

Glamour 2.0 ***Eye-Tracking Testing Results***

Condé Nast
May 19, 2008


Methodology

- In order to evaluate the usability of Condé Nast's new Glamour 2.0 website, 8 moderated one-on-one interviews were conducted on May 19th, 2008. Six prototype pages were tested in total. Users from three of the four targeted persona groups participated in the study (i.e., 'Rationals,' 'Surfers,' and 'Browsers').
- The list of eye-tracking tasks were standardized to ensure that each user was asked to perform the same set of tasks. The objectives of these eye-tracking tasks were to:
 - Determine any differences in the way users "absorb" the pages when browsing freely and when conducting a specific task.
 - Determine the proportion of users' attention spent viewing various areas of the pages when browsing freely and when conducting a specific task.

Legend

Page Fold = 

Page Cuts = 

Targets = 

Heatmaps: The heatmaps show the relative amount of attention paid by all users that viewed a given page.

Red = Most Attention

Yellow = Less Attention

Green = Even Less Attention

White/Clear = No Attention

Participants

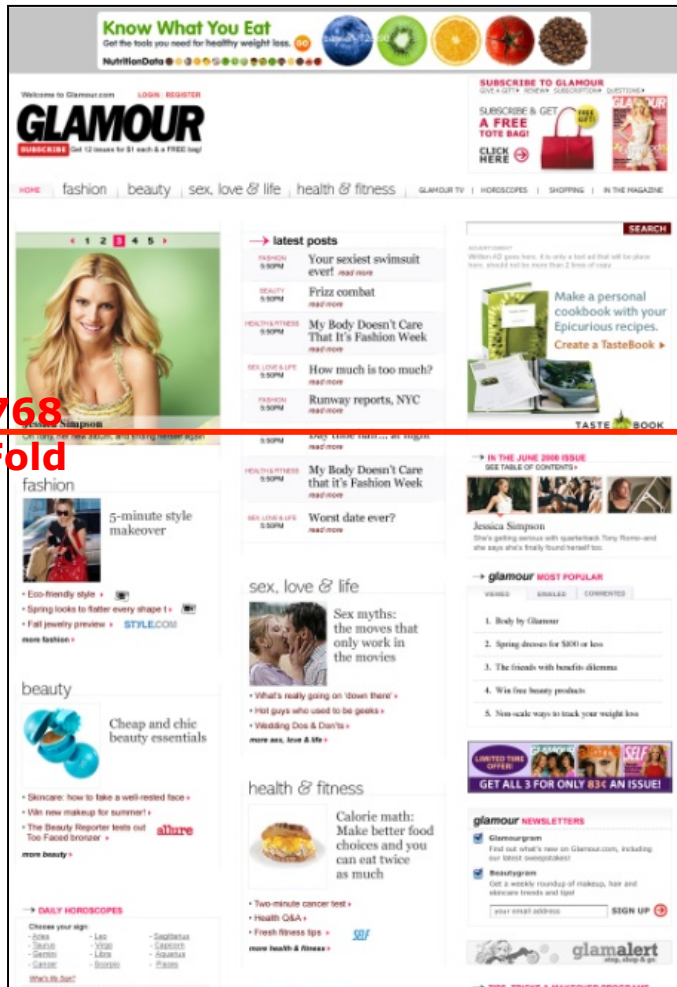
Respondent Type	Eye Tracking Questions			13. Persona Questions											
	Wear Contacts/ Eyeglasses	Reading/Seeing Distant/Bifocals	Read Computer Screen	2. Age Group	4. Internet Experience	1. Internet Usage	2. Surfer, Rational, Advocate or Browser	3. Magazines	4. Reading Preference	6. Marital Status	7. Children in Household	8. Employment Status	9. Household Income	10. Education Level	11. Ethnicity
Regular respondent/ \$100	No	No	No	30-34	5+	3+ hours	Rational	People, InStyle, Marie Claire, Elle, Glamour, Food and Wine, Self, Cosmopolitan, Fitness, Good Housekeeping	Paper Only	Married	Yes	Employed	100+K	Post Grad	Cauc
AM Floater/ \$250	No	No	No	25-29	5+	3+hours	Surfer	People, Elle, In Style, Cosmopolitan	N/A	Single	No	Employed	50-74K	Some College	AA
Regular respondent/ \$100															
Regular respondent/ \$100															
Floater Interview															
Regular respondent/ \$100	No	No	No	25-29	5+	2-3 hours	Rational	People	N/A	Married	Yes	Employed	75-99K	College	Hisp
PM floater/\$250	No	No	No	20-24	5+	3+ hours	Surfer	People, InStyle, Elle, Glamour, Cosmopolitan, Good Housekeeping	Online	Single	No	Employed	50-74K	College	Cauc
Regular respondent/ \$100															
Regular respondent/ \$100	No	No	No	30-34	5+	3+ hours	Browser	Glamour, Self	Online	Single	No	Employed	50-74K	Post Grad	Cauc
Floater Interview															

Eye-Tracking Study Metrics

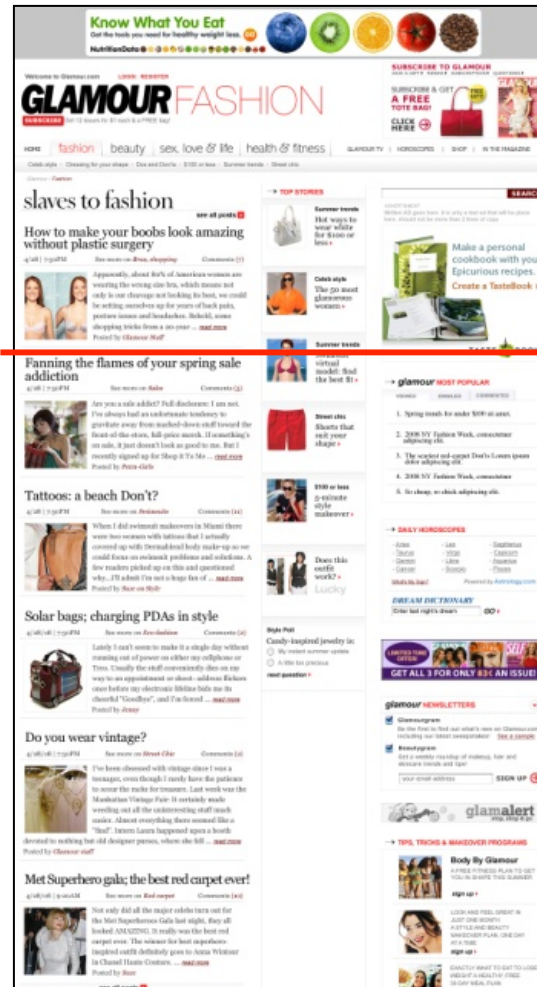
Our study was structured to gather and compare eye-tracking data during task completion that would relate to the following metrics:

Metric	"TTFF" (Time to First Fixation)	Fixation Length	Observation Counts	% of Accumulated Fixation Length	Users (x)
Definition	The length of time it took users to find a valid target on a page.	The total time users spent looking at a valid target on a page.	The number of times a target was visited and revisited on a page.	The percentage of time users saw a designated area of a page compared to the total length of time spent looking at the entire page.	The number of users that looked at a valid target. "x" indicates the number of users that performed a given task.

