

Eye tracking: Real performance measurement for design

Testing your design, advertisement or TVC with eye tracking is the definitive way to determine its effectiveness in meeting your business goals, such as:

- ◀ Does your design effectively lead people to the desired calls to action?
- ◀ Do people look at the ads you've placed, or are they distracted by other things?
- ◀ Which of your three designs will meet the business needs better?



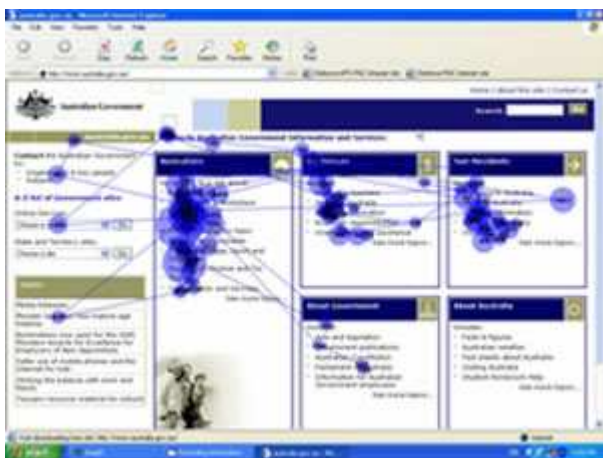
Rather than wasting weeks of endless discussions, tweaks and redesigns, bring it in for testing to settle the matter once and for all. Over just a few days, we can test the designs while you can observe the sessions first hand and see and hear how your customers or staff react to the designs. From this, we'll help you definitively state which design is better, or work with you to combine the best of each to create an even more compelling design.

We use eye tracking during all our usability testing sessions, which allows us to take it one step further by analysing user's perception and decision making. It's the closest we can get to mind reading. It shows us where people are looking 'before' they behave and where they have fixated without cognitively processing what they see.

Our eye tracking facility is state of the art, with no awkward head gear, and is completely portable. All a user does is look at the LCD monitor, complete a 5 second calibration and they are ready to go. It even works with people wearing glasses.

Creating effective visual designs

During the design process, we work with the creative team to evaluate the effectiveness of the concepts they develop. With eye tracking, you can precisely determine:



- ◀ The visually dominant and captivating areas of the page
- ◀ The time spent looking at specific parts of the page
- ◀ Number of areas looked at on the page
- ◀ The number of areas not looked at on the page
- ◀ The path taken when scanning the page to complete a task
- ◀ The optimal placement of components on the page

This information can be used by the creative department to arrive at the single, most effective design to meet your business and customers goals. There's no more trial and error, or relying on subjective opinions. *Get the visual design right the first time with our eye tracking services.*

Compelling results

Eye tracking, in conjunction with recording tools such as Morae™, allows for detailed digital recording of the entire usability testing session. In addition to traditional observation and reporting, we can deliver the results of usability testing in a compelling multimedia format for presentation to the executive. You can't argue when you're watching a dozen people liking or disliking the design - the decision is very clear and is no longer personal opinion.



Quantitative analysis

Eye tracking takes us one step further by analysing perception and decision making.

This image shows where people are spending the most time on the page. The red areas represent the most time, while yellow to green indicates very little time.



Notice that in this example, the person is not looking in the bottom half of the screen. You can use this information to change the design so people look all over the page, or ensure that the most important content is in the top part of the page.

State-of-the-art eye tracking facility

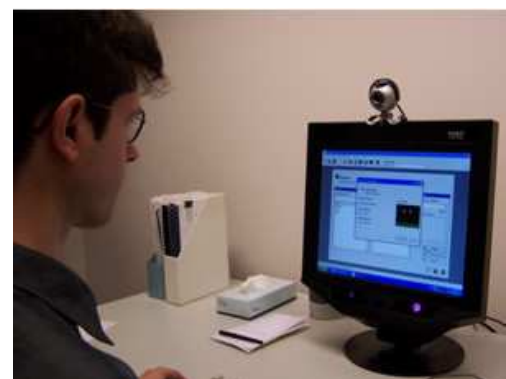
Our state-of-the-art eye tracking facility, pictured to the right, shows the eye tracking unit with the web camera on the top.



Unlike other eye tracking technologies that require cumbersome headsets, PTG's eye tracking equipment looks and works like a standard LCD monitor. If required, the eye tracking equipment can be easily taken offsite to client premises or other rooms.

Quick set up and calibration

The unobtrusive nature of PTG's eye tracking technology means it can be easily calibrated for the individual participant within seconds, including people who wear glasses.



With such a rapid calibration, we can get straight on with the testing and the participant feels at ease.

For more information, please contact PTG Global on
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