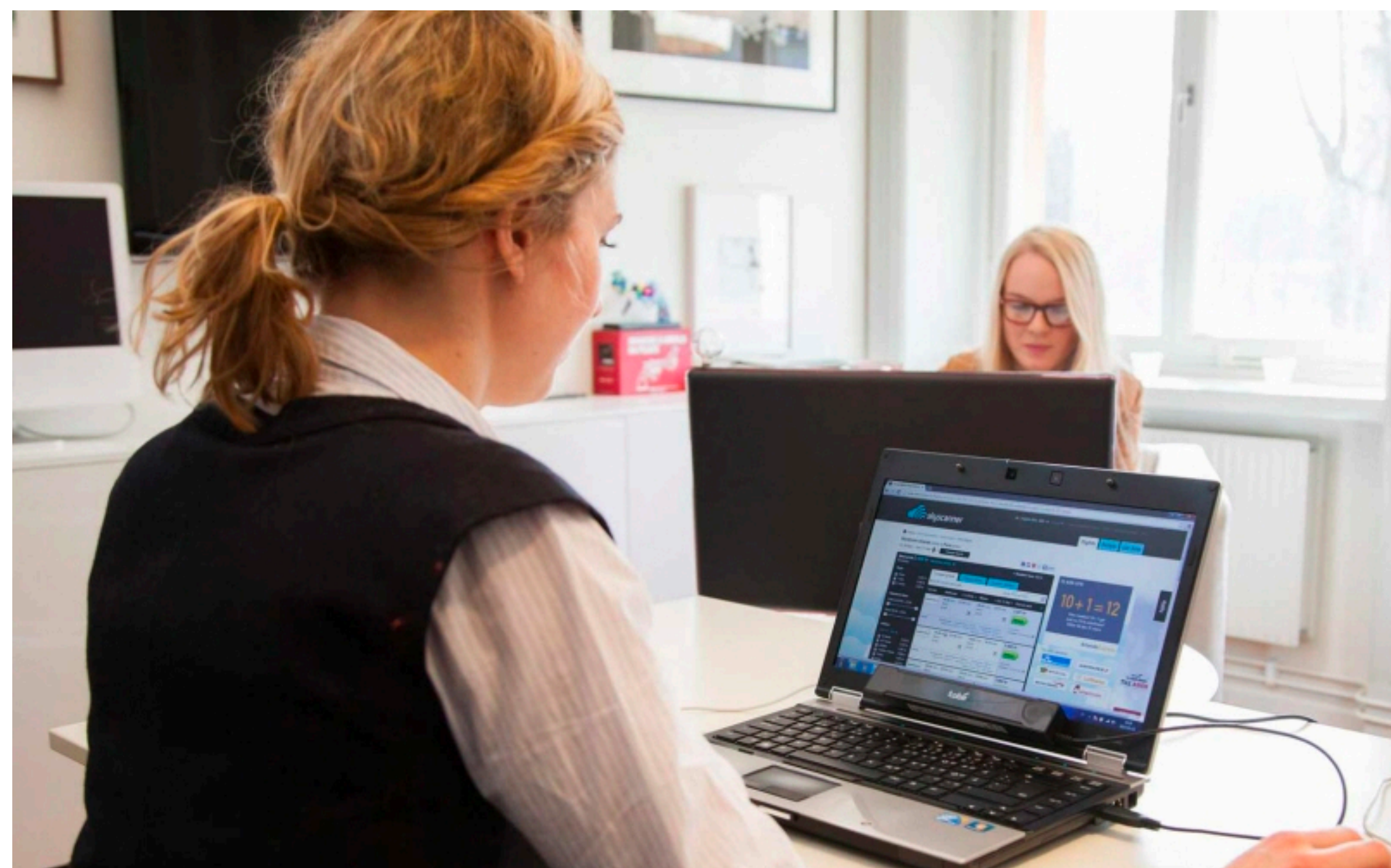


Eye Tracking in BRI

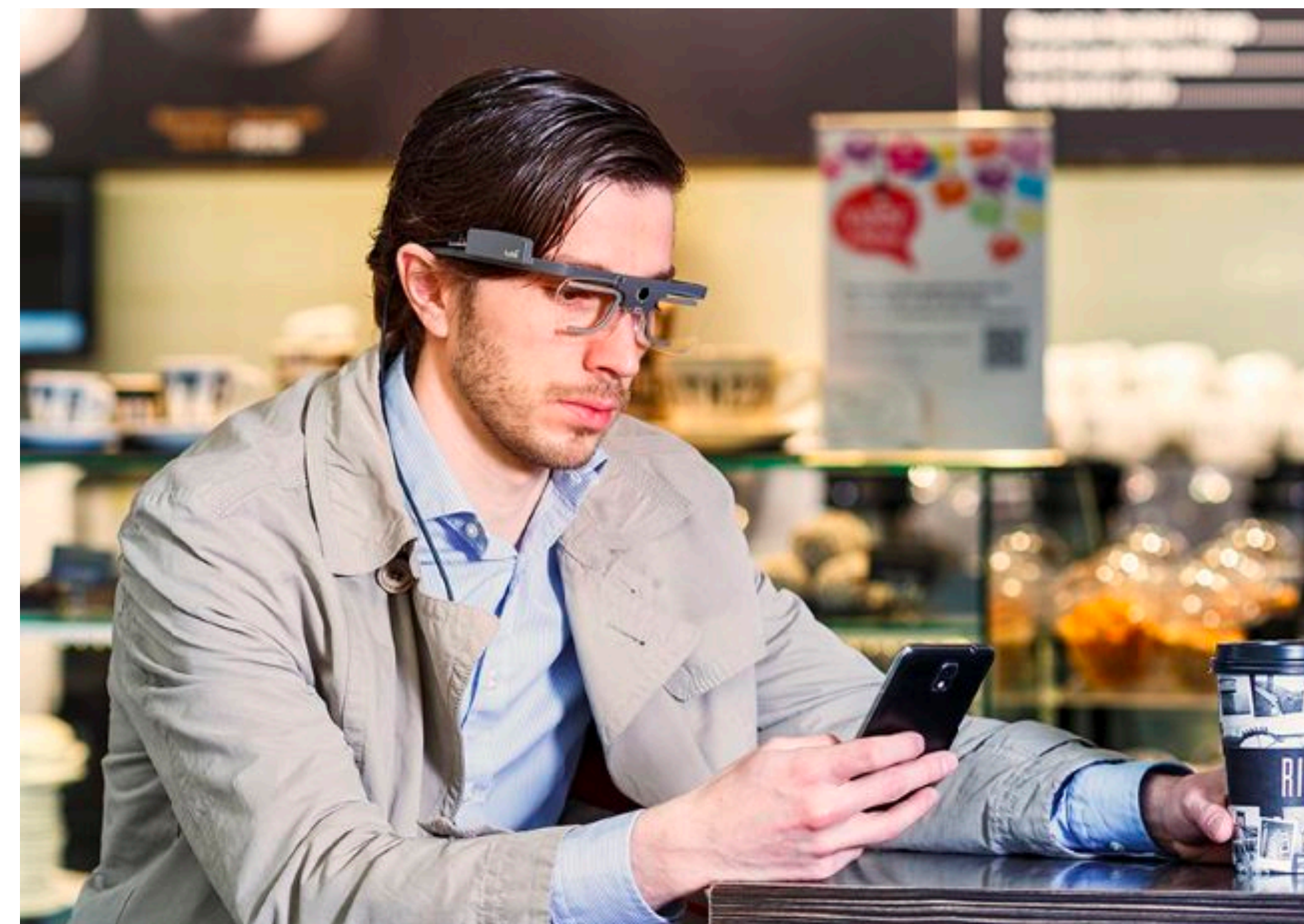
Experiment, October 2017

Overview

Eye tracking is a technology consisting of hardware + software analysis that can compliment traditional methods of user research such as 1-1 interview, surveys, and roundtables.



