



Eye-tracking



Neuromarketing

O co jde?

Proč je to dobré?

- Testování předpokladů
- Ověřování efektivity
- Formulace doporučení
- Výsledky založeny na skutečném chování
- Široká možnost uplatnění



facebook

Zarejestruj się

Musi być głośno, kiedy jest impreza! Jest na Facebooku
Zarejestruj się na Facebooku, aby skontaktować się z



Musi być głośno, kiedy jest impreza! Jest na Facebooku

Tablica

Musi być głośno, kiedy jest impreza! Jest na Facebooku

Tylko pozostali

Music video by Snoop Dogg performing Sensual Seduction. (C) 2007 Doggy Style/Geffen Records

35 minut(ły) temu · Dodaj komentarz · **Lubię to!**

Magdalena Muszyńska, Paulina Nowak, Maria Prodan i 22 innych lubią to.

Magdalena Muszyńska, Paulina Nowak, Maria Prodan i 22 innych lubią to.

Musi być głośno, kiedy jest impreza! Jest na Facebooku

Magdalena Muszyńska, Paulina Nowak, Maria Prodan i 22 innych lubią to.

23 godz. temu · Dodaj komentarz · **Lubię to!**

Edyta Duda, Paulina Kalinowska, Anita Alcaraz i 31 innych lubią to.

Zobacz wszystkie komentarze: 20

DominiKa Prudlerz Original Gagi lepszy...
19 godz. temu

Sylwka Jaszczyk sama piosenka gagi jest coverem... i sie nie umywa do oryginału.
19 godz. temu

Musi być głośno, kiedy jest impreza! Jest na Facebooku

Magdalena Muszyńska, Paulina Nowak, Maria Prodan i 22 innych lubią to.

19 godz. temu

poniedziałko 12:40 · Dodaj komentarz · **Lubię to!**

Hubert Kasprowski, Renata Muszyńska, Magdalena Sotuba i 40 innych lubią to.

Najwięcej polubiona na Facebooku!

Informacje

Letniak
Warszawa, Poland
1000-10000

Co lubi to lubi.



Odtwarzacz muzyczny

Heb Me
Artysta: CamabyHouse
Kup teraz

Web



«Доверительный» без залогов и поручителей

УЗНАТЬ ПОДРОБНОСТИ

ЧАСТНЫМ ЛИЦАМ **МАЛОМУ БИЗНЕСУ** **КОРПОРАТИВНЫМ КЛИЕНТАМ** **ФИНАНСОВОЙ ОРГАНИЗАЦИЯМ**

НОВОЕ

07.12.09
Сбербанк России опубликовал консолидированную финансовую отчетность в соответствии с международными стандартами финансовой отчетности (МСФО) за девять месяцев 2009 года

20 000
ПОДРАЗДЕЛЕНИЙ СБЕРБАНКА ПО ВСЕЙ РОССИИ

Курсы иностранных валют с 07.12.2009

44.30	43.55
30.05	29.15

ММВБ (Цена в руб.)
07.12.2009 14:37

Сбербанк России



Tiskoviny



Reklamy a product placement

Vnímání in-store komunikace





59,90



59,90



59,90



109,90



109,90



59,90



75,90



25,90



25,90



25,90



22,90



17,90



25,90



25,90



22,90

Space management



25,90



25,90



25,90



22,90



23,90



23,90



22,90



22,90



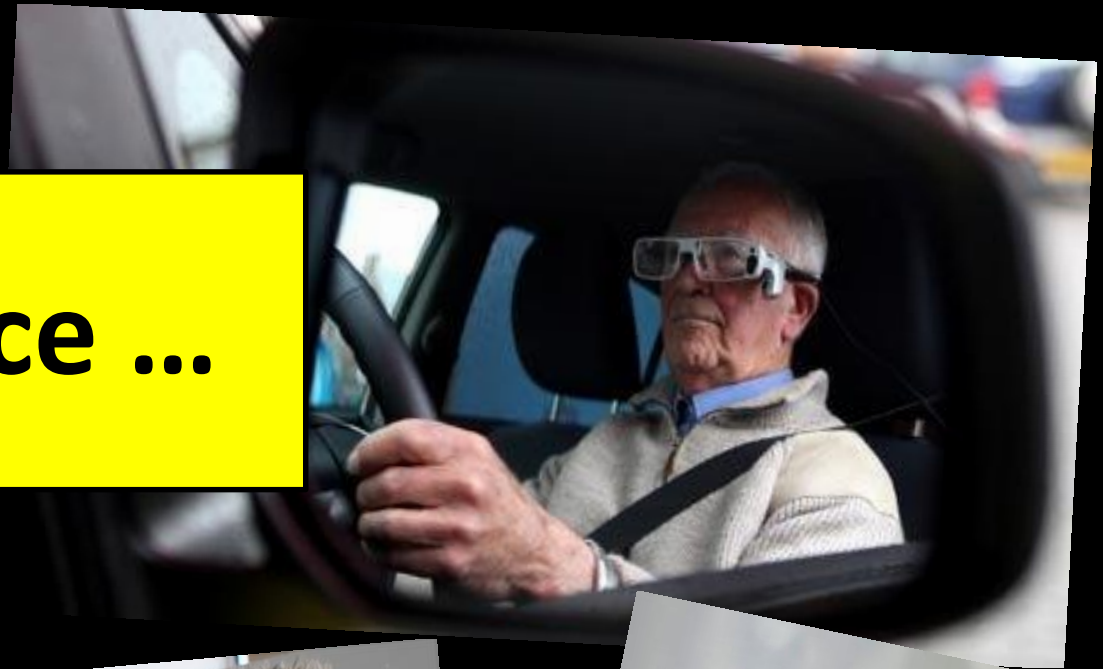
22,90

Obaly ...

