

# Eye-tracking Assignment Report

## Report

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Mobile platform of choice: iPad

Applications of choice:

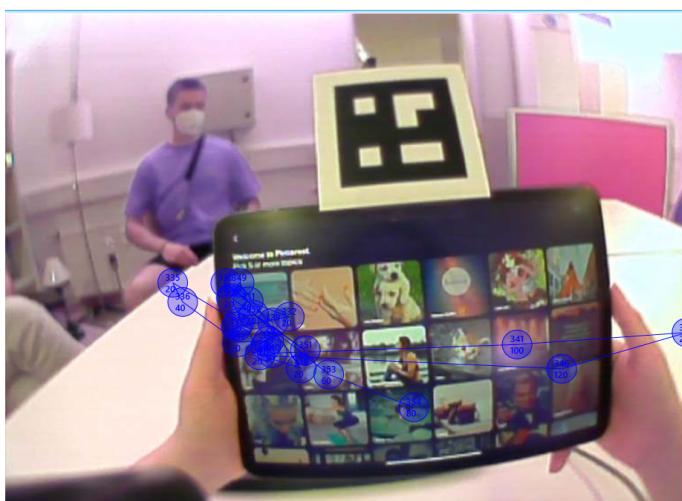
### 1. Pinterest

#### General info:

Pinterest is an American image sharing and social media service designed to enable saving and discovery of information on the internet using images and, on a smaller scale, animated GIFs and videos, in the form of pinboards.

#### Task of choice:

First use of the App -> Register a new Profile  
(Is the onboarding process clear to the user?)



#### Gaze-Path

Here you can see one step of the onboarding process  
The user has to select pictures that suit his interests.

The focus is on the upper left corner of the screen  
where the first image is to see (reading direction)  
Afterwards the focus went to other pictures that are  
interesting for the user.

#### Heatmap

Here you can see the user entering her  
Login credentials. The focus is on the  
Keyboard here.

#### Lessons learned:

The reading direction of a person (cultural aspect) can play a big role in Eye tracking studies.  
The size of the Headmap Point is very important with smaller devices- otherwise you only see one  
big dot.

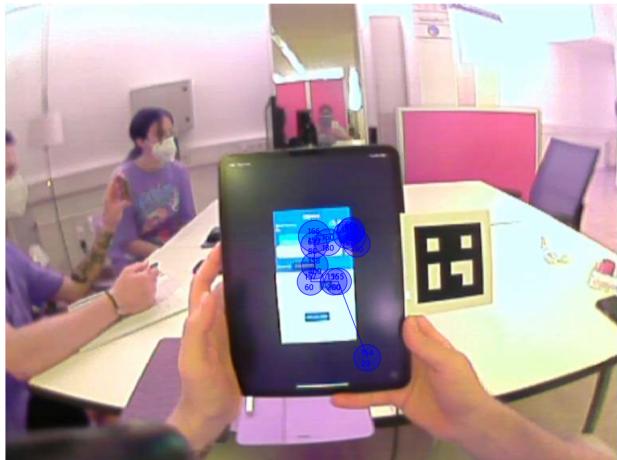
## 2. GVB

### General info:

The Gemeente Vervoerbedrijf Amsterdam is the municipal public transport operator for Amsterdam, the capital of the Netherlands, operating metro, tram, bus and ferry services in the metropolitan area of Amsterdam.

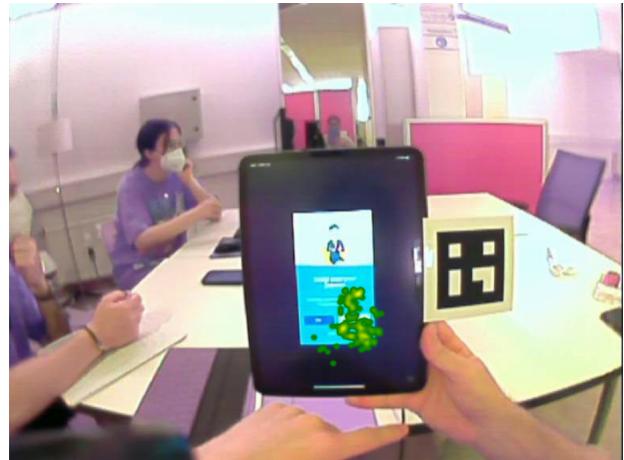
### Task of choice:

First use of the App -> Register a new Profile and book a day ticket  
(Onboarding Process clear and does the user find the ticket buying option?)



