USER BEHAVIOR ON MOBILE
AS CLOSE TO REALITY AS POSSIBLE
AI-POWERED WEBCAM EYE TRACKING + FACIAL CODING
Good UX on mobile is crucial

44% agree mobile sites don’t provide decent experience that makes them want to complete their purchases.

36% have difficulties with finding products. It’s a key barrier for users to complete mobile purchases.

86% of mobile e-commerce users abandon their carts. M-commerce is $200B+ in US only.
Limitations of current tools

- Bulky
- Tied to central location
- Time-intensive
- Expensive

Mobile Usability Testing Lab

Digital tools

- Show clicks and scrolls but can’t explain them
- Don’t show users’ feelings (real experience)
- Reveal "dead zones" but can’t tell you why, and how to fix it
Nonconscious measurement to understand real users’ behavior

- The most accurate AI-powered webcam eye tracking
- Facial coding to measure customers’ reactions
- Voice recording to know what consumer says
Tap & Capture

1. Choose what to test
2. Adjust the webcam
3. Get insights immediately
In-house: Mobile App

Remote studies: Panels of testers

Built-in tests: Integrations
Multiple applications for various sectors: 300B+ Total Addressable Market (TAM)
Roadmap / Scale

- Solutions for other sectors (Advertising, Market research, Mobile Gaming, Assistive communication etc.)
- SDK for Integrations
- Solutions for advanced analysis
- IOS version
- Browser/desktop version

Algorithm

Android app (beta)
Thank you!