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Nota di contenuto	Front Cover; Eye Tracking in User Experience Design; Copyright; Dedication; Contents; Acknowledgments; About The Editors; List Of Contributors; Foreword; Section I: Overview of Eye Tracking and Visual Search; Chapter 1: Introduction to Eye Tracking; What is eye tracking?; How eye tracking works; What eye trackers can and cannot tell us; Location; Duration; Movement; Eye tracking past and present; Medieval Torture Devices and Early Eye Trackers; Maturity of Eye Tracking into a User Experience Research Tool; Hardware Designed for Quick and Easy Data Capture; Participant Friendly Analysis Software Designed for User Experience ResearchersEye tracking can empower your design team; Gaining Insights from Eye Gaze; See Where People Looked, Not Where They Think They Looked; Determining the Effectiveness of a Visual Hierarchy; Conclusion; Acknowledgments; References; Chapter 2: Visual Search; Introduction; How do we visually search for information on web pages?; What does

visual search look like?; Are there different types of visual search?; Visual search behavior of serps; Can images of faces impact our search behavior more than other types of images? What is banner blindness, and why is it important?The road ahead for designing visual search experiences; References; Section II: Evaluating the User Experience; Chapter 3: Usability Testing; Introduction; Incorporating eye tracking in usability testing; Eye-tracking data provides a comprehensive picture of users' experience and can help inform the design; Fixations and Saccades; Areas of Interest (AOIs); Gaze Opacity and Heat Maps; Gaze Plots; Communicating usability results more effectively with clients; Eye Tracking Can Convince Clients to Make Design Changes to Improve Usability Eye-Tracking Visuals Can Aid in the Effort for User-Centered DesignConsiderations and drawbacks with eye tracking in usability studies; Time; Analysis Software; Think Aloud, Age, and Eye Tracking; Conclusion; Acknowledgments; References; Chapter 4: Physiological Response Measurements; Introduction; Dimensions of physiological response measures; Subjective versus Objective; Real Time versus Delayed; Natural Context versus Artificial Lab; Invasive versus Non-Invasive; Practicality of incorporating biometrics; Physiological response measurement in ux; Pupil Dilation How Does Pupil Dilation Measure Emotion?Facial Emotion Recognition; How Does Facial Emotion Recognition Software Measure Emotion?; Skin Conductance; How Does Skin Conductance Measure Emotion?; Neuroimaging: EEG; How Does EEG Measure Emotion?; Measuring valence; Conclusion; Acknowledgments; References; Section III: Eye Tracking for Specific Applications; Chapter 5: Forms and Surveys; Introduction; Forms and surveys have a lot in common; Some examples of what we can learn from eye tracking forms and surveys; People Read Pages with Questions on Them Differently from Other Pages Write Your Instructions in Plain Language

Sommario/riassunto

Eye Tracking for User Experience Design explores the many applications of eye tracking to better understand how users view and interact with technology. Ten leading experts in eye tracking discuss how they have taken advantage of this new technology to understand, design, and evaluate user experience. Real-world stories are included from these experts who have used eye tracking during the design and development of products ranging from information websites to immersive games. They also explore recent advances in the technology which tracks how users interact with mobile devices, larg
