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This document is a walkthrough of the main part of the features of Attention Tool. In some cases a feature is more rich than is described in this Product Description. For that purpose we have more detailed descriptions that can be found in a separate document. See below for a list of useful manuals. The manuals can be obtained by contacting support@imotionsglobal.com or go to the iMotions Extranet.

Data files
- Guide to export of data files – raw data, fixations, survey responses etc.

Usability Module
- Guide how to use the usability module for testing of web sites and screen recordings.

Emotion Module
- Background information about measurement of emotional response.

Survey Module
- Guide how to use the survey module.

Reading Meter Module
- Guide how to use the reading meter module.

Sharing Module
- Guide how to use the study sharing module.

Sensor Sync
- Guide how to setup eye tracking with an additional sensor (EEG).

Setup Guide for Eye Trackers
- Guide how to setup up a particular eye tracker (Tobii, SMI, EyeTech, Mirametrix).

Emotion Whitepaper
- Description of the scientific validation of the emotional activation measurement.

Statistical Comparison of Emotional Activation
- Description of the autogenerated statistical comparison of emotional activations.

imotions
EYE TRACKING SOLUTIONS
Attention Tool allows simple and straightforward workflows – the user is never lost in complex menu structures or having to deal with a multitude of windows. In Attention Tool you work with one main window – where all your project essentials are within reach of one mouse click. A central workspace ensures that you have a common placeholder to set up or edit any of the project elements selected.
Overview – A unified platform

Data Collection Platform
- Collect data with eye tracking devices and other sensors
- Basic and advanced stimuli sequencing
- Manual or batch creation of respondents
- Local or distributed studies
- Migration of studies or library between installations
- Respondent positioning and quantified calibration feedback
- Data quality assurance through outlier detection and data quality feedback

Analysis Platform
- Basic or advanced segmentation
- Synchronization of changes in collected data and associated segmentations
- Statistics
- Eye Tracking Metrics
- Reading Metrics
- Emotion Metrics
- Survey Statistics
- Data export
- Create scenes for any stimulus
- Create Web Scenes and fragments for web usability

Presentation Platform
- Export individual results as image or movie files
- Create full reports from any analysis
- Use the build-in editor to customize your reports
- Export to common formats such as Word, PowerPoint and PDF
**Data Collection – Study Management**

**Getting started with a new study is a straightforward workflow** – just click of a button to add the study and if needed make any customization to the default settings. Stimuli can be added up to the point you decide to start the actual data collection – until then you can trial your study and make any modification to the stimuli sequence.

1. **Add your study and setup study characteristics** – including choice of eye tracker and default stimuli sequence parameters.

2. **Add any number and combination of still, web, app or movie stimuli to your study** – where each stimulus has a number of parameters which are editable and unique within the study.

3. **You are now ready to add your first respondent and start collecting data!**

- **Use both dynamic and still content based stimuli in the same study.**
- **Fixed or random** position configuration for each stimulus in the stimuli sequence.
- **Stimulus Exposure time** can be set as low as **50 milliseconds** in order to support fast track testing and other scenarios where short exposure is of significance to the study.
- **Manual Slide Change** enables the respondent to manually change stimuli during the slide show – supporting both interest based exposure and the **Instruction Slide** option.
- **Extended Eye Tracker Support** allows you to select among Tobii, SMI, Eye Tech, Mirametrix eye tracking hardware platforms. You can as well evaluate and demonstrate the software using the **mouse to simulate** an eye tracker.
Each study has its own set of unique respondents, either created when adding the study (using a predefined test plan) or on a rolling testing basis. There are basically no restrictions when a respondent can be added or removed from a study – any changes to characteristics of a tested respondent will automatically be reflected in any associated analysis.

Respondent filtering enables search options on common criteria such as name, age and outlier information.

Respondent status is represented visually for immediate overview.

Batch load of pre setup respondents through test plan with added support for user defined characteristics and advanced segmentation opportunities.

Add respondents to the currently active study.
How to filter respondents

1. Select a study or an analysis from the library view.
2. Select a filter criteria from the drop-down menu.
   - The available filter criteria depends whether you have selected a study or an analysis.
   - + Tested
   - + Outlier

3. Enter search string or select a predefined value depending on filter criteria - the respondent list will then update accordingly.

- Click the gender group to expand or hide the respondent list – and notice the respondent counter for each gender group.
- Right click any respondent to trigger a context menu to remove or add a respondent.
Configuring exposure patterns for a number of scenarios is possible through the flexible stimuli setup options. This enables you to combine movie or still images with customizable positioning for each of these - in addition to characteristics such as instruction slide and variable exposure times.

