



Logical Increments

RealEye Eye Tracking Test Results

The Logical Increments Home

[illegible]

Test Specifications

Users

20 Paid Testers

Test Settings

Stimuli time: **40000** [ms]

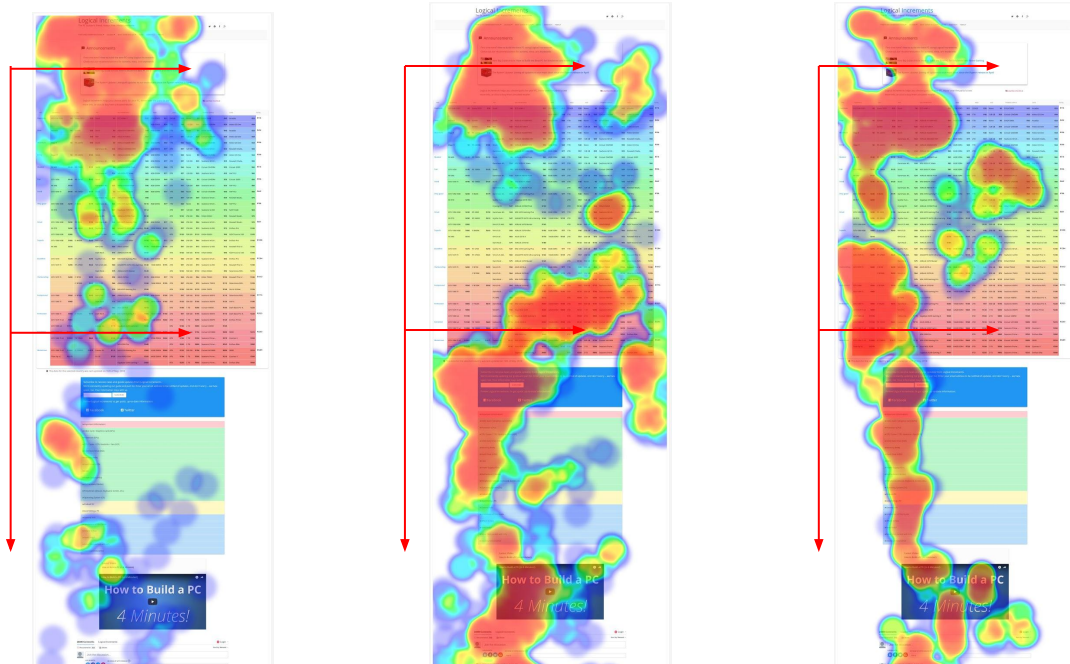
Relax time: **1500** [ms]

Fix point time: **1500** [ms]

