

FEATURED

Why Your Brain Loves a Good Floorplan: The Psychology of Designing for Connection

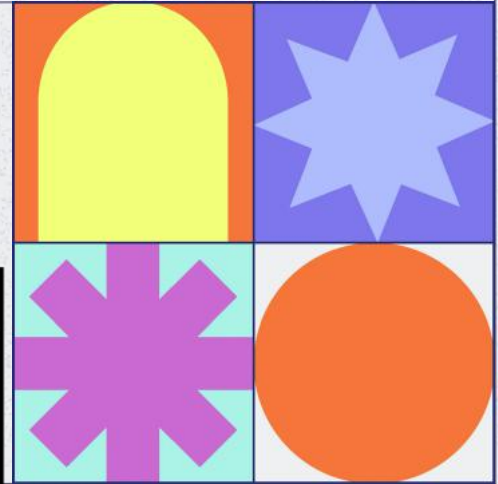


Julie Teplitzky

Co-Founder
Program Strategy & Operations

Chris Metzger

Co-Founder
Business Strategy & Growth



Humans are
creatures of
habit – and
that's great
news for event
planners.

How We Move – The Science of Behavior

Understanding how people instinctively navigate and interact with their surroundings using behavioral science.

Why We Buy – The Psychology of Retail

Designing experiences based on behavior and shaping attention and sparking action.

Why We Return – The Memory of Experience

Creating moments that build trust, loyalty, and long-term engagement.

How We Do This for Events – Human Experience Pathways

Applying behavioral and emotional design to build experiences that feel intuitive, meaningful, and memorable.

How We Move

Humans seek flow, comfort, and connection — and we've
been doing it for thousands of years

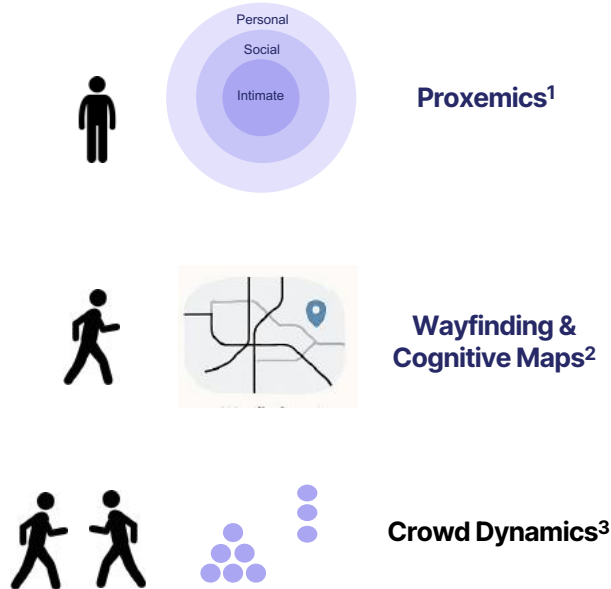


90%

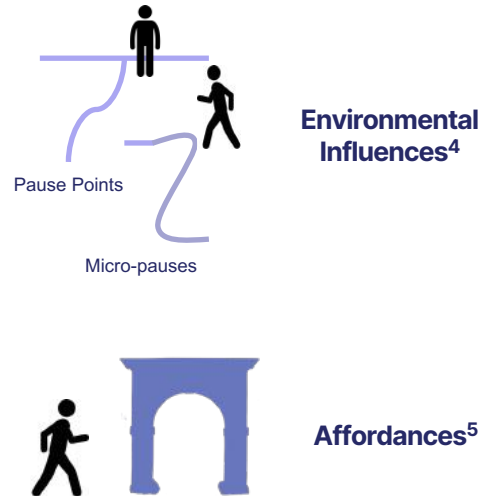
of American visitors naturally turn **right** when
entering a store

Humans Have the Same Tendencies...

