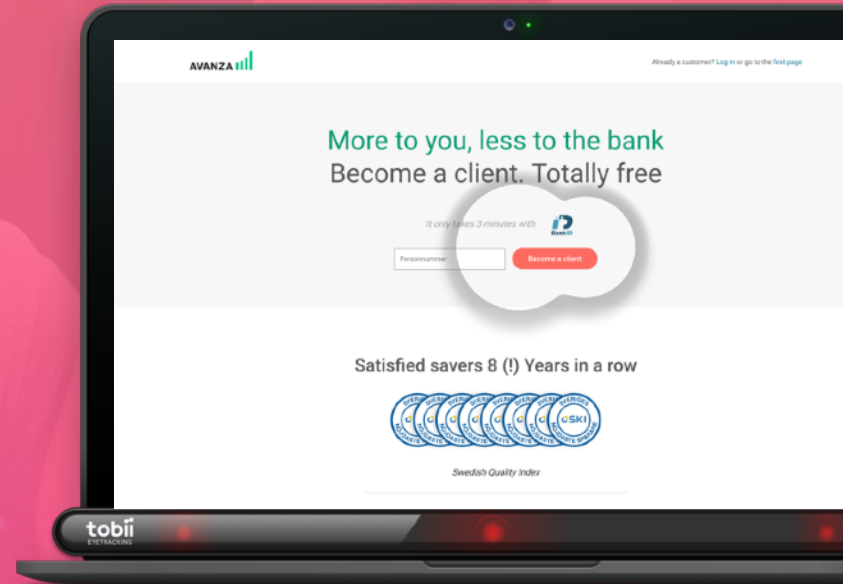


Using Real-Time Eye Tracking Insights to Improve Online Banking Experience



- When it comes to investing other people's money, you can't afford to offer a second-rate service. Avanza, Sweden's largest online stockbroker, uses Tobii Pro Sprint across its user experience and design process to give customers the best service possible.
- Based on **real-time eye tracking** information, Tobii Pro Sprint allows Avanza's UX team to see how customers interact with the platform while carrying out specific tasks. They utilize the live streaming feature to share test sessions with the broader design team and other stakeholders.
- The gaze overlay reveals roadblocks and other usability concerns, while the instant messaging feature allows observers to talk to the test moderator who can ask questions and get immediate feedback on the customer's thought process and opinions. The company uses Tobii Pro Sprint throughout the design and optimization phases to continually improve their service and make it as easy as possible for customers to manage their own finances and investments.



"We use a range of tools... and now eye tracking is a huge complement to these. It answers a lot of questions which come up from the other testing methods and even highlights some questions we weren't aware of."

Teresia Schullström, UX designer at Avanza