srlabs®

THE EYE-TRACKING COMPANY

EYE-TRACKING
USABILITY, ADV & PACKAGING, DISPLAY E WAY-FINDING

Market Analysis Solution
BUSINESS UNIT

About Us

ESTABLISHED IN 2001, SR LABS IS THE FIRST ITALIAN LABORATORY THAT DOES ON-DEMAND EYE MOVEMENT ANALYSES

- It is a flexible and well-equiped research center; one of the few of its type in Italy, and one of the first in Europe.

- SR Labs took part in setting up Eye-Tracking labs at principal Italian and European universities

- The experience gained from scientific research and the medical sector allowed SR Labs to introduce the **Marketing & Usability** division to the market, which provides consultancies in the field of advertising and User-Experience.

- More than 40 clients have already benifited from the service and appreciated the objectivity, economical advantages and the quick delivery of the results and they implement Eye-Tracking in their standard procedures.

Eye-Tracking in Marketing & Usability research

In the field of Marketing & Usability research, Eye-Tracking offers a unique perspective to user experience and perception

The insights obtained are objective and operational, and they are based on factors of which subjects are not completely aware. For this reason, Eye-Tracking is considered a **complementary research method which can be integrated** with traditional methods, both qualitative and quantitative.

SR Labs offers its knowledge and experience in the field of communication and cognitive psychology to understand which elements of an interface, a product or a scene attract the user's attention and favor the use or purchase.
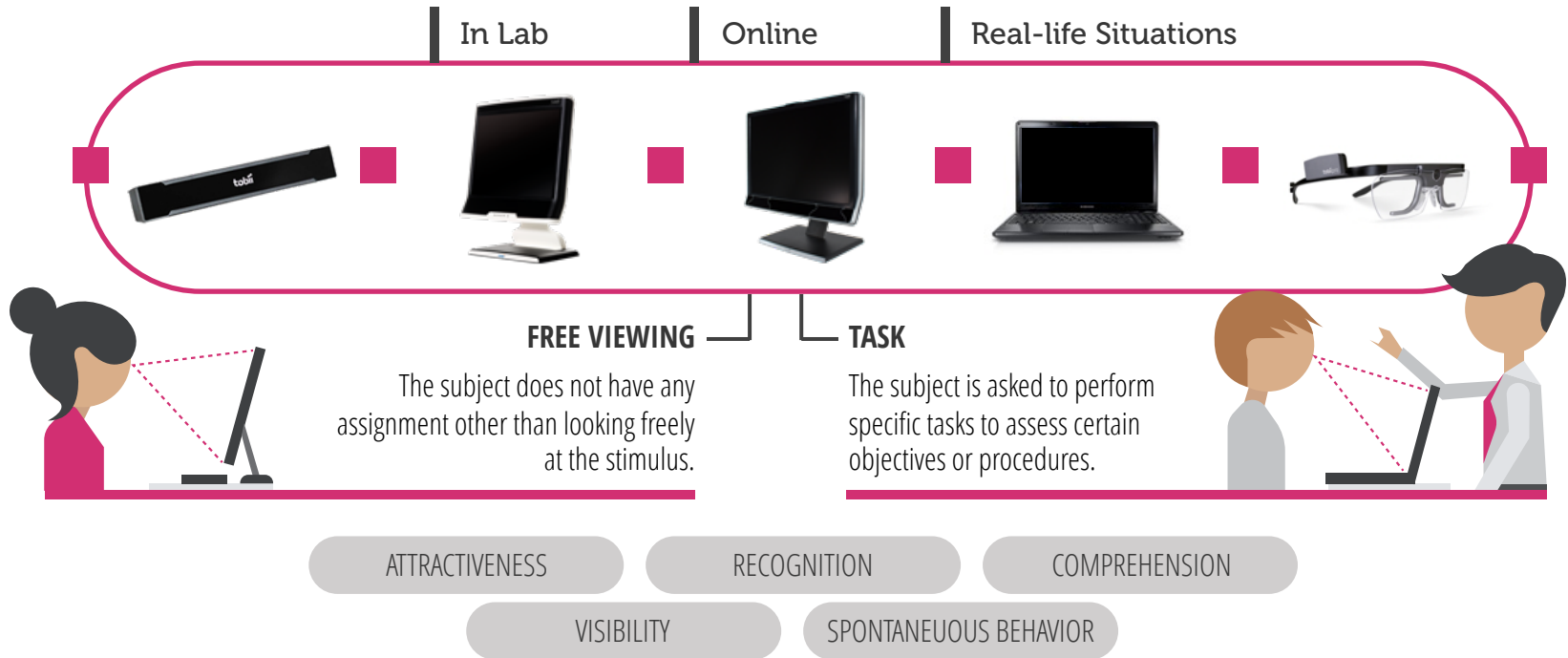
By proposing **adaptable test settings**, SR Labs is able to cover a wide range of research objectives.
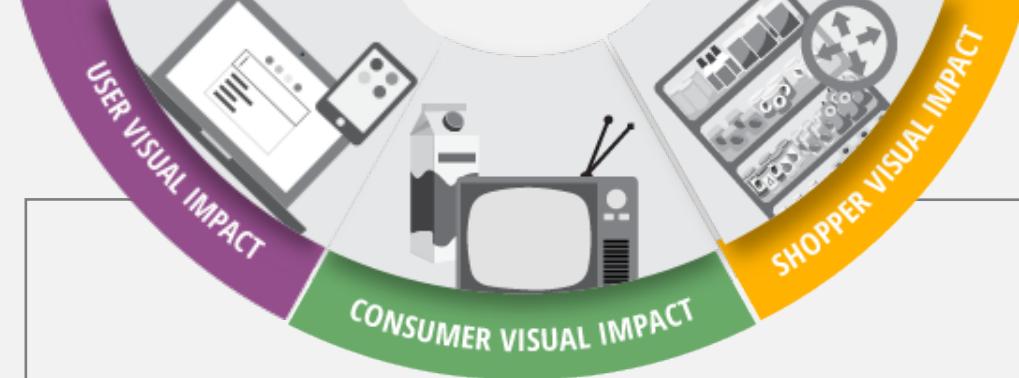
EYE TRACKING

