



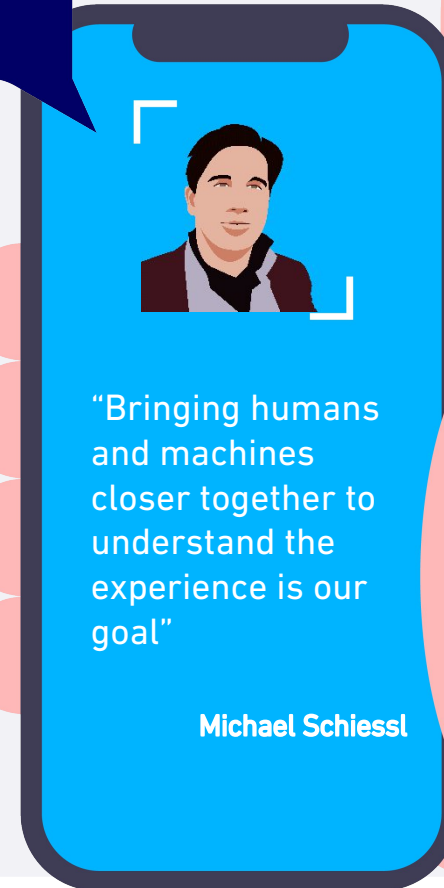
## Smartphone Eye-Tracking Case Study



# 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

# Case study facts



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**

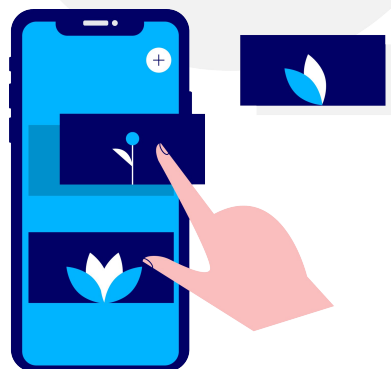
# Why eye-tracking on mobile devices matters



Social media is increasingly relevant for both advertising and online shopping



Americans spend **200+** minutes everyday on social media

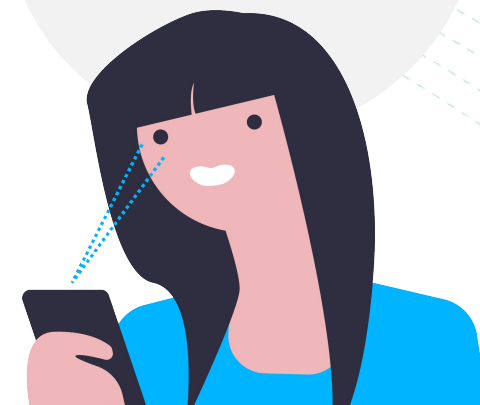


**66%\***

Of all searches happen on mobile phones

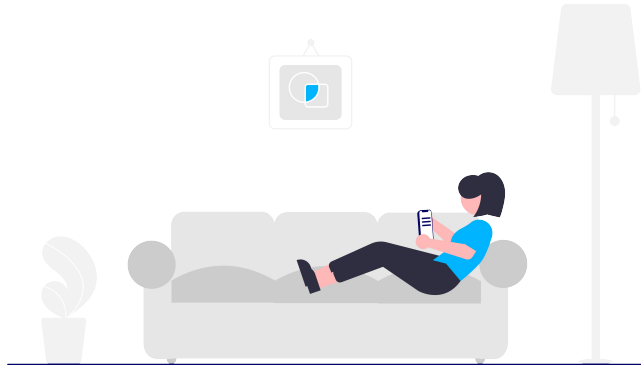


Eye-tracking provides insights on **why your customers act**, not just how



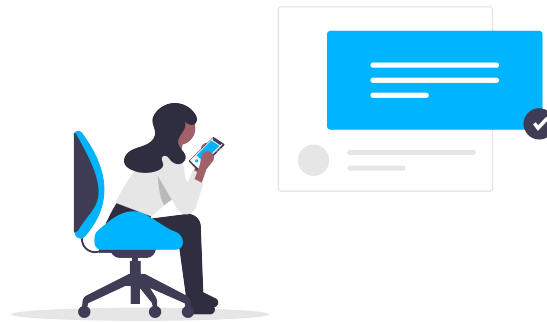


# How will our approach benefit you?



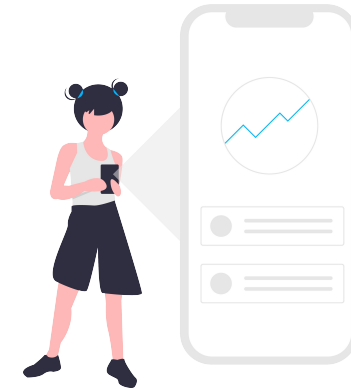
## Natural settings

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!

