

SBAB!

Great experiences for everyone!

How we can test inclusive design through eye tracking



Moa Bogren •

User researcher with a holistic approach - research strategy, method development, data visualisation and everyday research work. 😊

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SBAB!

- SBAB Bank was founded in **1985** and is wholly owned by the Swedish state.
- **Our business idea** is to be mindful and innovative in our offering of loan and savings products to consumers, tenant-owners' associations and property companies in Sweden.
- SBAB has the most satisfied mortgage customers in Sweden (2019 and 2020)

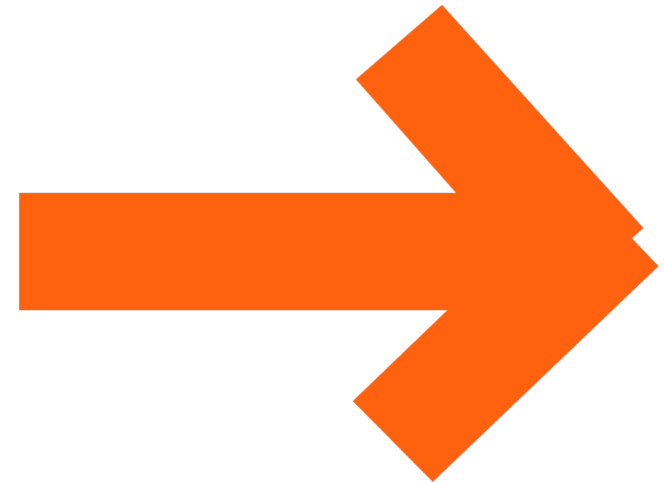




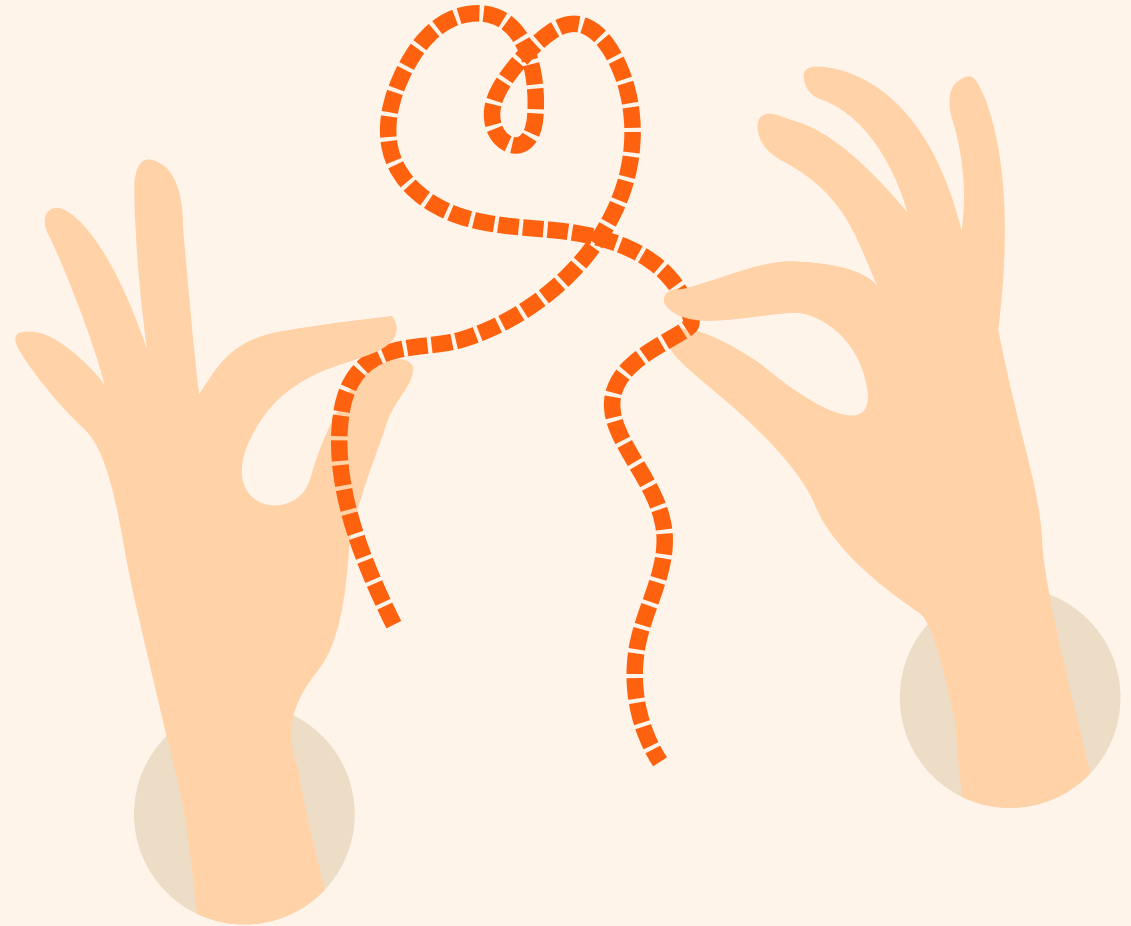
**Empathy is created by humans.
Not laws.**



