LES NOUVELLES TECHNOLOGIES ET TECHNIQUES
AU SERVICE DE L'ANALYSTE D'AFFAIRES

Les neurosciences pour évaluer l'expérience réellement vécu par vos utilisateurs



IIBA Montréal

Montréal, 21 Septembre 2017

Prof. Dr. Pierre-Majorique Léger
Co-directeur Tech3Lab, HEC Montréal

Social Sciences and Humanities Research Council of Canada
Canada
Enseignement supérieur, Recherche, Science et Technologie Québec
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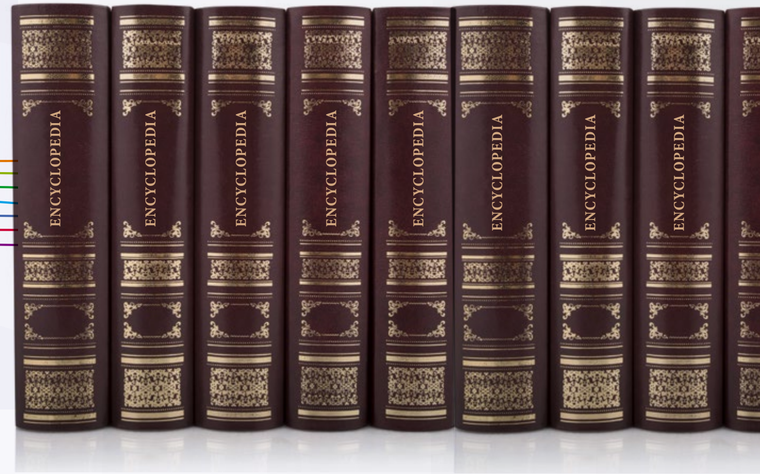
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COGNITION

ATTENTION

ÉMOTIONS



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Prof. Pierre-Majorique Léger, Ph.D.

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Professeur titulaire

Directeur ERPsim Lab

Co-directeur Tech3Lab

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ResearchGate
SCIENTIFIC NETWORK

https://www.researchgate.net/profile/Pierre-Majorique_Leger

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DOCTORAT

POLYTECHNIQUE MONTRÉAL
WORLD-CLASS ENGINEERING

POST-DOCTORAT

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NEW YORK UNIVERSITY NYU STERN LEONARD N. STERN SCHOOL OF BUSINESS

LABORATOIRES

ERPsimLab
HEC MONTRÉAL

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PROFESSEUR INVITÉ

Tuck School of Business at Dartmouth

The University of Iowa

FINANCEMENT

Conseil de recherches en sciences humaines du Canada
Social Sciences and Humanities Research Council of Canada
Canada

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IVADO

ACCUEIL · IVADO · RECHERCHE · FORMATIONS · PARTENAIRES

L'INSTITUT DE VALORISATION DES DONNÉES, PÔLE SCIENTIFIQUE ET ÉCONOMIQUE

L'Institut de valorisation des données (IVADO)

HEC Montréal – Polytechnique Montréal – Université de Montréal
Reçoit une subvention record de plus de 93 M $ du Fonds Apogée Canada

PRÈS DE 1000 SCIENTIFIQUES

#1 MONDIAL

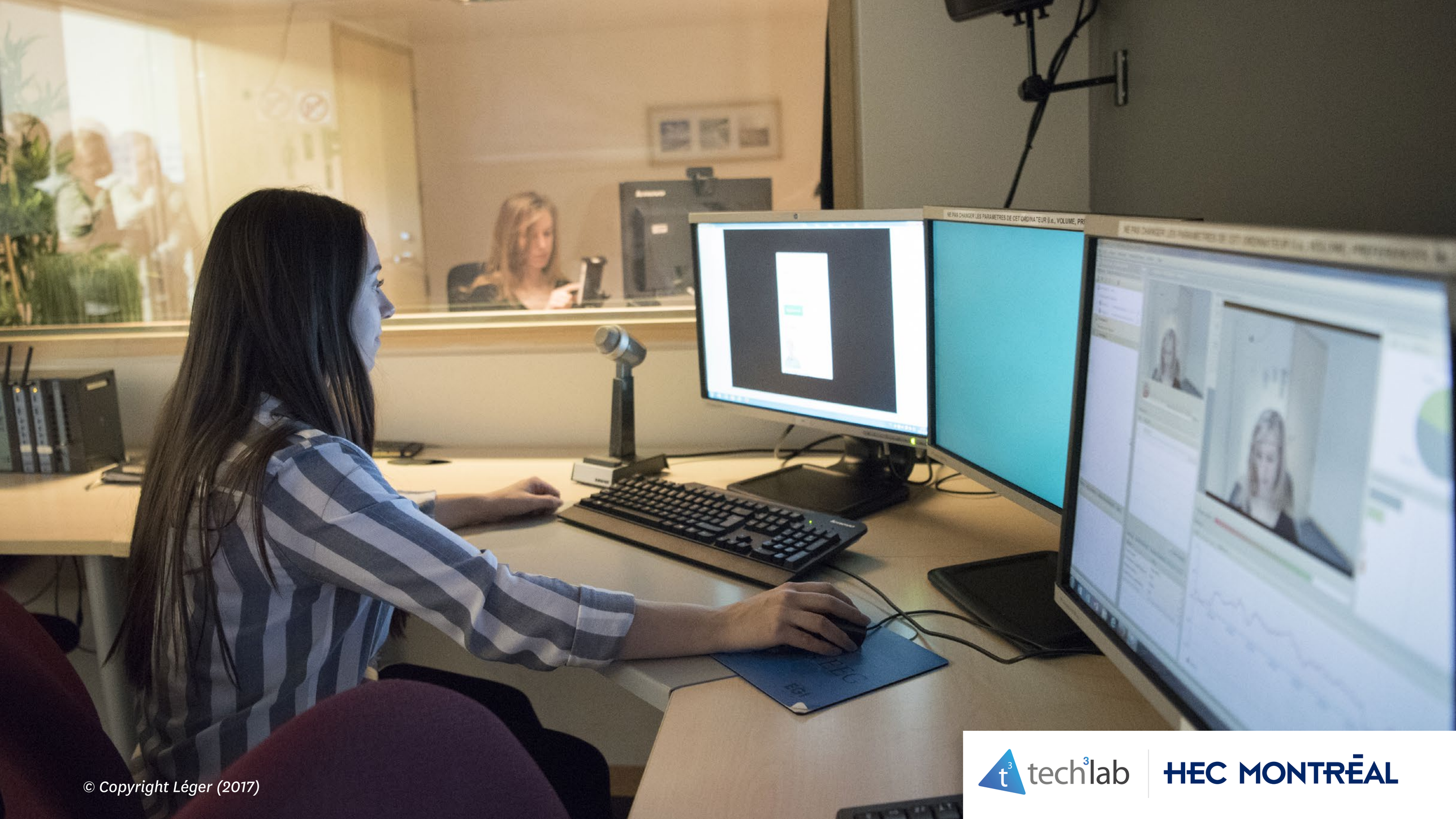
PLUS DE 40 PROGRAMMES DE FORMATION

PARTENARIATS SOLIDES



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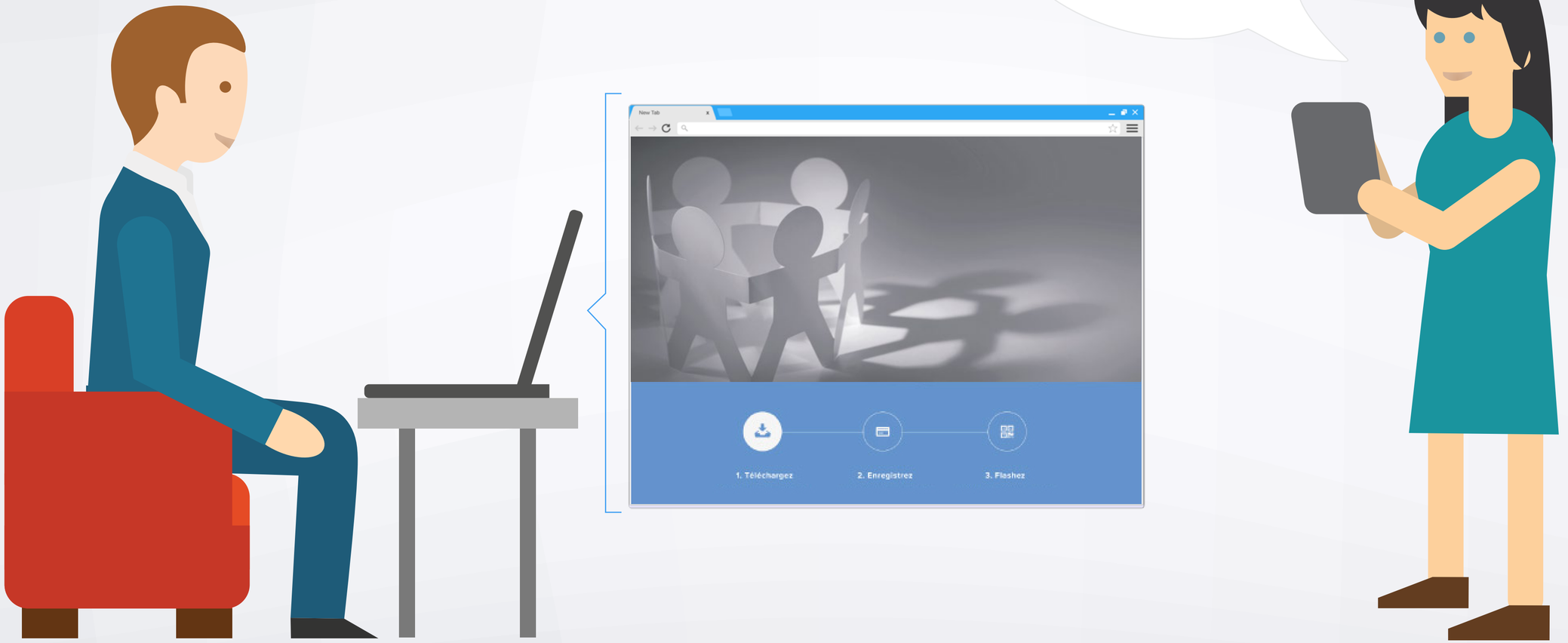
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Testez-le svp!



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Témoignage du Dr. Alan Pope

"What I think of when I see the Tech3Lab, that something good has begun there, and something that's unparalleled in any other place that I know of, not even our facility."

