There’s More To Eye Tracking Research Than Heat Maps

Contributed by Eye Faster
Friday, 18 March 2016

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Eye tracking is the only methodology to help marketers understand what individuals see as they shop the aisles. Anything seen from 100-400 milliseconds can be interpreted â€“ this is where eye tracking and heat map data comes into play.

Beyond traditional heat maps, which are visual representations of where attention is focused, maps can chart â€˜areas of interestâ€™ (AOIs) that are important to understanding attention. For example, when determining what aspects of a package are being examined, AOI time maps (like the one below) identify areas (brighter blue) looked at longer, which are more likely to be remembered.

AOI time map of the yogurt category in a supermarket. The brighter the color, the longer shoppers noticed that brand.

Discoveries using eye tracking

1)Â Â Â The logo of a well-known brand must be the focal point of the package. Itâ€™s what shoppers look for to identify the package. Familiarity draws and holds attention while depriving competing products of attention.

2)Â Â Â People tend to shop from left to right and top to bottom. Attention tends to peak at eye level to 30 degrees below, which is why kids cereals on generally on the bottom two shelves.

3)Â Â Â Planograming product layout is key for shopper navigation but shoppers also utilize products to identify the categories.

4)Â Â Â The layout of information on mobile phones matters, as attention is largely focused from the left to center, because we read from the left then move on to the next thing.

Heat maps add context when researching how shopper behavior is influenced by store environment. Itâ€™s a great tool for identifying insights that have major implications for brands and retailers.