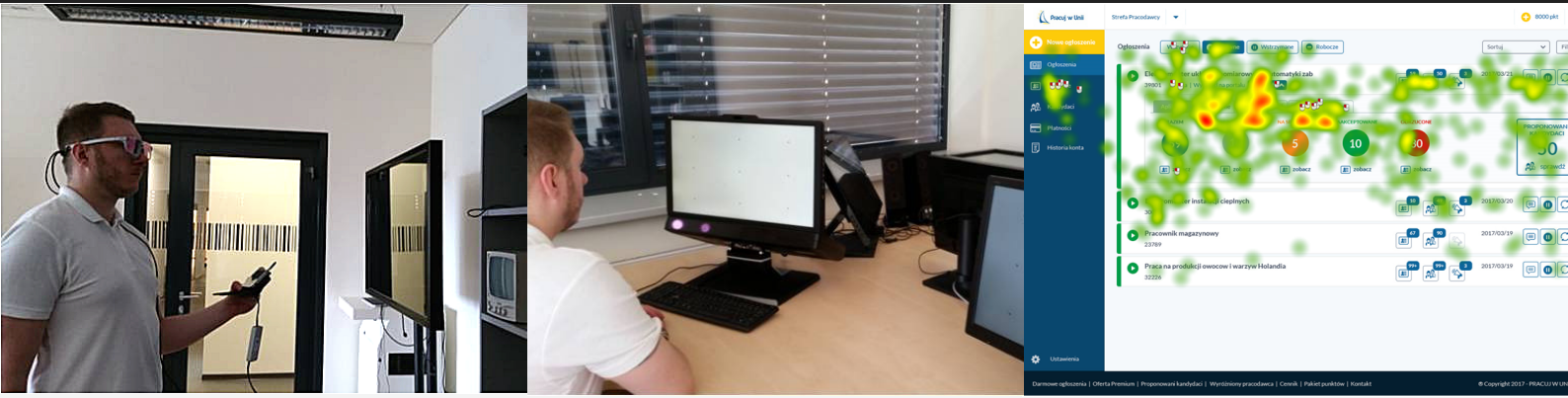


# EYETRACKING RESEARCH



## DO YOU WANT TO SEE THROUGH USERS EYES?

Eyetracking is a great tool for A/B testing - it delivers hard data showing which design is better  
It can be also used for usability testing to identify why usability issues occur  
I have access to variety of eyetrackers that can be use for evaluation of every digital product

### FOLLOWING COMPANIES HAVE ALREADY BENEFITED FROM EYETRACKING

- Website usability evaluation for UBS Business Solutions Poland
- A/B Testing and User Interviews with Eyetracking for pracujwunii.pl website
- Evaluation of standard game development tools to identify critical functionalities and elements for Strange New Things company
- Eyetracking evaluation of interactive screens with offer presentation for Teletorium shops
- Hotelgo24.com website usability evaluation for Emgron company
- Evaluation of various applications and websites developed at the Wrocław University of Technology in the scope of B+R projects
- Ad placement evaluation for the T&J Delikatesy with eyetracking glasses
- Simplytick.com website usability evaluation for the company VBA + eyetracking research on user perception of different chart types, so the identified ones, as the most easy to use, would be used on this page to present data to users

Contact me and I will prepare a tailored offer that will satisfy your needs.

I will select the most suitable eyetracker for your case, organise participants from your target user group and conduct eyetracking research. As a result you will be presented with a report containing the detailed analysis of the eyetracking data.

*We were greatly impressed by Piotr's involvement in the use of modern technologies (eg. Eyetracking) that would be unavailable to our small company due to the high cost. Thanks to such research and its proper interpretation, the employees' awareness of the usability of interfaces really increased significantly.*

- Marek Zając, IT Manager at Pracujwunii - Europa SP. Z O.O.