

User Interest Visualizing and Analysing System using Eye Gaze

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Abstract— Eye tracking technology is useful to provide faster and more intuitive control interface. Thus, eye tracking is popular in evaluating contents such as advertisements. It have helped researchers to analyse the user's attention and it finally makes more contents better. This paper introduced the system for visualizing and analysing user's gaze information. Detailed implementation of the proposed system and its capabilities are presented along with usage examples. This system can be applied to various fields such as analysis of driver attention, web page layout, advertisement effectiveness, product sales, and so on.

Keyword—User interfaces, Eye Gaze, Data visualization, Data Analysis



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