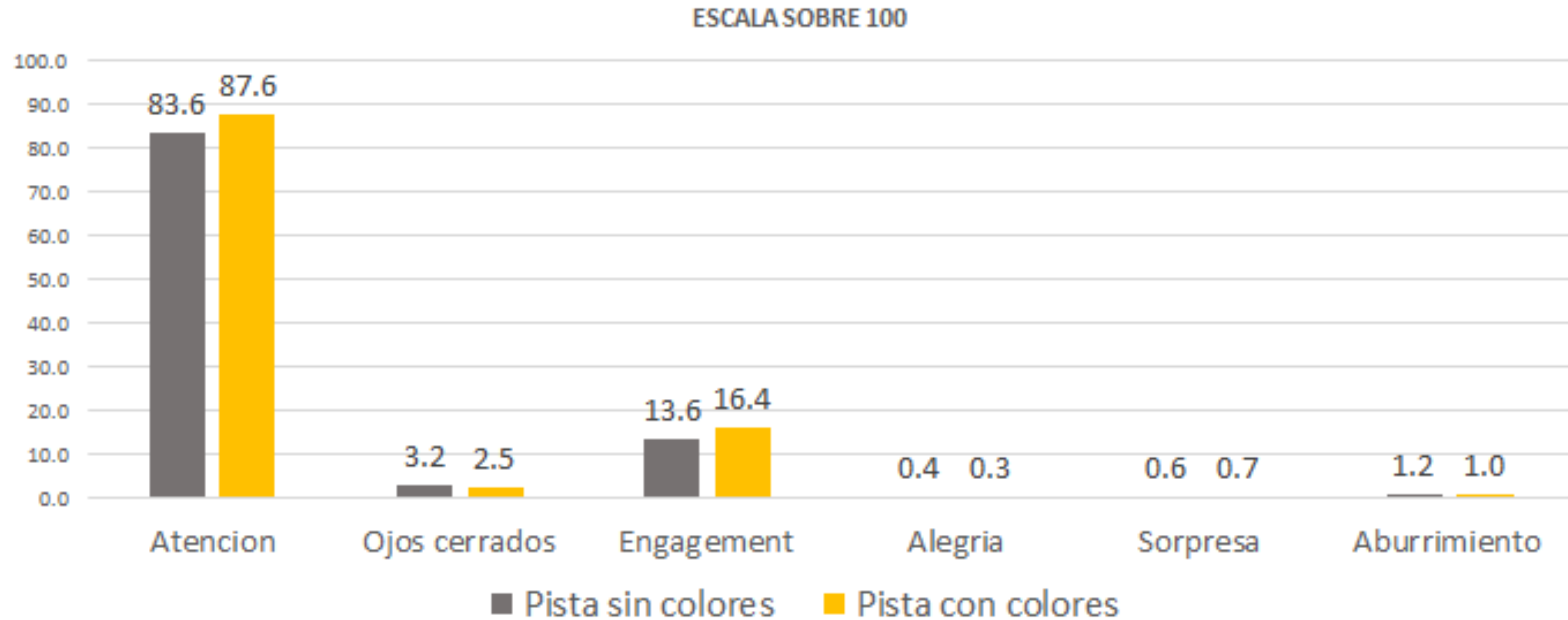
FOCUS LINES SAMPLE

14 drivers between 27 and 55 years old.





ATTENTION AND EMOTIONAL ACTIVATION TRACKING WITHOUT COLORS VS FOCUS LINES



FOCUS LINES CONCLUSIONS

The brain increases activity on the highway with 'Focus Lines'.

- The drivers' levels of attention increased **4.78%**
- The numbers of times that drivers close their eyes on the 'Focus Lines' highway decreased **21.78%**.
- The engagement on the 'Focus Lines' highway increased **20.58%**, which means drivers are more concentrated on the task of driving.

FOCUS LINES

POST-TEST SURVEY

Question

Could you identify any difference between the two routes (one with 'Focus Lines' and one without)?

General answer

All drivers identified the coloured lines painted on the road.

FOCUS LINES

POST-TEST SURVEY

Question

Which colours were those lines?

General answer

The majority (71%) mentioned that they were red, blue and green. (The colours carried out for this test). 21% only remembers two colours.

FOCUS LINES

POST-TEST SURVEY

Question

Did the lines appear to follow a certain order or pattern?

General answer

No. They appeared to be random.

FOCUS LINES

CONCLUSIONS POST-TEST SURVEY

Drivers notice the coloured lines, with most of them **seeing the difference** between colours, and acknowledging the **random interval** they appear in.