There might be a difference
in gaze patterns between
respondents with and
without autism.



And this is how we investigated it...



Explored through
eye tracking





Scenario

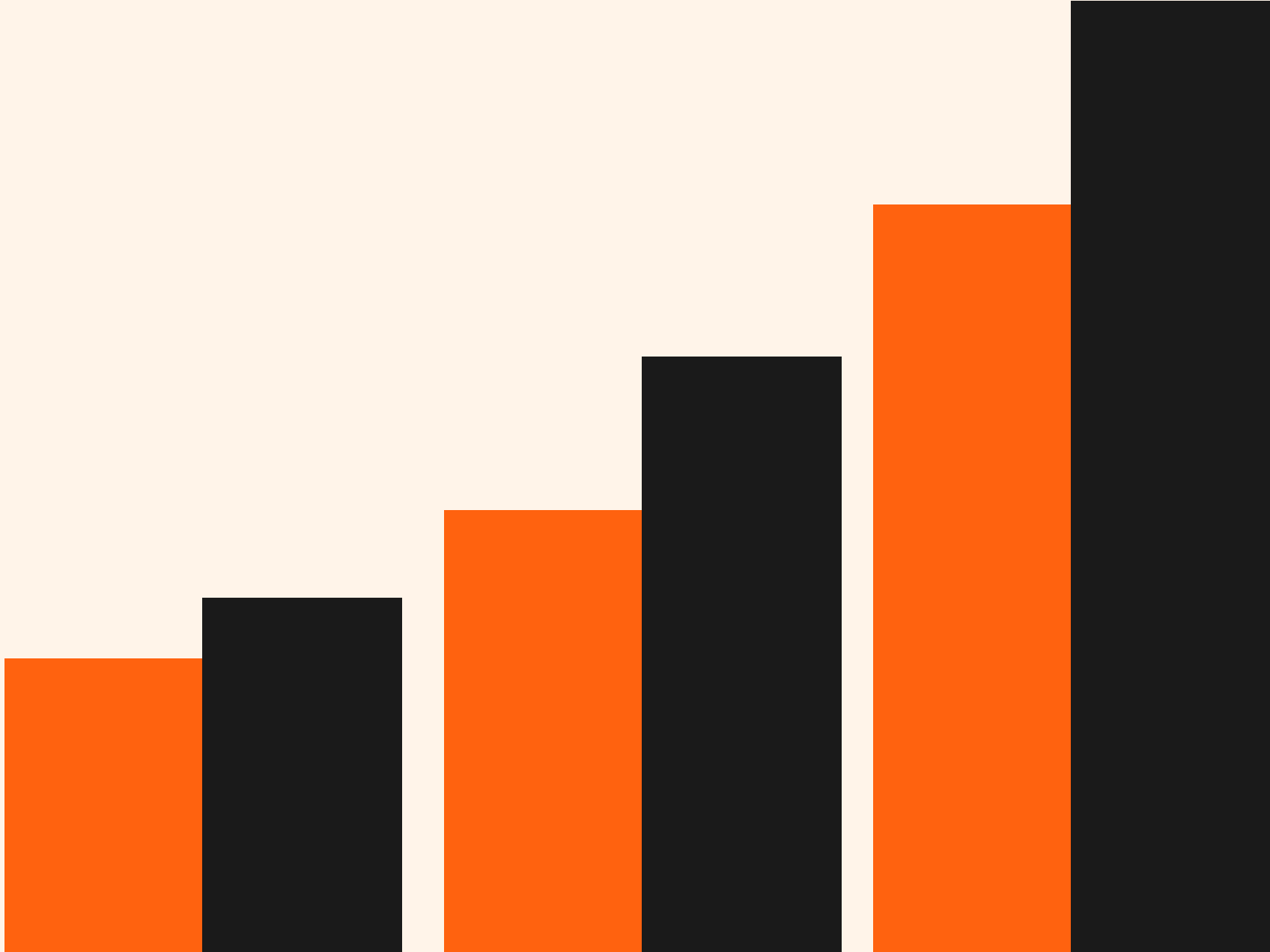
You're buying a home.
Use sbab.se to see what
interest rate you can get.



