

EYE TRACKING

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BRIEF

This application is used to collect user's attention on the test image. By default, user will be required to click on anything that catches their attention within certain time. The time duration usually varies from 5 sec to 15 sec based the complexity of the image.

Based on the difference of test images, the eye-tracking exercise can be divided into two groups: eye-tracking on pack and eye-tracking on shelf.

USER INTERFACE (SURVEY)

The eye-tracking front-end tool is **designed for desktop/tablet**. If it is a pack test, it is possible to use the tool on mobile device as well. However, be careful with this approach, consult with HS NPD before taking the move.

2D Eye-tracking

Variable needs in tool template

There are two variables can be configured in the tool template by Dynata instead of in Packspex admin tool.

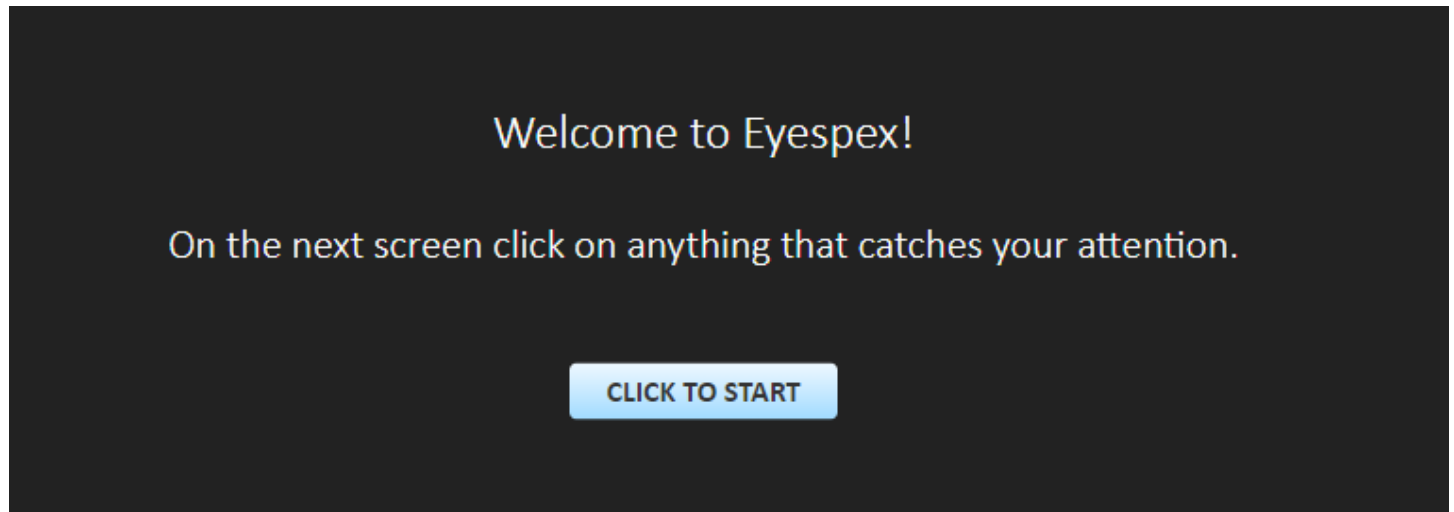
Variable Name	Who set-it-up	Usage
spexID	Dynata	User Identity
isDecipher	Dynata	Survey platform
startPostion	Dynata	<p>This will define how the test image is presented Three possible values:</p> <ul style="list-style-type: none">• 0 (fixed style) - Fit the whole test image in user's window• 1 (moving style)- Fit the image in user's screen by height, and moving the shelf from left end to right end• 2 (moving style)- Fit the image in user's screen by height, and moving the shelf from right end to left end• 3 (moving style)- Fit the image in user's screen by width, and moving the shelf from top to bottom• 4 (moving style)- Fit the image in user's screen by width, and moving the shelf from bottom to top <p>0 will be the default value. HS team will inform Dynata if moving style is needed.</p>
eyespexID	HS	To load eye-tracking project setting