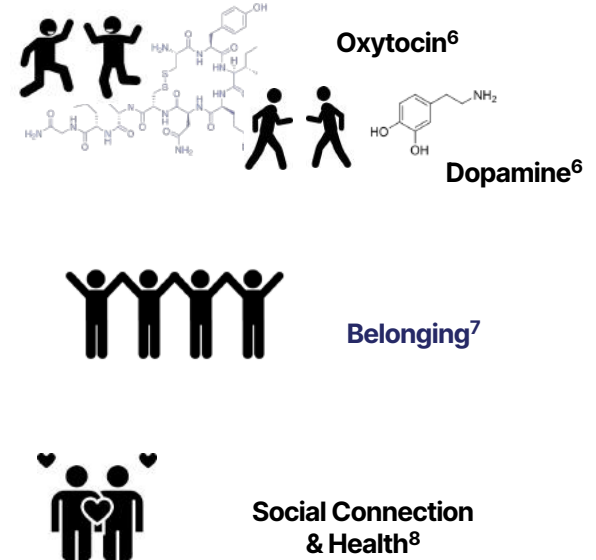
Movement in Space



Pausing Behavior



Connecting in Space



1. Hall (1966) – Proxemics: Personal space zones (intimate, personal, social, public) 2. Golledge (1999) – Cognitive maps guide navigation using landmarks and routes. 3. Moussaïd & Nelson (2014) – Lane formation and herding in dense crowds. 4. Han et al. (2022) – Pausing linked to environmental components and context. 5. Yamani et al. (2016) – Affordances invite action and influence pause points. 6. Guidolin et al. (2025) – Oxytocin and dopamine reinforce social bonding. 7. Leah (2025) – Social connection activates reward pathways, reduces stress. 8. Jethani (2025) – Connection linked to oxytocin, dopamine, and emotional stability.

...And Environmental Psychologists Know It.

Environmental psychologists explore how design affects emotion, attention, and social behavior — the same levers event strategists use to shape connection.

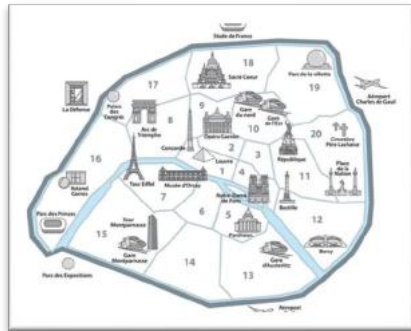
Cities



New Orleans



Dubai



Paris

Malls



Museums



Why We Buy

The world's most successful environments are built around one truth: *humans engage when space feels intuitive, sensory, and emotionally safe.*

The Psychology of Retail

Core Principles



Decompression Zone

Transition from outside world to new experiences



Engaging the Senses

The use of atmospherics to evoke emotion



Pathway and Flow

Visual and physical cues that guide a narrative



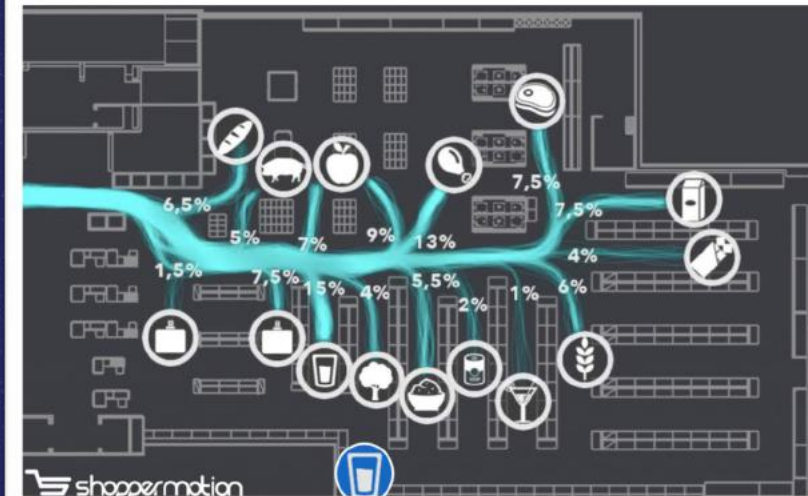
Product Placement

Turning passive viewing into active discovery

Core Principles



Decompression Zone



Pathway and Flow

Core Principles



Engaging the Senses



Product Placement

Why We Return

Memory begins with emotion — when an experience feels personal and genuine, it builds trust — and brings people back.