External unit or webcam



Head mounted (Google Glass)



Enhance every design decision with A.I.
EyeQuant uses machine learning to help UX, CRO & marketing teams make faster and better design decisions

Predictive, no user involvement

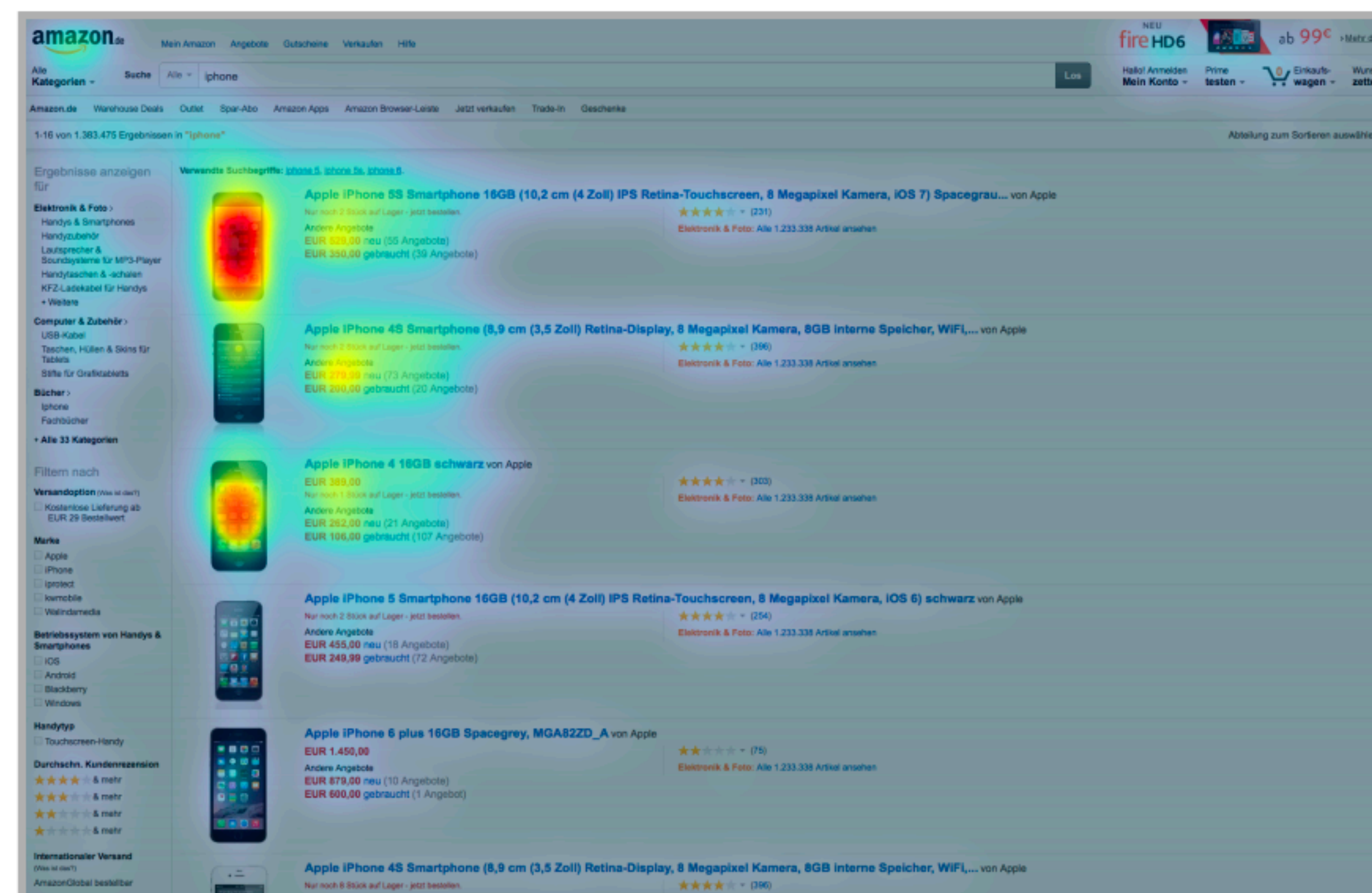
Use at Amazon

Generally used as an additional measure of triangulation when probing participant behavior.

"I see you were looking at the camera here but you said your were looking for customer reviews. Can you tell me what you were thinking?"



Retail



Search



Digital

! While eye tracking can tell us what people look at and what they see, it can't tell us what people perceive. *Where's the milk?*



Purpose

Purpose

Evaluate eye tracking as a research method to aid UX improvements to Triton/Nautilus.

- Passive vs Active consumption of information during investigations is not quantifiable
- Current lack of granular metrics/dashboard
- Watching an investigator resolve a task is beneficial but difficult to track

Learn and be curious

Leaders are never done learning and always seek to improve themselves. They are curious about new possibilities and act to explore them.



Methodology

Previously completed task audited as Pass Order

! Faux BRI interface given the complexity/unknowns of live system, dynamic webpage

No dynamic elements such as popovers, expander/collapse widgets

"The other main drawback for using AOsIs is the dynamic elements not being considered or captured, which is still a wicked issue."

How to conduct eyetracking studies, - Kara Pernice/Jakob Nielsen

The screenshot displays the Amazon Seller Central interface for a specific order. At the top, the 'My Active Tasks' sidebar shows a 'Task limit reached' notification. The main content area is titled 'Orders in Current Task' and shows a list of orders with columns for Order ID, Order Date, Marketplace, Amount, Qty, Categories, # PSC, P. Checks, Lang Perf, IC, RC, BC, CC, AX, DR, and Credit. The selected order is 113-090640-072287, dated 2017-09-26, with a marketplace of amazon.com and an amount of \$5.33.

Below the order list, the 'Customer Data' section provides details for the customer: Kenneth P. HERRINGTON, with a shipping address in Beltsville, MD. The 'Other Tasks' section shows no results found. The 'Order Data' section provides a detailed view of the order, including shipping and billing addresses, payment method (Credit Card), and shipping status (Shipped).

The 'Annotations' section shows a table of annotations with columns for Date, Description, Status, and Action. The first annotation is dated 2017-10-02 and describes a shipment that was generated using OMS but is currently cancelled.

The 'Shipment Details' section indicates that no tracking details are available for this shipment. Below this, the 'Order Items' table lists the items purchased, including 'Houston Dew Kickstart, Black Cherry, 16 Fl oz' and 'Essential Baking Company Cheesecake, 9.5oz'.

The 'Customer Credit Cards' section shows a table of credit cards used for the customer's orders, with columns for Card ID, Card Type, Issuer, and Usage.

The 'Customer Addresses' section shows a table of addresses used for the customer's orders, with columns for Name, Address, City, State, Country, Zip, Phone, and Usage.

The 'Interesting Customer Signin Events' section shows a table of sign-in events, with columns for Date, IP Address, Password, Flash, Fingerprint, Email, Phone, Time, and Country/State/City.

The 'Related Customers' section shows a table of related customers, with columns for Anno Customer ID, Status, Email, Name, Street, City, State, City, Pmt, UID, Device, Email, CC, Address, Phone, and ZIP.

The 'Recent Customer Annotations' section shows a table of recent annotations, with columns for Author, Annotation, Date / Time, and Source.

The 'Interesting Activity' section shows a table of interesting activity, with columns for Activity, Current Value, and Previous Value.

The 'Gift Cards' section shows a table of gift cards, with columns for Show Gift Cards, Purchased by Customer, and Claimed by Customer.

5 SEA investigators investigating the NA market as secondary to their primary market



Tenure

~ 2 months

~ 1y4m avg.

Study Ethics

All 5 investigators did not have reservations about the process.

"Do you have any concerns with this type of process (recording activity)"

Most found the technology intriguing.

