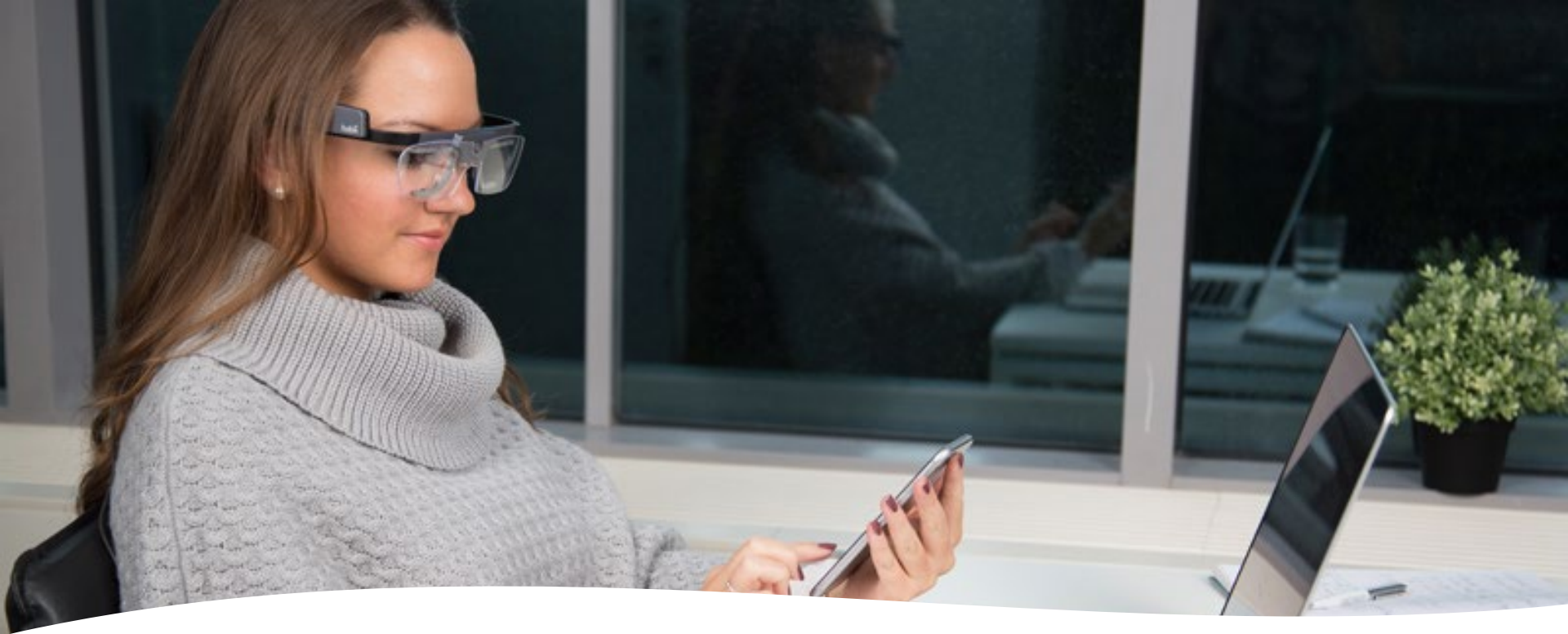


Through the Eyes of the User: Eye Tracking for Better Results

Barbra Kingsley, Ph.D.
Alex Miranda

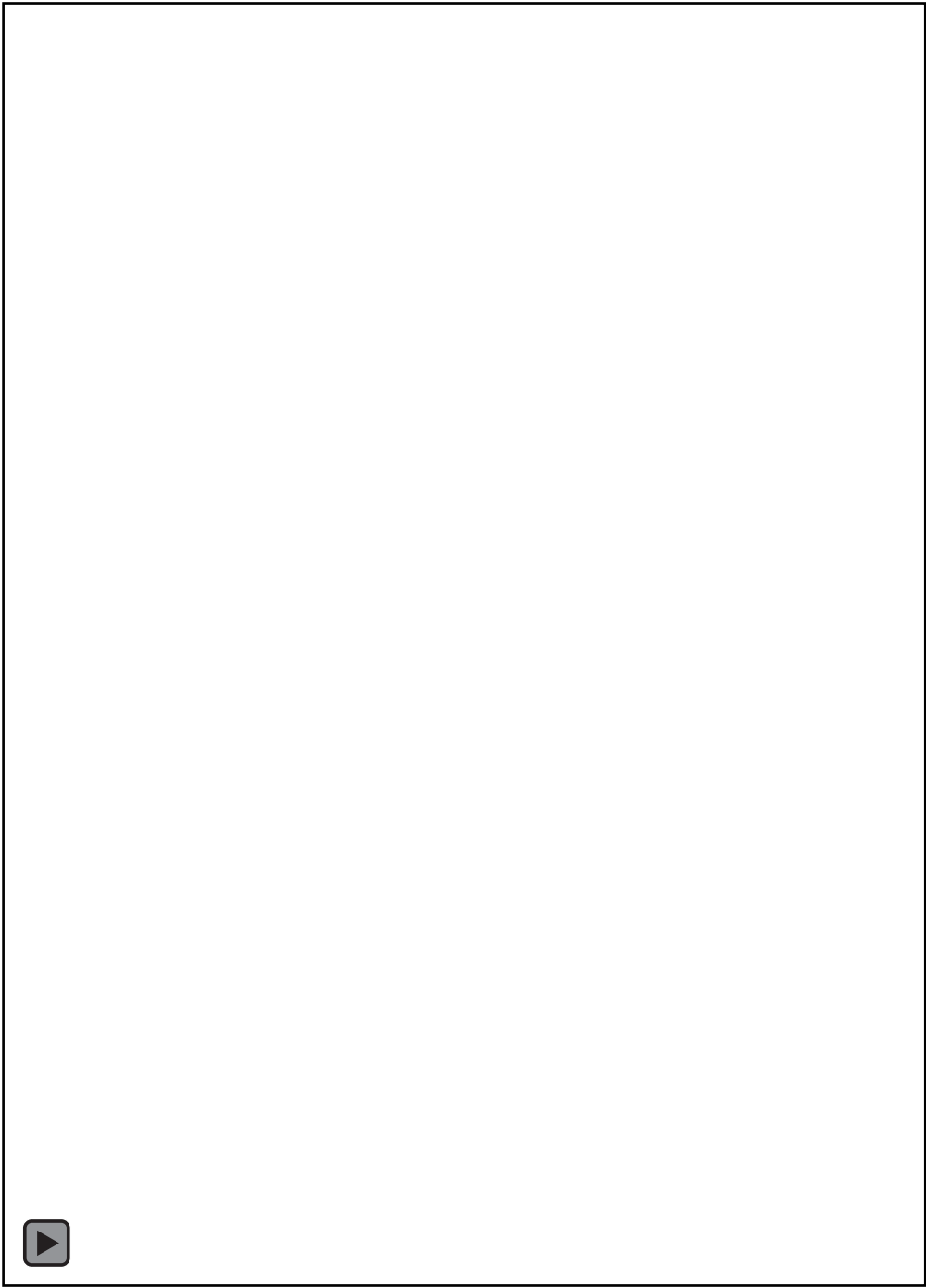
Kleimann
Communication
Group





What is Eye Tracking?

- Observing eye behavior such as pupil dilation and movement.
- Has been used extensively in psychological research and packaging design.
- Helps researchers identify exactly what users are looking at



The Vocabulary

- Gaze points
- Fixations
- Heatmaps