91%

Of participants at brand experience events were more likely to purchase the promoted product or service, with 40% developing brand loyalty post-event.

Moments That Resonate

Creating moments that build trust, loyalty, and long-term engagement.



teamLAB: Tokyo



teamLAB Photo



teamLAB
Experience

SUPERBLUE: Miami



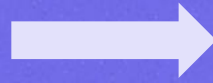
**SUPERBLUE
Site Video**



**SUPERBLUE
Client
Experience**

Attendee Journey

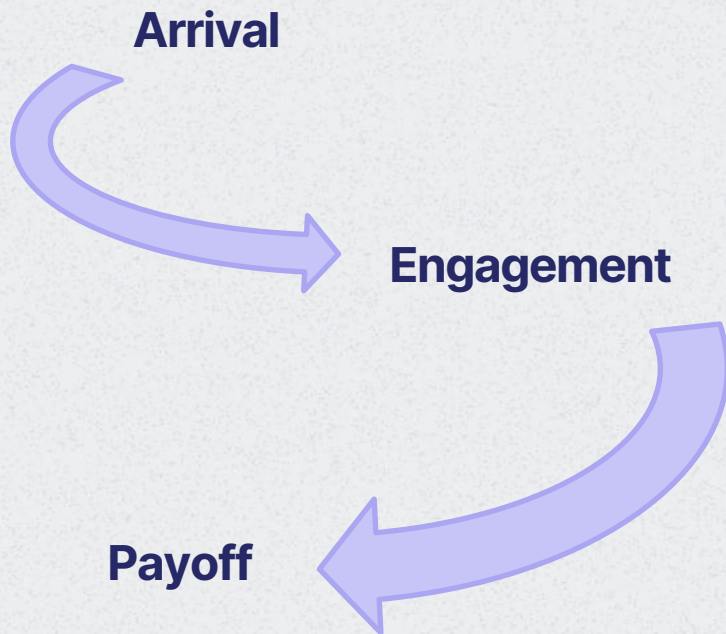
The attendee journey helps us understand how people move through an event.



Human Experience Pathway

The human experience pathway helps us understand *why* they move — and what makes them want to return.

