Powerful combination
In-context technology and smartphone eye-tracking

Room 3 | 11:30 am - 12:00 pm

Thursday, July 21, 2022

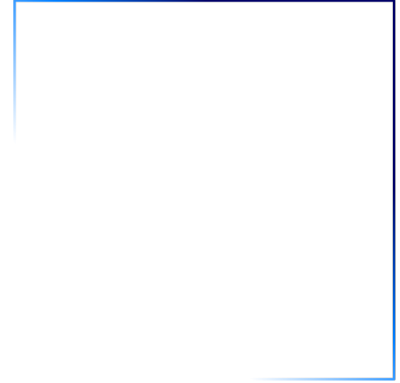Philipp Reiter

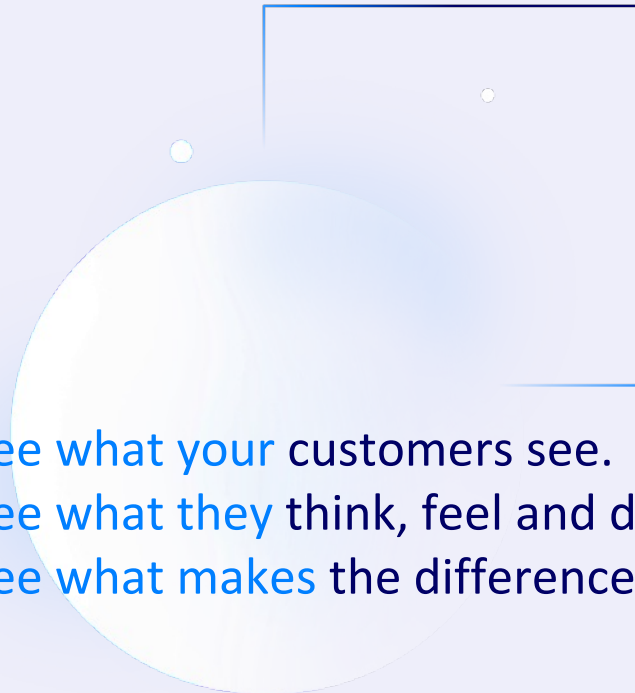The art of combining smartphone eye-tracking and live in-context experiments.

Human
Experience
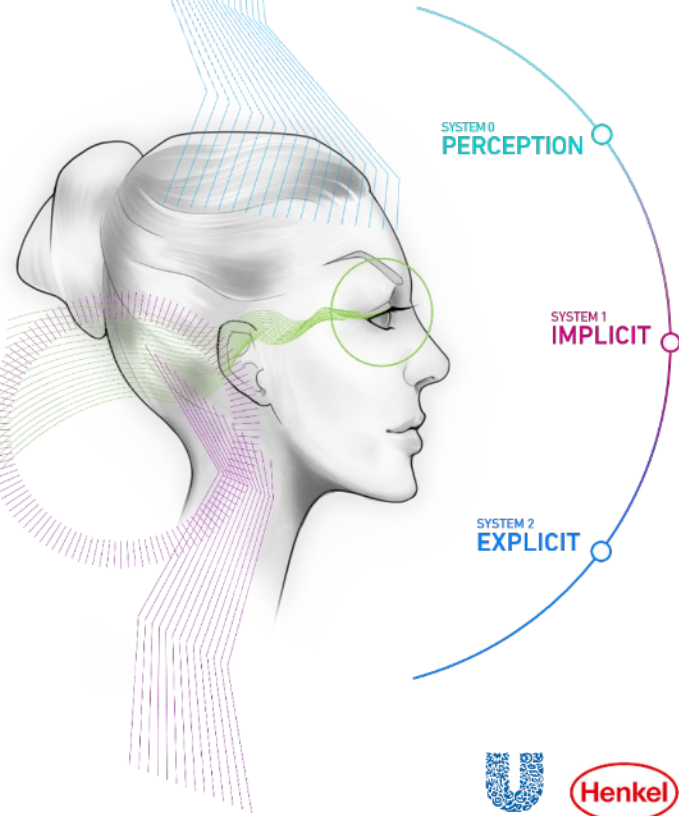Research

See the Experience

See
the
Experience

See what your customers see.
See what they think, feel and do.
See what makes the difference.

SEE THE EXPERIENCE

eye square is a psychology-based research provider.

Understanding **Human Experience** in all it's varieties from implicit to conscious is a great challenge.
We help our clients to understand what humans **feel**, **think and do** – to **see the experience**.

We combine **psychological** know-how and cutting-edge **technology** to offer the most innovative research approaches.

We call that **Human Insight Technologies**.

