Having an Eye for Eye Tracking

Choosing the Right Sample and Method for Effective Results

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White Paper: Having an Eye For Eye Tracking
Choosing the Right Sample and Method for Effective Results

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Introduction

In the world of customer experience, there is almost no limit to the amount of technology available to researchers to evaluate consumer interaction. This is necessary since the websites, software solutions and application designs we seek to improve are built using advanced technology, offering advanced features and functionality to the end user; it is only appropriate that we use advanced technology to evaluate and improve these interfaces.

We have devices that give us picture-in-picture recording, showing us consumers’ facial expressions in the context of their user experience. We can conduct online quantitative surveys that intercept people before, during, or after an online experience without getting blocked by a browser’s pop-up blockers. We can use card sorting software to compile thousands of users’ opinions about how to rank and organize information, and come up with one best solution. And, we can use powerful web analytics tools that track users behavior and paint a complete picture of user experience online. We can even link the attitudes of specific users or segments to their behavior, and better understand how these different groups process and interact with information. These are just a few examples of the advanced technologies that we have at our disposal when conducting qualitative or quantitative consumer research online, and there are many more.

One of the most helpful and compelling of these technologies is eye tracking. In short, it allows us to understand how users visually digest media and information. Since it is essentially done in the background while requiring minimal user involvement, it provides a unique set of data that cannot be collected via attitudinal questioning or behavioral clickstream tracking; rather, it gives us almost instantaneous feedback about how consumers look at a stimulus and then take action, helping us diagnose the effectiveness of a given design that we would not otherwise understand through traditional moderated usability testing.

Surprisingly, given the value of leveraging eye tracking during user experience research, there is not much information online or offline about how to best conduct eye tracking. Perhaps it is because eye tracking is a fairly new technology, or perhaps it is due to its perceived complexity. Whatever the reason, we aim to bridge this gap by explaining in detail the basics of eye tracking. This will include information on what eye tracking is, when to best leverage it, and how to conduct research using it. We will also show through our own study the insights that can be gleaned when adding eye tracking to a standard usability or direct observation research study.

In this white paper, we will start by providing an overview of the eye tracking methodology: what it is, how it works, and when it should be used. We will also explain how many users are necessary to conduct your own eye tracking study, based on research we have collected from countless client engagements as well as primary research that we specifically completed for this white paper.

Then, we will walk through this research in more detail. We will provide some background on why we chose to run the study and what we hoped to learn. We will then discuss the specific methodology, explaining the sites we tested and the tasks we asked users to complete. We will also detail the visual and behavioral metrics we get from eye tracking software, how to use this information, and what it tells us about the websites we are testing.

Above all, we intend to show how eye tracking can effectively be used to test the performance of a website’s visual design, information architecture, layout, content, and calls-to-action, and ultimately provide actionable recommendations based on our eye tracking research. It is our hope that this white paper provides a concise yet complete overview of the best eye tracking methodology, while also giving concrete examples of the results that can be gleaned through our own unique eye tracking research.
Methodology

What Is Eye Tracking?

Eye tracking is an incredibly innovative and powerful technology that allows us to understand how people visually consume media and information. In the world of usability testing, we most often use it to evaluate websites, but it is becoming increasingly relevant in the testing of mobile applications, software, video games, and physical products. This white paper will focus specifically on websites and the role of eye tracking in helping us learn how to make them more usable.

Using a special, non-intrusive eye tracking monitor that tracks participants’ eye movements, we can see exactly where users are looking as they browse pages of a website. This technology allows us to discover which page elements users view, how long they view these elements, and in what order, revealing exactly how websites are visually digested. Since many web users cannot accurately recall what they have viewed on a given page, it is very helpful to have data telling us what users focus on, and what they overlook. The difference between knowing and not knowing these details can have a significant impact on a company’s bottom line. Key call-to-action buttons, for example, must be noticed and clicked on to convert customers – if they are not noticed, the company may be losing money.

In addition to being able to see in real-time where participants are looking, we can also glean great insights from eye tracking analytics. Below are just several examples of how eye tracking software can convert large amounts of gaze data into an intuitive chart. These charts will be explained in greater detail later in this white paper.

We nearly always conduct eye tracking studies as part of traditional usability testing, which collects qualitative, verbatim user feedback. We do this because eye tracking data by itself tells us what users look at, where they focus, and how they get there, but it rarely tells us why. Why do users miss certain areas of a web page and therefore fail to purchase a product? Why do they see certain areas without clicking on them? Why might a page design be contributing to higher abandonment rates and subsequent loss of revenue? We look to the qualitative feedback from moderated usability testing to answer these questions.

By observing how users interact with a website and listening to their verbal feedback, eVOC can answer the ‘whys’ and provide valuable insights about the effectiveness of a site's design, information architecture, layout, content and calls-to-action. The eye tracking data provides further insight into these learnings by telling us what users overlook, what they actually see, and how their eyes digest a page. It supplements our traditional qualitative findings.
How Does Eye Tracking Work?

To conduct eye tracking, we use a special, non-intrusive monitor provided by Tobii Technology that tracks participants’ eye movements as they browse pages of a website. We usually conduct 30 or 60 minute eye tracking and usability interviews, in which users are asked to complete tasks online, while the eye tracking monitor captures their eye movements. Once the interviews have been conducted, the Tobii software produces unique visual outputs that aggregate the data into image maps that help summarize how the pages are digested. The maps include:

1. **Chronological Gaze Plot**

A Chronological Gaze Plot shows us the order in which a participant looks at page elements, while also conveying how long they gaze at each element (larger circles indicate longer gaze time). This map helps clarify whether key page functions appear central or secondary to the user experience. Do users see the relevant links quickly or are they distracted by other parts of the page?

2. **Aggregated Heat Map**

Aggregated Heat Maps provide a clear picture of which areas of a page are most and least viewed; it shows us where participants focus their attention (red shows the strongest focus). Generally, an effective site compels users to focus on the one or two paths that will help them complete their intended tasks. Heat maps can also help explain web analytics data for low traffic areas of the site, as they reveal whether users notice or overlook important links.

3. **Gaze Opacity Map**

Gaze Opacity Maps are another way of gauging where users focus attention. Like heat maps, they show what users view; however, the dark areas are where users do not typically focus (the white / clear areas show the strongest focus), and illuminate areas where they do look. This can be helpful to see key buttons or links that were viewed, or to determine if key messaging and promotions are read or overlooked.

