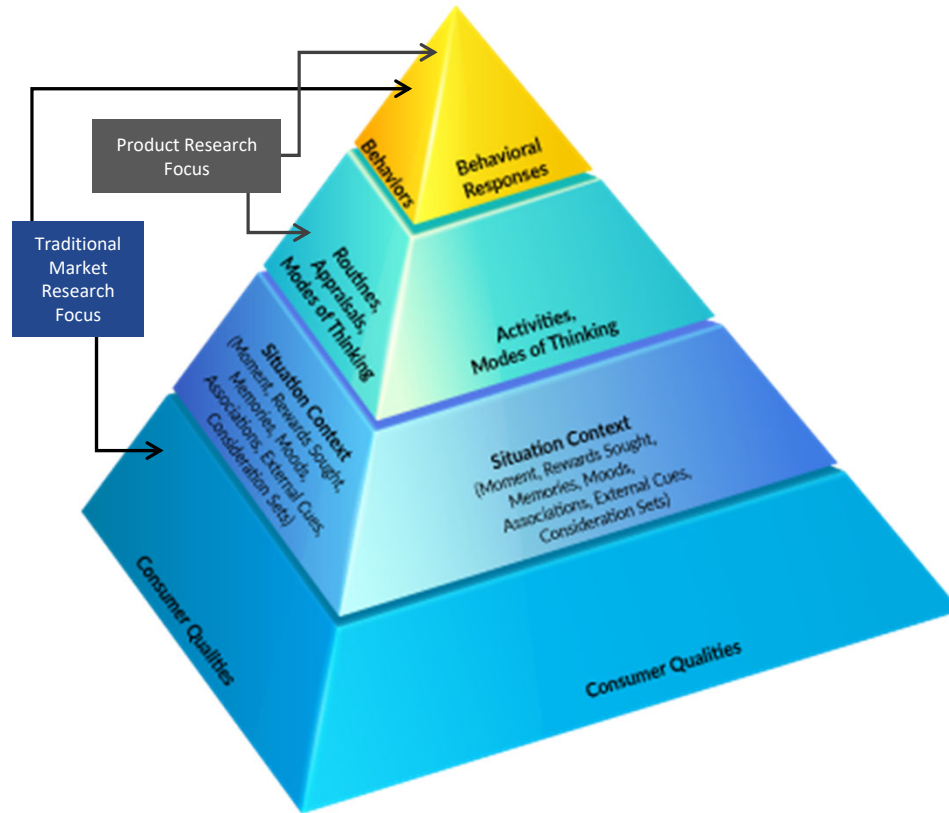


Behavior Pyramid™ (Simplified)



How to design research to predict actual life behaviors



Behavioral Response Measures

- Experience Emotions
- Anticipation Emotions
- Implicit Responses
- Time to Respond
- Rational Decisions
- Purchases
- Choices
- Trade Offs
- Metaphor Associations
- Biometric
- Eye Tracking
- Click Stream