

Investigation into User Experiences on Websites Using Eye Tracking Technology



Introduction

This investigation will assess the user's experiences on websites, looking into how they use the websites and the main techniques which are used to attract users to certain areas of a website. To investigate this, the Eye Tribe tracker along with Ogama software will be used and the data collected will be examined using data mining techniques.

The investigation will also evaluate the users experience by having questionnaires and getting feedback from the user on how user friendly they found the website.

Expected Outcomes

The research experiments will be taken by a number of participants and the characteristics of the group will be diverse. It is expected to find from the research that the majority of participants will identify different positives and negatives throughout each website when answering the questionnaire as some of the participants will have a background knowledge of computers and websites, where as some will not.

From this experiment, it is wanted to prove whether a website is or is not user friendly by using the eye tracking technology as well as the questionnaires filled in by each participant and using data mining techniques to analyse results.

Objectives

- I. To conduct a literature review on;
 - a. The technology which has previous been used and current technology which is used for eye tracking.
 - b. The Standards which are being followed to ensure websites are user friendly.
- II. Conduct a research test with multiple participants, tracking their eye movements during the use of several websites.
- III. Conduct a questionnaire on usability for each participant and each website they use.
- IV. Record and analyse the results from the eye tracking software and questionnaires.

Methodologies

The research method which will be used to complete this project will be Phenomenology. This research method involves collecting data to me analysed. The process is split into 3 stages, planning, collecting the data, and then implementation or analysis. It will use the positivism philosophy with a deductive approach for the three strategies, experiment, Document Review and questionnaire .

Strategies

Experiment - Eye tracking will be used to follow the participant's eye movements when they are using a website. Websites will be chosen specifically for this project, some of the websites chosen will be websites with bad usability and others will have good usability and then these will be compared using the eye tracking software results. A total of 3 websites will be chosen, one to be UWTSD, the remaining two are yet to be selected.

Questionnaire - this will be used after the participants have followed the instructions on the website. The questions will be in line with the instructions and will be closed questions.

