

360° Impact

USI's Biometrix Discovery Lab

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Board of Trustees

Jan. 17, 2023

Biometrix Discovery Lab



Screen-based
Eye-tracking



Mobile Eye-
Tracking



contempt

① lip corner tightened and raised on only one side of face

Facial Expression
Analysis



Electrodermal
Activity

360° Impact

Business Partnerships,

State-wide Collaboration, Student engagement, Interdisciplinary Research

Picture Sources: USI Photography & Multimedia & IMOTIONS

Elevating USI's Reputation

Business Partnerships



Blue Clover Studios

At Berry Global's industrial design studio, we elevate the world's leading brands through package design.

“Using mobile eye-tracking technology we are able to gain insights into human behavior that can support [#design](#) decisions. **Through a partnership with the [University of Southern Indiana](#)** we are pushing the boundaries on how this capability is utilized in our full stack of [#research](#) tools.”

Elevating USI Reputation

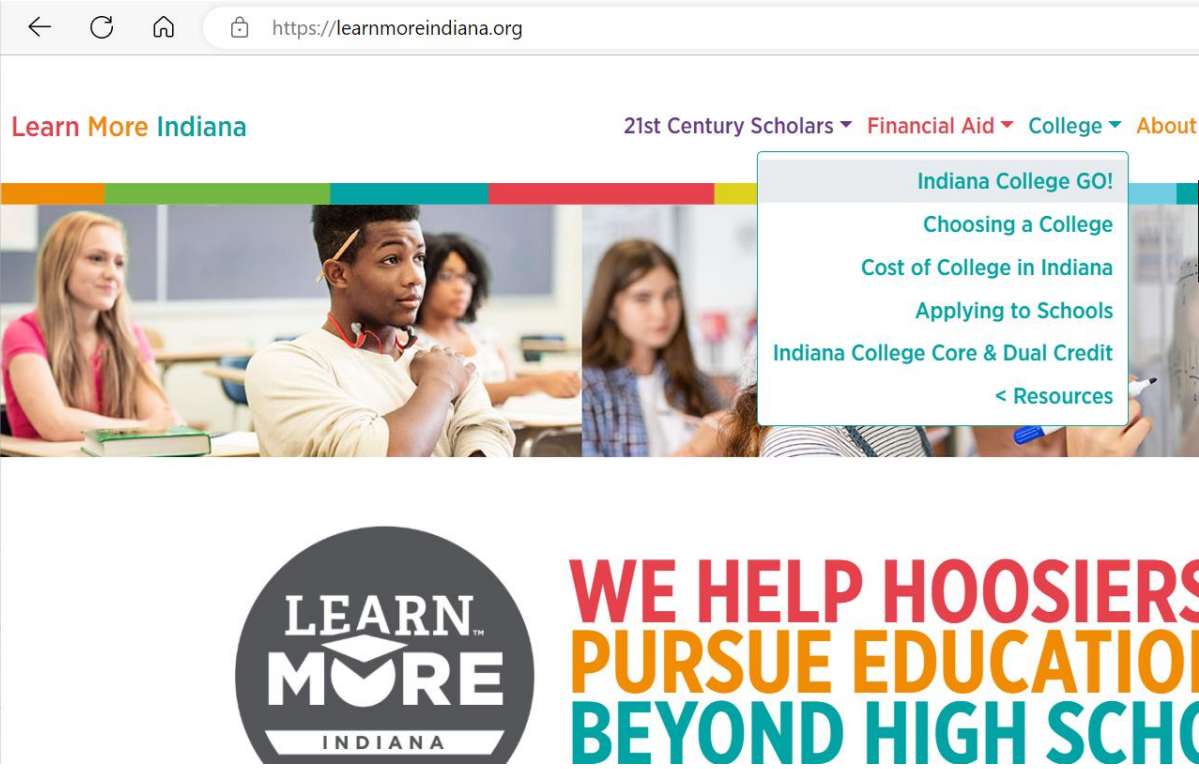
High-Impact Learning Experiences

State-wide Collaborations

Indiana Commission for Higher Education Collaboration

Digital Marketing Service Learning Project

Goal: Understand how CHE audiences are responding to the pages/information on their website



