

Highlights for Market and Consumer Research

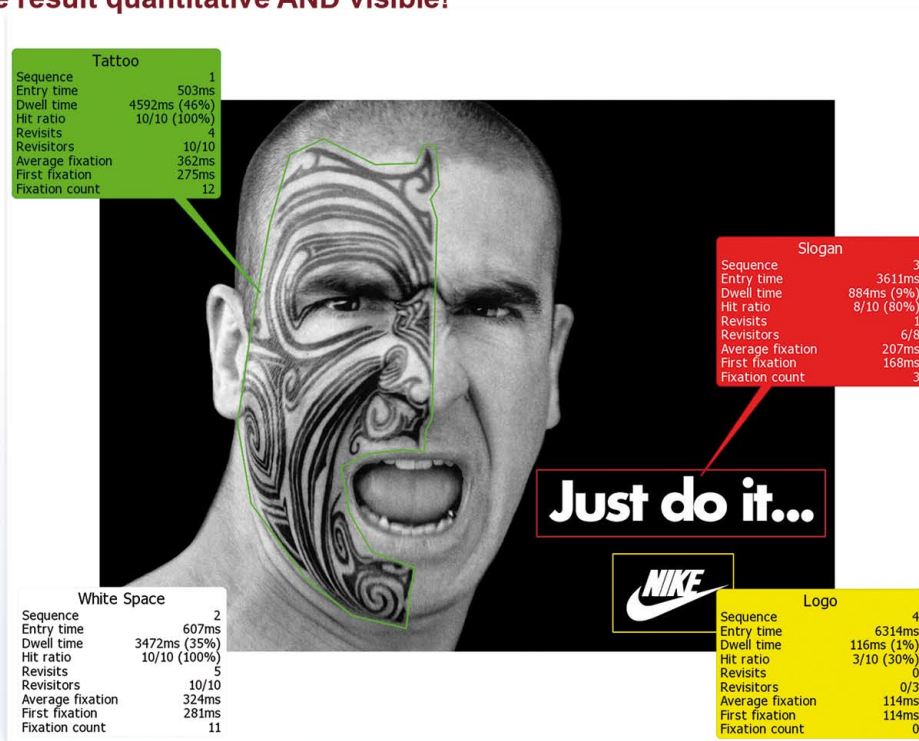
Experiment Suite 360^o™

The visual Executive Summary - KPI's (Key Performance Indicators)

Immediate responses at a glance :

- Which stimuli elements were the eye catchers?
- How many subjects did which element?
- In which order?
- How many revisits?
- What is the rank and share of visual attention compared to all?

⇒ **Make the result quantitative AND visible!**



KPI functionalities & handling:

- Works with still images and video clips, on websites or screen recording videos
- Displayed as overlay on Areas of Interest (AOI) visualization
- Interactive information update based on selected subjects (individual, groups, all) and time of regard
- Select and deselect KPI windows, move their position freely
- Export visualization as BMP or AVI for your exposé, report, documentation etc.

... Heatmap ... Focusmap ... Scanpath ... Webcam overlay ... Bee swarm ... Group comparison ...