Glamour 2.0 Screenshots



Homepage

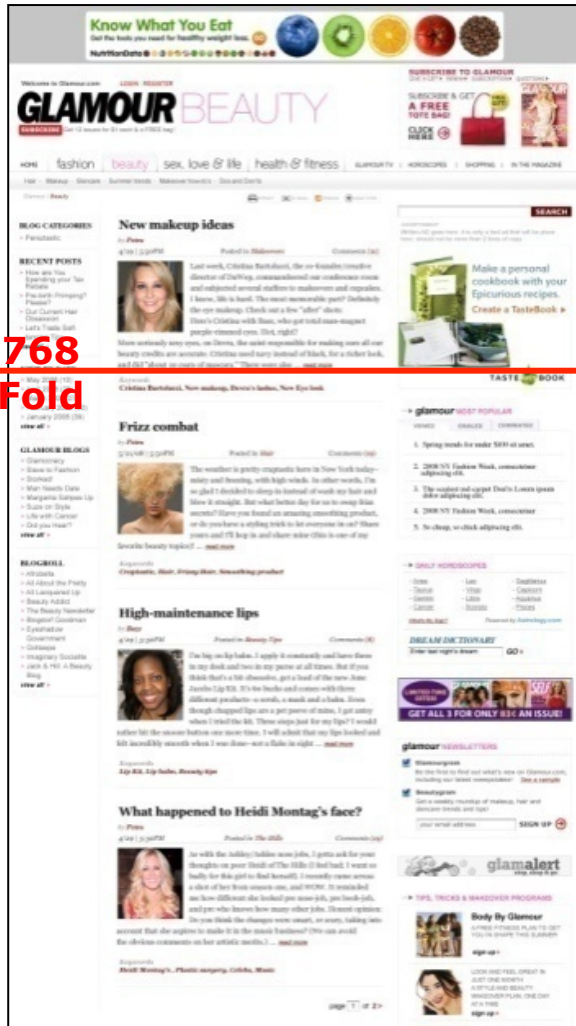


Fashion Channel

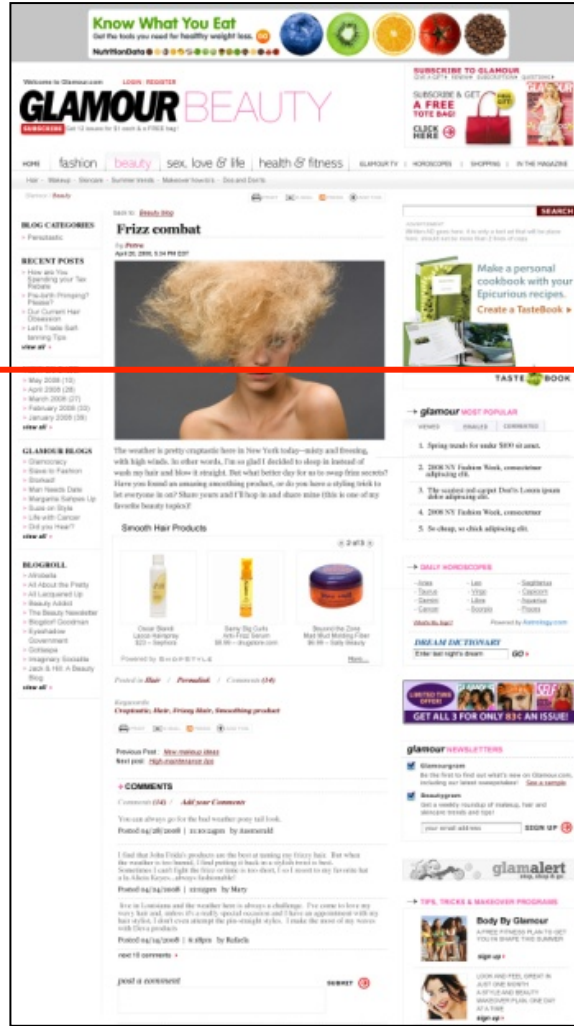


Sex, Love & Life Channel

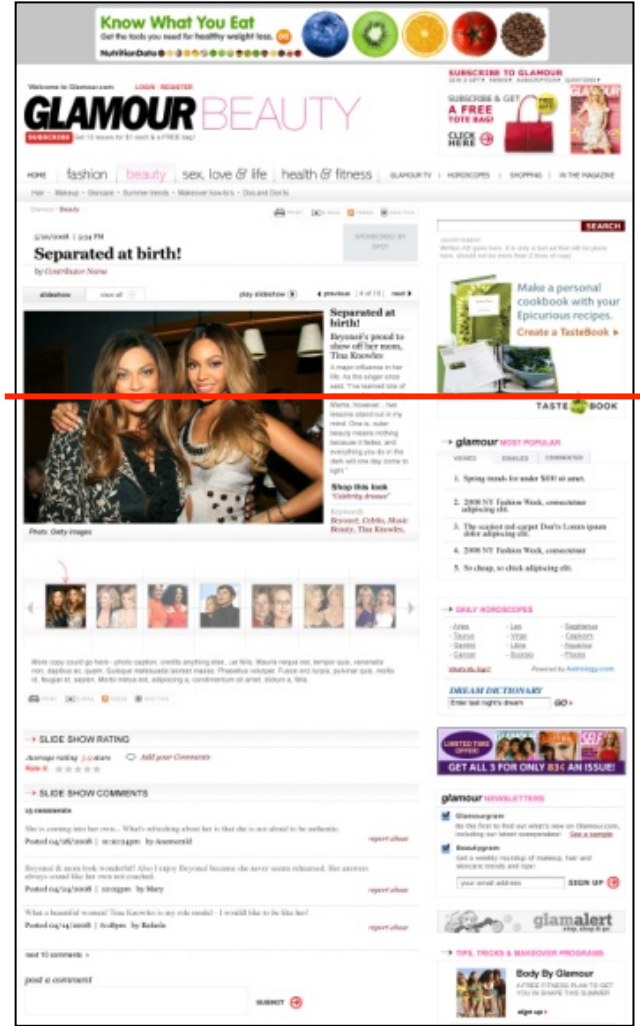
Glamour 2.0 Screenshots (cont.)



Beauty Landing Blog



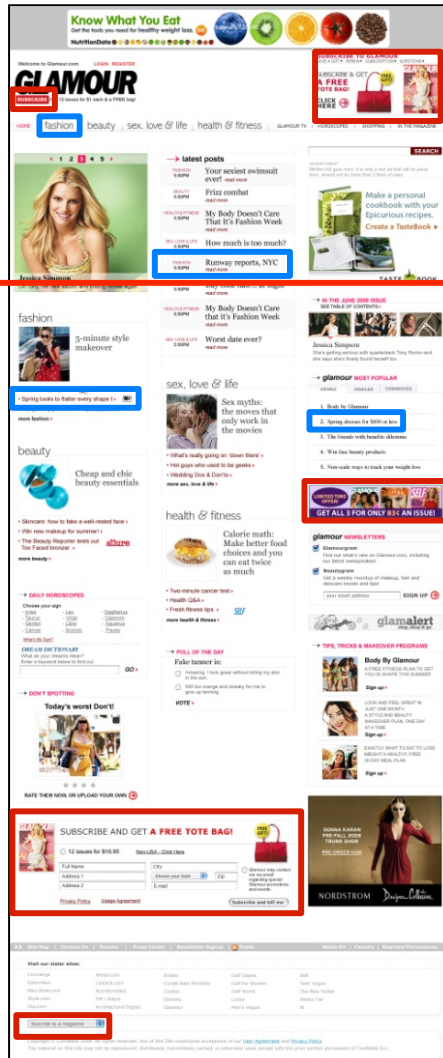
Beauty Individual Blog



Beauty Slideshow

Homepage – Eye-Tracking Tasks

768
Fold



Users were asked to do the following:

1. A friend of yours sent you a link to a site she thought you might be interested in. You've decided to take a look. [Note: Task abbreviated as "free roam" on slide #8].
2. You receive Glamour magazine every month at home and your order is about to expire. You would like to extend your order. [Target points indicated in red]. [Note: Task abbreviated as "...extend your order" on slide #10].
3. You would like to see Spring trends for skirts. Where would you click? [Target points indicated in blue]. [Note: Task abbreviated as "...Spring trends for skirts" on slide #11].

