

FISSET: FISIN48 Eye-Tracking

· CS999 Hackers Present ·

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Why is Fiset essential for disabled people to gain financial inclusion?

Growing disabled population worldwide

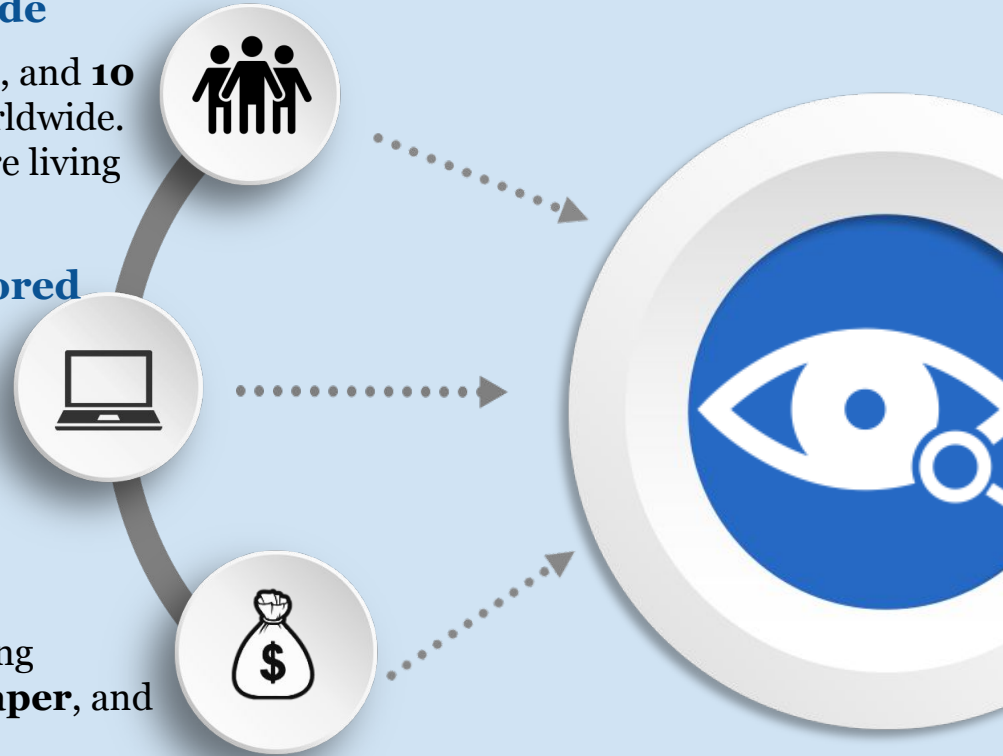
5 million people are living with arm amputation, and **10 million** people worldwide are living with PD worldwide. In the U.S., approximately **5.4 million** people are living with living with paralysis.

People with motor-control disorder are ignored

more and more object, image, sound, document or signal are **digitized**, yet almost all digital services require **hand operations**.

Considerable economic benefit

Compare to current solutions (such as implanting electrodes in brain), eye tracking is easier, **cheaper**, and more convenient for people with disabilities.



Eye-tracking: our strategy to the existing problem

determine the **direction of people's gaze** by locating **pupils**.

Divide screen into **two** parts: each part filled with different **information** about the financial system/service.

