Eye tracking

Sell more by analysing your communication
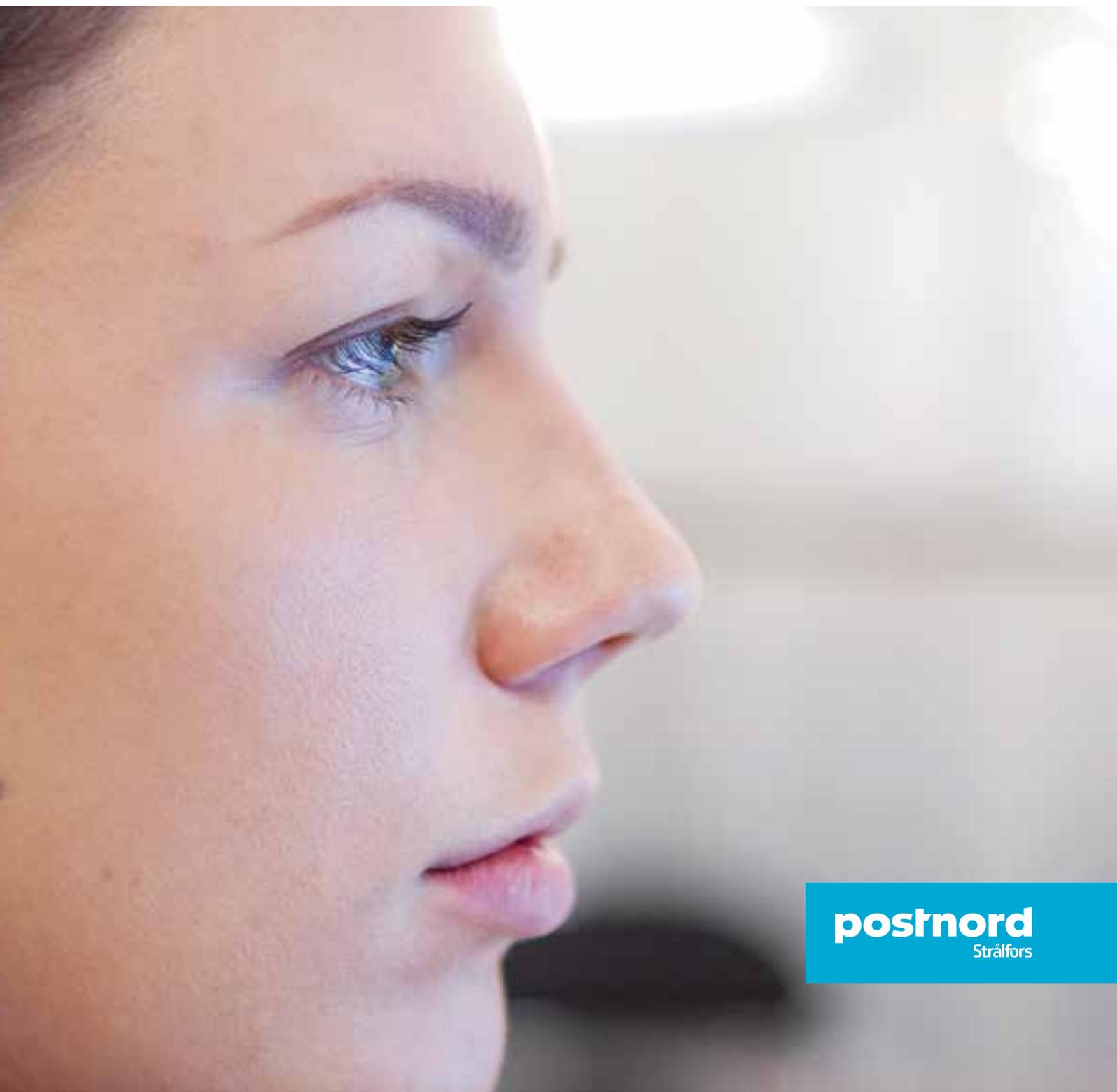
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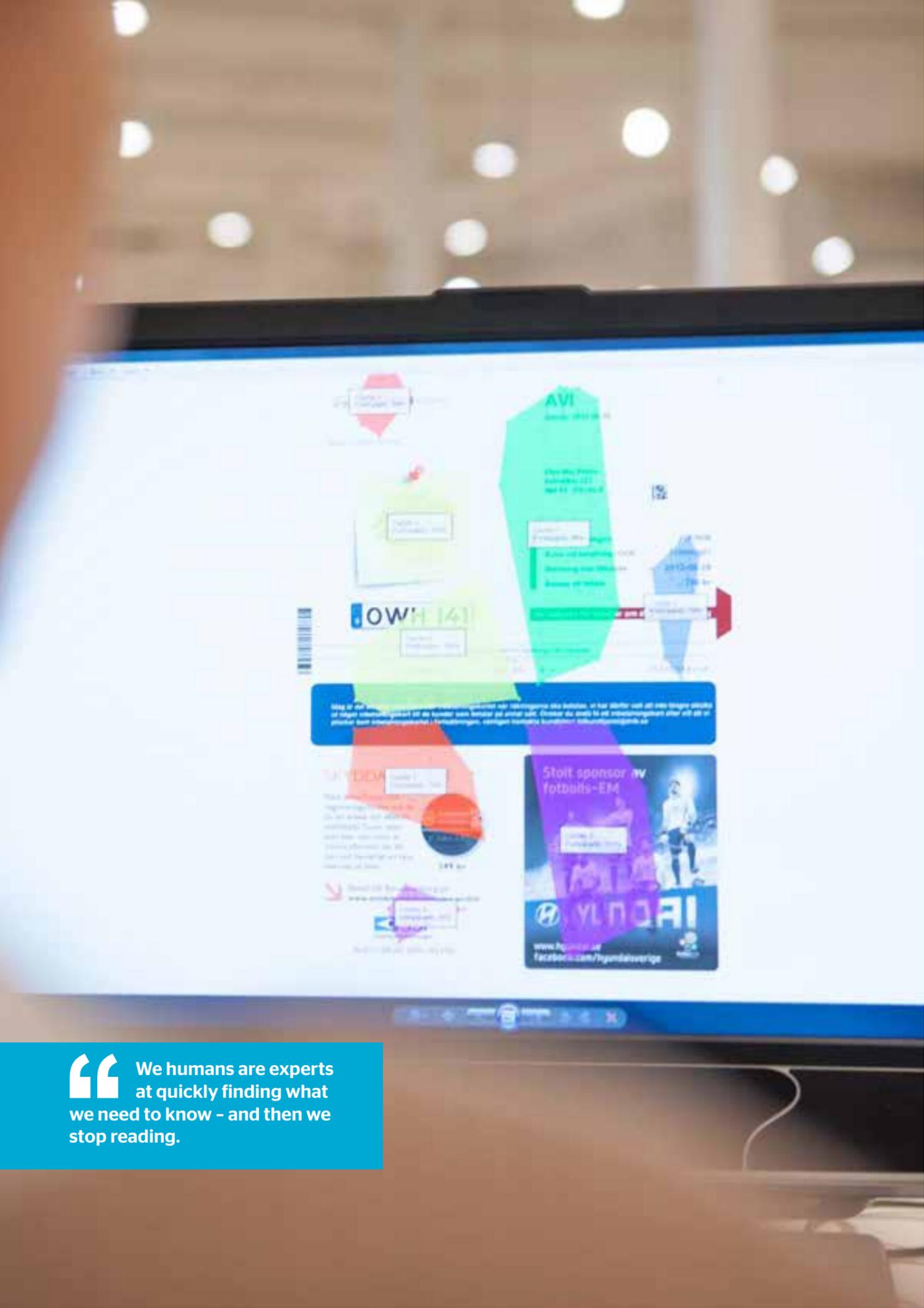
Sell more by creating eye-catching information