Homepage – Task 1 – “free roam”

Average total time on page: 41.1s

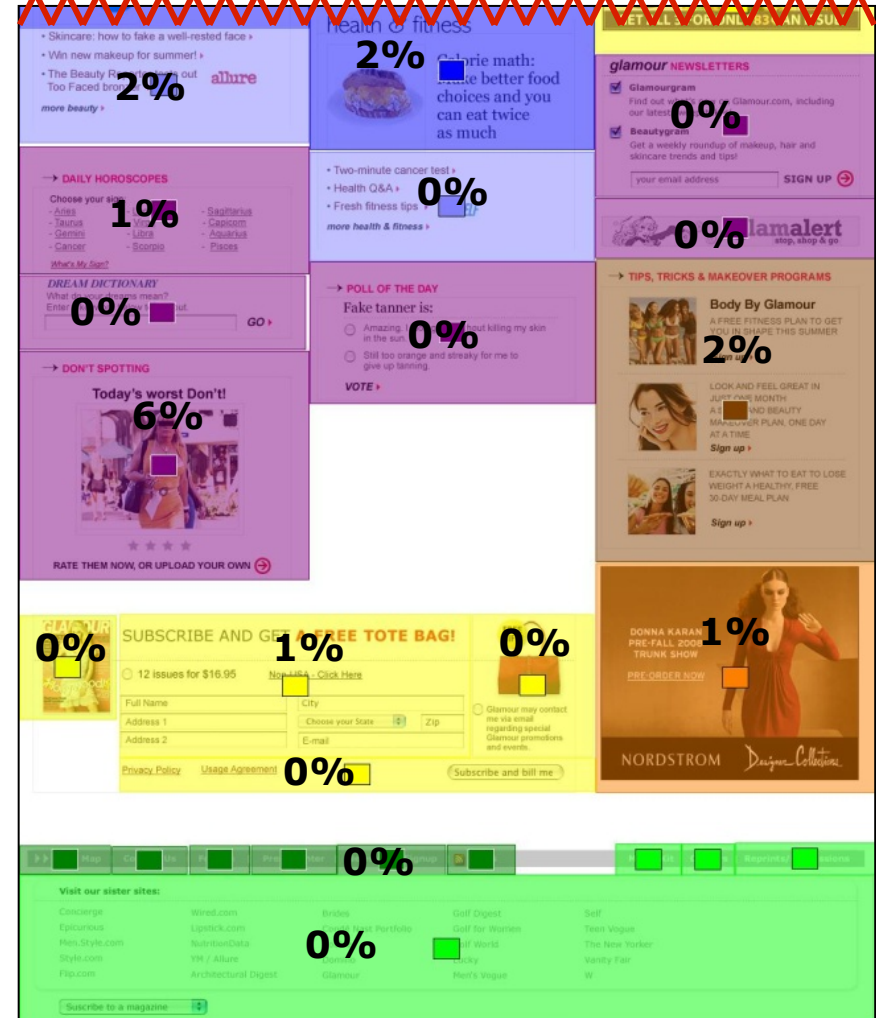
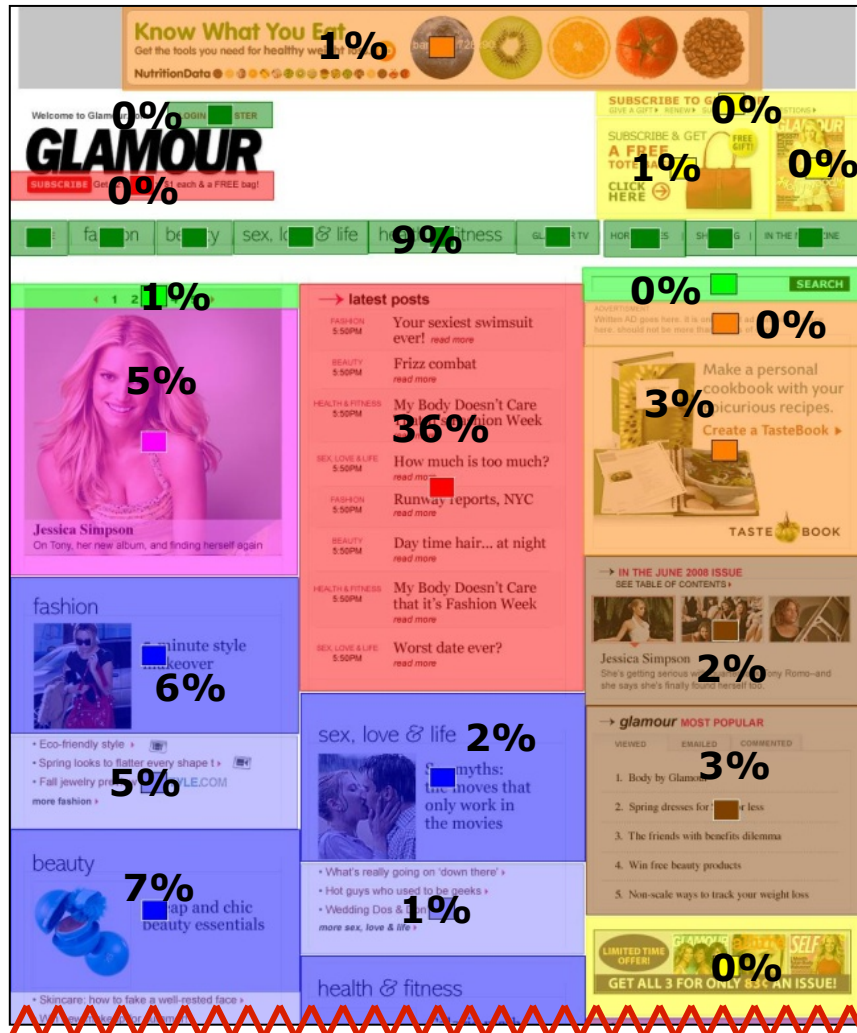
Observations

- Users spent most of their time looking at the 'Latest Posts' Blog section of the page.
- They also took interest in the Rotating Content Promotional area (i.e., Jessica Simpson).
- The 'Fashion' label in the main navigation as well as the 'Fashion' module received a lot of attention.
- The content in the far right-hand column was largely overlooked. [Note: Please refer to the corresponding finding in the Usability Report on slide #9].

