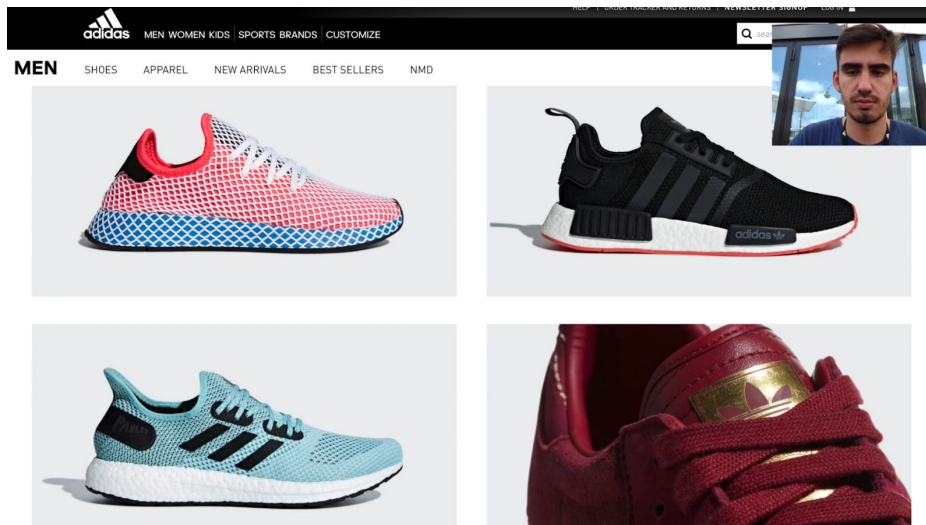


Adidas Hackathon Amsterdam 2018

AdiIris

About Adilris

We made an in-browser eye tracking system which enhances the user experience in the e-shop. Furthermore, it can be used to gather various informations about the preferences of the user (time spent looking at certain items, preferred colour and others.) Furthermore, we would like to use the Microsoft Emotion API so we can also measure emotions of a user to specific items in the e-shop.



Privacy

These days, the privacy of users is obviously a concern. Adilris does the eye-tracking on the frontend and thus we are not sending any video data to the server. Users can also opt-out of our feature.

About us

We are 4 second-year Computing students from Imperial College London