Do your customers really see what you want them to read on the invoice, on the website or in the app? Or do they miss the most important thing of all? If you want to be sure that the customer always finds the right information – and the information you want them to see – eye tracking might be the solution. Eye tracking enables you to quickly identify how to make your communication more relevant and eye-catching. So you can position your most important information just where the recipient is guaranteed to see it. It enhances your customer loyalty, improves your efficiency and increases your sales.

Eye tracking monitors the customer's spontaneous reactions

The reptile brain controls what people first look at. And we humans are experts at quickly finding what we need to know – and then we stop reading. You have an average of 16 seconds to influence the customer.

Which means that interview-based surveys are not enough to find out what captures the attention. Instead you have to turn to eye tracking, which uses a camera to track where the eyes look at a printed item or a screen. The study shows you where, in which order and for how long the customer looks at your product.

When the eye tracking study has been analysed, you find out exactly where you should position your most important information so that the customer reads it. Supplementary questions will also tell you what the customer thinks about your product

Analyses anything that can be shown on a screen

Eye tracking can be used to analyse all kinds of communication. Anything that can be shown on a screen can be analysed, whether it's a printed item, an app or a website.

One example that's suitable for an eye tracking analysis is invoices. They are read in principle by all recipients, but despite that they're often an unutilised communication channel. Using eye tracking, you can learn how to design an invoice and communicate in a totally new way.

Another example is apps. To avoid irritated customers, apps have to be intuitive so that customers don't need to think when they are using them. Eye tracking lets you know where to position the buttons in your app and where your information is read.

You can also analyse how quickly customers find your product on a shelf in a shop by showing a photograph of the shelf. And you can benchmark your product compared with those of competitors. There are countless opportunities.

Analyse your printed items or digital design

• Invoices
• Apps
• Advertisements
• Websites
• Marketing material
• Packaging
• In-store shelf location

> **We humans are experts at quickly finding what we need to know – and then we stop reading.**

How it all works

Eye tracking is an advanced tool. At the same time, it's very simple to understand how the technology works: Cameras and infra-red light find out how customers look at your design.