Visualizations

Gaze point

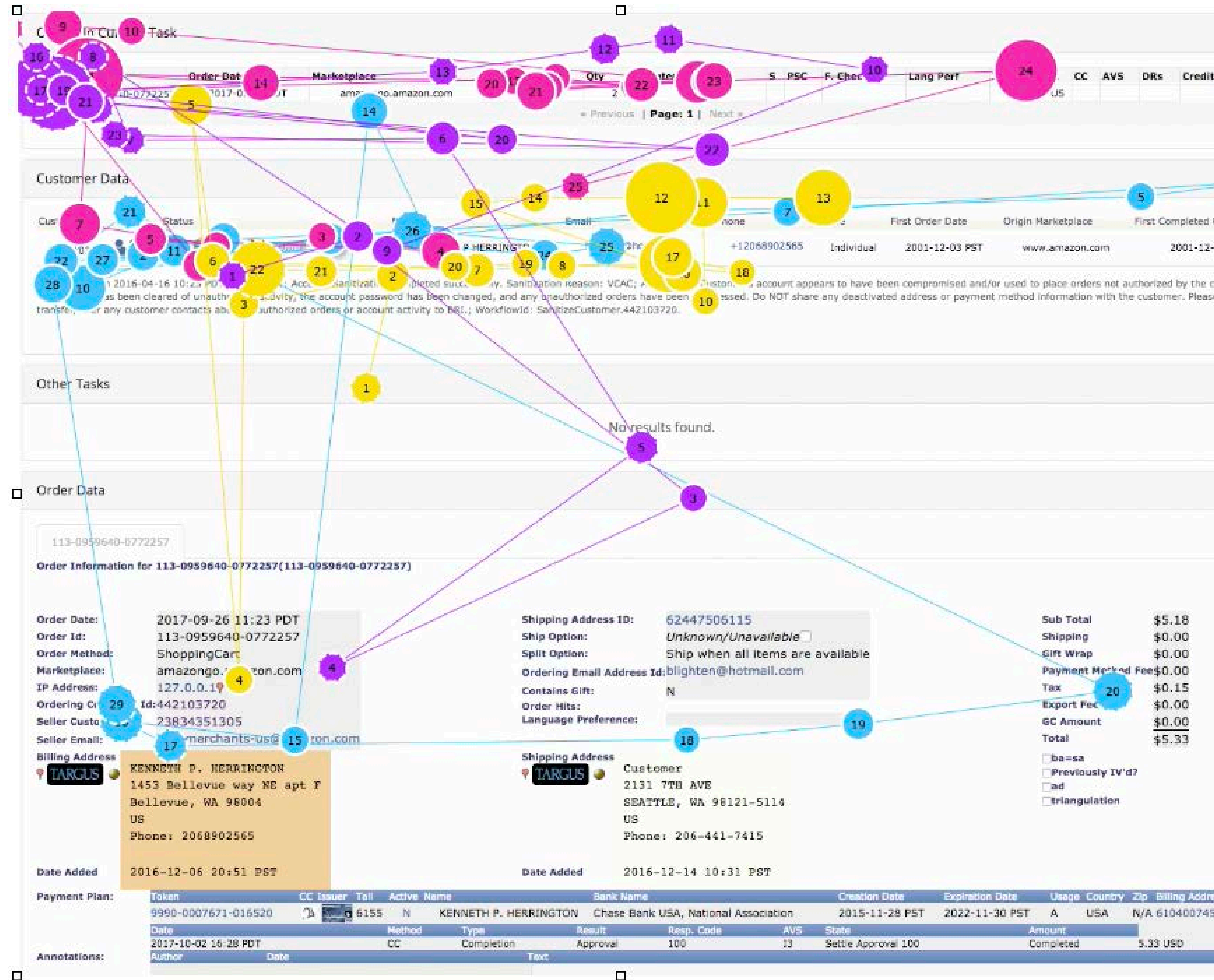
- The Gaze Plot visualization shows the sequence and position of fixations (dots) on a static media, (e.g. an image or a scene).
- The size of the dots indicates the fixation duration and the numbers in the dots represent the order of the fixations.
- Gaze Plots can be used to illustrate the gaze pattern of a single test participant throughout the entire eye tracking session, or of several participants in a short time interval.

Gaze point

- The Gaze Plot visualization shows the sequence and position of fixations (dots) on a static media, (e.g. an image or a scene).
- The size of the dots indicates the fixation duration and the numbers in the dots represent the order of the fixations.

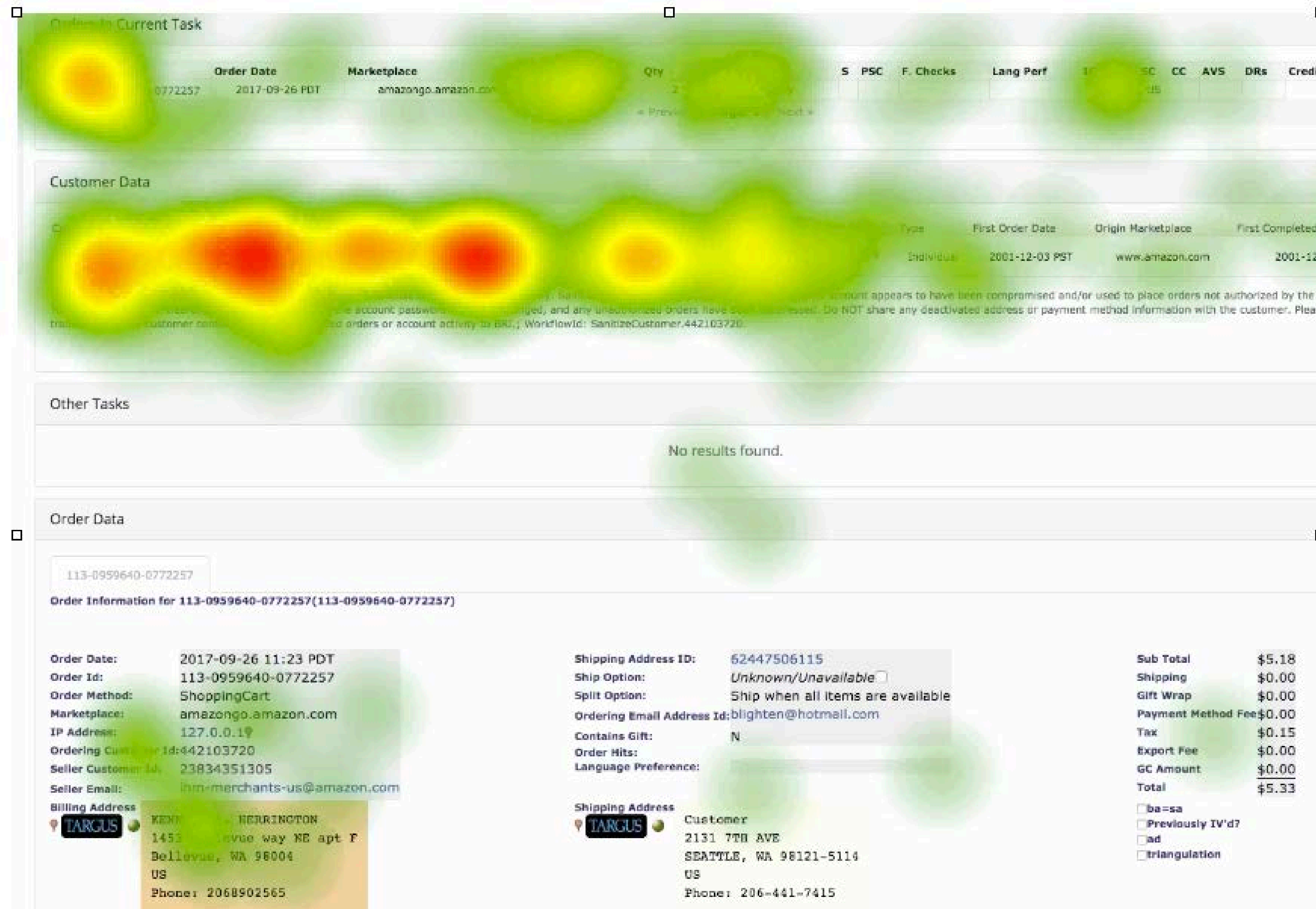
Participant legend

■ CD ■ IS ■ MB ■ Nico ■ RC



Heatmap

A heat map uses different colors to show the number of fixations participants made in certain areas of the image or for how long they fixated within that area. Red usually indicates the highest number of fixations or the longest time, and green the least, with varying levels in between.



