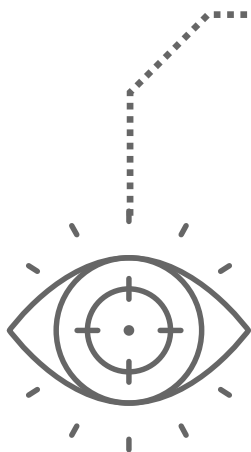


VAS Visual Attention Results





Welcome to VAS!

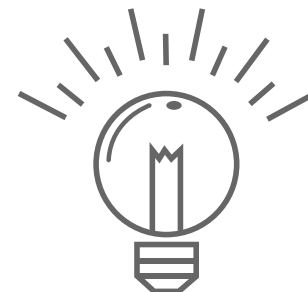
Our technology has been tailored by expert neuro- and data scientists to accurately predict how web, print and environmental designs will be seen in the first 3-5 seconds - with 92% accuracy! Science tells us that this first-glance time period is critical in capturing your audience's interest and creating designs with impact. VAS gives you the opportunity to do a “visual spell check” of your design - to make sure that the content you *want* to be seen, *will* be seen.

In this document, you'll find a report with the complete set of results from analyzing your visual.

Keep in mind when reviewing the report...

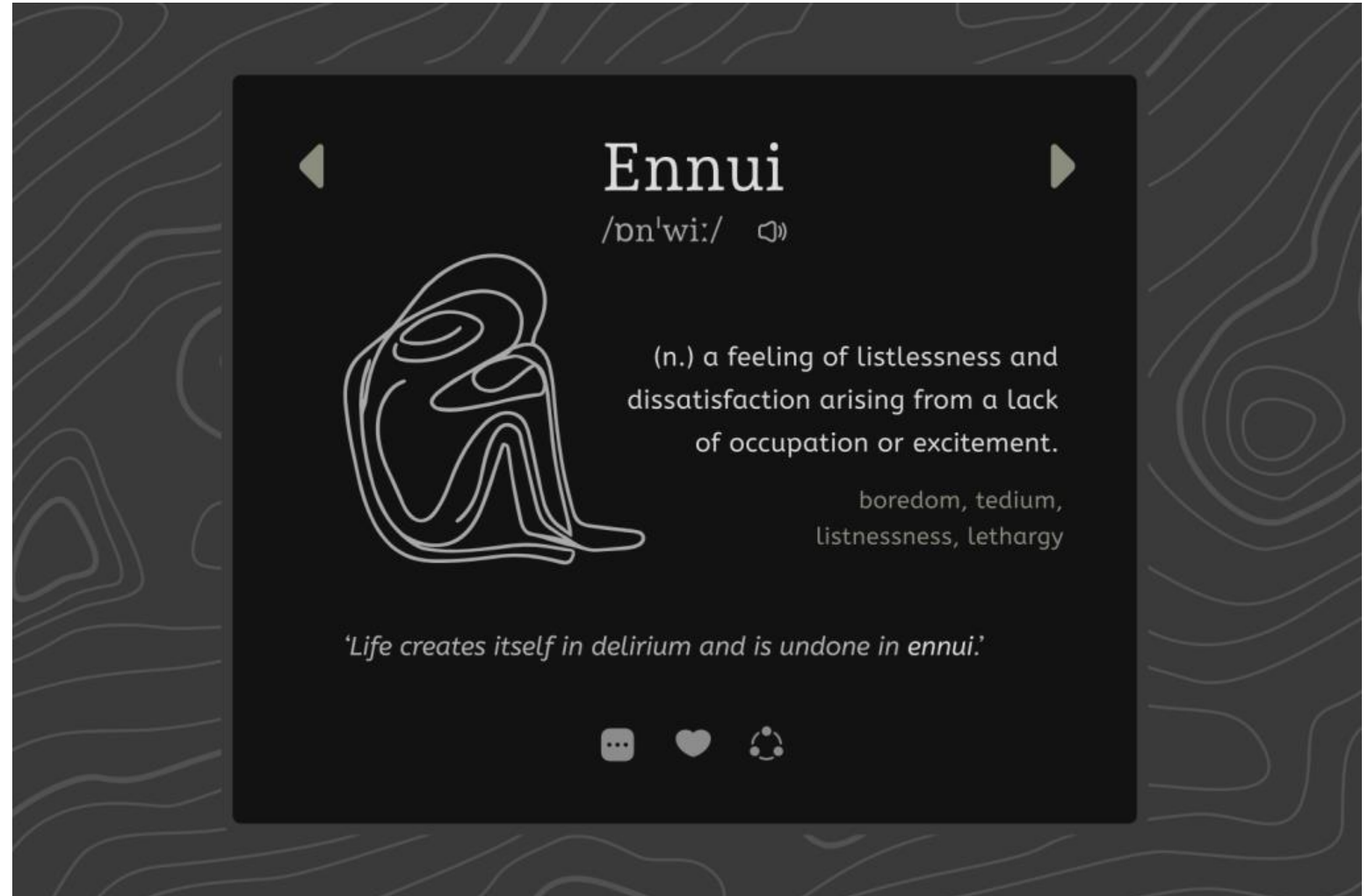
- VAS is not a designer. VAS does not have an aesthetic sense. However, in the hands of a designer, it can help ensure designs attract attention where you want and help bolster your design decisions.
- VAS is not a complete replacement for a full eye-tracking study. Eye tracking studies can provide additional information. Think of VAS as a visual spell check that helps you determine if what you want to be seen will be seen.