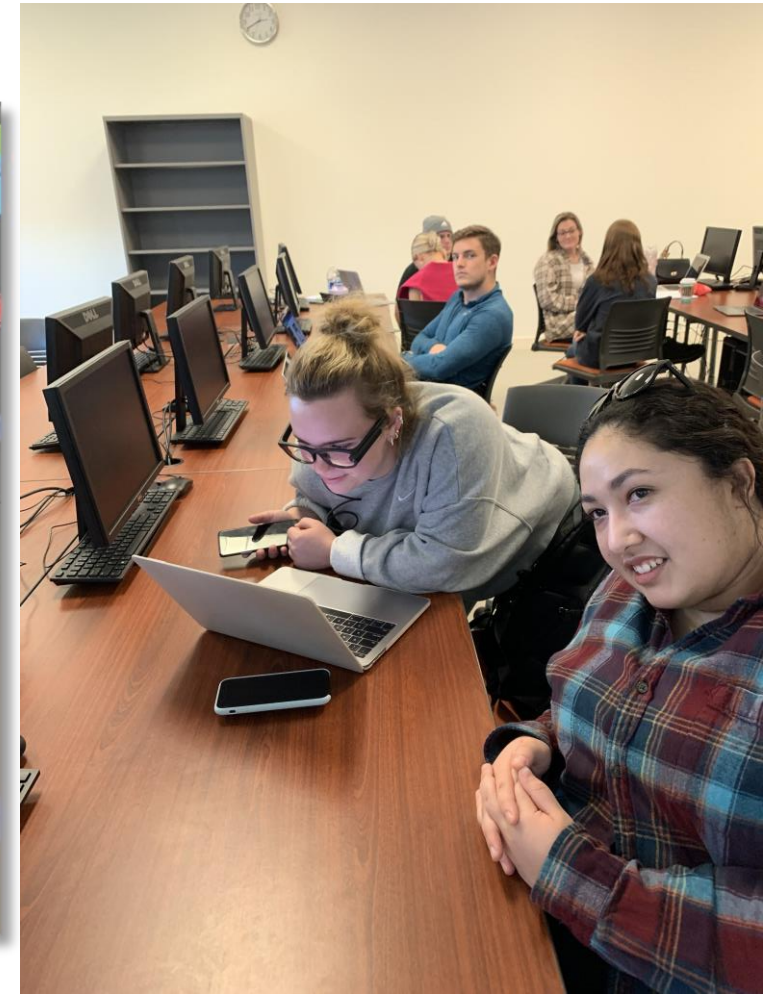
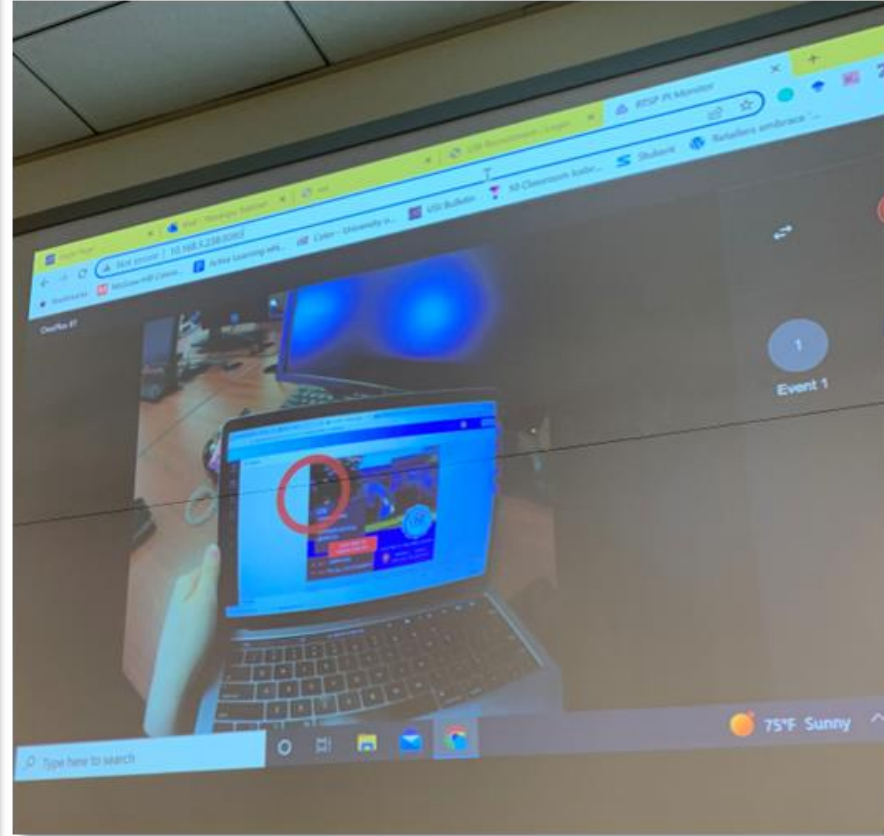
Opportunities for professional development for faculty and students through research

Networking/internship opportunities for our students

Reputation by demonstration USI's commitment to research and innovation

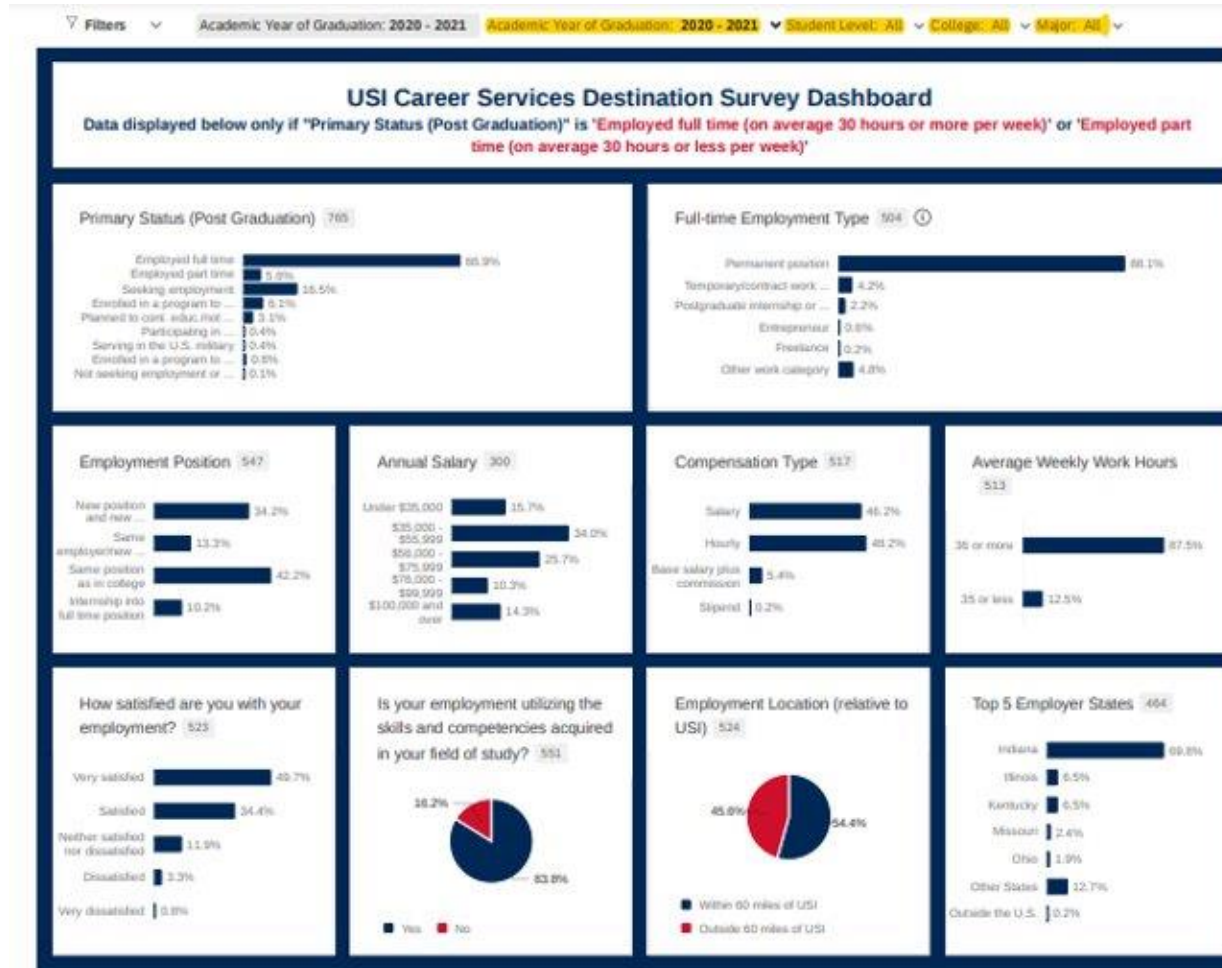
Real-world impact from research insights

