

Tobii Studio™

**Comprehensive eye tracking
analysis and visualization software**



News in
**Tobii Studio
3.0**

- Dynamic AOI tool handles moving and transforming AOIs
- New Data Export tool

Tobii Studio™ Eye Tracking Software



Tobii Studio enables you to efficiently perform a broad spectrum of eye tracking studies paired with Tobii eye trackers. In a single tool, it provides comprehensive support throughout your entire study, from preparation to data collection, analysis and presentation of the results.

Use Tobii Studio to create heat maps and gaze plots, calculate statistics and draw conclusions about visual attention and behavior.

Supports a broad spectrum of studies

Tobii Studio can be used together with all Tobii eye trackers, making way for a broad spectrum of studies. It is ideal for evaluating user experiences and consumer responses about a wide variety of media in usability and market research.

The entire workflow in one tool

Tobii Studio accompanies you through all stages of your project, from preparation to data collection, analysis and presentation of the results. The software ties together the entire eye tracking workflow in a single tool and eliminates the need for separate software for different stages or types of studies. Design your study, run sessions, replay the eye tracking recording, visualize the results, and calculate statistics—all in

one tool. Use the remote live-test session viewing feature to involve clients or colleagues in your research.

Powerful, yet easy to use

Tobii Studio is easy to learn and use. Designed for simplicity, starting up and performing eye tracking studies is clear cut. The software's intuitive workflow allows you to operate the system without extensive training while comprehensive functionality provides flexibility for advanced users and supports complex studies.

Perform small and large studies conveniently and cost efficiently, and easily process large amounts of data for meaningful interpretation and presentation.

The following pages take you through the Studio workflow.



Tobii Studio works together with all Tobii eye trackers for a wide spectrum of studies. It is used by usability and market research professionals in fields spanning from digital to print and real-world environments.

Usability testing

Easily perform studies of websites, software or computer games using our eye tracking monitors or a standard monitor paired with a standalone eye tracker. Larger interfaces can be displayed on a television or projection screen. Our standalone eye

trackers also enable studies of real-world interfaces, such as that of a mobile device or ticket machine. Tobii Glasses—a mobile eye tracking system—paves the way for testing of signage or digital displays in real-world environments like airports.



Package design & Shopper research

Integrate eye tracking at multiple points in the package design development life cycle. Exploratory designs can be tested quickly and cost efficiently on screen and the most promising designs mocked-up and tested

on a real or projected virtual shelf. In actual retail environments, Tobii Glasses can be used to study how shoppers browse the aisles, attend to POP materials and interact with products on the shelf.



Advertising research

Conduct advertising studies in such areas as online, print, television, POP displays, and out-of-home. Our complete range of eye trackers allow for efficient testing of print ads, banner ads, email campaigns, commercials, and sports marketing on a

variety of eye tracking and other monitors, including televisions. Tobii Glasses enable testing of advertising displays in their actual placements in bars, the subway or other real-world environments.

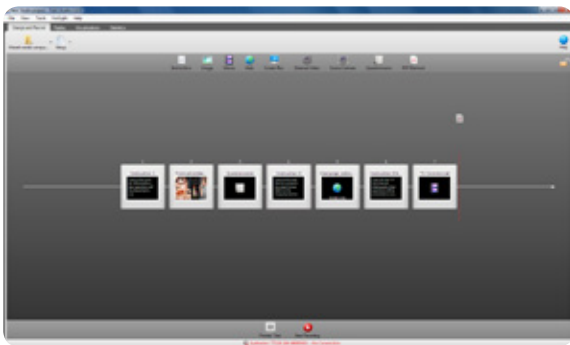


1 Design

Create complete eye tracking tests quickly and easily using a variety of stimuli.

Test design and stimuli presentation tools

- Types of stimuli: text instructions, images, PDFs, videos, live screen capture, web pages, physical objects or scenes using a scene camera, and video feeds from sources such as gaming consoles.
- Custom coding schemes for logging events and actions.
- Basic questionnaire feature.



Drag and drop stimuli to the workspace timeline.

2 Record

Record and calibrate from within Studio and integrate eye tracking data with other data, such as mouse clicks and key strokes, for a holistic view of participant behavior.