[learn more](#)



Original Visual

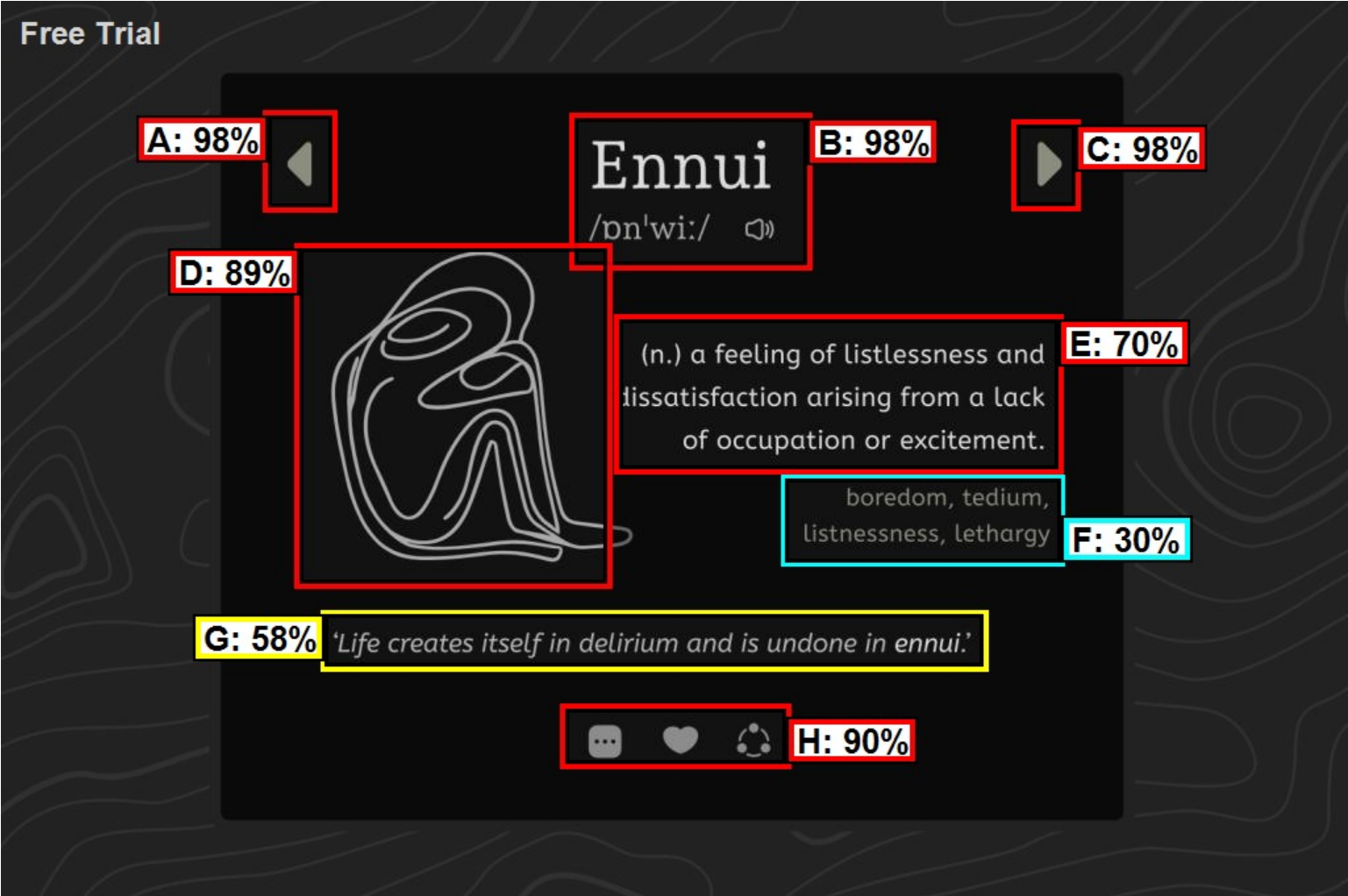
Image Category:



Areas of Interest

The highlighted regions were specified by you or one of your collaborators as “Areas of Interest” that you would like specific data about prior to running VAS. Each Area has a numeric score which is the probability that a person will look somewhere within the Area. Make sure the results meet your goals.

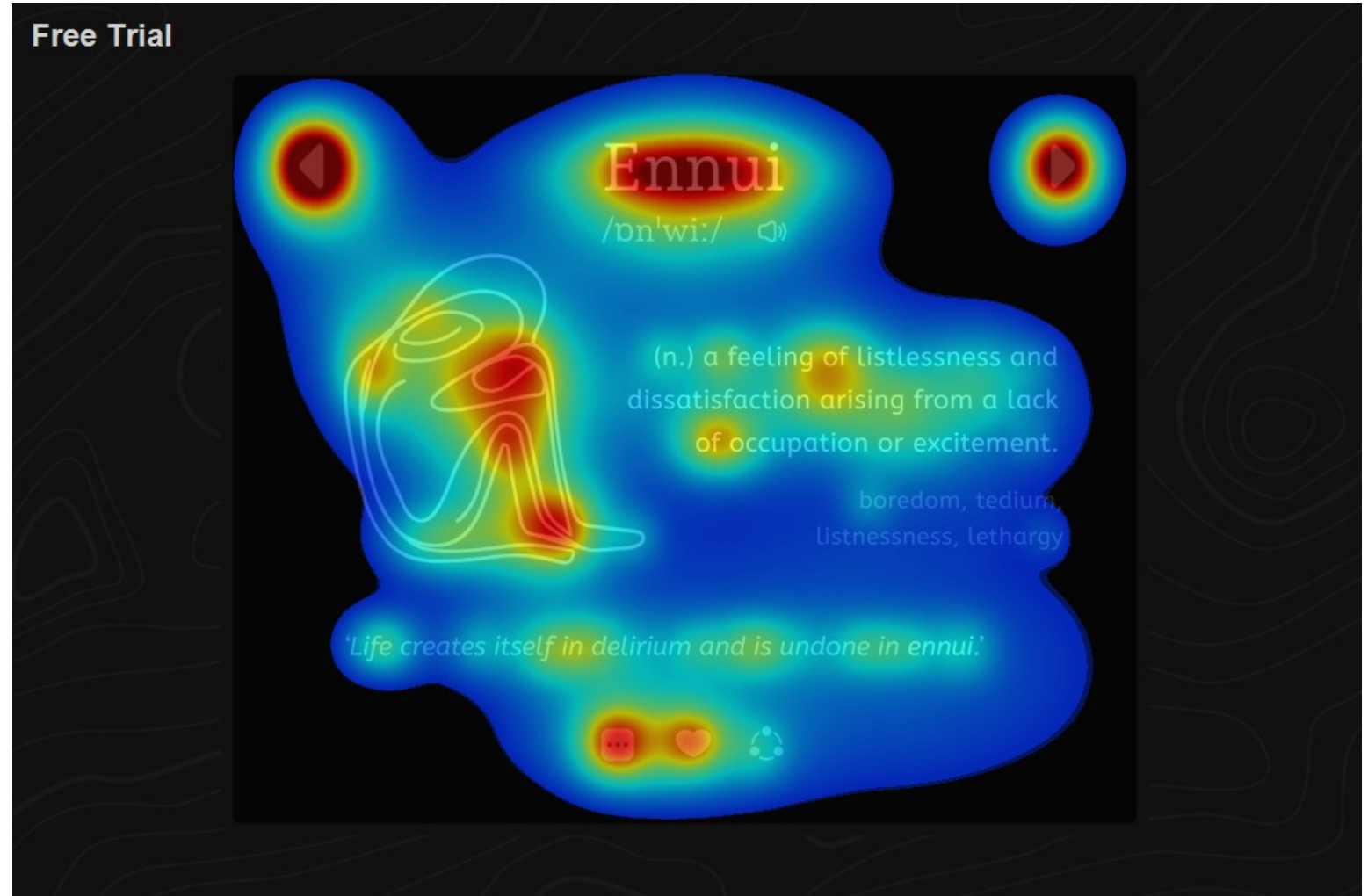
Probability Area is seen within the first 3-5 seconds of seeing an image. Areas seen in this time period have a higher chance of grabbing your audience’s attention.



