



When your products give others a voice, it's essential you hear theirs

A look at how Tobii Dynavox uses eye tracking for UX testing on its assistive software.

The challenge

Tobii Dynavox makes a range of assistive devices and software to help those unable to use their hands to control a computer, and those who can't effectively communicate verbally.

The Tobii Dynavox department running UX testing on its Windows Control software program has the constraints of reduced communication with users during tests, which makes it harder to gather the necessary information on design and usability questions. Windows Control gives users the ability to control their desktop with their eyes, and for this reason it's essential it functions seamlessly and is intuitive to use.

"With Sprint I can see recurring problems users have and then I can analyze why - is it the size of the taskbar, is it the layout, is it that the regions we are using are too small, is it the iconography that is too hard to understand? Sprint gives me deeper insight into why I was seeing these problems."

- Jaén Cantor, UX & UI Designer, Tobii Dynavox

The solution

Tobii Pro Sprint enhances the UX testing process by showing the moderator where the participant is looking as they interact with the software. Because it's common for the user to be unable to speak, it's difficult to gain an explanation of any issues that are encountered and/or the reasons for them. Pro Sprint reveals where the user's gaze is positioned and creates a recording of the test session and gaze overlay. This allows the UX team to replay the session and see more clearly what issues the user faced and what features and functions work well.

tobii dynavox

Headquarters: Stockholm, Sweden

Founded: 2001

Industry: Assistive Technology

Tobii Dynavox is the leading provider of touch and eye tracking based assistive technology hardware and software for those with communication and mobility challenges.

Learn more at tobiidynavox.com.



The outcome

The upcoming release of Windows Control has several adjustments which are the result of user experience testing with Pro Sprint. The information gathered by using this software allowed the UX team to see and understand design flaws and successful features and then provide other stakeholders in the process with tangible evidence and explanations as to why changes should be made.

The UX team is now considering if they will develop tailored send-outs based on things noted in the test recordings to gather more feedback on specific issues. This will remove pressure on participants to communicate during the test and allow the team to design questions around specific things observed in the session recordings.

“It’s very useful for me to share that data with the development or clinical teams to better illustrate issues and suggested fixes, especially when we’re operating in different countries and time zones ”

- Jaén Cantor, UX & UI Designer,
Tobii Dynavox

About Tobii Dynavox

Tobii Dynavox is the leading provider of touch and eye tracking based assistive technology hardware and software for those with communication and mobility challenges. Tobii Dynavox have helped thousands of individuals with disabilities such as aphasia, autism, cerebral palsy, ALS, muscular dystrophy, Rett syndrome and spinal cord injury lead fuller and richer lives.

Tobii Dynavox stands at the forefront of assistive technology and special education, delivering the most advanced, effective and empowering communication and computer access tools available.

Learn more at tobiidynavox.com.

About Tobii Pro Sprint

Tobii Pro Sprint is a web based tool that facilitates quick and easy moderated user testing with the power of eye tracking. It empowers professionals working with digital services or products with immediate and objective feedback from users, speeding up both the design and decision making process.

Learn more at www.tobii.com/sprint