

```
(function(d, s, id) { var js, fjs = d.getElementsByTagName(s)[0]; if (d.getElementById(id))
return; js = d.createElement(s); js.id = id; js.src =
"//connect.facebook.net/en_US/sdk.js#xfbml=1&version=v2.3"; fjs.parentNode.insertBefore(js,
fjs); }(document, 'script', 'facebook-jssdk'));
```

Eye tracking demo with a kid #eyetracking #usability #usabilityevaluation

Posted by [eBusiness and User Experience Lab](#) on Thursday, May 21, 2015 **Description of Equipment Used**

This is part of the equipment that is being used in our research and development projects. This is actually a part of the equipment that can be used even at a remote site, since most of it is “movable”, with extra care.

Desktop and Web usability studies (Hardware and Software)

- Using Tobii Eye trackers (2 Tobii T60 available)

The Tobii T60 Eye Trackers are integrated into a 17” TFT monitor. They are ideal for all forms of eye tracking studies with stimuli that can be presented on a screen, ranging from market research and usability studies to psychology studies, infant studies, reading studies, vision research and more.

During tracking, the Tobii eye tracker uses infrared diodes to generate reflection patterns on the corneas of the user’s eyes. These reflection patterns, together with other visual information about the person are collected by image sensors. Sophisticated image processing algorithms identify relevant features, including the eyes and the corneal reflection patterns. Complex mathematics is used to calculate the three-dimensional position of each eyeball, and finally the gaze point on the screen; that is, where the user is looking. Technical Specification is attached to the Data Sheet of the product.

- Tobii studio software for Analysis

Tobii Studio™ offers a comprehensive platform for recording and analysis of eye gaze data, facilitating interpretation of human behavior, consumer responses, and physiology. Combining easy preparation of test procedures and advanced tools for visualization and analysis, eye tracking data is easily processed for useful comparison, interpretation, and presentation.

A broad range of studies is supported, ranging from usability testing and market research to psychology and ocularmotor physiological experiments. The intuitive workflow and the advanced analysis tools allow for both small and large studies to be carried out in a timely and cost-efficient way without the need for extensive training.

Tobii Studio™ supports a large variety of stimuli and allows both multiple and different stimuli types to be combined in one single recording. A holistic view of behavior is achieved by integrating recording of eye tracking data with user video, sound, keystrokes, mouse clicks, questionnaires, RTA recordings, and other data sources in a single solution.

TV Eye tracking services (Hardware and Software)

- Using Tobii Eye trackers (1 Tobii X60 available)

The Tobii X60 Eye Trackers are standalone eye tracking units designed for eye tracking studies relative to any surface. They enable a variety of stimuli setups such as a TV or other displays, a projection screen or a physical object or a scene. They are our most flexible eye trackers, recommended for studies that require particular stimuli setups. Technical Specification is attached to the Data Sheet of the product. <http://media.net.gr/cialis.php> <http://media.net.gr/viagra.php>

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Mobile User Experience Design & Evaluation (Hardware and Software)

- Using Tobii Eye trackers (1 Tobii X60 available)

The Tobii X60 Eye Trackers are standalone eye tracking units designed for eye tracking studies relative to any surface. The equipment is attached to a specific basis and the same methodology is applied on mobile or tablet devices

- Tobii studio software for Analysis

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Free movement Eye tracking (Hardware and Software)

- Using Tobii Glasses Eye trackers (2 pairs available)

Groundbreaking new technology and design make it easy to use mobile eye tracking for shopper research, sports research, usability testing, media research, training and evaluation and many other commercial and scientific research areas. Discreet, ultra lightweight design ensures natural user behavior and research validity. Automated data mapping and aggregation, along with system guided procedures, promote supreme process efficiency. Robust eye tracking capabilities can be relied on in uncontrolled situations and a real world environment. Technical Specification is attached to the Data Sheet of the product.

Tobii studio software for Analysis

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