1. Set random or fixed positioning for each stimuli – or tag it as instruction slide not to be included in results.
2. Arrange your stimuli directly from the stimuli list by dragging and dropping to wanted position.
3. Enable fast track testing with the low exposure option – or interest based exposure through manual slide change.
4. Set the outlier criterion by setting the outlier threshold to None, Loose or Strict.

My Study

- Use either fixed or random positioning for each stimuli
- Instruction/dummy stimuli support
- Respondent specific stimuli patterns using test plan

By using a test plan to set up your study (see page 11) – every respondent or group can be assigned a unique stimuli sequence. This enables optimisation of certain stimuli exposure patterns and more advanced segmentation criteria.
Both as an operator and analyst you have quality control tools at your disposal - as an integrated part of the workflow from data collection to segmentation. These allow you to monitor individual respondent performance and to provide an overall benchmark or retrospect on your data mass or segmentation.

**Operator feedback**
The operator can monitor the test live on a secondary screen. After the test the operator can replay gaze and verify the gaze calibration.
Study statistics serve as an overview on the data collected to guide the possibilities on analysis and data collection - based on a respondent mass and distribution.

Statistics updated continuously through the data collection process – as an operator you always have the latest overview of your collected data.

Total test duration and stimuli count parameters

Age distribution and quality parameters provide a picture of the overall progress.

Number of respondents, loss of respondents due to poor data quality and study length can be a useful indicator of study effectiveness.

The histogram provides an overview on the age distribution divided into genders.

Number of respondents:
- Males: 6
- Females: 4

Valid respondents:
- Males: 6
- Females: 4

Average data quality:
- Males: 98%
- Females: 99%
After a test has been successfully completed – as a data collector you are presented with a summary of the respondents exposures to each stimulus. With the option to set a display filter according to a data quality threshold – you get a complete overview of what stimulus gaze data was sufficient or not (along with instant replay capability). With all parameters combined you get an indication of the respondents’ performance.

- All feedback available at study level directly after respondent has been tested – no analysis needed
- Average data quality of all exposures – providing overall respondent performance
- Data quality and outlier detection for stimuli exposed to the respondent
- Order of stimuli sequence as displayed to the respondent
- Instant Gaze Replay and Stimuli Scene creation

Select any tested respondent to display her stimuli sequence along with statistics
Frequently used characteristics and statistics are displayed as icons on each stimulus – providing you with a quick reference while browsing your study or analysis.

Indicators updated continuously during the data collection process

Enabled both for studies and segmentations – always present in the stimuli list

These indicators will update according to test progression
Once your respondent is positioned in front of the eye tracker you are basically ready to start collecting data. As an operator you have a complete overview of the data collection process – from positioning a respondent to the data quality summary – all integrated within a three step workflow. This ensures a seamless experience for the respondent through a reliable and repeatable process for the data collector.

Press Run study to initiate the calibration – from this point on feedback from the data collection can be monitored in your workspace.

Calibration results are quantified into one result parameter - poor / good / excellent – no complex interpretation needed.

When data collection is completed – a summary of all stimuli with outlier and quality parameters are presented for review.

Position – use Eye Finder to position your respondent (see page 11.1)

Calibrate - live feedback from the respondent calibration (see page 11.2 – 4)

Show - respondents gaze and data quality is monitored (see page 11.5-7)
Scenes have the purpose of allowing a stimulus to be analysed in smaller parts.

For example if you wish to know what happened in the first 2 seconds, and have aggregate statistics only for that time period, you can create a scene from 0 to 2 seconds, and it will be analysed as a normal stimulus. Scenes are used to analyse web recordings, where a specific page can be extracted, and the respondents who visited the page, can be grouped under that page and analysed. See also page 11.8. For a more detailed description see the Usability document, contact support@imotionsglobal.com to get a copy.

Scenes support for all stimuli types

Scenes are automatically included in an analysis like any other stimulus

User events recorded for web and application stimuli

Create one or many scenes for any stimulus – with any number of fragment divisions in each

User events (for web or application stimuli) are recorded during the data collection and available as reference for creating scenes and fragments
How to use the Eye Finder tool

1. **Position the respondent** in front of the eye tracker to enable tracking of the eyes.

2. **Adjust** the distance of the respondent from the eye tracker – according to the feedback presented in the eye finder.

3. **When the two dotted squares merge** - the optimal positioning has been established.

- Double click the eye finder to display it on a separate window - preferably moved to the eye tracking screen to provide positioning feedback to the respondent.

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How to configure the gaze calibration

1. Select Global Settings from the Preference menu and select the Calibration tab from the window that opens.

2. **Configure** the parameters according to your data quality requirements and eye tracking setup.