ADAPTABILITY IN DIFFERENT SETTINGS

SR Labs has a wide range of eye trackers and is able to offer the best technological solutions for all test types.

Thus, it is always possible to prepare highly 'ecological' settings, ensuring a completely non-invasive situation.

In Lab | Online | Real-life Situations

FREE VIEWING

The subject does not have any assignment other than looking freely at the stimulus.

TASK

The subject is asked to perform specific tasks to assess certain objectives or procedures.

ATTRACTIVENESS   RECOGNITION   COMPREHENSION

VISIBILITY   SPONTANEUOUS BEHAVIOR

Products

USER VISUAL IMPACT

CONSUMER VISUAL IMPACT

SHOPPER VISUAL IMPACT

What is it?

User interaction with an interface

Visability, attractiveness and effectiveness

Consumer behaviour in real-life

Application examples

- Website
- App & Web App
- User Interface

- Category & Shelf Test
- Showcase & display
- Wayfinding

- Pack Test
- Print & Digital ADV
- TV Commercials

Advabtages

OBJECTIVE

RAPID

ECONOMICAL

QUALITATIVE & QUANTITATIVE

USABILITY & UX TEST

WHAT IS IT?

Monitoring and analysis of every aspect of **human-interface interaction**: how it is perceived, understood and used.

WE PLAN AND CARRY OUT AD HOC TESTS RESPONDING TO DIFFERENT OBJECTIVES:

SET UP

DESKTOP

MOBILE

ONLINE

Testing the **ease-of-use** of the **user interface** and how much it is comprehensible.

Comparing different versions of an interface to understand which one is the most effective and efficient (AB test).
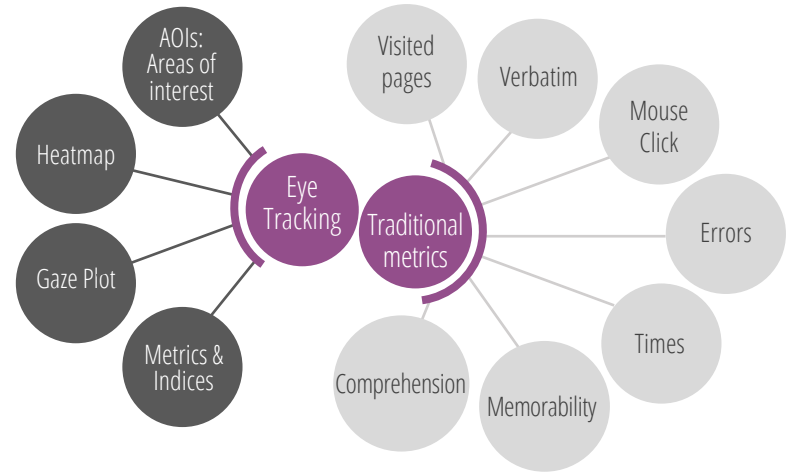
Accurately identifying **usability errors**.

Evaluating the **effectiveness of element arrangement** in a template.

Evaluating the **look & feel** and the **perception** of an interface

USABILITY & UX TEST

BENEFITS OF EYE-TRACKING

In addition to traditional information from interviews and questionnaires, Eye-Tracking enables us to **record**, analyze and interpret eye movements.

Eye Tracking
- AOIs: Areas of interest
- Heatmap
- Gaze Plot
- Metrics & Indices

Traditional metrics
- Visited pages
- Verbatim
- Mouse Click
- Errors
- Times
- Memorability
- Comprehension

Identifying **distracting elements** that slow down or complicate the interaction process.