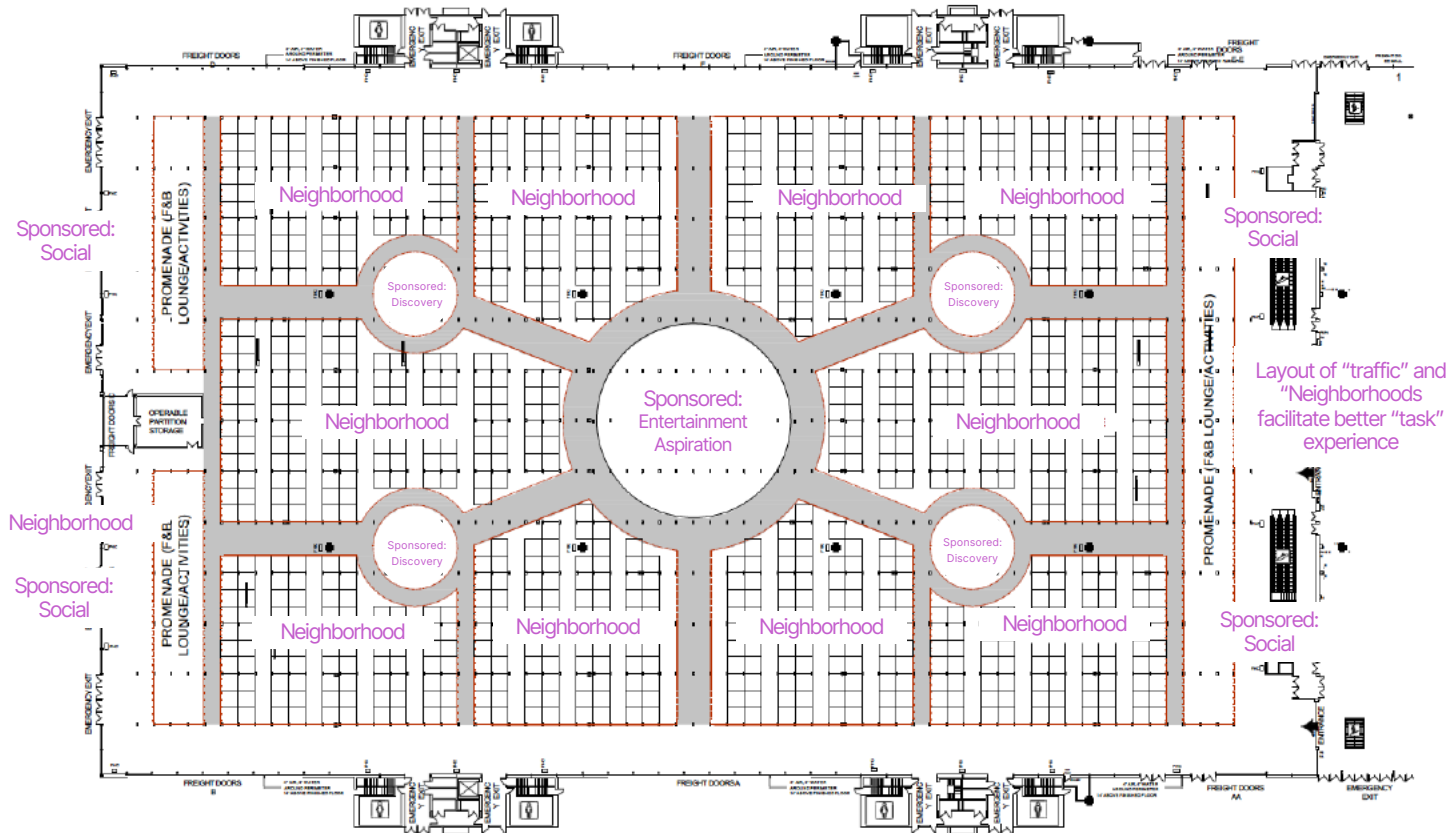
How Behavioral Science Changes Our Traditional View on Events



Traditionally, the attendee journey outlines the stages of an event experience — and helps planners visualize how people interact with a program from start to finish.

When we layer in behavioral science and emotion, that journey expands — becoming less about attendance and more about how humans *think, feel, and connect* within those same moments.