4. **Areas of Interest**

Areas of Interest (AOIs) are “zones” we can create to isolate specific page elements and find out how they perform. For example, if we wanted to find out how a promotion performed compared to a navigation link that would take users to the same place, we could create a “zone” around each area and then view stats in the Tobii software. These stats would tell us, on average, which area was viewed first, and for how long. We could then supplement this data with qualitative feedback to make suggestions about how to make the promotion more noticeable or relevant.
When Is Eye Tracking the Best Research Method?

Eye tracking is the best solution when evaluating basic or static web pages, applications, software, promotions, email campaigns or online advertising. Specifically, eye tracking is best when used to address questions related to the following:

- Web / Application Design
- Navigation / UI
- Promotions
- Email Marketing
- Online Advertising

Eye tracking can also help answer the following key questions:

- Do users notice our brand / logo?
- Do they see / use the primary navigation?
- How prominent are our promotions?
- Do they notice our key calls-to-action?
- Which of three proposed designs best showcase our value and messaging?

Because all eye tracking sessions are recorded, this research method gives us some unique insights we do not normally get through traditional usability testing. We can follow a user's gaze live, as an interview is happening. This allows us to obtain immediate insights into how users digest a page or site. It also provides instant feedback on the performance of a page and informs a client about low-hanging-fruit issues that can be addressed immediately.

We can also replay the interviews later during analysis. We can find out how long it takes each user to click and complete tasks, we can determine which are the most common paths users take, and we can learn how many users actually complete the task from start to finish.

All of these metrics, when combined, help tell the full story of the site experience. We will discuss these in greater depth later in this white paper.

These features are harder to discover with more traditional research methods and are an added benefit of eye tracking research.

It is important to note, however, that eye tracking is not always the best solution for your research needs. There are some situations in which eye tracking is not the most ideal solution. For example, websites that require complex interactions, or pages with dynamically generated content leading to high variation in stimuli, are both circumstances in which eye tracking may not be the most effective choice. It is important to know how eye tracking is analyzed, and how many participants you will need as discussed in the following pages, to determine whether it is the right method for you.
How Many Participants Do You Need?

One of the most debated questions in eye tracking research is understanding how many participants should be included to ensure reliable insights.

We have heard many theories from leaders in the eye tracking, usability and user experience fields. Some have suggested a minimum of 30 users are needed to understand visual behavior from heatmaps.\(^1\)\(^,\)\(^2\) Others contend that 15 users are sufficient, but require more in-depth observational analysis.\(^3\) And depending on a company’s budget and research resources, as few as 5 participants could be used.\(^1\)

While existing research aims to draw a line in the sand, the prevailing answer to the above question is: “It depends.” It depends on the study objectives, the website and task complexity, the research funding and resources, among other things.

Having completed multiple eye tracking studies for clients across different industries and at varying levels of complexity, we have determined the ideal number of participants is 16.

To come to this conclusion on our own, we asked 30 consumers to complete the same tasks across multiple websites, and then looked at the results using the Tobii Eye Tracking software across different sample sizes. We would randomly select 1, 4, 8, 12, 16, 24, and 30 participants and export their heat maps. We would then select a different group of users at the same sample sizes. We repeated this step until we had a minimum of 10 heat maps to compare. We looked for clear differences between them at a) the same sample size (e.g., random users 1-4 vs. random users 5-8, etc.) and b) different sample sizes (e.g., 4 random users vs. 8 random users vs. 16 random visitors, etc.).

This qualitative process is more of an art than a science. But because as researchers we view eye tracking heat maps as supplemental to traditional observation and feedback, we determine the minimum number of users that will support the findings that we can also glean from the traditional direct observation technique.

Illustrated to the left are the heat maps from the various sample sizes we examined. These images are representative of the most common themes we found during our analysis. As you can see, after 16 participants, the image is locked. At 24, 26 and 30, there were no additional changes.

Task on Expedia.com: “Let’s say you wanted to book a round trip plane flight to Las Vegas during the week of March 27-31. Where would you go on the following site to do that?”


So, we came to the following conclusions as a result of our analysis:

1. **A minimum of 16 participants is needed in an eye tracking study to provide accurate heat maps.**

As we looked at the various heat maps, we asked ourselves this question: At what stage do the lower-sample heat maps look virtually identical to the highest-sample heat maps? Consistently, we found that the answer to this question was 16 users. The Expedia images are a good example: while the 8- and 12-user heat maps look similar to the 24-user heat map, it is not until we have 16 users that we can draw the same conclusions and tell the same story. This was always the case, regardless of which 16 users we selected.

2. **A sample of 8 is sufficient to reveal themes, as long as the heat maps are used purely as secondary data.**

Even when viewing the heat maps of just 8 users, we usually encountered themes that were consistent with the findings of 24 users. In the below example, users clearly focus on the Stores link in the lower right on NeimanMarcus.com. The intensity with which 8 users view this area and other page elements is clearly different than with 24 users. But overall, the theme is the same.

3. **The more complex the task, the higher sample is needed to produce reliable heat maps.**

The above Neiman Marcus example involved a very simple task: to find local stores. As we will show later in this report, users’ success rates on this task were nearly 100%. The 8- and 24-user heat maps look nearly identical. However, for more complex tasks, such as researching used vehicles, we highly recommend using a minimum of 16 users. The below example from Cars.com illustrates that we again can see themes with 8 users, but the subtle differences do not reveal the whole story.

---

**Expedia.com**

![N=16](image1)  ![N=24](image2)

A 16-user heat map tells the same story as a 24-user heat map.

**NeimanMarcus.com**

![N=8](image3)  ![N=24](image4)

An 8-user heat map reveals similar themes as a 24-user heat map, which is acceptable if this visual is viewed as purely secondary to observational techniques.

**Cars.com**

![N=8](image5)  ![N=16](image6)

8-user heat maps can reveal themes in simple tasks; however, complex tasks require 16-user heat maps.
Eye Tracking Research

Study Background

The preceding pages of this white paper have hopefully explained, in principle, what eye tracking is, how it works, and how it might benefit you in making improvements to your website. Now we would like to show you how eye tracking works in practice.