   **Number of calibration points** basically determines the duration of the calibration process. In most cases a 9 point calibration provides a good ratio between duration and quality on a standard 19 – 22” setup.

   You can vary the **visual characteristics** of your calibration depending on the respondent group, e.g. a slower calibration process might prove beneficial on a more senior target group.

In normal scenarios - Calibration settings are fixed for a study, typically using 9 or 16 point calibration. If a respondent is hard to calibrate, you can try to set the calibration points to 2.
How to configure the light calibration

1. Select Global Settings from the Preference menu and select the Calibration tab from the window that opens.

You can configure the light calibration. There are three modes:
- No Calibration,
- Single grey slide (10 seconds)
- Multiple slides (30 seconds)

No light calibration: The respondent will be presented to the slide show without an introductory slide sequence.

Single grey slide: The respondent will be presented to one grey slide for 10 seconds before the actual slide show starts. This is the default setting.

Multiple color slides: The respondent will be presented to five slides, total for 30 seconds before the actual slide show starts.
How to configure interslide display

You can configure the interslides, so that you can test with or without interslides. The interslides are recommended in the general case, however, there may be usage scenarios where interslides are not needed or convenient.

For testing **Emotional Activation**, you should always have interslides included.

**Standard Stimulus Sequence**

Interslides must be ON when doing testing for Emotional Activation.

**Show random interslides**: Random interslides can be taken out of the standard sequence.

**Show black interslides**: Black interslides can be taken out of the standard sequence.
How to calibrate your respondents

1. Select an “untested” respondent from the list.

2. Click Run Study to initiate the calibration process.

3. Instruct the respondent to look at the dot appearing on the eye tracker screen.

4. Depending on the calibration result – you can choose to improve calibration or continue with the study.

**Excellent calibration** provides a perfect fit of respondent parameters in terms of gaze accuracy.

**Good calibration** indicates that acceptable respondent parameters could be acquired – which might be the best possible result when tracking e.g. using a projection canvas.

Bad environment conditions or difficulties in positioning the respondent could result in a **Poor calibration** where you are provided with a set of recommendations on how to improve.
How to monitor your respondent

1. Each stimulus is preceded by two interslides to calibrate light reflexes and to establish an emotional baseline.

2. When slide show has completed the operator is presented with the individual respondent statistics to evaluate the quality of the collected data.

As an operator you track the respondent data collection in your workspace – where gaze, quality and progression is displayed.

We recommend:

- Respondent is positioned optimally.
- Operator has left the respondent alone.
- Calibration has completed with either excellent or good result.

Thank you!
How to record your respondents using a web camera

1. The video tab in global settings enabled you to select any connected web camera and configure the capture settings.

2. If the web camera is enabled successfully, a preview will appear next to the eye-finder, offering the same abilities to double-click and undock. Camera recording will now take place when running the study.

3. Working with Gaze Replay result type, the camera recording is visible along with the gaze replay – Right click on the stimuli result to reveal a context menu that includes video position, transparency and sizing.

- Make sure you activate “Include Audio” if you wish to record sound during the test. This is useful in a usability context, while performing a “think aloud test”.
- Make sure you have a computer that is fast enough to handle the choice of web camera and preferred recording resolution – especially when using video stimuli and high resolution frame formats.

We recommend using trial mode to verify that video playback performs without stuttering or delays.

We recommend a Microsoft branded Web camera (Microsoft LifeCam Cinema) to ensure optimal compatibility with Attention Tool.
How to review respondent data quality

1. Select a tested respondent from the currently active study.

2. Select the Respondent Statistics tab to view the stimuli exposed to the selected respondent.

Stimuli which do not meet the criteria for acceptable eye tracking data are tagged as outlier.

The average data quality of all exposures - including any stimulus tagged as outlier.

Adjustable display filter to hide stimuli below the filter threshold.

“Gaze Calibration” tab provides information about the gaze quality of the respondent.

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How to create scenes from stimuli

For web recordings use the scene guide on next page.

1. Press the Edit scene button to open the scene editor.
2. Select a tested respondent.
3. Right-click your scene for options such as providing a new name or a new snapshot image.
4. Add or create a new scene for the stimuli.

Add (and save) a new fragment to the scene.

Position the frame marker where your scene fragment should be added.

Expand (and move) the fragment to required duration and slot.

For web recordings use the scene guide on next page.
How to create Web Scenes from web stimuli

The workflow of web scene creation is similar to the that of other scenes (previous page). To learn more about scenes and web recording read the Web Usability Module description. Obtain the document by contacting support@imotionsglobal.com or visit the iMotions extranet.