Cutting Edge Technology in Marketing Education



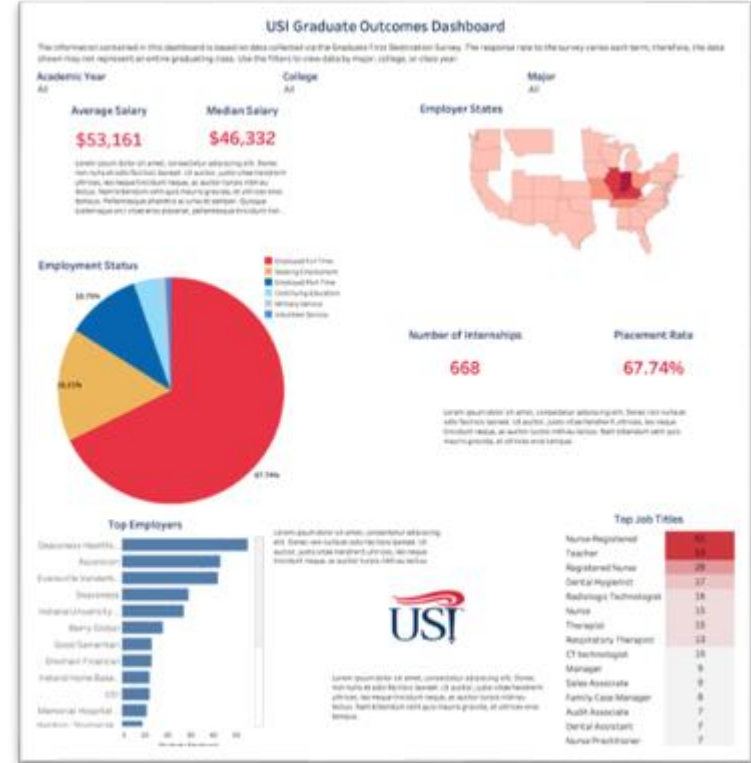
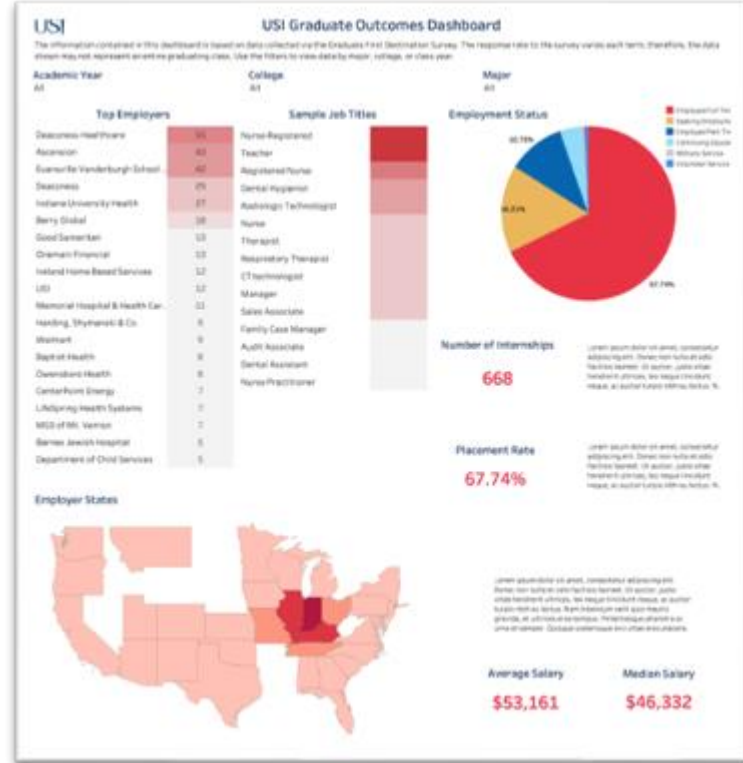
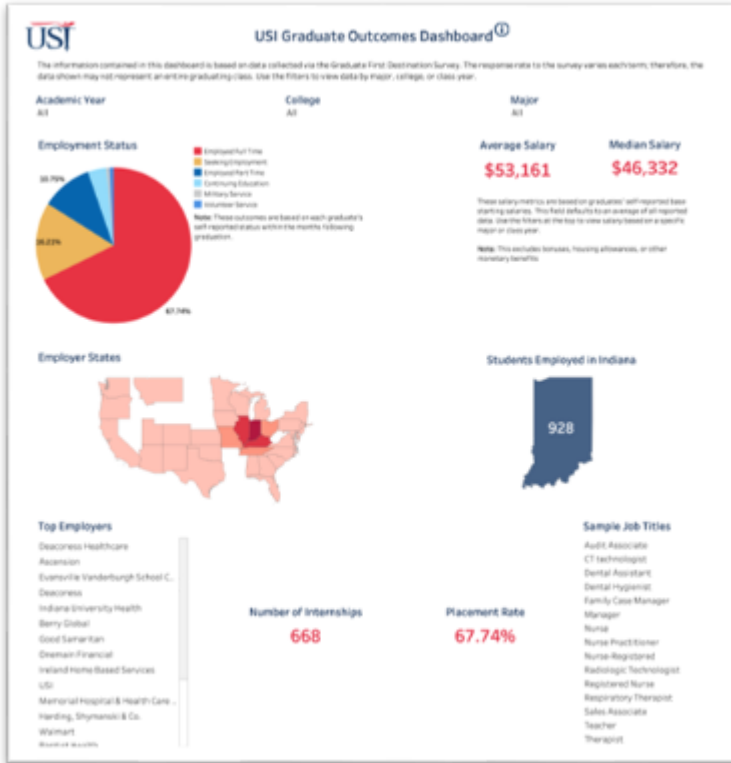
Senior CIS Project Presented to IT Alliance