How should one plan a methodologically sound eye tracking study? What does the methodology look like? How can we interpret the great reports and visual eye tracking data that we gather from a live study with real users and websites? What tangible results can we glean, what do they look like, and how can we interpret them? We will address all of these questions in detail in the remaining pages of this white paper.

Research Objectives

The specific objectives for our eye tracking research research follow:

- Provide a high-level, methodologically sound blueprint for conducting an eye tracking study
  - We will walk through the methodology of our most recent syndicated eye tracking study, from conception through execution and analysis.

- Show how eye tracking can be used to test the performance of a website's information architecture, layout, and content, and ultimately provide actionable recommendations to address any issues that are discovered
  - We will do the following:
    - Explain the various eye tracking metrics we use and when we use them
    - Employ these metrics by comparing sites within an industry to see which perform best for common tasks
    - Provide insights, analysis, and recommendations to improve these sites

Aggregated Heat Map of Crestor.com, one of the pharmaceutical sites we tested
Method and Scope

eVŌC Insights conducted its own eye tracking study to address the research objectives that we just listed. While this study was unique in the breadth of sites and tasks included, we followed our typical methodology for comparative eye tracking studies. Thus, this methodology can be considered a roadmap for conducting eye tracking, whether looking at a single task on a single page, or multiple tasks on multiple pages or sites.

When designing the study, we chose some of the most well-known companies across 5 of the largest verticals. We determined the tasks by calling upon our experience in each industry and choosing the most common actions that users would undertake on each site. For example, on Online Travel Agency (OTA) websites, searching for a flight is one of the most frequent actions users take. Similarly, users often visit retail clothing sites to find their nearest brick-and-mortar store. We made sure that the sites we selected within each industry offered different ways of completing the same task (e.g., link at top vs. at bottom of page) so that we could clearly gauge which performed better.

### Online Travel Agencies
- Expedia.com vs. Travelocity.com vs. Orbitz.com
  - Task: Book Flight

### Retail Clothing
- Macys.com vs. Gap.com vs. NeimanMarcus.com
  - Task: Find a Store

### Pharmaceutical
- Lipitor.com vs. Zetia.com vs. Crestor.com
  - Task: Find Free Trial

### Online Tickets
- Ticketmaster.com vs. StubHub.com vs. Tickets.com
  - Task: Find Concert Tickets

### Automotive Classifieds
- AutoTrader.com vs. Cars.com vs. Vehix.com
  - Task: Find a Used SUV

During each eye tracking session, we would spend a moment explaining what was involved and then ask users to complete 5 tasks across 3 websites per task. For example, the first user completed Task 1 on Site A, Site B, and then Site C. He then completed Task 2 on Site D, Site E, and Site F. The second user completed Task 1 on Site B, Site C, and then Site A, followed by Task 4 on Site L, Site K, and then Site J. We randomized the order of both the tasks and websites to ensure there was no order bias. For the specific randomization scheme we used, please see the Detailed Methodology in the Appendix.

The sessions took an average of 20-30 minutes. Users completed the tasks using a Tobii T120 Eye Tracking monitor as it captured and recorded their eye movements. An eVŌC moderator would provide instructions for each task and ensure that the monitor was working properly. The moderator would also carefully watch and note the participants’ actions on each site to identify potential problem areas. After completing the tasks, we thanked users for their time. Given the time constraints of the participants, we did not ask any follow-up questions. The goal was to collect as much eye tracking data as possible.

We then used Tobii Studio software to conduct our analysis of their eye tracking data for this report. In addition to using moderator notes, we also watched participants’ recorded eye movements frame-by-frame to ensure we identified all major usability barriers.
Data Analysis

As mentioned in the methodology, there are many ways to use eye tracking data to gauge the effectiveness of a website. After completing our interviews, we used 7 key metrics to analyze our eye tracking data. By evaluating each site across these metrics, we are able to paint a complete picture of how they perform. The metrics are as follows:

Visual Metrics

1. Chronological Gaze Plot

   We used the Chronological Gaze Plot to see the order in which participants look at page elements. Do users see the desired paths quickly or are they distracted by other parts of the page?

2. Aggregated Heat Map

   We used the Aggregated Heat Map to determine where participants look. Ideally they look at the one or two paths that will help them complete their task.

3. Gaze Opacity Map

   We used the Gaze Opacity Map to gauge where users focus attention. When heatmaps are cluttered, the opacity map can serve as a more efficient way of looking at the data.

Behavioral Metrics

4. How long does it take users to click?

   Understanding length of time to first click is often a good indication of how good a home page is at directing users to the content they seek. While the amount of time it takes to click varies by site, it is easy to compare sites within the same industry to determine which provides the fastest access to a specific piece of information.

5. What percentage of users successfully complete the task?

   A site can compel users to click very quickly, but if it does not take them to the page they seek, it is not helpful. If on one site, all users are successful, while on another only 70% successfully complete the task, it helps us gauge which site is generally performing better.

6. How long does it take users to complete the task?

   Total time on task tells us how well a site directs users to the content they seek, from start to finish. If on average it takes 10 seconds to complete a task on one site, and 20 seconds on another, it becomes clear that the on site is doing a better job.

7. What paths are users taking to complete the task?

   Often, there is more than one way to find something on a website. This metric tells us whether users are taking the desired path(s), or a more roundabout one. It can also identify new pathways to information that had not previously been envisioned.

Note: It is important to mention that in addition to the above metrics, our live observation and questioning of the participants and subsequent slow-motion analysis of their eye movements also help inform how each site performs. The ideal scenario employs a holistic approach, in which all metrics and observational techniques are used.
Detailed Findings: Travel – Expedia vs. Travelocity vs. Orbitz

**Objective**

Research shows that consumers who go online to book travel usually know where they want to go and when. Armed with a destination and date, they nearly always begin the booking process by searching for availability.

The objective of this task is to find out specifically how users search for flight availability on three major Online Travel Agency (OTA) sites: Expedia, Travelocity, and Orbitz. Users are asked to book a flight to Las Vegas for a one-week trip using each of the three sites. Of particular interest is understanding how users go about their search, and whether they notice and engage with deals and promotions on each site’s home page, or overlook these areas and interact immediately with the booking module.

**Task: Book Flight**

“Let’s say you wanted to book a round trip plane flight to Las Vegas during the week of March 27-31. Where would you go on the following site to do that?”

