

ANALYSIS OF USER WEB ACTIVITIES

EXPERIMENT

Goals

- Speed up navigation between tabs by renaming them
- Understand how people look through tabs
- Understand what influences peoples' gaze in web browser
 - Does logo matter?
 - Does focused tab matter?

Motivation

- Navigation between tabs gets messy when you have many tabs opened
- Experiment with *RenameTab* add-on
- Problems that can be fixed by this add-on:
 - Many pages have their title of the page static and no matter in which part of the page you are, the tab has the same name. This can be confusing when you have more tabs opened.
 - Other problem can be that the title of the page is not clear for you. However by renaming the tab, you can rename it to more recognizable name – with some key words

Experiment

We accomplished an experiment in Class of User Experience using *Tobii Studio* software to record gaze by eye tracker, screencast and logs from keyboard and mouse.



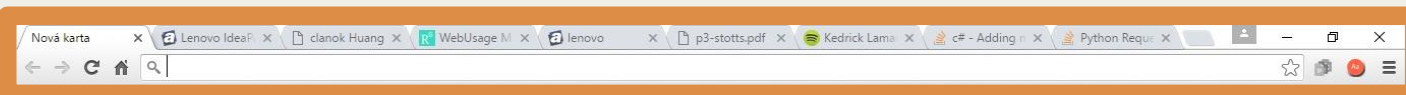
First Task

You have to buy these things with 1500€ budget:

- Notebook/camera
- Tablet
- Hotel reservation + flight tickets

Second Task

Find tab that have Notebook on Alza opened.



You have 12 screenshots in row. 5s for each.

QUALITATIVE STUDY

We categorize people to 3 groups:

People who really use this add-on and renamed tabs with keywords:

- People who understand the problematics. For example, students of IT field renamed their tab with possibly buyable notebook with the most interesting parameter for them – concrete graphic card, processor etc.
- People who are casual users. For example, student in economic field renamed their tab with notebook with ordinary names – color of notebook, price etc.