**Overview** of all events during the browsing session. Particularly interesting is the **PageReady** event, that tells you the browser is finished loading a particular URL, for which you can make a Web Scene. Click on an event to jump to that time on the recording.

A web is a scene common to all respondents. The illustrated web scene represents the gaze recording of a respondent on the website's front page.

Use these buttons to create a screen copy of the particular web scene. See next page. When a particular web scene, representing an URL is active and you click “Browser Goto”, a browser with that URL will open.

**Auto-fragments**: the system can automatically detect visits to URLs and generate the corresponding fragments.
How to create Surveys

**Save** your design for later use

**Canvas Size:** Set the canvas size, it needs to be set in order to make a survey design optimized for the intended screen resolution being used for the study.

**Info Elements:**
Elements that do not require input from the respondent. Can be an instruction-text or image.

**Input Elements:**
Question-types: Text input, Scale and Multiple Choice (see further)

**Templates:**
Often used types of survey slides. You can save your own templates under ..\Documents\Attention Tool 4\Templates\Survey\.

**Zoom Control:** Use the zoom control to enlarge the slide. This is useful if you design a survey slide on a small screen, but the survey slide canvas size is dimensioned for a bigger screen.

**The grey bar** is only shown during design mode not during data collection. Use the **Preview** button to see how the finished slide will look like.
Using a test plan to setup your study is a powerful way to enable full control of your respondent criteria and test execution. Stimuli sequencing can be setup uniquely for each respondent – or group of respondents. Using custom attributes for respondents, you can enable advanced segmentation based on those criteria.

- **Use Excel** or Word processor to build your test plan – tutorial template is included with the application.
- **Assign unique stimuli order** for each respondent or any custom segmentation attributes.
- **Setup your data collection** distribution plan for study sharing.
- **Re-use test plans** on several Attention Tool installations.

When adding a new study – simply choose to load stimuli and respondents from your test plan.
How to create a test plan

1. **Open Excel** and load tutorial test plan that comes with Attention Tool

2. **Modify parameters** and add respondents as required by your test setup

3. **Save your test plan** as a CSV file in Excel – your file is now ready to be used with Attention Tool

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<table>
<thead>
<tr>
<th>Name</th>
<th>Gender</th>
<th>Age</th>
<th>City</th>
<th>Collection Site</th>
<th>Income Segment</th>
<th>G</th>
<th>H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anonymous 1</td>
<td>M</td>
<td>18</td>
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<td>Fields</td>
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<tr>
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<td>High</td>
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<td>stimuli_2.wmv</td>
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<tr>
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<tr>
<td>Anonymous 7</td>
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<td>stimulus_2.wmv</td>
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<tr>
<td>Anonymous 8</td>
<td>F</td>
<td>18</td>
<td>Copenhagen</td>
<td>Magasin</td>
<td>High</td>
<td>stimuli_2.jpg</td>
<td>stimuli_2.wmv</td>
</tr>
</tbody>
</table>

Each respondent is assigned a sequence of stimuli – which can be used to trigger certain patterns of stimuli exposure that are significant to the test.

---

**Add a folder on your hard disk with a name of your choice**

- **"My Test Plan"**

**Inside your new folder create another folder called "Stimuli"**

- **"My Test Plan"**
- **"Stimuli"**

**Copy the images that should be included in you study into the "Stimuli" folder**

**Save your test plan file in the first folder added**

**Load test plan in Attention Tool when adding study**

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Every analysis is based on a segment of collected respondent data from any of your studies. Each study can have any number of segmentations associated with it – easily defined using gender, age and group criteria. Complex segmentation is made possible through individual selection of respondents. Advanced segmentation allows segmentation based on custom respondent attributes, made available through test plan.

Add any number of segments for a study – with no unnecessary complexity that prevents you from the actual analysis work.

Changes in respondent data is reflected automatically in every associated analysis - making sure that an analysis is always kept synchronized with corresponding study.

Optional browse through your respondents to add or remove them from the segment.

Results are made available once the segmentation has been added.

Available when selecting or adding an analysis.

Your segmentation can be refined using background variables defined when a study has been setup with a testplan.

Common criteria are available for all studies – which makes segmentation a simple and straightforward task - with just a few mouse clicks.

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**Analysis – Result Types**

For every analysis – a set of results is generated based on the segmentation criteria. A majority of the result types has a set of tools to assist with analysis and multiple options to visualize and compare results.