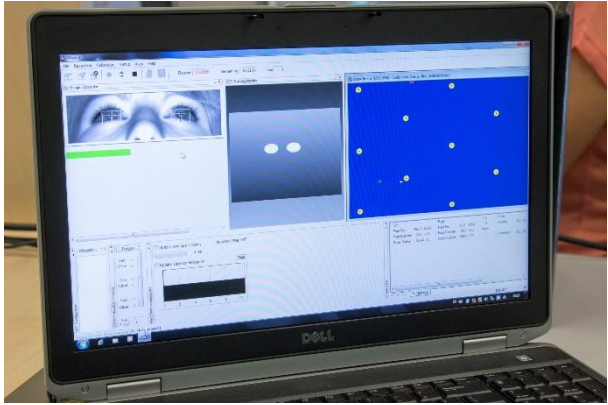
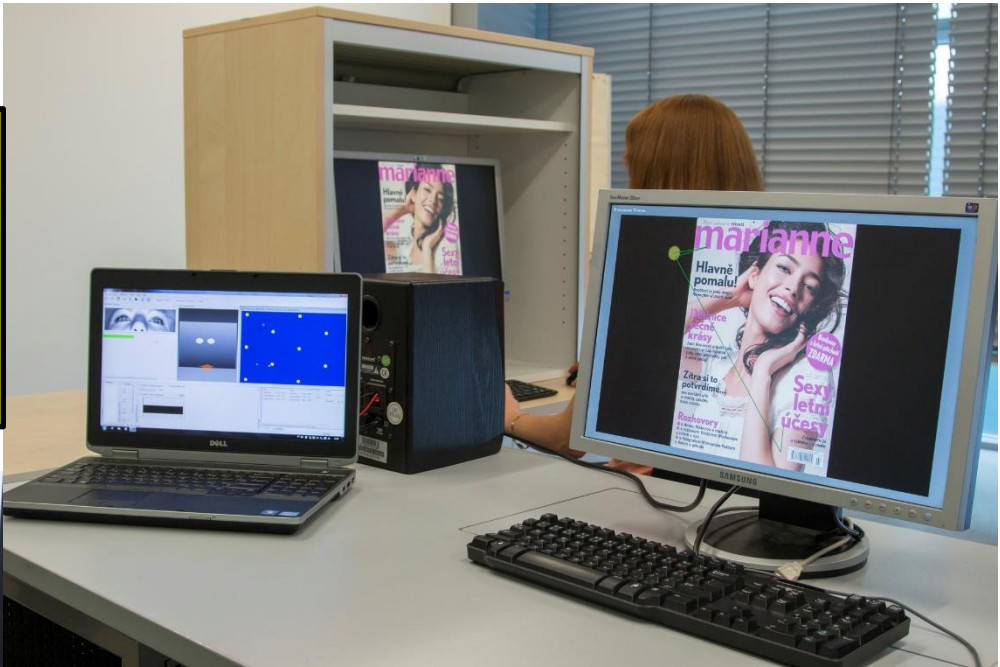


... a etikety

A mnohem více ...



Jak to vlastně vypadá?



Průběh výzkumu

- Plánování
- Příprava
- Vlastní výzkum
 - Kalibrace
 - Validace
 - Sběr dat
 - Hlubkový rozhovor
- Analýza dat
- Interpretace



