ExperienceLab doesn't lie! We provide validated objective markers of your user groups' emotional response in real time.
EEG Data Analysis Services for User Experience Assessment


Custom solutions
Any customizable combination of biophysical and neurophysiological sensors integrated with your own sensors and synchronized via recording software can provide you insight in the User Experience.

System output
- Unique emotion measure through multisensory data fusion.
- Emotion characterization through the well-established psychological model of the valence-arousal circumplex.
- Tailored results visualization for your further usage (internal marketing, analysis, decision making).

Data analysis offer
We offer 3 different packages of data analysis:

Basic - Electrode individual features
- Signal quality indices
- Spectral analysis
- Valence feature
- Arousal feature
- Workload feature
- Data management in GDPR-compliant proprietary platform

Advanced - Global features
- Basic analysis included
- 4 Global valence features
- 2 Global arousal features
- Circumplex characterization
- Individual and grand average measures

Customized - Tailored to your needs
- We help you to find suitable protocols, study goals, training/assistance in data collection
- Emotional labels upon request (e.g., attention, boredom)
- Prices depend on number of subjects, recording time, and devices

Ask for a quote! info@starlab.es

Reference customers
ExperienceLab consulting services are provided to the cosmetic and fragrance industry, marketing companies as well as stress managing and wellbeing.

- Akili
- Indissoluble
- Givaudan
- GSK
- Fundació La Caixa
- BiocomLux
- CorporateVisions
- Natura Bissé
- Everis

More info on: www.starlab.es/experiencelab

Starlab mission: to transform science into technologies with a real positive impact on society.