Floorplans Reimagined

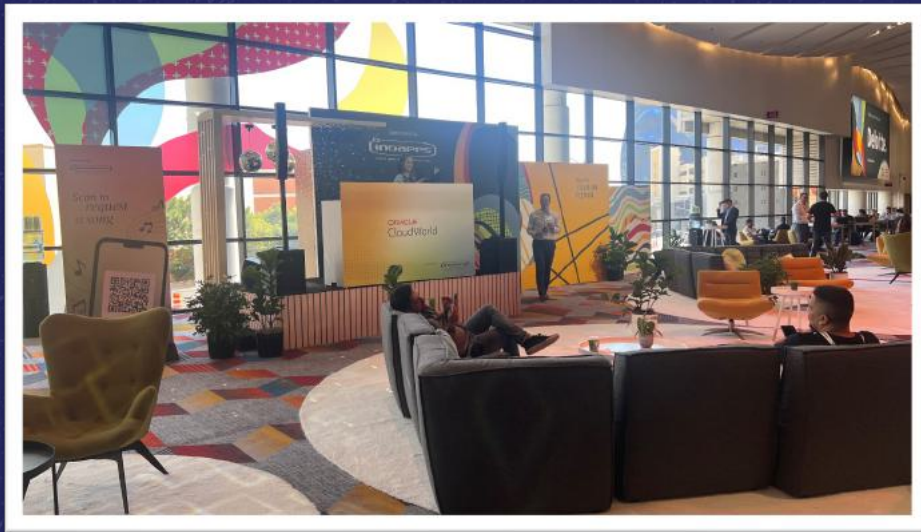


Transitioning Into Larger Experiences



Youtheory

Country Thunder 2024

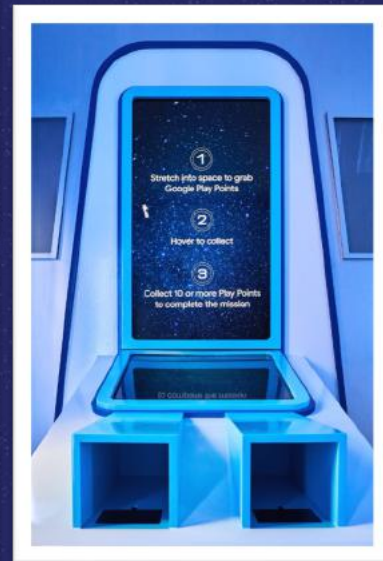


Oracle

Cloud World 2023

Following a Path

Google – Comicon 2025



Experiences For Our Senses



"If Carlsburg did" Activation

London

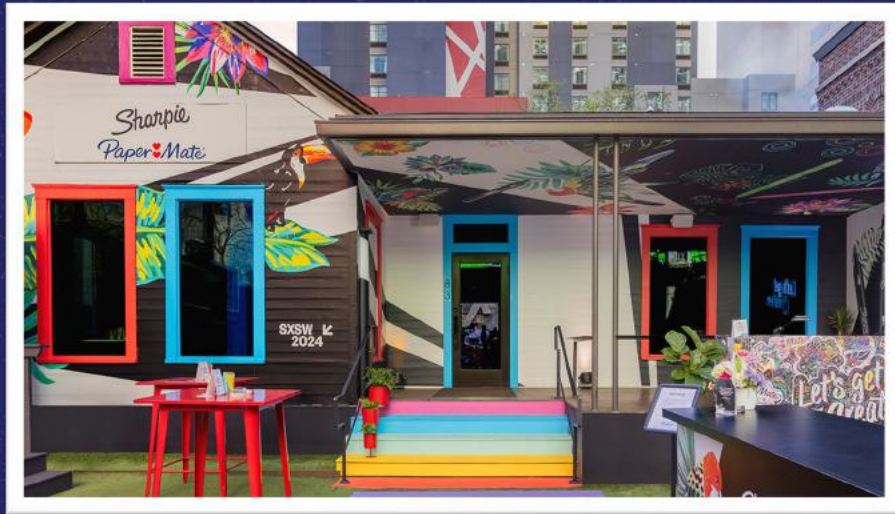


Belgian Waffle Pops

Novartis — ASCO 2025

Experiencing Product

SXSW 2025



Sharpie

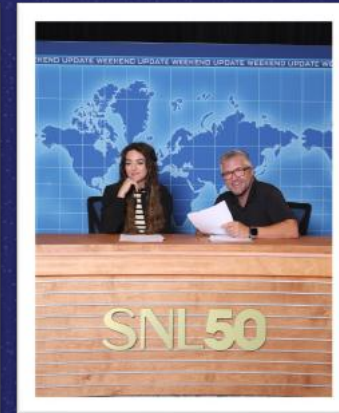


Slack



Tide

Moments That Resonate



Connected Journeys



Movement in Space

Connecting
in Space



Pausing
Behavior



When designing your next event...

We don't design for titles — we design for instincts. The moments that make people stop, connect, and engage aren't corporate or industry-specific — they're human. And that's universal.



Shape the Welcome

Design arrival moments that feel calm, clear, and welcoming. Your audience's first impression isn't logistical, it's psychological



Think Like a City Planner

Give people line of sight to their next stop, but enough mystery to keep them curious. Good flow is invisible; bad flow is unforgettable.



Design for Human Instincts

Design for how people naturally think, move, and feel, not just for who they are on paper.



Treat Touchpoints as Memory Triggers

The best follow-up starts inside the event, not after it.
When something feels personal, it builds trust and keeps people coming back.

The End.



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