Dr. Alan Pope, NASA Langley, 2015-11-12, HEC Montréal

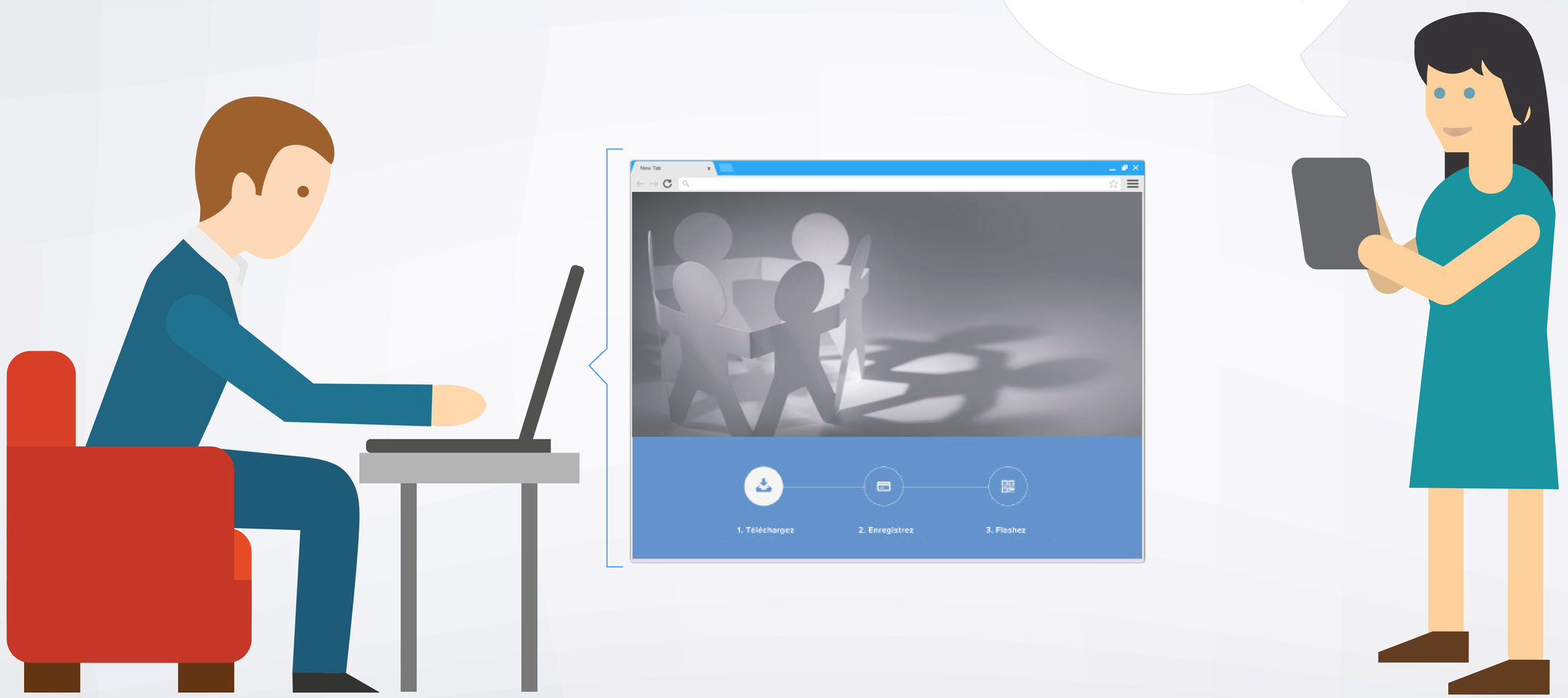


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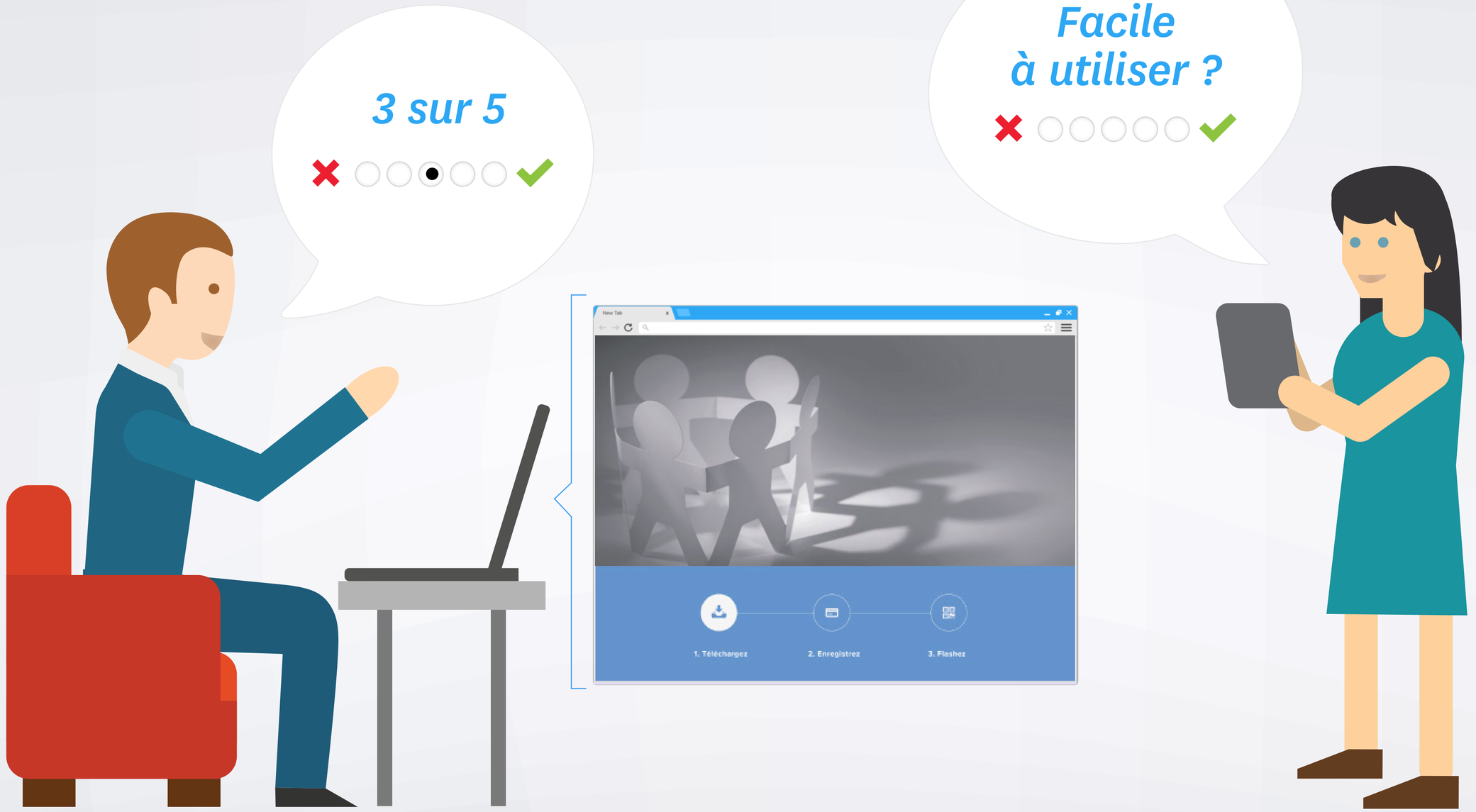
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Conclusion ?





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Appetizers (Sushi Bar)

AS1. Sushi Appetizer 10.00
AS2. Sashimi Appetizer 12.00
AS3. Tako Sunomono 6.50
(Sliced octopus, radish, sesame with vinegar sauce)
AS4. Tuna or Salmon Tartar (Spicy Tuna or Spicy Salmon Sashimi with radish, masago & sesame) 7.50
AS5. Tuna or Salmon Nuta (Chunks of **tuna** or **salmon** masago, scallion, sesame on top of radish with special sauce) 8.50
AS6. Avocado Sashimi 5.50
(Sliced avocado on top of radish with masago & sesame)
AS7. Usuzukuri (Sliced fish, masago, scallion, sesame in bowl w. ponzu sauce)
Tuna 14.00 Salmon 13.00 ** Fluke 13.00**
AS8. Volcano (Chunks of **tuna**, **salmon** & masago over avocado & radish w. chef special sauce) 14.00
AS9. Sashimi Salad 14.00
(**Tuna** & **salmon** on top of mix green with special sauce)
AS10. Sushi Pizza (**Spicy tuna** or **spicy salmon**, crunchy, scallion, masago, sesame on top of crispy tortilla with special sauce.) 15.00


Tuna Nuta


Sashimi Salad


Usuzukuri


Bahamas


Volcano


Shrimp Tempura Roll

Sushi & Sashimi A La Carte

(One piece per order)

Cooked

Crab (Kani)	2.00	Eel (Unagi)	3.50
Egg (Tamago)	2.00	Shrimp (Ebi)	2.00
Octopus (Tako)	2.25	Smoked Salmon	2.50
		Hokkigai (Red Clam)	2.25

Raw

Tuna (Maguro)	2.50	White Tuna	2.50
Yellow Tail	2.50	Masago (Caviar)	2.25
Salmon (Sake)	2.50	Spanish Mackerel	2.00
Wasabi Tobiko	2.50	Ikura (Salmon Roe)	3.25
Fluke	2.25	Uni (Sea Urchin)	M/P
Red Tobiko	2.50	Scallop (2pcs)	M/P
Squid (2pcs) (Ika)	4.50	Toro	M/P


Green Tea Roll


Jalapeno Roll


Sushi Deluxe

Sushi & Sashimi Entrees

(Served with Soup & Salad) *(No Substitutions Please)*

SE1. Sushi Deluxe 19.00
SE2. Sashimi Deluxe 20.00
SE3. Three Kinds of Sashimi 21.00
(Tuna, salmon, yellow tail)
SE4. Sushi & Sashimi for One 24.00
SE5. Love Boat for Two 44.00
SE6. Chirashi (Assorted raw fish over sushi rice) ... 19.00
SE7. Tekka Don (Tuna or salmon over sushi rice) .. 19.00
SE8. California Roll Dinner 15.50
SE9. Tuna or Salmon Roll Dinner 15.50
SE10. Roll Combo 16.00
(Yellow tail, tuna & California roll)
SE11. Futo Maki (1/2 order) 9.00 (Full order) 15.00
(Squash, radish, yamagobo, crab, egg, avocado & cucumber)


Sashimi Deluxe


Chirashi

Special Entrees

(Served with soup, salad & rice)

Sauteed Seafood Asparagus 18.00
(Shrimp, scallop, clam, fishcake & asparagus)
Oyako Tofu 13.00
(Diced shrimp, scallop, fishcake, mushroom, chicken & soy bean w. deep fried tofu)


Sauteed Seafood Asparagus


Sushi & Sashimi for One

Rolls or Hand Rolls

(All Roll with Sesame)

R1. Avocado Roll 4.00
R2. Asparagus Roll 4.75
R3. Alaskan Roll 5.00
(Fresh salmon and avocado)
R4. Bahamas Roll 6.00
(Fresh salmon, mango & masago)
R5. Boston Roll (Shrimp & cucumber) 4.50
R6. Cucumber Roll 4.00
R7. California Roll 4.50
(Crab, avocado, cucumber & caviar)
R8. Chicken Tempura Roll 6.50
(with cucumber, avocado & eel sauce)
R9. Dragon Roll 10.00
(Eel, cucumber inside, topped with avocado)
R10. Dynamite Roll 8.00
(Cooked spicy white fish, masago & cucumber)
R11. Eel Cucumber or Avocado Roll 6.50
R12. Fantasy Roll 5.00
(Fluke, cucumber & scallion)
R13. Fried Oyster Roll 8.25
(With cucumber, avocado, masago, spicymayo & eel sauce)
R14. Green Tea Roll 9.00
(Tuna, salmon, avocado & lemon wrapped in tofu skin)
R15. House Roll (Yellow tail, eel, salmon, avocado topped with spicymayo) 10.00
R16. Jalapeno Roll 9.00
(Tuna, crab, jalapeno, masago, cucumber, avocado & spicymayo)
R17. Manhattan Roll 6.00
(Crab, egg, cucumber & mayonnaise)
R18. Mexican Roll 8.00
(Spicy tuna mix with crunchy, masago & scallion)
R19. New Year Roll (Shrimp tempura, masago & cucumber topped with eel) 12.00
R20. Philadelphia Roll 5.50
(Toasted smoked salmon & cream cheese)
R21. Rock & Roll 8.00
(Eel, salmon skin, avocado & cucumber)
R22. Rainbow Roll 9.00
(California roll topped with assorted fish)
R23. Sweet Potato Roll 4.50
R24. Salmon Roll 4.50
R25. Salmon Skin Roll (w/ cucumber & eel sauce). 4.50
R26. Smoked Salmon Cucumber Roll ... 5.50
R27. Spicy Tuna Roll 5.50
R28. Spicy Salmon Roll 5.50
R29. Shrimp Tempura Roll 7.00
(with cucumber, avocado, masago & eel sauce)
R30. Spider Roll (Soft shell crab) 8.25
(With cucumber, avocado, masago & eel sauce)
R31. Salmon Knock Out (Spicy salmon mix with crunchy, lettuce & masago) 8.00
R32. Spicy Crunchy Shrimp Roll 9.00
(Spicy shrimp mix with crunchy & masago, scallion)
R33. Tuna Roll 4.50
R34. Tiger Eye (No Rice) 8.00
(Cucumber & masago wrapped in squid)
R35. Vegetable Roll (Mixed vegetable) 6.00
(Cucumber, avocado, pickle radish & seaweed salad)
R36. Yellow Tail Roll (with scallion) 5.50