Eye Square Global Research

User Experience, Brand & Media, Shopper Research since 1999
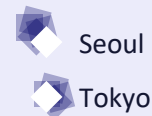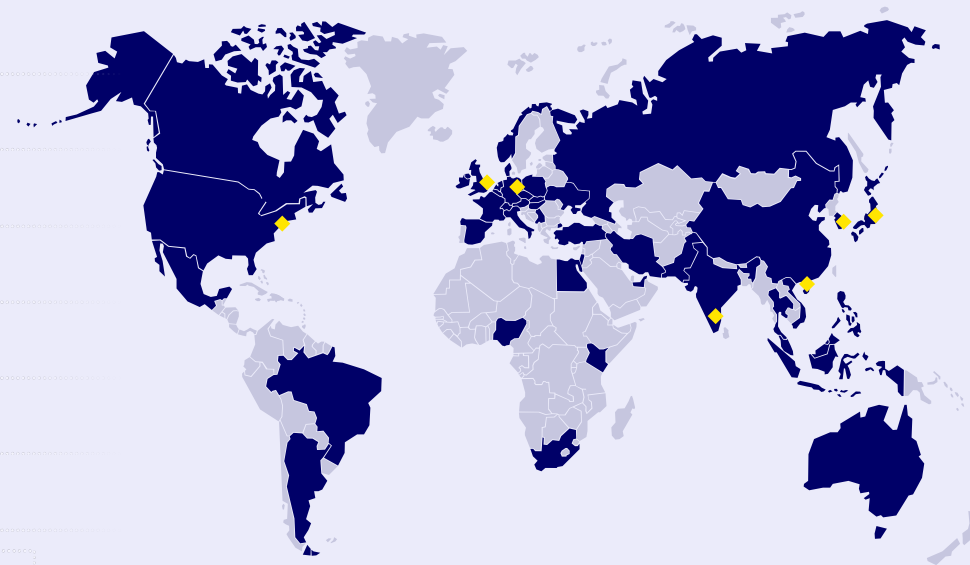
Offices in 6 countries

82 Consultants

300+ renowned customers worldwide

Extensive global benchmarks of implicit data

Innovation leader: Groundbreaking software (US patented)

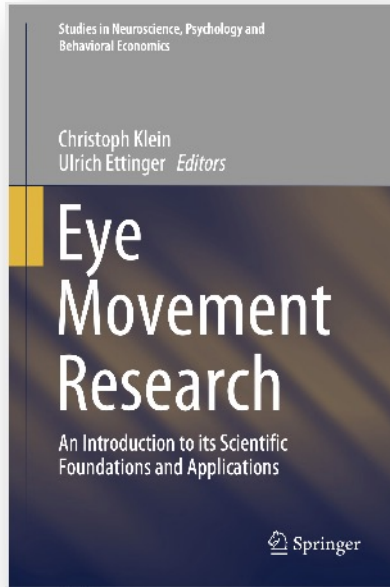Licensing software to 8 out of the top 10 GRIT listed companies

Berlin   London   Hong Kong   Seoul

New York   India   Tokyo

System0 Smartphone Eye-Tracking

Human Experience

System 2
Explicit

Human
Experience

System 1
Implicit

System 0
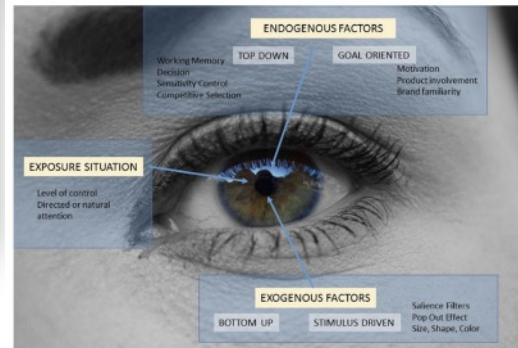**Perception**

System0

Fig. 19.2 Three factors influence consumer attention, according to Wedel and Pieters (2008a, b)

