

CASE STUDY

Technology

Eye tracking data analysis for product packaging



About the client

An American multinational consumer goods corporation headquartered in Cincinnati, Ohio with products in categories like personal care, cleaning agents and skin care.



Assets

USD 117,200 Mn



Employees

86,652



Revenue

USD 80,187 Mn

Objective

1. To identify the interaction of the customers with the products of a brand at a retail store.
2. How to make product placement, promotions, packaging, and shelf placement more effective to increase customer conversion.
3. To understand the customer buying journey and to better understand the customer persona and segmentation to yield better marketing outcomes.

Netscribes approach and solution

The project setup was handled by our team and data was collected by completing below process:

- Participants selected
- Initial shelf exposure
- Product selection
- Design close up
- Product decision
- Exit surveys

Data collected using the Tobii eye tracker is then processed using a customized tool to generate multiple plots which help in insights for -

- **Data collection:**

Collecting media and data files from client infrastructure or Tobii

- **Data segregation:**
Data segregated into eye-tracking data and video
- **Structure data and processing:**
Eye tracking data is processed to generate fixation, saccades, and gaze plots
- **Unstructured data processing:**
Video data is taken up for tagging and identifying the objects
- **Data mapping:**
Data mapped together to generate final insights

Data analysis process



Processed data sent for analysis by generating below mentioned plots

- Gaze plots
- Unique data points to address major trends
- Pupil diameter trend analysis
- Identifying key saccade and fixation points





Results delivered

Analysts and experts are involved in studying the psychometric data and plot to provide actionable insights about:

Visibility

- Percentage seeing package During 5-Second exposure
- Average time elapsed before first noticing design
- Product heatmaps

Findability

Speed and success of finding each design during targeted search (5 second time limit)

Communication

Saccade view of design closeups - These data points could be leveraged by the firm alongwith the survey data to identify package appeal and intent of purchase



Benefits

Netscribes' eye tracking technology solution equipped the company with real data and insights into their customer behavior. The study also enabled them to bring strategic improvements in their marketing campaigns and identify new opportunities for product development and innovation.

Leverage real time and contextual [consumer research](#) to gain insights that keep you notches above the rest.

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