

# Visualizing searcher gaze patterns

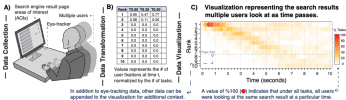
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Traditional eye-tracking heat maps are useful but lack timing information as part of the visualization. Time information can be useful to understand what people examine at different time points.

Using real eye-tracking data [1], we demonstrate how time-series heat maps can be useful for understanding multiple searchers' behaviors over time.

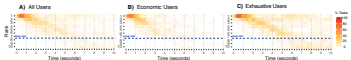
We abstract the data into multiple interaction periods, each starting from the moment a SERP is presented to the user, to the time the user makes their first action (a click or an abandonment of the search result).

## Overview of the visualization process

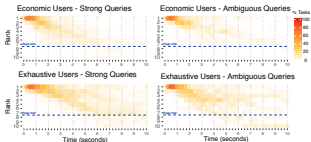


## Example visualizations

Example 1: Exhaustive users more likely to examine results below the page fold.



Example 2: Different users/queries have different SERP examination patterns.



Check out the paper to see how the visualizations compare to traditional heat maps. Code Available on Github.