EYE-TRACKING ASSIGNMENT

VOLDA UNIVERSITY COLLEGE

INTRODUCTION

This study used eye-tracking to investigate the major components of visual attention in an interactive web documentary called "Explore Skar." The web documentary contained various elements such as photos, videos, text, and an interactive map to engage viewers in an immersive experience.

Three subjects were involved in the study, which aimed to identify their significant interests and understand which features or elements of the web documentary captured their attention the most and which did not.

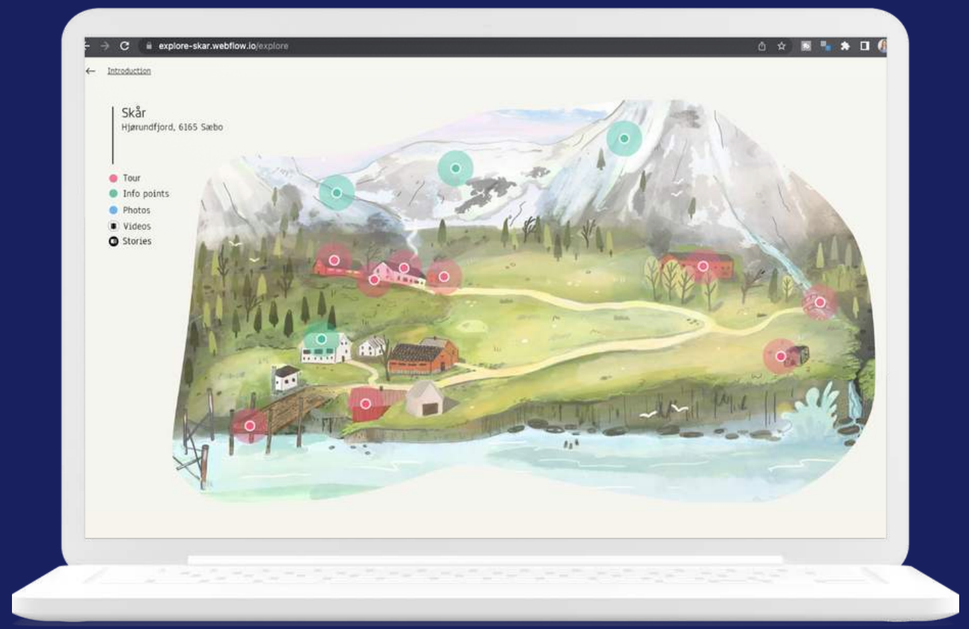
The study analyzed major components like fixation, gaze points, area of interest, time to first fixation, dwell time, and last fixation. The findings highlight the effectiveness of different elements of an interactive web documentary in capturing viewers' attention and can provide insights for future developments in the field.

