

The background of the entire image shows a group of people sitting on metal stools against a light grey wall. From left to right, there is a person in a yellow cardigan, a person in a light blue shirt holding a laptop, a person in a teal jacket holding a smartphone, a person in a white t-shirt holding a tablet, and a person in a purple long-sleeve shirt holding a smartphone. Overlaid on this scene are several white, thin-lined circular nodes connected by thin lines, resembling a network or data flow diagram. Some nodes are solid white circles, while others are hollow circles. The overall aesthetic is clean and modern, suggesting a focus on technology and data collection.

Tired of conventional surveys?

Get the most out of your respondents with insights beyond the regular level

Our approach

Deeper insights by...

observing user behavior



measuring emotional state



digging into mental models



uncovering user attitude



Eyetracking: Better understand user behavior

Capturing users' visual attention



Detailed analysis of users' interaction with websites, apps, digital processes



Measure eye movement to capture unconscious cognitive processes.



Learn how to attract attention & convert along the user journey.



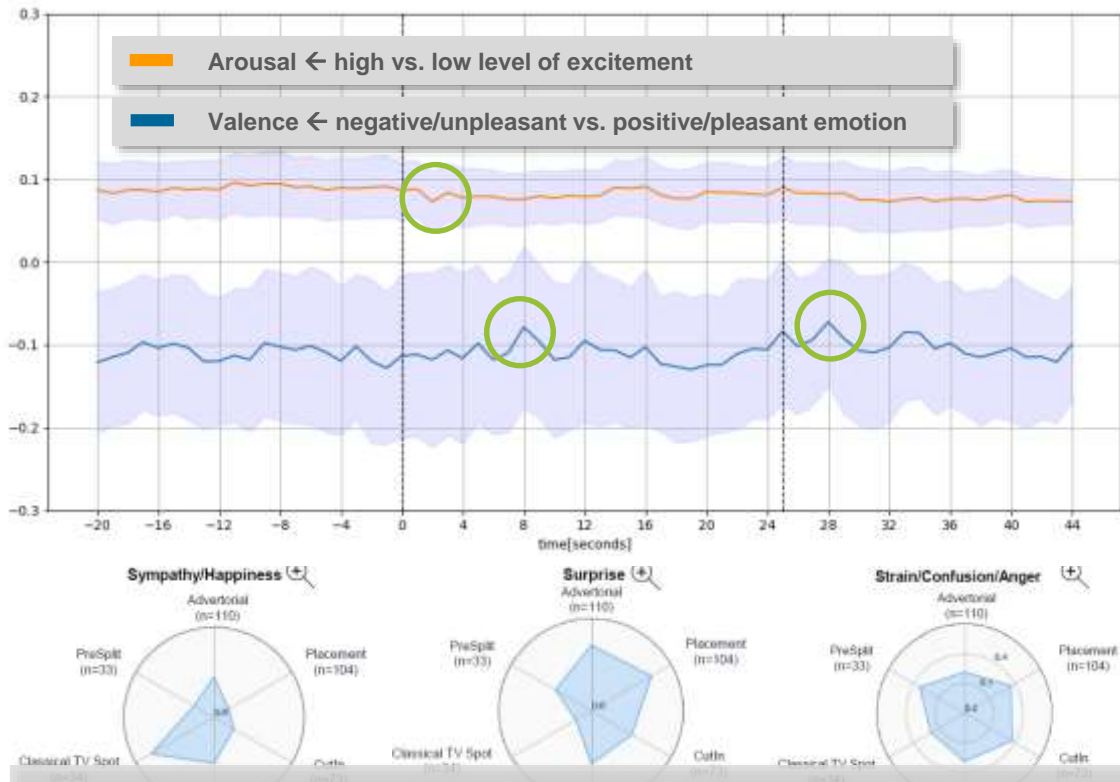
Completely non-invasive technology.



Remote setup or in test studio.

Emotion Recognition: Detect implicit user behavior

Analyzing non-verbalized implications



Contactless, facial emotion recognition to detect unconscious sentiments.



Camera-based facial coding. Emotion dimensions as well as valence & arousal.



Learn what users really think and how to adapt your communication accordingly.



Scientifically-based, valid results.



Face-to-face or remote interviews.

Card Sorting / Tree Testing: Achieve clear & intuitive information structure

Mapping users' mental model



Intuitive information architecture by identifying optimal categories & wording



Content is grouped into categories in line with requirements / attitudes.



Align information architecture with the users' mental model. Increase conversion.



