

**Scientific Analysis of the Viewing Behavior
at the CeBIT Fair
with the *viewpointssystem*® recording device**

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The *viewpointssystem* Sicherheitsforschung – Blickforschung GmbH mainly deals with analyses of the viewing behavior and sets new measures in view research making use of

- exact registration
- evaluation
- analysis of viewing movements

by means of high-tech evaluation methods and grid analysis programs.

The *viewpointssystem*® evaluation process enables the following analyses:

- Viewing of individual object areas
- Fixations
- Duration of individual glances
- Unnoticed areas
- Complexity of viewing chronology
- Actual absorption of information



Areas showing great interest, high recognition of details, and best time economy are now contrasted with areas where – in terms of viewing physiology – evidently little interest, low recognition of details and bad time disposition are developed.

viewpoint®**REALTIME**system viewing
behavior recording device

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Detailed evaluations of viewing records / viewing analyses include:

- Differentiation of the viewing behavior according to the classifications
- Examination and review with regard to general perception, analysis of perceptibility, information transfer and complexity.
- Identification of fixations and duration of attention.
- Determination of time and duration of individual glances for defined graphic elements.
- Documentation of missing information and distracting influences affecting an orderly perception.

Analysis of CeBIT Fair/Hanover

With the aid of the *viewpointssystem®* method we conducted view analyses at the **CeBIT Fair in Hanover** on March 16. Based on the viewing records of the test persons we analyzed the guidance system and the orientation at the CeBIT Fair and we identified the characteristics as well as the perception of the existing guidance equipment.

Since it is the aim of every fair operator to retain as many visitors as possible, the individual fair booths must in general be

- easy to find
- recognizable from all directions
- easy to discover from a greater distance
- designed to arouse interest and invite visitors to enter.

What is important is thus

- 1) to implement a comprehensible and consistent orientation system
- 2) to design fair booths according to the principles of attention attracting

1) Orientation system at the CeBIT Fair in Hanover

Based on the view analyses made at the CeBIT Fair it became apparent that there was no consistent information transfer, which is why all test persons were able to orient themselves only with delays. Beside signs above the exits and floor plans in the entrance area there were no further guidance elements inside the exhibition halls or the open-air area. What was also missing was a clear identification of the main entrances to the exhibition halls which should be recognized from afar; this should be subject to substantial improvements. With the state-of-the-art *viewpointssystem®* evaluation method these long search periods, the visual competition, and static as well as dynamic shadowing effects can be identified and demonstrated immediately.



Dynamic shadowing effects
resulting from visitors



Lacking orientation – extensive
saccade movements

Orientation elements above the entrances – demonstration by means of *priorityZONE*

2) Design of individual fair booths

From the analysis of the observation of individual fair booths one can derive design principles which have a positive effect on the absorption of information. For example, an open design of the booth toward the corridors will invite visitors to take a closer look at the exhibited products and enter the booth. Large overhead neon elements and a clear corporate identity (typical colors and shapes) also increase fixations and thus the effect from a distance. The additional use of more relaxed areas at the center of a fair booth also promotes an intensive examination of the products. Altogether it can be said that most fair operators present themselves very well in terms of attracting attention, however, the individual booths are often difficult to find because of inconsistent guidance systems!



Observation of individual fair exhibitors – demonstration by means of *priorityZONE*

It is of main importance for each fair exhibitor to be easy to find on the one hand and to arouse interest in people passing by by coincidence on the other hand. With the help of the *viewpointssystem®* method such correlations can be analyzed, strengths and weaknesses can be shown, and the design of fair booths can be optimized.