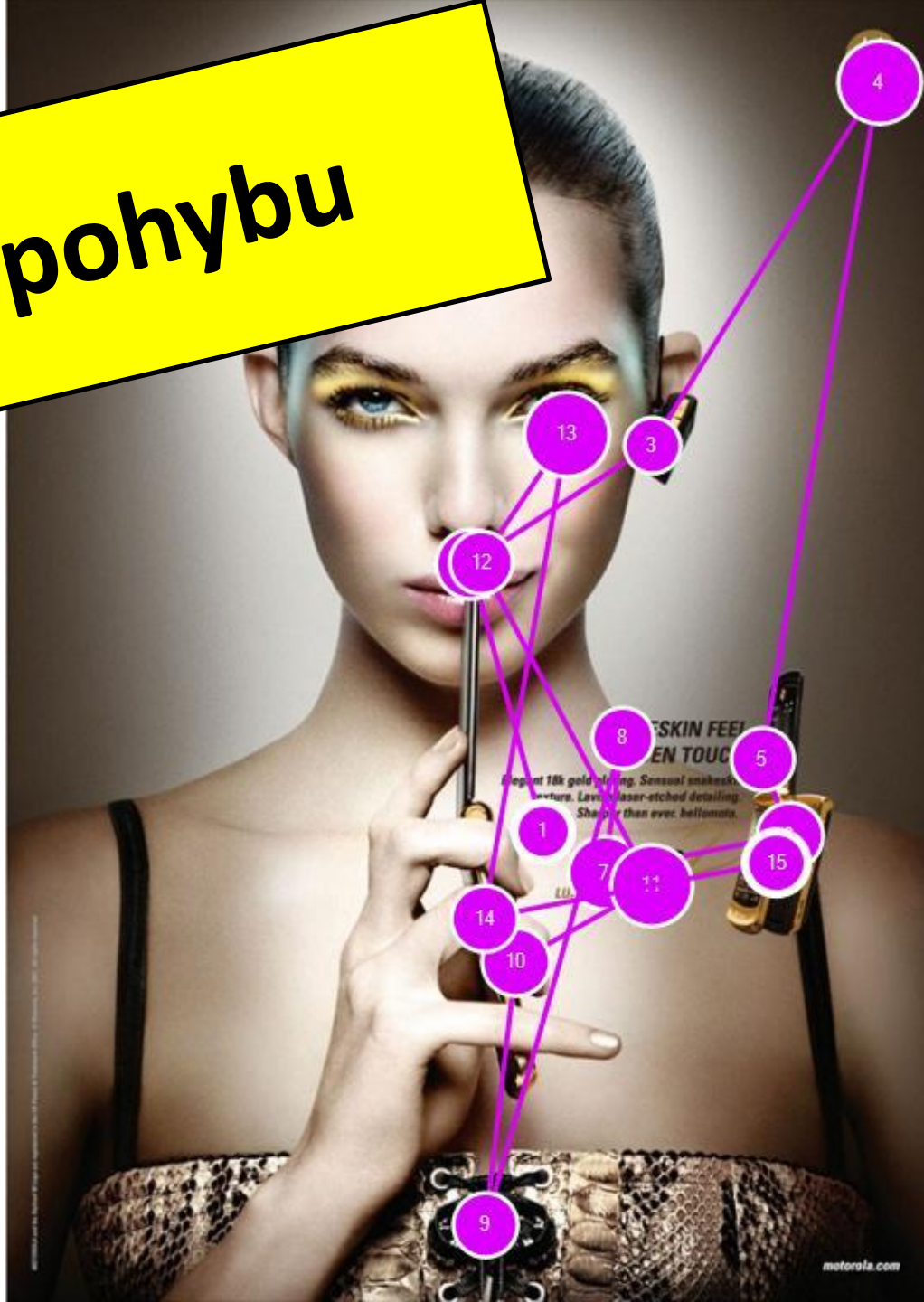


**Průběh
výzkumu**

Další možnosti

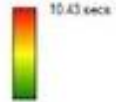


Dráhy pohybu



Heat maps

Participant filter: All



Engineered for sensitive skin.

...add the... and moisture

...unique high-absorbency natural-blend cotton
...cotton-soft, extra thick, gel-free protection
...baby's sensitive skin. The chlorine-free materials and
...polymers is non-toxic and non-irritating. Clinically
...pediatrician recommended for babies with allergies
and sensitive skin.



TM

If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com

Focus maps

Motor unit recruitment in the biceps brachii of older adults during voluntary contraction



Michael A. Pascoe, Matthew R. Holmes, Mia E. Gaw, & Roger M. Enoka
Department of Integrative Physiology, University of Colorado, Boulder, USA



859

Abstract
The purpose of this study was to determine whether the recruitment order of motor units in the biceps brachii of older adults is similar to that of younger adults. We hypothesized that the recruitment order of motor units in the biceps brachii of older adults would be similar to that of younger adults. We tested this hypothesis by recording motor unit discharges in the biceps brachii of 12 older adults (60-75 years old) and 12 younger adults (20-30 years old) during voluntary contractions of the biceps brachii. The recruitment order of motor units was determined by the order in which motor units were first detected during the contraction. The recruitment order of motor units was similar in older and younger adults. The recruitment order of motor units was similar in older and younger adults. The recruitment order of motor units was similar in older and younger adults.

Purpose
To compare the discharge of association of motor units in the biceps brachii of older and younger adults during voluntary contractions performed by young and old adults.

Methods
17 biceps motor units were recorded from 12 older and 12 younger adults. The recruitment order of motor units was determined by the order in which motor units were first detected during the contraction.

Results performed on the following table:

1. All motor units were recruited in the same order.
2. The recruitment order of motor units was similar in older and younger adults.
3. The recruitment order of motor units was similar in older and younger adults.
4. The recruitment order of motor units was similar in older and younger adults.
5. The recruitment order of motor units was similar in older and younger adults.

The average recruitment order of motor units was similar in older and younger adults.

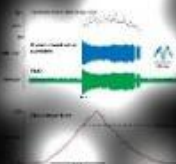
Conclusion
The recruitment order of motor units in the biceps brachii of older adults is similar to that of younger adults. The recruitment order of motor units in the biceps brachii of older adults is similar to that of younger adults. The recruitment order of motor units in the biceps brachii of older adults is similar to that of younger adults.

References
1. Pascoe MA, Holmes MR, Gaw ME, Enoka RM (2015) Motor unit recruitment in the biceps brachii of older adults during voluntary contraction. *J Neurophysiol* 114:859-868.

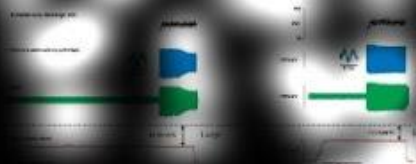
1. Experimental design



2. Sample ramp contraction



3. Sample isometric contractions: large and small difference

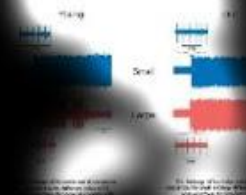


4. Motor unit and task characteristics

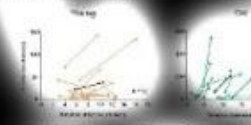
	Mean (SD)	Range (CV)	CV
Age (yr)	63.7 (5.1)	57-75	0.08
Force (N)	78.6 (18.4)	18-149	0.24
EMG (mV)	121.1 (31.1)	25-210	0.26
Contraction (s)	10.1 (2.1)	5-15	0.21
Motor unit recruitment	10.1 (2.1)	5-15	0.21

The recruitment order of motor units was similar in older and younger adults.