**Key Insights**

- Most users do not notice or explore the deals or promotions on each home page, and instead go immediately to the search module
- Expedia and Orbitz outperform Travelocity on the task
  - Expedia and Orbitz place the search module in the upper left, ensuring that users see this area first
  - Travelocity offers the search module in the lower right, prompting many users to first gaze at the site’s deals and promotions
    - However, just 8% click on a Travelocity deal, illustrating that users do not show clear interest in these offers
- Additionally, it is more intuitive for users to enter their trip information in a vertical layout (as on Expedia and Orbitz) than in Travelocity’s horizontal format
- Best practices from Expedia’s and Orbitz’s vertical layout include:
  - It is most intuitive for the departure city to be visually aligned with the departure date, and the arrival city to be visually aligned with the return date
  - Error messaging must appear next to the error it pertains to; otherwise, users will not see it
  - Displaying one month at a time in the calendar simplifies selecting a date (e.g., Orbitz)

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</table>
Findings

While all three sites are generally intuitive, Expedia and Orbitz are the best performing sites for this task. Travelocity is the lowest performing site because users need an average of 4-5 seconds longer to complete their search, with essentially the same result. There are two reasons why Travelocity does not perform as well as the others:

1. **Travelocity places its search module in the lower right of the home page.**

Unlike Expedia and Orbitz, who place the search module in the upper left of the home page, Travelocity places its search module in the lower right so that it can promote travel deals across the top and along the left side. And they are effective in doing so. Because users typically view web pages from left to right, top to bottom, this is an effective method to draw users in to explore their promotions. In fact, Travelocity shows the highest incidence of users noticing their promotions: 31% gaze at Travelocity’s home page promotions, compared to just 8% on Expedia and 12% on Orbitz.

However, since users in this task have a specific location in mind, Travelocity’s deals are too vague to be helpful. For example, its ‘Low Fare Alert’ does not list any specific cities, and users hesitate to click on this link with no guarantee they will find deals specific to Las Vegas. On the other hand, Orbitz, which offers a ‘Las Vegas’ link under ‘Top Destinations,’ has 2 users view this area, and both click the link. Compare this with Travelocity: 8 users view the deals, but only 2 click them. The deals on Travelocity, therefore, serve as more of a distraction than a shortcut.

![Expedia and Orbitz place their search module in the upper left of the home page, ensuring that users see it first](image)

![Travelocity places its search module in the lower right; as a result, users interact with this area later](image)

![Some users are attracted to Travelocity’s deals; however, they are vague and serve as a distraction from the booking process](image)
Findings (continued)

2. The horizontal layout of Travelocity’s search module is unconventional and, therefore, confusing.

Travelocity’s search module has users enter their trip details from left to right, which is less conventional than entering them from top to bottom (e.g., Expedia and Orbitz). As a result of this less intuitive layout, users are more likely to do the following within Travelocity’s search module:

- Overlook the date fields: The city fields are separated from the date fields by a stack of radio buttons, which creates a visual disconnect and forces users to spend more time processing the page – or overlook the dates entirely
- Fixate unnecessarily on the number of travelers: The number of travelers is displayed just to the right of the cities and above the Search button, causing users to spend more time looking at this dropdown than is necessary
- Experience confusion in the calendar: After a user selects the bottom month (e.g., April) in the two-month Departure view, that month moves to the top in the two-month Arrival view, causing brief delay and confusion
- Miss the error messaging: When users make a mistake, Travelocity provides error messaging above the search module rather than inside it, causing delay

Recommendations

eVOC’s recommendations for an OTA website’s home page are as follows:

- Place the search module on the left side of the page
- If promotions exist, ensure they convey enough value to attract users
- Use a vertical layout within the search module
- Place the departure date below the departure city and the return date below the arrival city
- Consider displaying only one month at a time in the calendar view
- Ensure that error messaging appears next to the field in which the error is made
Detailed Findings: Retail – Macy’s vs. Gap vs. Neiman Marcus

Objective

According to a report from eMarketer Inc., online sales in the U.S. retail industry increased 14.8% in 2010, surpassing $165 billion for the first time.¹ The clothing vertical represents a significant piece of this retail growth and is expected to soon reach its own milestone: eclipsing $3 billion in online sales. But despite the growing relevance of the online channel, it still represents just a small fraction of revenue compared to brick-and-mortar sales for large retailers. This holds especially true in clothing – after all, few consumer products require as much in-store scrutiny when it comes to quality and fit than clothing.

The objective of this task is to find out how users search for local brick-and-mortar stores on the websites of three major clothing retailers: Macy’s, Gap, and Neiman Marcus. Since the most common place consumers go to find a store location is the store’s website, this task helps illustrate how retail sites can best provide local store information to their customers.

Task: Find a Store
“Let’s say you would like to find the closest store to your home address. Where would you go on the following site to do that?”

Key Insights

- Most users start by looking for a link to stores in the upper right of the page, then navigate to the footer
- Interestingly, Neiman Marcus slightly outperforms Macy’s and Gap for this task
  - Neiman Marcus offers a ‘Store Locations and Events’ button in the lower right side of the footer; its wording and placement are very intuitive
  - Neiman Marcus clearly separates information buttons from store merchandise buttons
  - The fewer horizontal menus on the page, the better users will be able to digest all available links

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</tbody>
</table>

Findings

Neiman Marcus outperforms Gap and Macy’s on the task of finding a local store. Gap is the lowest performing site because it takes users 3-5 seconds longer to find their local store. There are two main reasons why Gap does not perform as well:

1. Gap’s title ‘Stores & Events’ can be misread as ‘Store Events’

When looking for local stores, users typically scan the home page for words like ‘Stores’ and ‘Locations.’ As a result, labels such as ‘Store Locations’ and ‘Stores’ will always be effective. However, when an unrelated word (Events) immediately follows the word they are searching for (Stores), this can be misinterpreted. While Neiman Marcus’s ‘Store Locations & Events’ is most effective, Macys.com proves you can also keep it simple with ‘Stores’ and ‘Find a store’ as its labels.
Findings (continued)

2. The design and location of Gap’s ‘Stores & Events’ button is not effective in the navigation

Gap’s button for store locations is not as easy to find for several reasons:

- The button is located in the same horizontal field as the merchandise: Since users are accustomed to items being categorized by the type of information being provided, they do not check the merchandise bar for local stores.
- Users are distracted by the bright orange at the top of the page: Many users initially fixate on the bright orange ‘5 Stores’ tab before realizing it refers to brands rather than brick-and-mortar stores. By contrast, the navy blue ‘Stores & Events’ button mimics the Gap logo colors and is easily overlooked.

