

UNIVERSITITEKNOLOGI MARA

THE EVALUATION OF EYE MOVENT IN USABILITY STUDY

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ABSTRACT

Nowadays, website being famous medium to spread news, business and many more. The usability study about eye movement so related to the website. The limited study make developers lack of knowledge to designing the website. In this research, it will explain about the measurement of eye movement, and also usability study. All the important terms are included in this research. By using Tobii Eye Tracking Device, developer can detect the focus point of user while visit their website. In this research, it using heatmap to analyze the end of the result.

Keywords-component; usability study, eye movement, eye tracking, heatmap

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