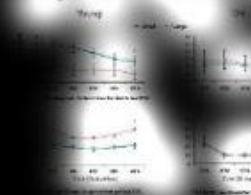
Discharge characteristics at recruitment



5. Time to recruitment for motor unit discharges



Discharge characteristics across contraction time



Summary

The recruitment order of motor units in the biceps brachii of older adults is similar to that of younger adults.

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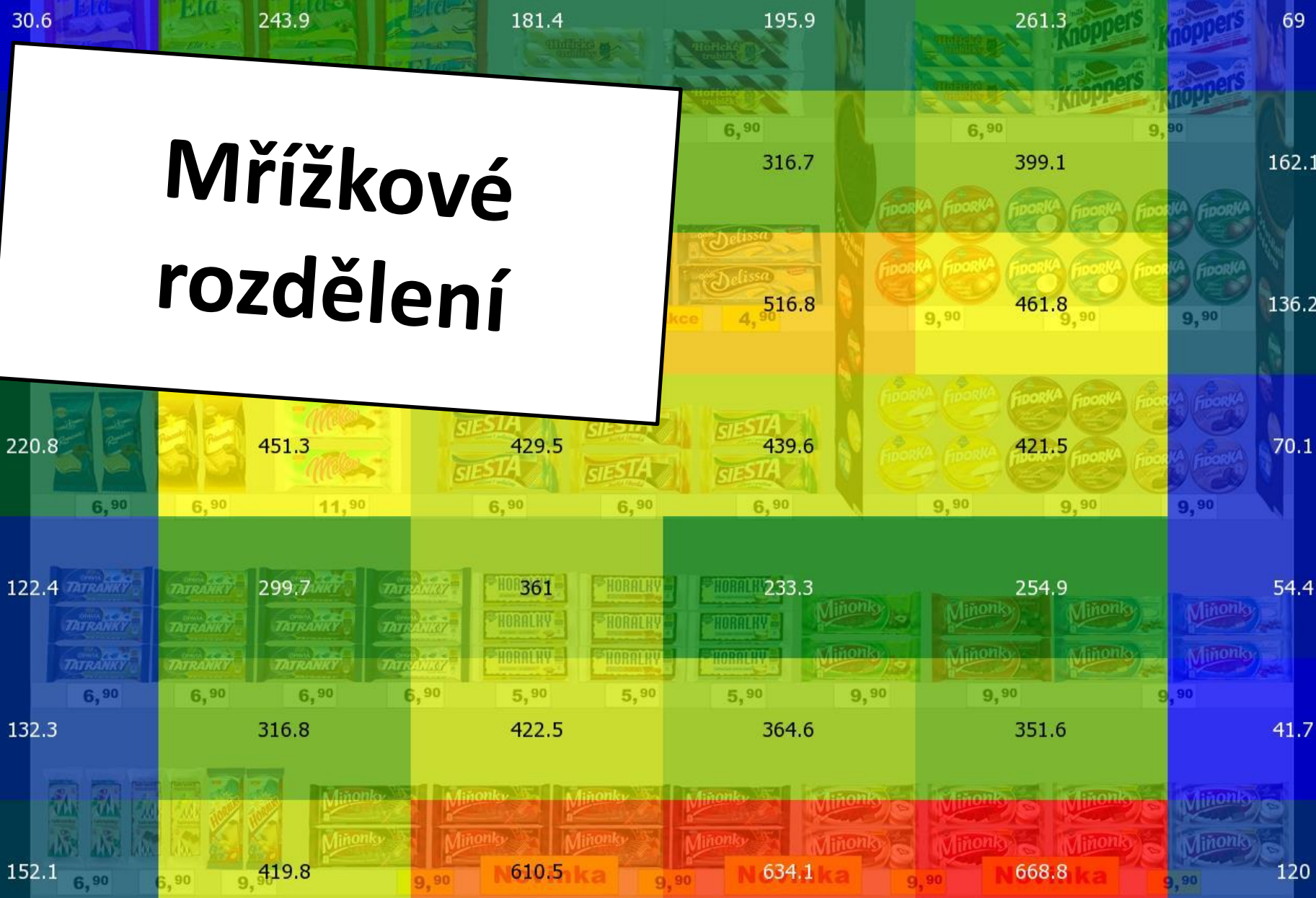
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The recruitment order of motor units in the biceps brachii of older adults is similar to that of younger adults.