Heatmap

Orders In Current Task

Order ID	Order Date	Marketplace	Amount	Qty	Categories	S	PSC	F. Checks	Lang Perf	IC	BC	SC	CC	AVS	DRs	Credit	Anno
+ 113-0959640-0772257	2017-09-26 PDT	amazongo.amazon.com	\$5.33	2	Grocery												

Customer Data

Customer ID	Status	Name	Email	Phone	Type	First Order Date	Origin Marketplace	First Completed Order
442103720		KENNETH P HERRINGTON	blighten@hotmail.com	+12068902565	Individual	2001-12-03 PST	www.amazon.com	2001-12-03 PST

Other Tasks

No results found.

Order Data

113-0959640-0772257

Order Information for 113-0959640-0772257(113-0959640-0772257)

Order Date:	2017-09-26 11:23 PDT	Shipping Address ID:	62447506115	Sub Total:	\$5.18
Order Id:	113-0959640-0772257	Ship Option:	Unknown/Unavailable	Shipping:	\$0.00
Order Method:	ShoppingCart	Split Option:	Ship when all items are available	Gift Wrap:	\$0.00
Marketplace:	amazongo.amazon.com	Ordering Email Address:	blighten@hotmail.com	Payment Method Fee:	\$0.00
IP Address:	127.0.0.1	Contains Gift:	N	Tax:	\$0.15
Ordering Customer Id:	442103720	Order Hits:		Export Fee:	\$0.00
Seller Customer Id:	23834351305	Language Preference:		GC Amount:	\$0.00
Seller Email:	ihm-merchants-us@amazon.com			Total:	\$5.33
Billing Address:	KENNETH P. HERRINGTON 1453 Bellevue way NE apt F Bellevue, WA 98004 US Phone: 2068902565	Shipping Address:	Customer 2131 7TH AVE SEATTLE, WA 98121-5114 US Phone: 206-441-7415		
Date Added:	2016-12-06 20:51 PST	Date Added:	2016-12-14 10:31 PST		

Token	CC Issuer	Tail	Active Name	Bank Name	Creation Date	Expiration Date	Usage	Country	Zip	Billing Address ID
9990-0007671-016520	CC	6155	N	KENNETH P. HERRINGTON	Chase Bank USA, National Association	2015-11-28 PST	2022-11-30 PST	A	USA	N/A 61040074515

Annotations:

Date	Method	Type	Result	Resp. Code	AVS	State	Amount
2017-10-02 16:28 PDT	CC	Completion	Approval	100	13	Settle Approval 100	Completed 5.33 USD

Orders In Current Task

Order ID	Order Date	Marketplace	Amount	Qty	Categories	S	PSC	F. Checks	Lang Perf	IC	BC	SC	CC	AVS	DRs	Credit	Anno
+ 113-0959640-0772257	2017-09-26 PDT	amazongo.amazon.com	\$5.33	2	Grocery												

Customer Data

Customer ID	Status	Name	Email	Phone	Type	First Order Date	Origin Marketplace	First Completed Order
442103720		KENNETH P HERRINGTON	blighten@hotmail.com	+12068902565	Individual	2001-12-03 PST	www.amazon.com	2001-12-03 PST

Other Tasks

No results found.

Order Data

113-0959640-0772257

Order Information for 113-0959640-0772257(113-0959640-0772257)

Order Date:	2017-09-26 11:23 PDT	Shipping Address ID:	62447506115	Sub Total:	\$5.18
Order Id:	113-0959640-0772257	Ship Option:	Unknown/Unavailable	Shipping:	\$0.00
Order Method:	ShoppingCart	Split Option:	Ship when all items are available	Gift Wrap:	\$0.00
Marketplace:	amazongo.amazon.com	Ordering Email Address:	blighten@hotmail.com	Payment Method Fee:	\$0.00
IP Address:	127.0.0.1	Contains Gift:	N	Tax:	\$0.15
Ordering Customer Id:	442103720	Order Hits:		Export Fee:	\$0.00
Seller Customer Id:	23834351305	Language Preference:		GC Amount:	\$0.00
Seller Email:	ihm-merchants-us@amazon.com			Total:	\$5.33
Billing Address:	KENNETH P. HERRINGTON 1453 Bellevue way NE apt F Bellevue, WA 98004 US Phone: 2068902565	Shipping Address:	Customer 2131 7TH AVE SEATTLE, WA 98121-5114 US Phone: 206-441-7415		
Date Added:	2016-12-06 20:51 PST	Date Added:	2016-12-14 10:31 PST		

Token	CC Issuer	Tail	Active Name	Bank Name	Creation Date	Expiration Date	Usage	Country	Zip	Billing Address ID
9990-0007671-016520	CC	6155	N	KENNETH P. HERRINGTON	Chase Bank USA, National Association	2015-11-28 PST	2022-11-30 PST	A	USA	N/A 61040074515

Annotations:

Date	Method	Type	Result	Resp. Code	AVS	State	Amount
2017-10-02 16:28 PDT	CC	Completion	Approval	100	13	Settle Approval 100	Completed 5.33 USD

Analysis

Areas of Interest (AOI)