Heatmap

This shows the probability that each part of your image is seen.

Probability a part of your visual is seen within the first 3-5 seconds of seeing an image. Parts seen in this time period have a higher chance of grabbing your audience's attention.

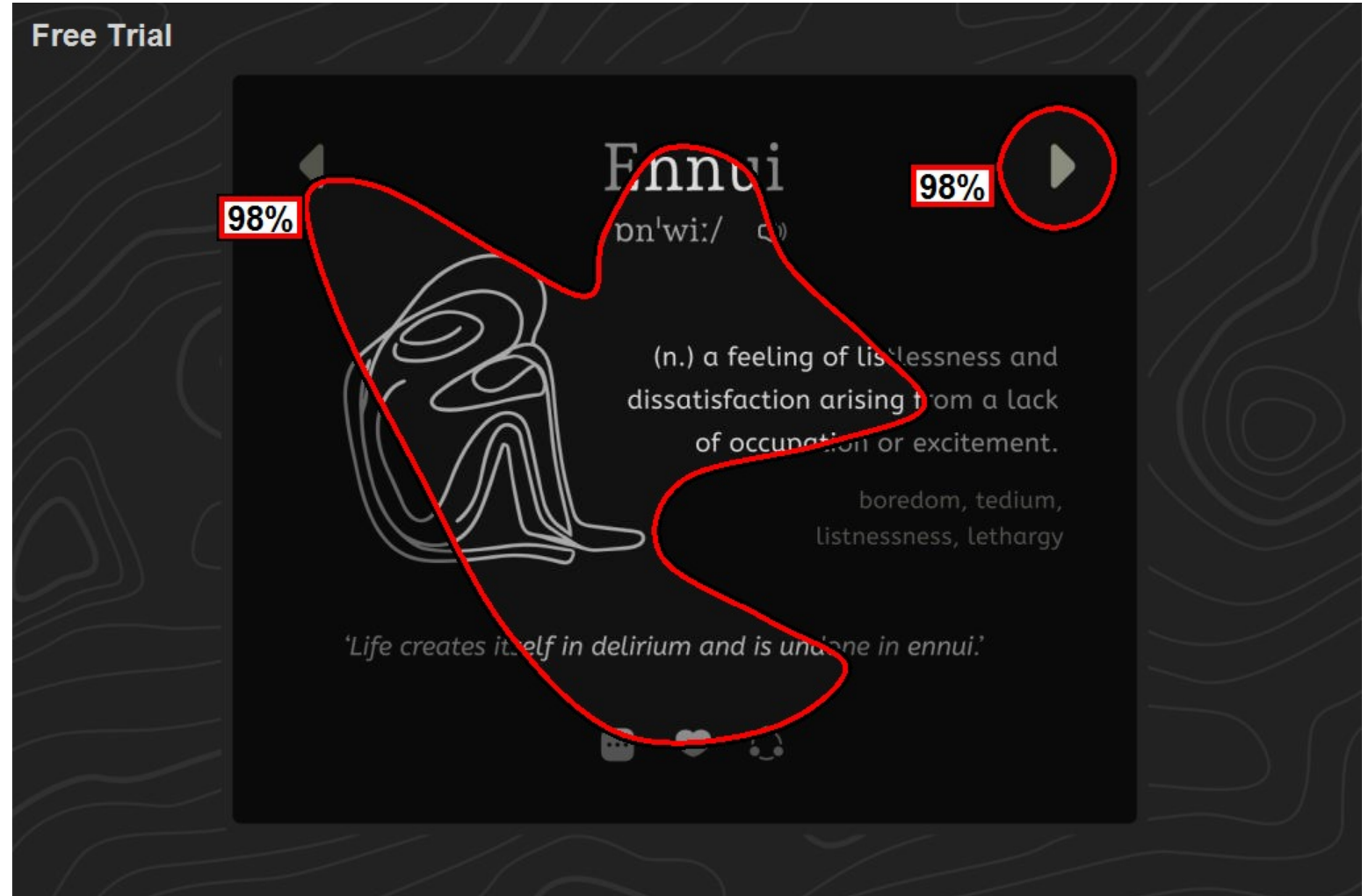


Hotspots

This is a simplified version of the Heatmap results. Here, you can see just the content that is most likely to be seen. Each region has a numeric score which predicts the probability that a person will look somewhere within the region.

Probability regions are seen within the first 3-5 seconds of seeing an image. Regions seen in this time period have a higher chance of grabbing your audience's attention.