- **Heatmap** shows the distribution of attention illustrated using attention points and gaze sequence of the total target group.
- **AOI** enables selection of any area in a stimulus to reveal the attention using same measurement as Heatmap.
- **Gaze Replay** displays the gaze path - revealing the way the image is decoded for each of the respondents.
- **Bee Swarm** provides a dynamic visualization of gaze paths and areas of attention for an entire segment of respondents over time.

- **Eye Tracking** - Movement of the eye, gaze and fixations when decoding a stimulus.
- **Reading Metrics** - Gaze and text recognition to determine reading patterns.
- **Emotion Metrics** - Pupil dilation, eye gaze and blink rate to determine the subconscious impact of a stimulus.

- **Reading Meter** reveals the amount of text that was read along with reading intensity maps for any selected text area in a stimulus.
- **Emotional Response** provides measure of the attention and engagement level of respondents.
- **Statistics** provides a qualitative overview of the respondent data for each stimulus – through easy accessible numerical and text output.
- **Survey** provides the aggregated the results for the survey stimuli. Furthermore option for export of data on a per respondent level.
How to browse analysis results

1. Select an analysis
2. Select a stimulus
3. Select a result by clicking on corresponding result icon
4. Zoom and pan control

Each result type has a unique set of tools to analyze and customize the results. Access the options in full screen mode, by right clicking.

Use the navigation arrows to select result, respondent and stimulus

Result types can be exported into an image or movie file

Customizations of results are automatically saved when you exit full screen mode
Statistics provide data collection feedback on a stimulus in numbers based on the segmentation criteria used for the analysis. This feedback holds valuable background information to support the other result types.

Segmentation criteria can range from gender and age based to advanced segmentation parameters - corresponding to what was selected for the analysis.

An age histogram is a simple tool to visualise your segmentation – especially if seen in context with advanced segmentation criteria.

Exposure time, valid respondents and data quality provide feedback specific to the stimuli.
**Emotional Activation** measures the engagement level of respondents towards a stimulus. Emotional Activation is measured on a scale from 0 to 10 where 1 is a weak reaction and 10 is a strong reaction.

**The average activation** of the respondent analyzed

**The 95% confidence interval** of the average activation

**The higher the activation – the more attention** the product / brand / campaign will receive

You can access more quantitative information about emotional activation in the results folder. See end of presentation for more information.

**Segment with more than 10 valid respondents required, however we recommend at least 30 valid respondents per segmentation for results for decision making purposes.**
Heatmap shows the distribution of attention with a transparent layer super imposed on the stimulus. Areas which have attracted most attention will be more red than those which have attracted less attention – colored green. The high attention areas are classified as Attention Points, if you add the outline, you will see the areas that define the attention points.

**Interactive stickies** – drag a sticky to a desired place on the stimulus

**Residual** - How much time the respondents spent looking elsewhere than the attention points

**Customize your results**
by right clicking your mouse on the stimulus to display or hide the parameters available – or enable the inverted spotlight view or heatmap

**Note:** The interactive stickies and residuals are not shown by default. You have to customize the visualisation in order to see these. For an account on the metrics that can be seen on the stickies see next page.

**Supported for still images**
AOI enables selection of one or many areas manually and generate results for them. This is particularly useful when you need to know whether a specific area like a logo / tag line or other specific parts of a stimulus has attracted attention.

**When**

**First Fixation** – TTFF: Average of each respondents first fixation in the area.

**Hit time** – Average time when the respondents discovered the attention point for the first time

**How Much**

**Time spent** – Average time spent in an attention point out of the total exposure time

**Fixations** – nr of fixations recorded within area

**How Many**

**Ratio** – Number of respondents who had at least one fixation in the attention point

**Revisitors** – Number of respondents who revisited an attention point out of those who had at least one visit

**Revisits** – How many times respondents revisited an attention point on average

**Mouse Clicks** – How many clicked with mouse inside AOI, to be used in website testing.

**Customize your results** to display or hide the parameters available

**Replace default** stickies naming with easy to relate text labels and coloring

**Highlight (AOI) templates** can be saved and loaded from file – allowing you to easily apply templates across stimuli variants for comparative analysis

**Familiar** drawing tools to tag any simple - or complex region

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Export your analysis data to text files for further analysis in dedicated statistical tools. For more information about data export go to the end of this document or obtain the Data Files guide document from support@imotionsglobal.com or the iMotions extranet.

**Export study individual results** into an Excel friendly format. The data lists the result of each individual respondent.

**AOI metrics per respondent**
Represents each respondents contribution to the aggregated metrics in the AOI analysis. For all respondents and all stimuli in the study.

**AOI all fixations per respondent**
Represents a complete list of fixations and other information for all respondents and all stimuli in the study.

