How eye tracking works

- Eye Fixations – eye at rest
- Saccades – eye in motion
- Foveal and Parafoveal Vision – degree of focus
- Scan Paths – route of saccades

Terminology
What gets tracked?

Basic findings of human-internet interaction

- Upper left primary focus of users
- Right hand column an afterthought
- Navigation at top of page performed best
- The bigger the image, the more people look
- The smaller the font, the more closely people read the text
- 1st and 2nd internet search results viewed most often and longest period of time
- 1st result clicked on 3x more often than 2nd

Hunting and gathering in the e-wilderness

- Information foraging
- Information scent
Analyzing search forms

“Users submit queries to search engines using forms… I’ve never browsed for books on Amazon. I always search for them.” [emphasis in original]
Law School tab home

Navigating from the “Law School” tab

Navigating from the Alabama tab
Navigating from Directory, 4 clicks to full choices

Bingo!

Primary area for eyes to rest

Westlaw, but better!

More prominent placement of browsing options

Directory tab as default

Add permanent Database Directory tab as default
No “Law School” tab available

3 clicks to full choices

Navigating from Alabama tab – 1 click
Checking out treatises

- www.westlaw.com
- www.lexis.com

Thank you!