

**behavioral  
science  
lab**

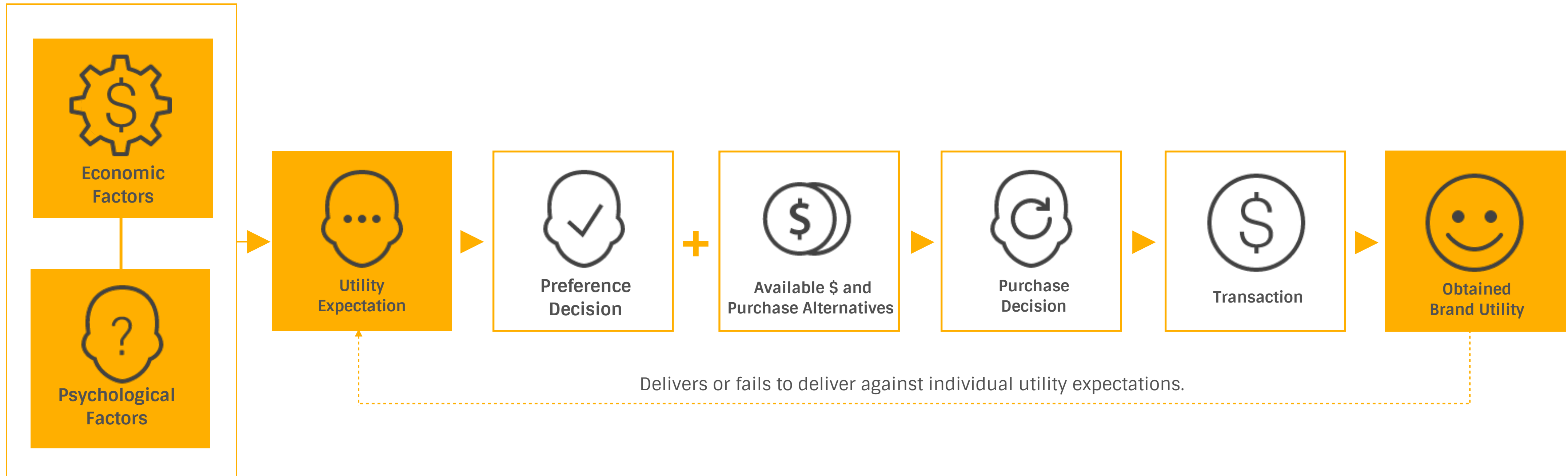
# Inspiring Creativity by Thinking Scientifically

