



Eye Tracking Studies

See through the eyes of your user

Designing for users is much easier when you see through their eyes. With eye tracking, we record users' actual eye movements as they use a screen based experience. We will pinpoint where your users look for information first, for how long, and the areas on the screen they look the most.

THIS SERVICE HELPS TO...

Uncover why users are struggling to find things in your designs

Assess what your users are really looking at, for how long, and in what order

Reveal the effectiveness of your website portal design layout



WHAT YOU GET

Using proven processes and tools including our eye tracking software and recordings, we'll hit the ground running. You'll get:

- ✓ To look through your users' eyes as they interact with your website or web application
- ✓ Quantitative eye tracking test data, including video clips, data visualization, heat maps and gaze plots
- ✓ Clarity on where to improve the user experience



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HOW WE DO IT

1

We start with stakeholder consultations to understand the motivations and research goals for the eye tracking study.

2

Next, we develop an eye tracking test protocol, recruit the users, conduct the research sessions, and record the results.

3

We present the findings in an engaging visual format that helps you and your stakeholders truly see things through the eyes of your users.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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