Generating Usability Reports from User Inputs and Eye Movements

PROJECT REPORT

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by

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CERTIFICATE

This is to certify that the seminar entitled

Generating Usability Reports from User Inputs and Eye Movements

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is a bonafide record of the work done by him.

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ABSTRACT

Usability testing is a technique used to evaluate a product by testing it on users. It is an important factor in marketing a product since it gives a complete structure of how the users use the product.

After understanding how real users interact with your product, you can improve the product based on the results. The primary purpose of a usability test is to improve it's designed so as to make it more user-friendly.

The proposed system uses eye detection to locate the positions on the screen where the user pays more attention and a heat map is generated from it. This testing is done for different age groups and a final report listing all the findings (positives and negatives) is generated. Positive findings will help the team to know that they're on the right track and the negative findings provide proposals to solve them

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- WebGazer

3.2 Usability Testing

4 RELATED WORKS

4.1 Tobii

Web-based Usability testing tool for quick and easy user testing of web-sites or digital products. Live viewing of where the user is looking and generates a timeline view of eye tracked.

4.2 Nielsen Norman Research Study

The Nielsen Norman Group is an American computer user interface and user experience consulting firm.

4.3 usertesting.com

5 PROPOSED SYSTEM

In this proposed system, a user can submit a URL of the website to be analyzed. The system then generates a unique URL for this experiment which can be manually shared to different users. Testers can access this URL and interact with the website normally while we collect the tester's eye coordinates that we obtained through webgazer.js. Basic demographic of the tester such as age and gender are also collected for categorization and report generation. The collected data is then stored in the server. The testing details can be reviewed from the admin's dashboard. Several features such as timeline, demographic filtering, heatmap, etc, are provided for easily analyzing the data.

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