Chef Special Rolls (with special sauce)

π^2 (Crab, avocado, cucumber, masago inside topped with Eel & sesame) 18.00
Ben Roll (Tuna, salmon, yellow tail, avocado, cucumber, masago, sesame & lemon wrapped in rice paper) 17.00
Beth Roll (Tuna, cucumber, topped with salmon, lemon, masago & sesame) 15.00
D.V.D Roll (Shrimp tempura, cucumber, avocado inside, topped with Spicy tuna, masago & sesame) 15.00
Eel On Eel Roll (Eel, cucumber, topped with eel, masago & sesame) 17.00
Kiwi Roll (Salmon, spicymayo, crunchy & scallion topped with kiwi, masago & sesame) 14.00
Lobster Tempura Roll (Lobster tempura, cucumber, masago, spicy mayo & sesame) 15.50
Long Island Roll (Tuna, eel, crunchy, scallion, spicymayo topped with salmon, masago & sesame) 16.00
Metuchen Roll (Spicy tuna mix with crunchy topped with white tuna, masago & sesame) 15.00
Michael Roll (Spicy tuna mix with crunchy topped with salmon, masago & sesame) 15.00
Out of Control Roll (Spicy salmon, jalapeno & sesame topped with salmon) 14.00
Red Knight Roll (Tuna, crunchy, scallion, spicy mayo topped w. tuna, crunchy, lemon, masago & scallion) 16.00
Refreshment Roll (Yellow tail, tuna, salmon, fuke, avocado & masago wrapped in cucumber & **no rice**) 18.00
Sashimi Roll (Crab, avocado, cucumber, masago wrapped in **tuna** or **salmon**, & **no rice**) 14.00
Snow Roll (White tuna, yellow tail, crunchy, scallion, spicymayo, topped with white tuna, crunchy, masago, & yuzu powder) 16.00
Spicy Crunchy Sashimi Roll (Spicy tuna or salmon mix with crunchy wrapped in tofu skin topped with **tuna** or **salmon**, masago, sesame & **no rice**) 15.00
Special Rainbow Roll (Spicy salmon mix with crunchy topped with assorted fish, masago & sesame) 14.00
Splash Roll (Tuna, salmon & mango inside topped with avocado, masago & sesame) 15.00
Sunrise Roll (Eel, cucumber topped with salmon, masago & sesame) 14.00
T.K.O. (Spicy tuna mix with crunchy topped with tuna, masago & sesame) 15.00
Valentine (Salmon, cucumber, sesame topped with spicy tuna mix with crunchy) 14.00
V.C.R. (Eel, cucumber, topped with spicy tuna mix with crunchy, wrapped with salmon, tuna, masago & sesame) 18.00



* Prices are subject to change without notice.
* If changes are made with any order additional charge may apply.
* Pictures are for your reference only the actual finish dish my vary.
* Food Allergies Awareness: If you have any food allergy.
Please inform our server or management for special accommodations.

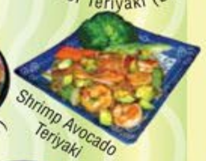

Shrimp Tempura (Dinner)

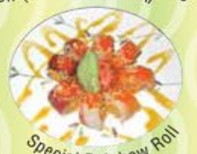

Seafood Teriyaki


Ebi Beef


Beef Teriyaki (Dinner)


Katsu Don (Dinner)


Shrimp Avocado Teriyaki


Special Rainbow Roll


Lobster Tempura Roll


Ben Roll


Red Knight Roll


Metuchen Roll


Beth Roll


Splash Roll



Entrees (Kitchen)

Teriyaki *(Served with Soup, Salad & Rice)*

E1. Tofu 12.00
E2. Vegetable 12.00
E3. Chicken 15.00
E4. Salmon 16.00
E5. Shrimp 17.00
E6. Beef 16.00
E7. Seafood 18.00
(Shrimp, scallop, salmon)
E8. Ginger Chicken or Beef 16.00
E9. Shrimp Avocado 19.00
E10. Ebi Beef (Shrimp & scallion wrapped in sliced beef) .. 19.00
E11. Tilapia (Garlic teriyaki sauce) 17.00
E12. Beef Negimaki 16.00
(Scallion wrapped in sliced beef)
E13. Beef Asparagus 18.00
(Asparagus wrapped in sliced beef)
E14. Sansho Beef 18.00
(Japanese pepper powder & garlic teriyaki sauce)

Tempura *(Served with Soup, Salad & Rice)*

E14. Shrimp & Vegetable 14.00
E15. Shrimp 16.00
E16. Chicken & Vegetable 14.00
E17. Chicken 15.00
E18. Vegetable 12.00
E19. Mr. Pi's Special (Shrimp & vegetable tempura, shu-mai, chicken teriyaki) 20.00

Age Mono (Deep Fried)

(Served with Soup, Salad & Rice)

E20. Tonkatsu (Deep fried pork cutlets) 15.00
E21 Chicken Katsu (Deep fried chicken breast) 15.00

Don Buri *(Served with Soup & Salad)*

D1. Oyako Don (Chunks of chicken, onions, carrots, napa cabbage & egg over rice) 12.00
D2. Katsu Don (Fried pork cutlets, onion, carrots, napa cabbage & egg over rice) 12.00
D3. Unagi Don (Smoked eel over rice) 19.00

Noodle Soup *(Served with salad)*

N1. Nabeyaki Udon 13.00
(Noodle soup w. chicken & vegetables)
N2. Tempura Udon 15.00
(Noodle soup w. vegetables, shrimp & vegetable tempura)
N3. Beef Udon (Soup) 14.00
(Noodle soup w. sliced beef & vegetables)
N4. Yosenabe (Seafood combo w. vegetable & glass noodle) 21.00

Stir Fried Noodle

(Served with soup & salad)
(All stir fried noodles cooked with vegetable)

N5. Shrimp or Seafood Yaki Udon 17.00
N6. Chicken Yaki Udon 15.00
N7. Beef Yaki udon 15.00
N8. Vegetable Yaki Udon 13.00
N9. Sautéed Shrimp w. Spaghetti 17.00

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Utilisation des données neurophysiologiques pour optimiser l'expérience utilisateur (UX)