**Survey data per respondent**
Represents all answers from all respondents on all stimuli in the study.

**All result images**
Exports all images in the analysis in to one folder.
**AOI enables selection** of one or many areas manually and generate results for them. This is particularly useful when you need to know whether a specific area like a logo / tag line or other specific parts of a stimulus has attracted attention.

**Display Graph** output for Heatmap or AOI result type.

**Customize and sort each graph** using the metrics available for the result types.
**Gaze replay** shows the gaze path for an individual respondent – either based on a still or moving image stimulus – for the entire duration of the exposure time. Fixations during the gaze sequence are visualized as circles – varying in size depending on duration of a fixation.

**Hover over any fixation** with mouse pointer to reveal statistics

- **Fixation 2/7**
  - Duration: 0.2s
  - Hit time: 0.51s

**Respondent videos recorded using a web camera** are synchronized and replayed with the gaze replay

- **Select among the respondents for which gaze sequence to view**
- **Replay gaze sequence and make use of slider to position at any frame**
- **Enable the dynamic fixation map to visually relate with entire gaze sequence**
- **See respondents mouse clicks**
- **Export a snapshot image of the current gaze view**
- **Export the entire animated gaze pattern into a movie**

Supported for still images
Supported for moving images
Supported for application or web recordings
Individual results
Respondent recordings

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**Bee swarm** provides a dynamic visualization of the respondents' gaze for the duration of the stimulus exposure. Gender-colored dots are used to mark the center of individual respondents' gaze points – while an outline marks areas of the stimulus that attracted a certain percentage of the recorded respondents' attention.

- **Area of interest** outline – color-coded depending on how much attention the region has attracted
  - **High** interest areas have attracted more than 75% of the respondents
  - **Medium** interest areas have attracted between 50 and 75% of the respondents
  - **Low** interest areas have attracted between 25 and 50% of the respondents

**Heatmap** – attention intensity
- Low
- High

**Spotlight** – obscure regions of the stimuli that received no attention

**Plain** – no attention masking

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- Supported for still images
- Supported for moving images
- Supported for application or web recordings

**Export** a snapshot of the current swarm as still image
- Export the entire animated swarm into a movie
Reading meter provides an analysis on text regions defined by the user - to determine the number of readers and how much of the text that was read. In addition to quantified results – a reading intensity map visualises how much time respondents spent reading a particular area within a text region.

**Reading intensity** is normalized in each region by the number of readers with respect to the total number of respondents - meaning that an area which has few readers may have no visible heat map.

**High intensity** is given an area which attracted more than 60% of the reading time - it is often an indicator that either the text is attention grabbing or difficult to read.

**Medium** intensity marks an area where 30-60% of the time was spent - these areas have usually been read by around half the respondents.

**Low intensity** areas have attracted less than 30% of the reading time - these areas have often only been read by a couple of respondents.

**Labels** display the priority of text regions – based on the number of readers.

**How Many**
- **Readers** – The number of respondents that read parts or all of the text

**How Much**
- **Percentage read** – The average amount of text read by the respondents
A survey can be integrated into your eye tracking study just as any other stimuli. A survey consists of any number of slides that each are represented logically as a stimulus.

The analysis provides both aggregate on the survey questions and full eye tracking results on the survey slides – AOI, Heatmap, Gaze Replay etc.

For more information about the Survey Module read get the description from support@imotionsglobal.com or the iMotions extranet.

Survey results tab gives you the image of the survey slide as it appeared during the test.

Export the aggregate statistics into text file. For an export of individual responses – right click on the analysis.

Export a snapshot of the survey slide (click on the “Survey Slide” tab first.)

All eye tracking metrics are available for survey slides.
For each analysis you can add one or many reports from a set of templates. The report editor available in your workspace ensures that reports can be created and exported with just a few mouse clicks. The result set available when designing your report is kept synchronized with the analysis chosen for the report – meaning that any customization or changes to result parameters are kept up to date with your reports.

Option to automatically create a report with all stimuli and results from an analysis

Add and remove results or pages from the report as you like

Customize a report with your own logo and project details

Export into known file types such as PDF, Word or PowerPoint

1. Add a report like any other item in the library view
2. Choose between a compact or extended set of results – for the light weight or full report
3. Customize or shuffle pages, add or remove stimuli and results to the report
How to customize your report

**Customize** elements of the report with the integrated editor.

**Adding pages** to your report is a simple drag n’ drop of result thumbnails into your report preview list or workspace.

**Shuffle pages** directly from the report preview list.

**Export your report** directly from Attention Tool into most common document and presentation formats available.

*Power Point* – presentation ready format with support for embedded video stimuli and result.