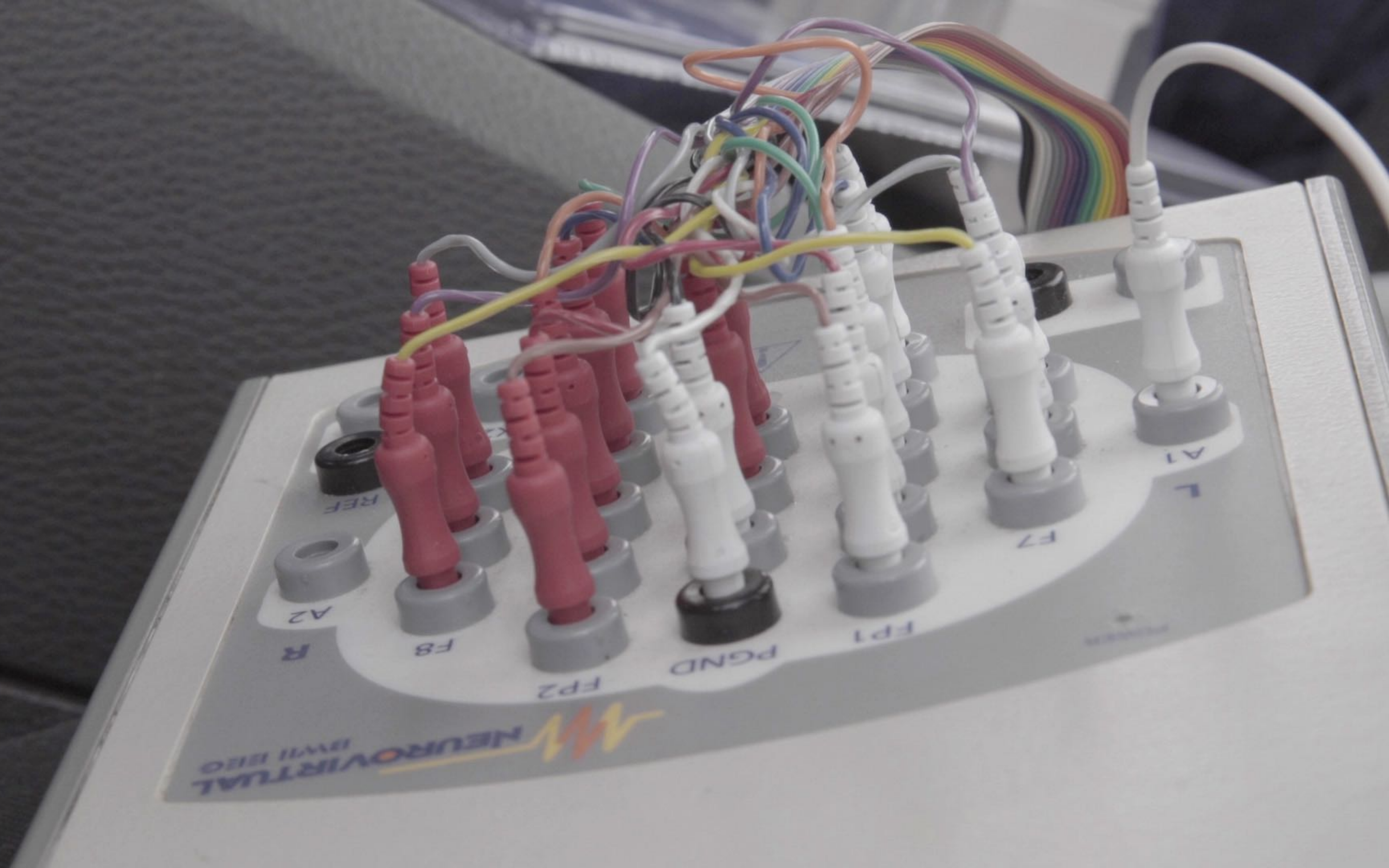
PHOTOS OF RESEARCH
E35 - ECUADOR











NeuroVital
EMU 1000

