

Mixed media testing

“The new Tobii T60 XL Eye Tracker allowed us to accurately test complete user journeys from printed brochure to website without messing around with screen settings. It’s radically changed the way we approach mixed media testing.”

Guy Redwood, MD SimpleUsability Ltd

Commissioned by the UK’s leading recruitment marketing and employer branding agency Penna Barkers, SimpleUsability Ltd set out to benchmark the effectiveness of a new campaign brochure and website for recruiting graduates to HSBC. Eye tracking efficiently highlighted strengths and weaknesses and allowed the customer to make confident decisions about design changes and wording usage. A HD wide-screen Tobii T60 XL Eye Tracker enabled efficient mixed media testing that involved displaying large stimuli and studying small details.

Key questions asked

The objective of the study was to identify weaknesses and strengths of the campaign as a basis for potential improvement:

- Was the overall tone and delivery correct for the audience and campaign objectives?
- Which content attracted the most attention?
- How appropriate was the language?
- How did participants engage with the design and photography in the brochure and at the website?
- How does page fold affect website design effectiveness?
- Did the brochure and website support each other?

The study

Participants were recruited against an agreed target user profile that included students researching university degree courses and students finishing their degree.

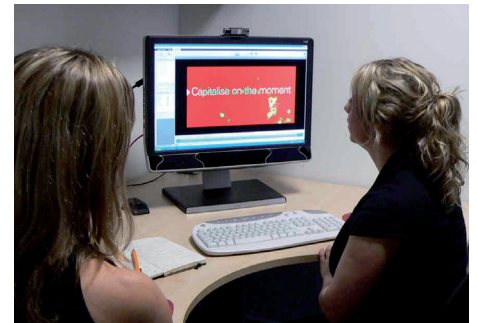
A 24” widescreen Tobii T60 XL Eye Tracker was used so that full double-page brochure spreads could be displayed naturally. The 1920 x 1200 screen resolution ensured legible and crisp content presentation.

The T60 XL also allowed users to view the supporting website in different sized browser windows to capture the affect of page fold on the effectiveness of the layouts.

First, participants were shown a timed display of a PDF version of each double-page spread in the brochure on the T60 XL screen. Second, they were taken to a prototype website and asked to find something of interest to them. They were also given a series of tasks to complete on the website. Throughout the process, their gaze was recorded by the T60 XL and Tobii Studio was used for live observation.

Finally, participants were given a hard copy of the printed brochure to browse.

After the above procedure, all eye tracking footage was reviewed in-depth by the moderator and the participant together. In a retrospective interview, supported by a replay of the test session with gaze data, each participant was asked to verbalize conscious and subconscious strategies.

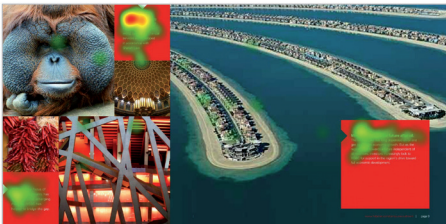
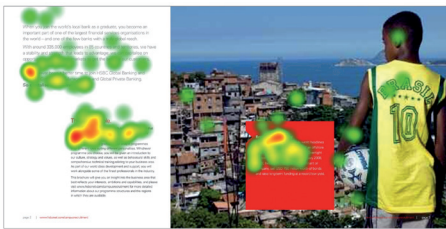


Retrospective review of stimulus and eye tracking data in front of a Tobii T60 XL Eye Tracker.

For further analysis of the eye tracking data, the Tobii Studio software was used. It allowed the team to easily produce visualizations and quantitative assessments of visual attention spent on all the different components across both printed and online stimulus. Indicators such as “time to first fixation” and “order of fixations” were studied to support the qualitative feedback gathered in the retrospective review.

The results

Eye tracking data clearly highlighted areas in the brochure that attracted high levels of attention and areas that were being ignored.



Heatmaps based on aggregated data from all participants showed to what extent different parts of the brochure were perceived.

Individual gaze plots indicated a number of issues around the use of unexpected terminology in the brochure. When the same sessions were played back to users they confirmed that the re-reading of words was down to them trying to understand what was trying to be said or if it was relevant.

The website contained a key piece of content that attracted a lot of attention only when the homepage was shown to the user in a larger than average browser window. When displayed in a window that replicated a screen resolution of 1024 x 768, the same content was hidden if the user did not scroll.

Displaying the website at different resolutions showed that the content should be moved up above the page fold.



Heatmap of the homepage when shown at HD with no scrolling.



Heatmap of the homepage when shown at a screen resolution of 1024x768.

The eye tracking study clearly showed exactly which information in the brochure and at the website that users found most interesting. The data strongly supported anecdotal evidence from previous market research carried out, building a strong case for promoting specific aspects of the offer.

Why eye tracking?

Our experience is that people are more inclined to trust objective “scientific” data than subjective feedback. As a research method, eye tracking provides strong support in convincing customers when reporting results and backing up recommendations.

It is easy for customers to understand gaze replays, visualizations of where people look and the order in which they look at different objects in a design.

In this study, eye tracking in combination with retrospective interviews, efficiently highlighted strengths and weaknesses and allowed the team at Penna Barkers and HSBC to make confident decisions about design and wording usage.

Why Tobii?

Guy Redwood accounts for Simple Usability’s choice:

“As any other research tool or method, eye tracking must run smoothly and cost efficiently. Tobii Eye Trackers run pretty much out of the box, allowing moderators to focus on the important task at hand: observing natural user behavior.

It’s now accepted that eye tracking testing of brochures, in-magazine ads and other printed materials on screen provides results equivalent to eye tracking people when they interact with physical documents. The size and screen resolution of the new Tobii T60 XL now allows us to efficiently show double-page spreads with smooth fonts at their true dimensions.”

We are also consistently impressed by the relentless innovation in analysis tools that our research facilitators get with Tobii software.

We've been using Tobii eye tracking systems for over four years now and have yet to see any other system that comes close to their levels of innovation and simplicity of use. “

About SimpleUsability Ltd

SimpleUsability is an established behavioral research company that works with businesses to improve the ROI of their online and offline channels. Established in 2001, they have been using Tobii eye tracking systems since 2005, and are recognised in the eye tracking industry for encouraging the adoption of retrospective research techniques.

Their services segment into three streams; user experience design, usability testing and market research, for customers across Europe and USA. User research is primarily carried out with eye tracking as they quickly found out that people are masters of saying one thing and actually doing something else.

Learn more at
www.simpleusability.com

To find out how
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can improve your
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