

## Eye Tracking Usability Factors Affecting End User Experience

Eye Tracking can analyse how people interact with a website – Where their eyes will look first: How their eyes, thought processes and perceptions respond will ultimately dictate their level of interaction. The information collected by this powerful technology has become invaluable with regards to enhancing user experience – One study of the news industry in particular, Eyetrack III, highlighted just how valuable this information can be: And how it can be utilised to improve website usability and effectiveness.

### What's in a Headline?

According to Eyetrack, much more than perhaps we realise. For a time the trend has been to spice up the page with imagery: Using media eye candy to draw attention to specific targets and encourage interaction. However, the study revealed participants actually look at the headlines first: Not the photographs in the main body of the page – Therefore, no amount of eye candy will entice your visitors like a really good headline.

### First Impressions Count

The study also suggests people make the decision to continue reading or not based on the first few words of the headline: Highlighting 1) the need to frontload and hit home quickly with the most captivating words - regardless of how long the headline is: And 2) frontloading the headline with keywords has to be beneficial.

### Left Hand Drive?

In the study a notable majority of the participants looked toward the upper left of the page first. It was also noted that if they were given a list of headlines they would scroll down on the left scanning only the first few words: Again, this confirms the need for a fast hitting/captivating headline. Another interesting observation was that navigation seems to work best when positioned at the top of the page. Even so, side navigation tends to be favoured today: And in the same breath studies have shown side navigation can function just fine.

### Look a Little closer

Shrinking the type on the page seems to encourage readers to focus: Larger type encourages them to scan the content as opposed to reading it. Even so, while reducing type to promote concentration seems to work with regards to keeping the readers attention: Larger type is better for communicating rapidly.

### Short and Sweet

This is as true with regards to offline advertising as it is online – Keep the paragraphs short and logical while ensuring ideas continue to go with the flow. Another more unexpected revelation from the study is that an introductory paragraph does not affect the readers decision to continue with the main text: Although these summary paragraphs often included directly after the headline are read frequently.

### Hot Spot or Blind Spot?

Baring in mind the upper left corner was the place many participants looked first it makes sense that this is a hot spot for advertising. The study revealed consistent advertising in the same place can lead to Ad Blindness: People simply do not see it after a while - Therefore periodic advertising works better.

### Pretty Informative?

In addition, it was noted people take more notice of advertisements placed near popular content and tend to take more notice of text ads than graphic ads. Endorsing the idea people want information more than they want pretty pictures: Even so, as they say, a picture can paint a thousand words and so graphics definitely have their place. Collectively the information gathered revealed Multimedia brings the best results when dealing with unfamiliar concepts and subjects.

#### Want to know more?

Then give us a call on 0845 463 4402 or email us on [info@quodosdigital.co.uk](mailto:info@quodosdigital.co.uk). For more Research & Insights and company information go to [Qudosdigital.com](http://Qudosdigital.com)