- Areas of Interest (AOIs)
- Ratios
- Fixation Sequences
- Order of Interest
- Average Fixation Duration

Why Use Eye Tracking?

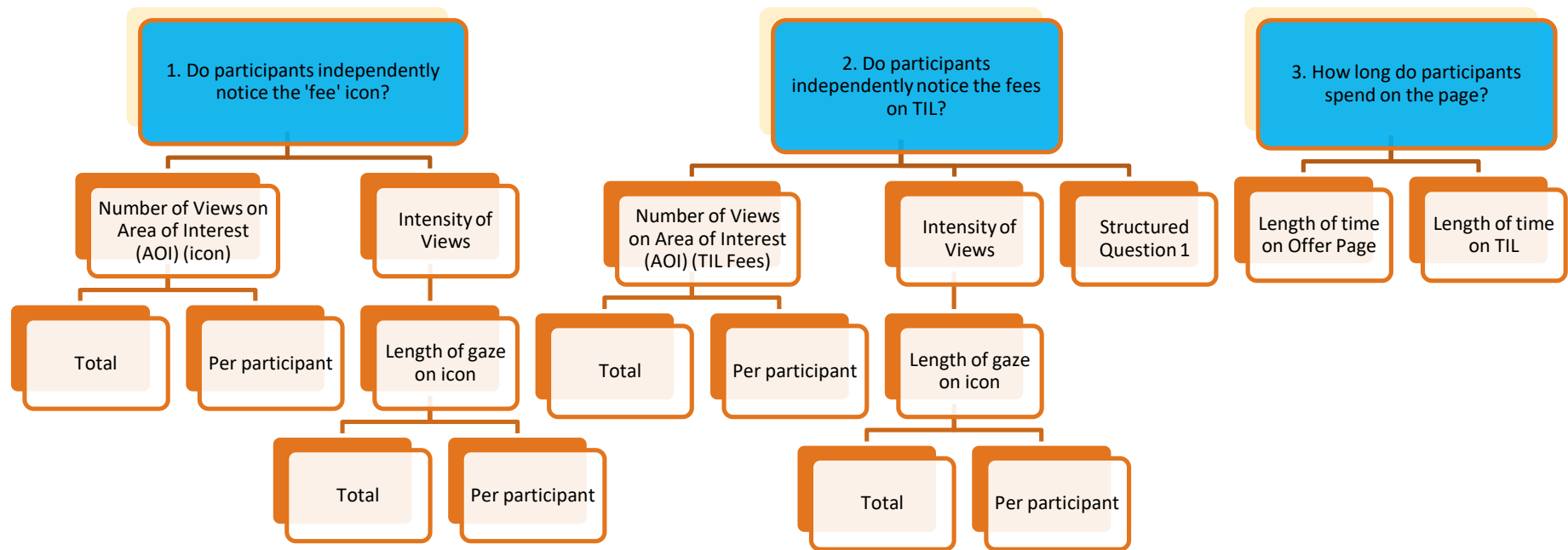
- Doesn't totally depend on participants' reports or memories.
 - Don't remember what they did
 - Can't verbalize what they did
- Better shows what participants actually do (versus what they *think* they do).
- Shows what participants see – and what they don't see.
- Tells a more comprehensive story of participant behavior.

