



SR LABS MARKETING & USABILITY

e xploring the interaction



THE EYE-TRACKING COMPANY



Understand which elements of an interface attract user attention and promote its use, understand which elements of a creativity attract more attention permit to develop products or services easy to use and effective with an evident competitive benefit.

SR Labs provides its knowledge and experiences in the psychology of communication and cognitive processes to help the understanding of the user experience as full as possible.

Skills areas

Thanks to the expertise developed in applied research, combined with the less invasive eye-tracking technology on the world market, it is possible to evaluate any type of visual message through specific user testing.

SR Labs offers its expertise in:

WEB & INTERFACE USABILITY

Monitoring and analysis every aspect of human-interface interaction: how it is perceived, learned and used. [Websites, software, portals, community, social networks, intranets, display interactive, mobile, automotive dashboards, etc ...]

ADVERTISING & PACKAGING

Monitoring and analysis of visual impact product or communication message through eyes of the consumer. [Packaging, video spot newsletters, printed, etc ...]

DISPLAY & WAY FINDING

Monitoring and analysis of perception and exploration of an environment [shelves and aisles supermarkets, shop windows, etc ...]



Choose a language

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SR Labs è un'azienda specializzata nello sviluppo e nella distribuzione di sistemi elettronici e intermodali ad alta accessibilità, basati su tecnologia **eye-tracking**.
[continua >](#)



HEALTHCARE
Scelta dell'angolo informatico appropriato (comunicare a controllo oculare e tattile);
Sviluppo di interfacce dedicate;
Formazione di utenti e care givers, assistenza, aggiornamenti e supporto tecnico a distanza.

MARKETING & USABILITY
Validazione dell'usabilità in interazione con il web e con ogni tipo di interfaccia grafica;
Validazione del prodotto e del messaggio comunicativo attraverso gli occhi del consumatore;
Analisi dell'esplorazione e della percezione di un ambiente.

12-13 Marzo
Spazio al 2° Salone Nazionale dei metalli di via
Che si terrà a Fivola. [Vai alla pagina dedicata.](#)

Sarà Donato Messico - 25 Marzo
Si rinnova l'appuntamento con il WNO, l'evento
italiano dedicato alla Web Usability e ai servizi di
usabilità online. [Vai alla pagina dedicata.](#)

Ferrara Trieste - 25-28 Aprile
Sarà il 2° Salone Internazionale di Usabilità e Usabilità
per gli utenti anziani. [Vai alla pagina dedicata.](#)

100 - Ecco il computer per i nonni
Pensato e realizzato in Italia per
semplificare l'uso del computer,
dTouch aiuta le persone anziane a
condurre una vita più autonoma e
socialmente integrata, facilitando le
comunicazioni e abbattendo
l'isolamento.

dTouch è la soluzione che consente a chiunque l'accessibilità al
mondo informatico e ai servizi online come posta elettronica e
internet, ma che permette anche di fare telefonate, leggere libri e
gestire apparecchiature domestiche.
[Foto 1 - Foto 2 - Foto 3](#)

Leggi il [Comunicato Stampa](#) completo.

Leggi la [casistica stampa](#), con gli articoli dei principali quotidiani
nazionali e di numerosi altri siti di informazione.

Vai alla [scheda prodotto di dTouch](#).

RESEARCH & ANALYSIS
Sviluppo di sistemi per il tracciamento dei
movimenti oculari eye-tracker;
Allestimento di laboratori scientifici
basati su tecnologia eye-tracking;
Registrazione e analisi dei movimenti
oculari per analizzare la Performance
Visual Attention.

The user is always right!



What we do: user testing

To take full advantage of a test, it is important to gather as many information, in constant communication with the customer to share goals and needs. The basis of our methodology is the observation of the interaction between:

Object / Interface - characteristics, communicative purpose.

Subject / End User - expectations, needs, motivations, past experiences.

The consulting work that we offer is divided into 3 phases:

1. PREPARATION

Preliminary data collection to structure the test optimally. To design and structure the user test is useful to gather information about the target object and usage context, as well as to show out of macro problems, points of strength and weakness.