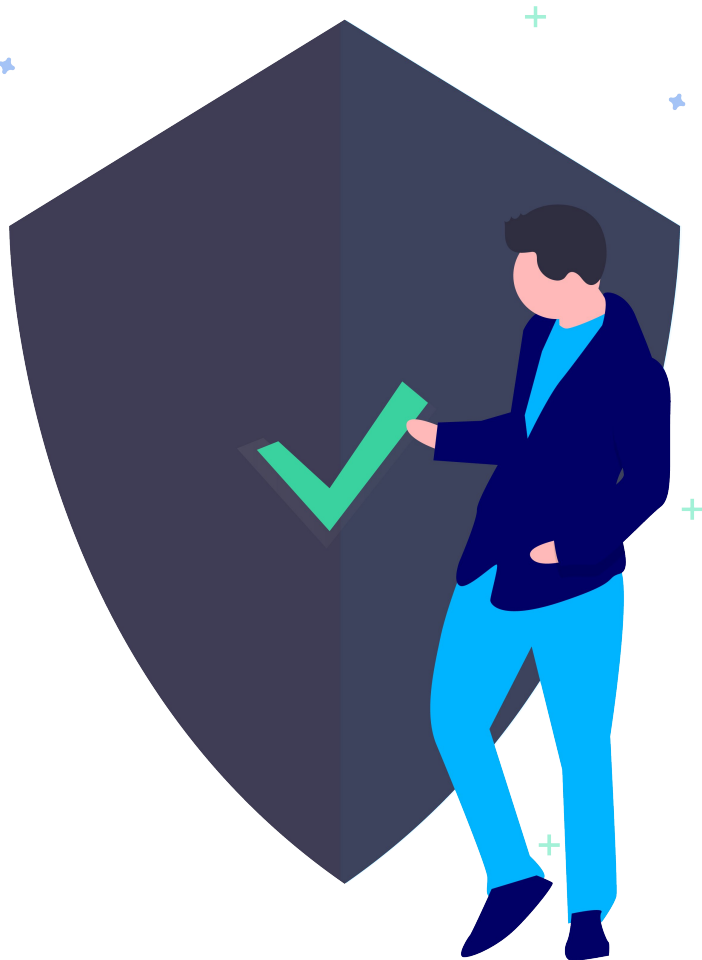
No long waiting time since all recordings can be simultaneously, even in different languages and countries. Quality control and analysis are prepared beforehand so that the results can be accessed immediately.



## 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.

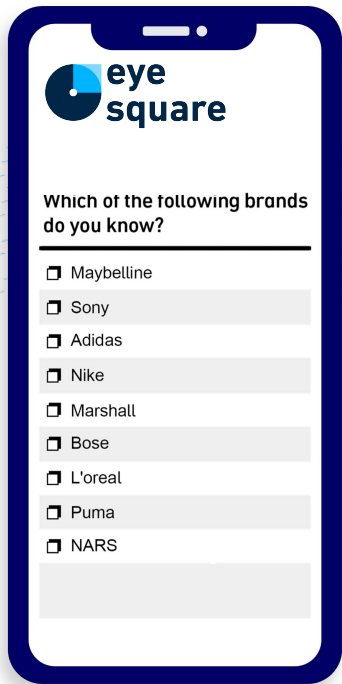
## Privacy by design

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.

