

Visualizing digital customer journey

Case: Eye-tracking

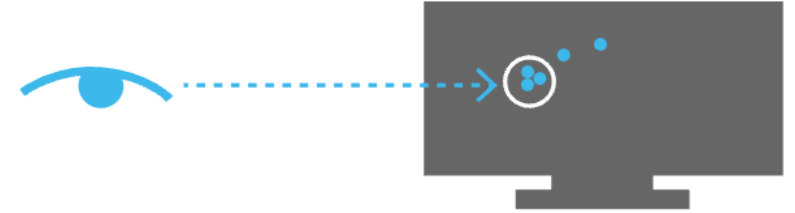
Testing Usability and Accessibility
with Eyetracking Technology

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A short introduction



- **What** is eye-tracking technology?
 - A sensor technology that **collects data of the user experience** (UX).
 - Points out what **your pupil** is looking at.
 - Enables a device (computer, tablet, **mobile**) to define **what the user is looking at**.
 - Enables to **collect sounds** (feelings), **like talk** along the testing journey.
 - **Calculates your eye movements, and shows the**
 - **Time spent** at a spot = called a **gaze dot**
 - **Size of a dot** defines the period your eye has stayed at the dot.
 - **Pattern of your eye movement** in a picture, webpage or similar = called a **gaze pattern**



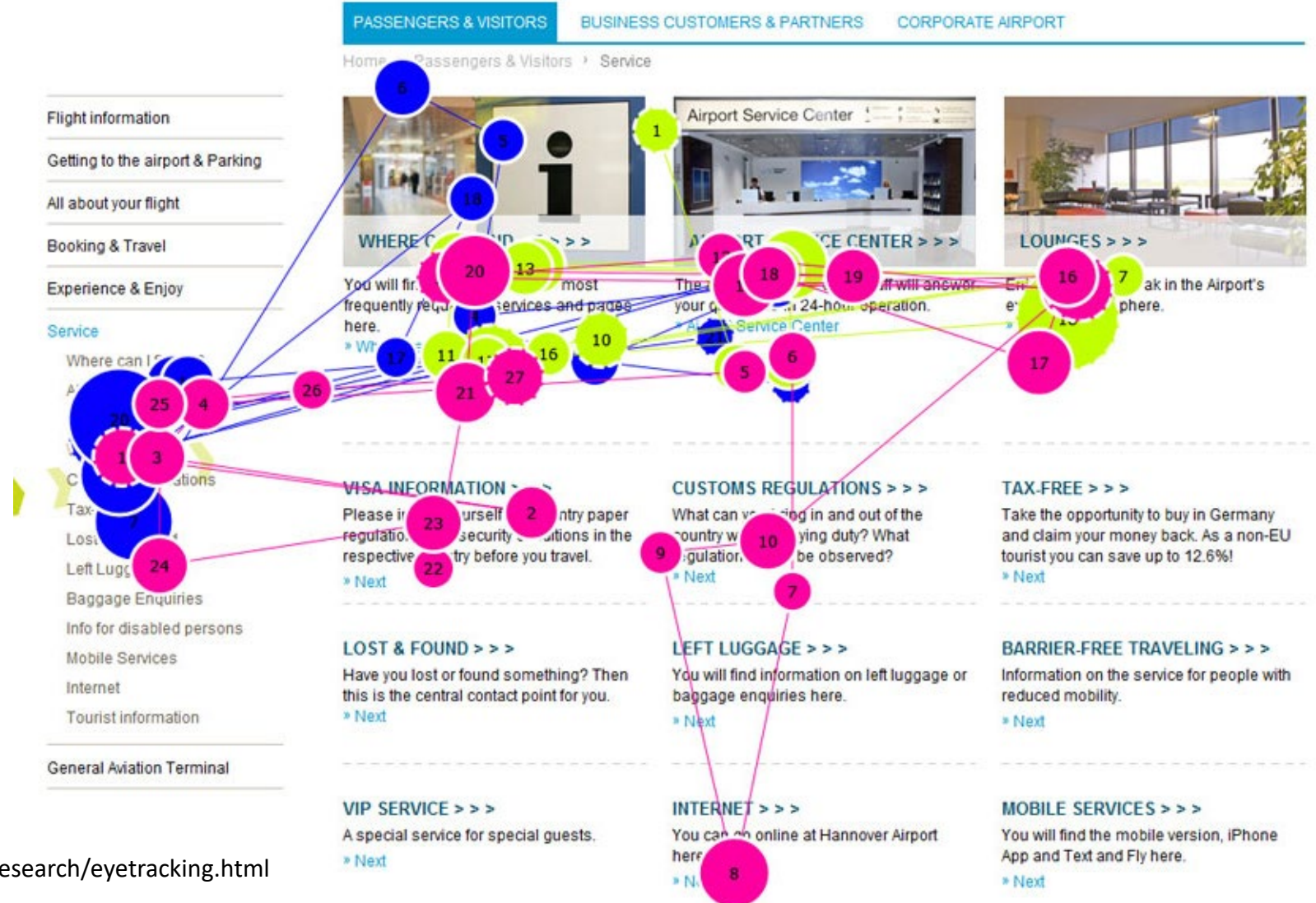
Data example: the Gaze Dots

The gaze dots of three people (pink, green, blue) illustrate various examples of gaze patterns.