- Test subjects look at a computer screen, mobile phone or tablet displaying the design to be analysed.
- The eye tracking equipment sits under the computer screen or above the mobile phone or tablet. It emits infra-red light that is reflected by the test subject's eyes.
- Four cameras register the reflected light 60 times a second and save each registration as a coordinate for the eye's location.
- A test group consists of between 16 and 20 test subjects, half of them male and half female. Any more would be superfluous, as the results do not change if you use more than 20.
- Your material is interspersed with random material, so that the test subject doesn't know what is being tested. Normal photos are also included, so that the test person can rest his or her eyes.
- Each image is displayed for between eight and ten seconds. After this period, the test subjects have registered their first impressions and start reading. After that, there's no more useful information to gather.

How we collaborate

❶ Startup meeting
Initially we meet so that we can get to know you. We want to find out why your current design looks like it does and how your material is meant to work.

❷ Eye tracking study
After the first meeting, we conduct eye tracking tests with between 16 and 20 test subjects, half of them male and half female.

❸ Conclusions
We meet for a second time for a preliminary report, in which we explain the results. During this meeting we go into more detail about what interests you. At the same time we give you advice on how you can improve your design.
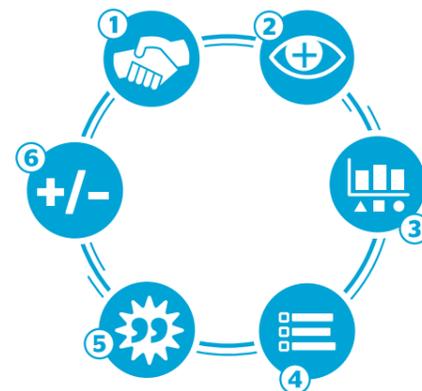
❹ Implementation
We deliver a final report containing the analyses you request. At this point, you learn how your customers view your design, providing an excellent basis on which to create a new, more effective design.

❺ Communication
You introduce your new, more effective design to your customers by dispatching your printed item, launching your app or publishing your website.

❻ Follow-up
Once you've been using your new design for a while, you can measure the scale of income it has generated. If you like, we conduct more tests to continue to improve your communication.

Gaze plot.

Gaze opacity.

Heat map.

Your results

The results from the eye tracking study take the form of a report that provides an in-depth analysis of how your customers respond when they look at your design. The results are illustrated graphically in a number of user-friendly ways.

Heat map
A Heat Map depicts how interesting an area is with the aid of a colour scale from yellow to green and red. The redder it is, the longer the text subjects looked at a certain place.

Gaze opacity
Gaze Opacity is just like a heat map, but instead of a colour scale, it uses a black sheet that become more transparent the longer the test subjects look at a point.

Gaze plot and Cluster
In a Gaze Plot, lines and numbered dots show in which order a person has looked at the design. The bigger the dot, the longer the person looked at that place. A Cluster illustrates what percentage of the test subjects looked at a particular area. Each area is colour-coded in order to differentiate between them.

In-depth analysis – Area of interest
Using all the data gathered, an in-depth analysis of the design can be performed. This identifies the Areas of Interest: which areas are noticed first of all, how many see them and for how long. This enables you to see which messages are being read and which design elements are strongest

In-depth analysis – Area of interest.

Eye tracking enables you to quickly identify how to make your communication more relevant and eye-catching.

> **Looking at your invoices through other people's eyes can be a profitable and enjoyable project. We've helped several customers transform confusing and slightly dull invoices into interesting sales tools that enhance the brand.**
> **Pekka Suomi,** Project Director at PostNord Stralfors

How to enhance reader value
- Underline important text.
- Use photos of people looking into the camera.
- Add a PS under the sender's signature.
- Use arrows pointing at important information.
- Write important information under photos.
- Add colour to important pieces of text.

Companies that see the value of eye tracking
Many companies have understood how eye tracking can develop their business and have therefore started a partnership with PostNord Stralfors. Here are a few of them.

- Telia, *Denmark*
- Southern Water, *UK*
- Bibelselskapet, *Norway*
- Svenssons i Lammhult, *Sweden*

Together we communicate smarter

Nowadays, with everything pretty much just a click away, there are high demands on your communication. You have to get the right information to the right person, in the right way, and for the right price. Put briefly, you must communicate with your customers on their terms. We help you to find the right tool to suit your particular business and the results you want to achieve. Together, we communicate and deliver smarter communication.

Stronger customer loyalty
Finding new customers is much more expensive and time-consuming than retaining existing ones. With loyal custom-ers, you build long-term relationships and maximise your profits.

Increased sales
There are no shortcuts to increased sales. But planning, an effective organisation and the right tools will get you there. Using the right method, you send the right message to the right person at the right time and at the right price.

Better efficiency
Cost-efficient communication is a challenge that is faced repeatedly. How do you get your customers to read what you send them? How do you best structure distribution? How do you manage your customer data and how modern are your IT solutions? Together, we always find the best solution to meet your challenges.

PostNord Stralfors develops and offers communication solutions giving companies with many customers completely new opportunities for more personal and stronger customer relations.

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