



# MangoldVision

## The Professional Eye Tracking Solution



# Eye Tracking made easy

## Eye Tracking tells you what you'd otherwise never find out!

By observing people and asking them questions you can find out how they perceive information and what they remember.

**But you won't know whether information that is not remembered has actually not been seen by the viewer.**

Nor do you know whether the information has been **seen at all**, since your test subject may have been distracted by other elements (e.g. by an attractive face, a funny picture, too much information...).

**You will only be able to find out what your test subjects have actually seen with the help of Eye Tracking.**

Eye Tracking makes it far easier to find out why a test subject didn't see certain things or why he/she can't remember them.

Combine gaze tracking results with so-called "**thinking aloud**" reports by filming users during tests and recording their comments.

All of this gives you a comprehensive picture of the entire experience a user makes during the test ("**user experience**").

You will then, for example, know why your test subjects didn't find the crucial login button on a website:

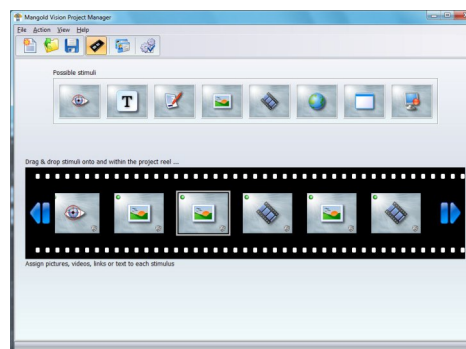
You see **where they look** and you hear **what they say**.

Using the MangoldVision Eye Tracker gives you insights that you would never get without the use of this technology.

**Give your customers, designers and developers an impressive demonstration of users' reality by showing them pictures and films of the eye movements of real users!**

Read more and see how easy it is to use MangoldVision...

## 1 Developing a Project



**Develop your project effortlessly with drag & drop!**

With MangoldVision, everything you wish to show your test subjects during a test is referred to as a stimulus. Simply drag the stimuli of your choice onto the time line to create a sequence for your test subject to view during a test.

**The following stimuli can be presented here:**

- **Images:** Show your test subjects the first drafts of images for websites, image brochures, promotional flyers, print advertising, emails and the wording of letters or special images in psychological studies.
- **Videos:** Show your test subjects advertising videos or videos of everyday situations: sports events (which advertisement is viewed and for how long is it viewed), paths taken in supermarkets (what do test subjects see here and what don't they see), photos of buildings in architectural studies, recordings of human beings and animals in cognition studies or socio-scientific studies...
- **Screen videos:** Simply record your computer screen for usability studies and have your test subjects surf the Internet or use any program of their choice.

**Guide your users with:**

- **Questionnaires:** Present questionnaires at any point of your choice in a project in order to get immediate feedback from viewers. Later on, simply filter your data based on the responses to get the results for specific user groups only.
- **Text:** Instruct your participants by using text messages to guide them safely through the test.

Discover more

[www.mangold-international.com](http://www.mangold-international.com)

email: [sales@mangold-international.com](mailto:sales@mangold-international.com)

# Eye Tracking made easy

## 2 Conducting a Test

You'll always make the right choice with a MangoldVision System



### Stationary Lab

Set up a professional test lab in no time at all with the MangoldVision System.

You can basically use any Windows PC. Different screens of different sizes (up to approx. 24") can also be used at any time.



### Mobile Lab

You can easily travel with the MangoldVision System. All you need is a laptop with a suitable connection and the EyeTracker, which is stored in a handy suitcase.

Impress your customers with this incredible technology and conduct studies right where it's all happening and in the everyday environments of your test subjects.



### Live Control

The test manager, clients and observers can follow the eye movements of test subjects on a remote viewer (PC in a network) live at any time.

You can of course also connect a projector to your remote viewer PC and project the session onto the wall in a large format for teaching and demonstration purposes.



WebCam

### Audio and Video

Make additional **audio and video** recordings of your test subjects during tests:

- Record their **facial expressions and gestures**.



Audio

- Understand their **thinking processes** on what is being said and record their **invaluable hints** ("I'm not quite sure why that's being shown in red" or "if things had been like this or that I would have understood it all immediately").