keyProduct	Dynata	<p>Defined which is the key products for the shelf. If this variable is configured, the tool will be able to save extra information for reporting tool and TAB team to speed up the process.</p> <p>Its value is the product's arealD in the shelf information file. And you can use more than one key products, just separate them with comma like 101001,103005.</p> <p>If no key product is needed, use "999999" to bypass the tool checking.</p> <p>HS need to inform Dynata about the value</p>
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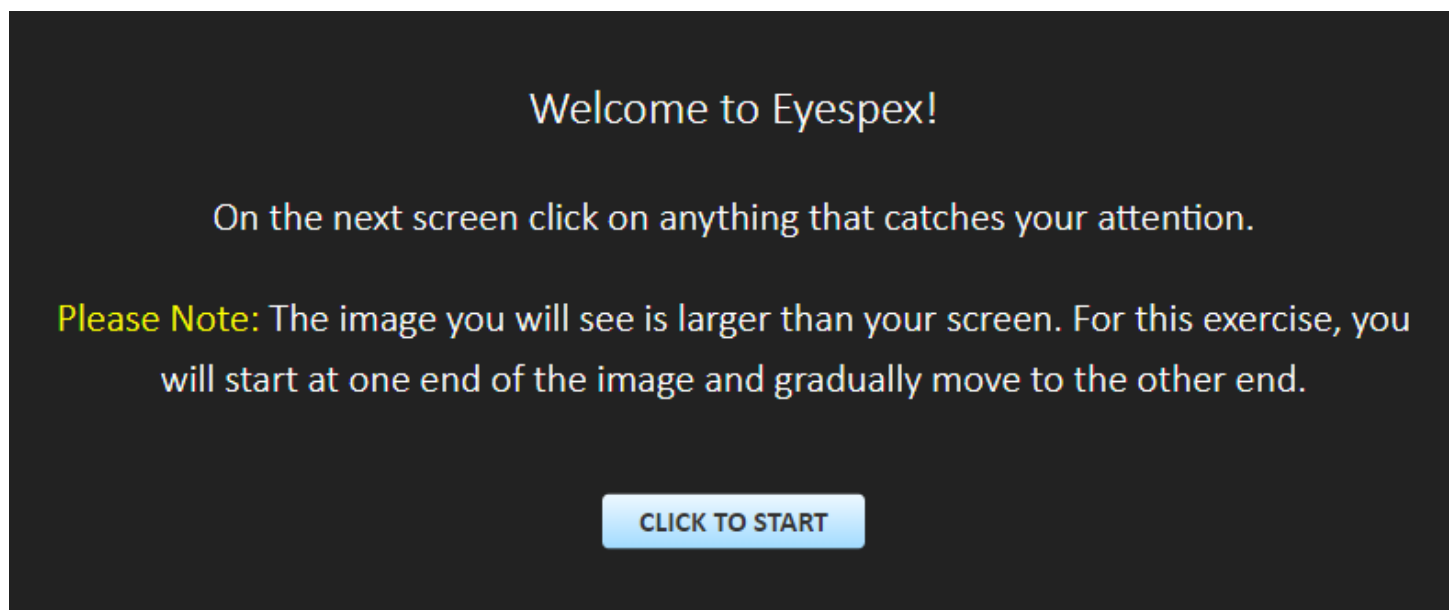
Instruction window

In the instruction window, respondent will be informed the purpose of the exercise and what they are expected to do.

