Eye Tracking in User Experience Design

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Eye Tracking for User Experience Design explores the many applications of eye tracking to better understand how users view and interact with technology. Ten leading experts in eye tracking discuss how they have taken advantage of this new technology to understand, design, and evaluate user experience. Real-world stories are included from these experts who have used eye tracking during the design and development of products ranging from information websites to immersive games. They also explore recent advances in the technology which tracks how users interact with mobile devices, large-screen displays and video game consoles. Methods for combining eye tracking with other research techniques for a more holistic understanding of the user experience are discussed. This is an invaluable resource to those who want to learn how eye tracking can be used to better understand and design for their users.

- Includes highly relevant examples and information for those who perform user research and design interactive experiences
- Written by numerous experts in user experience and eye tracking.
- Highly relevant to anyone interested in eye tracking & UX design
- Features contemporary eye tracking research emphasizing the latest uses of eye tracking technology in the user experience industry.

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