Company Data

Metric	Value	Change
Revenue	1.234	+12%
Profit	0.567	+8%
Market Cap	12.345	+5%
EPS	1.234	+10%
Dividend Yield	2.345	+1%
Debt to Equity	0.567	-0.1
Operating Margin	45.678	+2%
Return on Equity	15.678	+1%
Current Ratio	1.234	+0.1
Free Cash Flow	0.987	+15%
Book Value	10.123	+3%
Enterprise Value	11.234	+4%
EV to EBITDA	8.901	-0.5
EV to Sales	9.012	-0.2
EV to Earnings	10.123	-0.3
EV to Free Cash Flow	11.234	-0.4
EV to Book Value	12.345	-0.5
EV to Enterprise Value	13.456	-0.6
EV to Market Cap	14.567	-0.7
EV to Total Assets	15.678	-0.8
EV to Total Debt	16.789	-0.9
EV to Total Equity	17.890	-1.0
EV to Total Capital	18.901	-1.1
EV to Total Value	19.012	-1.2
EV to Total Worth	20.123	-1.3
EV to Total Net Worth	21.234	-1.4
EV to Total Wealth	22.345	-1.5
EV to Total Assets	23.456	-1.6
EV to Total Liabilities	24.567	-1.7
EV to Total Equity	25.678	-1.8
EV to Total Debt	26.789	-1.9
EV to Total Capital	27.890	-2.0
EV to Total Value	28.901	-2.1
EV to Total Worth	29.012	-2.2
EV to Total Net Worth	30.123	-2.3
EV to Total Wealth	31.234	-2.4
EV to Total Assets	32.345	-2.5
EV to Total Liabilities	33.456	-2.6
EV to Total Equity	34.567	-2.7
EV to Total Debt	35.678	-2.8
EV to Total Capital	36.789	-2.9
EV to Total Value	37.890	-3.0
EV to Total Worth	38.901	-3.1
EV to Total Net Worth	39.012	-3.2
EV to Total Wealth	40.123	-3.3
EV to Total Assets	41.234	-3.4
EV to Total Liabilities	42.345	-3.5
EV to Total Equity	43.456	-3.6
EV to Total Debt	44.567	-3.7
EV to Total Capital	45.678	-3.8
EV to Total Value	46.789	-3.9
EV to Total Worth	47.890	-4.0
EV to Total Net Worth	48.901	-4.1
EV to Total Wealth	49.012	-4.2
EV to Total Assets	50.123	-4.3
EV to Total Liabilities	51.234	-4.4
EV to Total Equity	52.345	-4.5
EV to Total Debt	53.456	-4.6
EV to Total Capital	54.567	-4.7
EV to Total Value	55.678	-4.8
EV to Total Worth	56.789	-4.9
EV to Total Net Worth	57.890	-5.0
EV to Total Wealth	58.901	-5.1
EV to Total Assets	59.012	-5.2
EV to Total Liabilities	60.123	-5.3
EV to Total Equity	61.234	-5.4
EV to Total Debt	62.345	-5.5
EV to Total Capital	63.456	-5.6
EV to Total Value	64.567	-5.7
EV to Total Worth	65.678	-5.8
EV to Total Net Worth	66.789	-5.9
EV to Total Wealth	67.890	-6.0
EV to Total Assets	68.901	-6.1
EV to Total Liabilities	69.012	-6.2
EV to Total Equity	70.123	-6.3
EV to Total Debt	71.234	-6.4
EV to Total Capital	72.345	-6.5
EV to Total Value	73.456	-6.6
EV to Total Worth	74.567	-6.7
EV to Total Net Worth	75.678	-6.8
EV to Total Wealth	76.789	-6.9
EV to Total Assets	77.890	-7.0
EV to Total Liabilities	78.901	-7.1
EV to Total Equity	79.012	-7.2
EV to Total Debt	80.123	-7.3
EV to Total Capital	81.234	-7.4
EV to Total Value	82.345	-7.5
EV to Total Worth	83.456	-7.6
EV to Total Net Worth	84.567	-7.7
EV to Total Wealth	85.678	-7.8
EV to Total Assets	86.789	-7.9
EV to Total Liabilities	87.890	-8.0
EV to Total Equity	88.901	-8.1
EV to Total Debt	89.012	-8.2
EV to Total Capital	90.123	-8.3
EV to Total Value	91.234	-8.4
EV to Total Worth	92.345	-8.5
EV to Total Net Worth	93.456	-8.6
EV to Total Wealth	94.567	-8.7
EV to Total Assets	95.678	-8.8
EV to Total Liabilities	96.789	-8.9
EV to Total Equity	97.890	-9.0
EV to Total Debt	98.901	-9.1
EV to Total Capital	99.012	-9.2
EV to Total Value	100.123	-9.3
EV to Total Worth	101.234	-9.4
EV to Total Net Worth	102.345	-9.5
EV to Total Wealth	103.456	-9.6
EV to Total Assets	104.567	-9.7
EV to Total Liabilities	105.678	-9.8
EV to Total Equity	106.789	-9.9
EV to Total Debt	107.890	-10.0
EV to Total Capital	108.901	-10.1
EV to Total Value	109.012	-10.2
EV to Total Worth	110.123	-10.3
EV to Total Net Worth	111.234	-10.4
EV to Total Wealth	112.345	-10.5
EV to Total Assets	113.456	-10.6
EV to Total Liabilities	114.567	-10.7
EV to Total Equity	115.678	-10.8
EV to Total Debt	116.789	-10.9
EV to Total Capital	117.890	-11.0
EV to Total Value	118.901	-11.1
EV to Total Worth	119.012	-11.2
EV to Total Net Worth	120.123	-11.3
EV to Total Wealth	121.234	-11.4
EV to Total Assets	122.345	-11.5
EV to Total Liabilities	123.456	-11.6
EV to Total Equity	124.567	-11.7
EV to Total Debt	125.678	-11.8
EV to Total Capital	126.789	-11.9
EV to Total Value	127.890	-12.0
EV to Total Worth	128.901	-12.1
EV to Total Net Worth	129.012	-12.2
EV to Total Wealth	130.123	-12.3
EV to Total Assets	131.234	-12.4
EV to Total Liabilities	132.345	-12.5
EV to Total Equity	133.456	-12.6
EV to Total Debt	134.567	-12.7
EV to Total Capital	135.678	-12.8
EV to Total Value	136.789	-12.9
EV to Total Worth	137.890	-13.0
EV to Total Net Worth	138.901	-13.1
EV to Total Wealth	139.012	-13.2
EV to Total Assets	140.123	-13.3
EV to Total Liabilities	141.234	-13.4
EV to Total Equity	142.345	-13.5
EV to Total Debt	143.456	-13.6
EV to Total Capital	144.567	-13.7
EV to Total Value	145.678	-13.8
EV to Total Worth	146.789	-13.9
EV to Total Net Worth	147.890	-14.0
EV to Total Wealth	148.901	-14.1
EV to Total Assets	149.012	-14.2
EV to Total Liabilities	150.123	-14.3
EV to Total Equity	151.234	-14.4
EV to Total Debt	152.345	-14.5
EV to Total Capital	153.456	-14.6
EV to Total Value	154.567	-14.7
EV to Total Worth	155.678	-14.8
EV to Total Net Worth	156.789	-14.9
EV to Total Wealth	157.890	-15.0
EV to Total Assets	158.901	-15.1
EV to Total Liabilities	159.012	-15.2
EV to Total Equity	160.123	-15.3
EV to Total Debt	161.234	-15.4
EV to Total Capital	162.345	-15.5
EV to Total Value	163.456	-15.6
EV to Total Worth	164.567	-15.7
EV to Total Net Worth	165.678	-15.8
EV to Total Wealth	166.789	-15.9
EV to Total Assets	167.890	-16.0
EV to Total Liabilities	168.901	-16.1
EV to Total Equity	169.012	-16.2
EV to Total Debt	170.123	-16.3
EV to Total Capital	171.234	-16.4
EV to Total Value	172.345	-16.5
EV to Total Worth	173.456	-16.6
EV to Total Net Worth	174.567	-16.7
EV to Total Wealth	175.678	-16.8
EV to Total Assets	176.789	-16.9
EV to Total Liabilities	177.890	-17.0
EV to Total Equity	178.901	-17.1
EV to Total Debt	179.012	-17.2
EV to Total Capital	180.123	-17.3
EV to Total Value	181.234	-17.4
EV to Total Worth	182.345	-17.5
EV to Total Net Worth	183.456	-17.6
EV to Total Wealth	184.567	-17.7
EV to Total Assets	185.678	-17.8
EV to Total Liabilities	186.789	-17.9
EV to Total Equity	187.890	-18.0
EV to Total Debt	188.901	-18.1
EV to Total Capital	189.012	-18.2
EV to Total Value	190.123	-18.3
EV to Total Worth	191.234	-18.4
EV to Total Net Worth	192.345	-18.5
EV to Total Wealth	193.456	-18.6
EV to Total Assets	194.567	-18.7
EV to Total Liabilities	195.678	-18.8
EV to Total Equity	196.789	-18.9
EV to Total Debt	197.890	-19.0
EV to Total Capital	198.901	-19.1
EV to Total Value	199.012	-19.2
EV to Total Worth	200.123	-19.3
EV to Total Net Worth	201.234	-19.4
EV to Total Wealth	202.345	-19.5
EV to Total Assets	203.456	-19.6
EV to Total Liabilities	204.567	-19.7
EV to Total Equity	205.678	-19.8
EV to Total Debt	206.789	-19.9
EV to Total Capital	207.890	-20.0
EV to Total Value	208.901	-20.1
EV to Total Worth	209.012	-20.2
EV to Total Net Worth	210.123	-20.3
EV to Total Wealth	211.234	-20.4
EV to Total Assets	212.345	-20.5
EV to Total Liabilities	213.456	-20.6
EV to Total Equity	214.567	-20.7
EV to Total Debt	215.678	-20.8
EV to Total Capital	216.789	-20.9
EV to Total Value	217.890	-21.0
EV to Total Worth	218.901	-21.1
EV to Total Net Worth	219.012	-21.2
EV to Total Wealth	220.123	-21.3
EV to Total Assets	221.234	-21.4
EV to Total Liabilities	222.345	-21.5
EV to Total Equity	223.456	-21.6
EV to Total Debt	224.567	-21.7
EV to Total Capital	225.678	-21.8
EV to Total Value	226.789	-21.9
EV to Total Worth	227.890	-22.0
EV to Total Net Worth	228.901	-22.1
EV to Total Wealth	229.012	-22.2
EV to Total Assets	230.123	-22.3
EV to Total Liabilities	231.234	-22.4
EV to Total Equity	232.345	-22.5
EV to Total Debt	233.456	-22.6
EV to Total Capital	234.567	-22.7
EV to Total Value	235.678	-22.8
EV to Total Worth	236.789	-22.9
EV to Total Net Worth	237.890	-23.0
EV to Total Wealth	238.901	-23.1
EV to Total Assets	239.012	-23.2
EV to Total Liabilities	240.123	-23.3
EV to Total Equity	241.234	-23.4
EV to Total Debt	242.345	-23.5
EV to Total Capital	243.456	-23.6
EV to Total Value	244.567	-23.7
EV to Total Worth	245.678	-23.8
EV to Total Net Worth	246.789	-23.9
EV to Total Wealth	247.890	-24.0
EV to Total Assets	248.901	-24.1
EV to Total Liabilities	249.012	-24.2
EV to Total Equity	250.123	-24.3
EV to Total Debt	251.234	-24.4
EV to Total Capital	252.345	-24.5
EV to Total Value	253.456	-24.6
EV to Total Worth	254.567	-24.7
EV to Total Net Worth	255.678	-24.8
EV to Total Wealth	256.789	-24.9
EV to Total Assets	257.890	-25.0
EV to Total Liabilities	258.901	-25.1
EV to Total Equity	259.012	-25.2
EV to Total Debt	260.123	-25.3
EV to Total Capital	261.234	-25.4
EV to Total Value	262.345	-25.5
EV to Total Worth	263.456	-25.6
EV to Total Net Worth	264.567	-25.7
EV to Total Wealth	265.678	-25.8
EV to Total Assets	266.789	-25.9
EV to Total Liabilities	267.890	-26.0
EV to Total Equity	268.901	-26.1
EV to Total Debt	269.012	-26.2
EV to Total Capital	270.123	-26.3
EV to Total Value	271.234	-26.4
EV to Total Worth	272.345	-26.5
EV to Total Net Worth	273.456	-26.6
EV to Total Wealth	274.567	-26.7
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EV to Total Liabilities	276.789	-26.9
EV to Total Equity	277.890	-27.0
EV to Total Debt	278.901	-27.1
EV to Total Capital	279.012	-27.2
EV to Total Value	280.123	-27.3
EV to Total Worth	281.234	-27.4
EV to Total Net Worth	282.345	-27.5
EV to Total Wealth	283.456	-27.6
EV to Total Assets	284.567	-27.7
EV to Total Liabilities	285.678	-27.8
EV to Total Equity	286.789	-27.9
EV to Total Debt	287.890	-28.0
EV to Total Capital	288.901	-28.1
EV to Total Value	289.012	-28.2
EV to Total Worth	290.123	-28.3
EV to Total Net Worth	291.234	-28.4
EV to Total Wealth	292.345	-28.5
EV to Total Assets	293.456	-28.6
EV to Total Liabilities	294.567	-28.7
EV to Total Equity	295.678	-28.8
EV to Total Debt	296.789	-28.9
EV to Total Capital	297.890	-29.0
EV to Total Value	298.901	-29.1
EV to Total Worth	299.012	-29.2
EV to Total Net Worth	300.123	-29.3
EV to Total Wealth	301.234	-29.4
EV to Total Assets	302.345	-29.5
EV to Total Liabilities	303.456	-29.6
EV to Total Equity	304.567	-29.7
EV to Total Debt	305.678	-29.8
EV to Total Capital	306.789	-29.9
EV to Total Value	307.890	-30.0
EV to Total Worth	308.901	-30.1
EV to Total Net Worth	309.012	-30.2
EV to Total Wealth	310.123	-30.3
EV to Total Assets	311.234	-30.4
EV to Total Liabilities	312.345	-30.5
EV to Total Equity	313.456	-30.6
EV to Total Debt	314.567	-30.7
EV to Total Capital	315.678	-30.8
EV to Total Value	316.789	-30.9
EV to Total Worth	317.890	-31.0
EV to Total Net Worth	318.901	-31.1
EV to Total Wealth	319.012	-31.2
EV to Total Assets	320.123	-31.3
EV to Total Liabilities	321.234	-31.4
EV to Total Equity	322.345	-31.5
EV to Total Debt	323.456	-31.6
EV to Total Capital	324.567	-31.7
EV to Total Value	325.678	-31.8
EV to Total Worth	326.789	-31.9
EV to Total Net Worth	327.890	-32.0
EV to Total Wealth	328.901	-32.1
EV to Total Assets	329.012	-32.2
EV to Total Liabilities	330.123	-32.3
EV to Total Equity	331.234	-32.4
EV to Total Debt	332.345	-32.5
EV to Total Capital	333.456	-32.6
EV to Total Value	334.567	-32.7
EV to Total Worth	335.678	-32.8
EV to Total Net Worth	336.789	-32.9
EV to Total Wealth	337.890	-33.0
EV to Total Assets	338.901	-33.1
EV to Total Liabilities	339.012	-33.2
EV to Total Equity	340.123	-33.3
EV to Total Debt	341.234	-33.4
EV to Total Capital	342.345	-33.5
EV to Total Value	343.456	-33.6
EV to Total Worth	344.567	-33.7
EV to Total Net Worth	345.678	-33.8
EV to Total Wealth	346.789	-33.9
EV to Total Assets	347.890	-34.0
EV to Total Liabilities	348.901	-34.1
EV to Total Equity	349.012	-34.2
EV to Total Debt	350.123	-34.3
EV to Total Capital	351.234	-34.4
EV to Total Value	352.345	-3