Instruction for Fixed Style



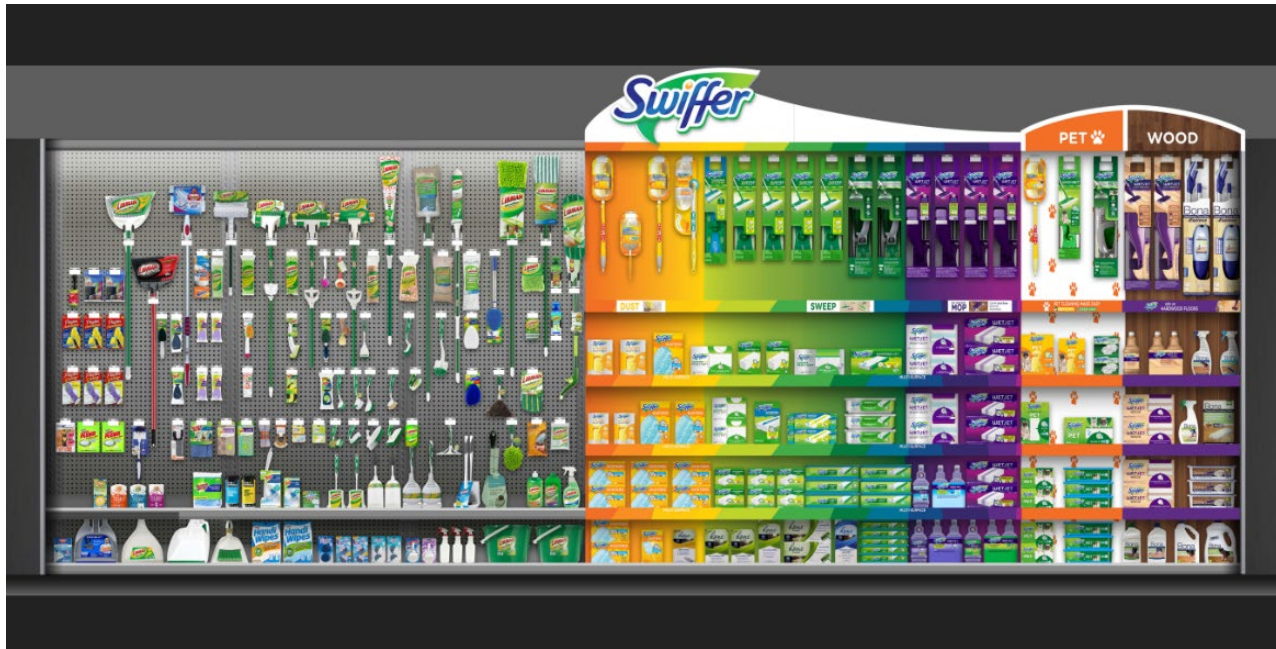
Instruction for Moving Style



Main interface

The main interface has nothing but the test image. Different presenting style will present image in different ways:

Fixed style – show whole image in screen



Moving style – show image by height, moving toward left or right as configured



3D Eye-tracking

This is a new feature of 3D tool, which supposes to be useful in testing huge shelf. The shelf will be presented in 3D environment and user will be slowly moved from one end to the other along the shelf. During that cruising, they can click anything catching their attentions. Currently, [the tool only works for one aisle store environment and tool is navigated by the tool itself instead of user.](#)

This is still an **experimental feature, please check with NPD before using it.**

Variable needs in tool template

All 3D tools (ShopspeX, Timed-find, EyespeX) will share the same template with different configurations. Below are all the variables available in the template and here we will focus on these shared and ShopspeX-only variables.

(Blue – shared configuration / No special variable needed for eye-tracking)

Variable Name	Used By	Who set-it-up	Usage
spexID	all	Dynata	User Identity
isDecipher	all	Dynata	Survey platform
appType	all	Dynata	<ul style="list-style-type: none">1 – EyespeX2 – ShopspeX3 – Timed-find
startDirection	all	Dynata	<ul style="list-style-type: none">1 – coming from left end of the shelf2 – coming from right end of the shelf
scanPath	all	HS	
showWalkIntro	all	Dynata	
showNavilIntro	all	Dynata	
storeConfig	all	HS	This json file is used to set up store, link image with its tool ids and customize store environments. HS need to provide Dynata this link
keyProducts	all	Dynata	Defined which is the key products for the shelf. If this variable is configured, the tool will be able to save extra information for reporting tool and TAB team to speed up the process.

			<p>Its value is the product's arealD in the shelf information file. And you can use more than one key products, just separate them with comma like 101001,103005.</p> <p>If no key product is needed, use "999999" to bypass the tool checking.</p> <p>HS need to inform Dynata about the value</p>
limitType	ShopspeX	Dynata	
limitNumber	ShopspeX	Dynata	
timeLimit	Timed-find	Dynata	
findProduct	Timed-find	Dynata	

Instruction window

In the instruction window, respondent will be informed the purpose of the exercise and what they are expected to do.



Main Interface

The main interface for 3D eye-tracking is very simple. There are no other controls besides the shelf image in store environment. User will start from either ends of the shelf and move at the same pace toward the other end.

When user make a click, there will be a short pause then move on immediately. After users pass the whole shelf image, the tool will auto move to the next page in survey



USER DATA

For each Eyespex click, the tool will save two parts of data, one for HS database and another one for Dynata:

HS Data

Variable Name	Usage
spexID	Respondent ID
eyespexID	Which project this click belongs to
arealID	<p>In pack test, this value can be:</p> <ul style="list-style-type: none">• -99 if user makes a click• -98 if user doesn't click on anything during the exercise (it is a fake record to prove user does see the test image) <p>In shelf test, this value can be:</p> <ul style="list-style-type: none">• arealID of clicked product• -99 if user doesn't click on any product• -98 if user doesn't click on anything during the exercise (it is a fake record to prove user does see the test image)
isKeyProduct	If key products are configured in the survey template, the tool can tell whether user click on key product or not.
clickOrder	The order of click
xPos	X position on image where respondent click
yPos	Y position on image where respondent click
distance	In 3D Eyespex, this value records the distance between where respondents stand and where they click
timeInTool	The time when the click happens inside the exercise

Dynata Data

If key products are setup, the tool will calculate user click and sent meaningful result to below two variables.

- PSN_ESX_F – whether user click on the key product as their first click.
- PSN_ESX_A – whether user click on key product during the exercise.

If no key product is setup, these two values will always be 0.