

Eye Tracking in Usability Evaluation Practice

Károly Hercegi, Eszter Józsa, Tímea Varga



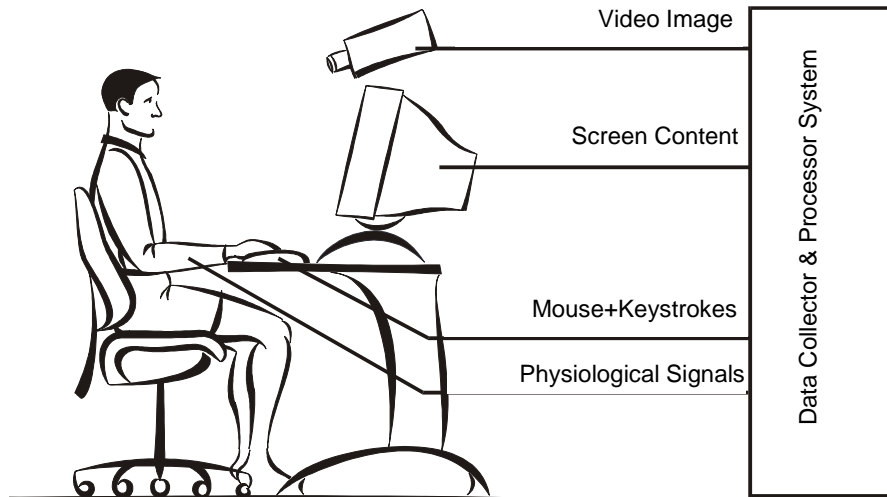
Department of Ergonomics and Psychology
Budapest University of Technology and
Economics

Our background: A complex empirical usability evaluation method

developed by a team led by prof. Lajos Izsó,
**Department of Ergonomics and Psychology,
Budapest University of Technology and Economics**

INTEgrated
Evaluation and
Research
Facilities for
Assessing
Computer-users'
Efficiency
INTERFACE

The INTERFACE workstation



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INTERFACE Viewer C:\session02\session02.prj

Control panel

File View Export About

scr_session02.avi

Example for applying complex empirical usability method: **Cultural Differences in Information Behavior**