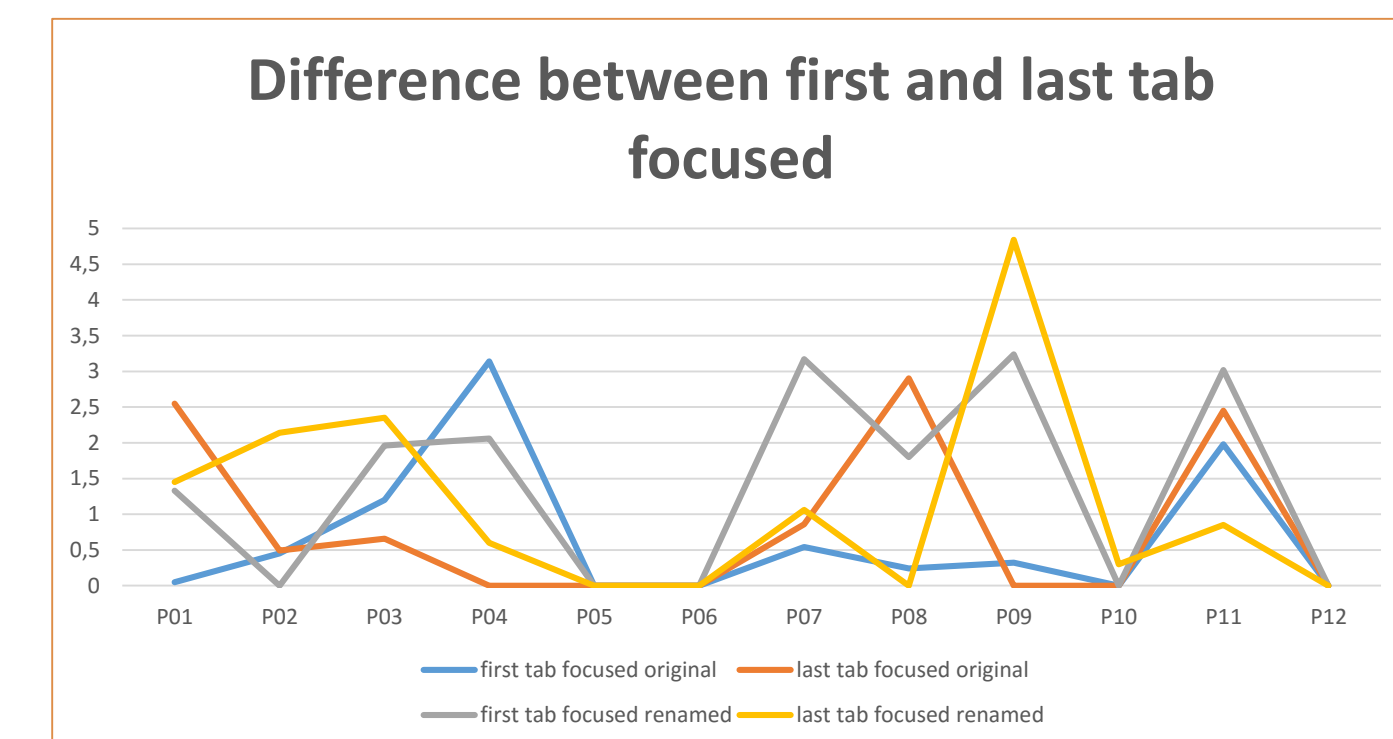
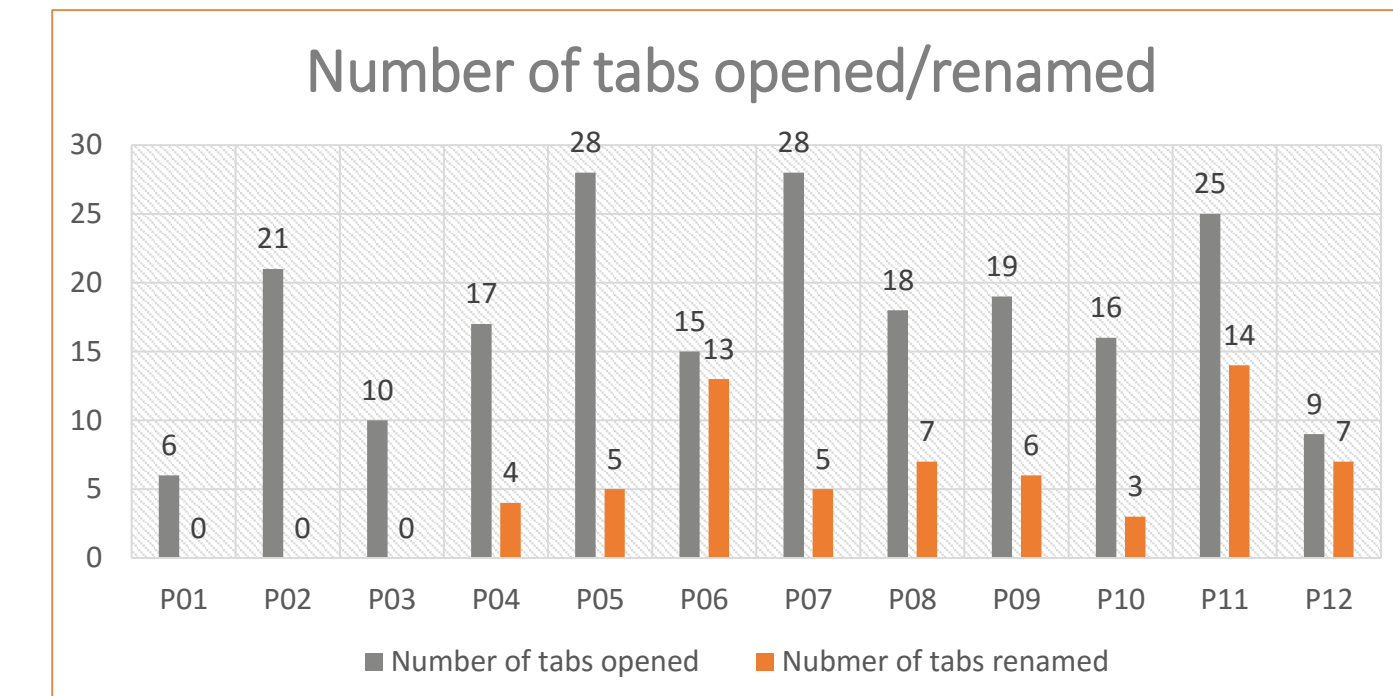
People who use this after completing one task. This means that if participant found the most suitable notebook for him he renamed this tab as 'notebook chosen one' or 'notebook 100%' and continues in another task.

People who did not use this add-on at all. There was 3 people who behave like this. The reasons can be various. The add-on were not useful for them or maybe they just forgot that they can use this add-on at all, because it was something new for them and they used it for the first time.

RESULTS

- For the first time, people used *RenameTab* significantly
 - It can help to identify tabs
 - Speed up navigation
- Participants found required tabs faster when they were closer to focused tab
- Logo of tab is important in navigation between them

QUANTITATIVE STUDY



Original		Renamed	
First tab focused	Last tab focused	First tab focused	Last tab focused
0.99	2.08	1.65	1.51