



# Eye Tracking the User Experience: A Practical Guide to Research

*Aga Bojko*

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**Eye Tracking the User Experience: A Practical Guide to Research** Aga Bojko

Eye tracking is a widely used research method, but there are many questions and misconceptions about how to effectively apply it. *Eye Tracking the User Experience*—the first how-to book about eye tracking for UX practitioners—offers step-by-step advice on how to plan, prepare, and conduct eye tracking studies; how to analyze and interpret eye movement data; and how to successfully communicate eye tracking findings.

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