Recommendations

eVŌC’s recommendations for “Store Locations” on Websites is to:

- Clearly separate links to information (e.g. Store Locations) from links to merchandise
- Ensure important links such as ‘Store Locations’ reside above the fold (Neiman’s is in the footer, but above the fold)
- Use intuitive titles that clearly define where links will take users - ‘Stores’ and ‘Store Locations’ are best
Detailed Findings: Pharma – Lipitor.com vs. Crestor.com vs. Zetia.com

Objective

eVŌC has conducted a number of studies demonstrating that both current and prospective prescription medication patients who visit drug-specific websites are most interested in saving money. Even if the actual coupons or money-saving offers are not available on these sites, visitors expect pharmaceutical companies to provide at least some information on how to save money on the medication.

One of the most common ways that pharmaceutical companies pass savings onto consumers is through free trials. Many consumers have come to expect access to these trials online. Cholesterol lowering medications are popular and certainly high on the list for free trials among target patients.

The objective of this task is to find out specifically how users search for free trials on three websites for cholesterol lowering medication: Lipitor.com (Pfizer), Crestor.com (AstraZeneca), and Zetia.com (Merck). Users are asked to find out if and how they can try the medication for one month at no cost. Because each of the three sites offers its free trial using its own messaging, design, and site placement, we can determine if one, two, or all three of these factors impact how easily users find free trials.

Task: Find Free Trial
“Let’s say you have high cholesterol and you are looking for a medication to reduce it. You want to see if you can try one for a month without paying anything. Where would you go on the following site do that?”

Key Insights

- Users look for free trials in the primary navigation and in the center of the page
- Zetia and Crestor outperform Lipitor on this task because they offer:
  - A minimum of two pathways to access free trials on the home page, above the fold and immediately visible, guaranteeing that users will find them
  - Lipitor.com offers only one pathway to free trials, which sits below the fold and is overlooked
  - Labeling resonates with users, including ‘Free Trial’ and ‘Try for Free’
  - This draws users’ attention more effectively than ‘get money saving offers’ on Lipitor’s site
- The best drug-specific sites will offer several links to the free trial that reside above the fold and clearly convey savings (e.g., ‘Free’)

<table>
<thead>
<tr>
<th>Measure</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lipitor.com</td>
<td></td>
</tr>
<tr>
<td>Time to first click</td>
<td>21.2s</td>
</tr>
<tr>
<td>Time to task completion</td>
<td>36.1s</td>
</tr>
<tr>
<td>% who find free trial</td>
<td>74%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Measure</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crestor.com</td>
<td></td>
</tr>
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<td>Time to first click</td>
<td>12.3s</td>
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<tr>
<td>Time to task completion</td>
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<tr>
<td>% who find free trial</td>
<td>96%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Measure</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zetia.com</td>
<td></td>
</tr>
<tr>
<td>Time to first click</td>
<td>9.3s</td>
</tr>
<tr>
<td>Time to task completion</td>
<td>13.7s</td>
</tr>
<tr>
<td>% who find free trial</td>
<td>96%</td>
</tr>
</tbody>
</table>
Findings

Zetia and Crestor are the best performing sites for finding free trials, as it takes users roughly 14 and 18 seconds respectively to complete the task. On Lipitor.com, it takes users 36 seconds on average, for the following reasons:

1. **Lipitor’s home page flash module distracts and delays users**

   On the center of Lipitor.com’s home page, there is a flash module that offers links to key areas of the site. However, it takes several seconds to load. As users wait for it to appear, the only other page elements to digest are a paragraph of safety information and the top navigation. As there is not yet any mention of free trials, users feel compelled to wait for the flash module.

   The flash module also contains small, moving, overlapping boxes that take additional time to scan. As much of Lipitor.com’s key site content can be accessed via the flash module, users take significant time browsing this area. The moving boxes in the module are unconventional and hard to read, which forces users to take more time to find what they seek. This would hold true not just for users looking for free trials, but also for those seeking information.

   Finally, users spend significant time in the flash module, but there are no links to free trials in this area. Once users come to this conclusion, they look at other page areas – but they have already wasted significant time.

2. **The button that takes users to free trials is located below the fold**

   Most users look for free trials in the middle and at the top of the home page. It is usually only after they have explored these areas that they decide to scroll down. Since the button for free trials is located at the bottom of the page, it takes users longer to find it – and 26% do not find it at all.

3. **The phrase, ‘get money saving offers’ does not contain words that users are looking for, such as ‘free’ and ‘trial’**

   As a result, even after users see the ‘get money saving offers’ button, many still scan other page areas before clicking. This does not occur on Crestor or Zetia, as these sites use more straightforward wording (e.g., ‘Free Trial’).
Findings (continued)

The reason that Zetia and Crestor perform so well has little to do with their flash modules and everything to do with their navigation. Unlike Lipitor.com, the primary navigation on these sites is expanded by default, revealing the secondary navigation. Since the first thing that many users do when they arrive on a site is look at the navigation, the users in this task encounter little difficulty finding the link to free trials.

Without touching their mouse, users can see the sub-categories available to them on Crestor.com and Zetia.com

Both sites use ‘free’ wording to draw attention to the free trial

The other key advantage that Zetia and Crestor have over Lipitor is their use of duplicative links to access key content. Zetia.com offers a link to the free trial in its navigation and also in a button below the navigation on the left side of the page. This way, if users overlook one of the links, they will likely find the other.

Crestor.com takes this concept even further and offers three links to the free trial: one in the left navigation, one in the center flash module, and one on the right side of the page. This ensures that users find the free trial—though, offering so many can be confusing because if they see all three, they may assume that they are different.