Eye movement research is often regarded as one of the most important complementary methods in the neuromarketing toolset (de Oliveira Joaquim dos Santos, Caldeira de Oliveira, Rocha, & Giraldi, 2015). This is because eye movements and, consequently, **visual intake are temporal preconditions of most subsequent neural processes**. **Therefore visual attention is regarded a universal prerequisite of the effectiveness of all marketing efforts.**
Visual attention is a necessity for most of the further information processing in the brain. We are primarily visual beings and live in a highly visual environment (Horsley, 2014). Furthermore, perception is not solely defined as the passive information processing of our surroundings but rather seen equivalent and directly linked with our actions (Tatler, 2014).
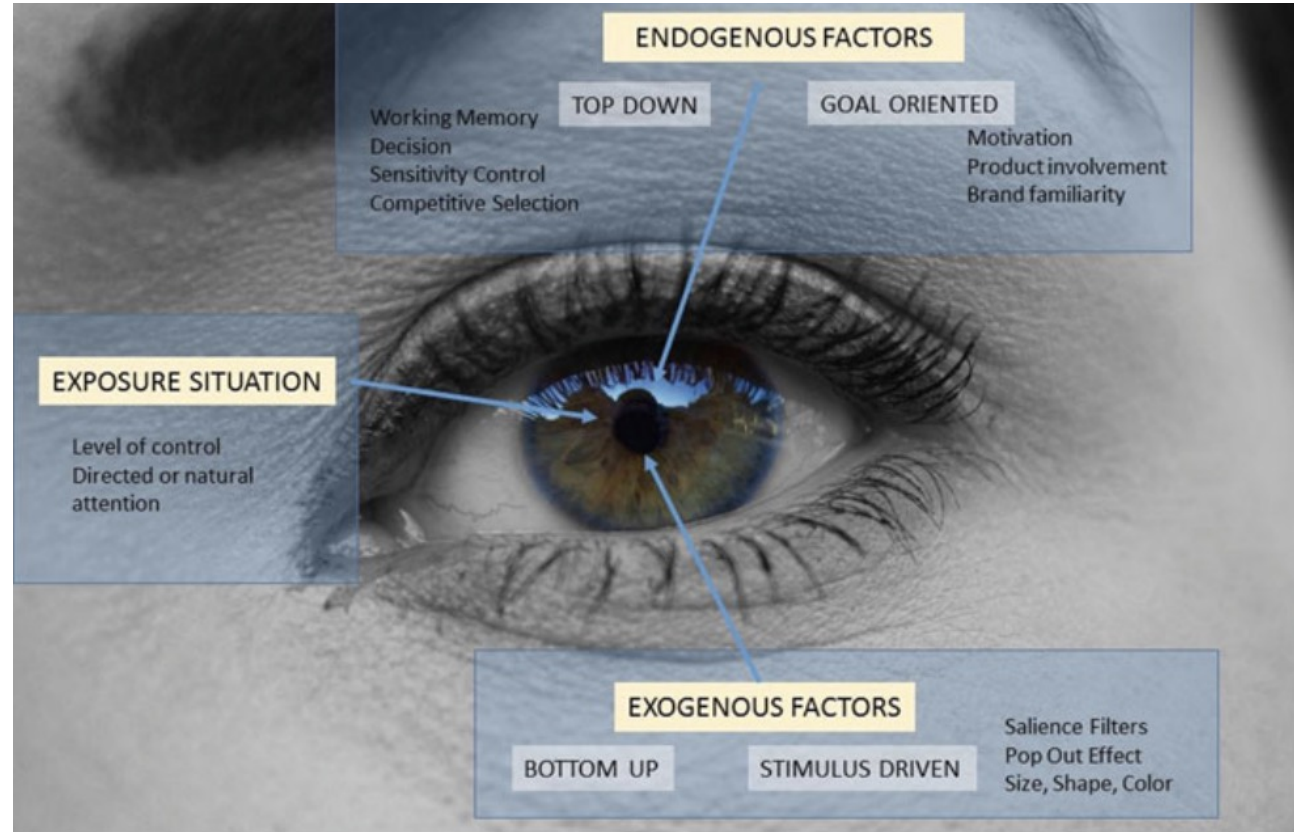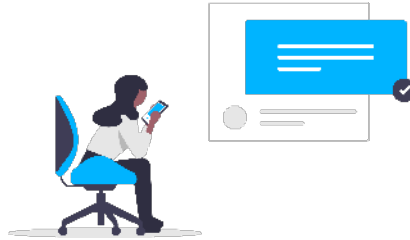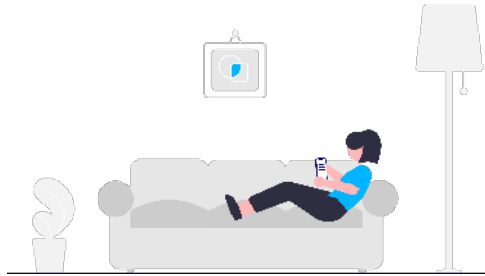
3 factors
that influence consumer attention

Fig. 19.2 Three factors influence consumer attention, according to Wedel and Pieters (2008a, b)

Smartphome eye-trakcing
How it works

Any Android or iOS device

See real consumer behavior on personal devices. Users and consumers can participate in settings that normally would not have been possible for eye-tracking research.

Get your results fast!

No long waiting time since all recordings can be simultaneously, even in different languages and countries.
Quality control and analysis are prepared beforehand so that the results can be accessed immediately.

Eye-tracking data enriched

Combining implicit methods and in-context technology environments like amazon, Instagram or YouTube sandboxes make eye-tracking live up to its' best.
Effects can be measured and compared automatically over groups and designs instantly.