L'OCULOMÉTRIE



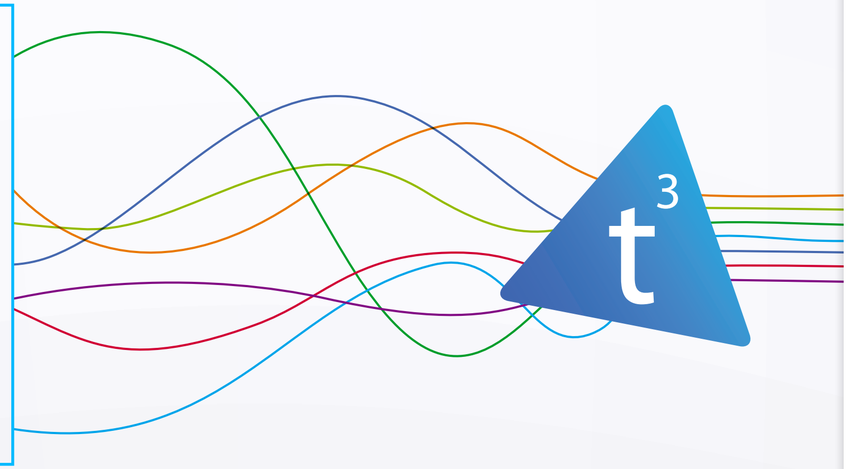
MÉSURES NÉUROPHYSIOLOGIQUE

1 gigaoctet / heure par participant

COGNITION

ATTENTION

ÉMOTIONS



AIDER LES DESIGNERS À PRENDRE DES DÉCISIONS

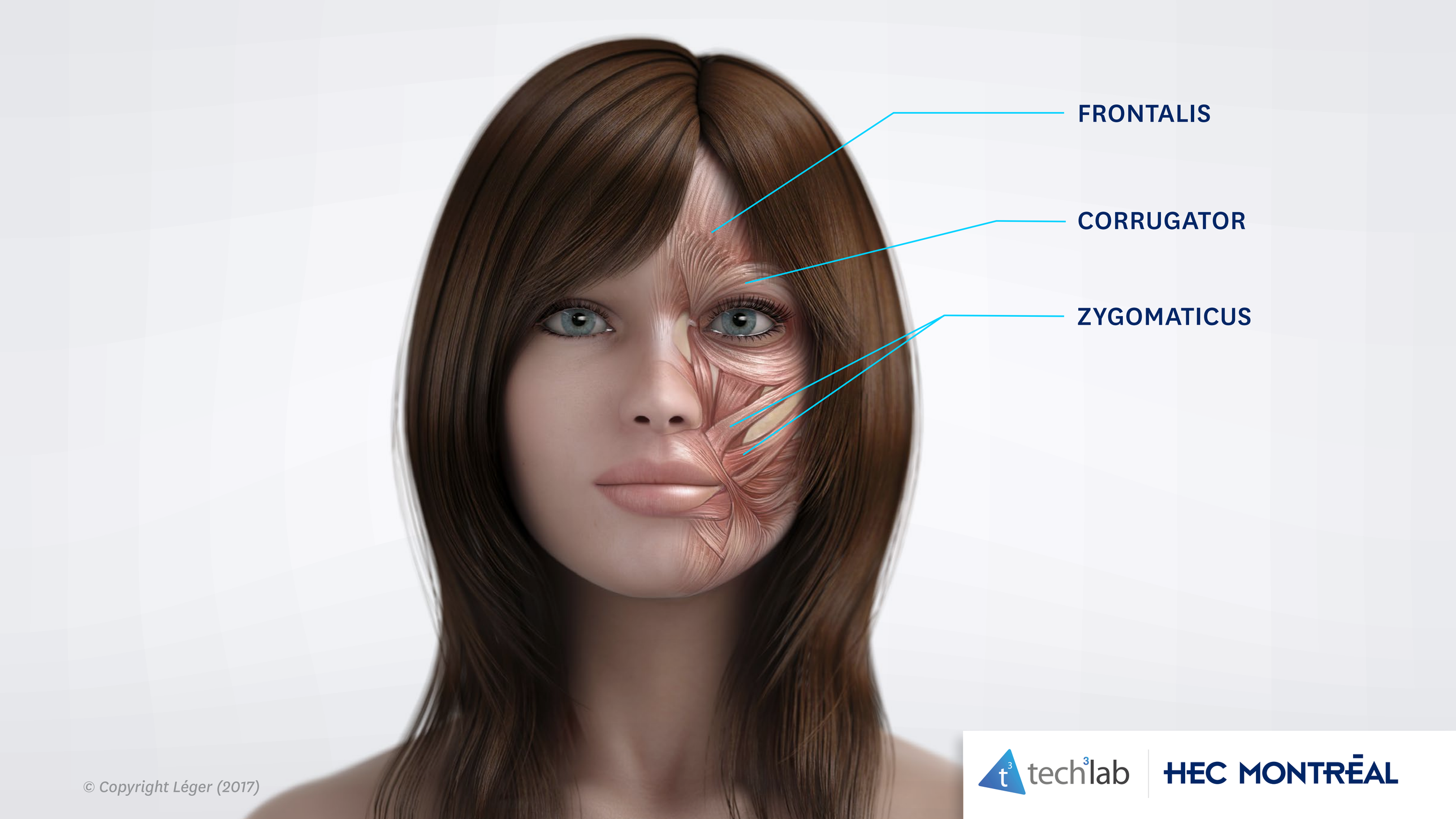


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The Economist

SEPTEMBER 9TH–15TH 2017

Merkel's unfinished business

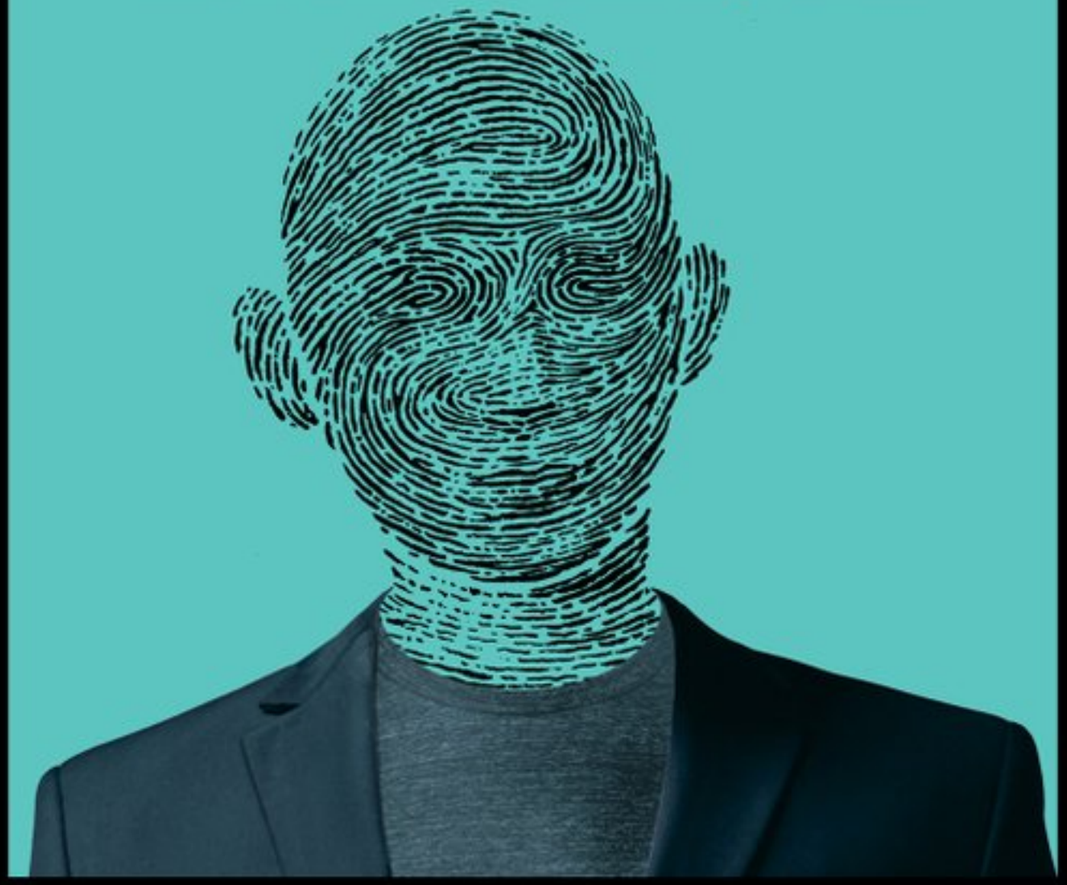
Spy-fi: a peculiarly British genre

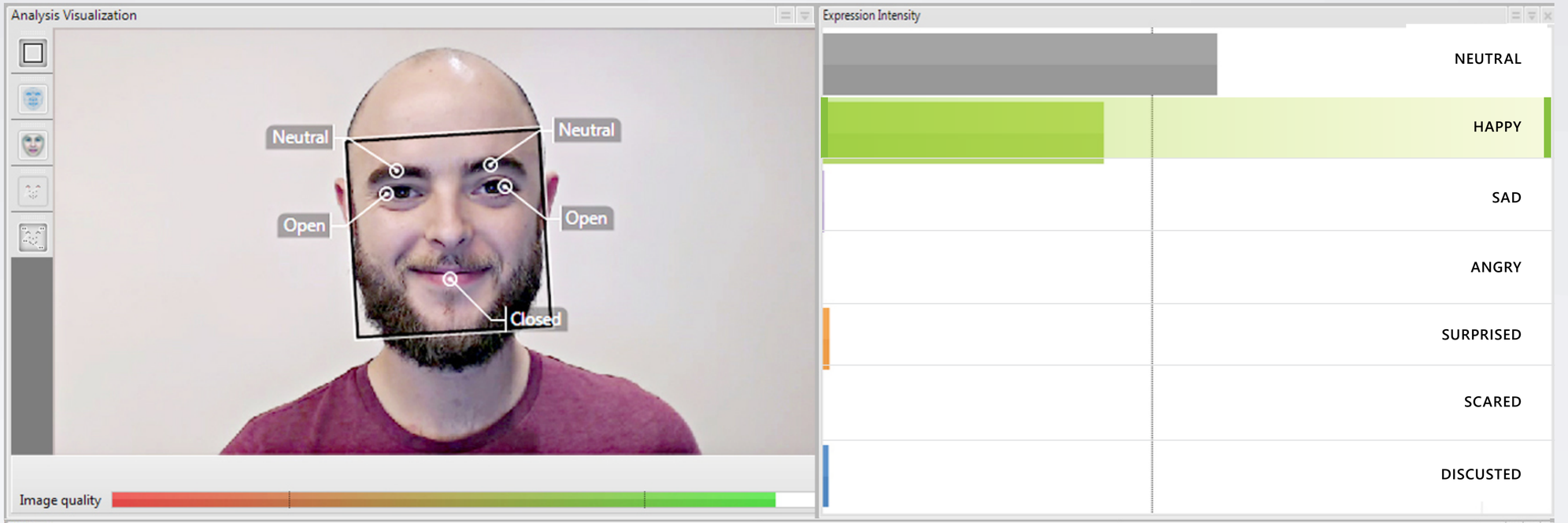
Making sense of China's capacity cuts

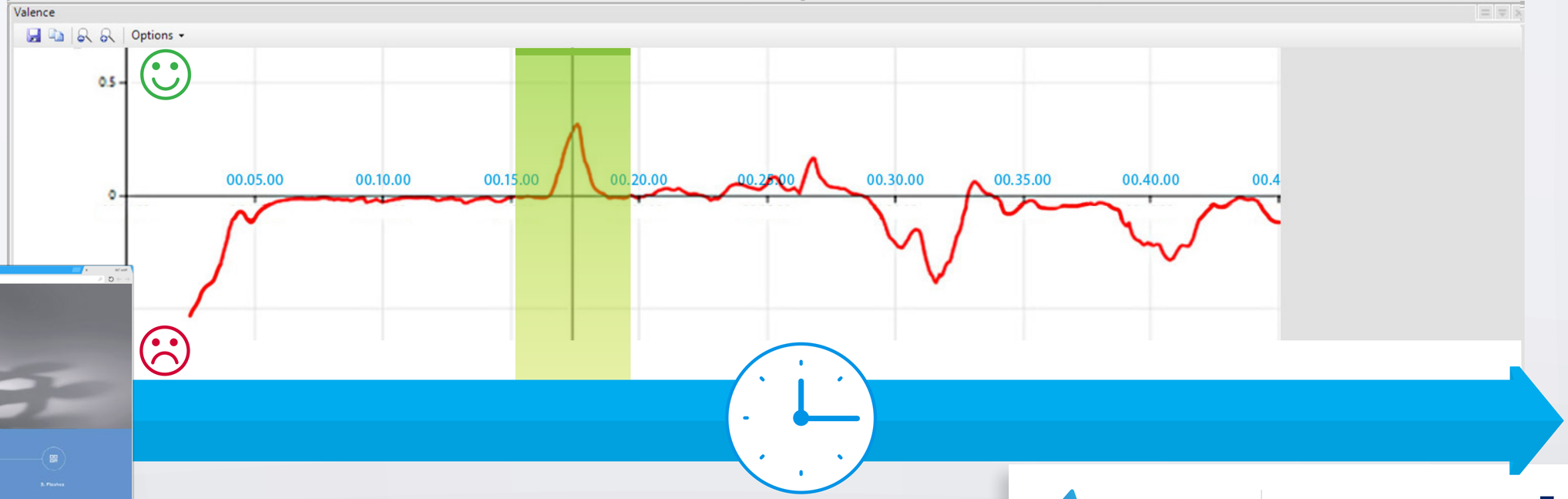
The Dreamers' nightmare

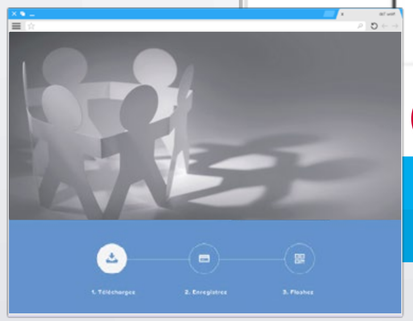
Nowhere to hide

What machines can tell from your face



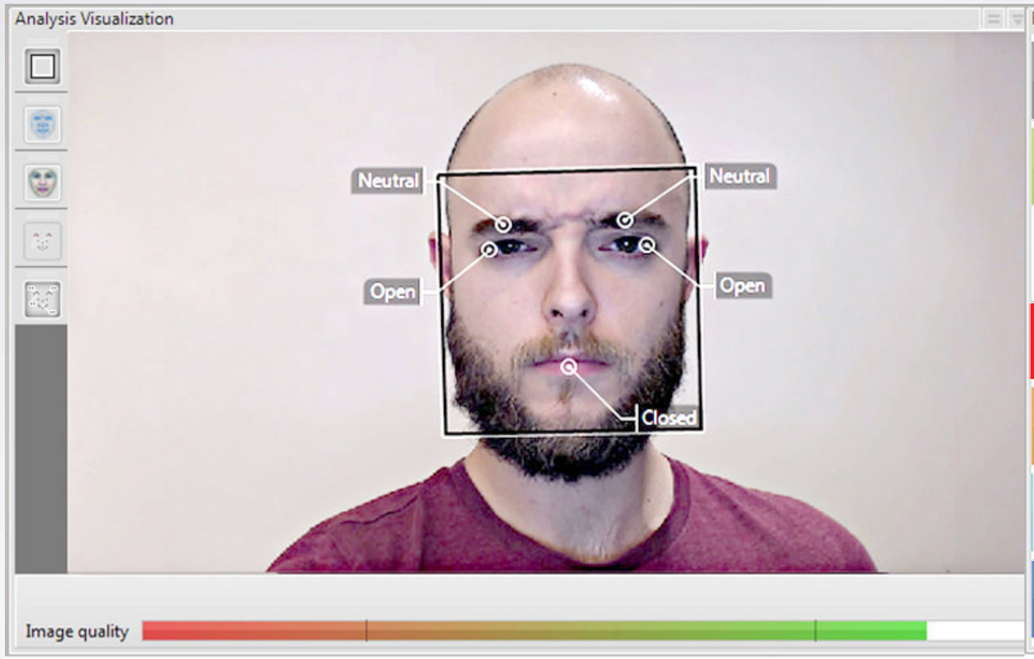


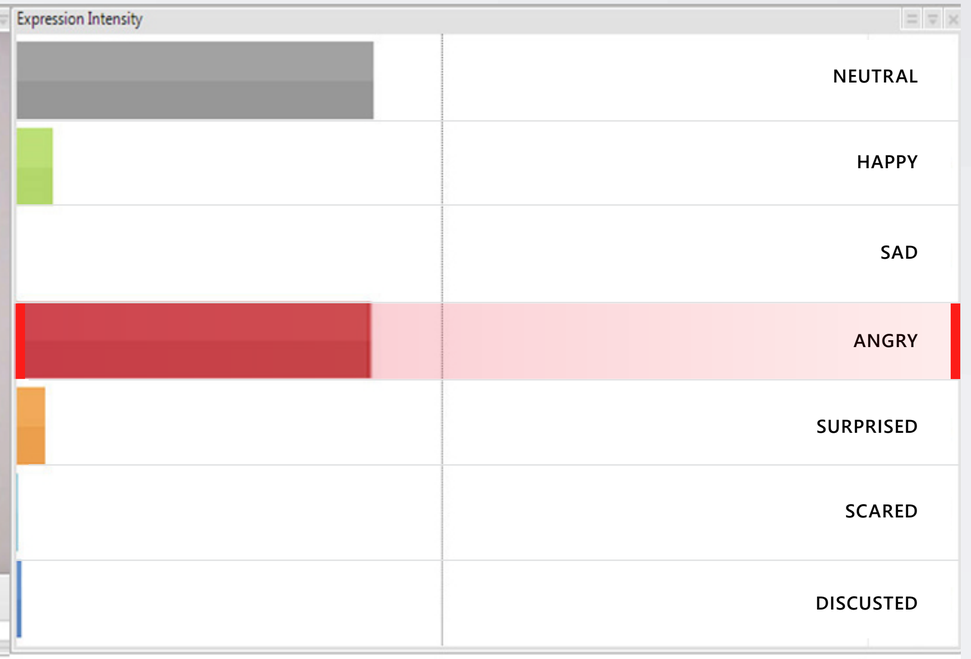




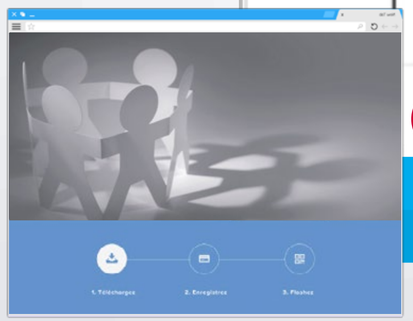
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REPORTAGE À L'ÉMISSION DÉCOUVERTE

Les risques du multitâche en déplacement

UNE ÉTUDE DU TECH3LAB SUR LE RISQUE DE JOUER À POKÉMON GO EN MARCHANT.