Zetia.com offers two intuitively named links to the free trial

Crestor offers three links to the free trial; this works well but can also be confusing to users, who are unsure if the offers are different

Recommendations

eVOC’s recommendations for offering free trials on a branded, drug-specific pharmaceutical website are as follows:

- Provide two pathways to access free trials: one in the navigation and one along the side or in the flash module
- Avoid placing links to free trials below the fold, unless there is a clear way to also access them above the fold
- Use nomenclature that resonates with users: ‘Free Trials’ and ‘Try for Free’ are effective
- If the site has a loading flash module, provide links above the fold to the most important site areas, in case the flash does not load immediately
Detailed Findings: Event Tickets – Ticketmaster.com vs. StubHub.com vs. Tickets.com

Objective

Ticketmaster.com has been the de facto leader of online ticket sales for the last decade. As the sole ticket provider for many of the country’s largest venues, Ticketmaster has secured exclusive rights to some of the country’s top musicians, performers, and professional sports teams. Its 2010 merger with the largest ticket promoter, Live Nation, has enabled the new joint company to add event promotions to its repertoire and become a true entertainment juggernaut. Its online presence has mirrored its industry expansion: Ticketmaster.com currently boasts approximately 10 million unique visitors a month, compared to its closest competitor, Stubhub.com (3.5 million) and Tickets.com (1 million).

Profits and market share may determine which ticket site is the leader - but do they determine which site is the easiest to use? The objective of this study is to find out how users search for tickets for a specific event on three major event ticket sales websites: Ticketmaster.com, StubHub.com, and Tickets.com. Users are asked to find tickets to an upcoming Dave Matthews Band concert in their area. Do consumers use search, do they browse, or do they notice the Dave Matthews spotlights on each home page? Each of the three sites offers a variety of pathways to complete the task, revealing key insights about how consumers search for event tickets online.

Task: Find Concert Tickets
“Let’s say you were an avid fan of Dave Matthews Band and you wanted to get tickets for their upcoming tour in late August. Where would you go on the site to find tickets?”

Key Insights

- Spotlights on Dave Matthews attract some attention, especially when a photo is shown above the fold (Tickets.com)
- More than half of users navigate directly to the search box on all three sites
  - Ticketmaster’s search field is the most prominent and, therefore, the most noticed and used
  - However, its search logic is the least intelligent: vague or abbreviated search terms, such as ‘bay area’ and ‘DMB,’ rarely yield helpful search results
- StubHub outperforms Ticketmaster and Tickets.com for this task thanks to its superior search results
  - StubHub’s organic results are most relevant to users
  - Additionally, its location filters are more specific, allowing users to more quickly find events in their area

Measure | Total | Measure | Total | Measure | Total
--- | --- | --- | --- | --- | ---
Time to first click | 5.6s | Time to first click | 6.8s | Time to first click | 6.7s
Time to task completion | 44.0s | Time to task completion | 31.0s | Time to task completion | 62.0s
% who complete task | 92% | % who complete task | 96% | % who complete task | 64%
% who use search | 89% | % who use search | 64% | % who use search | 55%

Findings

While users are generally drawn to the search option on all three sites, StubHub.com provides the best payoff: the most intuitive search results. Where do Ticketmaster and Tickets.com fall short? The answer lies in their search logic and how they display their results:

1. The search platforms of Ticketmaster and Tickets.com are not optimized for common search terms, such as abbreviations, cities, and months

When users type a specific location (e.g., San Francisco), abbreviate the performer’s name (e.g., DMB), or enter a time frame (e.g., August), these sites either show irrelevant results, or none at all. This represents a significant flaw in these sites’ search logic. Additionally, Tickets.com displays an intermediate screen asking users to select between two seemingly identical choices, which causes confusion and unnecessary delay.
Findings (continued)

2. The search results pages on Ticketmaster and Tickets.com are not intuitively displayed and provide limited user control

Ticketmaster's search results page confuses users by offering a small, nested window of StubHub tickets inside the main window that appears to some like an advertisement. As a result, some users do not recognize it as a place to find more ticket options. This window-within-a-window layout also shows only 7 venues at a time, forcing users to scroll. And without any sorting or filtering options, it takes them time to find the tickets they are looking for.

Ticketmaster.com's search results page shows tribute bands on top of the Dave Matthews tickets that users are seeking. Additionally, the site automatically sets the default location to Los Angeles after users click 'Search,' forcing them to change their location. As they attempt to do this, they often search for 'San Francisco' or 'Bay Area' on the left-hand filters, but cannot find this because only Concord and Mountain View are listed.

**Tickets.com**

**Ticketmaster.com**
Findings (continued)

StubHub outperforms Ticketmaster and Tickets.com for the following key reasons:

- The search field auto-suggests performers based on what users type, improving search results.
- The most relevant results usually appear first, even when users type less conventional search terms; if not, intuitive filters on the left side provide the ability to change the location.
- Locations are organized by region, rather than by city, which is more intuitive in this task.

**Recommendations**

eVOC’s recommendations for an event ticket sales website include the following:

- Ensure the search platform catches the most frequently incorrect searches, accounts for abbreviations and misspellings, and compares unconventional search terms with a list of accurate synonyms.
- Auto-suggest search terms as users type to improve search result accuracy.
- Automatically recognize a user’s location if possible and provide location filters by region rather than by city.
- Use photos to draw attention to specific performers on the home page.
Detailed Findings: Automotive – Autotrader.com vs. Cars.com vs. Vehix.com

**Objective**

The process of purchasing a car has greatly evolved since the inception of the Internet. What was once a laborious, time-consuming process involving newspapers, phone calls and dealerships can now be done almost entirely from the comfort of one’s own home. With the arrival of several prominent automotive classifieds websites over the last decade, researching and purchasing a new or used car has never been easier – or has it?

The objective of this task is to find out how users search for a used car on three major automotive classifieds websites: Autotrader.com, Cars.com, and Vehix.com. Users are asked to look for a used SUV and determine which brand they should purchase. On each site, users can choose from multiple paths to find used vehicles, revealing that some are considerably more intuitive than others.

**Task: Find a Used SUV**

“Let’s say you were looking to buy a used car. You know you want to get an SUV, but you’re not sure what brand. Where would you go on this site to find that?”