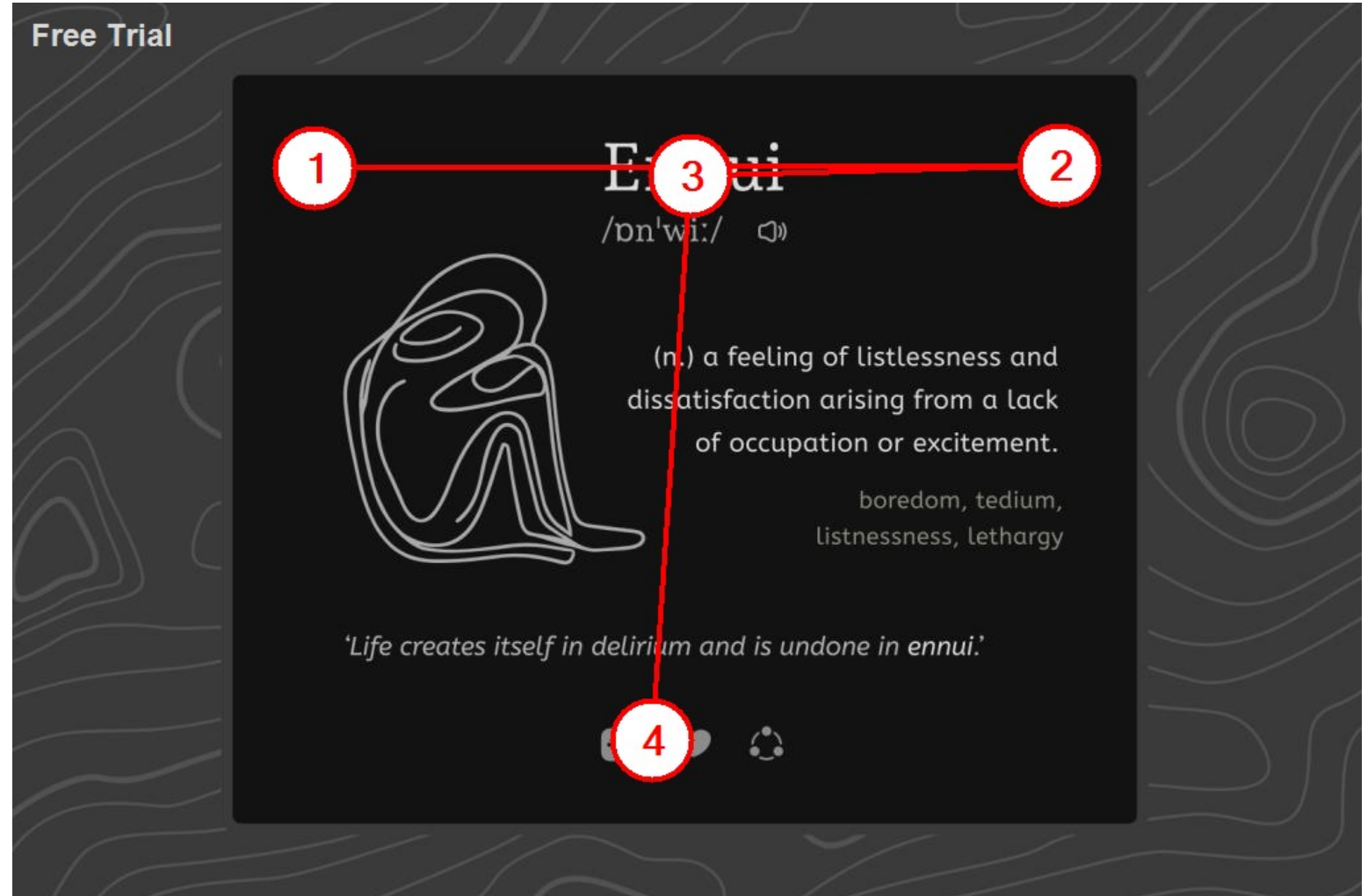
20% to 39%
40% to 69%
70% to 99%



Gaze Sequence

Within the first 3-5 seconds of viewing an image, people typically glance at about 4 different points. Here are the 4 most-likely gaze locations, in their most-probable viewing order (1 is the most-likely).

Make sure that this sequence aligns with your intended visual hierarchy.



Visual Elements

Core design principles and color theory teach us that all humans are drawn to the same visual elements. VAS simulates how the human brain is naturally drawn to the elements below:

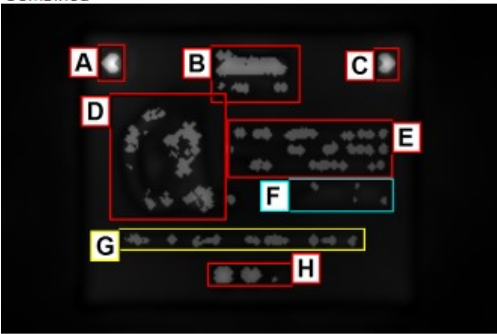
- Edges
- Intensity
- Red/green color contrast
- Blue/yellow color contrast
- Faces

You can adjust each of these elements in order to get a region in your image to stand out to a higher-or lower-degree.

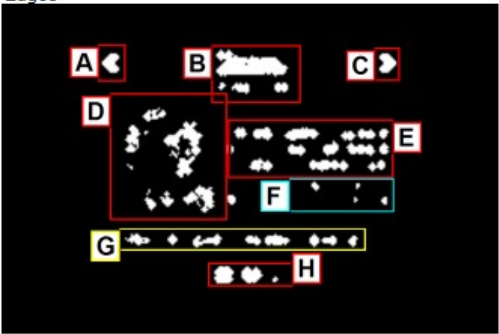
The above 5 elements each contribute a distinct proportion of the gaze probabilities shown in the Areas of Interest results shown on page 4. The table shown on this page indicates how each of the elements contributed to the overall probability. For example, if a column has an Intensity value of 15, the intensity in the area of interest increased the probability the area would be seen by 15%.

