

insight
platforms
.com

Eye Tracking Platforms

Eye tracking measures eye movement to understand what people pay attention to. It can be used for advertising, shopper, packaging and UX research.

Some platforms are webcam based, and others use wearable technology to capture attention.

LUMEN

Element Human

tobii pro

eye see

eye square

COOL TOOL

eyetracker™

eyeZAG

gaze point

hawkeye

loceye

EMOTION
RESEARCH LAB

RealEye

Sticky
by tobii pro

EyesDecide