

Tobii Eye Tracking Academy Course

Eye Tracking as a Method in Web Usability Testing

Learn how to perform eye tracking studies

This 2-day Eye Tracking Academy Course serves as a general introduction to how eye tracking can be used as a method within the field of usability/UX testing. Over the two days you will gain the theoretical, practical and methodological know-how needed to enable you to start to integrate eye tracking into your own research toolbox in both qualitative and quantitative projects. During the course you will also get hands-on experience with Tobii's eye trackers, as well as Tobii's analysis software - Tobii Studio.

Topics Covered

This is a brief summary of the course contents:

- Get to know how the human visual system works, and how vision is related to attention.
- Learn how an eye tracker works
- When and how to use eye tracking in web usability research
- General methodology - how to design an eye tracking study
- Learn how to use Eye tracking data and visualizations in web studies
- Using eye tracking for different types of tests, examples and practical exercises: Quantitative & Qualitative Web studies, mobile devices studies.
- Hardware and software hands-on training: designing tests, recording and analyzing eye tracking data.

The number of participants is limited to 30 in order to maintain a high quality as well as to facilitate discussion and interaction during the sessions.

Availability and Registration

Please refer to our website at <http://www.tobii.com/training> for forthcoming dates and to book a seat.

If you wish to host and organize this course at your own premises, please contact your Tobii Regional Sales representative or send us an email to the following address EyeTrackingAcademy@tobii.com, for more information.

Location:

Tobii scheduled facility/at a premise of your choice (when hosting & organizing the course)

Duration:

2 Days

Level:

Beginner to intermediate

When:

more information @ <http://www.tobii.com/training>

Software:

Tobii Studio

Hardware:

Tobii X2 Series Eye Trackers

Pre-requisites:

None

Certificate of attendance:

Included

Language:

English

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