cam_session02.avi

cam2_session02.avi

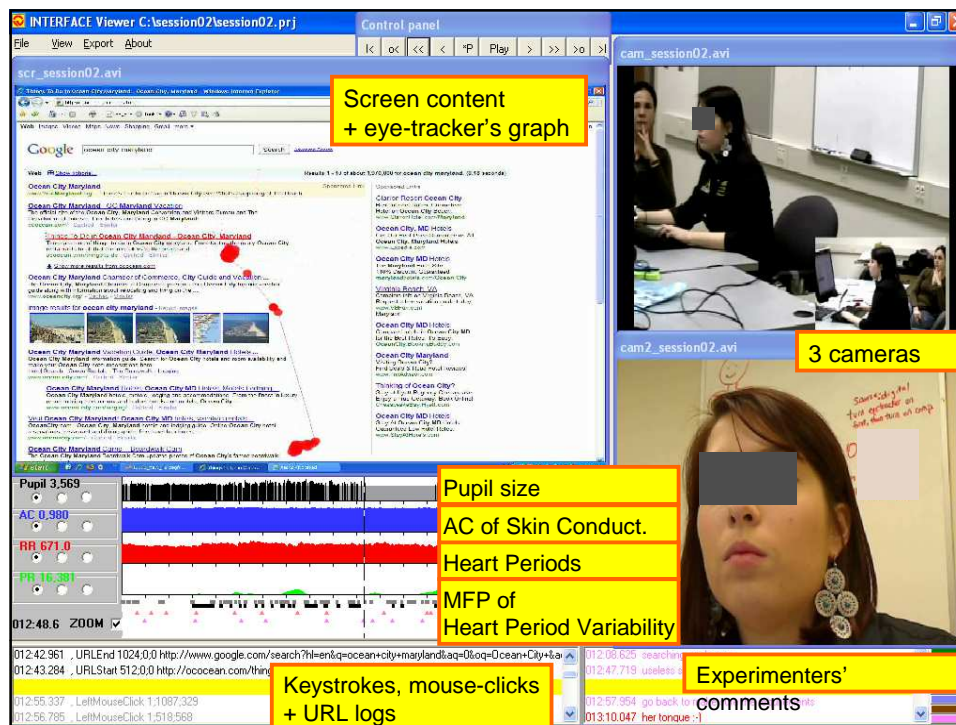
Pupil 3.563
AC 0.980
RR 571.0
PR 16.381

012:48.6 ZOOM

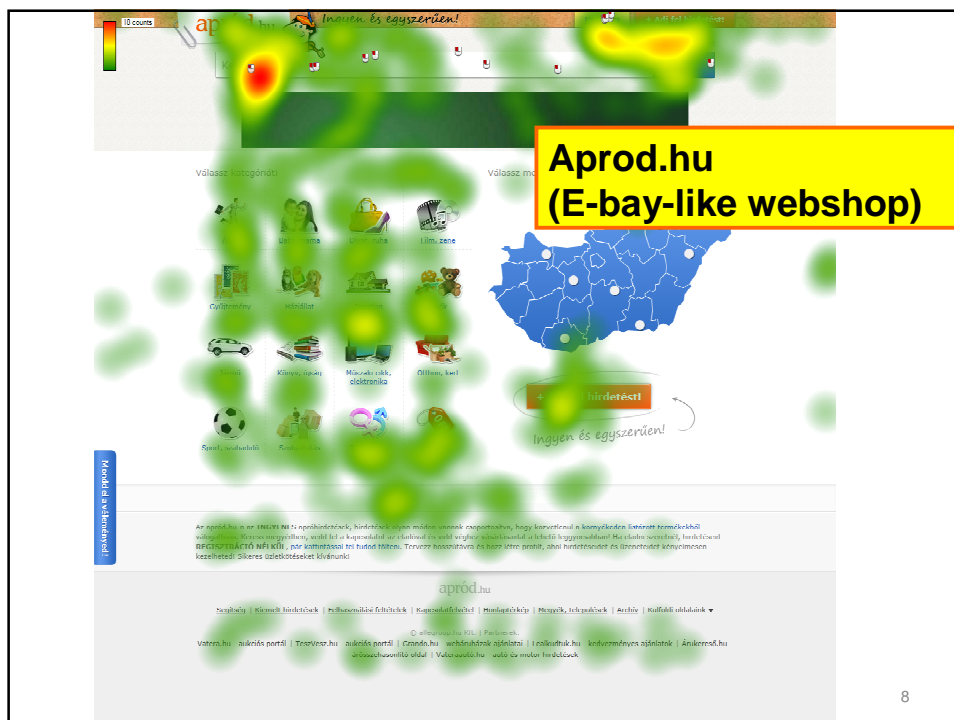
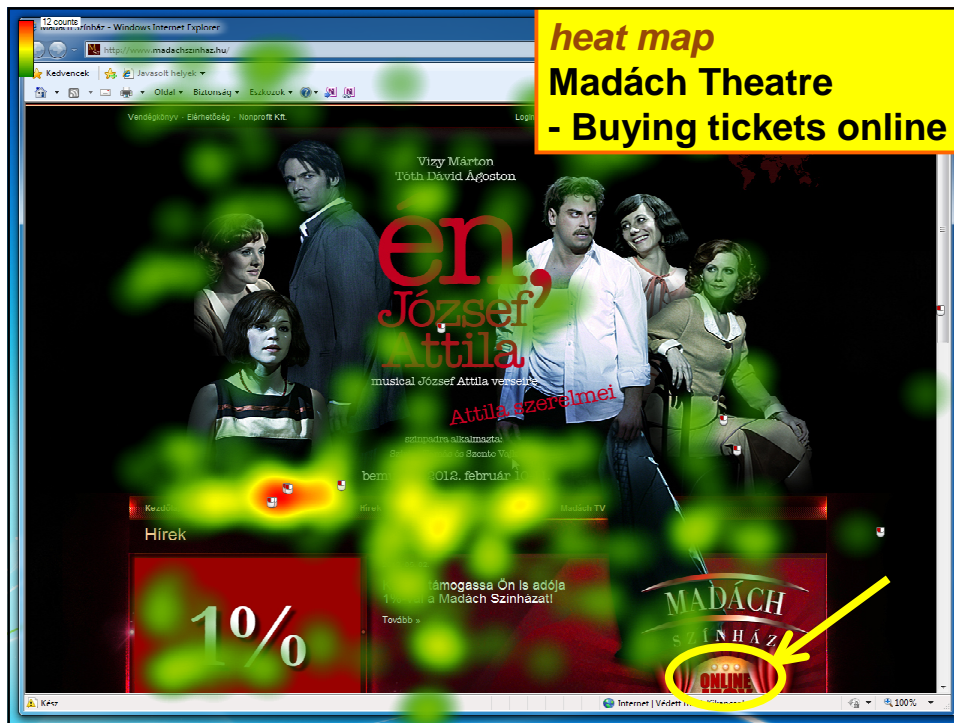
012:42.961 , URLEnd 1024:0.0 http://www.google.com/search?hl=en&q=ocean+city+maryland&aq=0&oq=Ocean+City+Ma
012:43.284 , URLStart 512:0.0 http://ocean.city/thing-to-do