**Key Insights**

- Users encounter significant difficulty finding used vehicles by category on all three sites
- AutoTrader.com performs the best: users have the highest success rate (88%) on the site and require the least amount of time to complete the task (31 seconds)
  - AutoTrader.com does the best job of labeling and placing key navigation and content above the fold
  - However, some of the site’s key navigation looks promotional and is overlooked, delaying users
- Cars.com and Vehix.com have significant issues with labeling and aesthetic integrity that prevent task completion
  - These two sites are also more likely to push key content below the fold, making it much harder to find
- The ideal automotive classifieds website offers:
  - A clear distinction between the New and Used Cars sections, with accurate labeling to guide users
  - All key pathways above the fold
  - A focus on aesthetic integrity so that its key sections resemble navigation rather than promotions or advertising

### Performance Measures

<table>
<thead>
<tr>
<th></th>
<th>Autotrader.com</th>
<th>Cars.com</th>
<th>Vehix.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time to first click</td>
<td>7.9s</td>
<td>3.6s</td>
<td>4.4s</td>
</tr>
<tr>
<td>Time to task completion</td>
<td>31.0s</td>
<td>57.1s</td>
<td>31.5s</td>
</tr>
<tr>
<td>% who complete task</td>
<td>88%</td>
<td>40%</td>
<td>46%</td>
</tr>
</tbody>
</table>
Findings

Even though Autotrader.com is the best performing site for this task, all three automotive classifieds sites show room for improvement. Cars.com needs improvement in its navigation, labeling, and user control. Vehix.com needs clearer labeling. And AutoTrader.com has issues with aesthetic integrity. The issues specific issues are:

1. **Labeling is a key issue on both Cars.com and Vehix.com**

On the Cars.com Home and Research pages, the search section is labeled, ‘New and Used’ – but when users choose the SUV in this section, the site takes them to a page showing only new vehicles. Most users do not realize this and start exploring 2010 buying guides and vehicles before realizing they have strayed from used cars.
Findings (continued)

On Vehix.com, the first area users see is the ‘Research by Category’ section. They overlook the ‘New Cars’ label at the top and click on SUVs, not realizing this page will only show them information on new vehicles. The SUV section reinforces the confusion: once users arrive here, the labeling in the breadcrumb, navigation, and header do not mention new cars. As a result, they frequently waste time exploring new cars on this page before realizing they must go elsewhere to research used vehicles.

Vehix.com Home Page

Users frequently overlook the ‘New Cars’ label on Vehix.com and unknowingly find themselves in the ‘New Car’ section after clicking on ‘SUV’

Vehix.com ‘New Cars’ Page

There is no indication in the breadcrumb, navigation, or label that this page pertains only to new cars

Many users waste valuable time exploring this area before realizing it does not include used vehicles
Findings (continued)

2. Vehix.com and AutoTrader.com do not follow common principles of aesthetic integrity

On Vehix.com’s Used Cars page, the blue ‘Category’ button appears clickable – but when users click on it, nothing happens. Many get frustrated at this point and leave the page, not realizing that the SUV link resides just below the fold. If Vehix were to put all key pathways above the fold and improve their color scheme, users would be more likely to find used SUVs.

Vehix.com

All users who arrive on this ‘Used Cars’ page click on the Category button and are surprised that nothing happens

Many leave the page without realizing that they can click on the ‘SUV’ link below the fold

When visitors click on ‘Car Research’ on AutoTrader’s website, they overlook the ‘Used’ button on the left side because it resembles an advertisement or promotion, when it should appear as secondary navigation. Most users eventually browse the popular used cars lower on the page, but this is not as direct of a path as clicking on ‘Used Cars’ on the left.

AutoTrader.com

‘Used’ section is overlooked because these boxes appear to some as an advertisement or promotion, rather than key secondary navigation
Findings (continued)

AutoTrader.com outperforms Cars.com and Vehix.com for the following reasons:

- AutoTrader provides the simplest home page with the fewest links, allowing users to quickly decide where to click
- It is the only site that offers a simple ‘Used Cars’ link in the center of the home page; users quickly identify with this
- Its search tool is the simplest to use, with the fewest options – users can glance at it and quickly determine whether it will be useful to them
  - Cars.com and Vehix.com offer numerous dropdowns and links in their search tools that users must explore
- AutoTrader.com also does the best job of placing key content above the fold on its home page and secondary pages

AutoTrader.com

The AutoTrader.com home page is the simplest and easiest to digest

Users can quickly tell whether the simple search tool will be valuable

If users do not see immediate value in the search tool or hero banner, they are drawn to the tabs at the bottom of the page, without needing to scroll

While AutoTrader.com still needs improvement, it does the best job of placing its key content and secondary navigation where users will expect it, above the fold

Recommendations

eVÔC’s recommendations for an automotive classifieds website include the following:

- Provide clear options for those who know which car they are looking for and for those who don’t
- Keep the home page simple, without too many options that overwhelm users
- Place all key pathways above the fold throughout the site
- Follow common website conventions in the areas of labeling and aesthetic integrity
Conclusion

As this research shows, eye tracking can be an incredibly powerful tool when used correctly and leveraged to its full potential. While it will not answer all of your questions about usability or site design, it can serve as an effective supplement to traditional usability testing and address your unanswered questions related to navigation, UI, branding, or promotions on sites or pages with limited dynamic, Flash, or Ajax components.

The minimum number of participants to include in an eye tracking study is 16. The visual and behavioral data that the eye tracking software generates will not change significantly or give you additional insights based on our research, once you eclipse 16 participants. You may be able to use as few as 8 participants, as long as the eye tracking data is seen as revealing themes rather than telling a full story. No matter what questions you are looking to answer, we recommend including eye tracking not as a standalone solution, but as part of qualitative usability testing where you also take into account user behavior (clicks and mouse movement), attitudes, and preferences. This holistic view will give you the greatest depth of data and understanding of your customers. Incorporating good randomization schemes is also key for the success of your project in order to eliminate any biases.

Utilizing all elements of the data collected from eye tracking – visual and behavioral – across the variety of sites and industries we investigated, we can draw some general conclusions that can inform all aspects of web design.

Our Top 10 Findings:

1. Ensure that the most common tasks users look to complete on your website can be achieved above the fold
2. Use labeling that users identify with - otherwise, they may not find what they seek
3. Do not force users to wait for key content (e.g., key information buried in flash)
4. Convey value in messaging; use imagery to compel users to explore promos or other less trafficked site areas
5. Provide multiple access points to the same piece of information to ensure that users will find it
6. Avoid cluttering pages with competing navigation menus; if you do, separate utility navigation from primary navigation
7. Ensure labeling of site sections is consistent and accurate
8. Use vertical form layouts, as users find these more intuitive
9. Error messaging must appear next to the error it pertains to; otherwise, users will not see it
10. Optimize on-site search engines to account for common search terms, abbreviations, colloquialisms, etc.