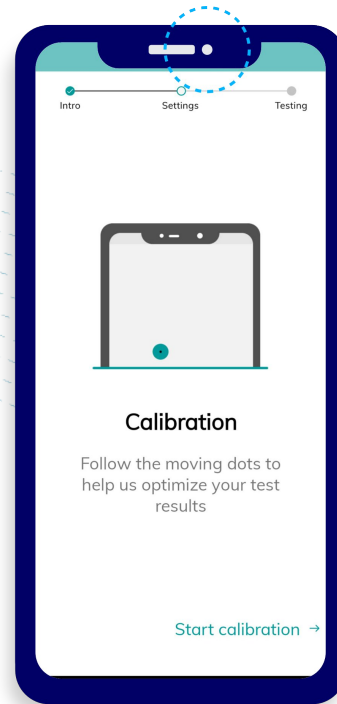
# How our process works

## Step 1: Screener



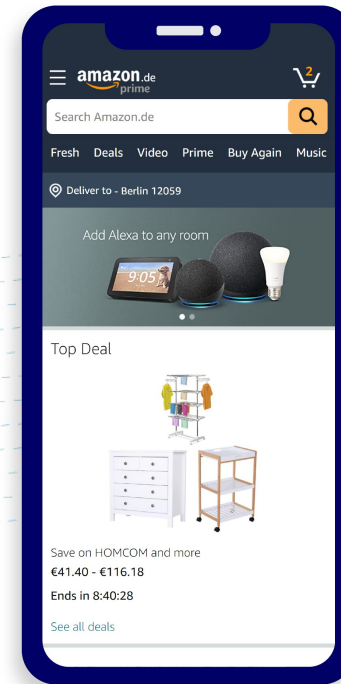
Pre-questionnaire  
insures that only the  
right participants will join

## Step 1.5: Calibration



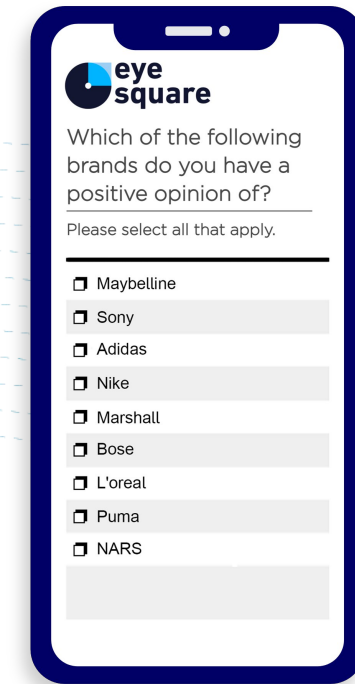
Quality control  
means live online  
calibration check

## Step 2: Shopping Task



Task in natural environ-  
ment without recording  
of personal data

## Step 3: Post-Questionnaire

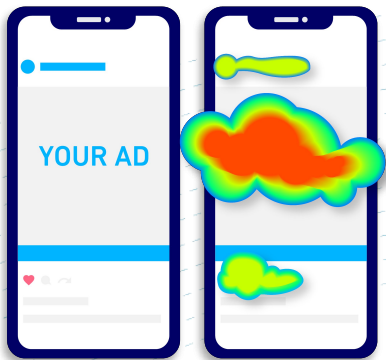


Questionnaire with  
Recall and Recognition  
and additional options

# 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



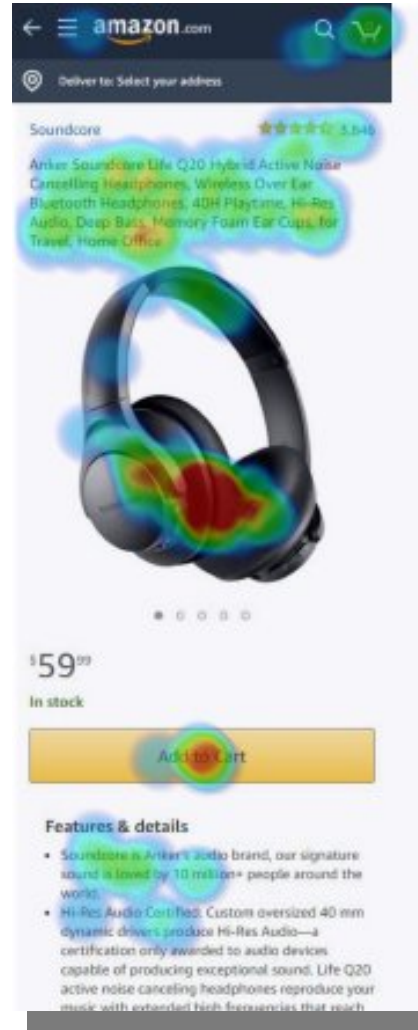
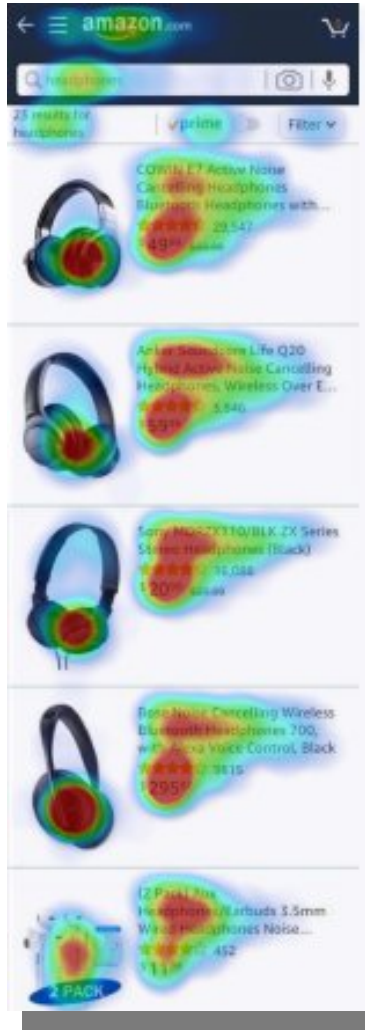
All aspects of products related research questions like package, price, search, category can be focused on our Amazon testing platform.

