



### Gaze Replay

Snapshot one participant conducting a task on a website that can be exported into movie clips.

(figure A)



### Heat Maps

Gaze visualizations based on data aggregated from 30 participants during a selected time interval.

(figure B)



### Gaze Replay

Gaze plot visualization based on data from one participant.

(figure C)

## Top 5 Reasons Eye Tracking Will Change Your Understanding of Your Website

### Seeing is Believing

Even though we will provide your online business with a detailed report of all our findings over the course of our user tests, there's nothing like actually watching your target audience use your website. You will receive DVDs of our user tests that will allow you to literally see through the test subjects' eyes as they navigate through your website and perform tasks. Watch the **Gaze Replay (see figure A)** as their eyes search for answers as they struggle to find key information on a page, or conversely, as their eyes instantly focus in on a call to action. It's quite exhilarating to see!

### The Heat Is On

Did it just get hot in here, or is that just your website? So you want to know what's hot and what's not on your website? Well, we're bringing the heat with one of the most insightful reports from the Eye Tracking machine called a **Heat Map (see figure B)**. After completing a full user testing session, we compile all the visual eye tracking data and give you a visual report that actually shows, across all the users tested, which page elements held the most attention on the page the longest. Armed with this report, you can easily convince those artsy snobs in the design department to finally change that in-house advertisement -that you've secretly loathed for months - is the waste of space you always knew it was!

### Plot a Course

So we're betting that so far you're already intrigued by the insight of the Gaze Replay and the quantitative understanding of the Heat Map for understanding where the majority of attention was focused on for each page. But now you ask, well, what did they look at first!? Through our **Gaze Plot (see figure C)** report we can show you the exact progression of how each user visually broke down the information on the page, from start to finish. Did they arrive at your site and see your logo and company name, or did their eyes jump directly to the most prominent text saying FREE FREE FREE!? Learn more about how the story you're telling on your website is being read and gain insights on how to give less noticeable elements more prominence.

## LEARN MORE ABOUT THE POWER OF EYE TRACKING

9 out of 10 top brands use eye tracking to increase ROI on their marketing campaigns. See some of the sample videos on our website on our Tobii Eye Tracking research for usability testing and market research and see how we can increase your website's ROI.

[Read More](#)

## EYE TRACKING RESEARCH STARTING AT \$5,000!

User First Interactive offers a couple simple packages to help you start understanding your users. We are happy to scale up any of these services to meet your particular company's needs.

[Read More](#)

## Hit the Bull's-eye

Marketers spend a lot of time dissecting the various demographics and psychographics of target markets to get your message to the right audience. However, if online users don't look they don't click. Through Eye Tracking research helps you gain insights into the interaction of visual stimuli. User First's user testing services leverage the amazing Tobii Eye Tracking machine, you can always be sure that your website changes are meeting their target market. Put on your lab coat and coke bottle glasses and geek out with us as we empirically prove the effectiveness of your marketing campaigns. You'll never miss the mark again!

## Knowledge Doesn't Come Cheap, But our Eye Tracking Does!

Since we at User First believe that user testing is but one element of truly understanding how your users interact with your website, we offer our service at a highly reduced price. Combined with our [Web Analytics 2.0 Services](#) and innovative [UI/UX Web Development](#), we are confident that we will not only pinpoint your website's current weak points, but be able to offer strong solutions to these issues and even create innovative and brand strengthening elements to keep your customers happy over a lifetime of business online. [Check out our pricing today!](#)



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