Mřížkové rozdělení



time	5277.9 ms
564.6 ms (2.8 %)	
ratio	42.0/55,0 (76.4 %)
its	0.9
itors	22.0/42.0
age fixation	154.1 ms
fixation	155.7 ms
on count	2.5

Dwell time	691.3 ms (3.5 %)
Hit ratio	40.0/55,0 (72.7 %)
Revisits	1.6
Revisitors	26.0/40.0
Average fixation	143.8 ms
First fixation	145.3 ms
Fixation count	3.1

Dwell time	291.5 ms (1.5 %)
Hit ratio	31.0/55,0 (56.4 %)
Revisits	0.8
Revisitors	14.0/31.0
Average fixation	104.3 ms
First fixation	106.6 ms
Fixation count	1.5

manca + Princezky + Mila	
Sequence	8
Entry time	6451.0 ms
Dwell time	798.5 ms (4.0 %)
Hit ratio	49.0/55,0 (89.1 %)
Revisits	1.3
Revisitors	32.0/49.0
Average fixation	205.1 ms
First fixation	191.5 ms
Fixation count	3.5

Delissa	
Sequence	1
Entry time	2585.7 ms
Dwell time	1693.8 ms (8.5 %)
Hit ratio	51.0/55,0 (92.7 %)
Revisits	3.1
Revisitors	49.0/51.0
Average fixation	202.7 ms
First fixation	
Fixation count	

Fidorka	
Sequence	2
Entry time	2930.6 ms
Dwell time	1821.2 ms (9.1 %)
Hit ratio	51.0/55,0 (92.7 %)
Revisits	2.8
Revisitors	47.0/51.0
Average fixation	201.8 ms
First fixation	223.1 ms
Fixation count	7.7

Areas of interest

Tatranky + Horalky Opavia	
Sequence	10
Entry time	6658.5 ms
Dwell time	1006.2 ms (5.0 %)
Hit ratio	51.0/55,0 (92.7 %)
Revisits	1.8
Revisitors	39.0/51.0
Average fixation	206.9 ms
First fixation	224.6 ms
Fixation count	4.0

Siesta	
Sequence	4
Entry time	3641.8 ms
Dwell time	888.5 ms (4.5 %)
Hit ratio	51.0/55,0 (92.7 %)
Revisits	1.7
Revisitors	43.0/51.0
Average fixation	202.1 ms
First fixation	212.3 ms
Fixation count	3.9

Minonky	
Sequence	13
Entry time	8290.6 ms
Dwell time	536.8 ms (2.7 %)
Hit ratio	47.0/55,0 (85.5 %)
Revisits	0.8
Revisitors	23.0/47.0
Average fixation	197.3 ms
First fixation	202.0 ms
Fixation count	2.4

ranky + Horalky Sedita	
Sequence	14
Entry time	10827.7 ms
Dwell time	412.5 ms (2.1 %)
Hit ratio	36.0/55,0 (65.5 %)
Revisits	0.5
Revisitors	13.0/36.0

Kavenky + Vesna	
Sequence	12
Entry time	8288.3 ms
Dwell time	864.2 ms (4.3 %)

Minonky - novinka	
Sequence	6
Entry time	4880.7 ms
Dwell time	2715.0 ms (13.6 %)
Hit ratio	54.0/55,0 (98.2 %)
Revisits	2.9
Revisitors	50.0/54.0
Average fixation	223.5 ms
First fixation	232.6 ms
Fixation count	10.4

Delissa - novinka	
Sequence	1
Entry time	7261.4 ms

Číselná data



Ideální k čaji

ZLATE SUŠENKY	ZLATE SUŠENKY	ZLATE SUŠENKY	ZLATE SUŠENKY	FAMILKY oriskood	FAMILKY kakaoad	OREO 4x
ZLATE 32,90	ZLATE 32,90	ZLATE 32,90	ZLATE 32,90	15,90	15,90	32,90

ZLATE OPAVIA	ZLATE OPAVIA	ZLATE OPAVIA	ZLATE OPAVIA	KOLONADA	KOLONADA	KOLONADA
25,90	ZLATE 25,90	ZLATE 25,90	ZLATE 25,90	16,90	16,90	16,90

ZLATE POLOMACEŇI	ZLATE POLOMACEŇI	ZLATE POLOMACEŇI	ZLATE POLOMACEŇI	ZLATE POLOMACEŇI MINI	ZLATE POLOMACEŇI MINI	KOLONADA	KOLONADA	KOLONADA	KOLONADA	KOLONADA
ZLATE 21,90	ZLATE 21,90	ZLATE 21,90	ZLATE 21,90	ZLATE 23,90	ZLATE 23,90	5,90	5,90	5,90	5,90	5,90

ZLATE VENECKY	ZLATE VENECKY	ZLATE VENECKY	ZLATE VENECKY	DISKO	DISKO	OPAVIA club	OPAVIA club
ZLATE 32,90	ZLATE 32,90	ZLATE 32,90	ZLATE 32,90	16,90	16,90	17,90	17,90

ZLATE KOLECKA	ZLATE KOLECKA	ZLATE KOLECKA	ZLATE KOLECKA	DISKO	DISKO	OPAVIA club	OPAVIA club
ZLATE 32,90	ZLATE 32,90	ZLATE 32,90	ZLATE 32,90	16,90	16,90	17,90	17,90

ZLATE RUMENKY	ZLATE PESÍČKA	ZLATE KOKA	ZLATE DERRY	KOLONADA	KOLONADA	KOLONADA	KOLONADA	KOLONADA	KOLONADA
39,90	ZLATE 39,90	ZLATE 39,90	ZLATE 39,90	49,90	49,90	49,90	49,90	49,90	49,90