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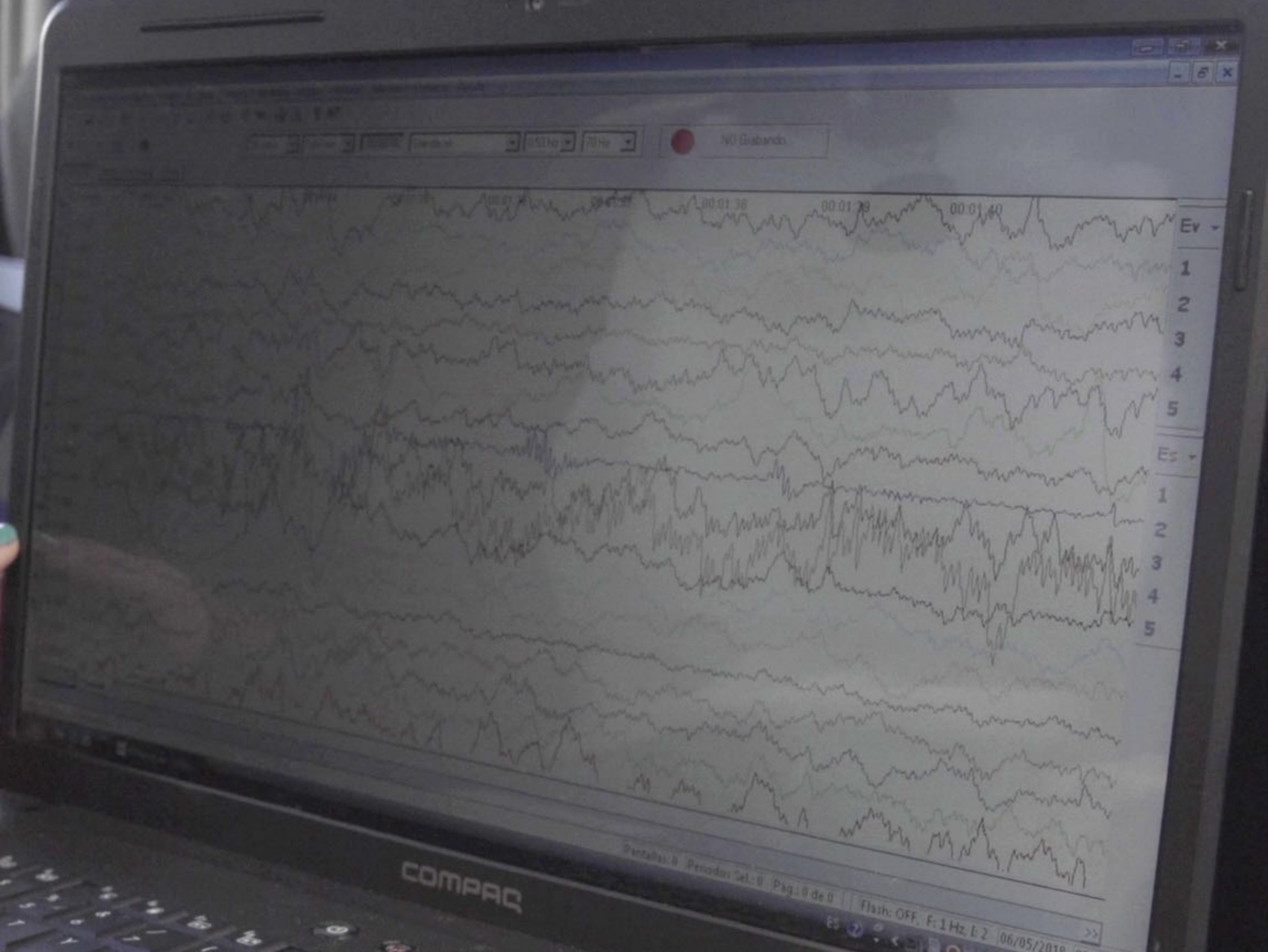
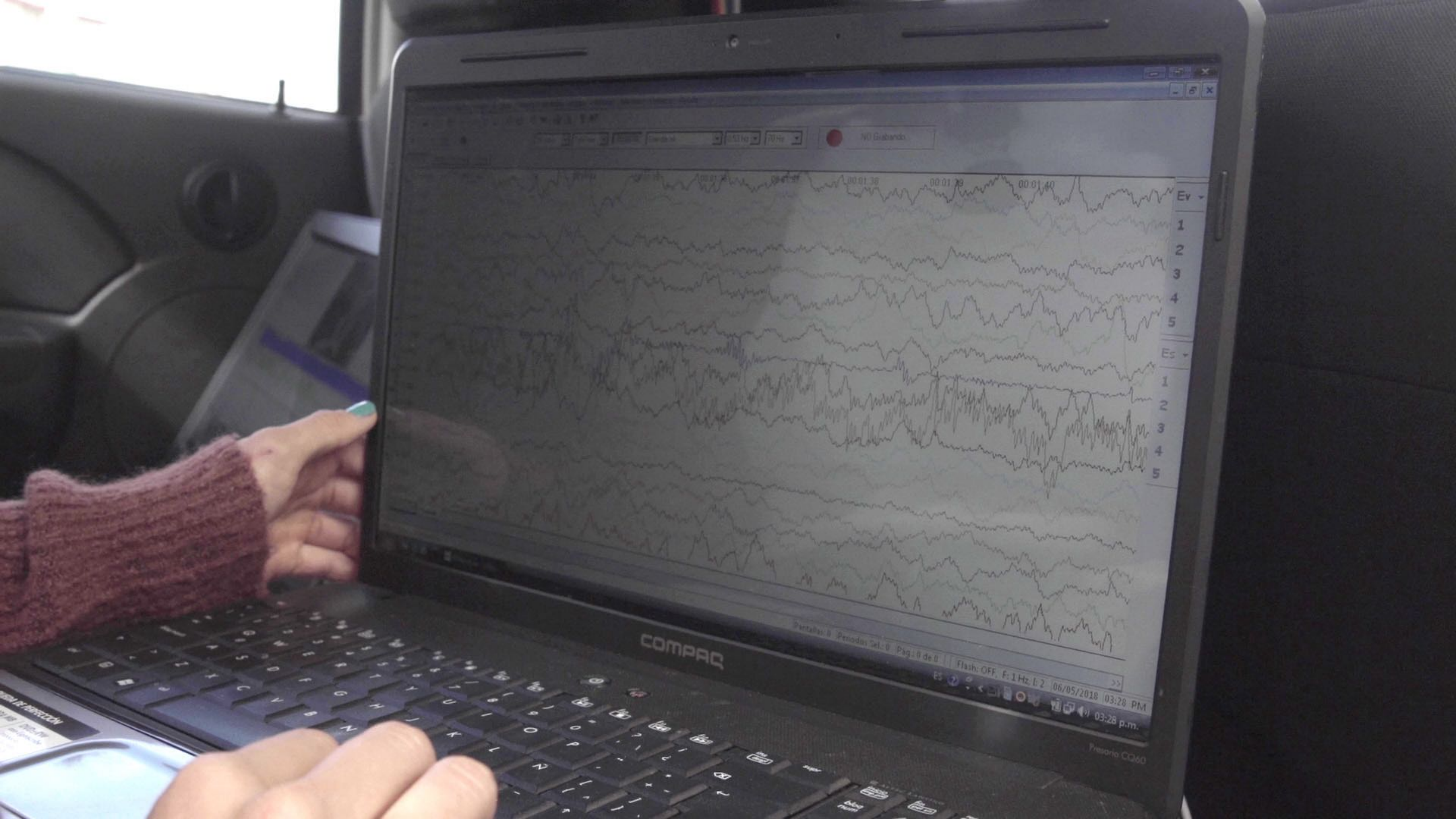
FP2