Research flow
quantitative sample

Step 1:
Screener

Step 1.5:
Calibration

Step 2:
Shopping Task

Step 3:
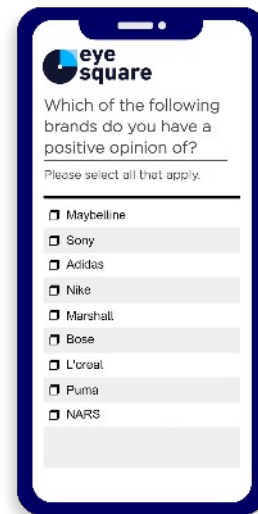Post-Questionnaire

Pre-questionnaire insures that only the right participants will join
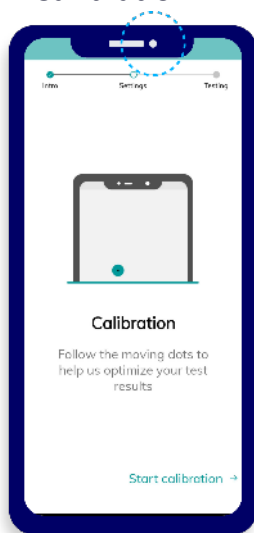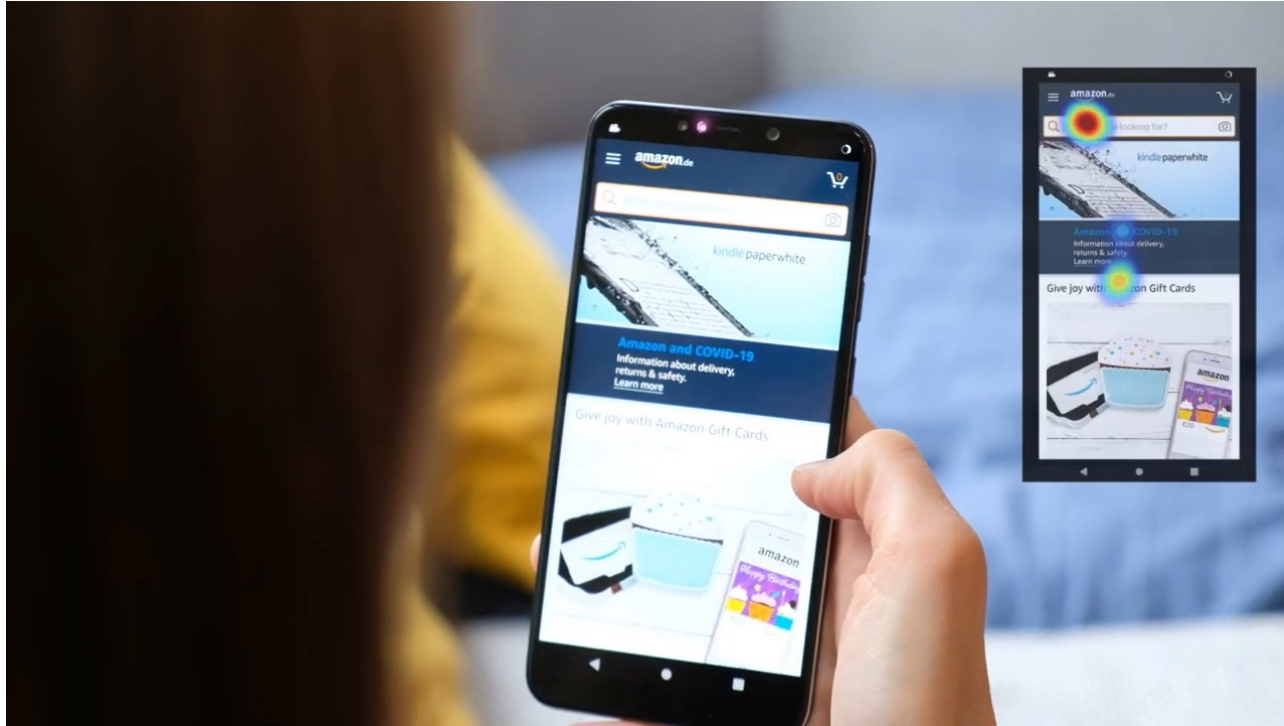
Quality control means live online calibration check
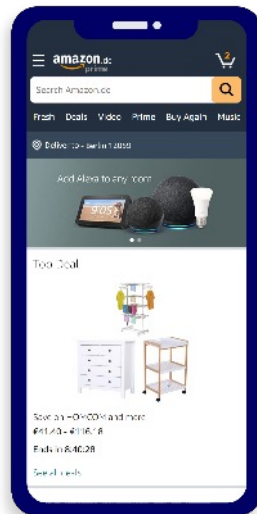
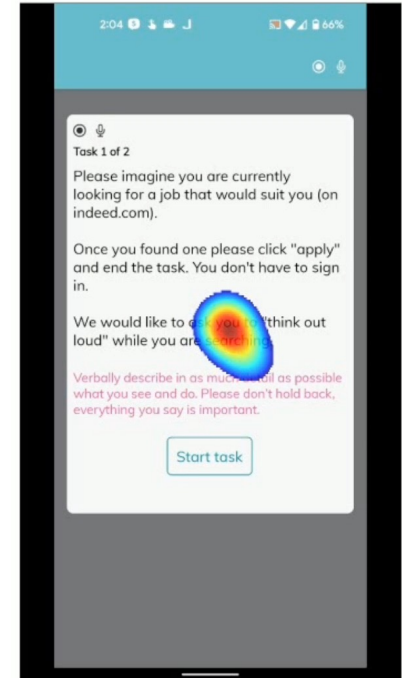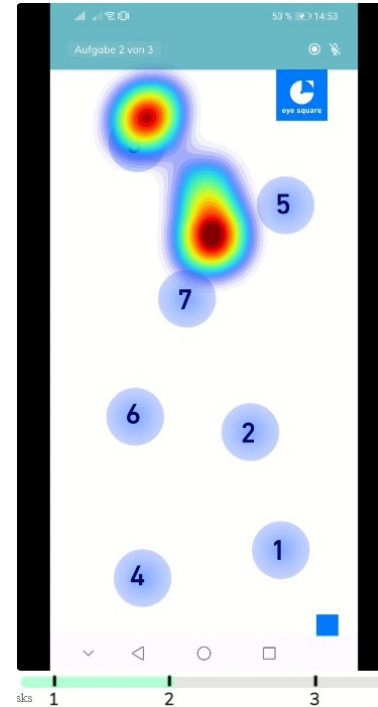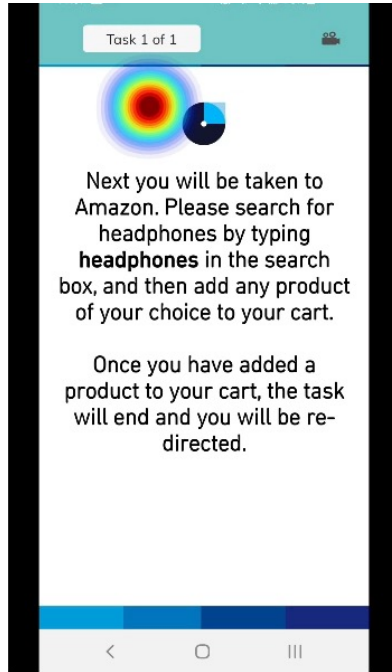Task in natural environ-ment without recording of personal data

