

e&t attentiontracker® - Measuring the Focus of Attention

Do your customers get your message? Will your branding be successful? Do the users understand the navigation and structure of your Web site? Do the users really see the important things such as the link to the online shop or the information you want to convey?

The **e&t attentiontracker®** identifies the eye-catchers on your Web site, advertising media, instruction manual or any other media you chose for your communication.

The **e&t attentiontracker®** inspects and delivers answers to the following questions and more:

- perceived quality of the basic message
- effect of branding, visibility of brand
- effect of Corporate Design elements
- clarity and comprehensibility of Web site navigation
- conspicuity of the important elements, need for improvement

The more important an element is, the more prominent it should be presented. Because what you do not see the first time, you will have a hard time finding later. The results from the **e&t attentiontracker®** supports your communication efforts by optimizing the visibility of the relevant information you want the users to consciously perceive.

The clarity of your message, Corporate Design elements and branding can be improved, and the usability of Web pages can be optimized efficiently and in short time.

The **e&t attentiontracker®** is based on a specific software developed by **ergonomie & technologie (e&t) GmbH**. The procedure is easy to apply and does not require extensive interpretation of results. Besides the valuable and profitable results, the **e&t attentiontracker®** is efficient and time saving.

To get more information on the **attention tracker®**, please contact us by phone **+41 44 446 50 50** or send us an e-mail to **info@easy-to-use.ch**.

e&t attentiontracker® - improving your products **before** spending a lot of money.

