

TOBII EYE TRACKING:

**See through
the eyes
of the user.**

Measure true user experience.

E-commerce is here to stay. Competition is fierce. It's time to stop guessing and to start knowing what users and consumers want. Eye tracking gives you unique methods to evaluate user experiences and usability.

Know for sure

Experiencing a website or software application through the eyes of your users helps you to understand their motives and behavior in a revolutionary new way. Get new valuable knowledge and create design that works towards business goals:

- Dramatically improve impact by pre-testing designs
- Convert web page visitors into sign-ups and buying customers
- Measure the true effects of on-line marketing investments
- Reduce costs and increase customer satisfaction with optimized software

Test almost everything

Tobii solutions allow for effective eye tracking testing on a range of different media such as websites, software, computer games, newsletters, e-mail campaigns, interactive TV, mobile devices, and physical products, as well as print ads, TV commercials and shopping shelves.

Get objective results

Eye movements accurately reflect visual attention and cognitive thought processes. You can measure spontaneous

reactions and responses without the filtering of the respondents' logical mind or the influence and interpretation of a test leader. Eye tracking gives you clearer results and unveils information normally missed with other testing methods.

Expand your services

Eye tracking can easily be integrated into your existing services. It can counteract some of the negative effects of using only conventional usability methods. It enables you to follow a user's visual navigation efforts even if he or she is not verbalizing thought processes.

Use eye tracking successfully in combination with think-aloud, observations, interviews and other research methods.

Plug-and-Play

Tobii has made eye tracking easy and fully automatic. Perform either quick studies to meet an immediate need or in-depth studies in the most time and cost effective manner. Intuitive analysis tools with built-in web and screen recording tools allow you to perform usability studies of web and software with proven ROI.

Sell more usability testing

Back up your recommendations with evidence from the real world and use striking reports, visualizations and video clips. Easily convince clients and developers with scientific evaluations of interactions between users and designs. Differentiate your services and sell more usability testing. Or use eye tracking to extend your company portfolio into nearby domains such as market and media research.



User Centric is a user experience consulting firm in Chicago. The Tobii eye trackers help User Centric supplement data collected with more traditional usability methods to assess user decision making processes, identify search patterns and strategies, evaluate the match between visual designs and business objectives, and explain inefficient interaction. User Centric has used eye tracking in a variety of projects including Web sites, major search engines and portals, product packaging, medication labels and email advertising. *"Tobii eye trackers have added an entirely new dimension to our user experience research methodology. This technology helps our clients understand what draws their users into their designs and the deeper cognitive processing that follows so that they can better connect their products to their customers."*

Gavin Lew, Managing Director at User Centric, www.usercentric.com

"At Eye Square we see that eye tracking provides additional value in usability testing. Eye tracking data can unveil response biases of subjects due to an artificial testing environment, which would be undetected in conventional usability testing and therefore, results in a higher validity of usability data. Another major benefit of using eye tracking in usability testing lies in its practicability. Whereas conventional usability methods reveal data only on a descriptive level, the additional application of eye tracking provides insight in the origins of a problem. It allows detailed analysis of the stages on which a problem occurs, such as perception or comprehension."

Michael Schiessl, Andreas Thölke & Sabrina Duda
at Eye Square, www.eye-square.com



eye square

Create design based on what you know – not on what you think you know.

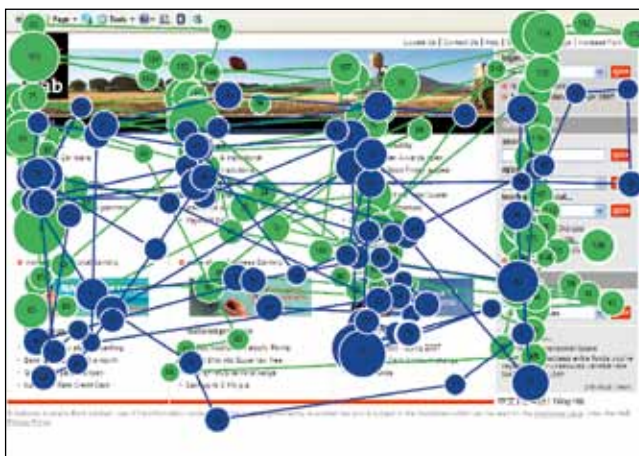
With eye tracking you can measure what elements grab and keep attention, which visual cues drive users effectively, how decisions are made and much more.