1. First Fixation

This metric measures how long it takes before a test participant fixates on an active AOI

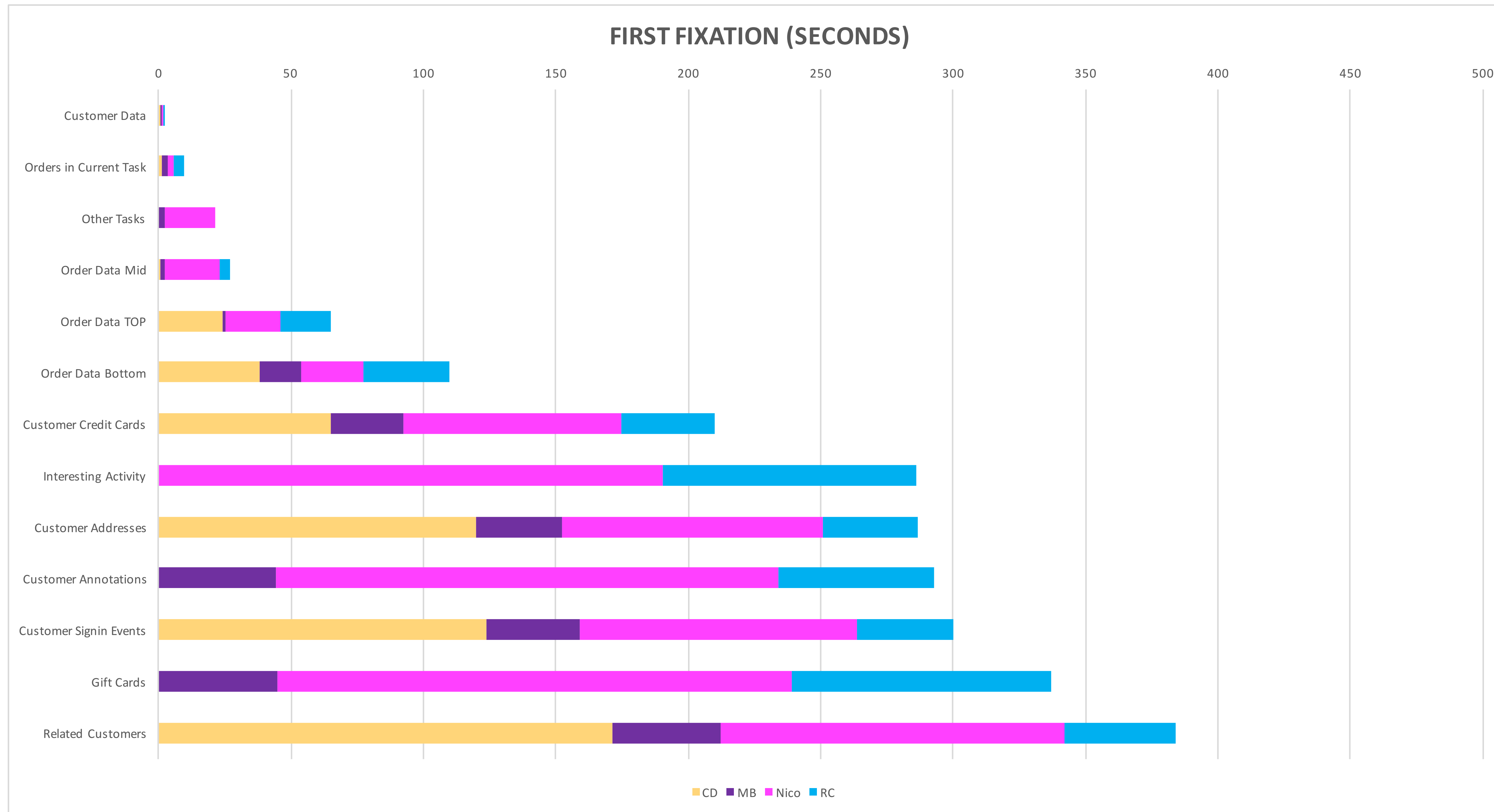
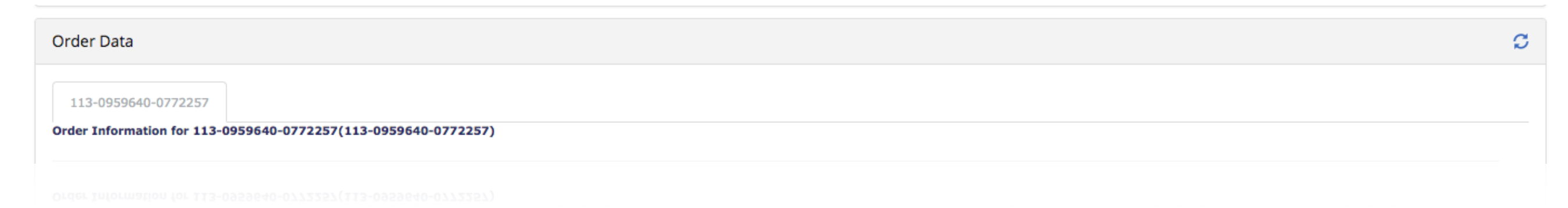


