

ATTENTION ANALYSIS REPORT

ANALYSIS:

Avon-Navigation-Trust-Navigation-authority-for-th

Design Type: Desktop

Content Type: Landing



TECHNOLOGY

The following results of your design analysis were generated using an AI deep learning algorithm trained with 5.5+ million fixations from real eye-tracking studies.

Thus, the algorithm can simulate human vision with 96% accuracy within the first 3-5 seconds of interaction.

Verified by



Massachusetts
Institute of
Technology



Focus Map

Are most important elements seen?

Focus Map hides the areas that are ignored by users in the first seconds and reveals what they notice.

If users can't find what they are looking for within seconds, they're gone.

Your design must answer three questions:

- ✓ What is your product?
- ✓ Why should the user care about it?
- ✓ Where should the user go next?

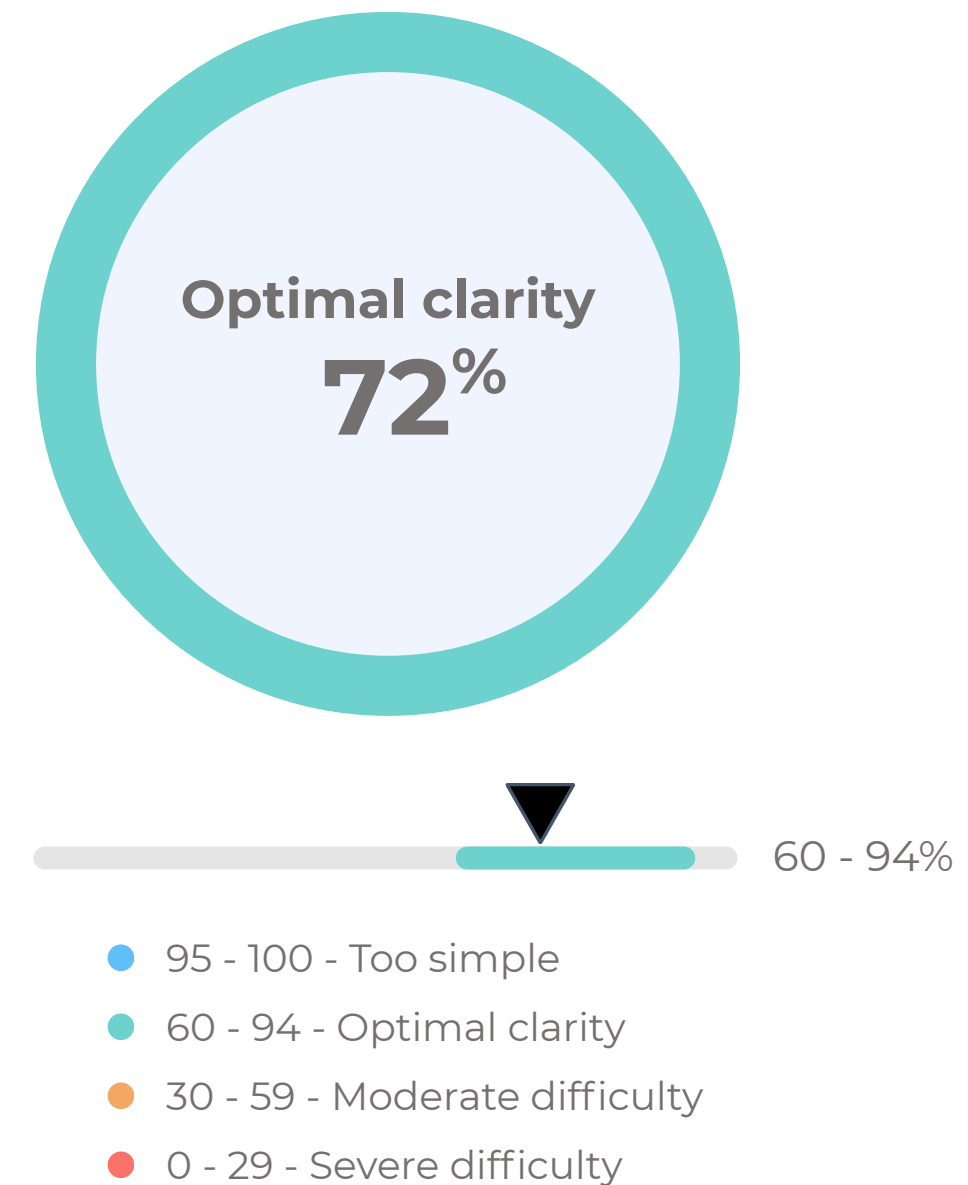


Clarity Score

Is your design clear and easy to understand?

Clarity Score shows how clear or how much cluttered the design is for a new user evaluating complexity, number of elements, text, readability, contrast, background, colors, images and their sizes.

✔ Your Clarity Score is 72% which is Optimal - nice work!

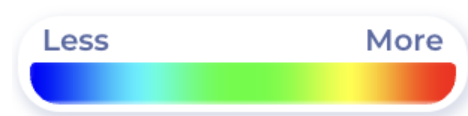


Attention Heatmap

Does attention go where you want it to?

Attention Heatmap shows which elements attract attention. It reveals the most dominant focal point - the part that stands out the most. Also, you can see the distribution of attention – is it concentrated or scattered.

- ✓ What is one key element in your design? Is it the most dominant focal point in the heatmap?
- ✓ Determine the order of importance of elements in your design. Does it correspond to the heatmap hotspots?



Contrast Map

Are important elements contrasted enough?

Contrast Map ensures your designs stand out with optimal contrast and are accessible to all audiences. It divides your image into zones, analyzing key colors contrasting to each other.

Complying with the latest Website Content Accessibility Guidelines (WCAG 2.2) and impact to attention.

Text requires at least a 7.5:1 contrast ratio; other elements require at least 3:1.

A higher value means better contrast.

