

Capturing users' visual attention from the ease of their homes

Learn about our approaches of integrating remote eye tracking into your research



Measure visual interaction from a distance



Survey integration possible for quantifiable results



Easy to set up, easy to conduct

Remote Eye Tracking



Full array of eye tracking capabilities known from test studio setup

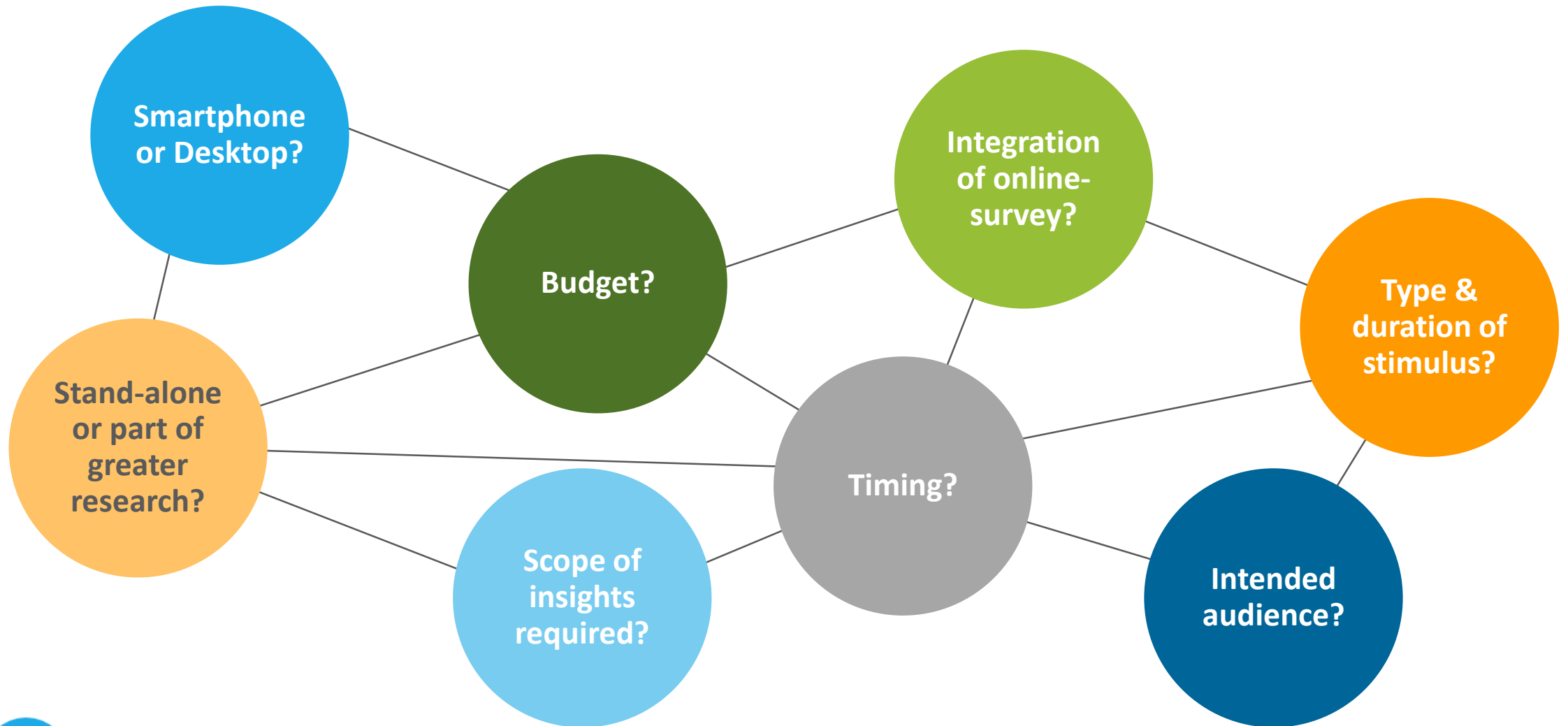


Users' web / front camera & microphone are used for eye tracking



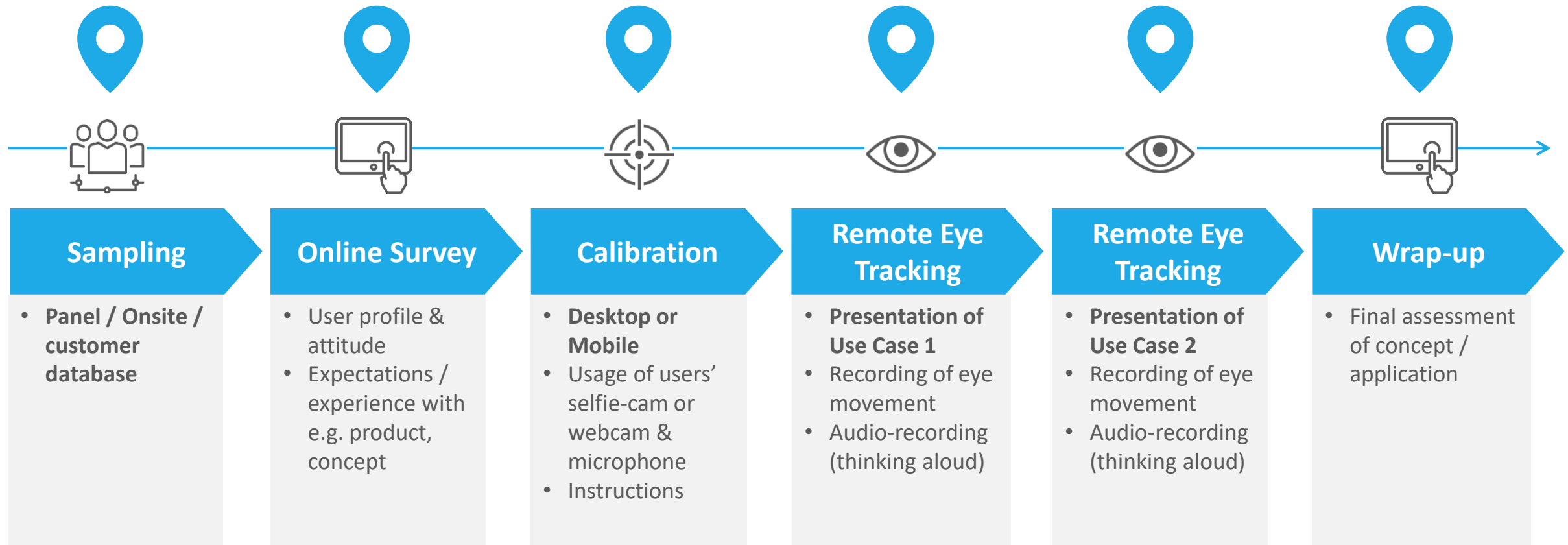
Qual. in-depth interviews or quant. sampling for large-scale results

Psyma Remote Eye Tracking



Profit from our expertise to find the right setup for your research needs

How Remote Eye Tracking Research could look like



When should I use it?



Test Studio Eye Tracking

- In-depth, explorative insights
- High accuracy of eye tracking required
- (Longer) test of applications, interactive websites or software



Remote Eye Tracking

- Quantification of results, eye tracking embedded into online-survey
- Testing broken down in shorter use cases
- Ads, videos, package design, product pages

The logo for psyma, with 'psy' in green and 'ma' in blue, is centered within a white semi-circular shape on a green background.

Passionate People.
Creative Solutions.

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