Identify & optimize wording issues.



For UX testing as well as online-surveys.

Psyma Quick Selector: Identify the most impactful ideas

Separating the wheat from the chaff



Systematic selection of the best from a pool of ideas & concepts



Prioritize features & ideas along personal impact on satisfaction.



Scientifically proven ConKano approach.



Standardized, flexible questionnaire. Quick results. Valid insights.



Smart Psyma modeling add-ons possible.

Psyma Concept Checker: Detect strengths & weaknesses + uncover triggers

Testing your hypotheses & refining your concepts



Assessment of concepts & visual stimuli with Psyma Screenshot Commentator.



Pixel-perfect gathering of user comments, likes & dislikes, suggestions.



Visual, at a glance analysis of results (heatmap, areas of interest, verbatims).







Smart Psyma analysis add-ons possible.

Psyma Sentiment Analysis: Tool-based extraction of information

Structured insights from unstructured data

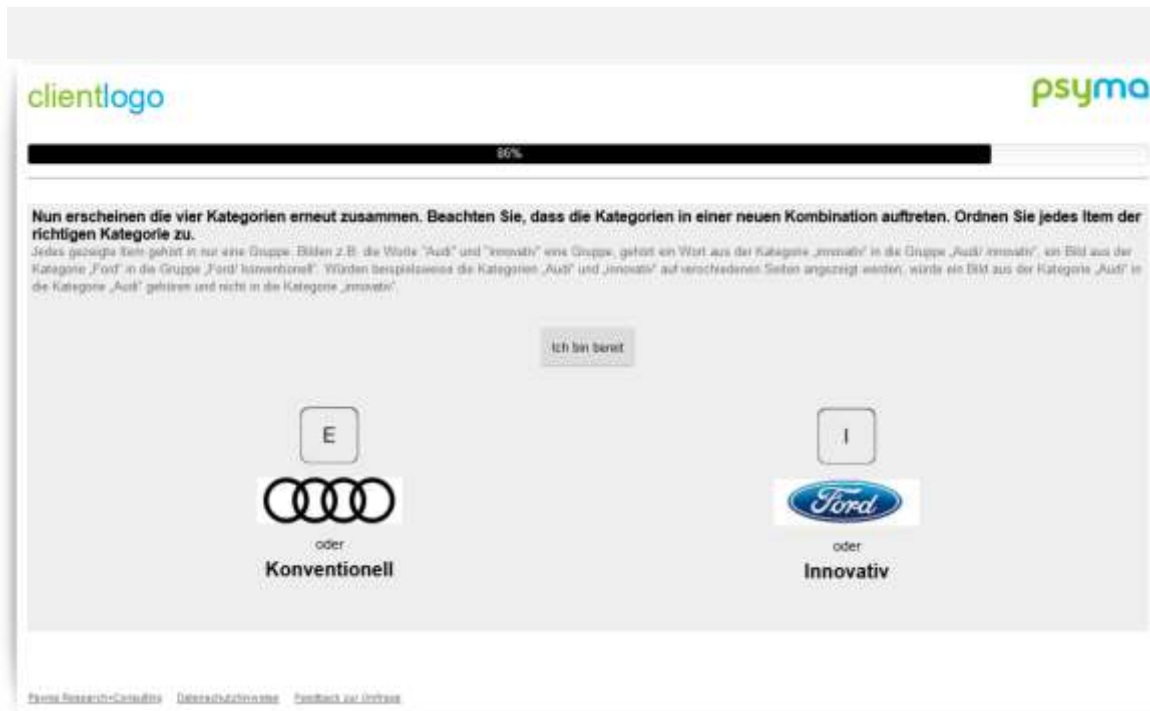


Develop better decisions by mining user comments

-  Identify, extract & quantify affective voice of the customer in a semi-automated process.
-  Tool-based data mining paired with Psyma expertise.
-  Gain helpful information from data tailored exactly to your research needs.
-  Various language & analysis options.

Psyma Association Test: Unfold unconscious attitude

Checking brand image & reputation



Detect unconscious user attitudes towards brands, products & services



Multi-phase association test based on user's reaction time.



Proven psychological methodology to explore mental representation of information.



Embedded into online-questionnaire. Suitable for brands & products.



Stand-alone or part of greater research.

Want to learn more?

Get in touch with us!

www.psyma.com

The logo for psyma, with 'psy' in green and 'ma' in blue, is centered within a white semi-circular shape on a green background.

Passionate People.
Creative Solutions.

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