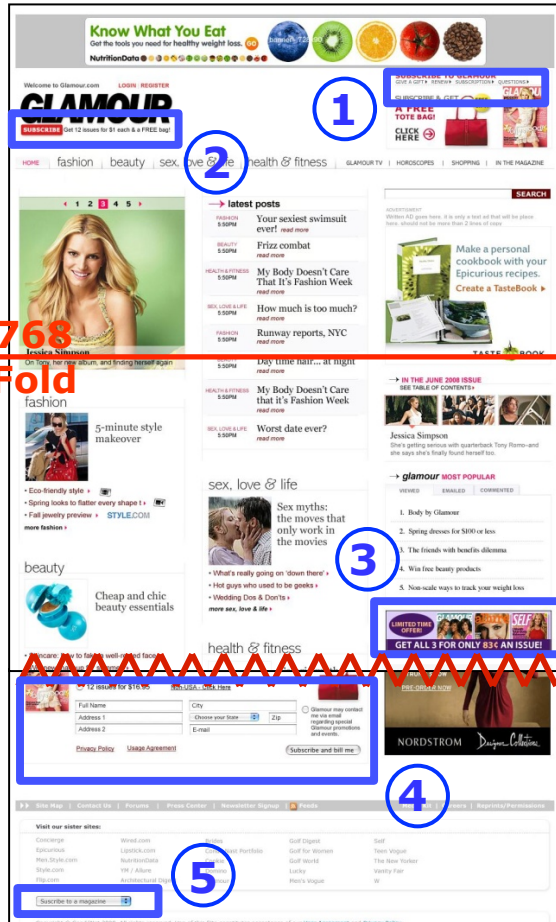


Homepage – Task 1 – % of Accumulated Fixation Length

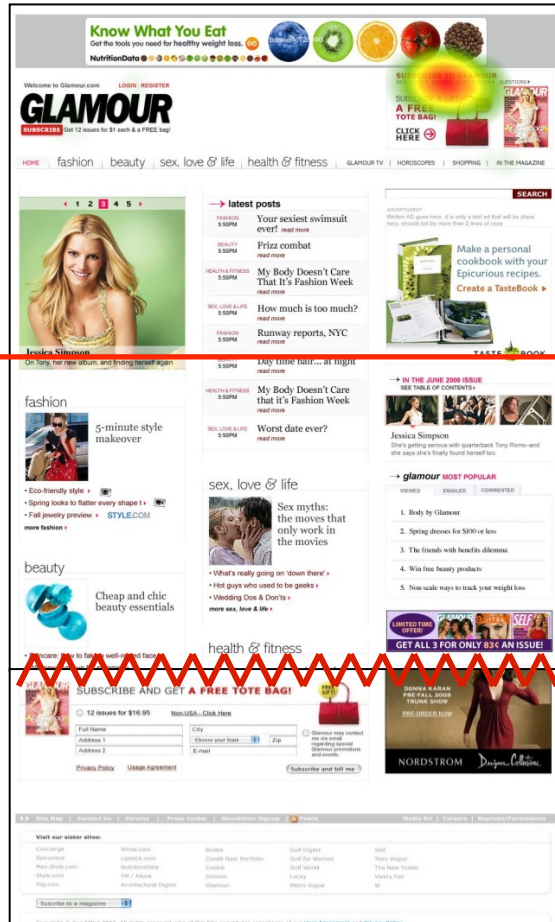
The 'Homepage' was partitioned below into the requested regions for further analysis:



Homepage – Task 2 – “...extend your order”



768 Fold



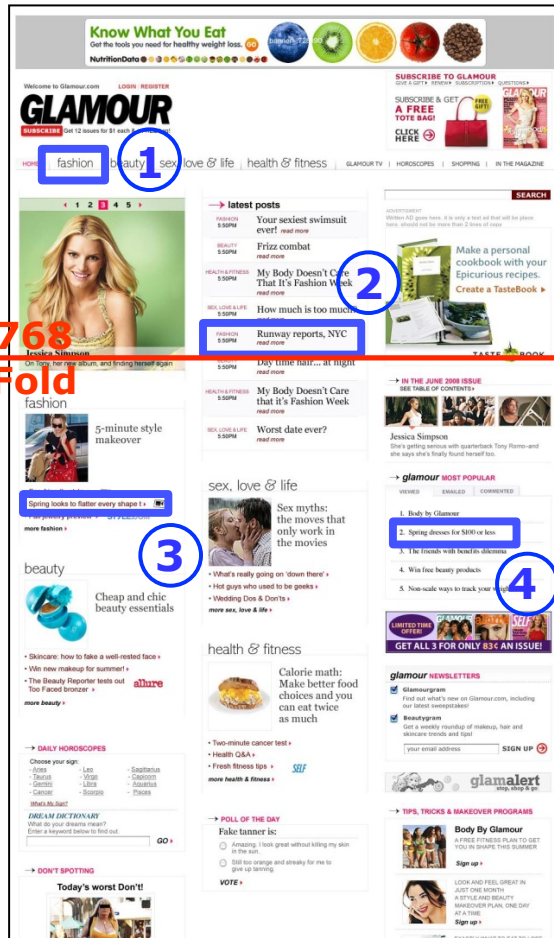
Target	TTF (avg)	Fix Length (avg)	Obs Count (avg)	Users (7)
1	8.1	5.6	2.6	7
2	9.8	1.2	3.5	4
3	8.8	0.3	1	1
4	10.5	3.3	4	2
5	10.3	1.6	2	1

Average total time on page: 17.3s

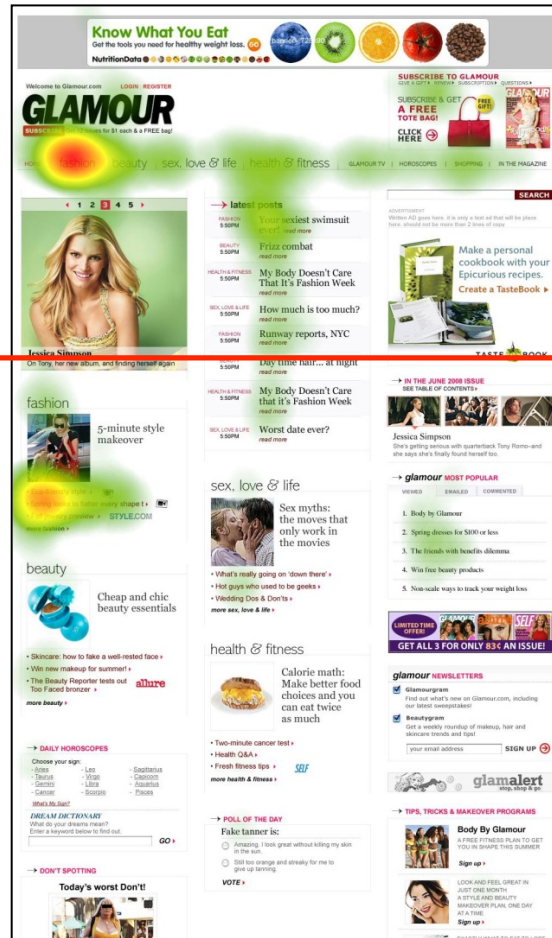
Observations

- 100% of users directed their attention to the Subscription Center area (target 1).
- On average, target 1 was also discovered the fastest. [Note: Please refer to the corresponding finding in the Usability Report on slide #11].
- Target 2 drew some interest but the remaining three target points received little attention.

Homepage – Task 3 – “...Spring trends for skirts”



768
Fold



Target	TFFF (avg)	Fix Length (avg)	Obs Count (avg)	Users (6)
1	5.6	2.4	5.3	6
2	15.6	0.8	2	4
3	13.5	2.9	4.3	4
4	15.2	2.1	3	4

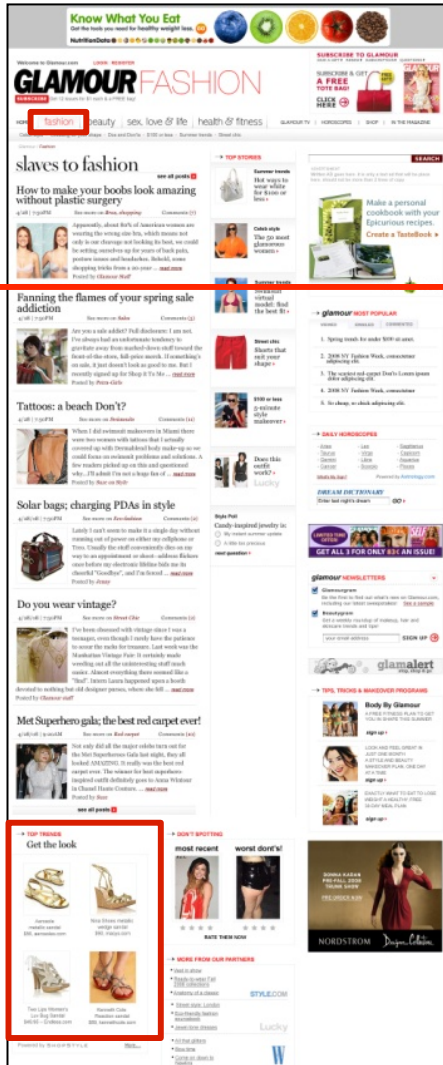
Average total time on page: 30.5s

Observations

- Target 1 was found by all users and typically three times quicker than the other 3 targets.
- Interestingly, targets 1 and 3 received the most attention and we suspect because they contain the word “fashion,” a label directly relevant to the task.