012:55.337 , LeftMouseClicked 1:1097.329
012:56.785 , LeftMouseClicked 1:518.568

012:06.625 searching google map
012:47.719 useless searching isms
012:57.954 go back to make sure the requirements
013:10.047 her tongue :-)

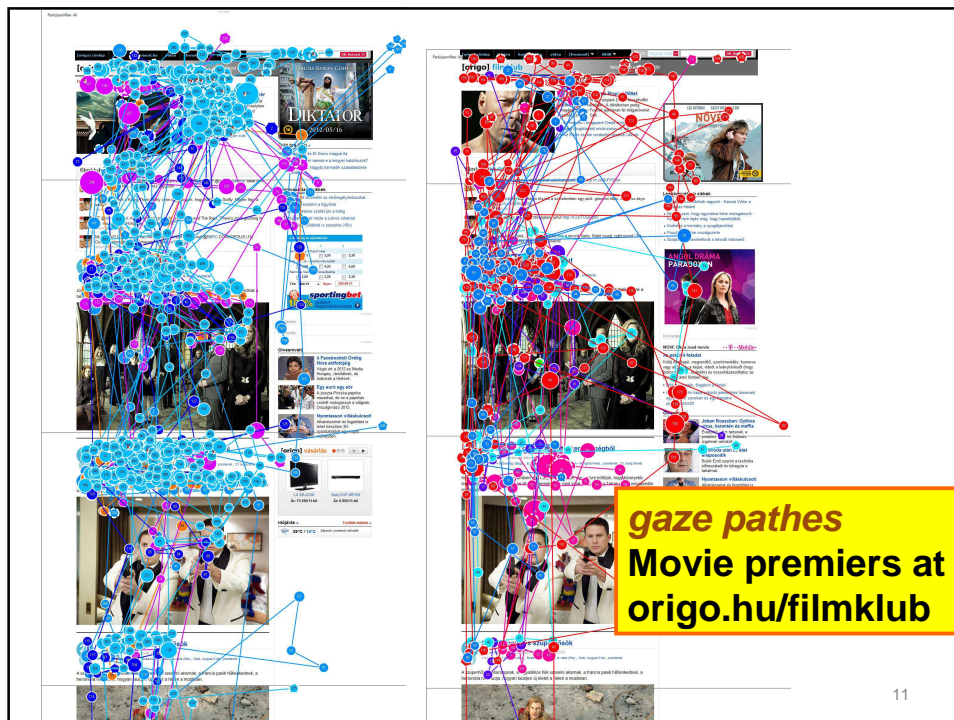


Eye-tracking-based usability evaluations of web sites

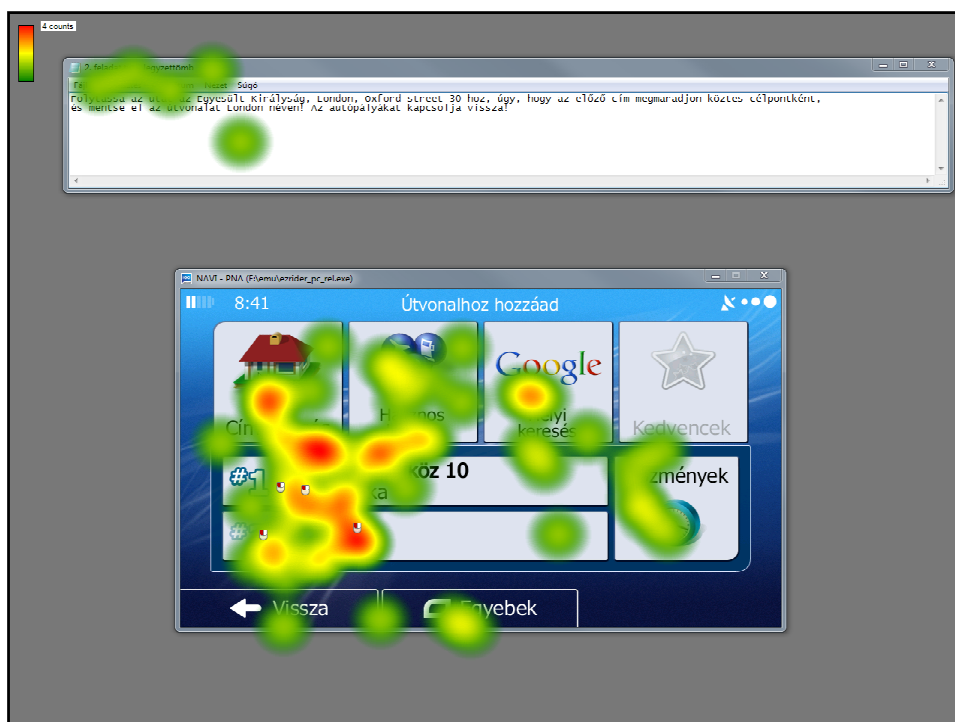


Vatera.hu
(E-bay-like webshop)