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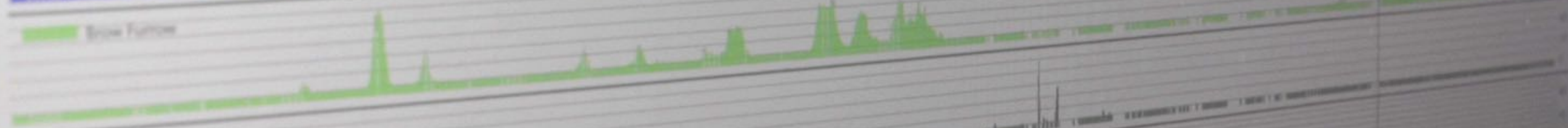
Presario CQ60



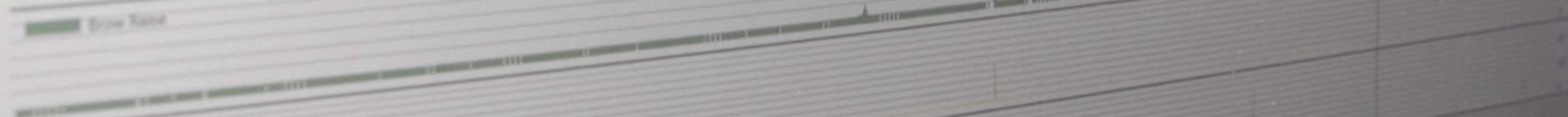
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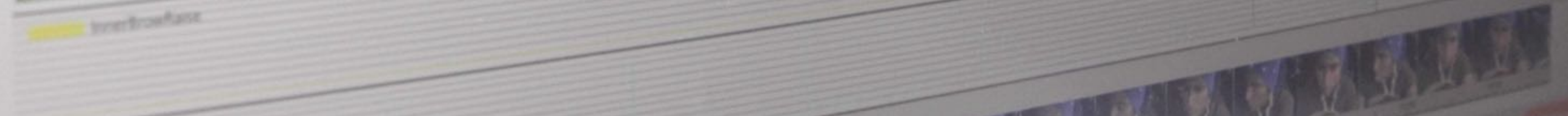
Brow Furrow



Brow Raise



Inner Brow Raiser



Eye Closure