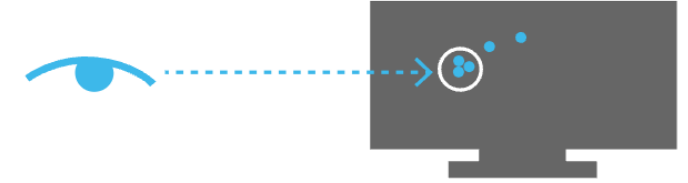
The total amount of numbers, for example in pink colour 27, describe the amount of gaze dots that the person's eye catches.

The numbering in gaze dots explain the order of the eye movement (pattern), for example, number 1 is defining the landing dot at the page. Number 2 defines the next gaze dot of the eye.

The size of each dot represents the period (time) spent in the dot.



Value in the Findings



- **Why** collect data and analyse users' eye movements?
- **Because** each tourism company needs to **ponder and decide the contents and the looks** of its
 - User interfaces in **digital touchpoints and service moments** for the user perspective, like
 - **Visualisation** of the website: **unique details** like shape, color, light etc. and the effect on the user.
 - The **page layout** - the easiness to use, the attraction and safety for the user.
 - **Location of the content** at the website. Which content receives the most attention?
 - **Period (time) spent** at a particular dot because of its **unique** interest.
 - **Order** of the dots that awake users' attention.
 - **Decisions to use visualization**, like in photos, pictures, and graphics.
 - **Accessibility** on compay's digital touchpoints, like a webpage and social media.

Data example: a Heatmap

The heatmap visualizes in different colours the length and the amount that is looked at.

The colours like red and yellow indicate heated, longest looked (watched) plots and areas.

Data example:

The gaze dots of three people (pink, green, blue) illustrate various examples of gaze patterns.

The numbers in gaze pattern describe the amount of gaze dots of the eye.

The numbering in gaze dots explain the order of the eye movement (pattern), for example, number 1 is defining the landing dot at the page.

Number 2 defines the next gaze dot of the eye.

The size of each dot represents the period (time) spent in the dot.

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FLIGHT-Nr.	EXPECTED	TERMINAL	CHECK IN	STATUS	SMS	INFO
LH 2095 München	12:45	A05	115-126	Check in		
AF 1539 Paris - Gaulle	13:00	A01	105-108	Check in		
UT 722 Moskau Vnukovo	13:05	B08	221-222	Check in		
DE 4212 Hurghada	13:20	C20	336-337	Check in		
X3 4312 Rhodos	13:30	C13	301-306	Check in		

show next 20 flights show all flights for today

All times shown are local time. All information is subject to change.

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germanwings New to Thessaloniki

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Your Role is a Leisure Traveller in the Test

*“Imagine that you are a leisure traveller
seeking a summer holiday destination
along the Northern Lights Route.*

*You have heard captivating stories of a
wonderful, clean and quiet nature.*

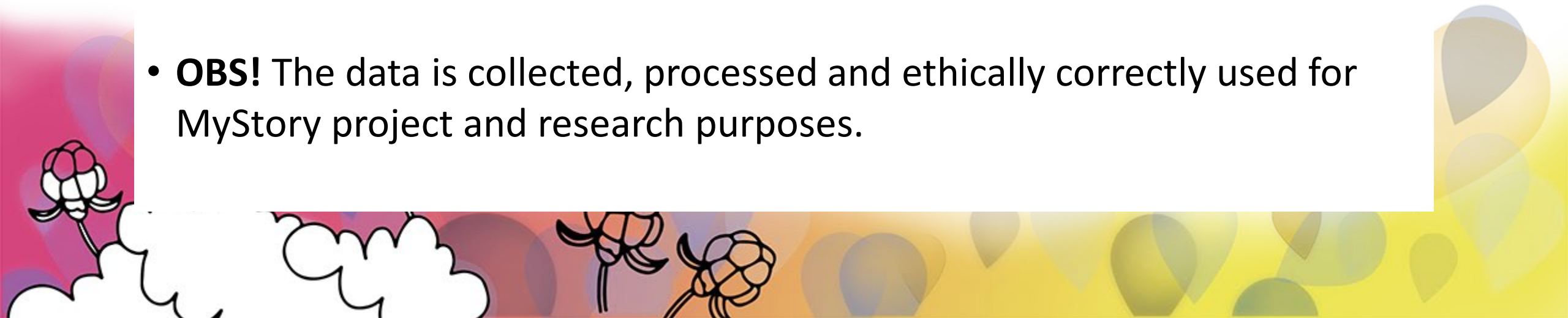
*The photos taken by your friends are colourful,
and the faces of the people look joyful, fresh and exited.*

