

Braingineers

Titel

Create new emotion algorithms from raw EEG data

Background info

Braingineers is a young innovative startup company which uses EEG and eye tracking tools to analyze real customer experience online and offline. We focus on website testing, where we combine EEG and eye tracking research in a unique method to detect subconscious bottlenecks in website processes. That way we can help our clients like Vodafone, Transavia en Albert Heijn to improve online customer experience and reduce stress or frustration users experience when navigating through their websites.

Project description

With weekly testing, we get a lot of raw brain data out of the EEG headset (Emotiv Epoc). We now use standard algorithms which can be applied in the tests we use for website and TV-commercial testing for example. We are setting up a big project to create our own algorithms, partly based on the current ones, to detect more accurately or new emotions like frustration and/or stress, attention, excitement, focus and others. Together with a software company we are building the worlds first neuromarketing testing platform. For the student(s) the project will consist of building the first version of working algorithms to detect emotions like frustration and cognitive load.

Max. spots on this project: 3

About the team

The Braingineers team currently consists of 8 young professionals with mostly neuro- and social psychologists. Also an account manager, research consultant and commercial director are in the building. We continuously have 2 interns doing their internship with us and mainly doing research and setting up experiments with the EEG and eye tracker.

Location

Plantage Middenlaan 62, Amsterdam. Near Artis Zoo.

Application or information

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