Standard eye tracking metrics

The Tobii Studio™ software provides a number of powerful tools for analysis and visualizations of eye gaze data. Meaningful eye tracking metrics are quickly and easily calculated and visualized.

- Observe how a user's eyes wander across your design, in real time or after testing. This gives a deep and direct understanding of attention and cognitive thought processes.
- Show visualizations like gaze plots and heat maps to effectively illustrate how individuals or groups of people look at your design. Tell and sell a design's "story" with powerful pictures representing real data.
- Use statistics and graphs to identify and back up your conclusions about what people see, when, and for how long.

Total number of fixations



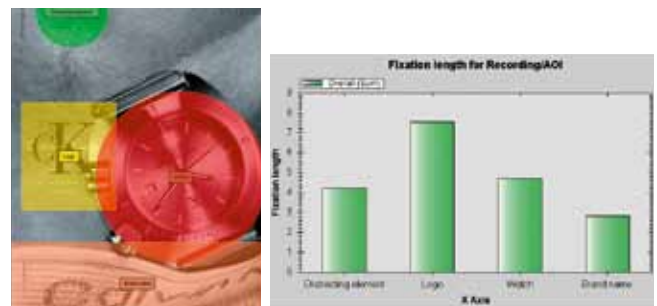
Users that searched for mortgages on this website needed 90 fixations to find it.