Record numerous types of study data

- Records eye gaze and pupil data, screen content, web pages, user camera video, microphone sounds, mouse clicks, keystrokes, manually logged events, questionnaire responses, scene camera, external video input and timestamps.
- Web recording feature captures full-size snapshots of web pages and automatically factors in scrolling and page folds.
- Fast, fully automatic calibration procedure provides rapid and unobtrusive test session setup.
- Tobii eye trackers' robust tracking capability lets you track a large portion of the population, including participants who use glasses or contact lenses.
- Reuse calibrations for repeat sessions with the same participant.

“

Tobii offers a complete solution for testing our websites with eye tracking that perfectly matches our needs. The setup is really easy and support for retrospective think aloud in Tobii Studio allows us to efficiently document post-interviews.”

Tobias Hassmann, Program Manager, Ciao Commerce Division at Microsoft

Support for retrospective think aloud (RTA)

Tobii Studio features full support for RTA using animated gaze data as a memory cue during post-task or post-interview sessions. Built-in support for recording user comments, facial expressions and mouse movement while a user explains their behavior after a test eliminates the need for additional cameras or recording devices. Interview recordings can be exported as movie clips for integration into your presentation.

A number of studies have shown that RTA, supported by eye tracking gaze replay as a memory cue, will actually uncover significantly more usability problems than using other usability methods alone.

Moreover, studies show that a significantly higher task-completion rate is achieved when using this method, compared to applying conventional concurrent think aloud (CTA) methodology. This supports the notion that standard think aloud methodology alters natural user behavior, thereby biasing results.

RTA is a method commonly used in usability research to provide deeper insight into the user experience. It is particularly useful in helping to identify usability problems.

3 Observe

Remote real-time observation of the eye tracking session gives instant insight into participants' experiences and behavior. It is ideal for delivering live presentations to colleagues and clients, or for preparing post-interview sessions.

Remote and local live viewing

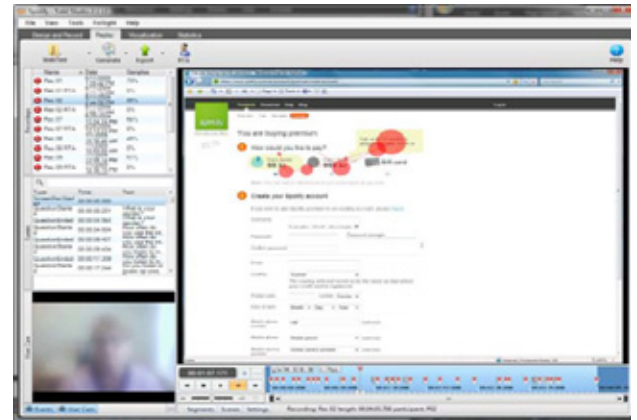
- Remote live viewing over a local network during a study session of participants' eye movements, comments, facial expressions and interactions, on screen or with physical objects.
- Local live viewing of recording sessions with dual screen setup to control and moderate a session from a separate monitor in the same room.

4 Replay

Replay individual eye tracking sessions for in-depth qualitative analysis and share highlights with colleagues and clients.

Recording session replay

- Replay eye tracking sessions with the participants' gaze points superimposed (optional user sound and user camera).
- Post-session log events and comments, or search for events such as key strokes and mouse clicks logged during the test.
- Export video clip replays, optionally with sound and user camera as picture-in-picture.



The Replay tool shows a playback of the recording session including participant's gaze point, comments and facial expressions.



Remote live viewing of eye gaze displayed on the stimulus and user camera.

5 Visualize

Graphical visualizations of participants' gaze behavior provide intuitive insight into your data, making it easier to understand. Heat maps and gaze plots are powerful ways to present your findings convincingly to colleagues or in your client report.

Convincing visualizations

- Visualization through gaze plots, heat maps, gaze opacity maps, clusters, and bee swarms.
- Save static visualizations easily as image file formats and embedded in reports and presentations as images
- Export animated visualizations as AVI video clips.
- Filter data based on participant profiles, demographic data and group variables.



Heat maps display gaze data from one or several recordings as a colored pattern. Giving an aggregated view of the results, they provide an efficient tool for multi-person analysis.