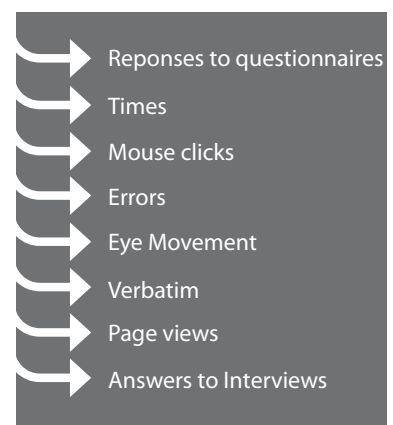
2. EXECUTION

Test procedure through qualitative and quantitative tools. Monitoring users while they interact/observe the interface/creativity in conditions similar to the real situation. Observation of exploratory, interactive and verbal behaviour.



3. ANALYSIS AND REPORT

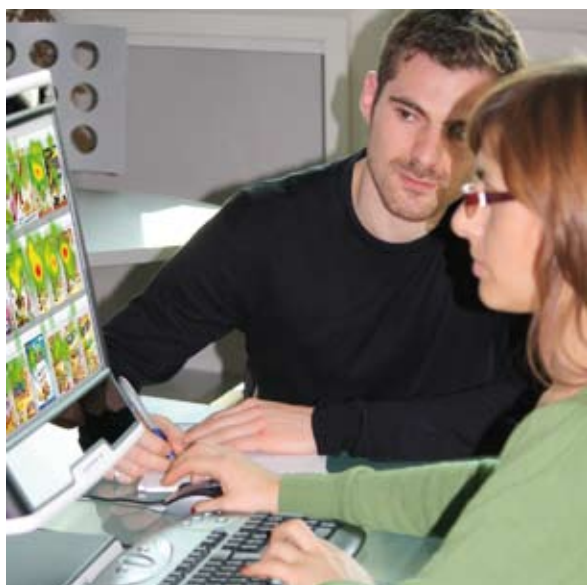
Analysis of collected data, synthesis of results and indications of restyling. Our report is a complete instrument, easy to read, ready to be used as a valuable tool work during the restyling.



Setting

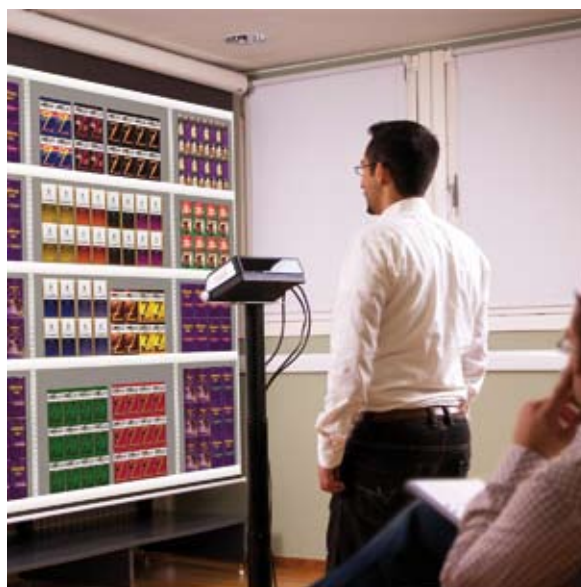
Thanks to the multiple versions of “eye-trackers” available and the continuous updating of new media, communication and technology, SR LABS is able to choose from the best technological solution, depending on the type of test and the environment in play.

In this way, one can always arrange the **testing environment (setting) “ecologies”**, ensuring the complete lack of invasiveness on the part of the users.



In case of graphical user interfaces associated with pc use, tests are “administered” by versions of eye-tracker integrated into a monitor. This will completely reproduced the normal context in which the interface is actually used.

User interfaces with which it’s not possible to interact through conventional interaction devices (monitor, keyboard and mouse) are tested for using a technology with different characteristics that records eye movements in any environment / context.



PHYSICAL SETTING

Test takes place in a test room carefully prepared. The subject-user is positioned in front of what you want to test, sitting at a PC workstation or standing in front of a shelf.