"Before"



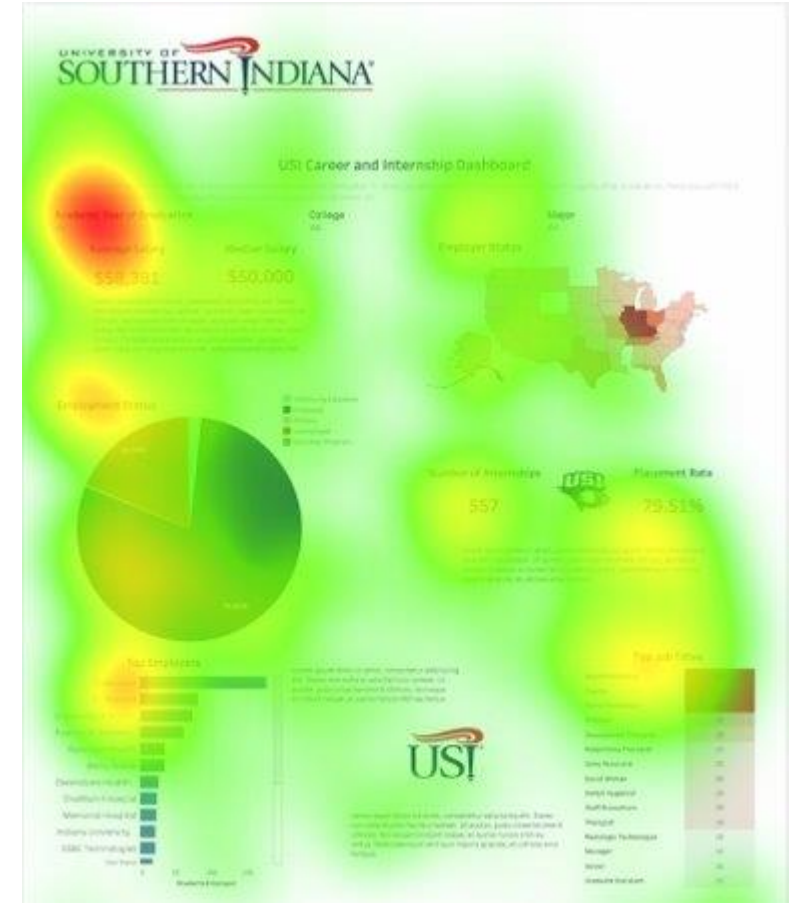
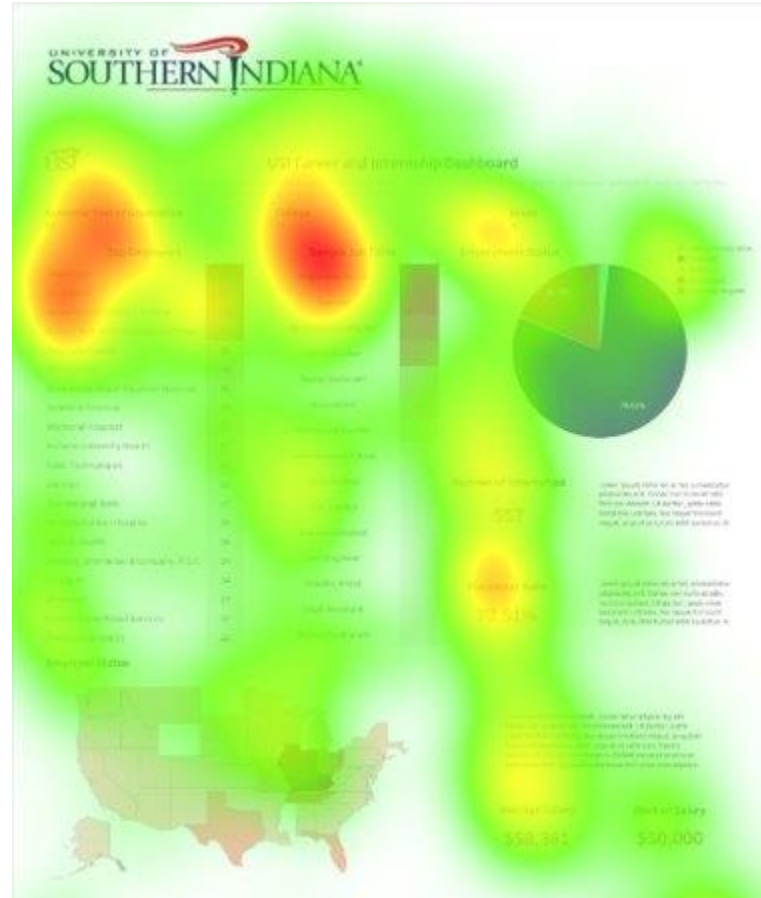
Senior CIS Project Presented to IT Alliance

“Process”