13 NOVEMBRE 2016 **18:30**

http://ici.radio-canada.ca/tele/decouverte/2016-2017/segments/reportage/10795/jeux-video-pokemon



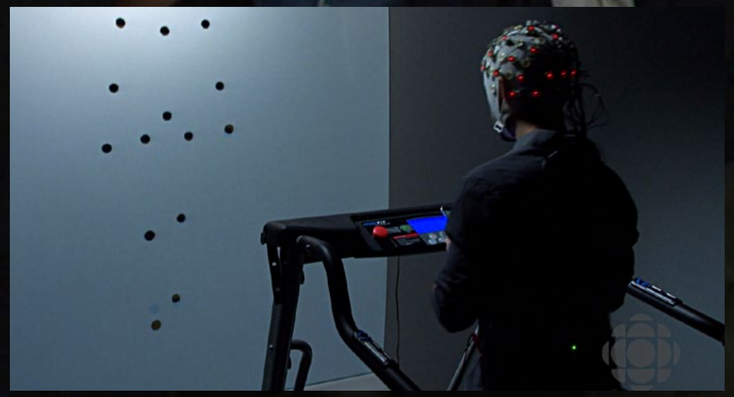
Conseil de recherches en sciences humaines du Canada
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PROJET DU Tech3Lab

Marcher en textant

OBJECTIF : ÉTUDIER LES EFFETS DE TEXTER EN MARCHANT SUR L'ATTENTION VISUELLE ET LA COGNITION DES "TEXTEURS" EN CONTEXTE URBAIN.



Chercheur principal : Pierre-Majorique Léger, Ph.D.

Chercheurs : Sylvain Sénécal, Ph.D.
Marc Fredette, Ph.D.
Francois Bellavance, Ph.D.
Ann-Frances Cameron, Ph.D.

Étudiants Gradués : Jocelyn Faubert, Ph.D. (UdM)
François Courtemanche, Ph.D.
Elise Labonté-Lemoine, Ph.D.
Frédéric Dupuis, (M.Sc. TI, 2014)

Financement : Fondation HEC Montréal

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"Courtemanche, F., Léger, P.-M., Cameron, A.-F., Faubert, J., Labonté-LeMoyne, É., Sénécal, S., Fredette, M. et Bellavance, F. (2014). « Texting While Walking: Measuring the Impact on Pedestrian Visual Attention », Gmunden Retreat on NeuroIS 2014, Gmunden, Autriche, 5-7 juin.

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IGA > Recettes > Frittata méditerranéenne

Frittata méditerranéenne



Portions	4-6
Niveau :	Facile
Type de plat :	Plats principaux
Temps total :	1 heure 20 minutes

Caractéristiques

Ajouter à mon livre de recettes | Lire en cuisine | Imprimer

Ingrédients

Tout sélectionner

Frittata méditerranéenne

- 15 ml (1 c. à soupe) d'huile d'olive
- 3 petites pommes de terre, râpées
- 1 oignon jaune, haché
- Au goût, sel et poivre
- 375 ml (1 ½ tasse) épinards hachés Compliments, surgelés
- 8 oeufs
- 250 ml (1 tasse) de lait
- 15 ml (1 c. à soupe) d'origan séché
- 250 ml (1 tasse) de Fromage cheddar fort Compliments, râpé (environ 100 g)
- 1 tomate italienne en tranches

Tout sélectionner

ACHETER

AJOUTER À LA LISTE

Méthode

1. Préchauffer le four à 190 °C (375 °F).
2. Dans une poêle, faire chauffer l'huile et y faire revenir les pommes de terre et l'oignon jusqu'à ce que les pommes de terre soient tendres, environ 5 minutes. Saler et poivrer au goût, puis déposer le mélange dans le fond d'une assiette à tarte allant au four.
3. Placer le mélange d'épinards dans un petit bol et décongeler au micro-ondes pendant 1 minute.
4. Dans un grand bol, battre les oeufs et le lait à la fourchette. Ajouter l'origan, le fromage et les épinards. Bien mélanger et verser le mélange sur les pommes de terres.
5. Garnir le dessus de la frittata de tranches de tomates.
6. Cuire au four environ 45 à 60 minutes ou jusqu'à ce que les oeufs soient cuits.

Recettes à découvrir



Frittata à la bette à carde

Préparation 15 minutes
Cuisson 45 minutes



Frittata à la bette à carde et au saumon

Cuisson 15 minutes



Frittata colorée

Cuisson 40 minutes
Portions 4 portions

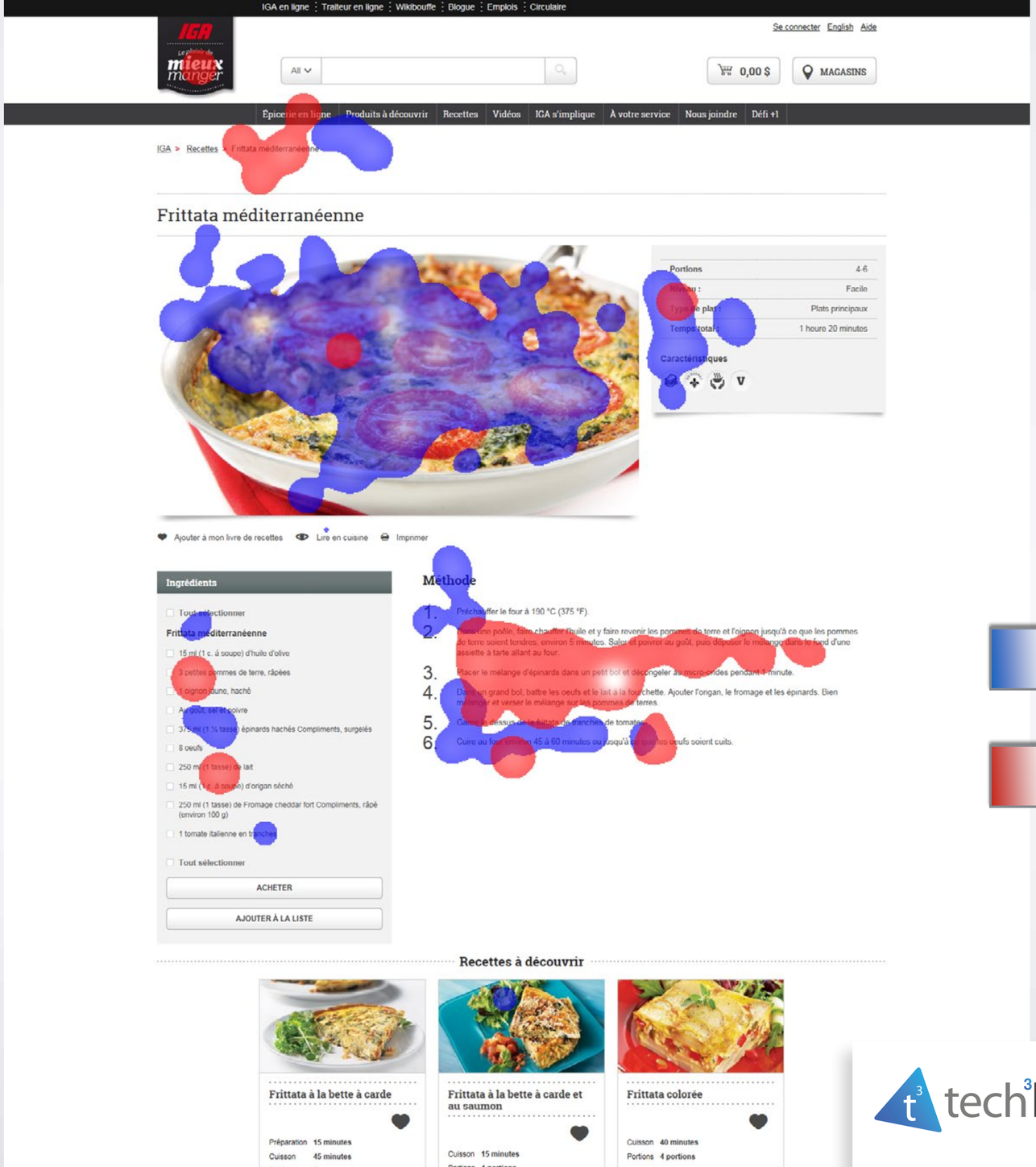
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DENSITÉ DE LA FIXATION OCULAIRE

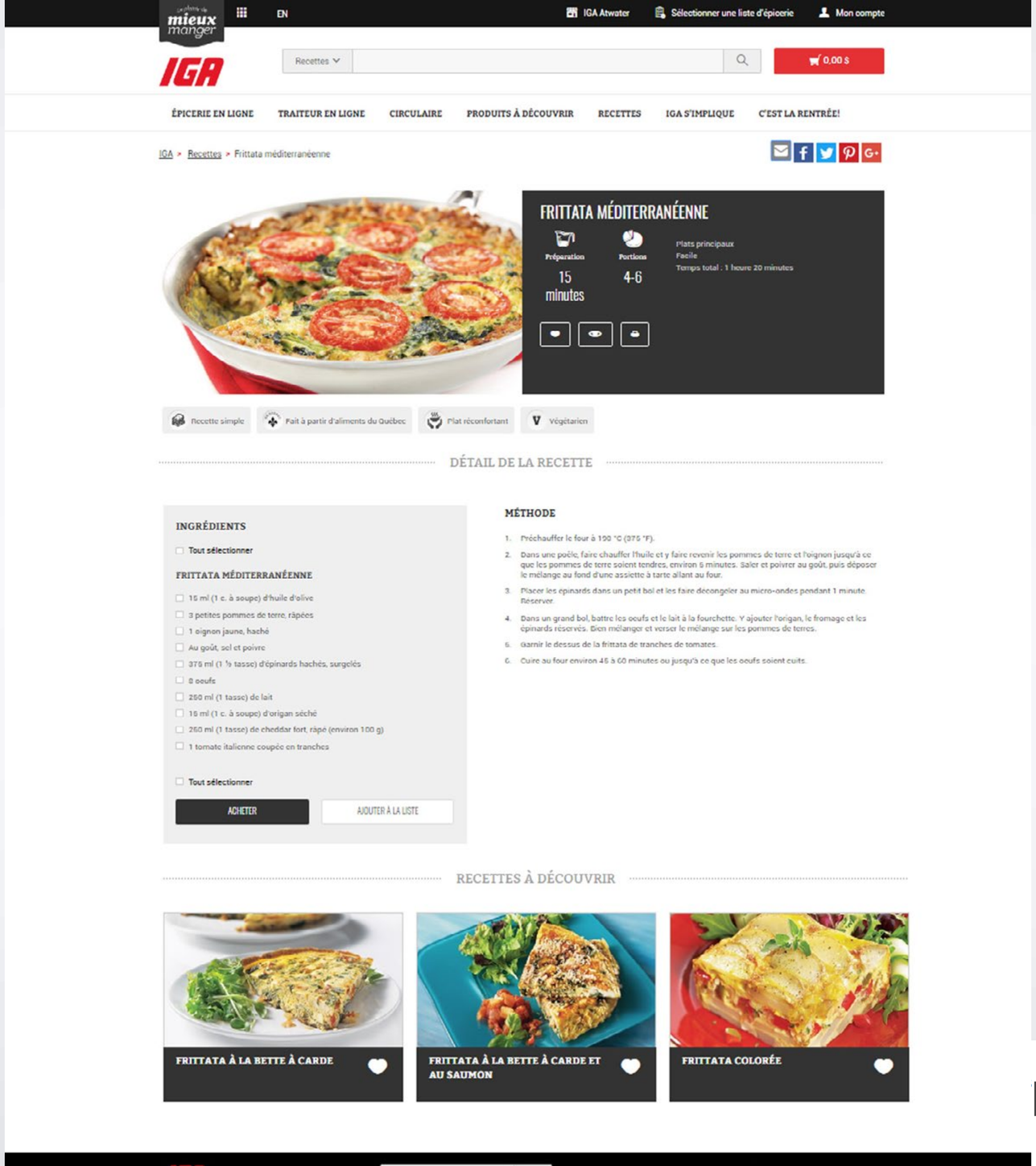
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ÉMOTIONS POSITIVES