## 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.

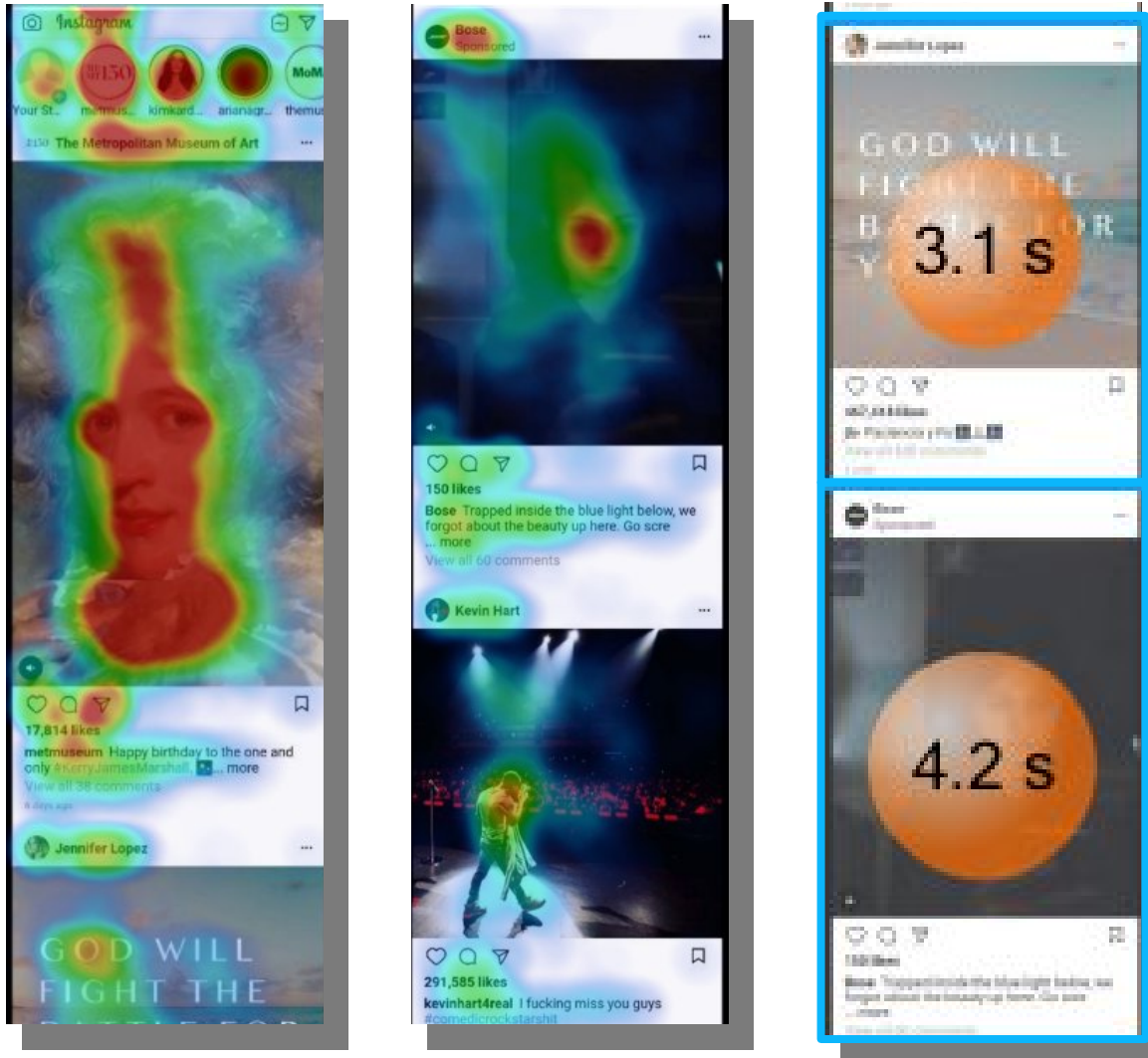
### Visualizations are crucial

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.

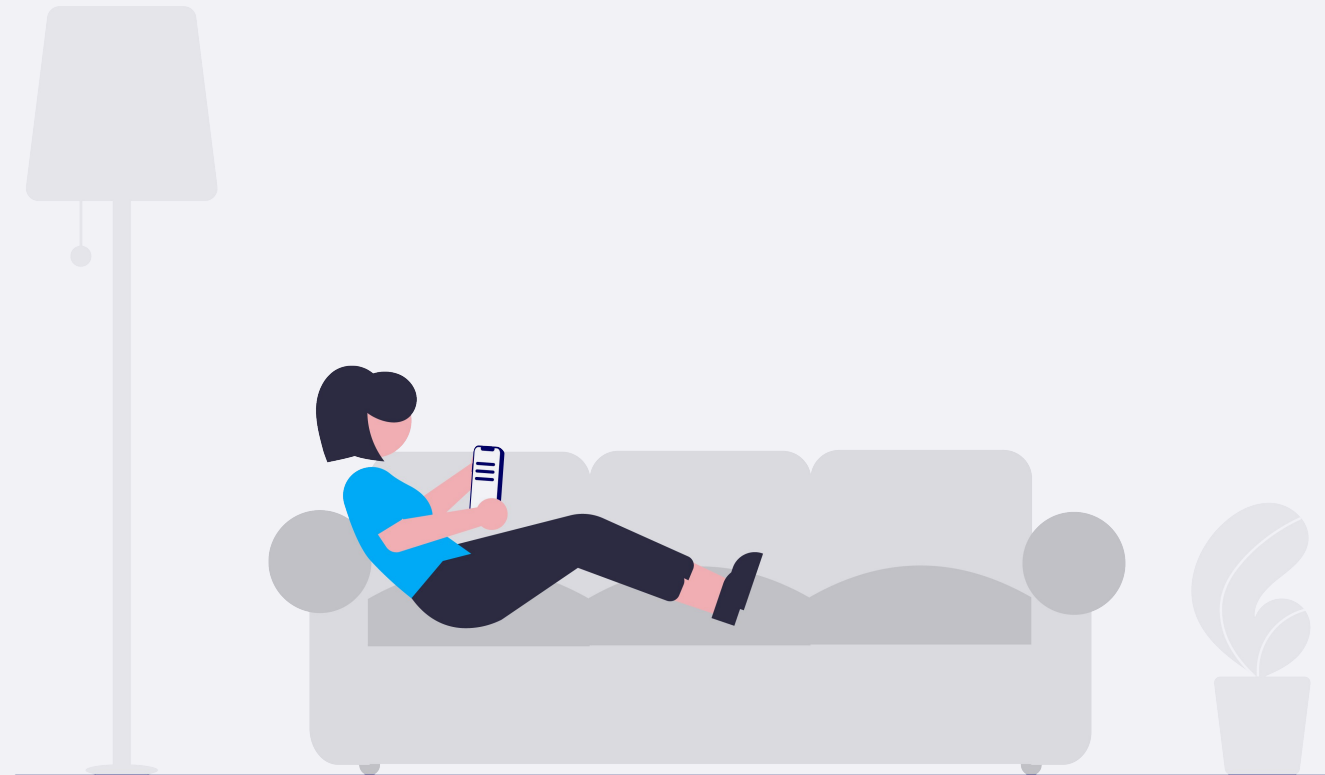
### Showing brand and product

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](#)



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Human  
Experience  
Research

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

**See  
the  
Experience**