The image shows a screenshot of a web interface with four distinct sections, each highlighted with a different color. An eye icon on the left has four arrows pointing to these sections, indicating the focus of the 'First Fixation' metric. The sections are:

- Orders In Current Task** (Orange header): A table with columns for Order ID, Order Date, Marketplace, Amount, Qty, and various status indicators. A callout box labeled 'Orders in Current Task' is positioned over the Qty column.
- Customer Data** (Green header): A table with columns for Customer ID, Status, Name, Email, Phone, Type, First Order Date, Origin Marketplace, and First Completed Order. A callout box labeled 'Customer Data' is positioned over the Email column. Below the table is a detailed note about account sanitization.
- Other Tasks** (Light Green header): A section with a callout box labeled 'Other Task' and the text 'No Items Found'.
- Order Data** (Blue header): A section with a callout box labeled 'Order Data TOP' and 'Order Information for 113-0998640-0772257(113-0998640-0772257)'.

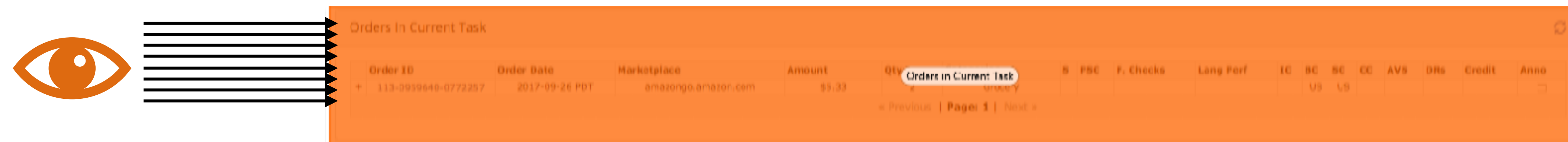
First Fixation: Quick Findings

- First fixations show that investigators generally follow a combination of widgets loaded + existing top to bottom stack order. Tenured investigators will skip still loading widgets and proceed to the next resolved widget in the stack.
- Don't show 'Other Tasks' widget unless data exists.
- Consider 'Customer Data' as top most widget
- Remove 'Order Data' tab/heading when only 1 order in the task. Investigators are still viewing, more than once, the top of Order Data.



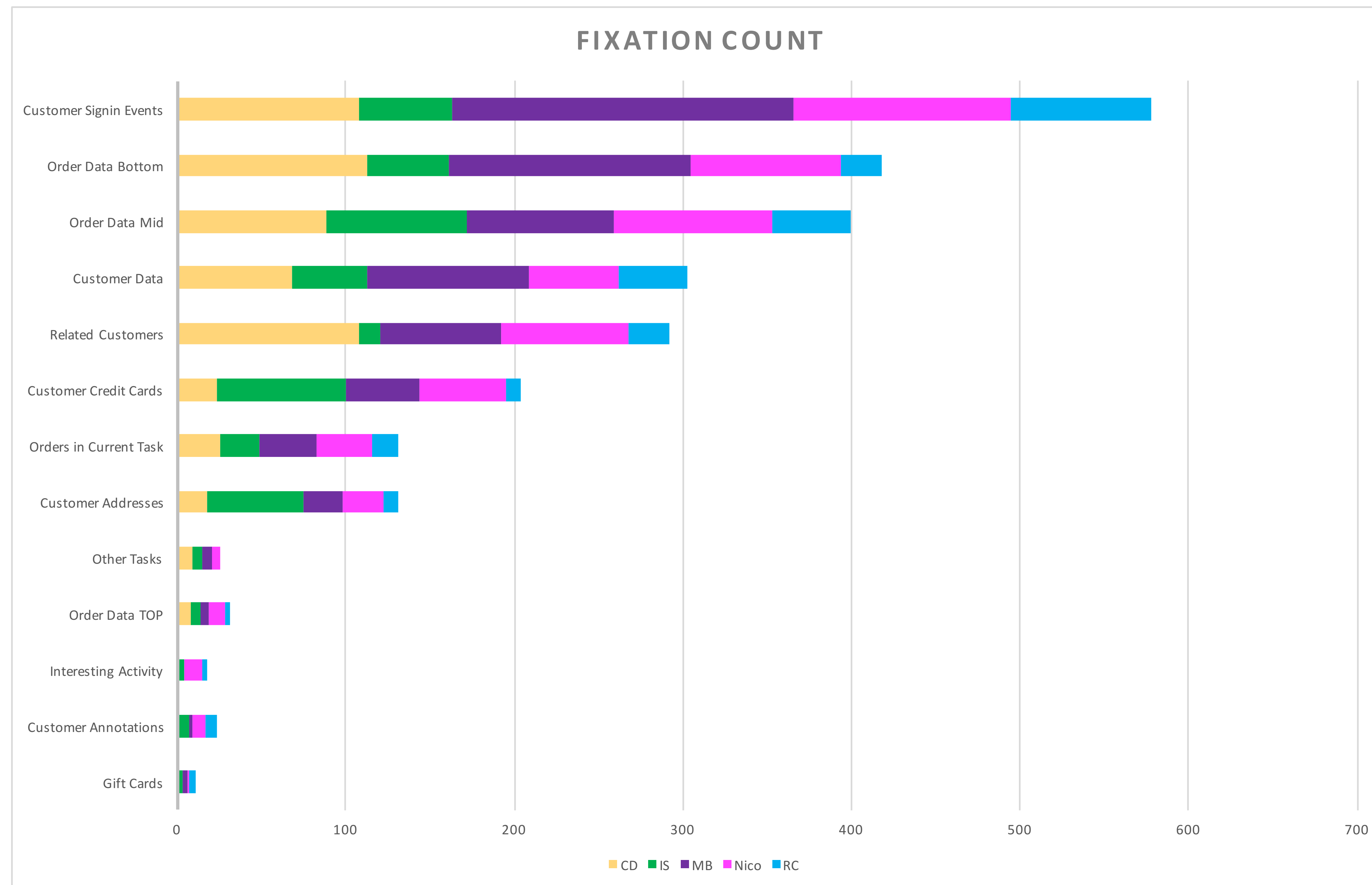
2. Fixation Count

This metric measures the number of times the participant fixates on an AOI



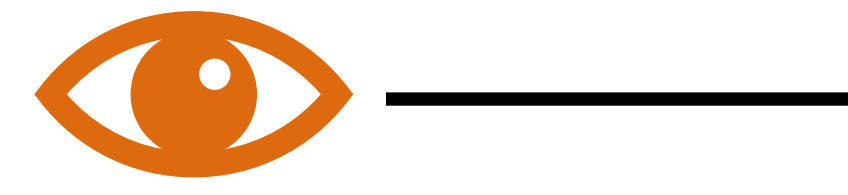
Fixation Count: Quick Findings

- Regardless of tenure, investigators spend the bulk of their time viewing 'Signin Events(GSI)' and 'Order Data'. Improving the ability to target and comprehend data in these widgets may yield highest value ROI.
- 'Customer annotations' (required as part of audit) and 'Interesting Activity' (not required) have low viewership overall. Could consider displaying these widgets on a load as needed basis
- Don't show 'Other Tasks' widget unless data exists.