Fashion Channel – Eye-Tracking Tasks

768
Fold



Users were asked to do the following:

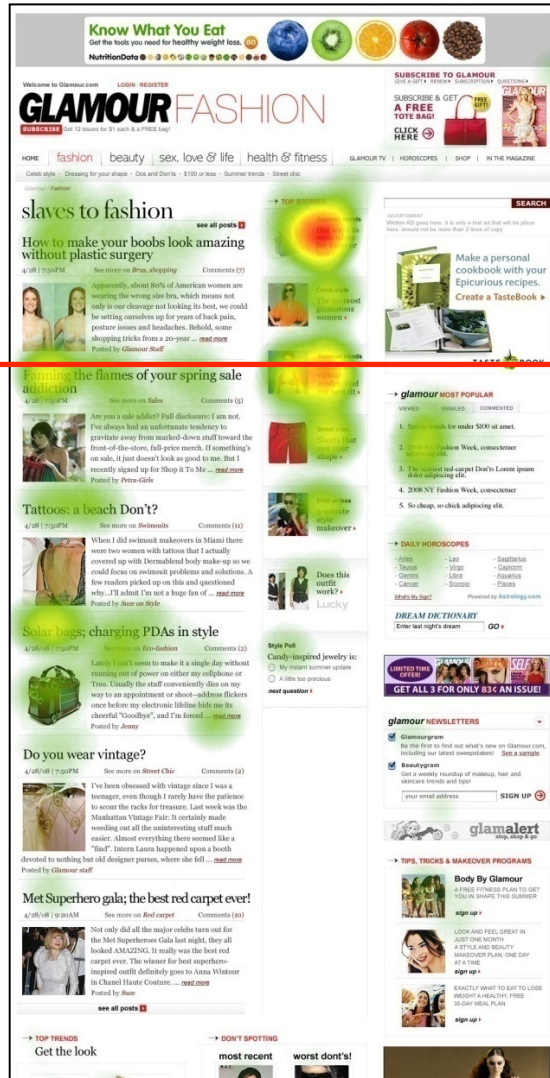
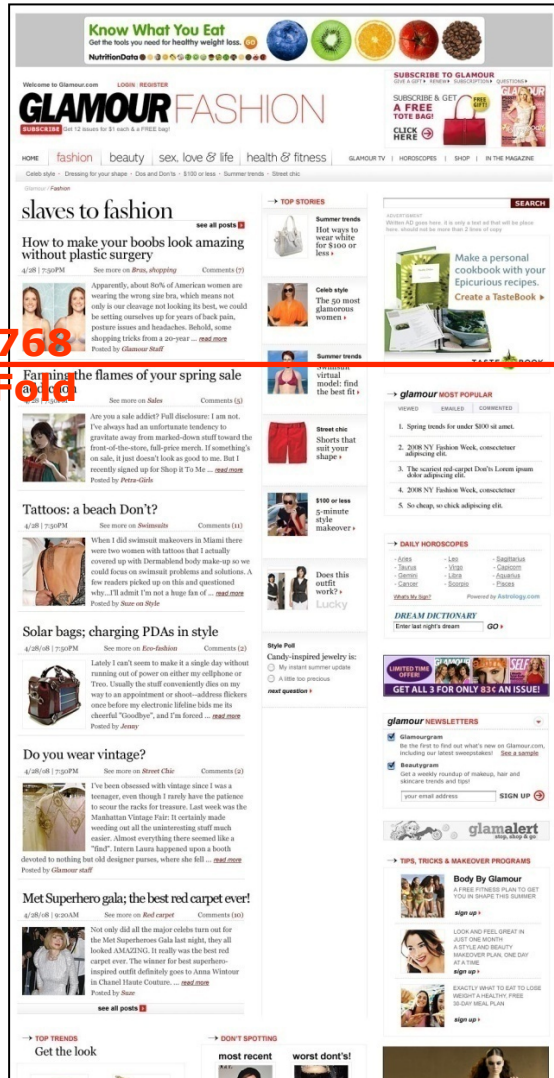
1. You clicked on 'Fashions.' Please take a moment to review this page. [Note: Task abbreviated as "free roam" on slide #13].
2. You are in the market for a new pair of shoes and are looking for some ideas. See if this page can help and let me know when you've found something. [Target points indicated in red]. [Note: Task abbreviated as "...market for shoes" on slide #15].

Fashion Channel – Task 1 – “free roam”

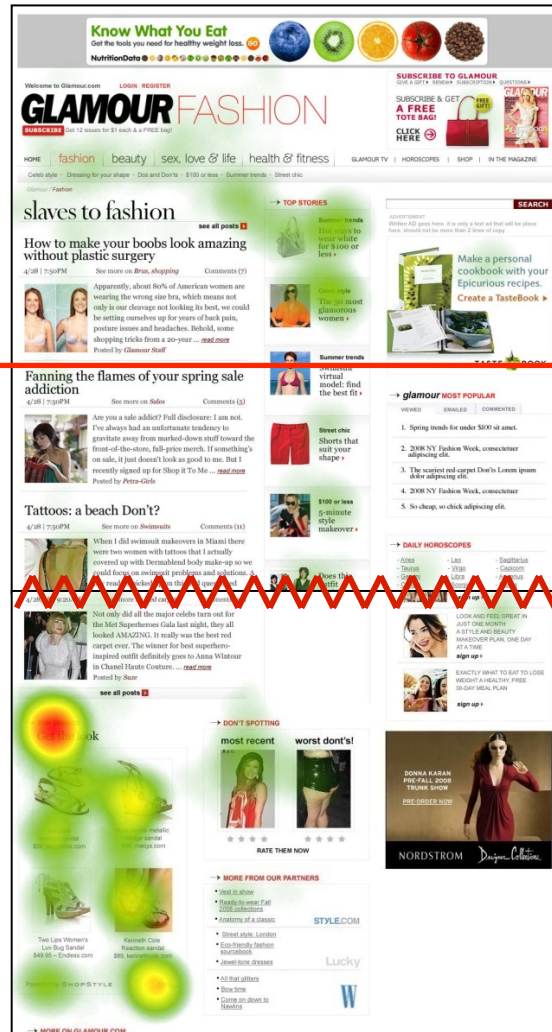
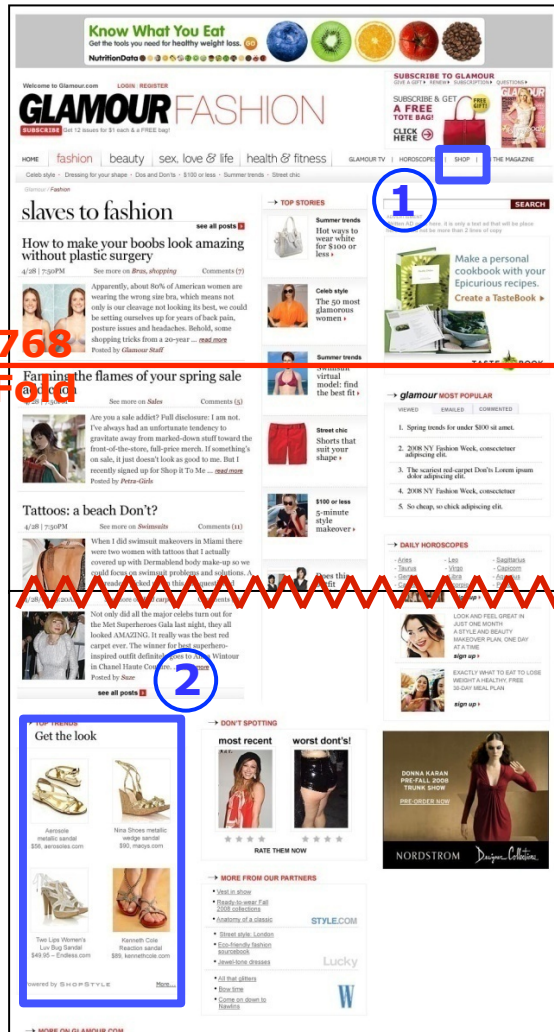
Average total time on page: 47.1s

Observations

- ‘Top Stories’ was the most popular area on the page. Users tended to read all of the text for most of the entries.
- ‘Slaves To Fashion’ also received attention but users tended to focus on the blog entry titles and read very little of the summary text.
- User attention almost faded out completely at about the level of the fourth blog entry. [Note: Please refer to the corresponding finding in the Usability Report on slide #13].
- Users largely overlooked the ‘Taste Book’ advertisement in the top-right column of the page.