	A:98%	B:98%	C:98%	D:89%	E:70%	F:30%	G:58%	H:90%
Edges	33	64	32	52	54	21	41	56
Intensity	17	34	17	35	14	5	16	34
Red - Green	27	0	27	1	1	2	0	0
Blue - Yellow	21	0	22	1	1	2	1	0
Faces	0	0	0	0	0	0	0	0

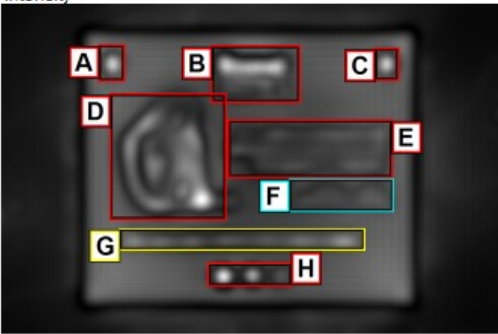
Combined



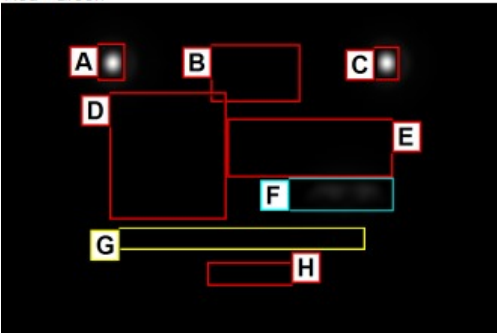
Edges



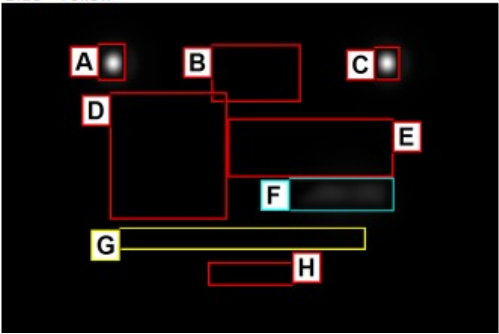
Intensity



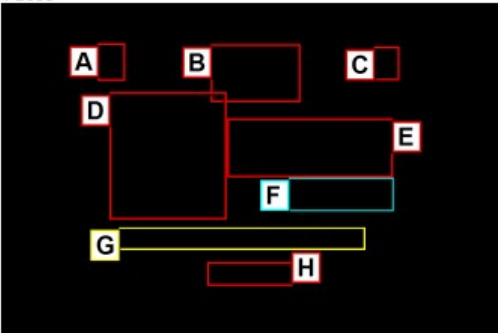
Red - Green

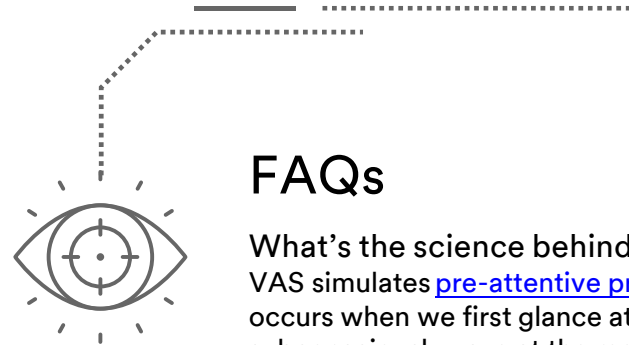


Blue - Yellow



Faces





FAQs

What's the science behind VAS?

VAS simulates [pre-attentive processing](#) a phase of brain-eye interaction that occurs when we first glance at a region. This phase triggers our eyes to subconsciously gaze at the most salient content in our field of view for 3-5 seconds. Pre-attentive processing is an evolutionary trait that is universal to humans. [Watch this video](#) for more information on how VAS works. Or learn more on the [VAS website](#).

What visual elements “stick out” to humans (and VAS)?

Decades of scientific research has proven that the following elements capture our attention:

1. Edges
2. Intensity
3. Red/Green Color Contrast
4. Blue/Yellow Color Contrast
5. Faces

VAS predicts the role each of these elements play in drawing our gaze during first-glance vision.

How accurate are VAS results?

VAS has been validated against academic eye-tracking study results and compared with academic image databases. VAS predicts the first 3-5 seconds of eye gaze behavior with 92% accuracy. Learn more about our validation study at 3M.com/VAS/study.

Can I completely replace an eye-tracking study with VAS?

VAS is not a complete replacement for a full eye-tracking study. Eye tracking studies can provide additional information. Think of VAS as a “visual spell check” *that the things you want to be seen will be seen*.

Is VAS a designer?

No! VAS does not have an aesthetic sense. VAS is designed to help creatives break through visual clutter and can help inform and validate their creative process.