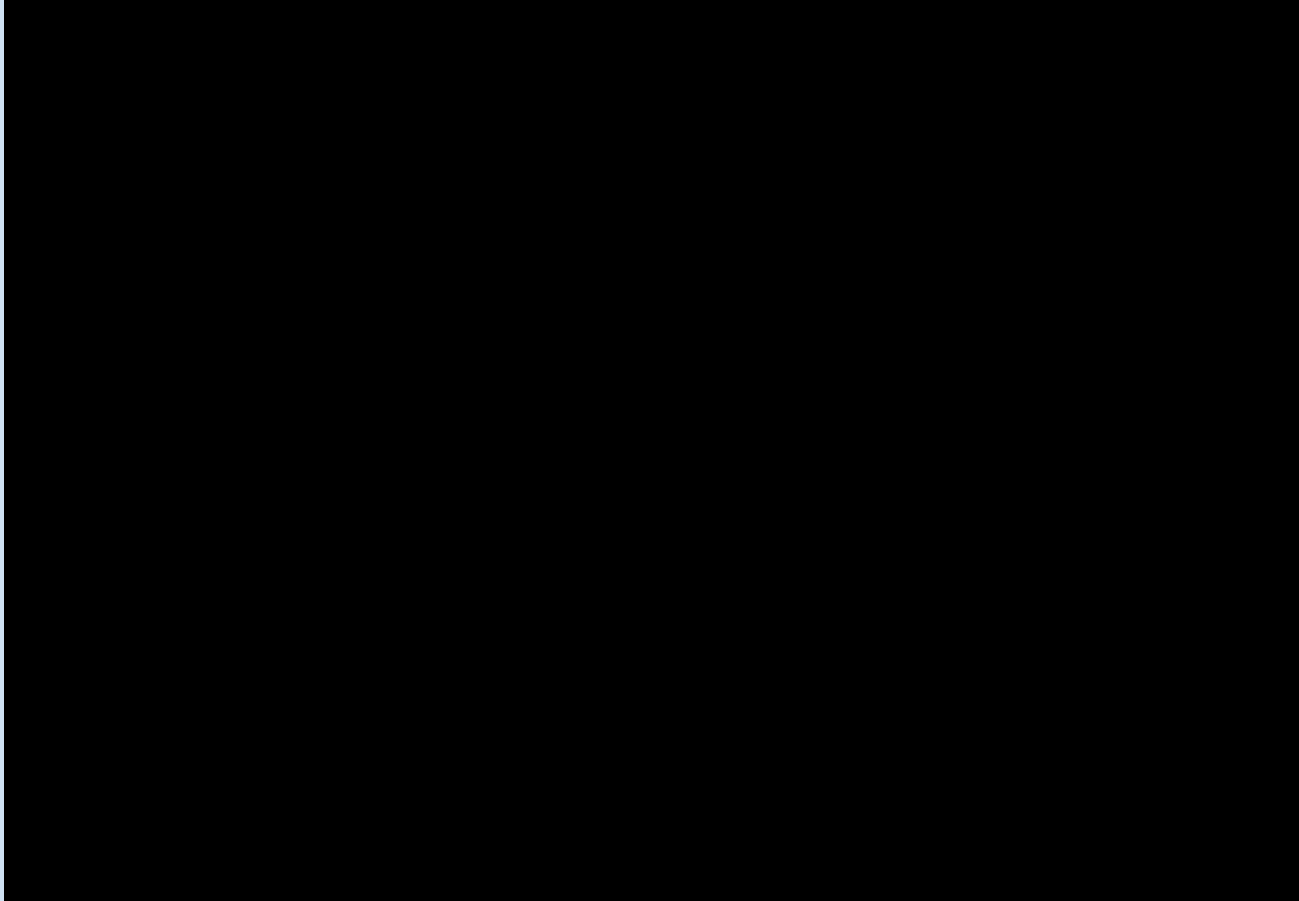
Fix gazing at certain direction to avoid **misselection**.