Fashion Channel – Task 2 – “...market for shoes”



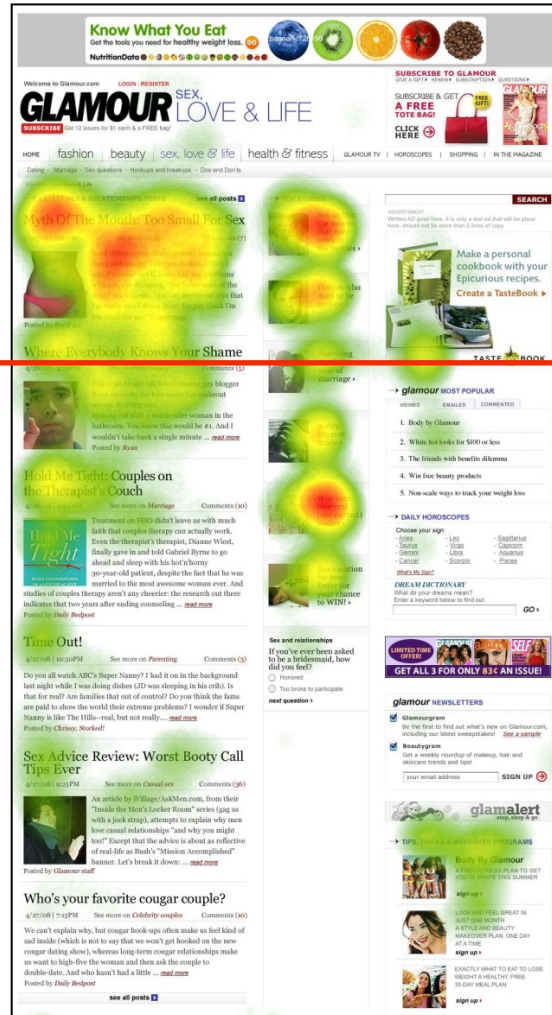
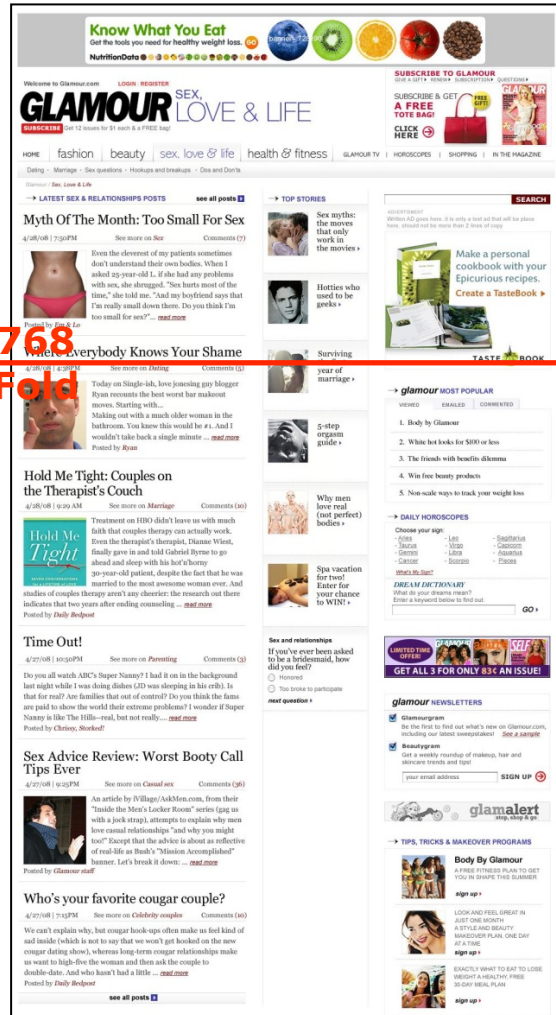
Target	TTF (avg)	Fix Length (avg)	Obs Count (avg)	Users (7)
1	4.8	0.2	1	1
2	15.4	10.2	5.6	7

Average total time on page: 22.3s

Observations

- All users noticed and paid a great deal of attention to the 'Top Trends' module (target 2). However, it took users a long time to find this area given that it is located at the bottom of the page. [Note: Please refer to the corresponding finding in the Usability Report on slide #16].
- Users were drawn to every component of the 'Top Trends' module: the header, all the shoe images, the descriptive text and the "more" link.
- The 'Shop' button (target 1), in contrast, barely received any attention even though it is located in a primary area (i.e., the global navigation). Almost half of users did not spot this target.

Sex, Love & Life Channel – Task 1 – “free roam”



Average total time on page: 45.3s

Observations

- In contrast to the 'Fashion Channel' page, users not only paid attention to the main blog but also read more of the introductory text. This may be due to the nature of the content. But like the 'Fashion Channel' page, users interest tended to fade below the third blog entry. [Note: Please refer to the corresponding finding in the Usability Report on slide #13].
- In contrast to the 'Fashion Channel' page, users paid more attention to the photos in the 'Top Stories' area.
- Users seemed to scroll more on this page than on the 'Fashion Channel' page (being that they scrolled beyond the fifth blog entry).

Sex, Love & Life Channel – Task 2 – “...tips for newlyweds”

Know What You Eat
Get the foods you need for healthy weight loss.

GLAMOUR LOVE & LIFE

Myth Of The Month: Too Small For Sex

From the cleverest of my patients sometimes don't understand their own bodies. When I asked 29-year-old L, if she had any problems with sex, she shrugged. "Sex hurts most of the time," she told me. "And my boyfriend says that I'm really small down there. Do you think I'm too small for sex?"

Where Everybody Knows Your Shame

Today on Single-ish, love jansing guy blogger Ryan recounts the best worst bar moment moves. Starting with...

Hold Me Tight: Couples on the Therapist's Couch

Treatment on HBO didn't leave us with much faith that couples therapy can actually work. From the therapist's therapist, Dianne Wiest, finally gave in and told Gabriel Byrne to go ahead and sleep with his hot/borny 39-year-old patient, despite the fact that he was married to the most awesome woman ever. And studies of couples therapy aren't any clearer: the research out there indicates that two years after ending counseling...

Time Out!

Do you all watch ABC's Super Nanny? I had it on in the background last night while I was doing dishes (I'm sleeping in his crib) is that for real? Are families that out of control? Do you think the fans are paid to show the world their extreme problems? I wonder if Super Nanny is the The Hills—real, but not really...

Sex Advice Review: Worst Booty Call Tips Ever

An article by V/llaga/ak8men.com, from their "Inside the Men's Locker Room" series (gag us with a jack strap), attempts to explain why men have casual relationships "and why you might too?" Except that the advice is about as reflective of real-life as Bush's "Mission Accomplished" banner. Let's break it down...

Who's your favorite cougar couple?

We can't explain why, but cougar book-ops often make us feel kind of sad inside (which is not to say that we won't get hooked on the new cougar dating show), whereas long-term cougar relationships make us want to high-five the woman and then ask the couple to double-date. And who hasn't had a little...

Know What You Eat
Get the foods you need for healthy weight loss.