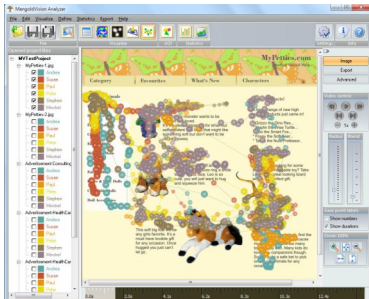
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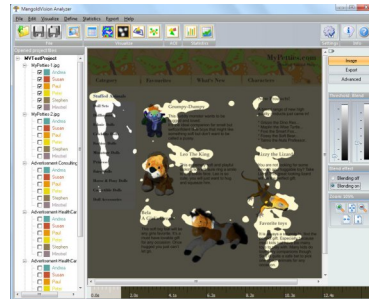
# Eye Tracking made easy

## 3 Analyze - Export - Present



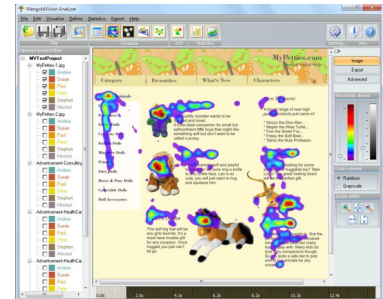
### Gaze Plot

Gives an excellent insight into the image contents that test subjects have viewed and the sequence of these image contents.



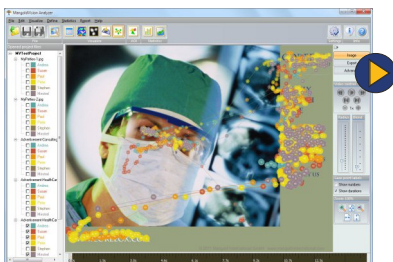
### Focus Map

Demonstrates impressively what test subjects have viewed on a picture and thus also everything they have not seen. A real aha experience for any designer or developer!



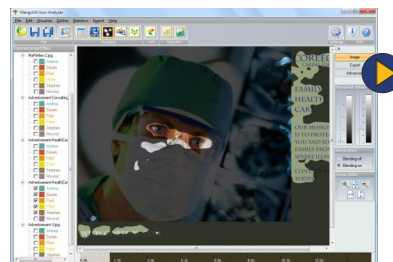
### Heat Map

Shows at a glance the "high-energy" areas of a stimulus that test subjects focused on.



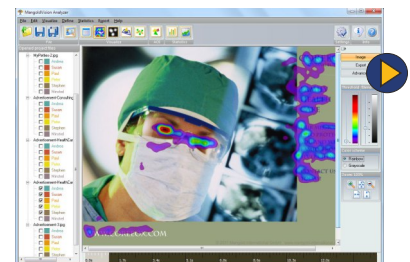
### Exported Gaze Plot Video

At the push of a button, simply export a video that reflects the real eye movements of your test subjects who are following the stimulus that is shown.



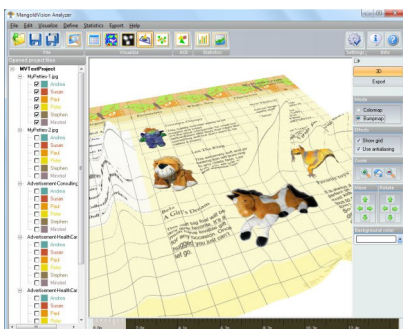
### Exported Focus Map Video

Allows a "light beam" to wander over the image. This shows what test subjects have really seen.



### Exported Heat Map Video

Allows a heat map to wander across the image like a burning flame. The most attractive visual areas are thus shown as "hotspots".

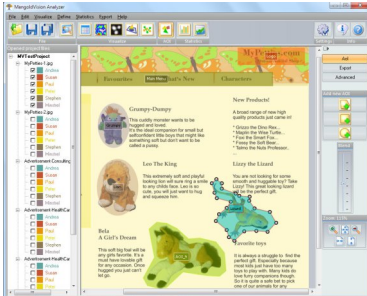


### 3D Landscape Graphics

The 3D graphic gives an interesting presentation of the areas of an image that were of particular interest to a viewer and the areas that were not viewed.

# Eye Tracking made easy

## 3 Analyze - Export - Present



### Area of Interest

Simply define parts of a picture or a video for which you wish to get statistical results. MangoldVision will then automatically calculate various key indicators relating to the eye movements of your test subjects.

### Easy Combining of Test Subject Data

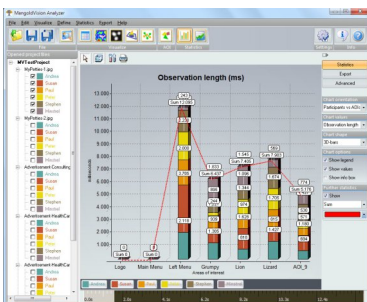
Visualizations and analyses can all be prepared for more than only one test subject at any time.

Simply click onto the names of the test subjects you wish to analyze together in an analysis. The data is simply "added or cut off" in real time.

### Easy Filtering of Data

There is of course also a filter function, which you can use to quite simply create different requests on the basis of attributes that you freely define yourself (e.g. "age", "gender", „experienced" or „inexperienced user" ...).