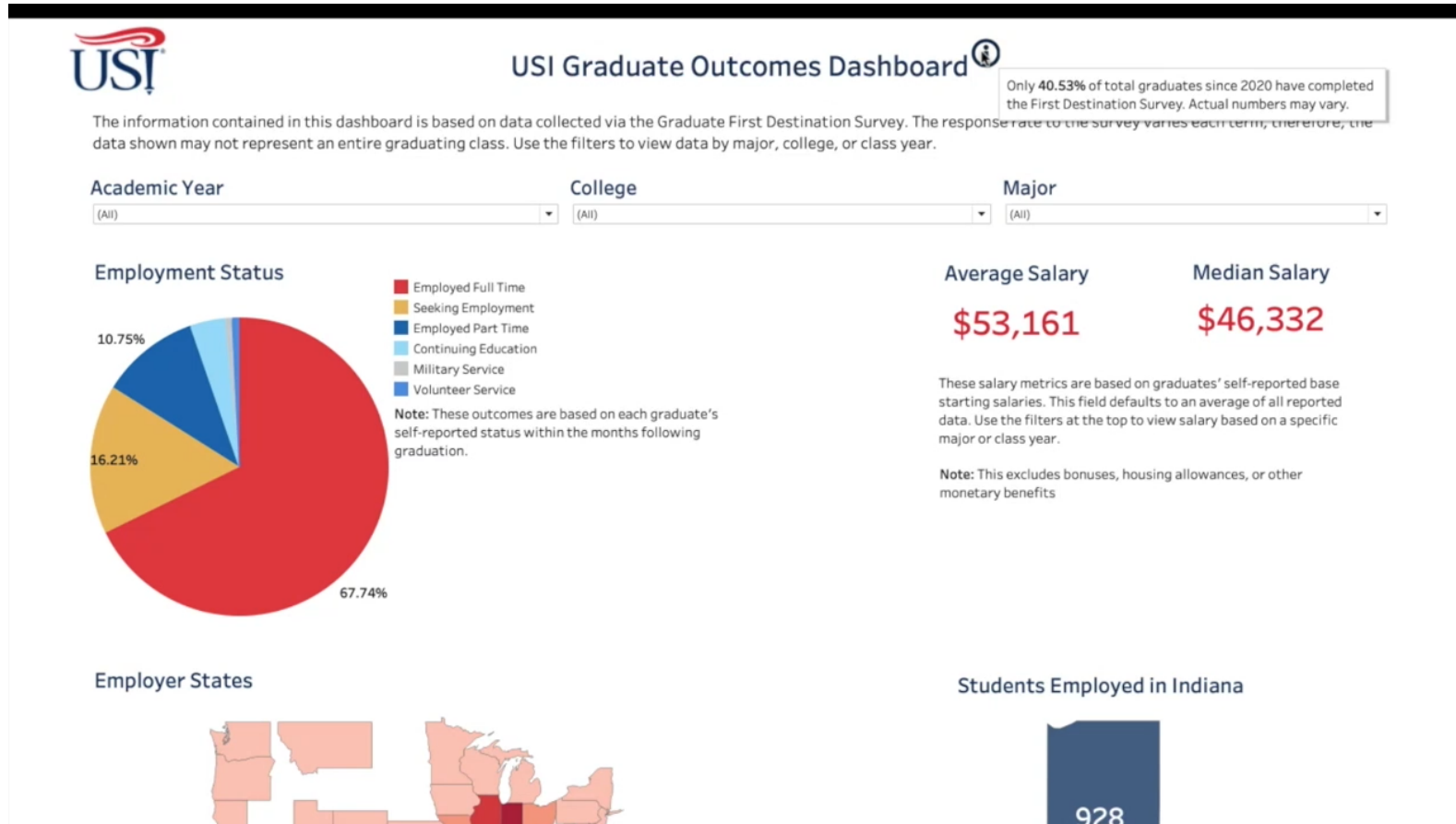
Senior CIS Project Presented to IT Alliance

“Process”



Senior CIS Project Presented to IT Alliance

"After"