ÉMOTIONS NÉGATIVES

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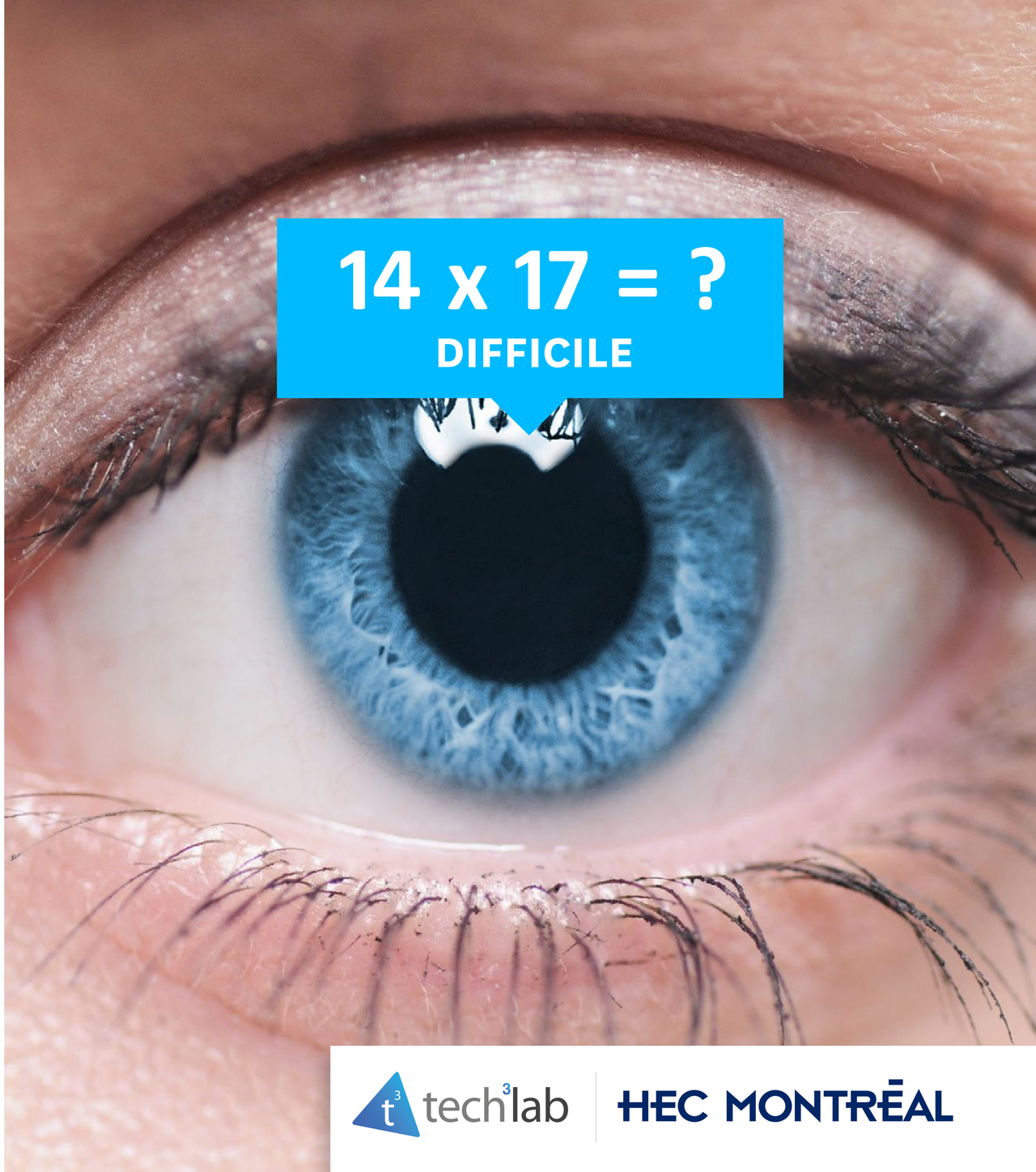
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$$2 \times 3 = ?$$

14 x 17 = ?



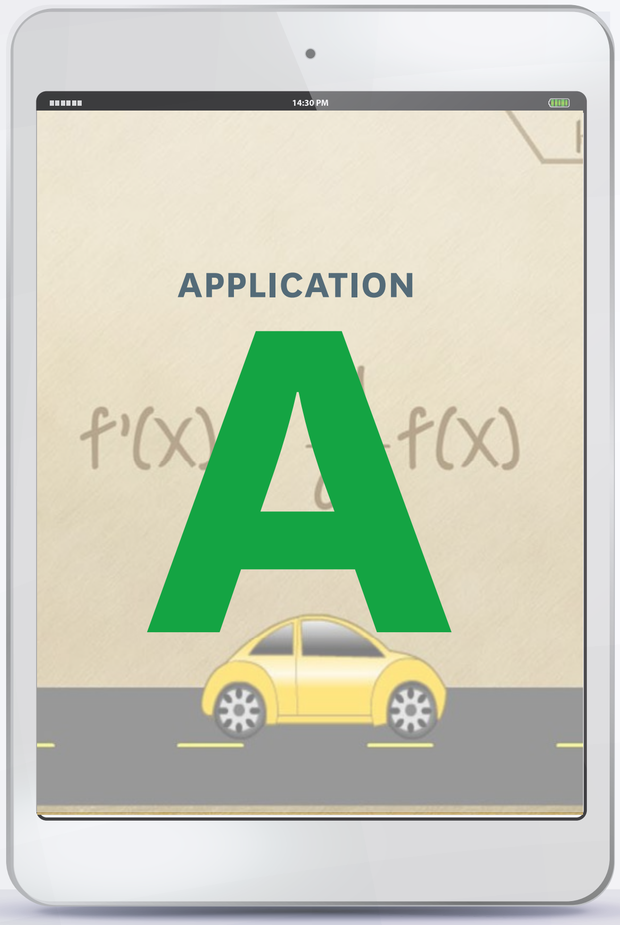


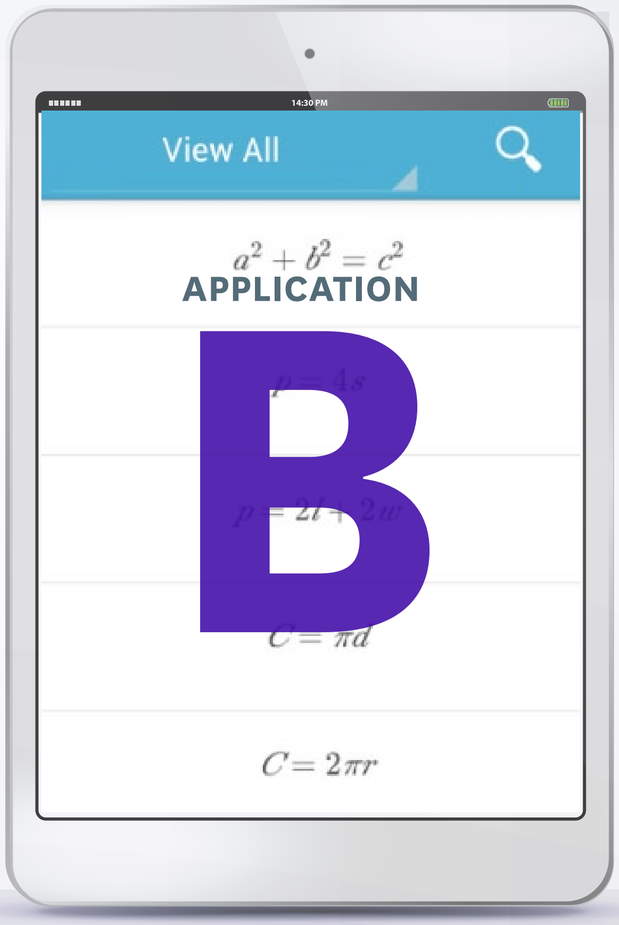
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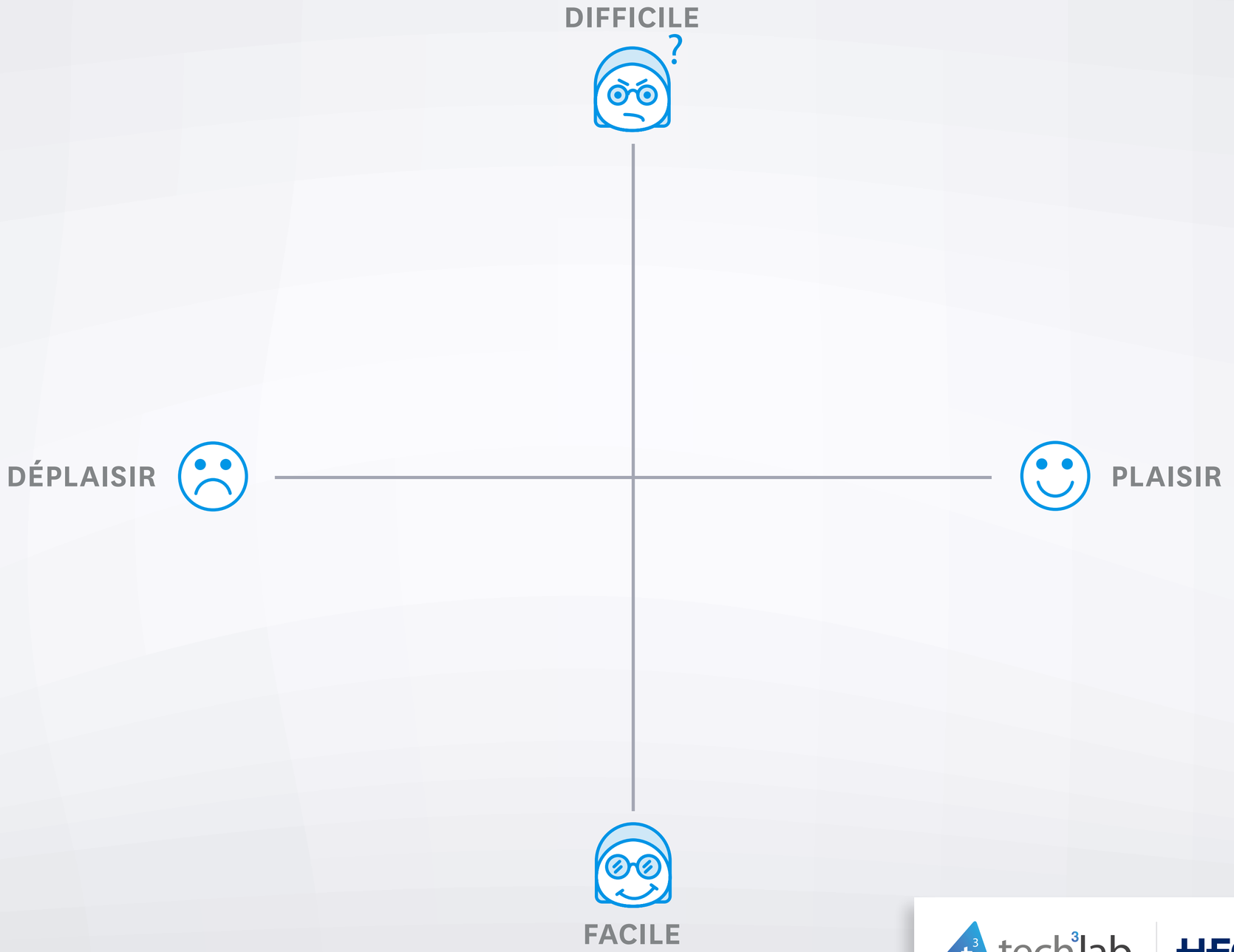


