

Eye Tracking the User Experience: Beginner and Advanced Workshops with Key Lime Interactive for Effective Eye Tracking Research

Through a mix of short lectures and hands-on activities led by Andrew Schall, Research Director, at Key Lime Interactive's upcoming eye tracking workshops allow novice and experienced user researchers to sharpen their skills.

Miami, FL ([PRWEB](#)) August 05, 2015 -- On August 14th and August 28th, Key Lime Interactive (KLI), WAC Miami and Schlesinger Associates will host two interactive workshops designed to educate attendees understanding and leveraging the exploratory power of eye tracking in user experience design and evaluation.

Eye tracking is now more accessible to UX professionals than ever before. Recent advancements in technology have made eye tracking less expensive, much easier to use, and flexible enough to track a variety of devices. This program provides UX professionals with a jumpstart to effectively communicate the value and limitations of eye tracking findings in the language of executives and other key stakeholders.

“It’s clear that there is a time when eye tracking data can add value to a research initiative and we’re empowering our clients from organizations of all shapes and sizes to be able to identify when this tool can be used, when it would be advantageous to craft a study with it in mind, and what it can teach them.” reports Andrew Schall, Director/Principal Researcher of Miami based Key Lime Interactive.

Andrew has worked with numerous public and private organizations to use eye tracking as part of their user-centered design process. He is a frequent presenter on eye tracking, speaking at conferences such as Human Computer Interaction International, User Experience Professionals Association, and User Focus.

Attendees will work with KLI to design a sample eye tracking research study in a context that is relevant to their needs. KLI encourages product managers, designers, researchers, user experience professionals, marketers, consultants and engineers to register and attend this event.

Register here for the August 14th, [Miami Beginner Eye Tracking Workshop](#), and August 28th, [New York Advanced Eye Tracking Workshop](#). To learn more about Key Lime Interactive visit our site or email us at [marketing\(at\)keylimeinteractive\(dot\)com](mailto:marketing(at)keylimeinteractive(dot)com).

About Key Lime Interactive

KLI is an user experience research firm with proven excellence in both quantitative and qualitative user and consumer testing. To serve our growing client list of Fortune 100 companies, we conduct competitive research, true intent / voice of customer studies, and prototype studies using quantitative methods. Additionally, we're experienced in moderating one-on-one interviews/ usability studies, focus groups, and eye-tracking studies for both the traditional and mobile web. Ultimately, our goal is to empower teams to use consumer/user experience data at any and all phases of product development; from strategy to implementation. We aim to provide the true perspective of target users and build exceptional consumer-driven solutions.



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