Questionnaire with Recall and Recognition and additional options

At-home smartphone eye-tracking

Eye-tracking
on smartphones examples

In-context
media research

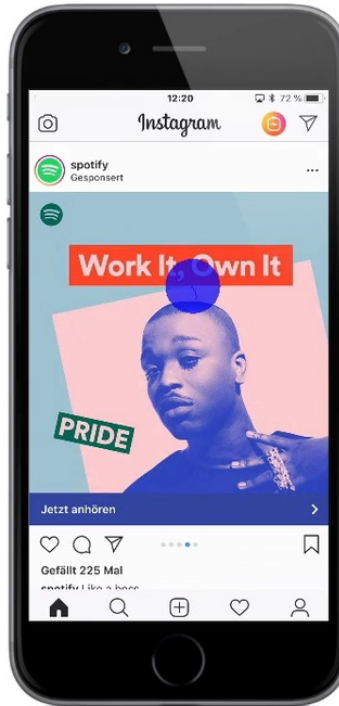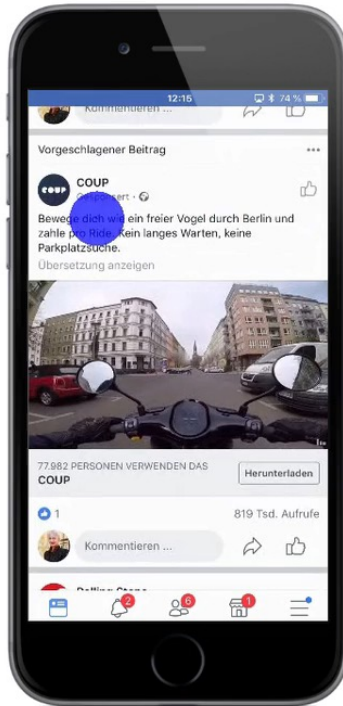## best of both worlds experimental control and natural context.

In Context Research enables valid product and ad tests in popular media contexts like Amazon, Instagram and YouTube.

