APPLICATIONS

- **Package Design / Redesign Optimizations**: (style and format of design, content, placement). Investigate how the consumer interacts with the package, which elements are noticed first, last… never?

- **Competitive Analysis**: Understand how the consumer regards your brand compared with your competitor’s brand.

- **Shelf Impact**: Evaluate design to guarantee consumer attention. Identify strategic shelf position. Ensure your product stands out from the competition.

METHODOLOGIES

- VirtualProduct™ technology
- Eye-tracking: point-of-gaze and proprietary measures of affective responses
- Live Package and Shelf Testing
- Computer Assisted Personal Interviews (CAPI)
- Individual In-Depth Interviews (IDIs)
- Online / Internet testing

EYETRACKING INC., AND PACKAGE DESIGN

- **Brand Identification**
- **Shelf Impact**
- **Messaging Communication**
- **Aesthetic Appeal**
- **Graphical Elements**
- **Placement**
- **Logo**
- **Legibility / Readability**
- **Brand Perception**
- **Product Perception**
- **Confusions**
- **Misidentifications**
- **Impact of Color**
- **Flow of Information**
- **Comprehension**
- **Brand Recall**

Don’t let your brand get left behind.
Contact EyeTracking, Inc. today.

Telephone. 619.265.1840 Email. info@eyetracking.com Internet. www.eyetracking.com

“EyeTracking, Inc.,” “GazeTrace,” “VirtualProduct,” “GazeTransition,” and “Technology with a Vision” are trademarks or trademarks and the property of EyeTracking, Incorporated. All other trademarks are the property of their respective owners and are used for demonstrative purposes only.
MORE THAN MERE PREFERENCES: 
VISUALIZING THE DECISION PROCESS

Does your package break through the clutter? With more than 70% of buying decisions made in the store, the package is the best and last opportunity to make a sale. By blending science and technology, EyeTracking, Inc. measures how people see and perceive your brand even before it hits the shelf.

Concrete Evidence
Your market sees your product in a fundamental way, through their eyes. At EyeTracking, Inc. we enable you to capitalize on this fact. Monitoring consumers’ eyes, we can identify literally how people look at your products and help you to create eye-catching designs that convey the selling message.

VirtualProduct™ technology allows design enhancements and testing to be applied through the package development lifecycle, far before costly prototypes are introduced.

> Starting early in the project cycle, you can narrow down widely ranging design options by testing artists’ comps.
> More complete comps for either part or the whole box can be applied in a 3D environment to a simulated package in a variety of settings.
> Now, with a wealth of knowledge and optimizations already applied to the branding, superior prototypes can be made for final pre-release testing.

Focus On Packaging

"EyeTracking’s superior technology has opened up a whole new world of evaluating product packaging design. Now, I’m looking at consumers’ real-time observations of packaging graphics — and in virtually a fail-safe manner, understanding the immediate effectiveness of visual presentations, readability of type, impact of color, and flow of information. It’s a real competitive advantage.”

Dave Olsson
President - Marketing Support Inc.

Using our patented biometric algorithms, eye-tracking technology, and psychological techniques, we enable our clients to understand how people see, think and feel about their products. Whether for live packages, prototypes, or design concepts, EyeTracking, Inc., provides unbiased information about the consumer perspective.

Our solutions take your packaging far ahead of the competition… giving you the edge every time.

WE DELIVER MORE THAN RESULTS, WE PROVIDE SOLUTIONS

FROM ARTIST INCEPTION TO SHELF REALITY
VIRTUALPRODUCT™

Utilizing the latest in simulation technology, EyeTracking, Inc.’s VirtualProduct™ will let you see your product on the shelf before the package design has left your computer. In a realistic environment, enhance your package before costly prototypes are built. Know if innovative designs create a positive or negative impact on the consumer experience… and your brand.

See how consumers’ eyes interact with both your own and your competitor’s brand on the shelf. Be able to detect and correct if you lose impact when packages are displayed at varying placements, as in real-life. Let consumers interact with the package. Can they find the information they need to make the purchase decision?

VirtualProduct™ provides a fast and cost effective method to simulate the shopping experience when evaluating packaging changes for your brand.

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GazeTransition™ before package redesign.

EyeTracking, Inc. harnesses the power of the eyes to accurately identify why consumers are, or are not considering your package for purchase.

Using our patented biometric algorithms, eye-tracking technology, and psychological techniques, we enable our clients to understand how people see, think and feel about their products. Whether for live packages, prototypes, or design concepts, EyeTracking, Inc., provides unbiased information about the consumer perspective.

Our solutions take your packaging far ahead of the competition… giving you the edge every time.

GazeTrace™ shows which products are noticed first, last and never as a shopper scans the shelf.
More Than Mere Preferences: Visualizing The Decision Process

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