Result

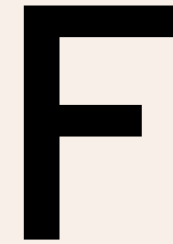


Result



Different gaze type behaviours

Range in behaviour from rapidly
skimming to slow readers.



F-pattern



Layer cake-pattern



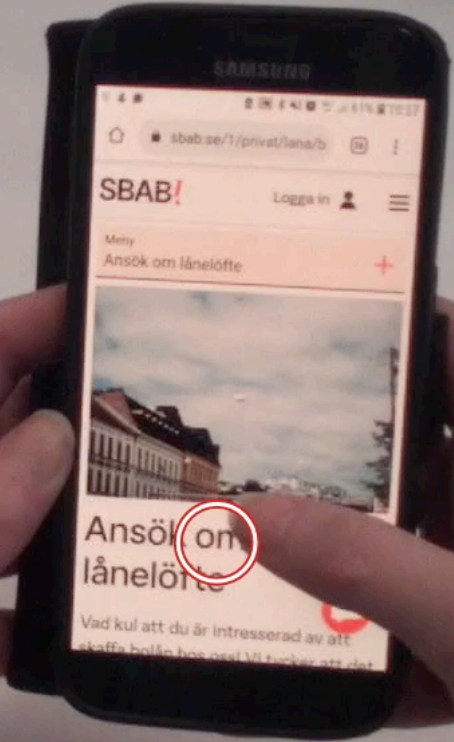
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Vanliga frågor om länetöfta

Länetöfta - vad är det?