eye square
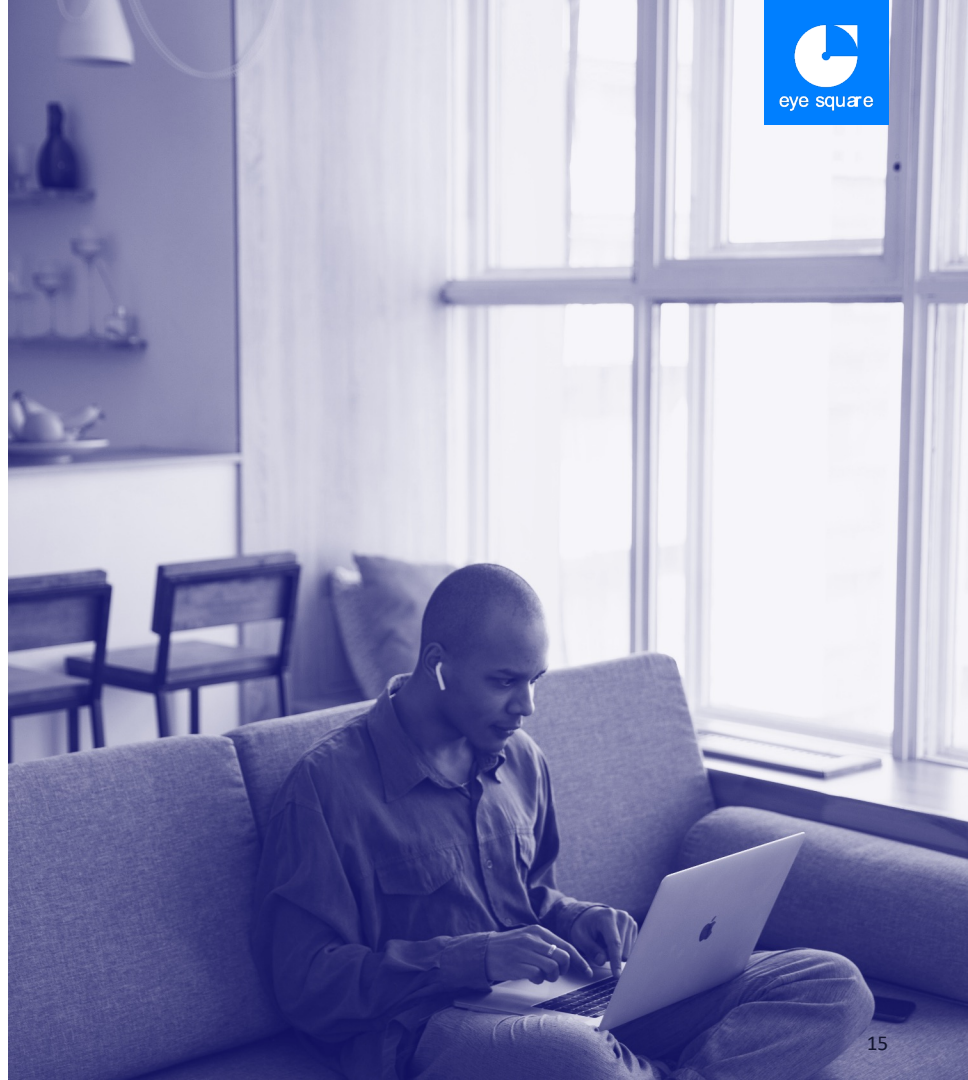
Media research
in-context ethnographic with facebook
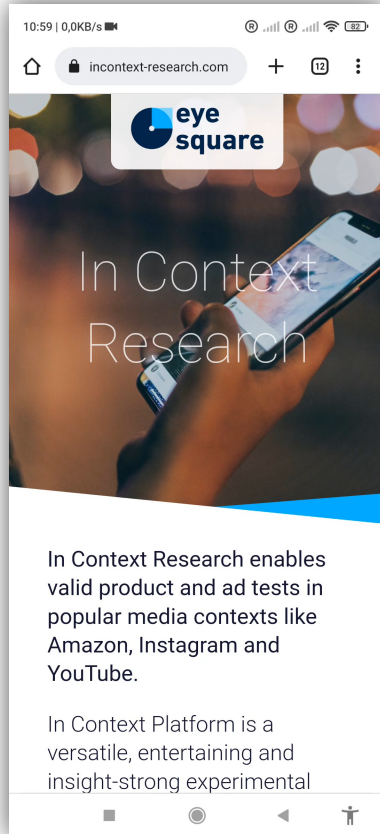
Media
Pre Testing
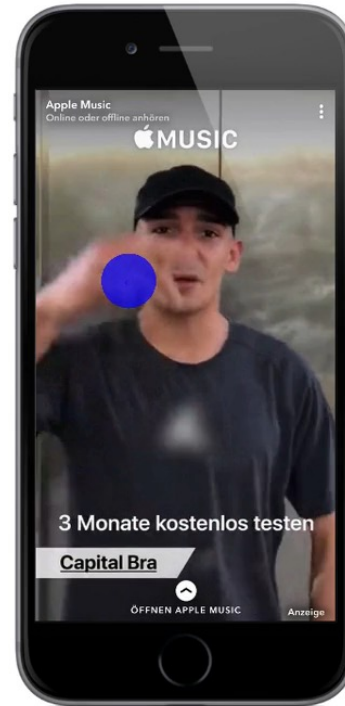
In-Context Media Research
Portfolio

Twitter

Instagram

Snapchat

Facebook

YouTube

Amazon

Video on Demand

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In-Context Media Research
Media pretesting in safe browser environments

Please visit incontext-research.com on your mobile phone and see how realistic the browser environments feel.

https://incontext-research.com/

Demo links:
Instagram Reels (mobile)
Instagram Newsfeed (mobile)
Instagram Stories (mobile)
Instagram Influencer (mobile)