#### Gaze-Path

Here you can see the user focussing on the top right Corner. There is the weather forcast inside the travel App, what was new for the user. Afterwards he told us that he liked it a lot. So the result makes a lot of sense for us.



#### Heatmap

Here you can see the user in the onboarding process. He had to decide if he wants to share his personal informations with the app or not. The focus is on the lower part of the screen where he has to choose.

### Lessons learned:

Small screen sizes are difficult to read afterwards.

The brightness of the screen can be a big problem in terms of readability.

### 3. DM

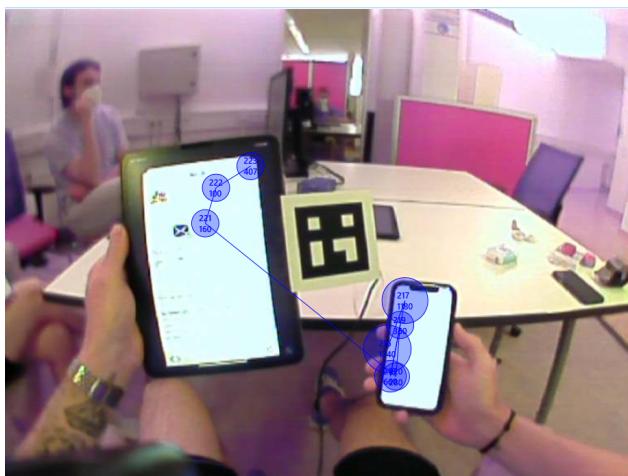
#### General info:

dm-drogerie markt is a chain of retail stores headquartered in Karlsruhe, Germany, that sells cosmetics, healthcare items, household products and health food. In its industry sector, dm-drogerie markt is Germany's largest retailer measured by revenues.

#### Task of choice:

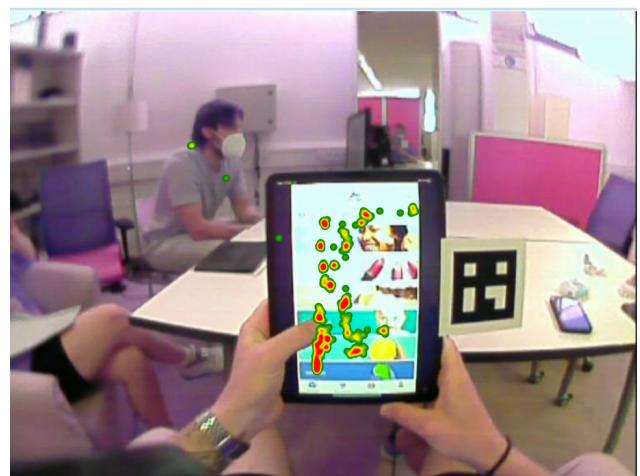
Register as a new customer and put a item in the shopping cart from the category "Baby and Children"

(Onboarding Process clear? Does the user find the category and can he put an item in the shopping cart?)



#### Gaze-Path

After the registration process the user had to check his Mails to complete the process. Therefor he used his phone to do so. With the indicator activated the Eye-Tracking software detected it very well. Here you can see the jumping focus between the two devices.



#### Heatmap

In this scenario the user searched for the given category "Baby and Kids". You can see that the focus is on the lower part of device. The new content comes from the bottom when scrolling so this makes a lot of sense here.

#### Lessons learned:

As the operator of the test you should first analyse the whole path the user has to go later to make sure there are no surprises like proving your Mail address etc.

First Eye Tracking study ever for everyone in the team.