*Word* – include results in other project documentation or for additional editing.

*PDF* – portable and ready to be shared with clients and colleagues.
All Attention Tool sites - within your company domain – are linked through the network. As an operator you have an overview on all sites to monitor credit balance, connected eye tracking hardware and availability. Most importantly the network option enables sharing of studies to and from any of your sites. This not only allows for optimized usage of your eye tracking resources – but demographical advantages of the sites can also be utilized – without the physical presence of a moderator to import and setup the study on location.

Your Attention Tool installations are linked through the network - which enables them to share studies and collect data for each other and exchange general information on their status.

Each site share information on their availability, connected eye tracker and credit balance – which can be monitored on any Attention Tool installation using the Network Browser.

- Provides a complete overview of iMotions’ products installed on your company domain
- Monitor credits and eye tracker configurations remotely
- Check status for sites involved in study sharing and collecting
Distributing your study does not necessarily require access to a number of data collection sites in order to provide value. It can be utilized both as a tool to set up your study on one machine – but collect on the one located in your lab – or to enable large volume data collection across a global company.

**Study Owner** is an operator who has set up a study on an Attention Tool installation and decides to share it with a data collector.

The shared study is sent to the data collector’s Attention Tool installation and made available in the library.

**Setup a study in one location and share** over network to your other Attention Tool installations.

**Real-time tracking of data collectors progress** and monitoring of respondent data quality.

**No need for manual import and export of studies** – everything is handled by Attention Tool automatically.

**The Data Collector** is provided access to the shared study in her Attention Tool library and can start to collect respondent data.

**Collected data** is sent back to the study owner and merged into the master study until all required respondents are collected.
Sharing of studies is an efficient tool to optimize usage of your eye tracking labs and data collection sites. As there are no fixed roles for each Attention Tool installation they can be regarded as multi-purpose sites – acting according to your current project needs.

Utilize your Attention Tool installations to the full extent by acting as Study Owners and Data Collectors at the same time.

Advanced synchronization enables your sites to be temporarily disconnected from the network e.g. during data collection.

Data Collector given the role to only collect respondents for shared studies – typically a fixed eye tracking lab.

Dual role site which can act both as data collector and study owner, e.g. shared operator and analyst setup.

Study Owner sharing one study to many data collectors – a scenario which could apply for a pure analyst setup.
How to share a study

1. Select the sites to collect data for the selected study – notice that you can even distribute to a site which is not currently running or not online.

2. Select the required number of respondents you require to be collected from each site - or choose a group of pre-defined respondents from a test plan.

3. Once you have set up the sites you need for data collection – click share study and Attention Tool will distribute the study for you.

As study owner you monitor status and progress of your data collectors:

- **Available to collect data** indicates that this site can be included as a data collector.
- **Study pending to be downloaded** is present until a network connection can be established to download study to the data collector.
- **Number of respondents collected** informs on the progress of the data collector.
- **Data uploaded and merged** is final feedback that data collector has completed the task for the study owner.
As a study owner you monitor the progress of your data collectors, add or remove collection sites on a need basis. Respondent data is uploaded and merged with your shared study as testing progresses – which provides instant access to quality and statistical information to benchmark your collection sites.

Use the expander in the library list to reveal data collectors and their progress for any shared study – you can also select any of those sites to view the segment of respondents they have collected.

Global status inform on how many respondents have been collected and the actual number which has been merged with the study – which is handled by Attention Tool in the background.

At any time when the study is being shared – you can choose to request sites to upload any pending respondent data – or end sharing with the number of respondents merged so far.

As your sites collect data – respondents are uploaded to your study – so you can view any operator feedback or create analysis using those respondents.
As a data collector – you are asked to collect respondents for shared studies that are sent to your library view from study owners. The data collection process is similar to any other study, except that you are required to collect an expected number of respondents. Respondent data will be uploaded back to the study owner automatically.

When a study has been shared to a data collector – it will appear in the library view once Attention Tool has downloaded it from the study owner.

A study owner can choose to either provide a set of existing respondent entries – typically to allow advanced segmentation scenarios or enable the data collector to add them manually.

Run study to collect the number of respondents which has been requested by the study owner - the collected data will be uploaded to the study owner on a continuous basis.

When all required respondents have been collected – the study will be removed from your library.
The library containing your studies, analyses and reports are an integrated part of Attention Tool – it keeps track of these items through a database for you. There are however, scenarios where you need to load or save studies from your library as regular Windows files. Typically these scenarios include Backup or Restore of your library, or if you need to migrate one or many studies from one Attention Tool installation to another.