In-context
e-com research

best of both worlds experimental control and natural context.
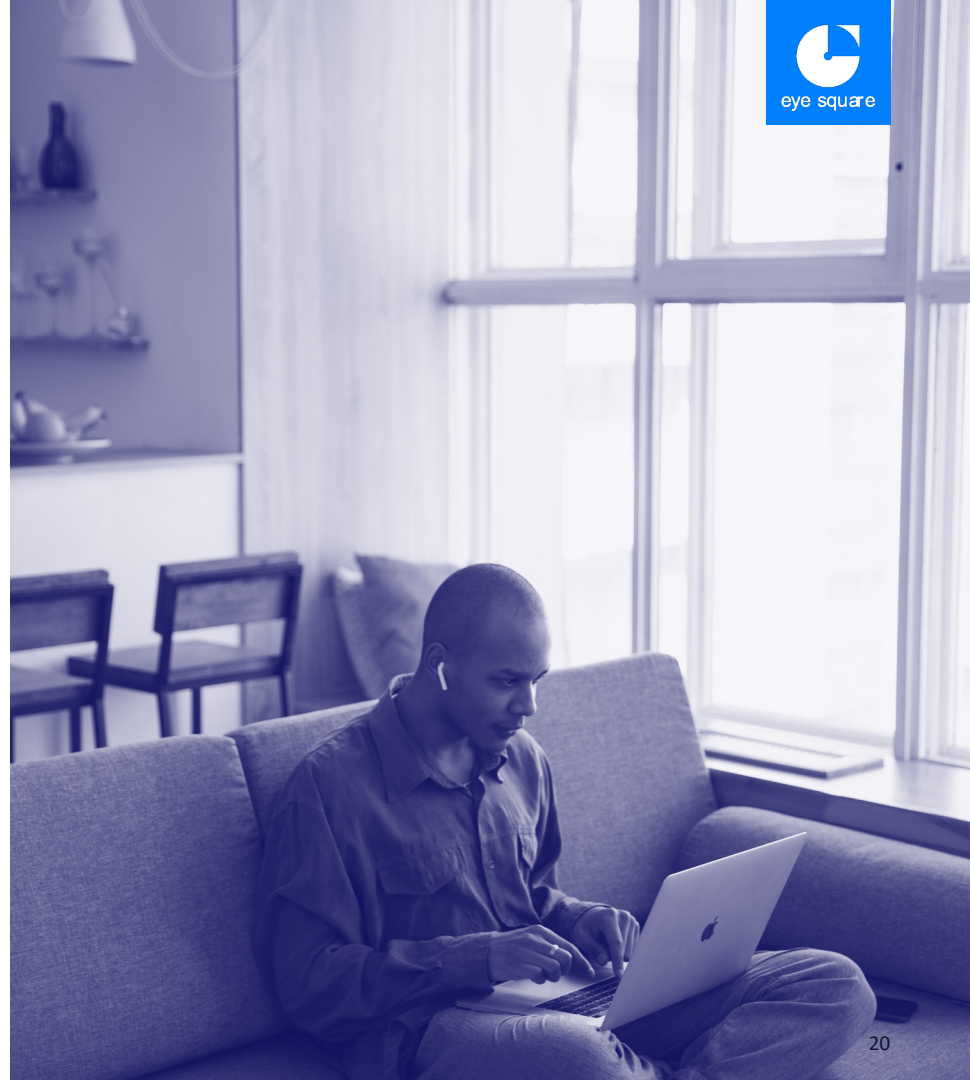
E-commerce
in-context solutions
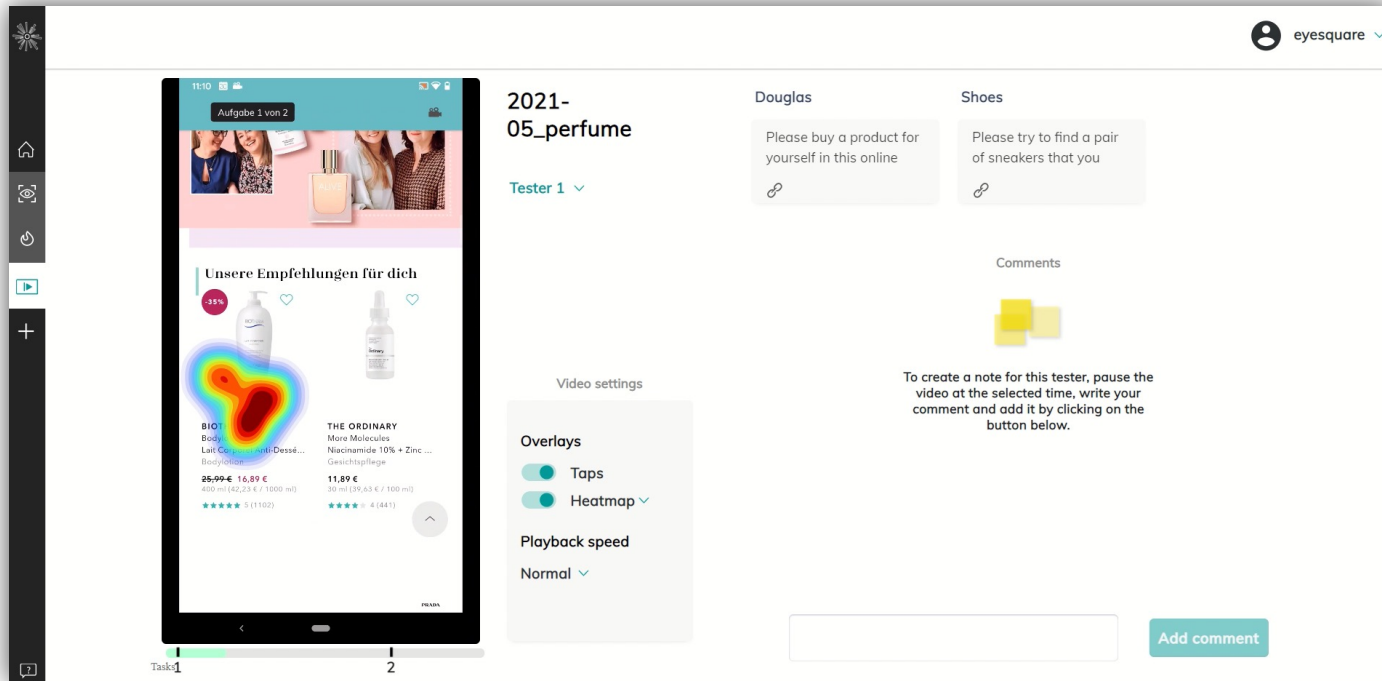
Test in these online store replications