automatic clustering
www.origo.hu
news portal



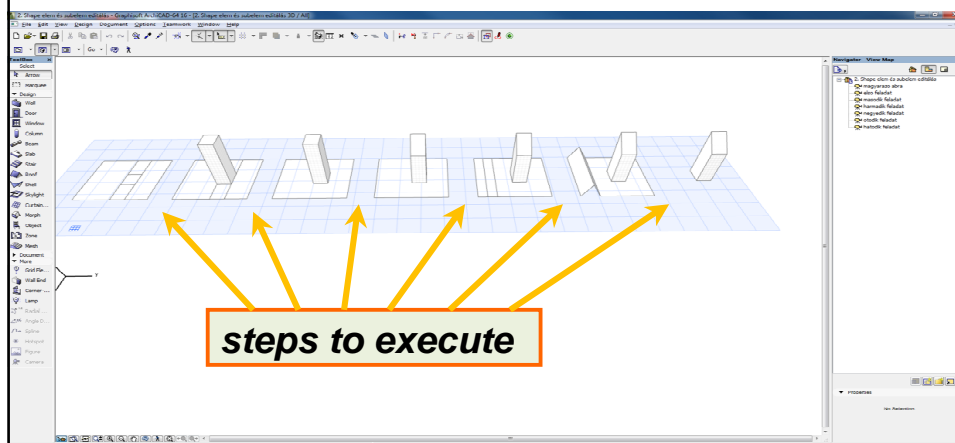
**Eye-tracking-based usability
evaluations of a PNA software,
applying simulation on PC**

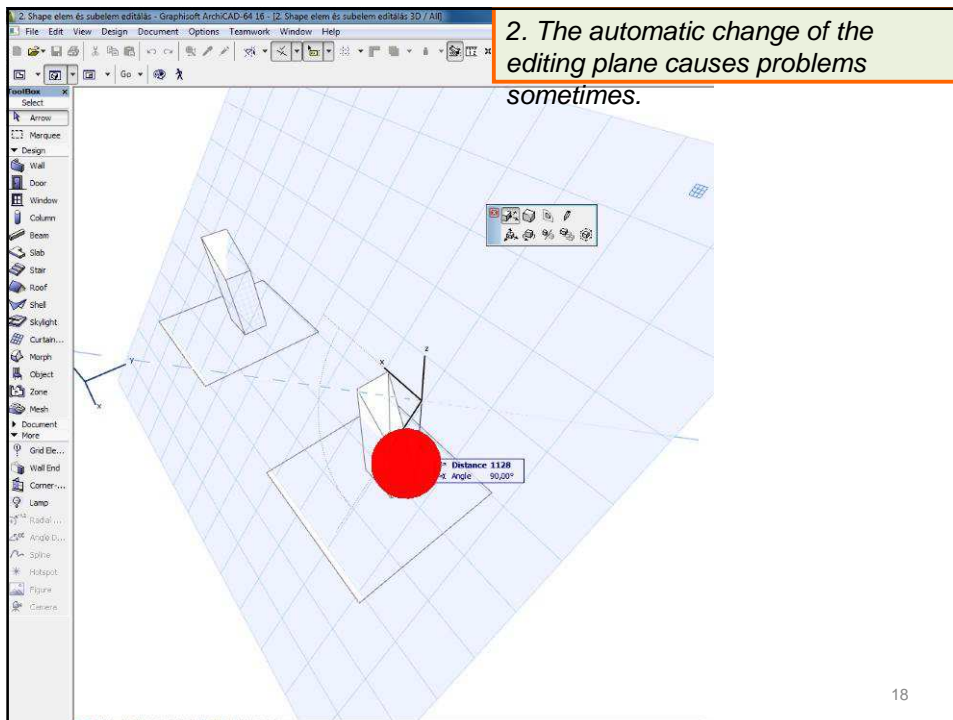
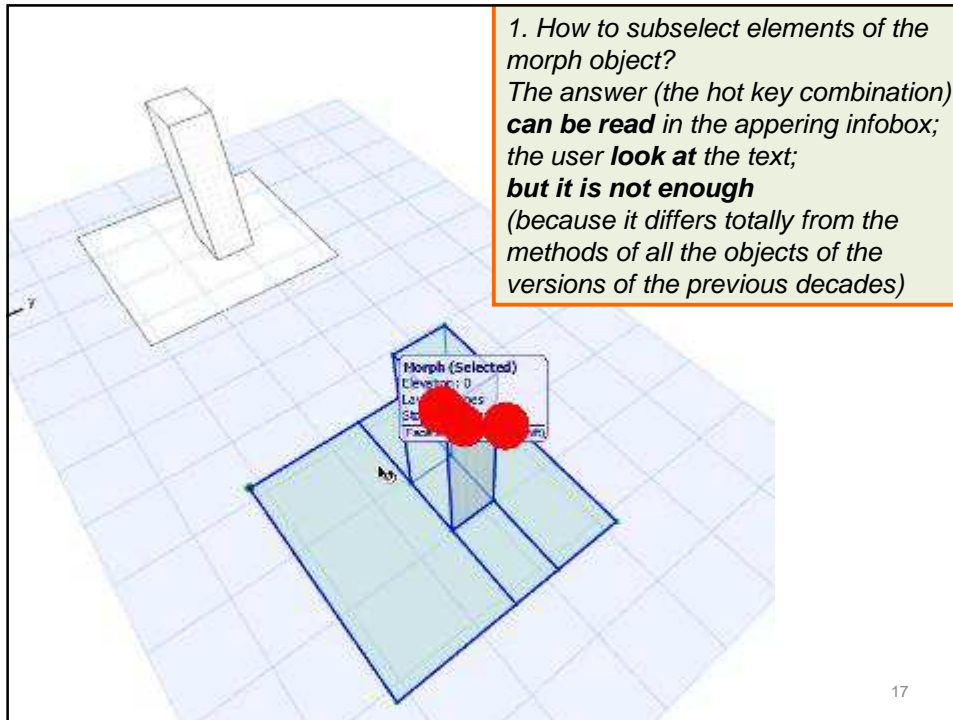