Time to first fixation on an Area of Interest



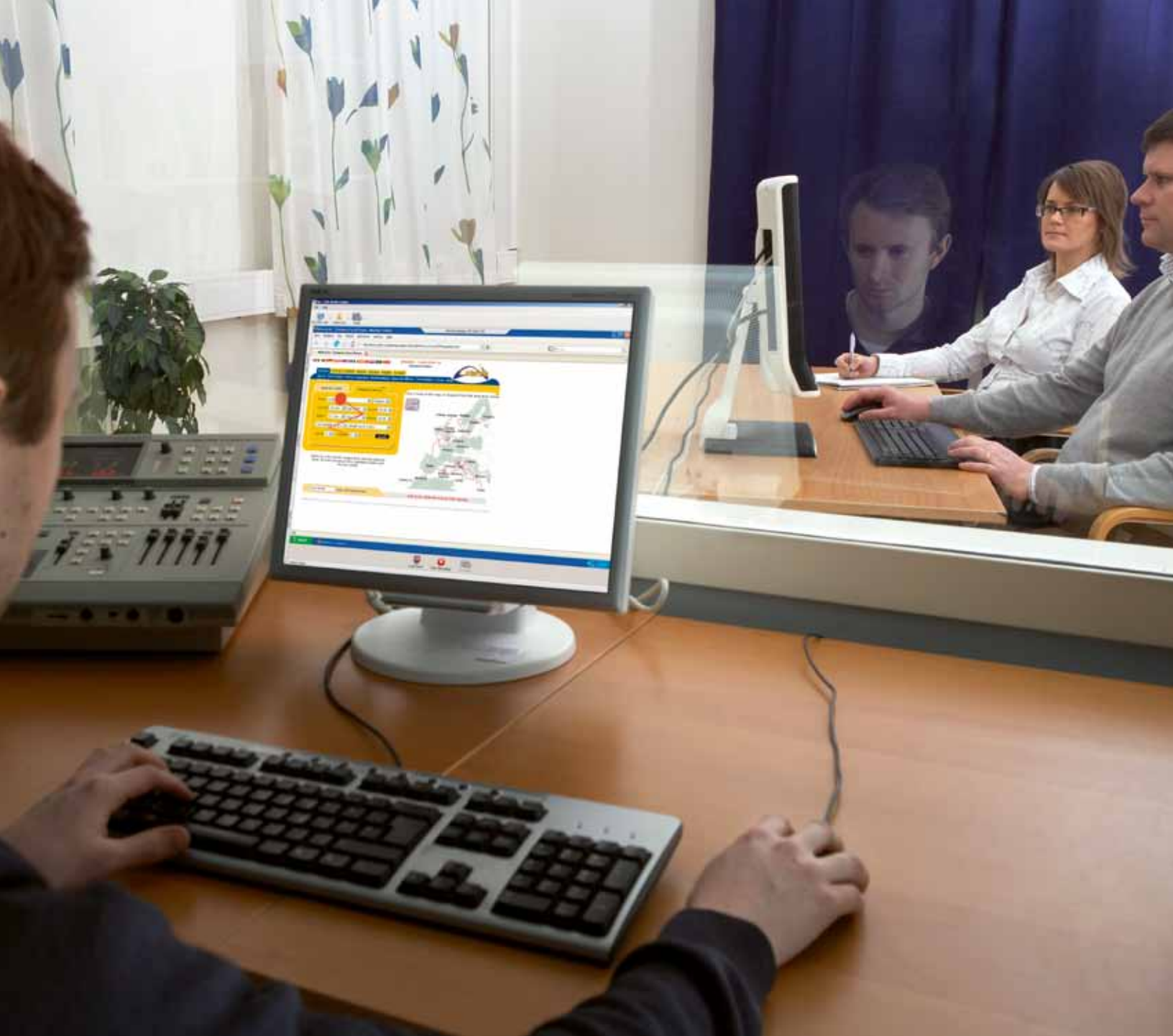
The visual attention of a user browsing for flights was first attracted by the ad at the left of the page.

Gaze duration on an Area of Interest



The advertisement is divided into Areas of Interests for which the total gaze time is calculated. Guesswork is replaced by fact.

These examples illustrate just a few of the most common eye movement descriptors today. Tobii Studio analysis software supports many more.



Fixation: The coordinated positioning and focusing of the eyes on an object

Area of Interest: An area of a design that is of interest to the design team

Gaze duration: The cumulative duration of a series of fixations on an AOI

Total number of fixations: There is a negative correlation between the total number of fixations on a design and search efficiency. A larger number of fixations indicates a less efficient search possibly resulting from a poor arrangement of display elements. If fixations are very random it could indicate that the user is confused.

Time to first fixation on an Area of Interest: This metric provides insight regarding which element attracts attention first. It is also a useful measure when a specific search target exists: How long does it take before a user finds a specific link, text or picture? The difference between business and no business can be a matter of seconds.

Gaze duration on an Area of Interest:

The amount of time that a particular element of a design is looked at reflects the importance of that element to the user. This could either mean that the user is engaged, or that the user has difficulty extracting information. Eye tracking enables you to determine if some areas are attracting too little attention while others are attracting too much.

Not for sale: Tobii ForSight™

No upfront investment required, just pay as you go. Full flexibility, our world leading technology, intuitive software, and online training will make you an eye tracking professional in no time.

Add eye tracking to your services today with Tobii ForSight — our complete, comprehensive on-demand, eye tracking research package, offered on a pay-per-use basis.

Pay-per-use

Tobii ForSight is a pay-per-use solution that allows you to pay only when actual eye tracking tests are performed. Recordings for each participant are logged and listed when you conduct the tests. You pay a minimum monthly fee for the package, which includes a fixed number of recordings per month. Additional recordings are then paid for until you reach a maximum cap. This model allows you to budget for a customer project, which you will not be charged for unless you execute it.