- **Load or save individual studies from your library** – enabling you to move studies between Attention Tool installations
- **Merge supported through load functionality** – Set up and save a study on one Attention Tool installation, load study on any number of installations and then merge the collected results into one study
- **Restore or Backup your library** – an efficient way to switch between entire library contexts or archive for future use

Loading a study with an identical name to an already existing study will enable them to be merged into one study.
An overview of the most commonly used text file outputs. These files contain all the aggregated data visible in the UI down to respondent level metrics. Some data files are always created as part of the analysis phase, along with the images, other data files must be created on demand. The following pages describe in more detail how to obtain the files.

Auto generated data files
Navigate to the data folder of the analysis you are working with: Right click on the analysis name in the library column and chose option “Explore Folder”. From here you can navigate to each stimulus and obtain data pr stimulus, or you can navigate to “Results” to get aggregate statistics over all stimuli.

Data files generated on demand
Right click on study to obtain raw eye tracking data.
Right click on analysis to obtain a data file with all per respondent AOI metrics for all stimuli.
Right click on analysis to obtain a data file with all fixations per respondent pr AOI for all stimuli.
Right click on analysis to obtain a data file with all survey answers per respondent for all stimuli.
Right click on stimulus in AOI to obtain a data file with all per respondent AOI metrics for that stimulus.

These are files relating to all stimuli for one analysis – found in the “Results” folder of the analysis:
- **ActivationComparisonMatrix**: compares all stimuli pair wise on the emotional activation score, to estimate if they are significantly different or not.
- **ExposureSummary**: contains information about exposure time, in case of manual slide change, it also contains information about mouse clicks time and position.
- **HIGHLIGHT/READINGMETER/SPOTLIGHT_ER_TABLE**: tabulates gaze based metrics with emotional activation metrics.
Export all fixations per respondent into one single file in order to make more advanced statistical evaluation of results or cross tabulate with e.g. survey data.

The file loaded into Excel

<table>
<thead>
<tr>
<th>Respondent</th>
<th>AOI name</th>
<th>Time To First Fixation</th>
<th>Fixation Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AOI1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>AOI2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>AOI3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>AOI4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>AOI5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>AOI6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>AOI7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>AOI8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>AOI9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>AOI10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Activation Comparison Matrix is automatically stored in the “Results” folder of the analysis. You can access it by right clicking on the analysis name. Choose “Explore Folder”, then navigate to the “Results” folder. The file shows the pair wise comparison of emotional activation for all pairs of stimuli in the analysis. The comparison is based on a statistical test that tells if the difference between means is significant or not. There are files for several levels of significance from 80% to 99% significance.

H0 accepted: emotional activations are not different on the chosen significance level
H0 rejected: emotional activations are different on the chosen significance level
Use the export Study feature to save all gaze and pupil data collected for a study. The exported gaze output is grouped with respectively stimuli set, in an import friendly format. This enables the advanced data collector / analyst to apply their own algorithms and visualization of the data.

**Gaze data Export** for all study and stimuli types

**Import friendly** for use with almost any statistical tool or application

**Gaze calibration data and result** – includes the raw gaze calibration data

**Use verbose table format** – optimized format for import into Matlab

**User generated events for stimuli test** – keyboard and mouse information added to output

A gaze data file imported into Excel

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The sensor sync module allows you to connect to external sensors. For now, Attention Tool 4.5 the Emotiv EPOC EEG headset is supported. Future releases will provide support for other sensors like GSR. To learn more about the Sensor Sync Module ask for more information at support@imotionsglobal.com

The EEG data can be obtained on all types of stimuli: Images, video, web sites, screen recordings.

Export the EEG data set including

- The electrode status
- The 14 EEG channels in raw format
- The Emotiv Affectiv metrics
- Gyro sensor output
Try the sample studies!

In the Attention Tool installation package, we have provided a number of sample studies which you can try out.

1. Select “Load Study From File” from the “File” menu.
2. In the window that appears, click the “Browse” button to select which study to load.
3. Browse to the folder where you downloaded and extracted the “AttentionTool41.zip” package. Locate the “SampleStudies” folder, select study.
4. Click “Load Study” to import the selected study into your Attention Tool library.

ECCO Case Study Database
The data behind the ECCO case study. Comparison test between 3 print ads.

Training Study
A small study to get acquainted with UI and metrics.

Trawell Study
A larger demo study to demonstrate comparison test, emotions on print ads.

Kraft/Cadbury Ad Movie
Demonstrates movie analysis, also includes still scene-analysis.
We hope you like our new release and please keep sending ideas for improvement and new exciting features that you believe would add value to Attention Tool!

support@imotionsglobal.com

Happy Testing!

The iMotions Team.