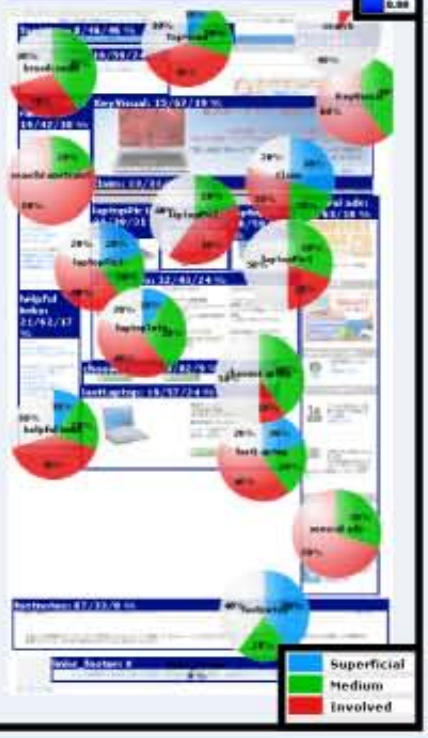
eye square

See the World With Different Eyes

Dell Case

n = 15; Δt = 15s



Hilton Case

n = 15; Δt = 15s

Multicultural Web Study with Eye Tracking

Findings

The data revealed how different both cultures are regarding the eye gaze behaviour. Japanese perceive more details of a website in a shorter timeframe. German in contrary has long fixations on the central features. Eastern internet behaviour could be described as more context dependent whereas western internet behaviour could be seen as context independent, analytic and central. In the east users prefer websites with a lot of features, in the western world a reduced design is more successful.

Background

Mituse Links, eye square and the FHTW Berlin, University of Applied Sciences were investigating for the first time attention differences of Japanese and German Internet Users. We examined four different websites (Dell, Yahoo, Hilton, Kijii).15 participants in each country were invited to a Usability Lab with eye tracking. The data was analysed with eye square proprietary software tool Visualizer.

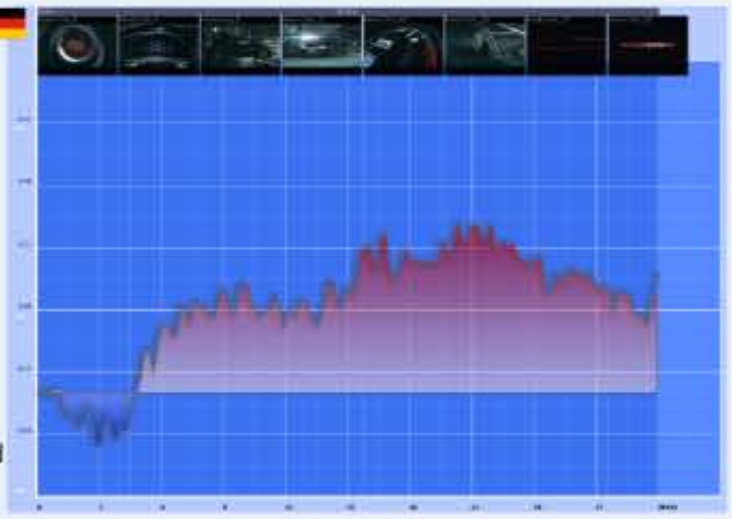
Legend Description

Heat map: Red areas indicating many and long fixations
Area of Interest (AOI) Analysis: Percantage of useres who did not perceived the predefined area (white) and the level of involvement of the users who did (blue, green, red)

How TV Commercials Touch the World Emotions

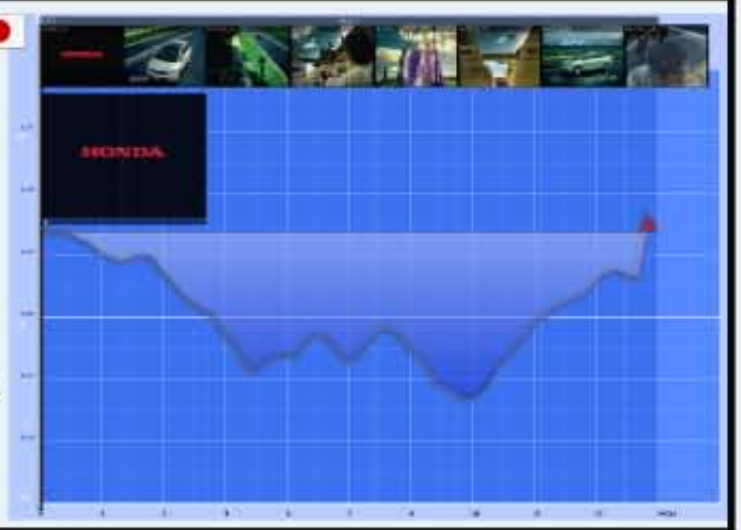
A Great Honda TV Commercial

The arousal rises massively when the exiting trip through the city starts. Additionally the powerful music emphasizes the emotional impact of which results in one of the best recall cases: 50 % of the viewers remembered it! (n = 60)



A Poor Honda TV Commercial

The Honda Airwave spot performs very poorly with a negative and declining arousal score. The black Honda logo and the verbal information „The power of dreams“ in the first 2 seconds shows no impact.
(n = 90)



A Very Good Detergent TV Commercial

The "Attack" spot for a Japanese detergent is an excellent example of a sophisticated story line. Even when the arousal decreases after the beginning, it increases steadily when the product is introduced.
(n = 75)

Evaluation of TV Commercials Using the Arousal Score

Background

JMI and eye square are doing TV studies in Japan and Germany. For measuring the impact of TV Spots we are using the Galvanic Skin Response (GSR) technique in combination with other quantitative and qualitative methods. The GSR data is analysed with eye square proprietary software tool Visualizer.
There is a correlation between arousal and memory: with increasing activation, individuals become more capable and show better memory performances (Gröppel-Klein, 2004). Nevertheless this data has to be interpreted in connection with the stimulus and there are different arousal patterns that can be successful as well.

Graph Description

Red area: Positive (increasing) arousal
Blue area: Negative (decreasing) arousa