

Eye tracking analysis

Do you want to make use of one of the most effective and advanced analytical methods to obtain knowledge of your users' actual use of your website?

Eye tracking provides concrete knowledge of where your users are looking on your website – and where they are not looking.

In this way it provides a unique basis to optimize your online business.

What you get:

- Eye tracking tests with 5 to 25 respondents (depending on the purpose of the test)
- Pre interviews
- Think-and-speak test (with test conductor) combined with solo test
- Eye tracking - 30 to 90 minutes of user test
- Post interview on the total test experience (with 'rating' - characters given to different web elements such as design, pictures, navigation etc.)
- Extra: Video reporting (tests and interviews)

Your advantages:

- Take use of one of the most effective and advanced analytical methods and get ahead of your competitors with a unique tool to optimize your online business
- Get more users to do value creating actions from knowledge about where they focus on your website
- Get more value from your online marketing from eye tracking on banners and other online marketing material
- Use test respondents answers to get vital qualitative feedback on your website to optimize your e-business concept and in details

[Contact Inflow](#) and find out more.