You can, for example, get responses to the following questions: "How long did the experienced female users aged 23-27 look at the manufacturer's brand name?"



### Statistical Values

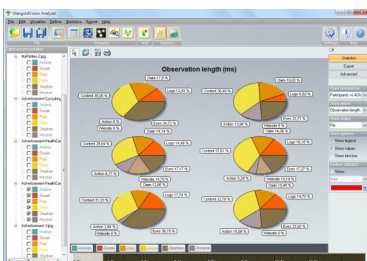
Statistical indicators are calculated from the gaze data at the push of a button. This makes it easy for you to interpret data, prepare reports and compare studies.

### Images and Videos

A large number of analyses and export functions are available for images and for videos which are presented to the test subjects.

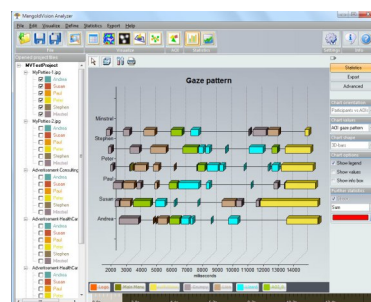
You are thus able to present and analyze static images as well as any video of your choice, such as advertising films or films in psychological tests.

Screen videos, which are recorded by the computer when the test subjects are working, can also be analyzed.



### Export and Charts

MangoldVision offers a variety of data export possibilities and amazing chart options.



### Gaze Pattern Gantt Chart

The Gantt chart gives a very good impression of which specific areas-of-interest the participants have seen in which order.

## Eye Tracking made easy

| Eye Tracking Packages   | Standard | Premium |
|---|----------|---------|
| <b>Hardware</b>   |          |         |
| Eye Tracking Hardware   | •        | •       |
| Transport Case  | •        | •       |
| Additional infrared lights for big screens                                      | •        | •       |
| Laptop or Desktop Computer with Windows OS                                      | •        | •       |
| <b>Project Manager Software and Possible Stimuli</b>                            |          |         |
| Multi-Dimensional Randomized Stimulus Presentation                              | •        | •       |
| Definition of Arbitrary Attributes for the Subjects                             | •        | •       |
| Presentation of Questionnaires  | •        | •       |
| Presentation of Texts   | •        | •       |
| Presentation of Images  | •        | •       |
| Recording the subject via Web-Cam   | •        | •       |
| Recording Screen Videos   |          | •       |
| Recording Internet Specific Tests   |          | •       |
| Presentation of Films   |          | •       |
| Recording of Live Camera View in Real World Applications                        |          | •       |
| <b>Additional Modules</b>   |          |         |
| Live Remote Viewer  | •        | •       |
| <b>Analysis Software</b>  |          |         |
| Merge Different Projects  | •        | •       |
| Export RAW Gaze Data  | •        | •       |
| Adjust Calculation of Fixations   | •        | •       |
| Filter on Participant Attributes  | •        | •       |
| Allows for Multiple Data Re-Calibration   | •        | •       |
| Intelligent Smoothing of Gaze Data  | •        | •       |
| Synchronized Visualization of Participant Video in Relation to Recorded Stimuli | •        | •       |
| Gaze Replay (on Images)   | •        | •       |
| AOI Editor (on Images)  | •        | •       |
| Automatic AOI Generation  | •        | •       |
| Editor for dynamic AOIs (for Films)   | •        | •       |
| Statistical Analysis using AOIs   | •        | •       |
| Export Statistical Values   | •        | •       |
| AOI Gaze Pattern Visualization  | •        | •       |
| Export Gaze Replay Video (from Images)  | •        | •       |
| Export Bee-Swarm Videos (from Images)   | •        | •       |
| Export Gaze Replay Video (from Films)   |          | •       |
| Export Bee-Swarm Videos (from Films)  |          | •       |
| Heat Map (on Images)  |          | •       |
| Focus Map (on Images)   |          | •       |
| 3D Map (on Images)  |          | •       |
| Gaze Replay (on Films)  |          | •       |
| Export Heat Video (from Images)   |          | •       |
| Export Heat Image (from Film-Sequences)   |          | •       |
| Export Focus Video (from Images)  |          | •       |
| Presentation and Special Analysis Options of Internet Web-Recordings            |          | •       |
| Data Import from other EyeTracking Systems                                      |          | •       |
| <b>Support</b>  |          |         |
| One Year of free Software Updates and Tech Support                              | •        | •       |

Discover more

[www.mangold-international.com](http://www.mangold-international.com)

email: [sales@mangold-international.com](mailto:sales@mangold-international.com)