Eye-Tracking

Heatmap – test your design

Definition:

Eye-tracking shows you where your users eye-brain is really looking. A window into how your users are thinking, our eye-tracking technology is state-of-the-art in its non-intrusiveness and accuracy.

Benefits:

- Reduce risk of deploying a design with poor usability.
- Gain insight into how your design is performing.
- Watch how your customer's mind works (with your design).
- Provides empirical measurement
- Pinpoints weak or distracting areas of your creative.
- Optimize conversion and user adoption/engagement.

Deliverables:

Eyetracking test report. Heatmaps, Gaze plots. Includes design recommendations.

Methods we use:

Eye-tracking for digital applications. Eye-tracking for advertising or creative.

Client Testimonial

"One of the reasons we choose Experience Dynamics was access to their usability and eye-tracking labs".
-Pete Shumway, Development Director, Matthews

When to do usability testing:

- At the wireframe UX design stage.
- When you have developed creative (PhotoShop comps).
- When visual design drafts are complete.

How Agile Teams use Usability Testing

- Validate your creative with evidence based (empirical) user feedback.
- Manage client relationship/ approval process by pointing to tested data (How your creative tests with audience).
- Introduce behavioral research into your creative process (good UX means involving the U in UX).

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Experience Dynamics Eye Tracking includes the following steps:

1. Set up Eyetracking Test
-Recruit users
-Define test scope
-Identify Objectives
-Establish metrics

4. Create Eyetracking Test Report
-Review eyetracking playback
-Prioritize findings/ issues
-Identify best practices
-Provide design recommendations

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2. Facilitate Eyetracking session
-Capture clickstream data
-Capture gaze plots
-Capture heat maps
-Determine 'hot' areas of the design

3. Analyze data
-Analyze gaze plot, heat map
 and clickstream data
-Identify design issues
-Identify and evaluate click path
-Suggest UI fixes

Experience Dynamics eyetracking Process- proven for seeing errors and opportunities.

"9 out of the 10 top global brands use eye-tracking" (Interbrand).

Gain these benefits from Experience Dynamics Accessibility Testing service

There's a reason the world's leading user experience teams at Google, Twitter, Apple and LinkedIn use eye tracking in their UX toolbox--it adds power to their usability testing efforts.
Eyetracking helps you gain more scientific validation. It helps unify insights, since "seeing is believing". Eyetracking offers more tangibles to your reporting, with heat map visualizations and fixation measurements, gaze duration and area of interest tracking. The design research technique, like usability testing, can help you verify how well your call to action areas perform, but it can also determine precise pain

Client Testimonial

Very pleased with the usability study excellent work, excellent turnaround and excellent pricing".

-Trina Evans, Executive VP, Key Bank

points and opportunities.
Eyetracking helps you add more hard science and credibility to your user experience improvement efforts. One of eyetracking's benefits is organizational buy-in. Usability testing is notoriously political and is used primarily to make product design decisions. This includes influencing stakeholders.

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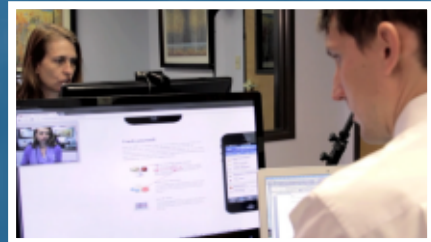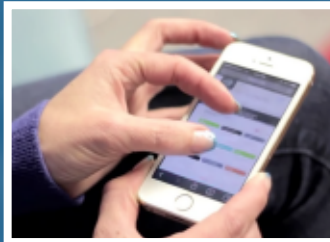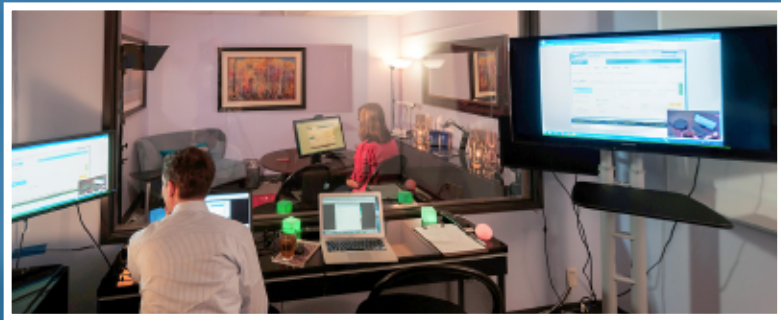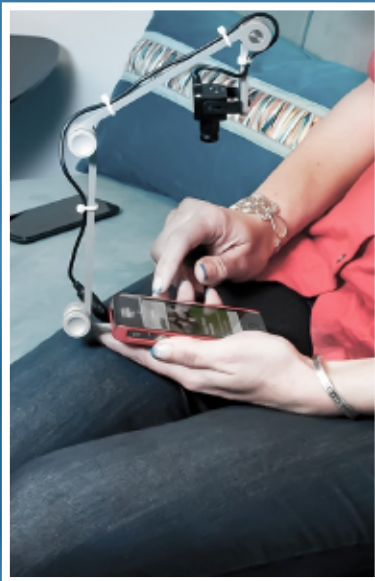
ABOUT

Experience Dynamics takes your User Experience (UX) to a new level with our results oriented User Centered Design methodology.
The end result is actionable design recommendations that merge your business objectives with higher conversion rates (2% - 88% average increase), better user engagement and user onboarding, improved customer satisfaction and conversion, and long-term value realized for your enterprise.

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