3. Total Fixation Duration

This metric measures the sum of the duration for all fixations within an AOI.



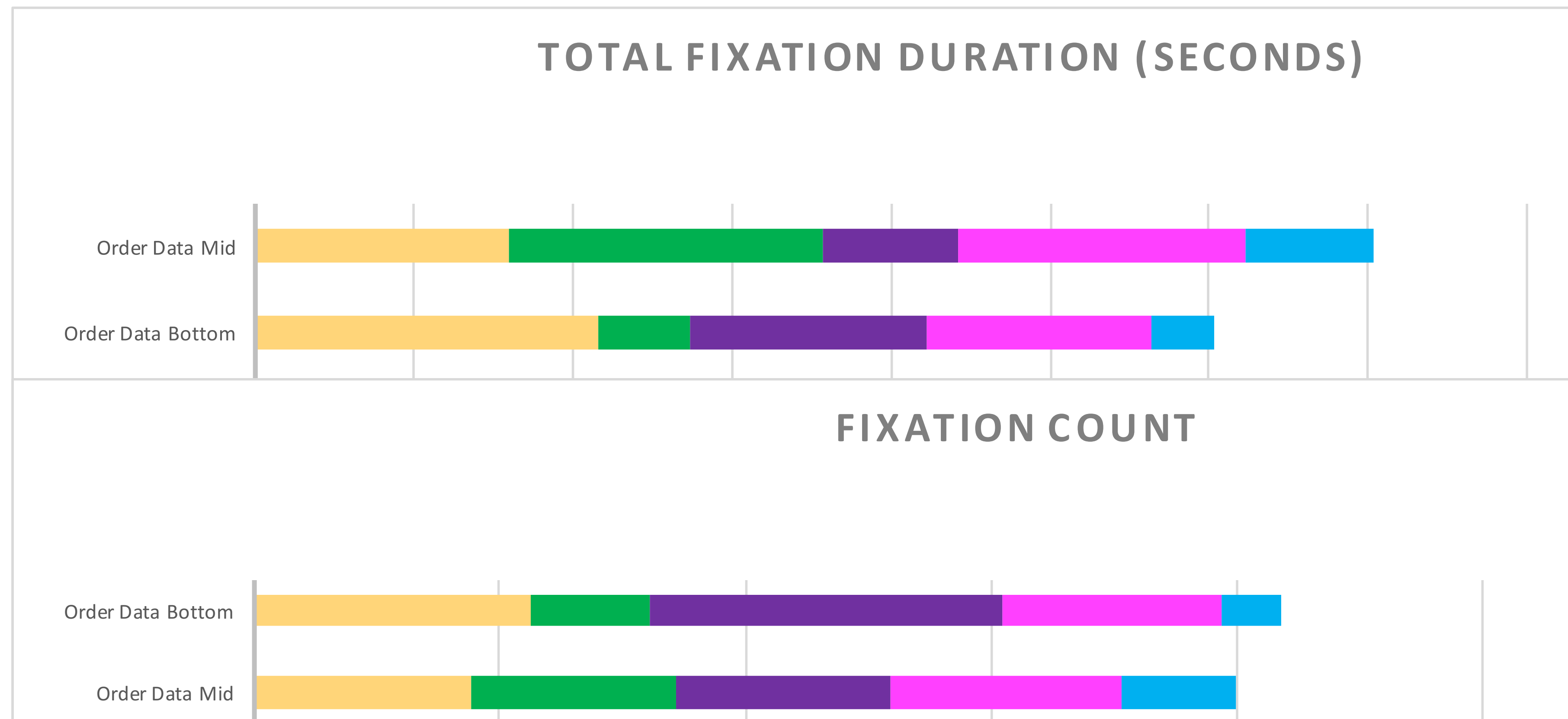
Orders In Current Task

Order ID	Order Date	Marketplace	Amount	Qty	Orders in Current Task	S	PSC	F. Checks	Lang Perf	IC	BC	SC	CC	AVS	DRs	Credit	Anno
+ 113-9939646-0772257	2017-09-26 PDT	amazon.com	\$3.33		1									US	LD		

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Total Fixation Duration: Quick Findings

- Very closely mimics the metrics from Fixation Count. Slight difference in spending more time in the 'Order Data Mid' but having to fixate slightly less when compared to 'Order Data Bottom'.



Order Date: 2017-09-26 11:23 PDT
Order Id: 113-0959640-0772257
Order Method: ShoppingCart
Marketplace: amazongo.amazon.com
IP Address: 127.0.0.1
Ordering Customer Id: 442103720
Seller Customer Id: 23834351305
Seller Email: ihm-merchants-us@amazon.com

Billing Address
 KENNETH P. HERRINGTON
 1453 Bellevue way NE apt F
 Bellevue, WA 98004
 US
 Phone: 2068902565

Date Added: 2016-12-06 20:51 PST

Payment Plan:

Token	CC Issuer	Tail	Active Name	Bank Name	Creation Date	Expiration Date	Usage	Country	Zip	Billing Address ID
9990-0007671-016520	6155	N	KENNETH P. HERRINGTON	Chase Bank USA, National Association	2015-11-28 PST	2022-11-30 PST	A	USA	N/A	61040074515

Annotations:

Author	Date	Text
OMS	2017-10-02 13:46 PDT	Shipment 147845965021000 generated using OMSFieldEvaluator
cowadmin	2017-10-02 17:11 PDT	Cancelled Or Closed: Order fulfillment is complete
OMS	2017-10-02 13:46 PDT	Shipment 147845965021000 Completed By OMS

Shipment Details:
 No tracking details available. Shipments may have been created, but no packages have left the FCs.
 The promise date(s) to the customer are:
 Shipment ID: 147845965021000 -

Order Items

ASIN	Description	Category	FastTrack?	Product Image	Quantity	List Price	Sell Price	Discount	Shippable?	Gift?	Gift Message
B000OTJ86A	Mountain Dew Kickstart, Black Cherry, 16 fl oz	Pantry	No		1	\$1.49	\$1.49	0%	Yes	No	No Gift Message
B01AHMGEWS	Essential Baking Company Chocolate Croissant, 95g	Grocery	No		1	\$3.69	\$3.69	0%	Yes	No	No Gift Message

Shipping Address ID: 62447506115
Ship Option: Unknown/Unavailable
Split Option: Ship when all items are available
Ordering Email Address Id: blighthen@hotmail.com
Contains Gift: N
Order Hits:
Language Preference:

Shipping Address
 Customer
 2131 7TH AVE
 SEATTLE, WA 98121-5114
 US
 Phone: 206-441-7415

Date Added: 2016-12-14 10:31 PST

Sub Total: \$5.18
Shipping: \$0.00
Gift Wrap: \$0.00
Payment Method Fee: \$0.00
Tax: \$0.15
Export Fee: \$0.00
GC Amount: \$0.00
Total: \$5.33

ba=sa
 Previously IV'd?
 ad
 triangulation

Mid

Bot

Thank you, questions?