

## **MARKETING AND RETAIL RESEARCH (MRR) LAB**

### **PEDAGOGICAL INITIATIVE: Eye-Tracking & A/B Testing Lab**

**Course:** Eye tracking for marketing intelligence

#### **OBJECTIVE**

To provide students with hands-on experience in user experience (UX) research methodologies by combining eye-tracking technology with A/B testing principles, enabling them to understand how users interact with digital interfaces in real-world scenarios.

#### **SESSION 1: Introduction to Eye-Tracking Technology**

**Activity:** Students were introduced to eye-tracking technology through a static advertisement analysis (diaper brand advertisement).

##### **Learning Outcomes:**

- Understanding of fixation points, saccades, and heat maps
- Recognition of visual hierarchy in advertising design
- Awareness of unconscious user behavior vs. self-reported preferences

**Methodology:** The instructor demonstrated how eye-tracking software captures gaze patterns, dwelling time, and areas of interest (AOIs) on static visual content.

#### **SESSION 2: Live A/B Testing Experiment - Privacy Policy Readability**

**Research Question:** Which design pattern encourages users to actually read privacy policies during sign-up processes?

##### **Experimental Design:**

- **Variation A:** Privacy policy text embedded with scrollable content on the sign-up page
- **Variation B:** Privacy policy provided as a hyperlink (click-through)

**Participants:** 6 students acting as test users

##### **Procedure:**

1. Participants were asked to complete a sign-up form naturally, without being told the research focus
2. Eye-tracking device recorded their gaze patterns, fixation duration, and navigation behavior
3. Remaining students observed the live eye-tracking data on screen

##### **Key Observations:**

- Students learned to distinguish between "looking at" vs. "reading" content
- Analysis of whether users clicked hyperlinks vs. scrolled through embedded text

## Pedagogical VALUE

This initiative bridged theoretical knowledge with practical application by:

1. **Experiential Learning:** Students acted as both researchers and participants
2. **Technology Integration:** Hands-on use of industry-standard UX research tools
3. **Critical Thinking:** Understanding the gap between what users say they do vs. what they *actually* do
4. **Business Application:** Direct relevance to web design

**Student Reflection:** Students gained insight into:

- Why businesses invest in UX research
- How eye-tracking validates or challenges design assumptions

**Glimpses of students working in the lab:**