RELATIONAL SETTING

From time to time, depending on the needs of customer, define the nature of “intrusion” of the Expert during the course of the test.



Eye-Tracking: our strenght

SR Labs raises eye movements as a pivot user testing: their use makes the eye-tracking technology a valuable tool to overcome limits of traditional evaluation systems.

The strength of our tests with users through eye-tracking is given by:

- ▶ **low invasiveness;**
- ▶ possibility of **qualitative and quantitative analysis;**
- ▶ **objective measurements;**
- ▶ **elimination of some bias** due to the request information by an interviewer;
- ▶ **direct data on how creativity**(site, commercials, etc...) **is observed**, what is not seen, what attracts more attention, etc ..

And especially to have a great amount of data of various types, all collected simultaneously by the eye-tracking device, without other means of support.

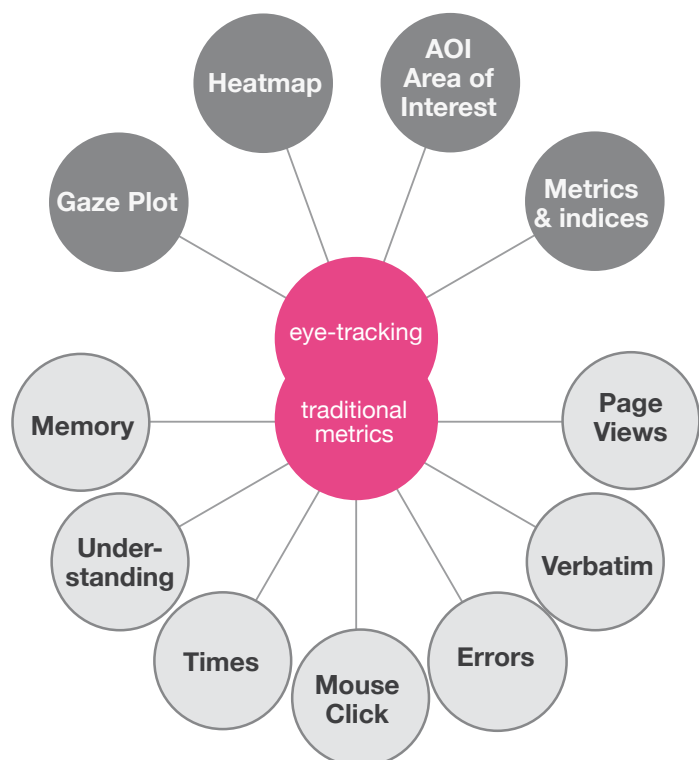
WHAT IS THE EYE-TRACKING

The eye-tracking is a method that allows you to record, analyze and interpret eye movements.

These movements represent a direct index of the distribution of attentional resources, thus the "reality perceptual" actually cultivated by an individual and therefore the effectiveness communication of the message.

The eye tracker is presented as a common monitor or, as a clips on, as very compact be matched to any screen or interface.

The technology is completely integrated and "hidden", allowing environmental compatibility and not so great invasive tests.





User testing with eye tracking: when?

You can do usability testing at any time of the design interface process. But earlier you do the test, higher is the saving of resources in terms of economic impact.

It can perform tests with users to meet different needs:

benchmarking tests

to compare the web site or the creativity with the major competitors on market;

testing of prototypes

to compare versions of the same web site/home page/creativity before put online/ on markets;

diagnostic tests

to find the biggest challenges of online web site or on market creativity before restyling.

User testing with eye tracking: why?

- ▶ Because increase the degree of ease of use of an interface in terms of learning, memory and especially usability allows loyalty customer / user and establish with him a real communicative relationship;
- ▶ Because only after observing and interviewing the user is it possible to understand why creativity / interface reaches its communicative purpose;
- ▶ Because the user is always right!
- ▶ Because creativity / interface should not only be good-looking, it should work too;
- ▶ Because the eyes of those outside the production process of a creative / interface are objective;



THE EYE-TRACKING COMPANY

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