Sample Project

- Explore use of a web and mobile application
- Did users see and use a specific icon?
- Did users see and use the Truth in Lending statement, especially the loan fees?



Sample Project



Sample Project

Average Fixation Time	Fixation time in seconds			
	AOI: Origination Fee	Whole Page	Percentage of time participant fixated on AOI in relation to the whole page	Did participant comment on AOI: Origination Fee?
P9 Desktop Test	19.17	138.42	13.85%	Yes
P11 Desktop Test	3.20	36.30	8.81%	No
P13 Desktop Test	4.04	85.43	4.73%	No
P15 Desktop Test	7.80	45.02	17.32%	No
P1 Mobile Test	0	118.81	0.00%	No
P3 Mobile Test	3.66	17.09	21.40%	Yes
P5 Mobile Test	3.30	115.75	2.85%	No
P7 Mobile Test	0	25.24	0.00%	No
Average	4.77	72.75	8.62%	
Sum	41.17	582.06		

Loan Rate & Terms



TRUTH IN LENDING DISCLOSURE STATEMENT

Lender

WebBank
215 South State Street
Salt Lake City, UT 84111

Borrower

Mr. John Doe
315 South St
Essig, MN 07751

ANNUAL PERCENT RATE	FINANCE CHARGE	AMOUNT FINANCED	TOTAL OF PAYMENTS
The dollar amount of the credit you will receive.	The dollar amount of the credit you will receive.	The dollar amount of the credit you will receive.	The amount you will have paid when you have made all scheduled payments.
7.99%	\$3,101(e)	\$19,200(e)	\$22,301(e)

Your payment schedule will be as follows:

Number of Payments	Amount (e)	When payments are due(e)
36	\$611.7	Your payments are due one month after the issuance of the loan and then monthly thereafter. Payments are due on the same date each month. If your due date is the 29th, 30th or 31st, and the current month is shorter, your payment will be on the last day of the month.

Late fees: If your payment arrives after your 15 day grace period, you will be charged a late fee equal to the greater of .00% of the payment amount or \$15. This fee is charged only once per late payment.

Prepayment policy: If you pay off your loan early, you will not be charged a penalty. In the event of a full prepayment, you may be entitled to a refund of part of the finance charge.

See your borrower agreement for any additional information about nonpayment, default, or other matters relating to your loan.

(e) not an estimate

Other than payment dates, items marked (e) will decrease if you receive less than 100% funding. Regardless of the estimate amount of this loan, your APR will not change. Subject to your right to cancel, the funded loan may be less than the full requested loan amount if it is not 100% funded by the end of the listing period.

Total Amount Financed: \$19,200.00

Original Amount:

Total Amount Repaid: \$22,301.00

Unsuccessful payment fee: When a payment fails and is rejected by your bank, you will be charged an Unsuccessful Payment Fee of \$15 to cover the cost LendingClub incurs.

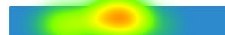
Each time we attempt to collect a monthly payment, we consider a separate transaction. So an Unsuccessful Payment Fee will be assessed for each failed attempt.

Check Processing Fee: If you elect to make payments by check, there will be a \$7 processing fee by payment.

You are not required to complete this agreement merely because you have received these disclosures or signed a borrower agreement.