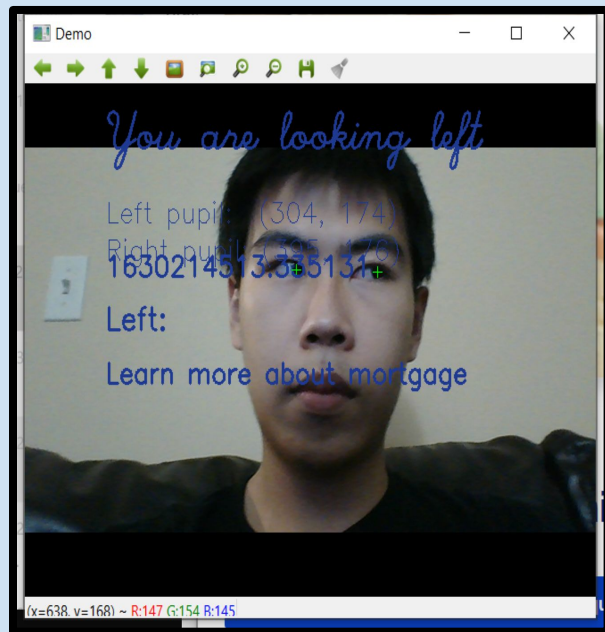
**Dynamic Webcam
Eye Tracking**



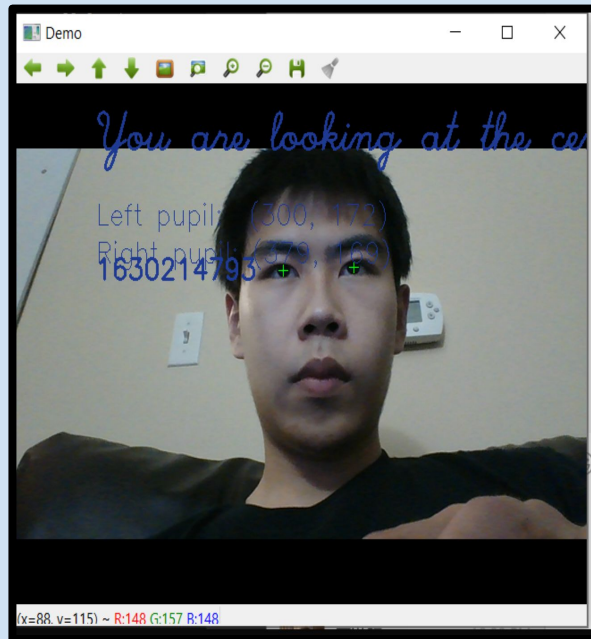
FISIN48 Eye-Tracking: A glimpse



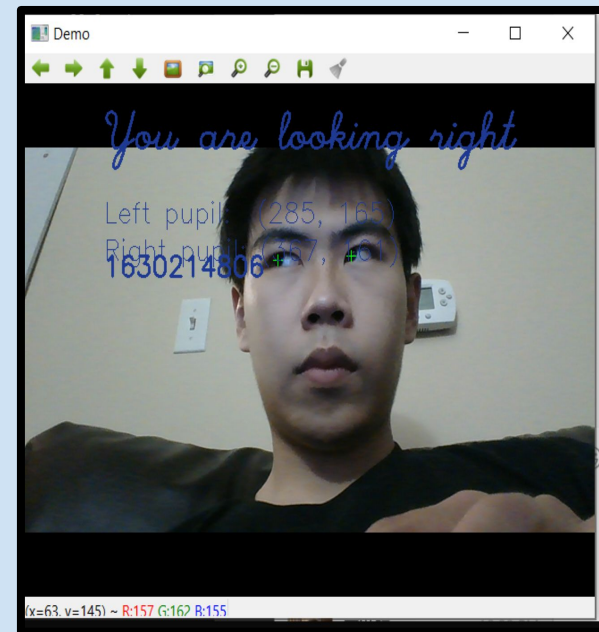
FISIN48 Eye-Tracking: A glimpse



Left



Center



Right

FISIN48 Eye-Tracking: A glimpse at our demo page

Welcome to the Financial Inclusion Program!

Please look at the screen to start!

Tip: Look at left or right block to select. Keep for at least 5 seconds to select:

What to learn about
financial inclusion
programs?

split
line

Need assistance for a
specific financial
inclusion programs?



Financial news, articles. Mortgage,
saving/checking account, etc.

Connect to customer service
through online chat or phone call

FISIN48 Eye-Tracking: Limitations and Future Ambitions

Challenges ahead

Chances beyond



Opportunity

We expect this software to be a framework that incorporates various websites.



Cooperation with FIS platform


DigitalOne as frontend application; FIS's relationship with major banking solution providers and ecommerce merchants



Challenge

We would need to improve the accuracy of the program that measures eye movements for all dimensions.

FISIN48 Eye-Tracking: Future Ambitions

[Welcome](#)[credit/debit account](#)[financial products](#)[about the bank](#)


About the credit/debit account

gazing left and right to choose the wanted card

Our Most Popular Rewards Cards

[View all Rewards Cards](#)


NEW OFFER!



CHASE FREEDOM UNLIMITED®
CREDIT CARD

- \$200 bonus plus 5% cash back grocery store offer
- Earn 1.5% cash back on all other purchases
- No Annual Fee


NEW OFFER!



CHASE FREEDOM FLEX™
CREDIT CARD

- \$200 bonus plus 5% cash back grocery store offer
- Earn 5% cash back on rotating quarterly categories
- No Annual Fee

BEST OFFER EVER!



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CREDIT CARD

- Earn 100,000 bonus points
- Earn 3X on dining and 2X on travel
- \$95 Annual Fee

• No Annual Fee

• No Annual Fee

Acknowledgement and Citations

We would like to thank FIS for this wonderful opportunity and the generous help, and our strategy coach Steven Walchek and mentor Stefan Friedrich for their encouragements and suggestions!

Picture Citations:

[Preface Background](#)

[Eye Tracking](#)

[Chase Freedom](#)