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

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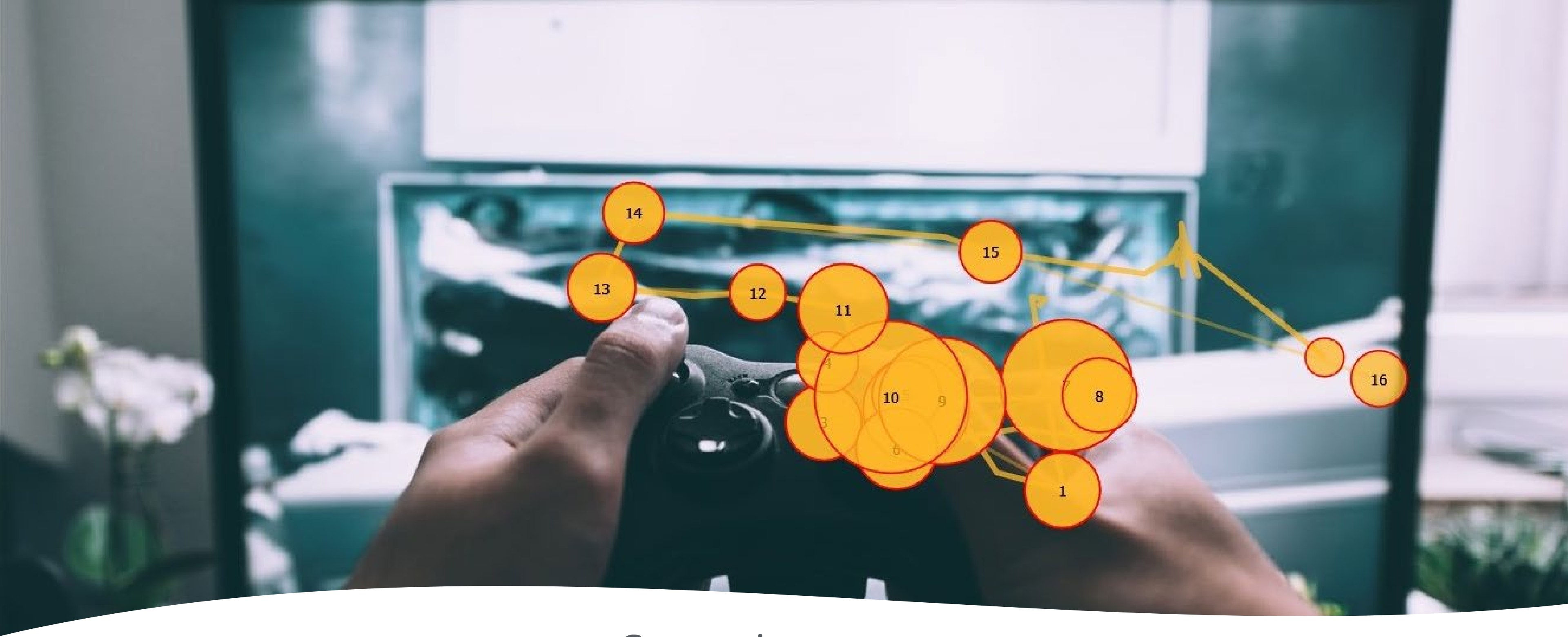
What is Eye Tracking?

- 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

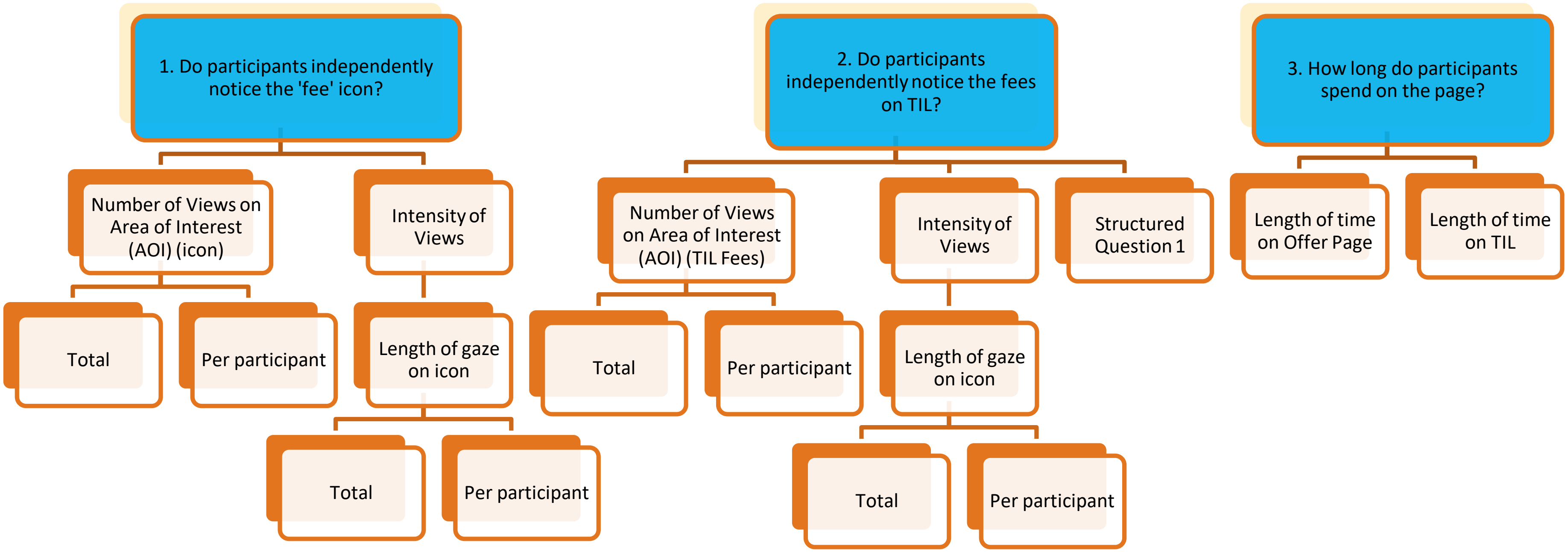
Why Use Eye Tracking?