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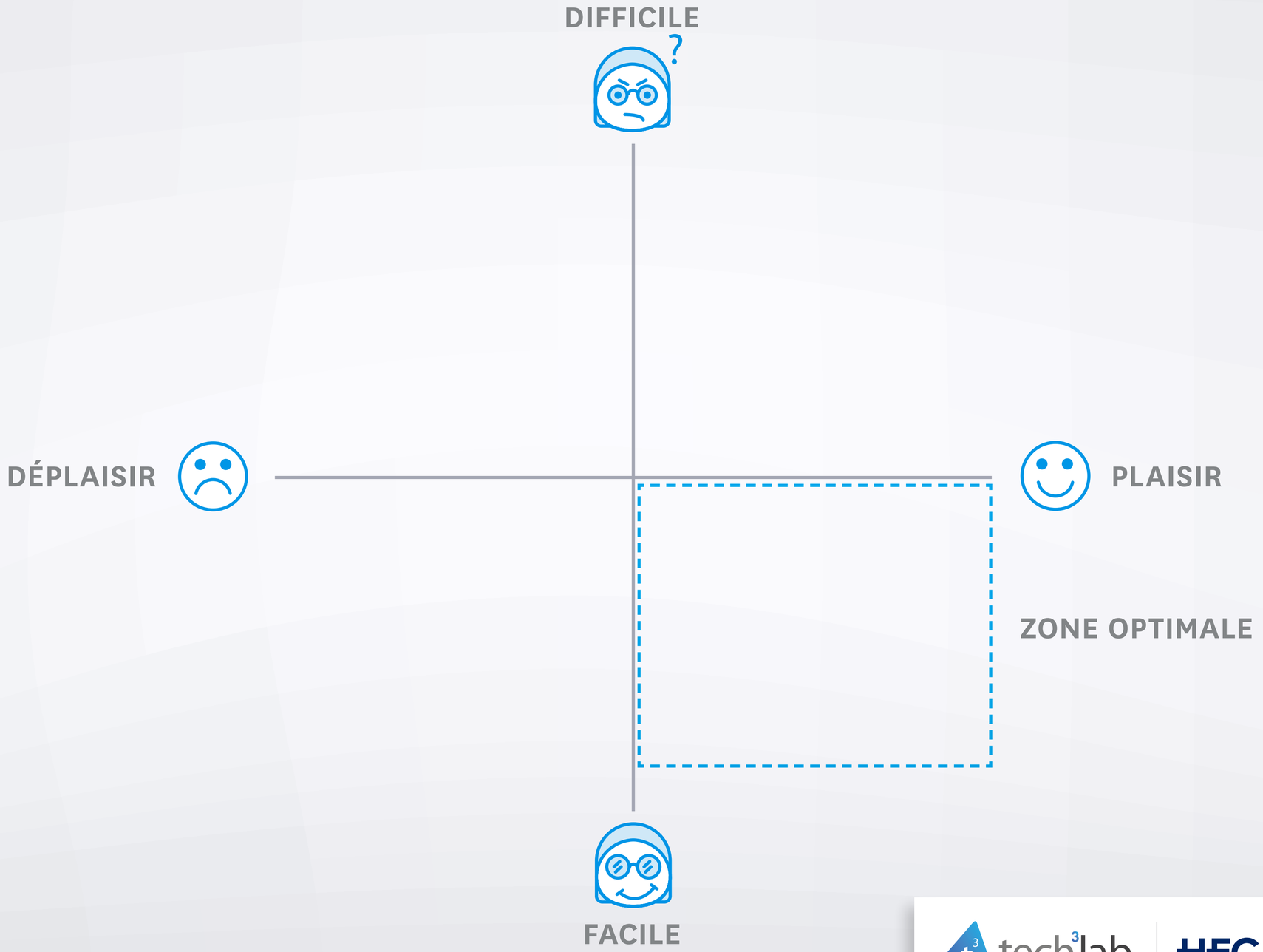
DÉPLAISIR   PLAISIR

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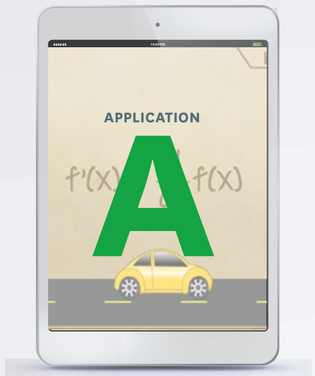
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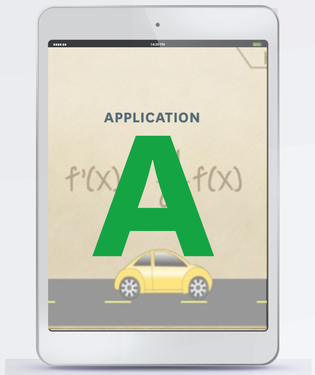
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ZONE OPTIMALE

FACILE

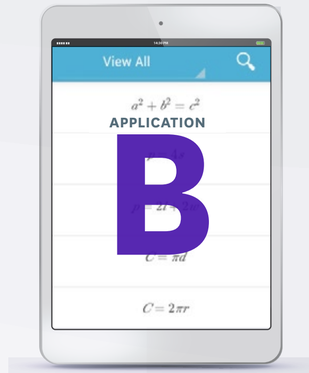
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Surbrillance :
Documentaires
5 juill.
14:00
14:30
15:00
15:30
30 | 630
20
620
198 | 796
52 | 652
Lip Sync Battle: ...
Prévisions météorologiques
NBA Summer League
FABLife
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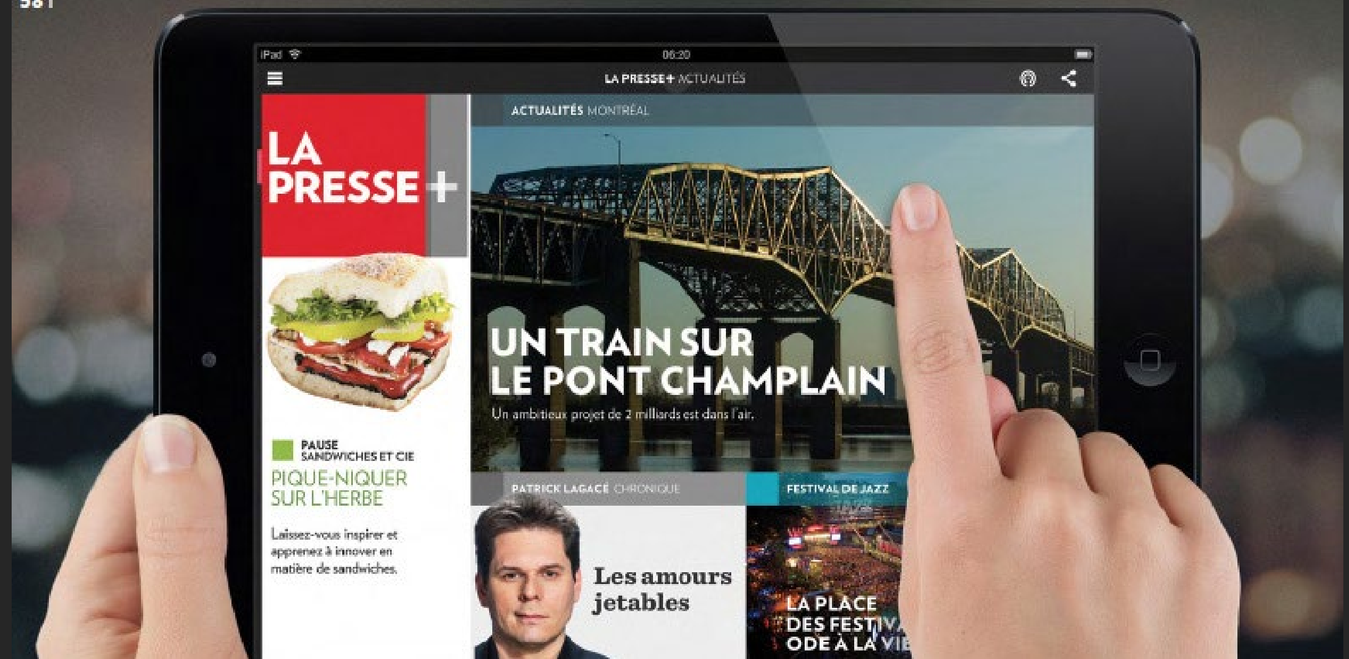


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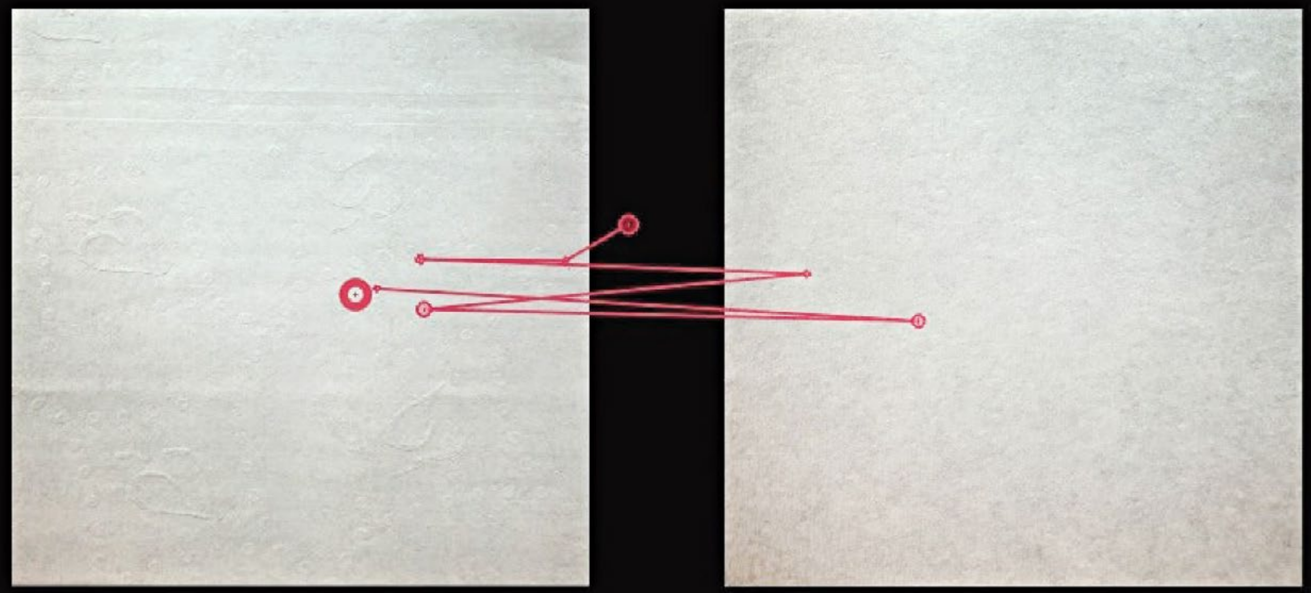
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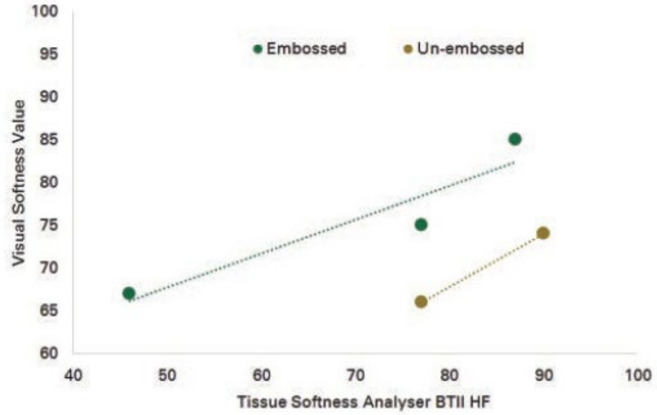
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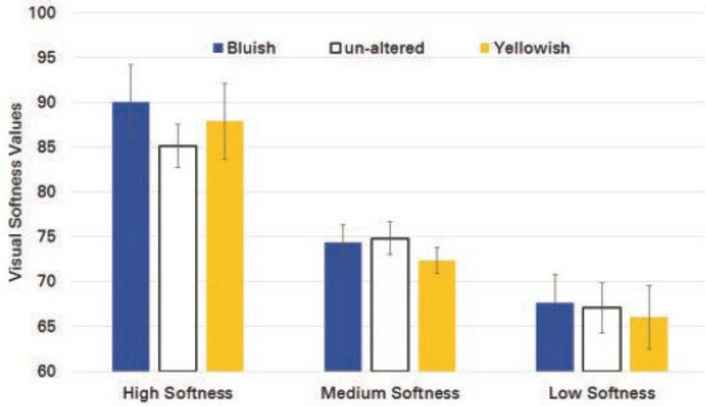
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Comparaison de la perception de la douceur en ligne