GOtoBRNO

MY FAVORITES

CS EN DE RU

ABOUT THE CITY | WHERE TO GO | PLANNER | NEAR BRNO | RESERVATIONS | EVENTS

weather

Sequence	4
Entry time	4167.6 ms
Dwell time	259.3 ms (2.0 %)
Hit ratio	61/147 (41.5 %)
Revisits	0.9
Revisitors	28/61
Average fixation	118.3 ms
First fixation	114.0 ms
Fixation count	0.9

favorites_button

Sequence	2
Entry time	3910.8 ms
Dwell time	160.9 ms (1.9 %)
Hit ratio	40/147 (27.2 %)
Revisits	0.8
Revisitors	18/40
Average fixation	91.6 ms
First fixation	86.2 ms
Fixation count	0.5

logo

Sequence	5
Entry time	4448.1 ms
Dwell time	141.9 ms (1.1 %)
Hit ratio	43/147 (29.3 %)
Revisits	0.6
Revisitors	17/43
Average fixation	74.9 ms
First fixation	75.6 ms
Fixation count	0.6

search_box

Sequence	3
Entry time	4160.5 ms
Dwell time	341.0 ms (2.1 %)
Hit ratio	64/147 (43.5 %)
Revisits	1.3
Revisitors	34/64
Average fixation	125.2 ms
First fixation	119.0 ms
Fixation count	1.1

language

Sequence	6
Entry time	4623.6 ms
Dwell time	119.5 ms (1.0 %)
Hit ratio	36/147 (24.5 %)
Revisits	0.4
Revisitors	13/36
Average fixation	67.0 ms
First fixation	63.4 ms
Fixation count	0.4

COME TO

Brno - the city of Led
history with modernit
a business hub and

galleries, museums, cafés, clubs and festivals. See for yourself that Brno is a lively

Today Tomorrow
24.2.2015 25.2.2015

Choose

The exhibition of the cro
beginning: 24.1.2015
end: 31.3.2015

LOGO

Sequence	4
Entry time	2347.1 ms
Dwell time	220.4 ms (1.9 %)
Hit ratio	13/36 (36.1 %)
Revisits	0.6
Revisitors	5/13
Average fixation	93.5 ms
First fixation	89.0 ms
Fixation count	0.8

WEATHER

Sequence	8
Entry time	3098.1 ms
Dwell time	371.9 ms (2.4 %)
Hit ratio	11/36 (30.6 %)
Revisits	2.2
Revisitors	8/11
Average fixation	85.8 ms
First fixation	84.3 ms
Fixation count	1.2

WELCOME_PICTURE_SIGN

Sequence	1
Entry time	697.5 ms
Dwell time	612.6 ms (8.0 %)
Hit ratio	31/36 (86.1 %)
Revisits	0.9
Revisitors	17/31
Average fixation	201.1 ms
First fixation	185.1 ms
Fixation count	2.6

TRAVEL_CIRCLE

Sequence	10
Entry time	3717.7 ms
Dwell time	276.4 ms (2.6 %)
Hit ratio	15/36 (41.7 %)
Revisits	0.7
Revisitors	8/15
Average fixation	100.9 ms
First fixation	98.5 ms
Fixation count	1.1

SLIDER

Sequence	5
Entry time	2527.5 ms
Dwell time	684.5 ms (8.7 %)
Hit ratio	27/36 (75.0 %)
Revisits	0.9
Revisitors	14/27
Average fixation	171.4 ms
First fixation	167.5 ms
Fixation count	2.6

GOTOBRNO 8°

MY FAVORITES CS EN DE RU

ABOUT THE CITY WHERE TO IN PLANNER NEAR BRNO RESERVATIONS EV INFO

MENU

Sequence	9
Entry time	3503.5 ms
Dwell time	1330.9 ms (11.0 %)
Hit ratio	20/36 (55.6 %)
Revisits	2.5
Revisitors	14/20
Average fixation	165.0 ms
First fixation	142.0 ms
Fixation count	4.0

SEARCH_BOX

Sequence	11
Entry time	4508.7 ms
Dwell time	170.8 ms (1.1 %)
Hit ratio	11/36 (30.6 %)
Revisits	0.5
Revisitors	3/11
Average fixation	101.6 ms
First fixation	103.1 ms
Fixation count	0.5

LANGUAGE

Sequence	17
Entry time	7818.9 ms
Dwell time	74.1 ms (0.5 %)
Hit ratio	4/36 (11.1 %)
Revisits	0.5
Revisitors	1/4
Average fixation	55.0 ms
First fixation	50.3 ms
Fixation count	0.2

FAVORITES_BUTTON

Sequence	16
Entry time	7111.9 ms
Dwell time	227.8 ms (2.0 %)
Hit ratio	4/36 (11.1 %)
Revisits	1.3
Revisitors	2/4
Average fixation	58.7 ms
First fixation	30.4 ms
Fixation count	0.5

Welcome to Brno!

tic ||| < [img alt="slider images"] >

MAIN_PICTURE

Sequence	3
Entry time	2071.7 ms
Dwell time	2105.6 ms (17.4 %)
Hit ratio	33/36 (91.7 %)
Revisits	1.5
Revisitors	23/33
Average fixation	225.6 ms
First fixation	171.2 ms
Fixation count	6.5

Travel **Top sights in Brno** **My program**

MY_PROGRAM_CIRCLE

Sequence	12
Entry time	4541.5 ms
Dwell time	176.6 ms (1.8 %)
Hit ratio	13/36 (36.1 %)
Revisits	0.5
Revisitors	5/13
Average fixation	84.0 ms
First fixation	81.3 ms
Fixation count	0.8

WELCOME TO BRNO

Welcome to Brno – the city of Leoš Janáček and Johann Gregor Mendel. The city that blends rich history with modernity and innovation. The Moravian capital is a city of universities, a business hub and a great place to live, not just to visit. It's a city of galleries, museums, cafés, clubs and festivals. See for yourself that Brno is a lively and creative place to discover.

