



Trying to understand humans



Hi! I'm Kostas Alexoglou  
I'm a Product Design Engineer and CEO @Loceye

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**The world's most valuable  
resource is no longer oil,  
but data**

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**THE ECONOMIST**

# Going from SaaS to DaaS (Data as a Service)

# Agenda

What is Loceye

How Loceye Started

Validate your software with Data

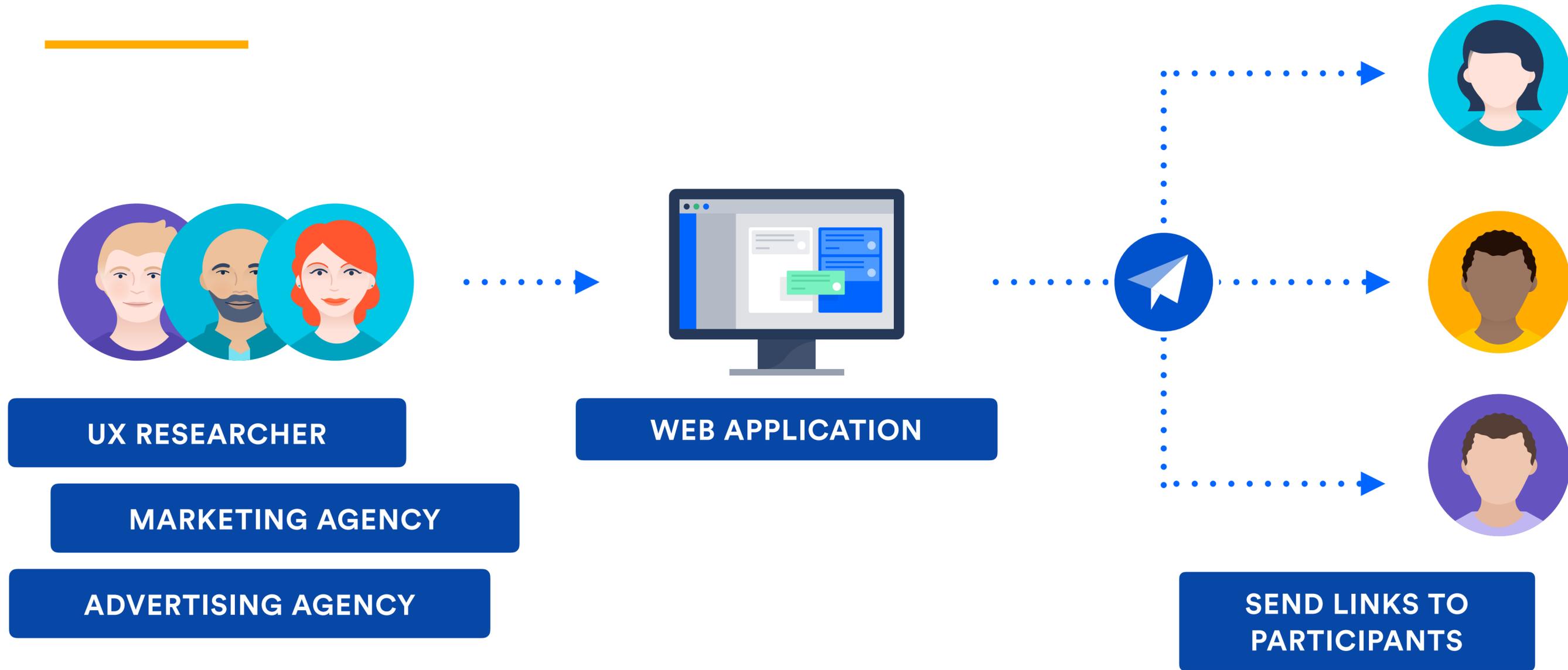
Feedback Driven Design / DaaS

A man with a beard is shown in profile, looking at a laptop screen. The screen displays a grid of small images, likely a user interface for an eye-tracking analysis tool. The background is blurred, showing other computer monitors in an office setting. The overall tone is professional and focused.

**Loceye is a SaaS platform for  
remote Eye Tracking  
Analysis.**

# WHAT IS LOCEYE

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**Eye tracking analysis, one click away**

# RESULTS

## Gaze Replays

Videos showing exactly how a tester's eyes were moving across the screen during an experiment.

## Gaze Plots

Images showing the path followed by a tester's eyes during an experiment.