Test the **visibility of crucial elements** from a functional and/or commercial point of view.

Evaluating emerging **exploration paths** in order to optimize UI performance.

OUTPUT

USABILITY & UX TEST

CASE STUDY

SCOPE
Analyzing the 'look & feel' and usabilitiy of the Vodafone landing page, with particular focus on the entire sign-up process.

STRATEGY
Usability testing and UX examination using Eye-Tracking methodology: Recording behavioral data, task-completion time, mouse clicks and eye movements from different types of users.

RESULTS
Analyses of the visual impact and communicative effectiveness of the page and the identification of the areas with the greatest power of attraction (e.g. distractors). Identification of the points of strength and weakness of the interface. This test made it possible to identify the critical steps of the process and to redesign the page based on what was observed.

PACK & ADV TEST

WHAT IS IT?

Assessment of the **visual impact** of the design through the eyes of the consumer. A detailed analysis of how a product can affect the **attention of the consumer.**

WE PLAN AND CARRY OUT AD HOC TESTS RESPONDING TO DIFFERENT OBJECTIVES:

SET UP

DIGITAL CONTENT

REAL OBJECTS

ONLINE

Understanding which elements of the product attract attention the most and assess their **coherence with communication aims.**

Identifying the typical **exploration paths** of the different design areas.

Identifying the crucial **elements** which seem to be **invisible to the user** from a commercial point of view.

PACK & ADV TEST

BENEFITS OF EYE-TRACKING

Eye-Tracking enables us to collect a variety of data related to **exploration and attentional behaviors** that are mostly **spontaneous** and difficult to verbalize.

Make the impact of visual communication **objective and quantifiable**.

Understanding the **communicative value** and the **attractive characteristics** of individual elements that make up the message itself and, eventually, improving it.

Get indications about the **visibility** and **recognizability** of a product placed in a **competitive context**.

OUTPUT

PACK & ADV TEST

CASE STUDY

SCOPE
Comparing different design proposals for the new Liquigas campaign. Analyzing the visual impact and exploration mode, giving rise to different images and different layout solutions.

STRATEGY
Several Liquigas designs were presented to a sample of potential users while tracking the gaze behaviors with eye trackers.

RESULTS
It was possible to verify how different layouts can influence attention and exploration paths of the same image and, as a consequence, the communicative effectiveness. Therefore, the design which led to best performance was chosen.

SHOPPER EXPERIENCE

WHAT IS IT?

Monitoring and analysis of the **perception and exploration of a real-world environment.** Accurate and detailed assessment of how the consumer moves in a real context and measurement of the **visual and explorative experience** together with the **interactive experience of a purchase.**

WE PLAN AND CARRY OUT AD HOC TESTS RESPONDING TO DIFFERENT OBJECTIVES:

SET UP

REAL WORLD

Full understanding of the determining factors of the **Shopping Experience.**

Evaluating the efficiency of **visit paths,** effectiveness of **signage, POP material** and accessibility of the structural and **promotional elements.**

Considering the influence of the **relational context:** interaction with the sales staff, partners and other users, etc.

PACK & ADV TEST

BENEFITS OF EYE-TRACKING

■ Thanks to Eye-Tracking it is possible to accurately record **subjects' point-of-view** and to know **exactly** which elements can influence their decision process.

■ Highlight and remove the **critical issues** that hinder and **confuse the consumer**.

■ Reinforce **Trust Signals** and improve the clarity of **Signage System**.

■ Assess the **impact** of all **marketing and communication initiatives** in the environment.

■ Optimize touchpoints between the brand and the consumer

OUTPUT

PERCEIVED TOOL OF COMMUNICATION

IGNORED TOOL OF COMMUNICATION
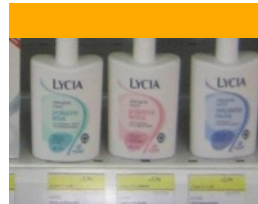
PACK & ADV TEST

CASE STUDY

IN **PACK**   WITHOUT **PACK**

SHELF TEST: Product Visibility
CLIENTE: Lycia

SCOPE
Determining the best display for the Brand Target products; comparing 2 exhibition alternatives: Product in pack Vs product without pack.

STRATEGY
Mobile Eye-Tracking methodology. Eye movements were recording using Eye-Tracking glasses from different types of shoppers who performed buying choices in a lab supermarket.

RESULTS
By monitoring the entire shopping trip at the cleansers shelf, the influence of the different exhibition modes of the target product was estimated. The different display does not produce a significant change in their purchase behavior, however it influences the perceptual behavior of the customer. More specifically, the product without pack has lower recognizability and customers need more fixations to understand which product it is. This results in cognitive fatigue.

Market Analysis Solution

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