Enhance your research using our comprehensive software suite. InsightLab is a specialized software solution designed to assist you throughout every step of your experiment offering uncompromised qualitative and quantitative analysis.

Uncover key metrics for individual participants, subgroups, and populations, enhanced by tailor-made visual representations. With InsightLab, effortlessly analyze data captured by our eye trackers LogicOne or Lite.

STREAMLINE YOUR WORKFLOW

InsightLab is a dedicated software solution designed to seamlessly support you along every step of your research journey. Our suite ensures a smooth and efficient workflow from experimental design to data collection and analysis.

UNLEASH THE POWER OF ANALYSIS

Unlock the full potential of your research with InsightLab's robust qualitative and quantitative analysis capabilities. Our software eliminates compromises, enabling you to effortlessly extract valuable metrics for individual participants, subgroups, and populations.

CUSTOM VISUALIZATIONS AT YOUR FINGERTIPS

InsightLab offers dynamic and customizable visualizations, allowing you to present your data in a compelling and insightful manner. Engage your audience and bring your research findings to life with visually impactful representations.

SEAMLESS INTEGRATION WITH EYE TRACKERS

Effortlessly analyze data captured with our state-of-the-art eye trackers, LogicOne or Lite. InsightLab seamlessly integrates with these cutting-edge devices, providing you with accurate and precise measurements for a deeper understanding of human behavior.

EXPERIENCE UNMATCHED EFFICIENCY

With InsightLab, say goodbye to tedious and time-consuming data analysis processes. Our software streamlines and automates analysis tasks, empowering you to focus on what truly matters – interpreting and generating meaningful research outcomes.

EMPOWER YOUR EXPERIENCE WITH OUR CUSTOMER CARE

We aim to provide the best experiences to our customers and users. Recognizing the significance of personalized and enduring customer support, we place equal importance on this aspect alongside technical specifications.

GENERAL FEATURES

SOFTWARE SUITE	all-in-one experiment software, containing Experiment Designer, Data Collection, and Data Analysis
TECHNOLOGY	optimized for screen-based eye tracking research
INPUT SENSORS	eye tracker, webcam, audio, keyboard

SOFTWARE FEATURES IN DETAIL

EXPERIMENT DESIGNER	DATA COLLECTION	DATA ANALYSIS	DATA EXPORT
Design Interface Intuitive editor for an efficient design process	**Preparation** Easy to prepare the setup using sensor previews	**Analysis Viewer** Powerful tool which analyses and visualizes data in various contexts	**Data Control** Full control over all data, recordings, and analysis results
Stimulus Slides Customize stimulus slides by placing stimulus components via drag-n-drop	**Dry Run** Available for a test run of the experiment without recording any data	**Analysis Diagrams** Scan Path, Heat Map, Raw Path for individual subjects and groups	**Exported Data** Raw gaze data, fixations, saccades, pre-calculated metrics, analysis diagrams with overlay, analysis videos with overlay
Stimulus Components Broad range of components, such as images, videos, text, questionnaires	**Subject Properties** Tag recordings with custom participant-specific data (e.g., age, or customized categories) for later filtering	**KPI Analysis** Visualize Key Performance Indicators (KPIs) for custom-defined Areas of Interest (AOIs)	**Export Format** Excel file: .csv, .xlsx, Text file: .txt, Video/Image/Audio file: .mp4, .mp3, .png, .jpg
Experiment Workflow Fully customizable experiment workflow, using our unique graph-based editor for intuitive experiment design	**Feedback** Instant visual feedback on participants' eye tracking behavior	**Areas of Interest** Rectangular, Circular/Ellipsoidal, Grids, Custom Shaped	
Version Control Full control over design history and experiment versions	**Annotations** Possibilities for annotations during or after recording	**Time Control** Show results either overall, at a specific time point in your experiment, or for a custom time span	
	Synchronization Very accurate time synchronization between the presented stimuli and the sensor input		

GET IN TOUCH WITH US!

EyeLogic GmbH
Schlesische Str. 28
10997 Berlin, Germany

+49 (30) 9841 9241

info@eyelogicsolutions.com