

ATTENTION ANALYSIS REPORT

ANALYSIS: homepage
Design Type: Desktop
Content Type: Landing



TECHNOLOGY

The following results of your design analysis were generated using an AI deep learning algorithm trained with 70000 images from real eye-tracking studies.

Thus, the algorithm can simulate human vision with 90-96% accuracy within the first 3-5 seconds of interaction.

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**Massachusetts
Institute of
Technology**



90%
Accuracy
for web designs

96%
Accuracy
for general images

Focus Map

Are most important elements seen?

If users can't find what they are looking for within seconds, they're gone.

Your design must answer three questions:

- ✓ What is your product?
- ✓ Why should the user care about it?
- ✓ Where should the user go next?

Answers to these questions should be visible in the Focus Map.

Focus Map hides the areas that are ignored by users in the first seconds and reveals what they notice.

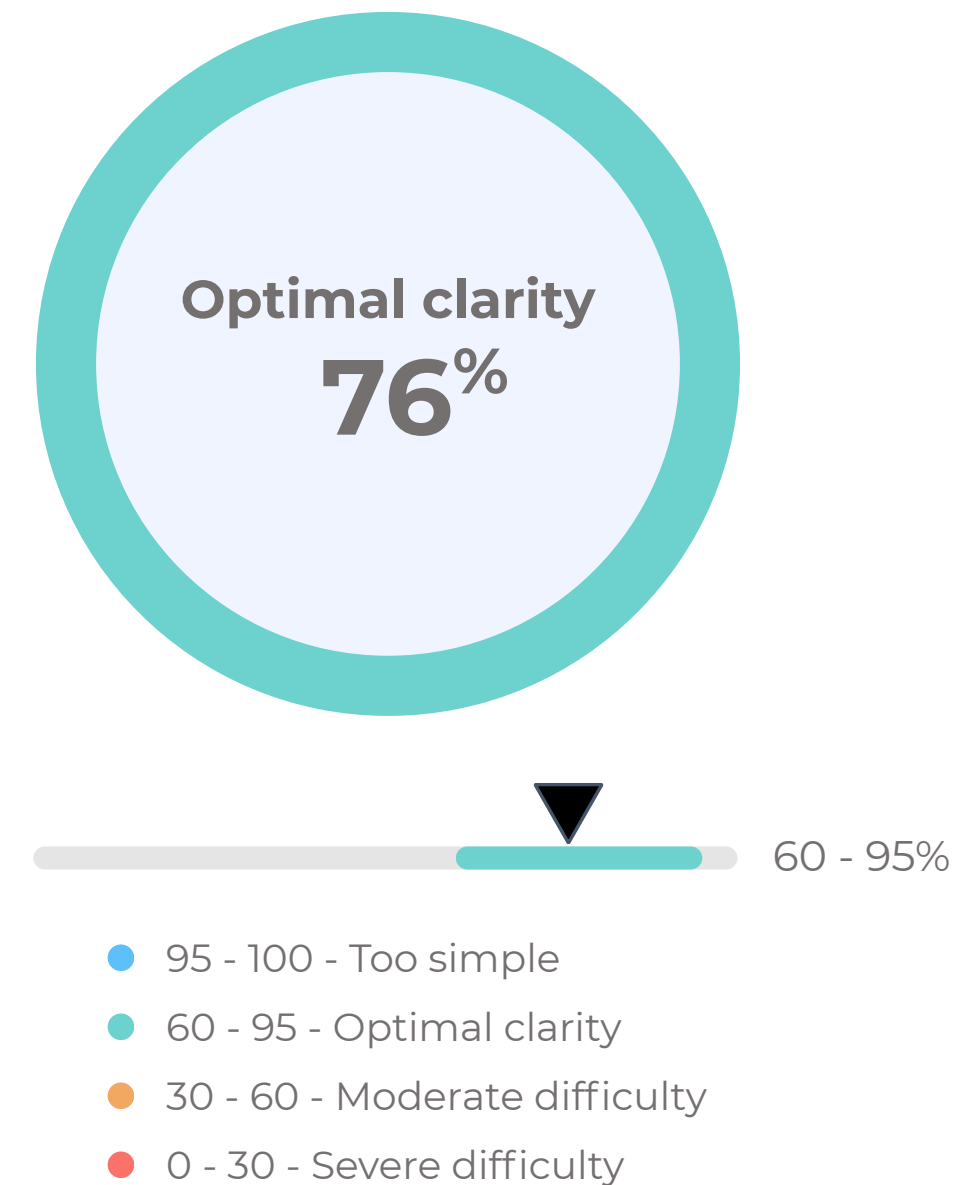


Clarity Score

Is your design clear and easy to understand?

Cluttered design makes it difficult for important elements to stand out and to understand the main message.

- ✓ Your Clarity Score is 76% which is Optimal - nice work!
- ✓ You have higher clarity than 60% of the most popular websites



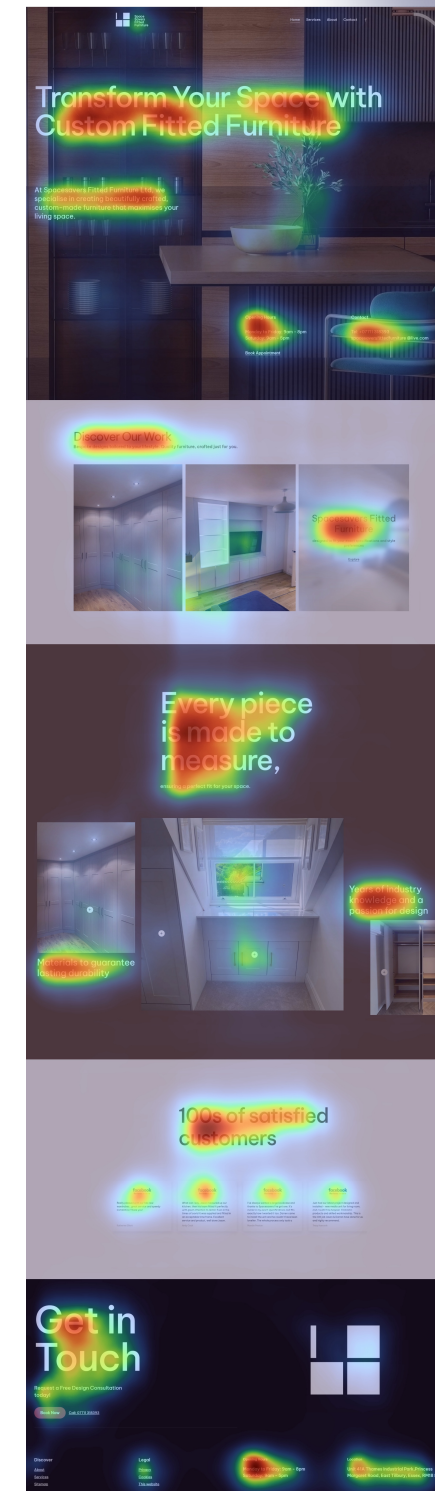
Clarity Score shows how clear or cluttered the design is for a new user. It takes into account various aspects of your design – the amount of text, text size, and text contrast, color saturation, number of images, and their size.

Attention Heatmap

Does attention go where you want it to?

The most important elements whether it's headline, subheading, CTA or logo, must be noticed in the first seconds.

- ✓ What is one key element in your design? Is it the most dominant focal point in the heatmap?
- ✓ Determine the order of importance of elements in your design. Does it correspond to the heatmap hotspots?



Heatmaps show which elements attract attention. It reveals the most dominant focal point - the part that stands out the most. Also, you can see the distribution of attention – is it concentrated or scattered.