Today Tomorrow Weekend

24.2.2015 25.2.2015 28.2.2015...

Choose a different date

The exhibition of the crown jewels

Opening: 24.1.2015
End: 31.3.2015
Where: The Mill, Sggh summer pavilion

More events

EVENTS_BOX

Sequence	14
Entry time	5632.0 ms
Dwell time	161.5 ms (1.3 %)
Hit ratio	7/36 (19.4 %)
Revisits	0.9
Revisitors	3/7
Average fixation	41.0 ms
First fixation	39.4 ms
Fixation count	0.7

TOP_SIGHTS_CIRCLE

Sequence	7
Entry time	2805.3 ms
Dwell time	504.5 ms (4.7 %)
Hit ratio	14/36 (38.9 %)
Revisits	1.7
Revisitors	10/14
Average fixation	80.9 ms
First fixation	75.3 ms
Fixation count	1.9

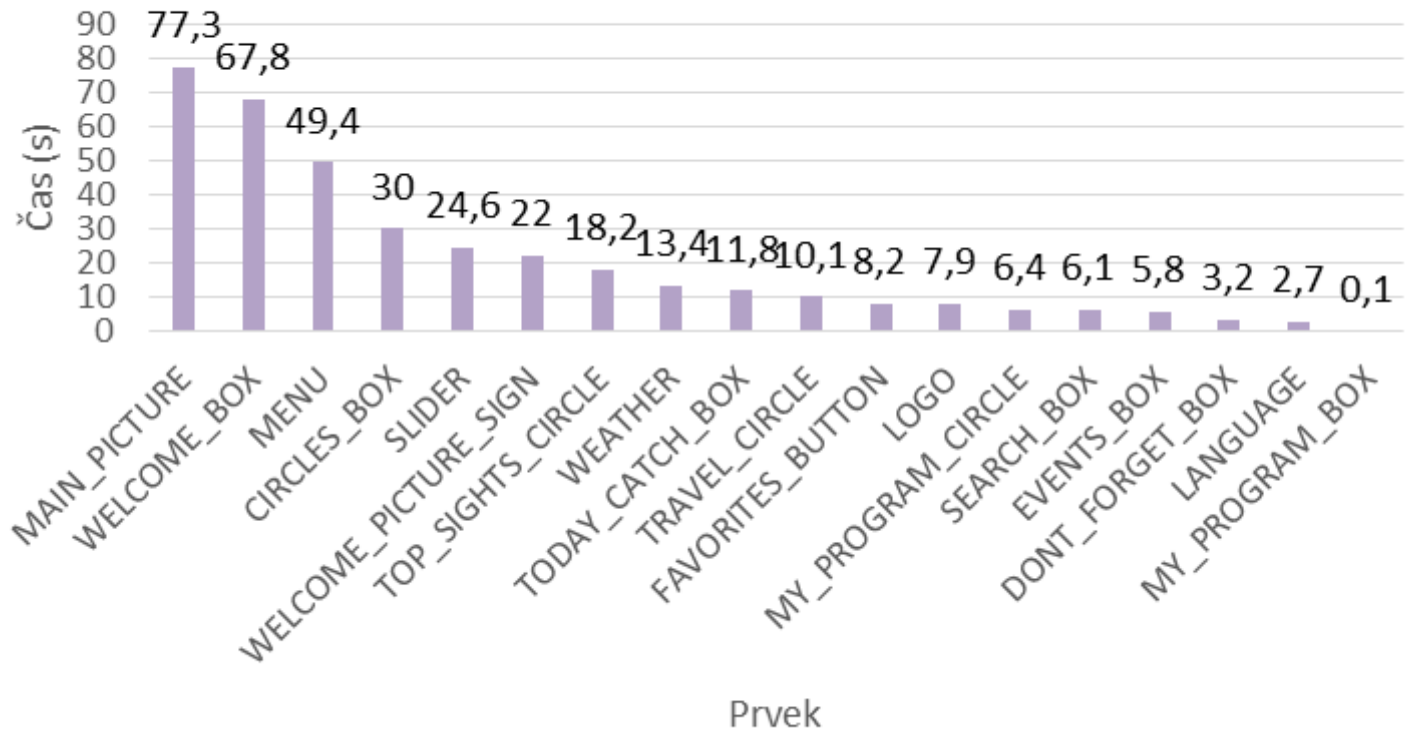
In cooperation with the Brno Tourist Information Centre, we offer you the very best of our city! History, places to visit, and information you need for a great experience. We look forward to seeing you in Brno!

This year, we will celebrate the 160th anniversary of the most accomplished Czech musicians - Leoš Janáček. He lived life to the fullest, Leoš Janáček loved to travel and his work is closely linked to Brno and so the list of events that are part of the Year of Leoš Janáček celebrations here and discover the footsteps of Janáček with our guided tour Leoš Janáček and Brno.