GLAMOUR LOVE & LIFE

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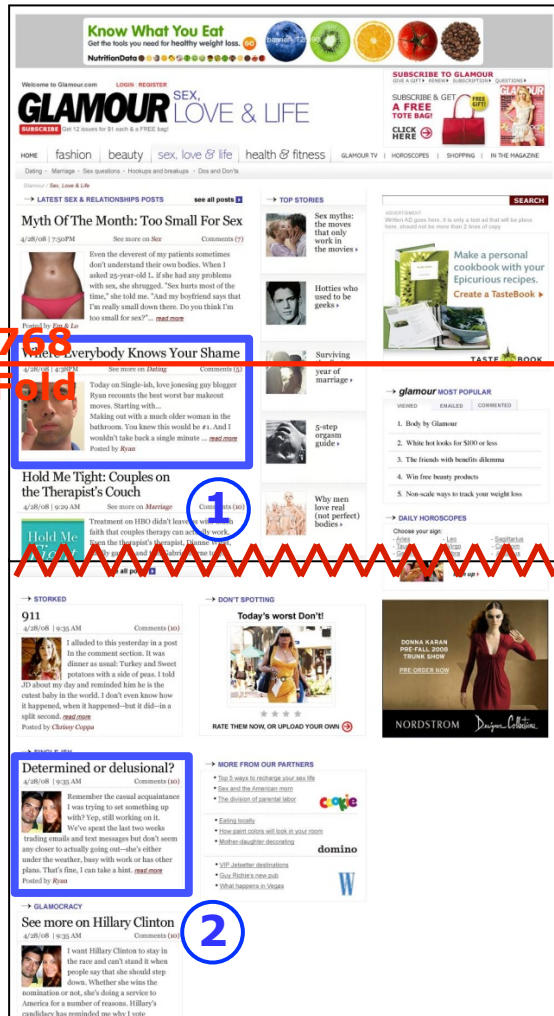
Target	TTF (avg)	Fix Length (avg)	Obs Count (avg)	Users (5)
1	7.3	2.1	3	5
2	9.6	4	2.8	4

Average total time on page: 18.8s

Observations

- 100% of users saw target 1 which displayed the word 'Marriage.'
- Even though target 1 caught users' attention the most, virtually all users considered target 2 and in fact fixated on this area twice as long.
- Users also considered the 'Top Story' area as well as the headline to the 'Hold Me Tight' blog entry.

Sex, Love & Life Channel – Task 3 – “...someone not married”



Target	TTF (avg)	Fix Length (avg)	Obs Count (avg)	Users (6)
1	8.3	3.6	2.7	6
2	22.3	5.2	3.6	5

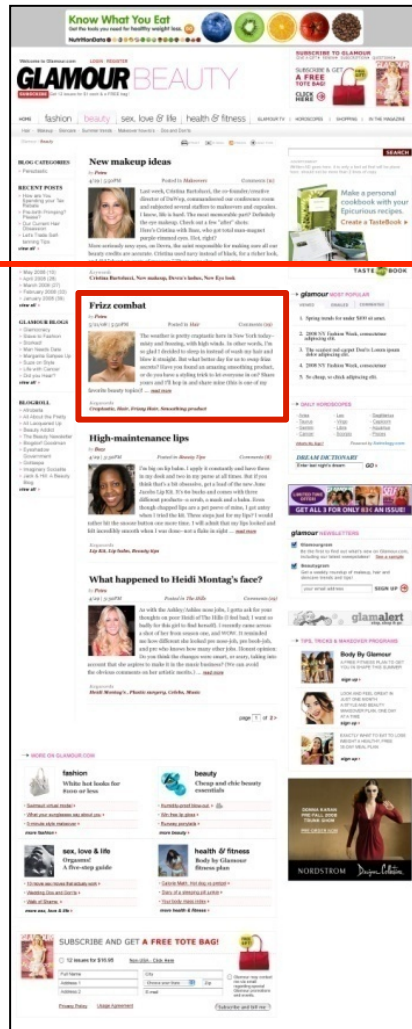
Average total time on page: 23.9s

Observations

• Users were much more interested in the top navigation area (especially the 'Dating' button in the sub-navigation) than the two target points. We suspect that this is for a couple of reasons. First, the actual positioning of the 'Dating' button in the top-left portion of the page. And second, having a button devoted to dating might suggest that less effort is required to complete the task than exploring options in the main body of the page.

Beauty Landing Blog – Eye-Tracking Tasks

768
Fold



Blog – Beauty Landing

Users were asked to do the following:

1. You clicked on a link to read blogs/posts about beauty related content. Please take a moment to review this page. [Note: Task abbreviated as "free roam" on slide #22].
2. You would like to find tips dealing with problem hair. Where would you click? [Target point indicated in red]. [Note: Task abbreviated as "...dealing with problem hair" on slide #23].

Beauty Landing Blog – Task 1 – “free roam”

Average total time on page: 35.7s

Observations

- In common with the 'Fashion Channel' page, users appeared to only scan the headlines and introductory blog text.
- The first two blog entry headlines caught the most amount of interest. Users' attention to the blogs below these was somewhat less.
- Users' attention almost faded out completely at about the level directly below the fourth blog entry.
- Users were also particularly drawn in by the 'read more' links located at the bottom of each blog entry.
- The left-hand column also grabbed users' interest, particularly the 'Recent Posts' area.

768 Fold

The screenshot shows the Glamour Beauty website layout. At the top, there's a navigation bar with 'HOME', 'fashion', 'beauty', 'sex, love & life', 'health & fitness', 'GLAMOUR TV', 'HOROSCOPES', and 'SHOPPING'. Below this is a 'BLOG CATEGORIES' section with 'Beauty' selected. The main content area features several articles: 'New makeup ideas' by Cristina Bartolucci, 'Frizz combat' by Cristina Bartolucci, 'High-maintenance lips' by Heidi Montag, and 'What happened to Heidi Montag's face?'. On the right side, there's a 'TASTE BOOK' section with a list of products and a 'DAILY HOROSCOPES' section. At the bottom, there's a 'Body By Glamour' section with a 'sign up' button. A red horizontal line is drawn across the page at approximately the 768px vertical position, with the text '768 Fold' written vertically on the left side.

The screenshot shows the same Glamour Beauty website layout as the previous one, but with a heatmap overlay. The heatmap uses a color scale from green (low attention) to red (high attention). The highest attention is shown in the top navigation bar, the 'New makeup ideas' headline, the 'Frizz combat' headline, and the 'High-maintenance lips' headline. There is also a significant area of high attention (red) on the left-hand column, particularly around the 'Recent Posts' and 'BLOG CATEGORIES' sections. The heatmap also shows attention on the 'read more' links at the bottom of each article and on the 'Body By Glamour' sign-up button.

Beauty Landing Blog – Task 2 – “...dealing with problem hair”

Know What You Eat
Get the tools you need for healthy weight loss.

GLAMOUR BEAUTY

1

768 Fold

2

Frizz combat

High-maintenance lips

What happened to Heidi Montag's face?

Know What You Eat
Get the tools you need for healthy weight loss.

GLAMOUR BEAUTY

1

768 Fold

2

Frizz combat

High-maintenance lips

What happened to Heidi Montag's face?

Target	TTFB (avg)	Fix Length (avg)	Obs Count (avg)	Users (4)
1	6	1.5	1.7	3
2	3	8.2	4	4

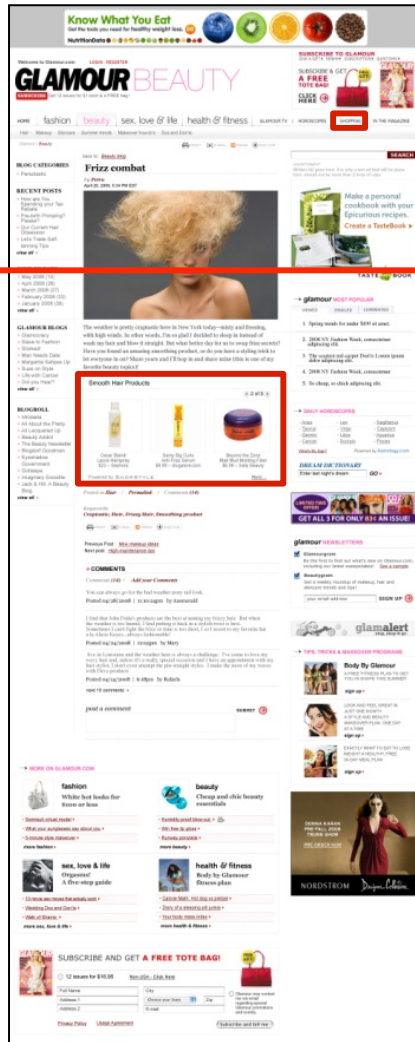
Average total time on page: 9s

Observations

- The low total time users spent on this page in comparison to other pages indicates that they were able to identify a viable target rather quickly.
- Although about an equal amount of users saw one of the two targets, users spent 4 times as much time focused in target 2 than in target 1. We suspect that this is most likely due to the different sizes of the targets.
- Users tended to focus on the blog header, the introductory text and the 'read more' link within the 'Frizz Combat' blog module.