Co-Created Learning Experiences

Market Leading Insights

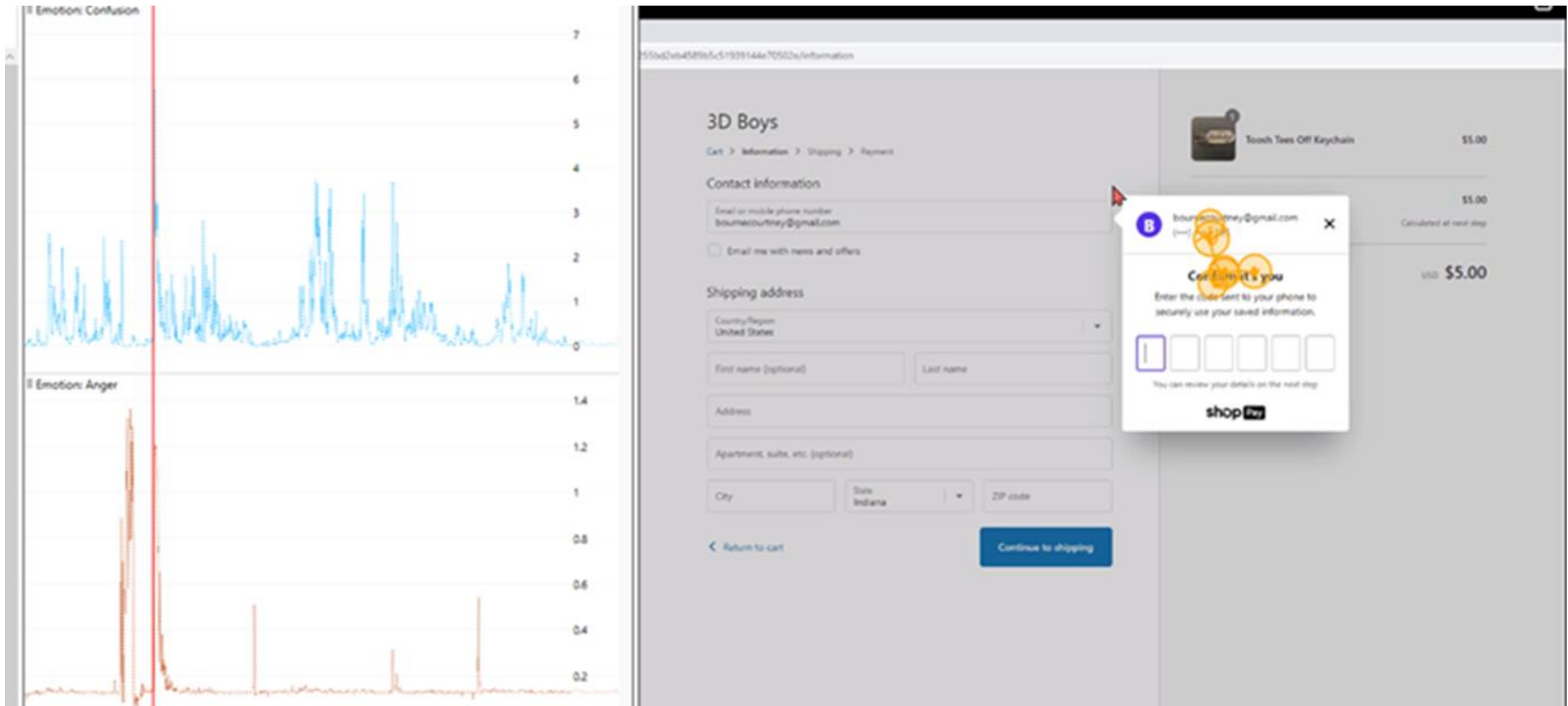
Real Impact

Market-leading Insights for **Entrepreneurs**



Diego Socorro – 3D Boys, 3D Printing Business

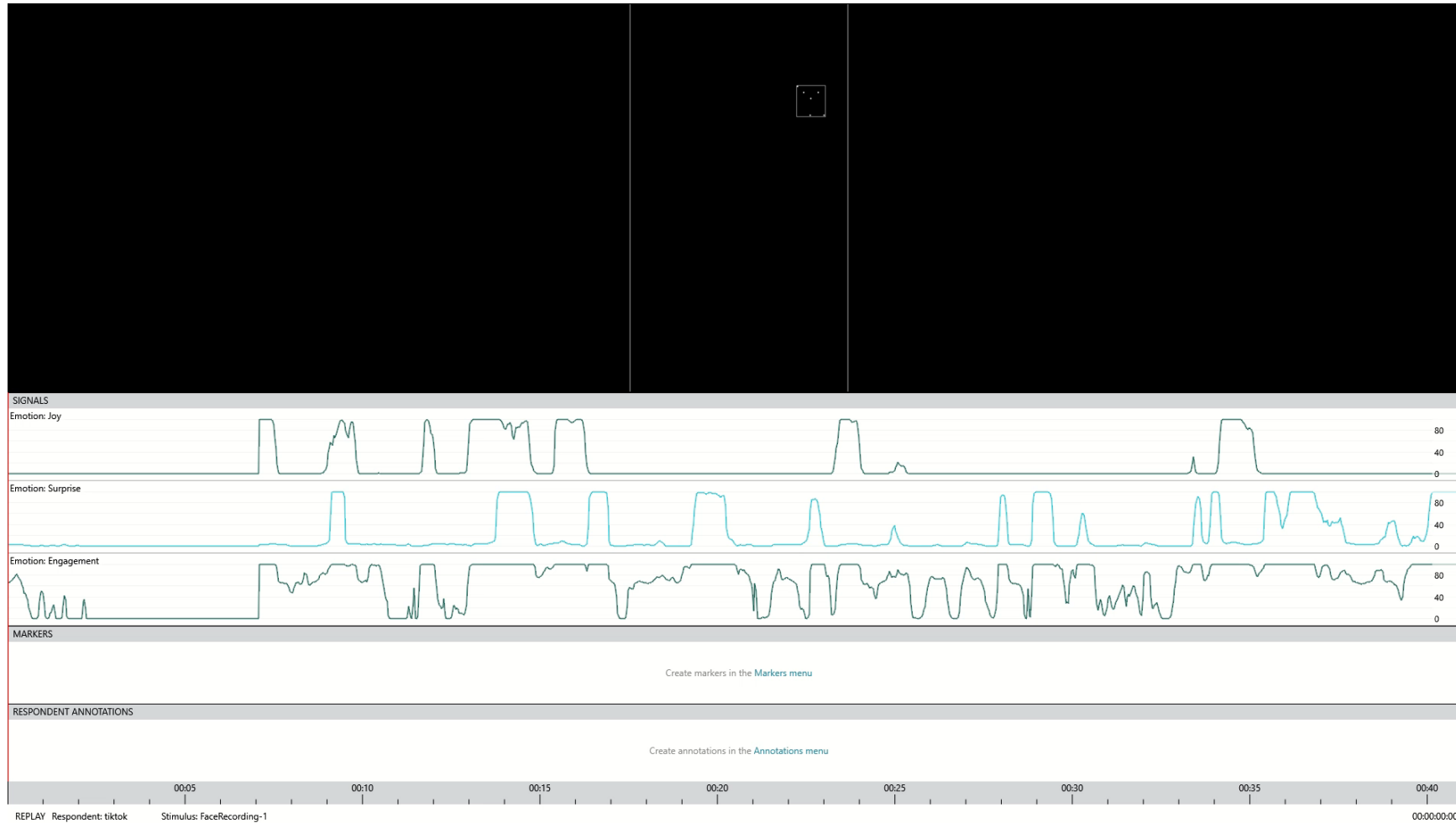
Biometric Insights on User Experience



Supporting Museum **Web Design**



Analyzing Pre-recorded Video

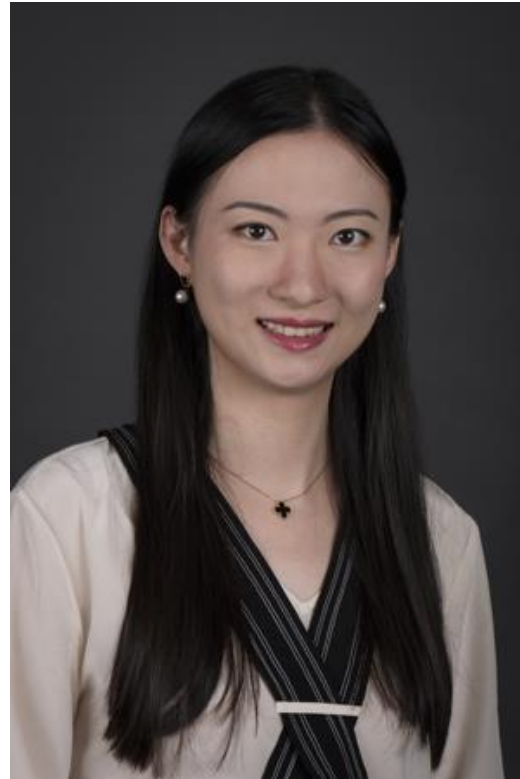


Interdisciplinary Research

Biometrix Discovery Lab Research Members



Dr. Sabinah Wanjugu
Assistant Professor
of Marketing



Dr. Bohan Ye
Assistant Professor
of Economics



Dr. Perry Burnett
Associate Professor
of Economics



Dr. Nicolas Jankuhn
Assistant Professor
of Marketing

“Exploratory Discoveries from Eye-Tracking Tests of Wertheimer’s Gestalt Patterns”

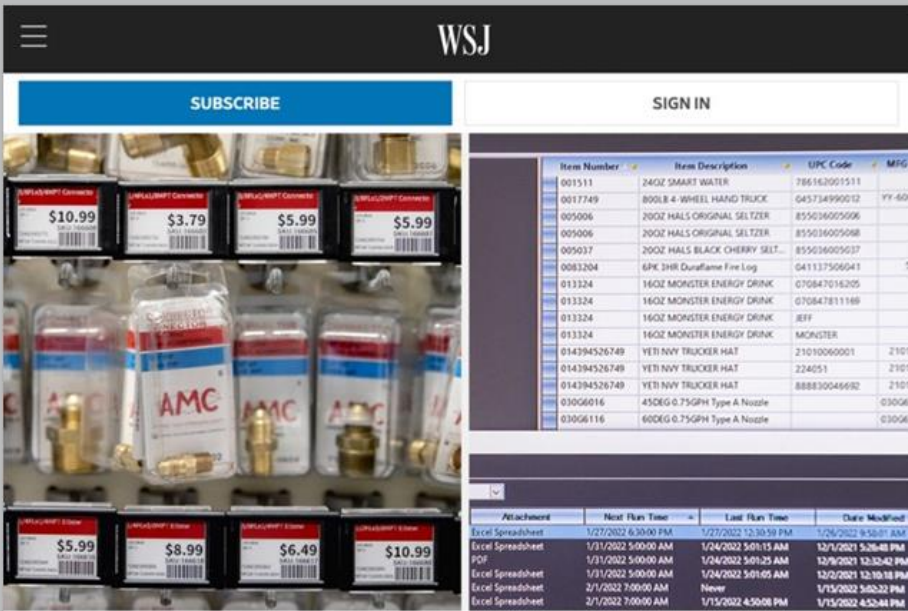


Source: Hu and Bacic (2021)

Interdisciplinary research conducted at USI

- This **discovery** surprised us because, **in perception**, viewers **ignore gaps** to complete the form; therefore, the gap seems unimportant. **However, it is the gap that draws attention** and thus becomes the focus. In practice, a designer should wisely make use of the gaps instead of ignoring them.”

Is This a Fair Price? Using Neuroscientific Methods to Understand Fairness Perceptions of Dynamic Prices



Digital pricing labels for items at this True Value hardware store in Jamesport, N.Y., are managed and updated by software.

BUSINESS

Shoppers Are Caught Off Guard as Prices on Everyday Items Change More Often

Airlines, gas stations and large retailers have used dynamic pricing for years. Now others are trying out the strategy to deal with inflation.

This accommodation offer is for one of the seven hotels shown below. We can only tell you the name of the hotel after the booking has been confirmed. However, all the hotels offer the below-listed amenities.



Price history for this hotel



Clean hotel in convenient location

\$110

4.0 — 4.4

- 3-star hotel
- Free Wi-Fi
- Outdoor pool
- Breakfast
- Parking
- Hot tub

Book now

Heads-up: Yesterday, two large concerts were announced to take place on that weekend. Therefore, prices just increased.