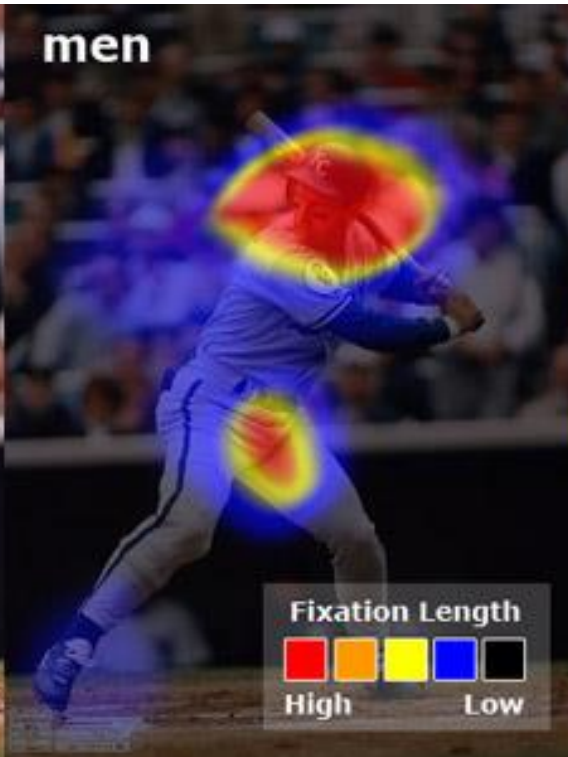
2015/02/24 12:48

TODAY YOU STILL CAN CATCH

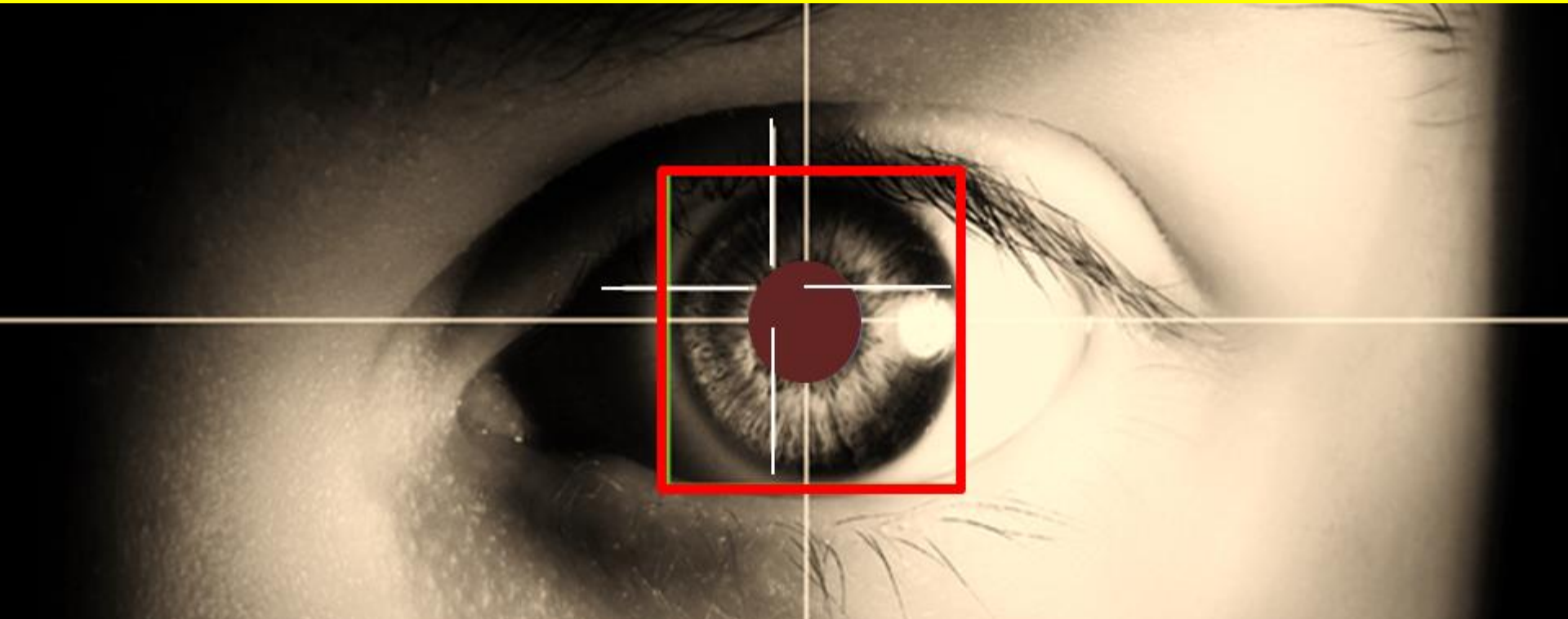
Dwell Time



Hodnocení				
Účastníci	Přijatelný čas	Náročnost	Spokojenost	Logičnost
Zelená barva značí dokončení úkolů	Úkol 4 – 74 s	Velmi jednoduché (1)	Velmi příjemné (1)	Velmi logické (1)
	Úkol 5 – 59 s	Jednoduché (2)	Příjemné (2)	Logické (2)
	Úkol 6 – 64 s	Celkem jednoduché (3)	Celkem příjemné (3)	Celkem logické (3)
Červená barva značí nedokončení úkolů	Úkol 7 – 216 s	Ani jedno (4)	Ani jedno (4)	Ani jedno (4)
	Červená barva značí překročení času	Celkem obtížné (5)	Celkem nepříjemné (5)	Celkem nelogické (5)
		Obtížné (6)	Nepříjemné (6)	Nelogické (6)
		Velmi Obtížné (7)	Velmi nepříjemné (7)	Velmi nelogické (7)



Děkuji za pozornost



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Více informací o eye-trackingu na PEF najdete na

WWW.ETLAB.CZ