E-commerce
A/B testings
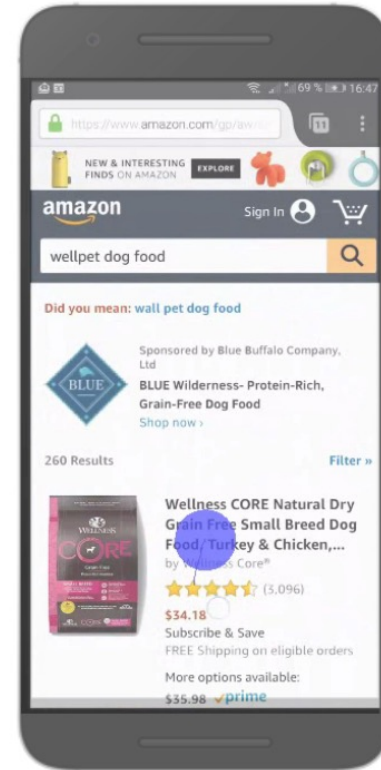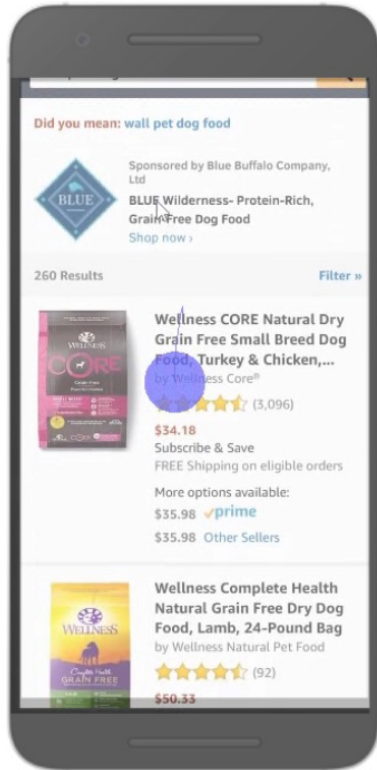
E-commerce
example recordings

´Social Media Ads

Optimize content for the channel

A video ad should be optimized for Instagram in this case. The first seconds are crucial to draw attention.
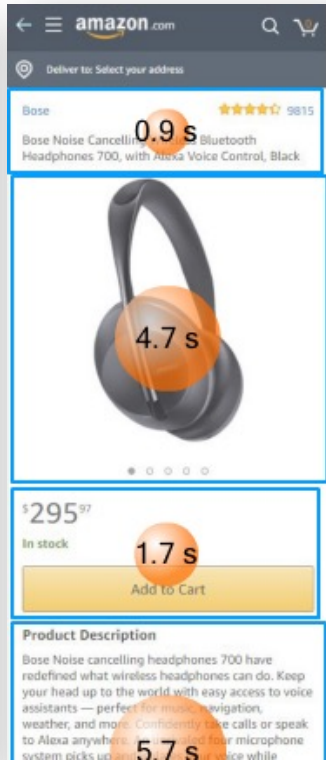
Average view time

The first impression of an ad or video counts and determines the duration of the visit and whether the gaze returns.

Showing brand and product

Especially for newer products the time a product is displayed can be crucial.

Amazon ads and PDPs

Above the fold is key
Less than 10% of FMCG shoppers scroll any of the enhanced content below the fold into view.

Visualizations are crucial
Use big, clear images and connect to visual triggers shoppers know.

Optimizing Product Detail Page
Focus on product benefits on the PDP.

Summary

☑ **Fast and easy study implementation:**
No complex lab set-up needed

☑ **Valid data and privacy-friendly approach**

☑ **The most natural context for research on**
mobile sites and apps

☑ **Allows for a combination of eye-tracking and**
InContext testing solutions
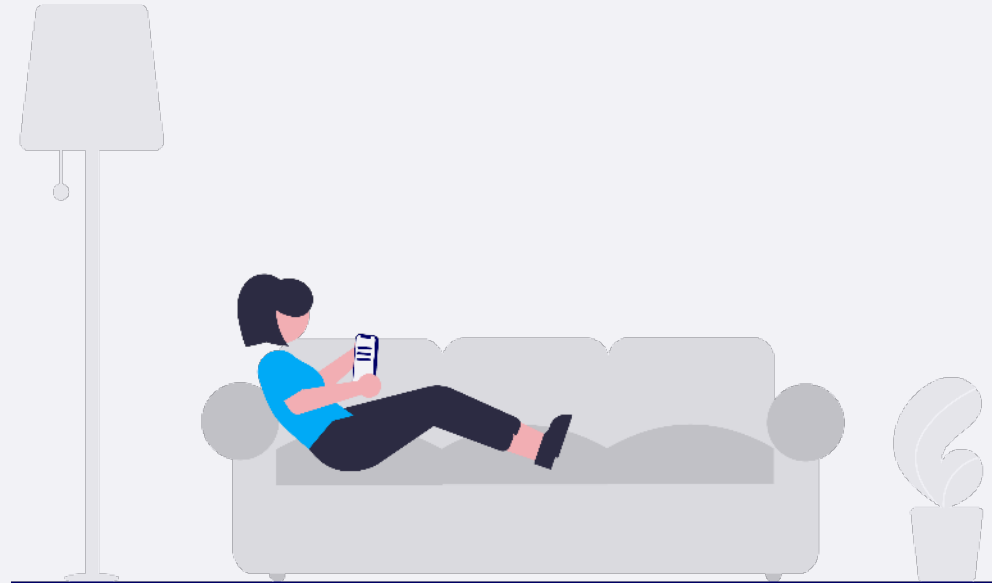
https://www.eye-square.com/en/whitepaper-fast-bold-beautiful/

Thank You

Want to learn more?

reiter@eye-square.com