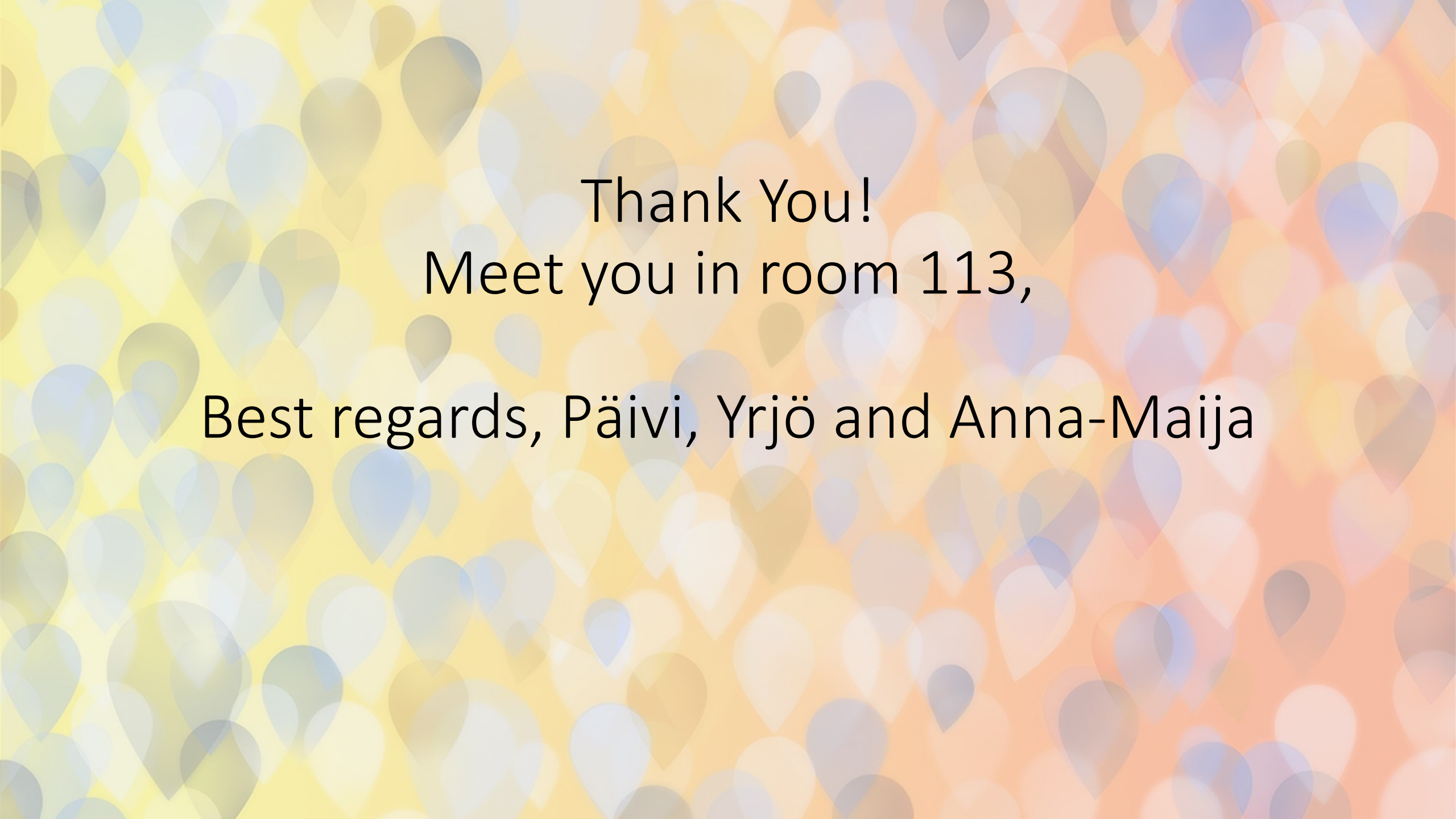
*Your dream is to experience something new,
unusual and expected...”*



Welcome! You are invited!

- Place: **Room 113**, is on the left from the big venue room (Liike room).
- Time: Tuesday 5.10. at 12.30-15.00.
 - An individual test will take **approximately 10-15 minutes**.
- The data collection consists of
 - **two (2) photos and one (1) webpage**.
 - **sounds of your feelings** occurring during the test.
- The **results** are presented in the next MyStory workshop in spring 2022!
- **OBS!** The data is collected, processed and ethically correctly used for MyStory project and research purposes.





Thank You!
Meet you in room 113,
Best regards, Päivi, Yrjö and Anna-Maija