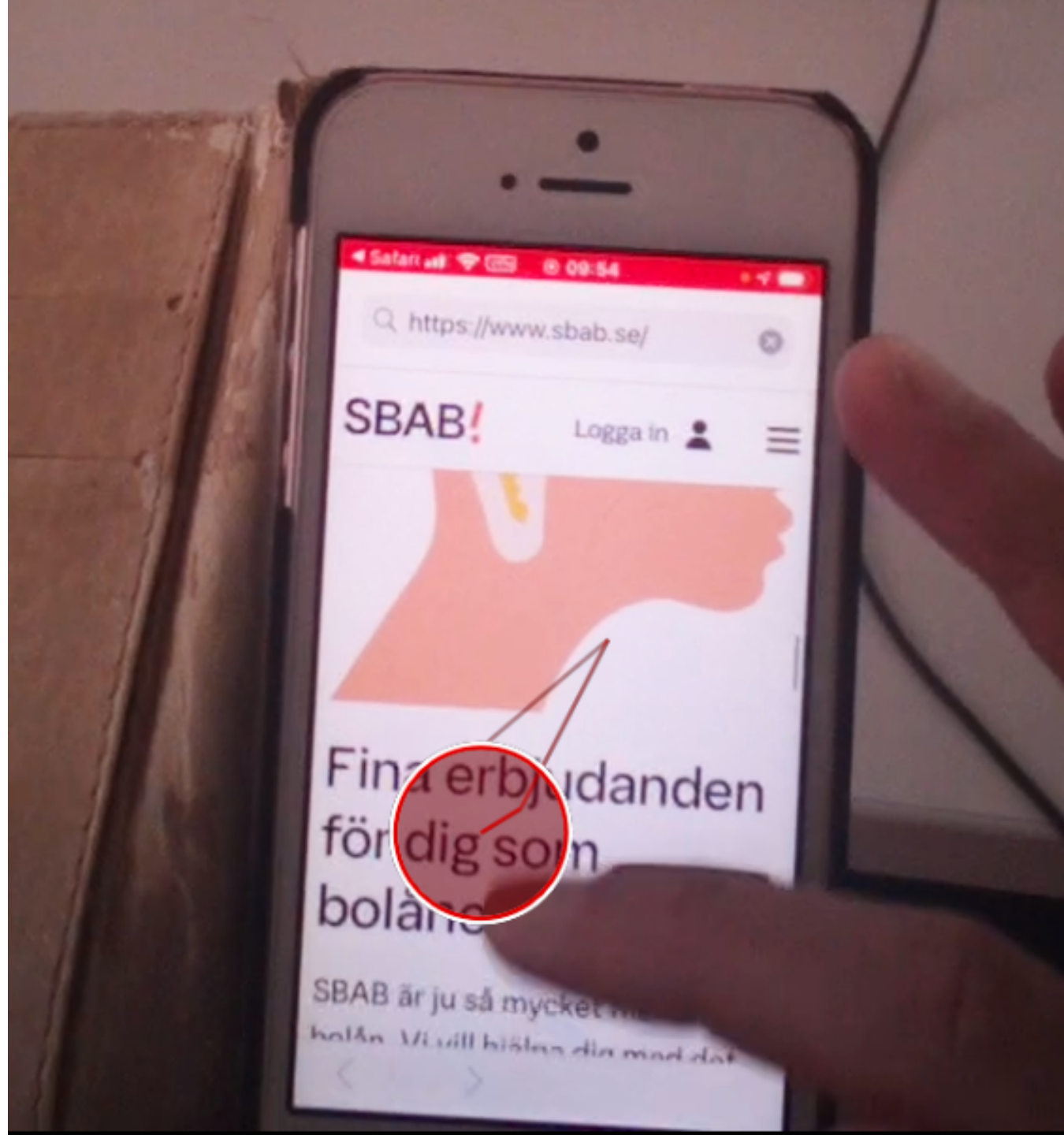
En länetöfta är en öfta som är utformad som en vanlig öfta, men som är utformad för att användas i länetöfta. Detta innebär att du kan använda länetöftan för att utföra öftor som är utformade för att användas i länetöfta. Detta innebär att du kan använda länetöftan för att utföra öftor som är utformade för att användas i länetöfta.





Headlines, headlines, headlines in focus

Don't underestimate the value of great hierarchy and good copywriting - it will lead your user faster in the right direction



Tell the story through layout

- Some people see things linear
- Even though there might not be a "right" order to do things, it helps to create a story and that story can be told by the layout



Nothing that good old
UX guidelines can't fix.



Is eye tracking an inclusive method?