Gaze plots display gaze data from one or several recordings as individual gaze points, fixations and scan paths. Visualize the order and duration of fixations too.



Clusters display areas with a high concentration of gaze points as polygons and can easily be transformed into areas of interest (AOI) for statistical analysis.



Bee swarms replay videos showing the gaze points of several subjects simultaneously over time. They allow efficient comparison of several recordings and interpretation of participant dropout.

“ We use eye tracking as an interview, observation and presentation tool. It improves the accuracy of study results and their visual persuasive power. It helps us pinpoint problems, especially in the visual design and gives invaluable input for improvements.”

Ruth von Appen, Consultant Customer Experience, GfK SirValUse Consulting

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Statistics

Tobii Studio provides a framework for quantitative analysis of eye tracking and mouse-click data. The new AOI tool which supports both static and dynamic stimuli, calculation of key eye tracking and click metrics, as well as versatile tables and charts help you to generate top line overviews of the data, carry out more detailed analysis and interpretation as well as display your results.

Statistics

- The embedded Statistics tool calculates eye tracking and mouse-click metrics, based on AOIs and AOI groups. View data in tables and charts to structure, overview and flexibly mine your data.
- Calculation of time to first fixation, fixation duration, fixation count, percentage fixated, time to first mouse click, time from first fixation to next mouse click, and many more metrics.
- Flexible configuration of tables allows you to organize and filter your data.
- Multi-metric tables and cross tabulation.
- Results can be displayed in the form of bar charts that can be copied and pasted directly into your report.

Areas of interest (AOIs)

- Definition of AOIs within your stimuli for statistical analysis of eye tracking metrics within specified time intervals.
- The new Dynamic AOI tool handles both static and dynamic (moving and transforming) AOIs within a broad range of stimuli, such as images, movies, scene camera videos, screen recording, web pages and web recording, and more.
- The shapes and behaviors of dynamic AOIs are defined in keyframes. In between keyframes, Tobii Studio interpolates the shape and position of the AOI.
- Grouping of AOIs allows for aggregation and comparison of data within and across stimuli and tests.

Export data

- Export raw data or filtered data for further statistical analysis.
- Data can be exported to a text file that can easily be imported into Excel, SPSS, MATLAB, and most other statistical software suites for further analysis and significance testing.
- Batch export multiple recordings or media, either into one single file or multiple separate files.



Use the **AOI definition tool** to define static, moving and transforming AOIs within your stimuli for statistical analysis of specific features within the stimuli.

“The Tobii Studio statistics tool facilitates and opens up new opportunities for a more quantitative approach with eye tracking.”

**Mårten Angner, Usability specialist,
Interface & Design**



Complete solutions for eye tracking

Tobii Studio is available in three versions: Basic, Professional and Enterprise editions. Non-recording and student licenses for teaching courses are available. For a complete list of features, please refer to our detailed Tobii Studio product description.

Tobii Studio can be used together with Tobii's complete range of eye trackers. For more information about Tobii eye trackers, please refer to our separate hardware product brochures.

Tobii products are available for either purchase or rental. Webinars, courses and customized training provide you with the knowledge you need to start and perform various kinds of eye tracking studies.



Free Tobii SDK download

If you want to develop your own applications, the Tobii Software Development Kit (Tobii SDK) is available as a free download. Tobii SDK provides a comprehensive toolbox for developing software applications to control and retrieve data from Tobii eye trackers. This is useful for highly customized experimental routines as well as many varieties of interaction applications based on eye tracking. Tobii SDK contains different level application programming interfaces, well-documented code samples and a comprehensive Developer's Guide.

Application Market for Tobii Eye Trackers

Tobii has created an application market for the sharing of applications that build on the Tobii Software Development Kit (Tobii SDK): appmarket.tobii.com.

System recommendations

For optimal Tobii eye tracking hardware and software performance, Tobii recommends using computers that meet certain specifications. For more information, please refer to our separate Systems Recommendations document.

Tobii Studio™ is compatible with the following operating systems:

- Windows XP® (only 32-bit edition)
- Windows Vista® (32-bit and 64-bit)
- Windows 7® (32-bit and 64-bit)

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