Carette, J., Léger, P-M., Sénécal, S., (2017) Visual Discrimination of Softness of Hygiene Tissue in the Absence of Haptic Feedback, TAPPI Journal, Vol. 16(7), page 439-449

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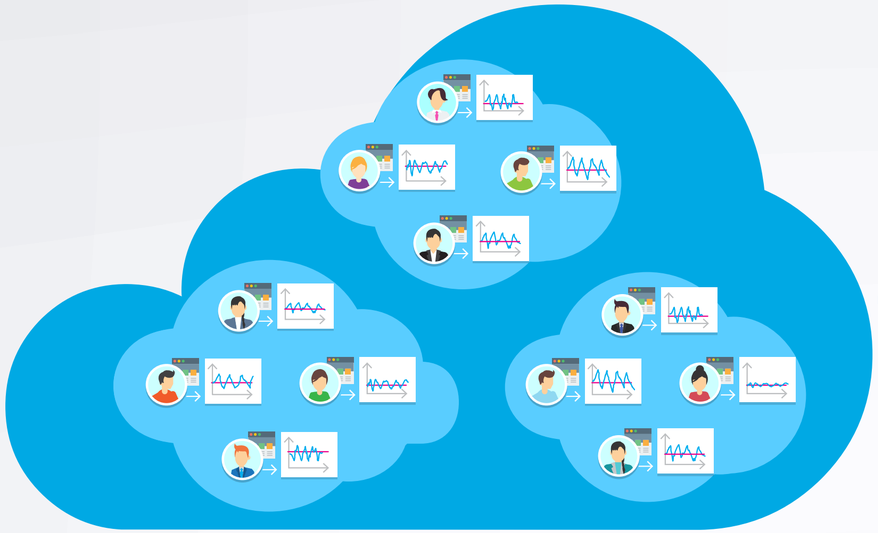


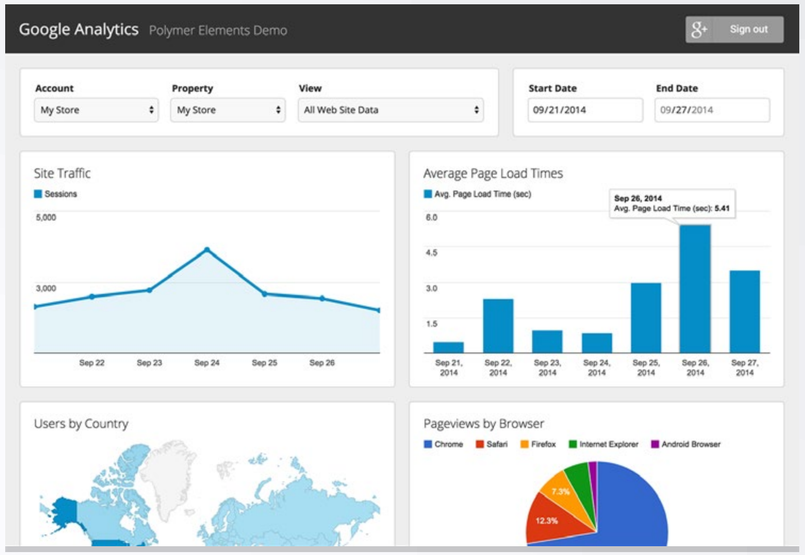


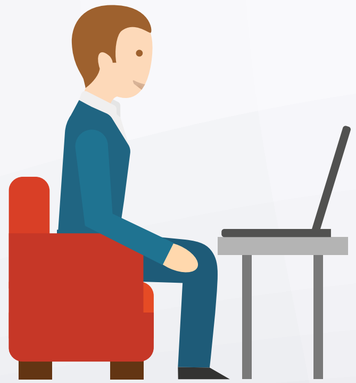
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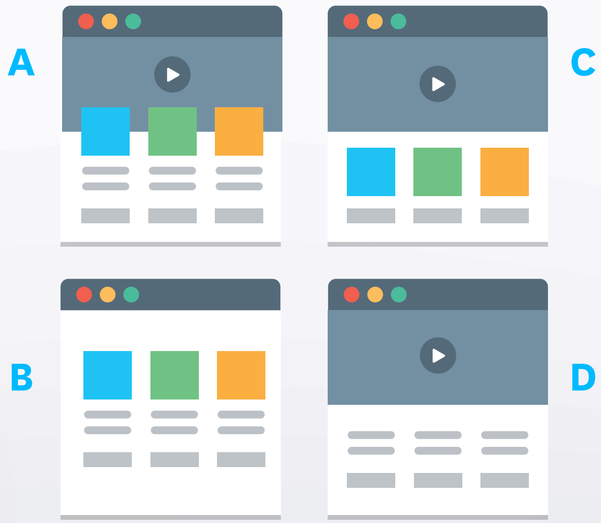
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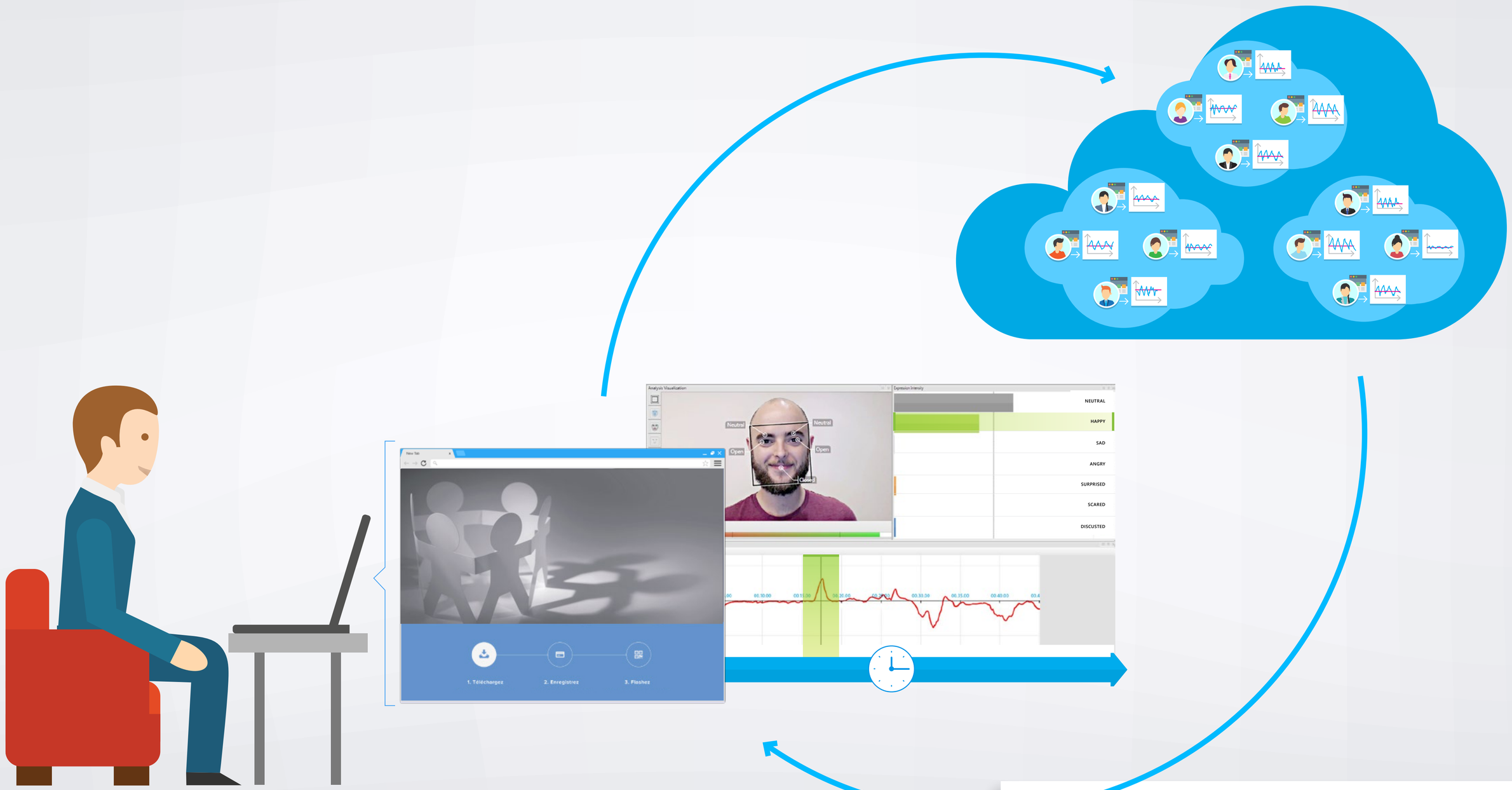






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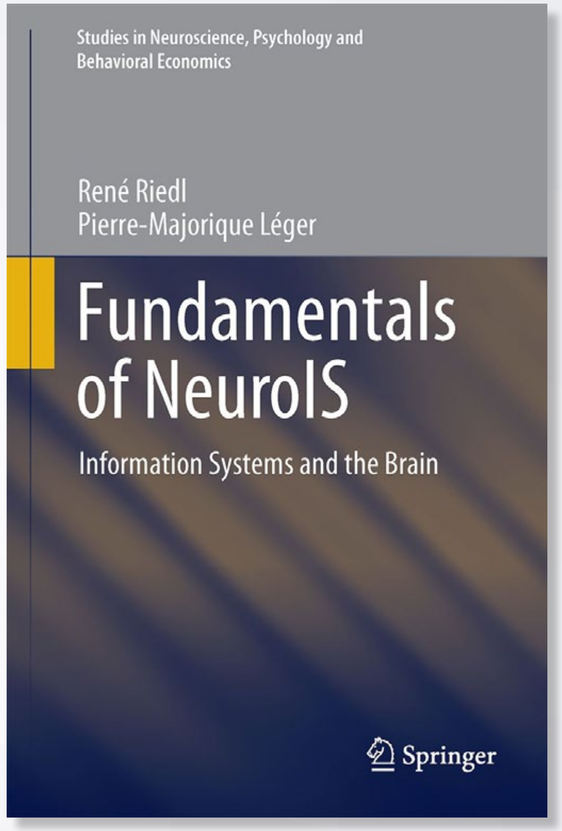
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