McDonald's











Photograph by Sean O'Kane







**Fees**

**Services  
Offered**

**Credit/  
Debit  
Card**

**Mobile/  
Online  
Experience**

**ATM  
Locations**

**Experience  
with  
Employees**

**In-bank  
Atmosphere**



**Martin**

**James**

**CREDIT/  
DEBIT  
CARD**

**SERVICES  
OFFERED**

**FEES**

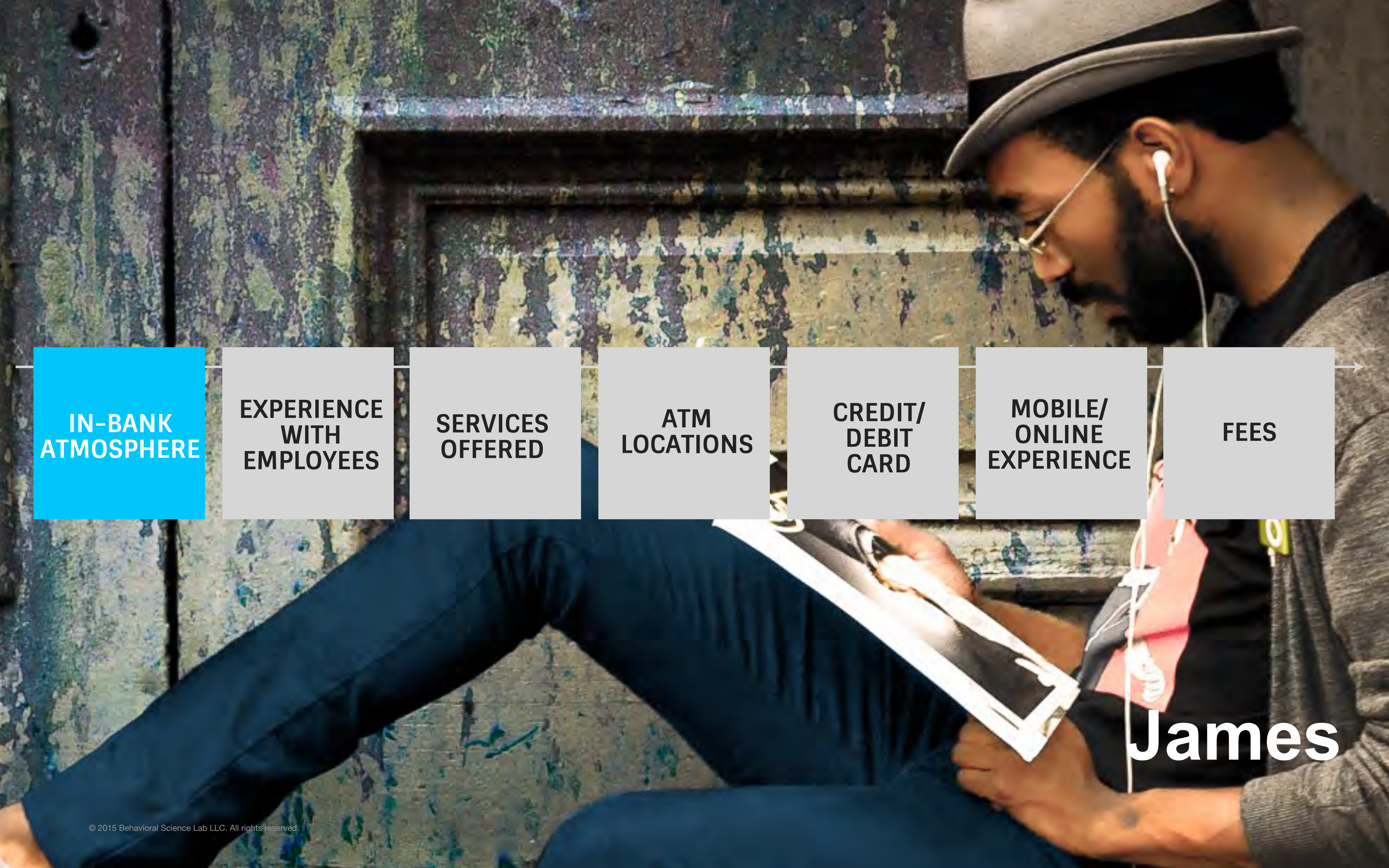
**MOBILE/  
ONLINE  
EXPERIENCE**

**ATM  
LOCATIONS**

**EXPERIENCE  
WITH  
EMPLOYEES**

**IN-BANK  
ATMOSPHERE**

**Martin**



**IN-BANK  
ATMOSPHERE**

**EXPERIENCE  
WITH  
EMPLOYEES**

**SERVICES  
OFFERED**

**ATM  
LOCATIONS**

**CREDIT/  
DEBIT  
CARD**

**MOBILE/  
ONLINE  
EXPERIENCE**

**FEES**

**James**



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**I need to see myself in the brand.**



**CREDIT/  
DEBIT  
CARD**

**SERVICES  
OFFERED**

**FEES**

**MOBILE/  
ONLINE  
EXPERIENCE**

**ATM  
LOCATIONS**

**EXPERIENCE  
WITH  
EMPLOYEES**

**IN-BANK  
ATMOSPHERE**

**Martin**



**The brand needs to reaffirm it.**





**The brand needs to continue  
to develop the relationship.**

**CREDIT/  
DEBIT  
CARD**

**SERVICES  
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**FEES**

**MOBILE/  
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EXPERIENCE**

**ATM  
LOCATIONS**

**EXPERIENCE  
WITH  
EMPLOYEES**

**IN-BANK  
ATMOSPHERE**

**Martin**



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What Does This All Mean for **YOU**?



**Personal  
Connection  
to a Cause**

**Reputation of  
Charity**

**Value of  
Charitable  
Giving**

**Giving for a  
Specific  
Outcome**

**Influence  
of Others**

**What I Get  
from Giving**

**How Much  
Money I Give**

**Martin**

**PERSONAL  
CONNECTION**

**SPECIFIC  
OUTCOME**

**REPUTATION**

**VALUE OF  
GIVING**

**WHAT I GET  
FROM  
GIVING**

**INFLUENCE  
OF OTHERS**

**HOW MUCH  
I GIVE**

**Martin**







PRICE  
DISCOUNT

HOUSEHOLD  
MEMBER  
INFLUENCE

PRODUCT  
QUALITY

SHOPPING  
BUDGET

LIST/PLAN

IN-STORE  
SHOPPING  
EXPERIENCE

SHOPPING IN  
MULTIPLE  
STORES

STORE  
SELECTION

TIME SPENT  
SHOPPING

WHEN YOU  
SHOP









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**behavioral  
science  
lab**