BEHAVIORAL, EYE TRACKING & EMOTIONAL TESTING

Maximizing Insights to Improve the User Experience
Introductions: Precision Dialogue

Forrester Research ranks *PD #1 for Business Strategy & Analytics* in Customer Engagement Agency Wave report

• Guiding principles:
  – Analytics & Strategy-driven
  – Improved ROI performance
  – Marketer’s perspective
  – Omni-channel approach

Cathy Zapata
Chief Experience Officer

SAMPLE CLIENT LIST
Introductions: Arhaus Furniture

- Passion for providing unique, high quality, well designed home furnishings
- Product developers travel the globe working directly with skilled artisans to craft pieces that can only be found at Arhaus
- Operates 46 stores in 18 states
- Fastest-growing furniture retailer in the country

Laura McFadden
User Experience Architect
Introductions: The Walt Disney Company

- Leader among family entertainment and media with five business segments:
  - Media networks
  - Parks and resorts
  - Studio entertainment
  - Consumer products
  - Interactive media
- 1955 – Disneyland opened; today:
  - 11 Theme Parks
  - 44 Resorts

Jennifer Biefel
Manager, CRM Program Management
## Agenda

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<th>Speaker/Company</th>
<th>Title/Session</th>
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<td>Overview</td>
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<td>Laura McFadden, Arhaus Furniture</td>
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<td>Jennifer Biefel, Disney Parks</td>
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<td>Cathy Zapata, Precision Dialogue</td>
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Behavioral, Eye Tracking & Emotional Testing

OVERVIEW
About Usability Testing

- Validation of a design by observing how your target audience interacts
- Behavioral – what people do
- Let’s you learn “why”
- Objective
About Usability Testing

- How do my customers use my website? Why?
- What captures their attention?
- What do they see and what’s missed?
- How can I increase conversion?
- What will best motivate them to take action?

**MEASUREMENTS OF EFFECTIVENESS**

- Severity of errors
- Learnability
- Memorability

**MEASUREMENTS OF EFFICIENCY**

- Time to complete tasks
- Steps to perform tasks
- Time to proficiency
About Eye Tracking

Not only learn what people **DO**, listen to what they **SAY**, and observe how they **REACT**, but eye tracking allows you to **learn what they actually SEE**.

- **Learn:**
  - What draws attention and why
  - What content is being read or scanned
- **Glean more detailed insights, such as:**
  - “Exhaustive review”
  - “Selective Disregard”
Why Care?

Competition is fierce; Your closest competitor is just one click away

3 seconds for users to decide if your site’s credible or not
8 seconds for users to decide if they are on the right path or not
Less than 1 minute to complete desired task

58% of visitors who experience problems never return
Your Customers Are Not You
They don’t look like you, they don’t think like you, they don’t do the things that you do. They don’t have your expectations or assumptions.

If they did, they wouldn’t be your customers – they’d be your competitors.

Mike Kuniavsky, Author, *Observing the User Experience*
$1 = $10 to $100

Many attempt to sign up

Relatively few succeed

Drop outs

Image source: 90percentofeverything.com
Taking It to the Next Level

- **Subjective Feedback**
  - What are your customer’s opinions and beliefs?

- **Behavioral Measurements**
  - What do they do? What is their thought process and actual actions?

- **Visual Attention**
  - What do they see? What is their decision-making process?

- **Emotional Response**
  - How do your customers actually feel? What is the variation of emotion?

- **Persuasion & Motivation**
  - What will make them want to take action?
GETTING STARTED

Laura McFadden, Arhaus Furniture

Usability Testing
Evolving into a User-Focused Organization via User Research

BEYOND USABLE
Is Your Organization Ready for UX Research?

TYPICAL USER RESEARCH HURDLES
Major Hurdle: User Experience Familiarity

Is your organization ready for user research?

http://johnnyholland.org/2010/04/planning-your-ux-strategy/
Other Hurdles

- Research Ownership
- Budget Constraints
- Resource Constraints
- Time Constraints
How to Get Your Organization to Embrace User Research

MOVING BEYOND USABLE
Moving Beyond Usable - Tactics:

#5: Think Small & Actionable
#4: Choose the Right Research Technique

### WHAT DO YOU WANT TO LEARN

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<th>Why &amp; How to Fix</th>
<th>How Many &amp; How Much</th>
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### HOW IS THE STUDY CONDUCTED

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### WHO CONDUCTS THE STUDY

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<th>DIY</th>
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Moving Beyond Usable - Tactics:
Moving Beyond Usable - Tactics:

#3: Include Both Qualitative & Quantitative Feedback
Moving Beyond Usable - Tactics:

#2: Always Communicate Study Findings
# Moving Beyond Usable - Tactics:

**#1:** Find & Create Advocates
Turning Observers into Advocates

Setting the Foundation

- Create Cross-Discipline Attendee List
- Customize Observation Methods
- Establish Back-room Etiquette
- Keep the Observers Engaged
Usability Testing with Eye Tracking

ONE LAYER DEEPER

Jennifer Biefel, Disney
“The way to get started is to quit talking and begin doing”

-Walt Disney
“When you’re curious, you find lots of interesting things to do.”

-Walt Disney
Simple, but Revolutionary Findings

Listen to how your communications make customers feel

Yesterday

- Imagery
  - “Is this for my son?”
  - “Do I have to bring a child?”

- Copy
  - “I need to get out my glasses”

Today

- Special limited-time offer
  - Save up to 25%* on rooms at a Disneyland, Resort hotel
  - Most Sunday through Thursday nights, from 1/5-4/1/14.
  - Check for special rates and offers for other days.
  - Book now through 1/28/14.

- Call 800-859-1846 or your Travel Agent today!
You mean my customer doesn’t know my product as well as I do?

“Is that a zoo?”

“Why is there a lighthouse in Orlando?”
Follow-up surveys validate in-depth subjective interview feedback.

To get your attention and make you want to learn more and ultimately book your stay, would you prefer if the email included a primary image of a Disney character, such as Dumbo or Cinderella, a Disney Resort Hotel, or of a park such as Walt Disney World or Disneyland?
“Togetherness for me means teamwork.”

-Walt Disney
“We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths.”

-Walt Disney
EMOTIONAL TESTING TECHNIQUES
Why Care?

- Enjoyable = More Functional
- Frustration = Lack of Trust

“I do not trust offers that require immediate action.”
Why Care?

- Emotions = Memorability
- Excitement or Engagement = Exploration of Promotions
Why Care?

- Engagement = likeliness to convert
### Testing Techniques: Verbal Feedback & Surveys

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Not at all like this

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Very much like this
Reaction Card Method

- Entertaining
- Inspiring
- Annoying
- Creative
- Cutting Edge
- Frustrating
- Undesirable
Neuro Techniques

- Heart Rate Monitoring
- GSR
- Facial Coding
- fMRI
EEG

- Ability to measure emotions and engagement
- Records electrical activity along the scalp
- Has been used in the medical industry since 1875
Known Findings

- **Color:** Favorite color scheme
- **Music:** Speed of music
- **Font Size:** More attention is captured by larger emotional words

Positive (e.g. *holiday*) and negative (e.g. *disease*) words printed in a larger size elicited a stronger emotional brain response than smaller-sized words.
New Early Findings

- Emails = not much emotional response
  - Excitement even lower when CTA below the fold
- With relevant content, excitement spikes
  - Personalized content makes engagement soar
New Early Findings

- “Heavy” Copy = Boredom and Abandonment

“Too much work.”
Competitive Advantage

- Usability is an expectation
  - It’s not a differentiator anymore
- Design for *and Test* the emotional response
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