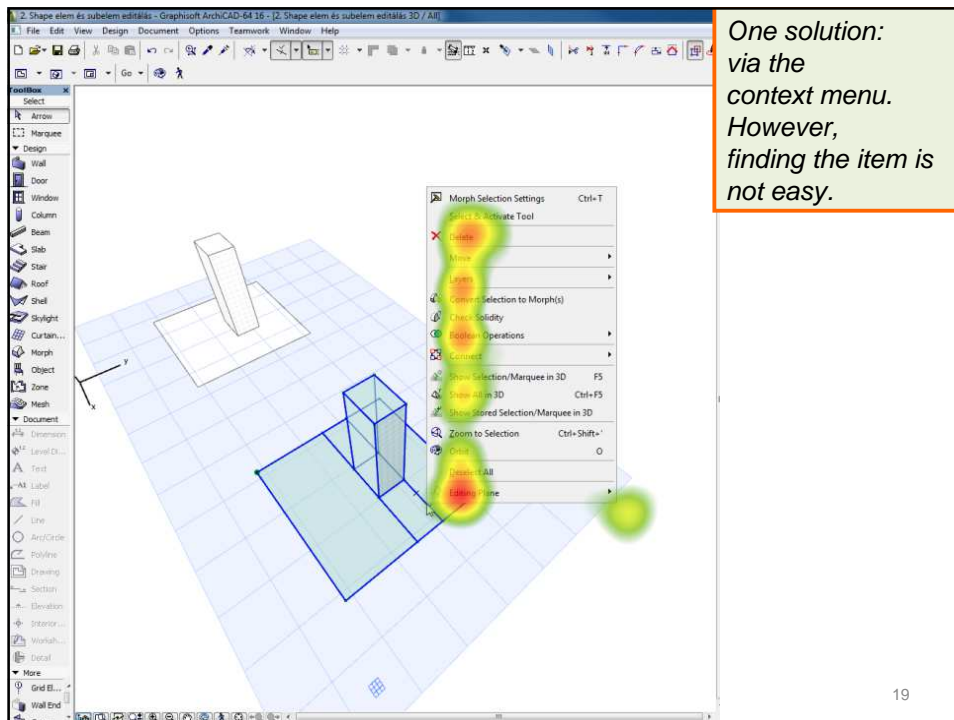
Eye-tracking-based usability evaluations of a desktop software

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ArchiCAD 16
- new tools:
e.g., testing the new freeform editing tool
called „morph”







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Thank you for your attention!



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