

Executive Summary

Office Hours R&D quick 6:

Why Office Hours R&D?

Every business problem is a psychology problem.

What is Office Hours R&D?

Behavioral scientists helping you attack your big problems 1-on-1.

How does Office Hours R&D work?

The formula is: **Question, Insight, Joy, Repeat** Symbolically, that's: ? ! :) >>

Who is behind Office Hours R&D?

Office Hours R&D is powered by the dynamic minds of Ian Tingen and Troy Campbell.

Who uses Office Hours R&D?

Office Hours R&D has enhanced products, strategies, and ROIs at these companies and more:



Schedule a session of Office Hours R&D

By [clicking here](#) and get your first hour free!

Questions? Email hello@tingen.pro

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Office Hours R&D

The smartest hour you can spend on your business every week.

Question, Insight, Joy, Repeat
? ! :) >>

Office Hours R&D is used by these brands and many others:



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**Every business problem
is a psychology problem.**

In any effort to

win hearts and minds

compel and retain attention

craft memorable messaging

channel the cultural zeitgeist

structure smart strategy

build a product from 0 to 1

influence stakeholders

earn customer dollars

tell an inspiring story, or

design anything for people,

psychology is important.

Office Hours R&D helps you solve problems with
psychological insights and actionable steps.

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Why Office Hours R&D?

Every business problem is a psychology problem.

In Office Hours R&D, we've generated results attacking big problems organizations have spent hundreds of man-hours and hundreds of thousands of dollars on including:

- Using choice architecture to improve the mobile UI of a streaming platform and increasing time-in-app by 188%
- Using reciprocity and social proof to grow a live event's attendance by 67% and grow their revenue by 194%
- Using solution aversion to improve Congressional understanding of why US Citizens deny environmental issues

What is Office Hours R&D?

Behavioral scientists helping you attack your big problems 1-on-1.

Some problems only need one session of our input to achieve dramatic progress. Some problems need multiple sessions, and some need support in between sessions.

In sessions, we do what professors do: talk, write, edit, ideate, iterate, and analyze.

Between sessions, we reinforce your path forward: creating mini-guides, prototyping content, passing notes to creative, (re)analyzing data, coaching your teams or executives, interviewing your stakeholders, and whatever else is necessary.

We aim for impact and joy in every solution we build with you.

How does Office Hours R&D work?

The formula is: Question, Insight, Joy, Repeat Symbolically, that's: ? ! :) >>

- ? Question You bring your questions, problems, crises, and curiosities.
- ! Insight We render psychological insight into practical action.
- :) Joy You leave with the joy of implementable next steps.
- >> Repeat Weekly or as needed.

You can see some examples of ? ! :) >> below

Product & Creative Example

	Week 1	>> Week 2	>> Week 3	>> Week 4
? Question	How can we improve our product plan?	How can we improve our commercials?	How can we make our UX less frictional?	What is the next level for our Q4 product line?
! Insight	Use anchoring to emphasize product strength!	Create a big identity net to connect better!	Build with fluent contrast, we'll send guides!	Leverage brand personality, we have four ideas!
:) Joy	Great! Just in time for our next design sprint!	Nice! Editorial can start using this tomorrow!	YES! The front end team can start this today!	Excellent! That third idea, we can kick off now!

Marketing Example

	Week 1	>> Week 2	>> Week 3	>> Week 4
? Question	How do we target CTAs intelligently for growth?	Can you help us pin down Gen Z's relevant personas?	Can you audit our user research methods ?	Can you help us set smart goals for our campaign?
! Insight	Use identity narratives with an affirming voice , just like this!	Here's a custom guide to make sense of Z's very fluid identities!	Use sample focus, cut irrelevant data, and focus on these DV's!	Use the science of cool with targeted timing to help reach KPIs!
:) Joy	Wow! Nobody else has improved our copy like this in an hour!	Fascinating! This psych-SWOT helps guide ad spend immediately!	Amazing! You improved data clarity and cut cost in one session!	Perfect! We have clear direction on KPIs after talking to you!

Strategy Example

	Week 1	>> Week 2	>> Week 3	>> Week 4
? Question	"What did we miss in our data ? Don't hold back. "	"What's a statement piece for next quarter?"	"What trends can slingshot us past our comp set?"	"How do we respond to this crisis ?"
! Insight	Your segmentation missed these value targets ; serving them is huge ROI!	Hit stakeholders' moral foundations and they will evangelize for you!	" Metamodernism, multi-channels and reciprocity fit your profile!"	Stand and deliver on your existing brand values to support customers!
:) Joy	Damn! You turned a giant blind spot into opportunity!	Thank you! This sets a visionary tone, concisely!	Holy buttons! So low-friction AND unique for our vert!	No way! We had this power but you unleashed it!

Who is behind Office Hours R&D?

Office Hours R&D is powered by the dynamic minds of Ian Tingen and Troy Campbell.

Ian Tingen is a behavioral scientist with a passion for strategy and vision. His professional life has included roles as a psychology professor, executive producer, creative director, and CEO. His work on the frontiers of fandom, marketing, and new media has been called “building the impossible”.

Dr. Troy Campbell is a behavioral scientist with a passion for design. He has spent the seasons of life as a marketing professor, creative director, chief behavioral science officer, and acrobat. His research on the “science of cool” and topics of identity, story, choice, fun, and memory have won numerous awards.

Ian and Troy started Office Hours R&D to share their joy and insight with clients, one question at a time. Some of their clients include:



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