Tobii Pro – Website Usability Test, Video Description

There is no audio. Following is a text description.

Website Usability test in a development project. During the test we asked participants to achieve certain goals to assess website usability. The red dot represents the participants gaze point.

Users start on the tobiipro website. The website has a top navigation, title and subtitle below that and an Image below the subtitle. There is text on upper right of the image.

The red dots starts at the “About” link and then moves across the top navigation to the left and back to the right again. They click on the “About” link.

Task 1: Find any open job positions at Tobii without using the search function of the website. Some participants easily completed this task.

The about page has navigation across the top, three headings on the body of the page with a sentence under each one. The footer has a few items on the left, a Copyright image on the right and an arrow with Tobii.com link next to it under the copyright image.

Users glance at the first heading, then down and to the left to the sentence under the third heading and then to the Tobii.com link, to the Copyright image and back to the Tobii.com link.

They clicked on the link, quickly scanned the page and then clicked on the Careers link.

However, others struggled to locate the careers page. They scanned the whole page and never found it.

The results showed that participants expected to find a link to the careers page on both tobii.com and tobiipro.com

Now you can access the page from both.

This is just one example of how usability testing can help improve your website.

Please contact us for more information and get started today.