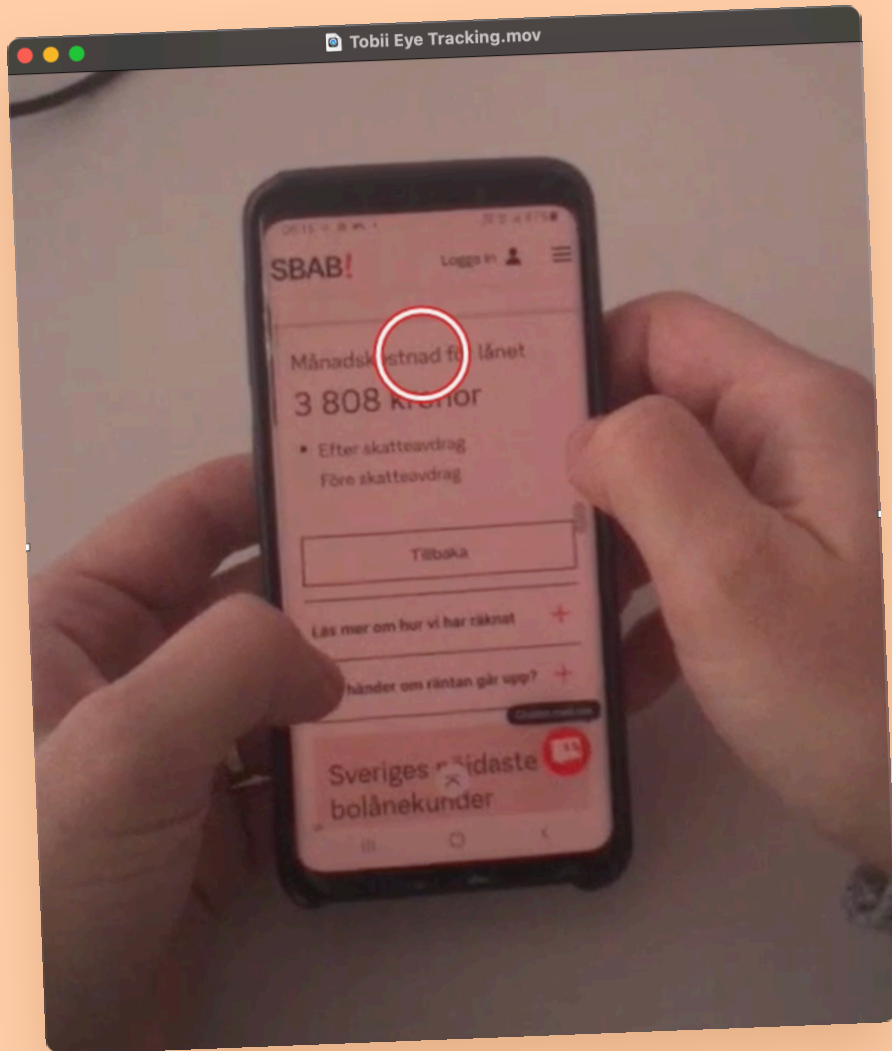


Yes but...

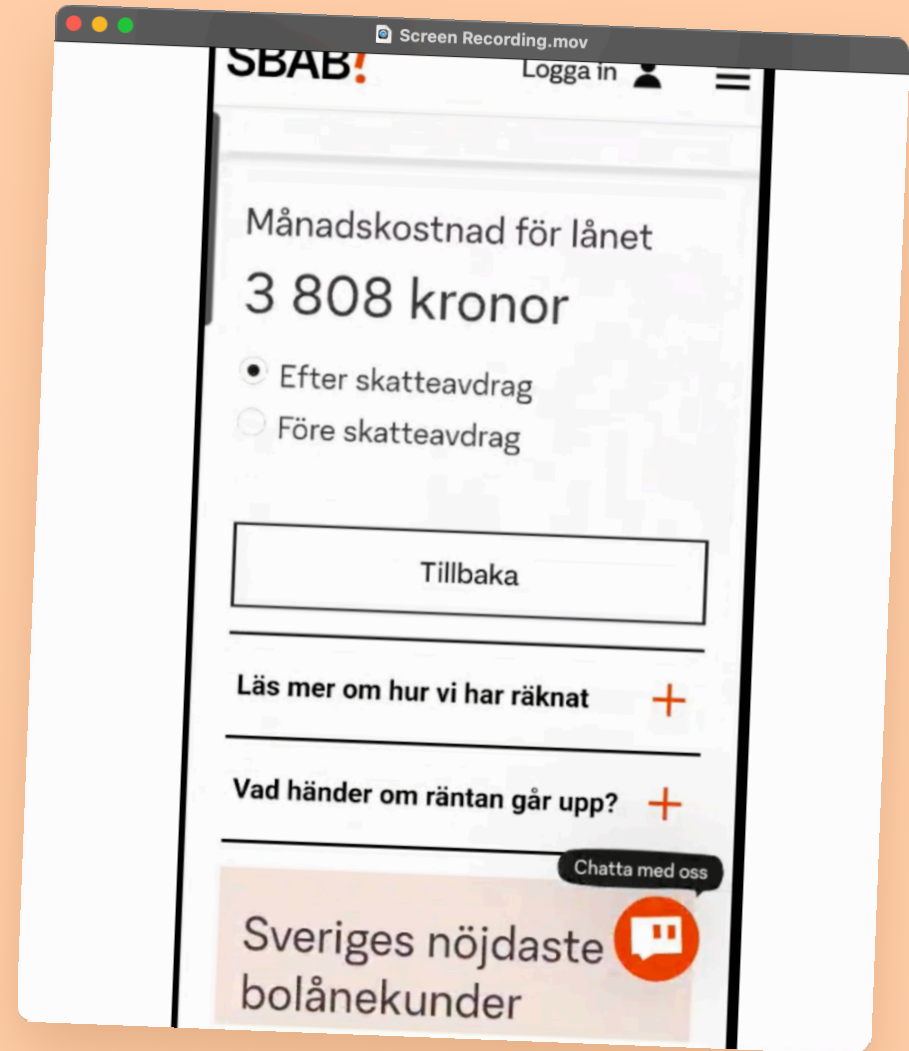
- It is a method suitable for some groups
- It allows us to test more human with some target groups that otherwise might be excluded
- And in this case, users who might not be comfortable with expressing themselves verbally