Once you sign up, you will receive a complete package containing eye tracking hardware, software, manuals, instructions, and online start-up training. You are free to change the hardware model and can easily add more eye trackers for temporary workload peaks. The contract can be cancelled at any time. Within just a few weeks you can be producing compelling eye tracking studies for your clients and adding a new dimension to your research and your business.

Research package

You need to be “up and running” quickly and cost-efficiently. Tobii ForSight is a comprehensive, on-demand package complete with everything you need:

- **Tobii Eye Tracker:** Free rental of the latest Tobii Eye Tracker of your choice. Change models whenever you want at no charge (excluding shipping and handling costs). Free upgrades and support. Please refer to the T60 & T120, X60 & X120 and T60 XL Eye Tracker leaflets for details.
- **Tobii Studio™ Analysis Software:** Access to our Tobii Studio Enterprise edition, complete with intuitive test design, analysis and reporting features, free upgrades and support. Please refer to the Tobii Studio leaflet for details.
- **Training and support:** Two hours of online start-up training is automatically included with every Tobii ForSight order. Not only do you qualify for the highest level of support as a Tobii ForSight client, you also have a dedicated contact person at Tobii and can count on fast problem solving and service when needed.

Contact sales@tobii.com or one of our sales offices for a proposal or more information.



Black Box Global is a usability research and consultant company. Our main focus is increasing online sales, by optimizing the customers buying experience and behavior.

We have used traditional methods like think-aloud-tests for almost a decade. Since we started using Tobii eye tracking in June 2005, we have been able to develop our methodology, to make the test situation reflect real life use, and to analyze and understand customer behavior much better. A few examples of the use:

- Assuring that specific design elements are seen by the segments they are intended for.
- Identifying deadwood elements that divert the online customer's attention in buying processes.
- Test of radical design changes: Creating a basis for redesign decisions. Ensuring that the design elements and layout is optimized.

Tobii's strong visualizations open our client's eyes for the importance of simplicity and much tougher prioritization of communication elements. The results speak for themselves. Increased conversion rates of 15 - 30%. Decreased drop-out from 60 to 9%. Decreased home page bounce rates from 18 to 15%.

The eye tracking technology has become the most important item in our toolbox of technologies and methods.

Jacob Hancke, Co-Founder and Director at Black Box
www.blackboxglobal.com



black box[®]
GLOBAL RESEARCH

Your complete usability lab.

Tobii Eye Trackers and Tobii Studio™ make up a complete portable or stationary lab solution, with capture and analysis of a PC screen, user video, eye movements and much more.

Tobii Eye Trackers

Tobii eye trackers are easy to use, fully automatic, and can track basically everyone, without any restrictions on the test participant or the slightest compromise in tracking quality.



Tobii T60 & T120 Eye Tracker

The Tobii T60 and T120 Eye Trackers are integrated into a 17" TFT monitor. They are ideal for all forms of eye tracking studies with stimuli that can be presented on a screen. Other screen sizes are also available. The eye trackers come with an integrated web camera to unobtrusively record user behavior.



Tobii X120 Eye Tracker

The Tobii X120 Eye Tracker is a stand-alone, eye tracking unit designed for eye tracking studies of real world objects and scenes. It is our most flexible system, recommended for studies that require particular stimuli set-ups, such as a TV or other displays, a projection screen, or a physical product.

Tobii Studio™ Analysis Software

Tobii Studio gathers eye gaze and other data in real time and provides analysis tools. By integrating eye tracking data with user videos, key strokes, mouse clicks and other data streams in a single solution, the software allows you to understand user behavior. Create striking reports; carry out remote viewing over IP, observational and advanced webpage logging, demographics filtering and much, much more.



Tobii Studio Heat map visualization, showing several peoples' views of a print ad.

Please request our separate product leaflets and descriptions for more information on Tobii Studio and Tobii T60, T120 and X120 Eye Trackers.

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