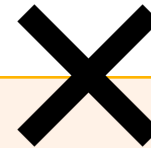
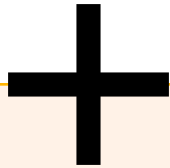
Clicking "I Agree" constitutes your electronic signature and acceptance of:

Clicking "I Agree" constitutes your electronic signature and acceptance of:



FOLLOW US:    

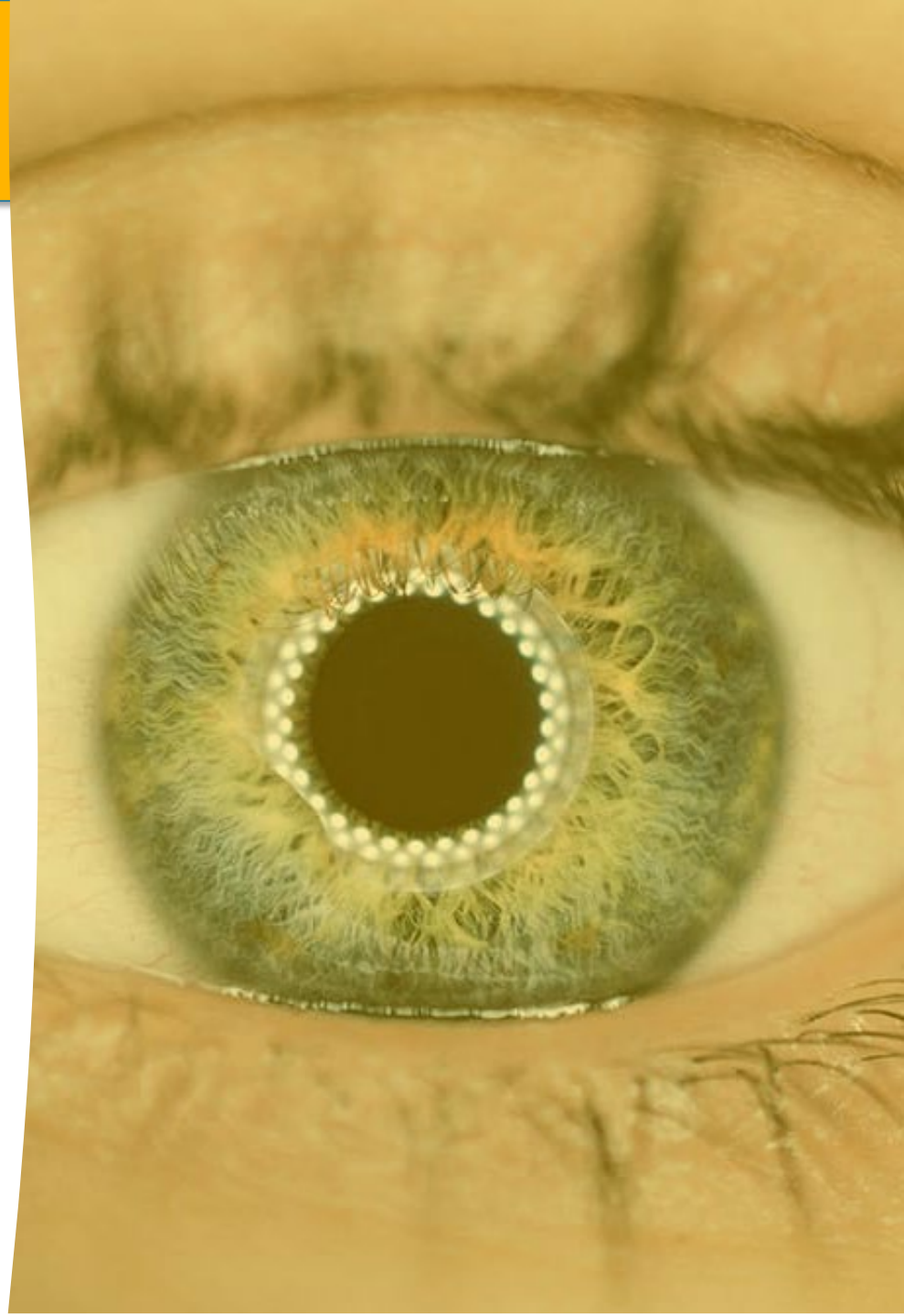
Positives & Negatives of Eye Tracking



Adds a strong quantitative element to your testing	Can overpower the qualitative aspects of your testing
Provides additional data to support observations	Provides a LOT of data that the researcher must sort through
Expands your testing in a more technical way	Requires technical expertise
Gives client better ROI	Costs more

Seeing is Believing

- When we see what our users see, we have a better sense of their **actual** experience
- Increases empathy and understanding for users
- Allows us to go beyond the bounds of typical observation
- Provides critical data that “fills in the blanks”



Thank you!



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