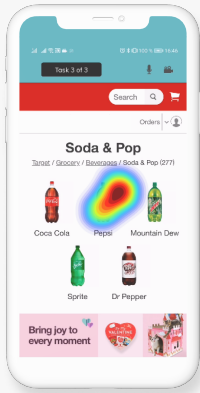


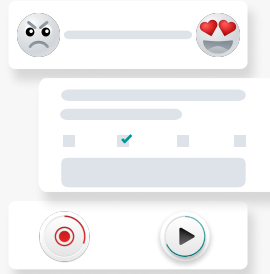


# Smartphone Eye Tracking for UX and Market Research



See through the eyes of your customers by conducting research directly on their smartphones

Check where people look and measure what attracts the most of their attention through video and audio replay with taps, porthole, heatmap and gaze points data analysis.



Gather opinion by adding custom questionnaires and using the thinking aloud method

Record audio during your tests and hear what users report while interacting with your product. Analyze surveys and questionnaires to understand user experience and expectations.



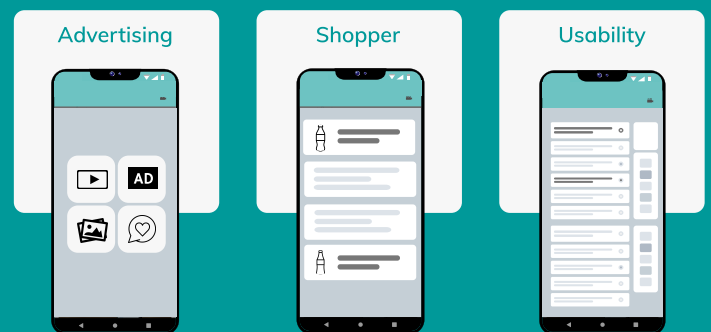
Learn about people's behavior by reviewing their task duration, taps and fixations, and fixation duration

Explore where product design doesn't align with your users' expectations. Check if users complete your tasks in the way you'd expect them to and within the set time frame.

Run tests all **around the world** in testers' natural environment and get in-lab quality insights at a fraction of the cost



Gather valuable insights across various use cases



Optimize customer experience and build better products by understanding how your customers interact with your products, brands and services on mobile phones.

Scan to find out more

