

Hungary

New possibilities in perception research using mobile Eye-tracking

Eye tracking is a technique used in medical research, market research and several other areas. GfK Hungary uses a video based eye tracker where an infrared camera focuses on the right eye and records its movement as the viewer looks at a stimulus. Another – scene recording – camera fitted on a special spectacle frame records the scope of view of the subject.

How does it work?

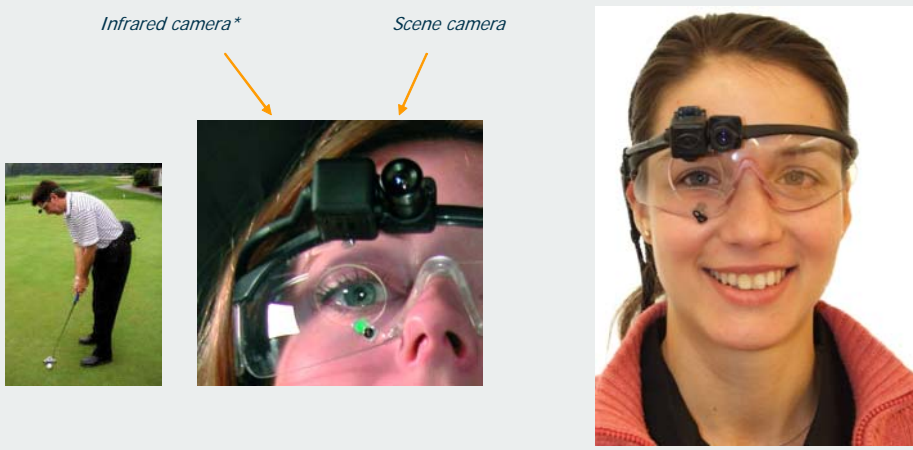
The data is processed with a computer. After a short calibration for the test person, the exact area of sharp focus can be identified using special software. This software also overlays the two processed signals so that the final output is a video of what the test person 'could have seen' and an indication of what he/she really looked at within that area.

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Eye-tracking

How does it work?

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*Infrared camera**
Scene camera

* An infrared camera records the picture of the eye so that the rays used to determine the position of the pupil cannot be seen by the human eye, they do not disturb the test person.

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How is fieldwork done?

Data is gathered in real shopping situations where the test persons have to put on the eye tracking equipment and go shopping in a real store (it is also possible to carry out research in the laboratory situation but it must be recognised that the two methods serve different purposes).

Actionable outcomes

Since the cameras are recording all the time the entire sequence of actions in the shopping area can be mapped. This means we are able to define, for example,

- the favoured shopping routes and typical shopping patterns.
- the effects of promotions and to what extent they are likely to stop the shopper.
- the 'value' of the different positions in the shelving system can be determined. Each step of the purchasing decision can be described (what was touched, what was smelt, what was only looked at and - maybe the most important - what was not seen at all).

Example of information gained



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