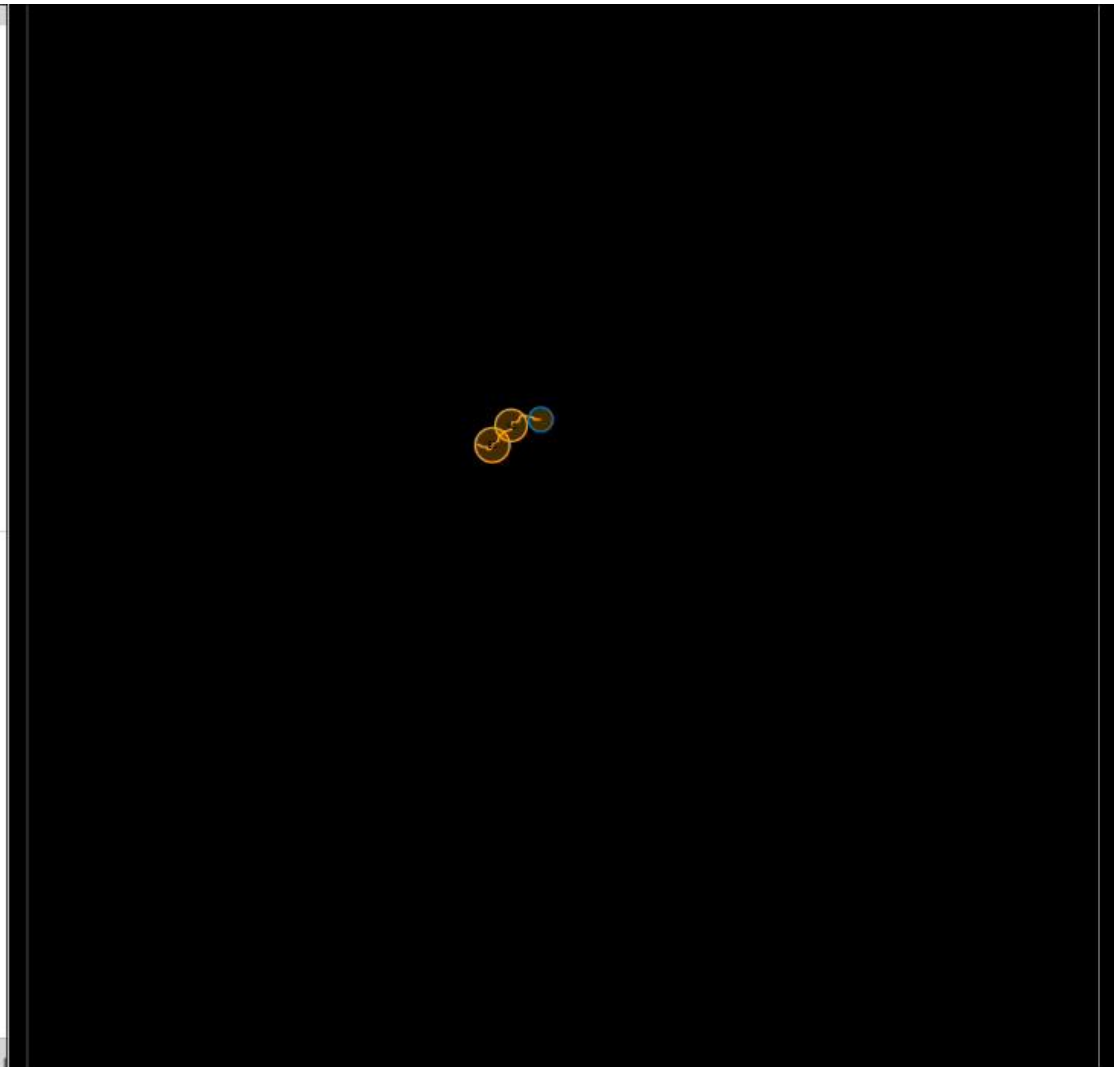
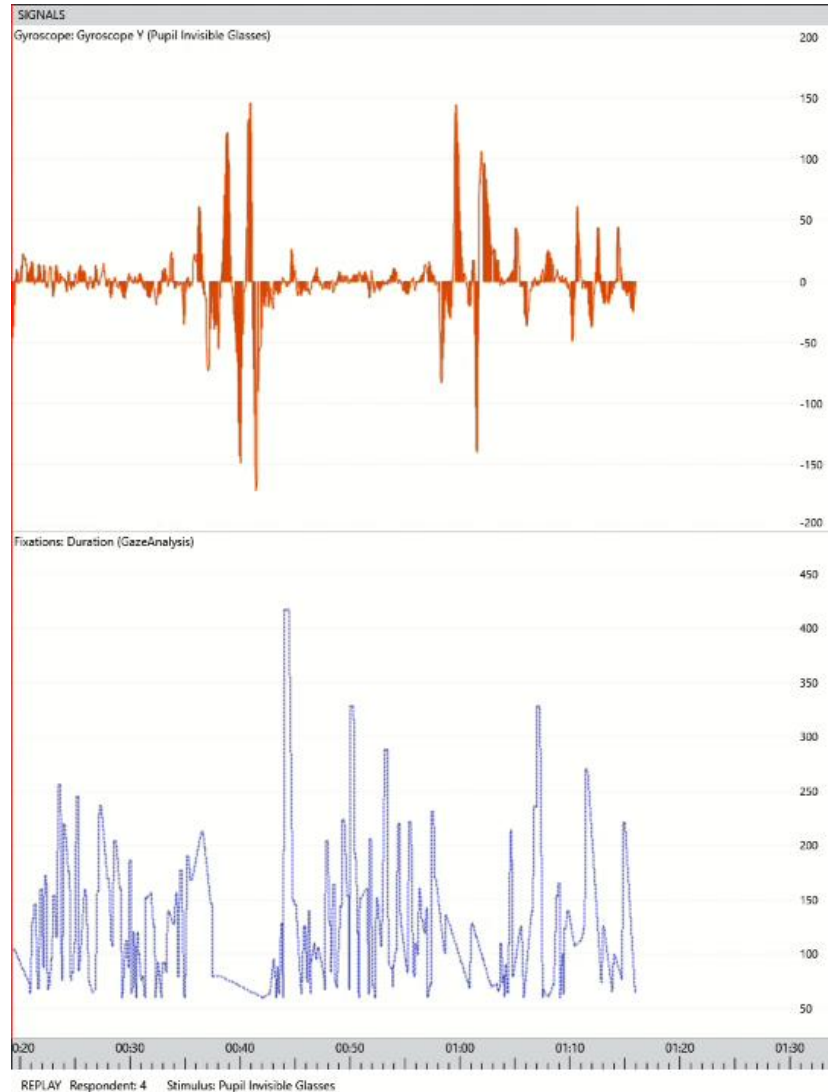
Studying Attention to Price Change Information And Perceived Fairness

Exploring Solutions to Community Issues

Exploring Traffic Safety

Movement in graph =
Moving head left-right

Higher Lines =
Longer gaze time



00:00:19:178

Knowledge for Life

Future opportunities

360 Degree Impact – The future

Business Partnerships – continuing to grow in scope and impact

State-wide Collaboration – in discussions with more partners and opportunities

Students – expanding impact across campus

Research – opportunities to collaborate across colleges and pursuing grants

USI-hosted Biometric and Neuro conference - technology partner, iMotions, wants to explore