



EXAMPLES

Shared Goals. Shared Success.

CASE STUDY:

Web-based eye-tracking to identify potential UX issues

Strengthen the customer centricity of Deutsche Bank products and services through conducting eye tracking studies.

USER EXPERIENCE

Starting the Conversation

Eyevido is a cost-effective eye-tracking solution that uses a small device to track a user's eye movements. It recognizes what the user looks at and for how long — displaying the results in a heat map. The Deutsche Bank Berlin lab first met the Eyevido team at Cebit, the world's largest computer expo. At the time, Eyevido was a very early stage company — they'd just hired their third employee. The Labs team saw the value and potential for this technology and set up a meeting.

Identifying the Demand Challenge

One of the challenges for Deutsche Bank's Retail Bank unit was identifying an easy-to-use and flexible solution to conduct eye-tracking studies — one far less expensive and labor-intensive than what was currently on the market. We saw Eyevido's solution as a way to strengthen the unit's customer-centric approach to products and services.

Evaluating the Opportunity

Prior to introducing the company to our colleagues at Digital Factory, our team conducted a thorough investigation into Eyevido's capabilities. We set up test cases at Deutsche Bank Labs Berlin to evaluate the solution in a near-real-life environment.

Working with the company, we helped close anticipated feature gaps and shape Eyevido's roadmap to better fit the bank's needs. We then introduced them to Digital Factory and helped to draft a proof of concept phase that included more than a hundred tests and more than a dozen studies.

Adopting a Solution

After a successful proof of concept phase, Digital Factory funded the adoption of Eyevido. From the very beginning of the collaboration between Eyevido and the Customer Lab, Eyevido has customized their solutions to our needs. It's since become a vital part of their research offering. Experts in Digital Factory and Deutsche Bank's Retail Bank can now identify problems with the user experience of websites and applications — and quickly fix them. It's helped to make services more intuitive, more efficient and more pleasant to use. Eyevido's solution has also helped to improve the quality of our digital offering, giving the bank an important competitive advantage.