<https://www.realeye.io/test/14cefece-a337-4dd0-8e0c-efbb8ea17ca8/>

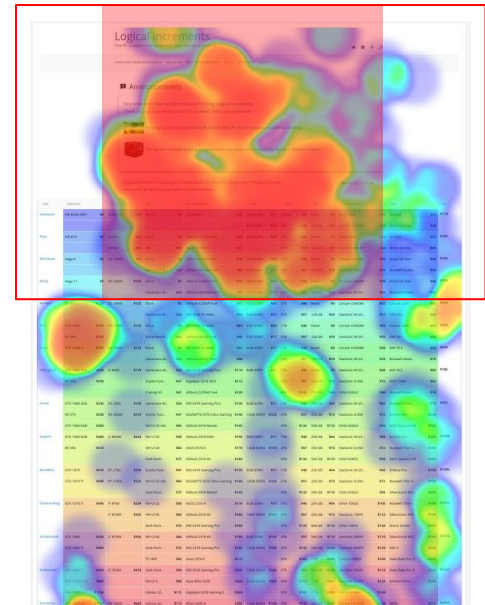
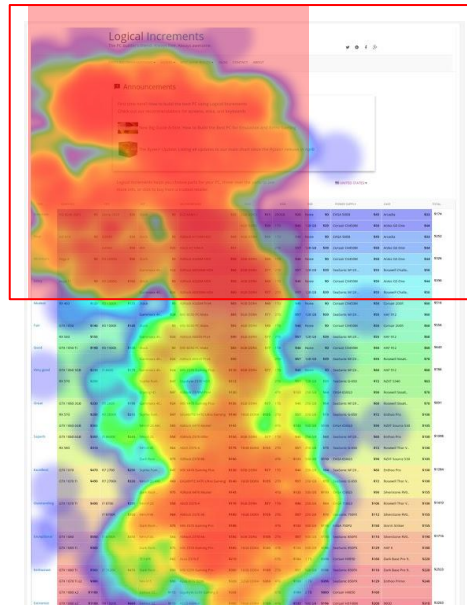
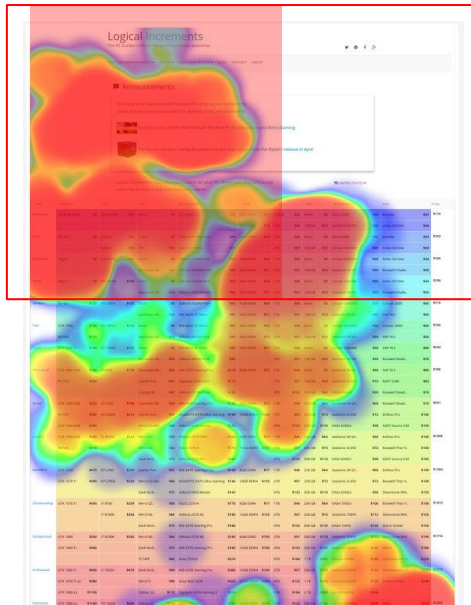
Findings

Consistent with general eye tracking findings, the **direction of scanning is vertical** and stronger towards the left side. An “F” pattern scans the right side as well.



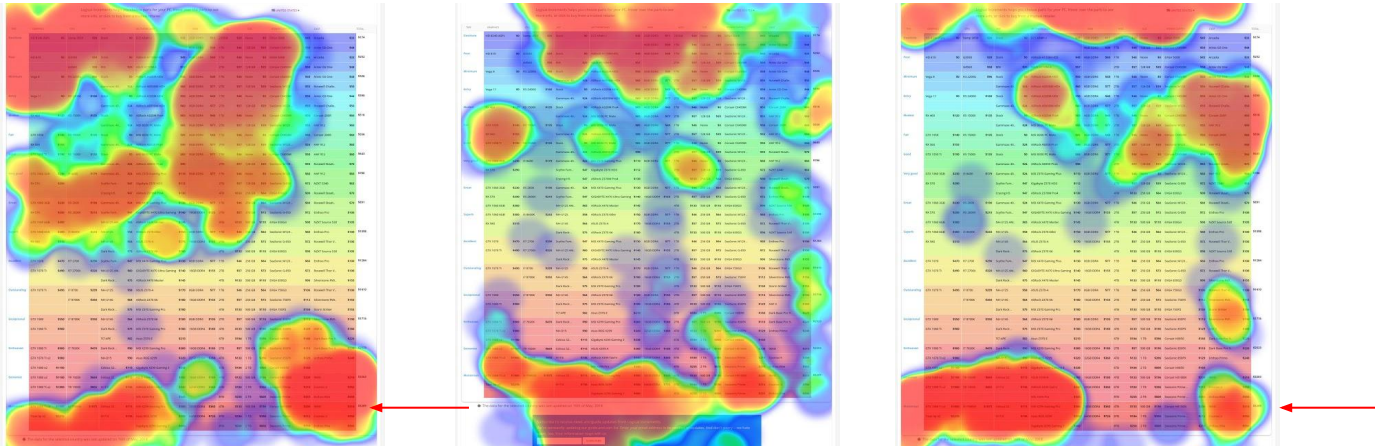
Findings

As expected, most people spend a larger amount of time understanding and exploring the **area above the fold**. The attention seems focused on the **notification boxes**, rather than the menu or social links area:



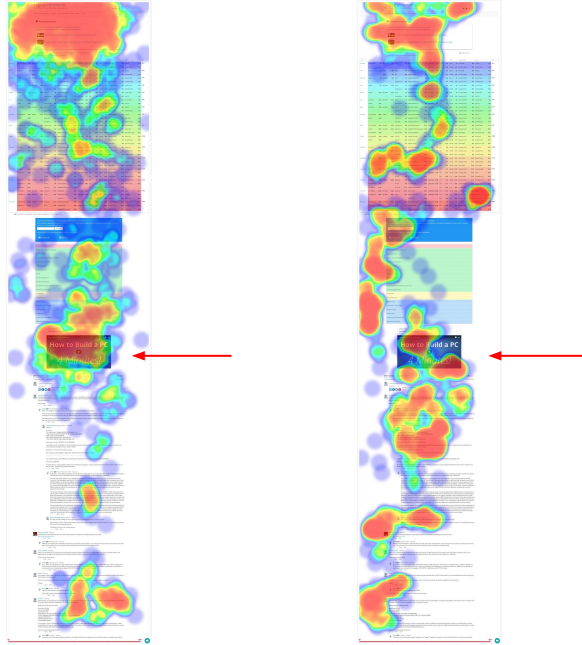
Findings

The **table** seems to be uniformly scanned, although this might be explained by the users not being the expected audience. Although most users keep scanning vertically and more focused on the left, the **Price Column** seems to attract some attention.



Findings

For users that scroll down, the **Video** seems to act as a good anchor, and generally gets a significant amount of attention:



Users' attention decreases as they scroll down, but it picks up again towards the end of the page.

The video is probably being interpreted an important element that marks the end of a section – although it seems that users then realize there are comments, and become interested in them.

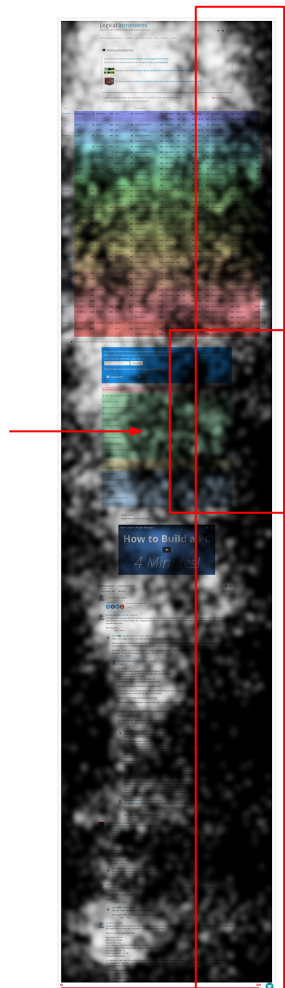
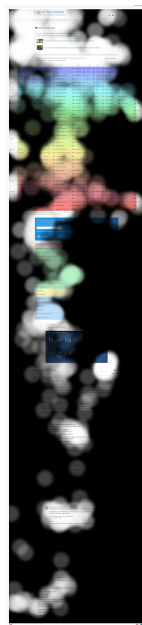
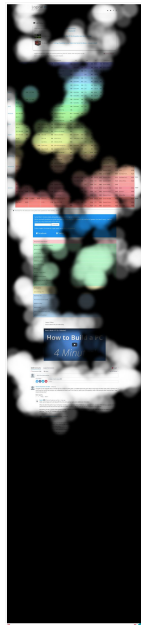
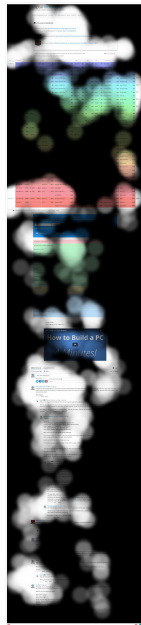
Findings

As the attention decreases scrolling down, the **Comments Section** seems to be working effectively at capturing the user's interest. This probably also has to do with reading testimonies of real people – it's easier for the user to identify themselves with them:



Findings

Some elements, as they are closer to the right edge, are **completely invisible**:



Conclusions

It's noted that users:

- Focus on the area **above the fold** more than any other area;
- Don't particularly notice the **menu** (and therefore have less chances of understanding the site structure);
- Scan the content **vertically**, and lean towards the **left** side (right side is practically invisible);
- See the **table** as a whole, and try to understand it by scanning horizontally as well as vertically;
- Use the **video** as an anchor for scanning the page;
- Are interested in the **comments**.

Thank You!