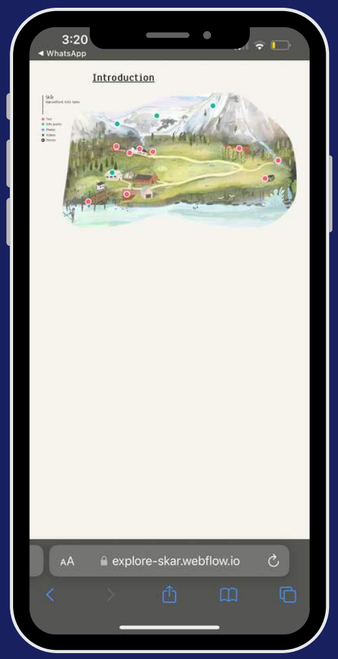
METHOD

TOBII GLASSES

TOBII SOFTWARE

INTERVIEW/OBSERVATION





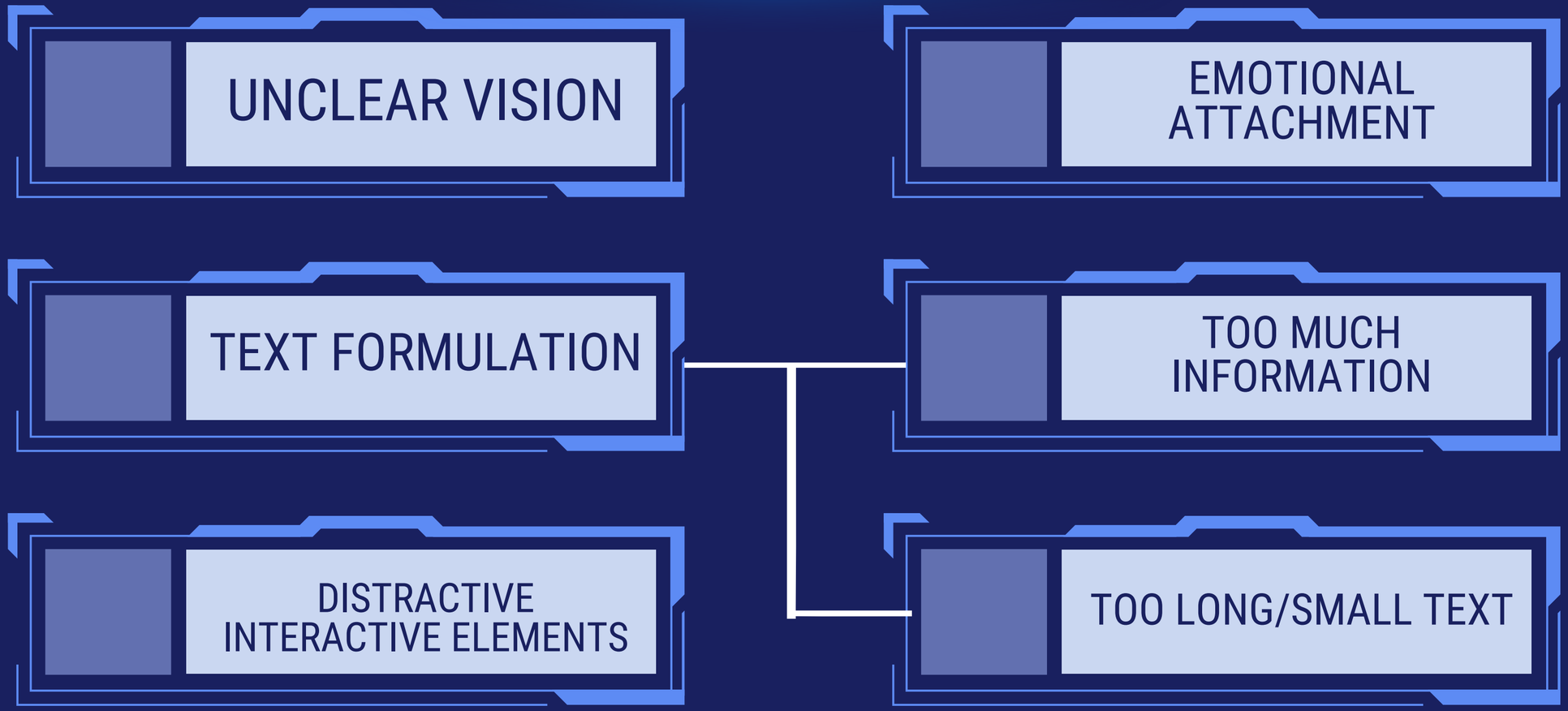
DEVICES USED FOR THE TEST

MAJOR FINDINGS

SUBJECT-1

- CONFUSION
- LACK OF GUIDANCE
- CHOICES OVERVIEW

SUBJECT-2


UNCLEAR VISION
EMOTIONAL ATTACHMENT
TEXT FORMULATION
TOO MUCH INFORMATION
DISTRACTIVE INTERACTIVE ELEMENTS
TOO LONG/SMALL TEXT

SUBJECT-3

- DEVICE TOO SMALL
- TEXT HEAVY
- ZOOMING FOR ELEMENTS
- LACKING INFORMATION
- LOSING FOCUS
- FOCUS ON ELEMENTS

GROUP 5: MEMBERS

MANSI SINGH

INA KOSIK

JULIAN HOVDEN

MARK BEILHARZ

SUGGESTED IMPROVEMENTS

- SIMPLE TEXT
- SUGGESTING USER FLOW
- MORE ATTETION TO TEXT
- MORE RELEVENT/PRESENTATION OF PHOTOS
- SHORTER VIDEOS

CONCLUSION

THE STUDY SHOWED PROBLEMS WITH COMPREHENDING THE WEB-DOCUMENTARY'S STRUCTURE AS A MAIN CONFUSION FACTOR.
THE IDEAS FOR IMPROVING USABILITY WERE PRESENTED ABOVE TO MAINTAIN THE VISUAL APPEAL ALONG WITH THE PEDAGOGICAL FUNCTIONALITY.