- 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		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Essig, MN 07751
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$22,301(e)
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funded by the end of the listing period.
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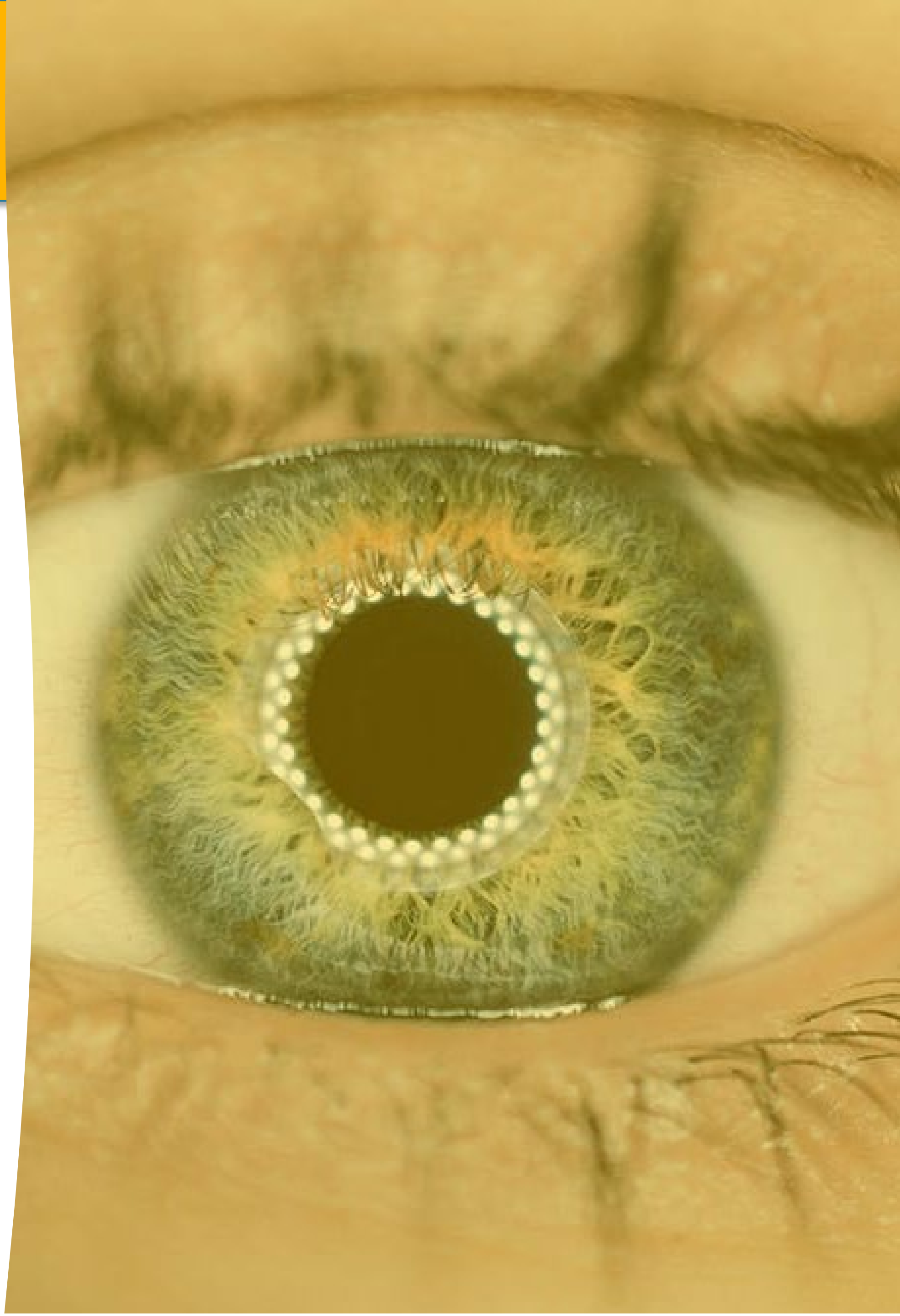
Positives & Negatives of Eye Tracking

+	×
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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