Eye tracking vs screen recording



Vs



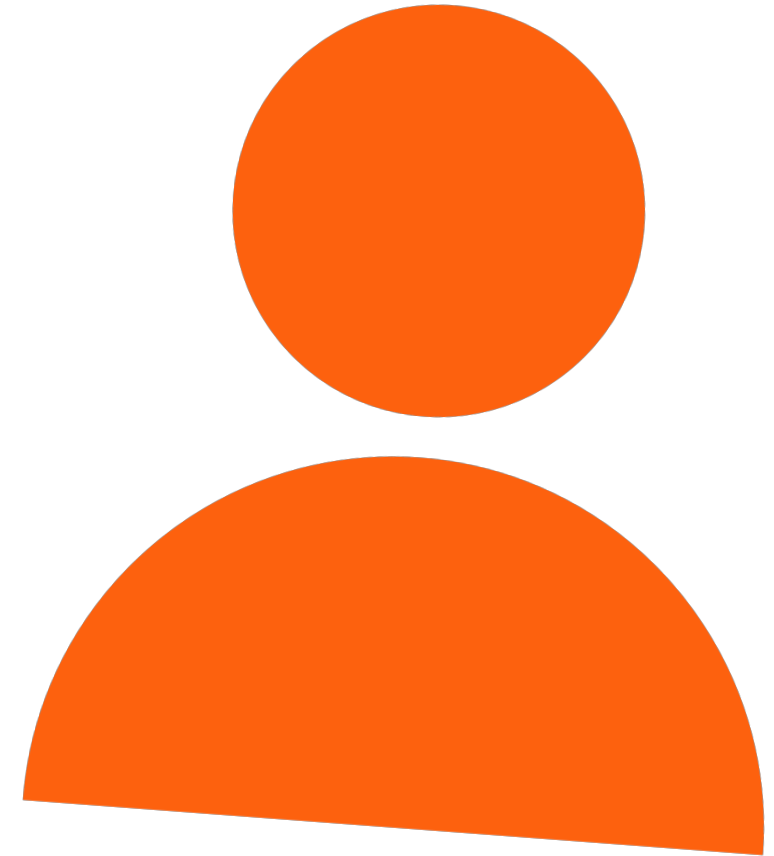
Can methods be fully inclusive?

- Probably not, but it means we have found one method suitable for some target groups that we can add to our toolbox
- We have to continue evaluating and adapting the methods we use to suit other target groups too



Design must be accessible!

Our processes and methods needs
to be **accessible, inclusive and human**



Tack så mycket!

Huge thanks to Conversionista
who equipped us 🙏

Keep in touch: moa.bogren@sbab.se



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