Smartphone Eye-Tracking Case Study
What is every market researcher's dream?

Exploring the powerful combination of smartphone eye-tracking with in-context testing solutions.

In an eye square and Oculid partnership 100 US participants were invited to record data on their personal smartphones at home to explore different usage scenarios.

“Bringing humans and machines closer together to understand the experience is our goal”

Michael Schiessl
Utilizes an effective combination: smartphone eye-tracking software from our partner, Oculid, and our own real InContext Research and eye-tracking analysis

**Proof of concept:** high eye-tracking accuracy and low drop-out-rate

- Advertising on Instagram
- Mobile shopping on Walmart

**100 respondents** across the United States

**Duration per test:** 3–5 minutes

**Duration:** fielding 2 days, analysis 3 days

**Case study facts**

100 Participants

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- **3-5 minutes** duration per test
- **2 days** duration for fielding
- **3 days** duration for analysis

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Why eye-tracking on mobile devices matters

Social media is increasingly relevant for both advertising and online shopping.

Americans spend 200+ minutes every day on social media.

66%* of all searches happen on mobile phones.

Eye-tracking provides insights on why your customers act, not just how.

*Source: https://www.semrush.com/blog/mobile-vs-desktop/
How will our approach benefit you?

Natural settings
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.
Everyone's privacy is important to us

- Research designed to protect privacy.
- Automated & anonymous analysis.
- Full transparency for users.

Privacy by design

GDPR compliance means transparency for the users and full control over their data. If voice is recorded or the screen recording uploaded this data will be stored only for analysis and will be deleted according to GDPR regulations.

eye square avoids any personal logins or feeds and uses sandbox environments that simulate personal media like Facebook or Instagram.
How our process works

**Step 1:** Screener
- Pre-questionnaire insures that only the right participants will join

**Step 1.5:** Calibration
- Quality control means live online calibration check

**Step 2:** Shopping Task
- Task in natural environment without recording of personal data

**Step 3:** Post-Questionnaire
- Questionnaire with Recall and Recognition and additional options
How does eye-tracking create value?

Eye-tracking is ideally recorded in a natural setting and environment. Eye-tracking helps decision makers to understand why a product, an ad or a claim works better compared to another.

Ad Research

Live A/B test experiments in various contexts like Instagram, YouTube, Twitter and many more.

Shopper Research

All aspects of products related research questions like package, price, search, category can be focused on our Amazon testing platform.

UX Research

Qualitative recordings of prototypes, design evaluations and thinking aloud as well as larger samples for benchmarking are possible.
E-commerce results

Key Takeaways:

With eye-tracking A/B tests we understand why certain elements work better

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.
Ad research results

Key Takeaways:

With eye-tracking A/B tests we understand why an ad stands out and which parts of the video ad draw the consumers’ attention.

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.
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
Interested in eye-tracking for your company?

We look forward to hearing from you!

In the meantime, check out our other online methods

Contact us now

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MADELEINE MAKARANETS
Research Consultant

PHILIPP REITER
COO & Partner
See what your customers see.
See what they think, feel and do.
See what makes the difference.