

Web Analysis Package

SMI Experiment Suite™ 360° Software Extension Package

- Powerful toolkit for web usability and web marketing studies
- Multichannel recording of participants' interaction with dynamic and static web pages
- Visualization of target group behavior using heat maps and KPIs



Sven Krause, Foviance UK:



“... At Foviance, we use the eye tracking data captured on dynamic web content for gaining insight, which helps us refine the user experience. With aggregate visualizations and meaningful statistics, it is easy to convey the users' story to our clients ...”

Dr. Christian Holst, Siegfried Vögele Institut GmbH:



“... It is of great benefit to record aggregate visual attention metrics for dynamic websites. The possibility to switch to background screen recording for in-depth analysis is very valuable ...”

Enhance efficiency for web studies

Raise the quality and efficiency for web usability and web marketing studies with SMI Experiment Suite™ 360° software package extension. The Web Analysis Package is a powerful toolkit for recording participants' interaction with dynamic and static web content.

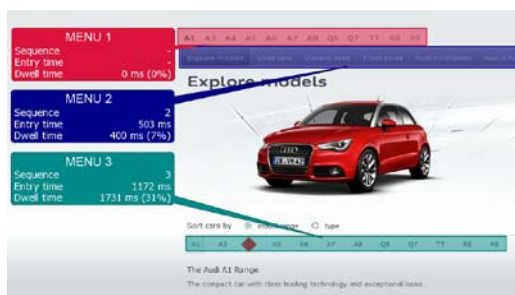
Native browser environment

Websites can easily be added to a study design allowing users to navigate in a native browser environment with multiple tabs and browser windows. The software supports the display of pop-ups and flash content.

Analyze dynamic web content

Websites are recorded as static images with scroll and position compensation, with the option for additional background screen recording. The software also registers user events such as mouse click position and time as well as key presses.

For analysis of highly active content, aggregate eye tracking data over several users is displayed on reference screenshots. For alternative analysis, it is easy switch to background screen recording of an individual user session with one mouse click.



Key eye tracking metrics (KPIs) over several users on reference screenshot

Visualize aggregate data

The Web Analysis Package paired with functions of SMI BeGaze™ such as heat maps, bee swarm, key eye tracking metrics and export of statistics, makes it easy to analyze and visualize aggregate data of target groups.

Grouping of user trials

To facilitate grouping of user sessions, SMI BeGaze™ offers an option to associate trial segments, e.g. by URL or by similarity of the reference screenshot.

Already included in SMI Experiment Suite™ 360° professional package is the segmentation tool which aligns individual trial segments by cutting and grouping relevant segments on the timeline.

For each group of trials, aggregate analysis and visualization options are available.



Heat map visualizing aggregate data on trial segment

For more information on the possibilities to design, conduct and analyze gaze tracking experiments and visual stimulus presentation with SMI Experiment Suite™ 360° visit our website:

www.smivision.com/experimentsuite

Specifications

Scope of Delivery Web Analysis Package

- SMI Experiment Suite™ 360° Professional dongle license upgrade

Prerequisite: SMI Experiment Suite™ 360° Professional

- The Web Analysis Package can be purchased as an extension to SMI Experiment Suite™ 360° Professional.
- The comprehensive suite bundles two powerful software tools: SMI Experiment Center™ for study design and SMI BeGaze™ for data analysis and visualization of results.

More Extensions for SMI Experiment Suite™ 360°

- **RTA Package** - Replay a trial while recording users' verbal comments (Retrospective Think Aloud)
- **Observation Package** - Record verbal and facial expressions of participants
- **Video Analysis Package** - Study movie clips with dynamic Areas of Interest (AOIs)
- **Frame Grabber Package** - Analyze data from external video sources like game consoles
- **Reading Package** - Create AOIs on reading text and associate specific eye tracking metrics

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