Beauty Individual Blog – Eye-Tracking Tasks

768
Fold



1. You clicked on the article about frizzy hair. Please take a moment to review this page. [Note: Task abbreviated as "free roam" on slide #25].
2. You want to purchase something to control frizz. How would you do that from here? [Target points indicated in red]. [Note: Task abbreviated as "...purchase to control fizz" on slide #26].

Beauty Individual Blog – Task 1 – “free roam”

The screenshot shows the Glamour Beauty website interface. A red horizontal line is drawn across the top of the main content area, with the text "768 Fold" written vertically on the left side. The page features a header with navigation links, a main article titled "Frizz combat" with a large image of a woman's hair, and several sidebars including "GLAMOUR BLOGS", "DAILY HOROSCOPES", and "DREAM DICTIONARY".

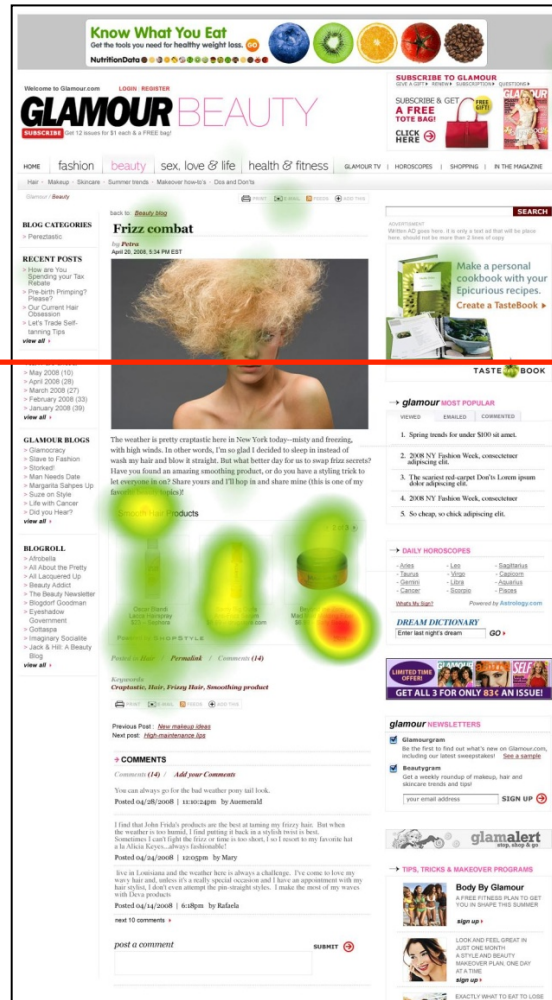
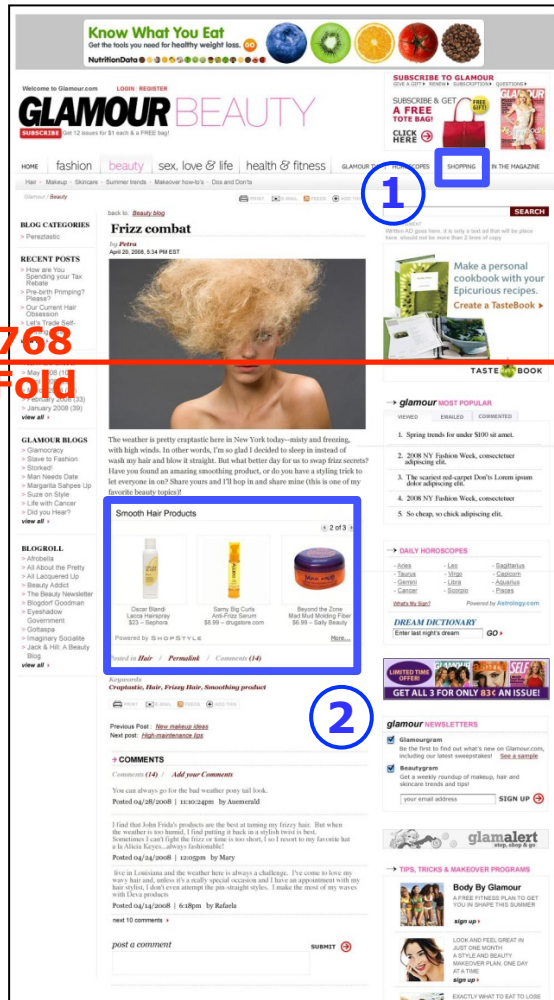
This screenshot is identical to the one on the left but includes a heatmap overlay. The heatmap uses a color scale from green (low attention) to red (high attention). The most prominent red areas are centered on the woman's face in the main article image and the caption below it. Other red areas are visible on the "Smooth Hair Products" section and the "Comments" section.

Average total time on page: 34.9s

Observations

- Users tended to focus on: the woman's face in the picture and the caption below it, all three 'Smooth Hair Products,' and the 'Comments' section.
- Of the three 'Smooth Hair Products' seen, the most amount of attention was given to the right-most one.
- Users also clearly noticed the pagination option in the 'Smooth Hair Products' area (i.e., '2 of 3') indicating that they might have been more likely to click on this area to see more of these types of products.
- While the content and images in the main body successfully attracted users' attention, neither the left nor right columns did.

Beauty Individual Blog – Task 2 – “...purchase to control fizz”



Target	TTF (avg)	Fix Length (avg)	Obs Count (avg)	Users (7)
1	-	-	-	0
2	2.3	14.6	3.6	7

Average total time on page: 6.9s

Observations

- While users ignored target 1 entirely, everyone saw target 2. All three 'Smooth Hair Products' were focused on but the most amount of attention was given to the 'More' link directly below the right-most option.
- Users also arrived at target 2 quicker and stayed there longer than any other target on any other page in this study.

Beauty Slideshow – Eye-Tracking Tasks

Users were asked to do the following:

1. You clicked a link in the Beauty section and arrived here. Please take a moment to review this page. [Note: Task abbreviated as "free roam" on slide #28].
2. You would like to post your thoughts on this story. How would you do that? [Target point indicated in red]. [Note: Task abbreviated as "...post your thoughts" on slide #29].

768
Fold



Beauty Slideshow – Task 1 – “free roam”

The screenshot shows the Glamour Beauty website interface. At the top, there's a navigation bar with 'HOME', 'fashion', 'beauty', 'sex, love & life', 'health & fitness', 'GLAMOUR TV', 'HOROSCOPES', 'SHOPPING', and 'IN THE MAGAZINE'. Below this is a search bar and a 'SUBSCRIBE TO GLAMOUR' button. The main content area features a slideshow titled 'Separated at birth!' by Tina Knowles. The main image shows two women, and there are several smaller thumbnail images below it. A red horizontal line is drawn across the page, with the text '768 FOL' written in red on the left side, indicating a high frequency of clicks on the main image.

This screenshot is identical to the one on the left but includes a heatmap overlay. The heatmap shows areas of high user interaction, with the most intense red and yellow colors concentrated on the main image of the two women and the text to its right. Other areas of moderate interaction are visible on the 'Shop this look' and 'DAILY HOROSCOPES' sections.

Average total time on page: 24.1s

Observations

- Users paid attention to the title of the 'Slideshow,' the faces in the main picture, the accompanying text to the right of the main picture, and each of the 'Slideshow' thumbnails.
- The area that received the most amount of attention was the beginning of the 'Slideshow' text.
- Users tended not to concentrate on the 'Comments' area nor the additional content.

Beauty Slideshow – Task 2 – “...post your thoughts”

768 FOL

1

2

Target	TTF (avg)	Fix Length (avg)	Obs Count (avg)	Users (5)
1	5.1	1.8	2.2	5
2	1.4	2.4	2	2

Average total time on page: 10.1s

Observations

- All users saw one of the two targets but fewer saw target 2 most likely because it is located further down the page, past target 1.
- Overall, the main 'Slideshow' functionality was noticed and performed well. [Note: Please refer to the corresponding finding in the Usability Report on slide #24].

Questions?

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