We hope this overview of eye tracking methodology and our study provide you with the knowledge you need to get started on your own eye tracking projects. If you have questions about how to get started, or if you think eye tracking can help your company achieve its goals, please visit our website or contact Liz Webb at: liz.webb@evocinsights.com.
The tasks we asked users to complete were as follows:

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Sites</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Task 1: Book Flight</strong></td>
<td>Sites</td>
<td>Objective: Find out how users search for flight availability on three major Online Travel Agency (OTA) websites (specifically whether they notice and browse deals and promotions, or go straight to booking)</td>
</tr>
<tr>
<td>“Let’s say you wanted to book a round trip plane flight to Las Vegas during the week of March 27-31. Where would you go on the following site to do that?”</td>
<td>Expedia.com, Travelocity.com, Orbitz.com</td>
<td></td>
</tr>
<tr>
<td><strong>Task 2: Find Local Store</strong></td>
<td>Sites</td>
<td>Objective: Learn how users search for local brick-and-mortar stores on the websites of three major clothing retailers</td>
</tr>
<tr>
<td>“Let’s say you would like to find the closest store to your home address. Where would you go on the following site to do that?”</td>
<td>Macys.com, Gap.com, Nordstrom.com</td>
<td></td>
</tr>
<tr>
<td><strong>Task 3: Find Free Trial</strong></td>
<td>Sites</td>
<td>Objective: Understand how users search for free trials on three websites for cholesterol lowering medication</td>
</tr>
<tr>
<td>“Let’s say you have high cholesterol and you are looking for a medication to reduce it. You want to see if you can try one for a month without paying anything. Where would you go on the following site to do that?”</td>
<td>Lipitor.com, Crestor.com, Zetia.com</td>
<td></td>
</tr>
<tr>
<td><strong>Task 4: Find Concert Tickets</strong></td>
<td>Sites</td>
<td>Objective: Learn how users search for tickets for a specific event in their area on three major event ticket sales websites (specifically whether they search, browse, or click on spotlights on the home page)</td>
</tr>
<tr>
<td>“Let’s say you were an avid fan of Dave Matthews Band and you wanted to get tickets for their upcoming tour in late August. Where would you go on the site to find tickets?”</td>
<td>Ticketmaster.com, Stubhub.com, Tickets.com</td>
<td></td>
</tr>
<tr>
<td><strong>Task 5: Find Used Car</strong></td>
<td>Sites</td>
<td>Objective: Find out how users search for a used car on three major automotive classifieds websites</td>
</tr>
<tr>
<td>“Let’s say you were looking to buy a used car. You know you want to get an SUV, but you’re not sure what brand. Where would you go on this site to find that?”</td>
<td>Autotrader.com, Cars.com, Vehix.com</td>
<td></td>
</tr>
</tbody>
</table>
Randomization

Below is the randomization scheme we used. The moderator would refer to this grid and follow the appropriate randomization pattern for each participant.

<table>
<thead>
<tr>
<th>Participant</th>
<th>Task Order</th>
<th>Task 1</th>
<th>Task 2</th>
<th>Task 3</th>
<th>Task 4</th>
<th>Task 5</th>
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<td>1 2 3 4 5</td>
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<td>g h i</td>
<td>j k l</td>
<td>m n o</td>
</tr>
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<td>j k l</td>
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<td>3</td>
<td>2 5 3 4 1</td>
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<td>h i g</td>
<td>j k l</td>
<td>o m n</td>
</tr>
<tr>
<td>4</td>
<td>5 3 2 1 4</td>
<td>a c b</td>
<td>e d f</td>
<td>h i g</td>
<td>j k l</td>
<td>o m n</td>
</tr>
<tr>
<td>5</td>
<td>3 4 5 2 1</td>
<td>b a c</td>
<td>d e f</td>
<td>h i g</td>
<td>k l j</td>
<td>n m o</td>
</tr>
<tr>
<td>6</td>
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<td>f d e</td>
<td>g h i</td>
<td>j k l</td>
<td>n o m</td>
</tr>
<tr>
<td>7</td>
<td>4 1 2 3 5</td>
<td>a b c</td>
<td>e f d</td>
<td>i h g</td>
<td>k l j</td>
<td>m o n</td>
</tr>
<tr>
<td>8</td>
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<td>d e f</td>
<td>h i g</td>
<td>j k l</td>
<td>o n m</td>
</tr>
<tr>
<td>9</td>
<td>2 1 5 3 4</td>
<td>c b a</td>
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<td>i g h</td>
<td>k j l</td>
<td>m o n</td>
</tr>
<tr>
<td>10</td>
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<td>j k l</td>
<td>m o n</td>
</tr>
<tr>
<td>11</td>
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<td>g h i</td>
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<td>n m o</td>
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Legend

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Eye Tracking Screenshots – Online Travel Agencies

**Expedia.com**
- 1 Participant
- 8 Participants
- 12 Participants
- 16 Participants
- 24 Participants

**Travelocity.com**
- 1 Participant
- 8 Participants
- 12 Participants
- 16 Participants
- 24 Participants

**Orbitz.com**
- 1 Participant
- 8 Participants
- 12 Participants
- 16 Participants
- 24 Participants
Eye Tracking Screenshots – Pharmaceutical

### Lipitor.com
- 1 Participant
- 8 Participants
- 12 Participants
- 16 Participants
- 24 Participants

### Crestor.com
- 1 Participant
- 8 Participants
- 12 Participants
- 16 Participants
- 24 Participants

### Zetia.com
- 1 Participant
- 8 Participants
- 12 Participants
- 16 Participants
- 24 Participants
Eye Tracking Screenshots – Online Tickets

Ticketmaster.com
1 Participant
8 Participants
12 Participants
16 Participants
24 Participants

StubHub.com
1 Participant
8 Participants
12 Participants
16 Participants
24 Participants

Tickets.com
1 Participant
8 Participants
12 Participants
16 Participants
24 Participants
### Eye Tracking Screenshots – Automotive Classifieds

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eVŌC Insights is a customer experience consulting firm that provides web strategy, usability, and “voice of the customer” research. We combine innovative technology, comprehensive market research, and expert analysis to deliver actionable insights into the behavior, thoughts and attitudes of your customers.

The founders of eVŌC have over 20 years of combined experience in market research. Prior to eVŌC, the founders developed and managed the Custom and Syndicated businesses at Vixdence Corporation (acquired by Keynote Systems in September 2004).