## Heatmaps

Colour-coded maps highlighting screen areas where testers are more engaged.

www.loceye.io

Experiment - Test 1

Experiment Details Total Results Session Results

11888 GIAOLA business catalog food delivery beauté find technicians white pages Login / Register

Find and order the best food of the city

Find: Restaurant, Burger, Salad Where: City or Adress

COSMOTÉ DEALS for YOU 10% DISCOUNT Learn How

He ordered food and coffee now from 11888 giaola in just one minute

- 1 Choose kitchen and show the best food stores and suggestions
- 2 Choose a dish with the unique filter search feature.
- 3 Pay as you prefer. All our stores accept card payments!

# RESULTS

## Gaze Replays

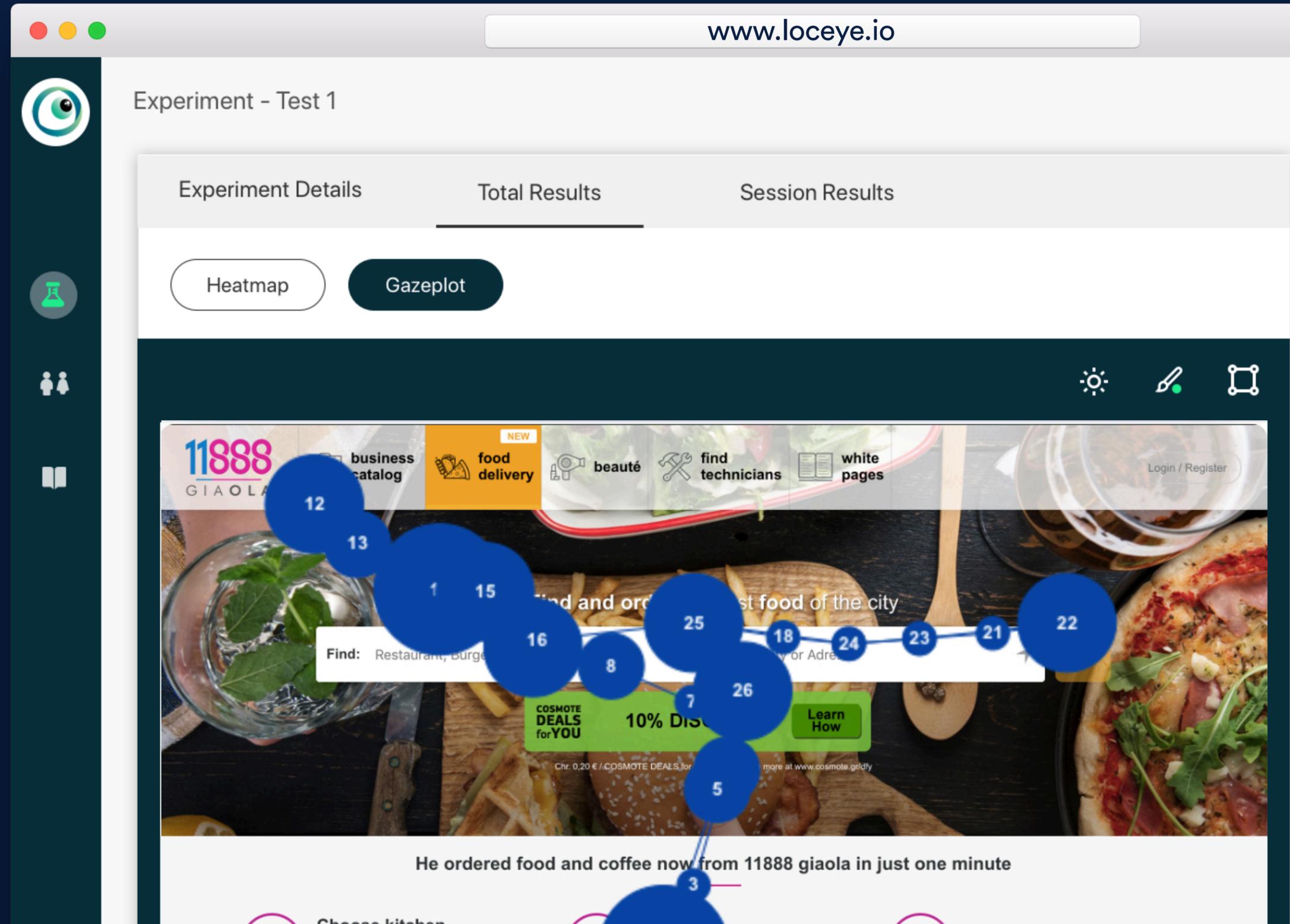
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# RESULTS

## Gaze Replays

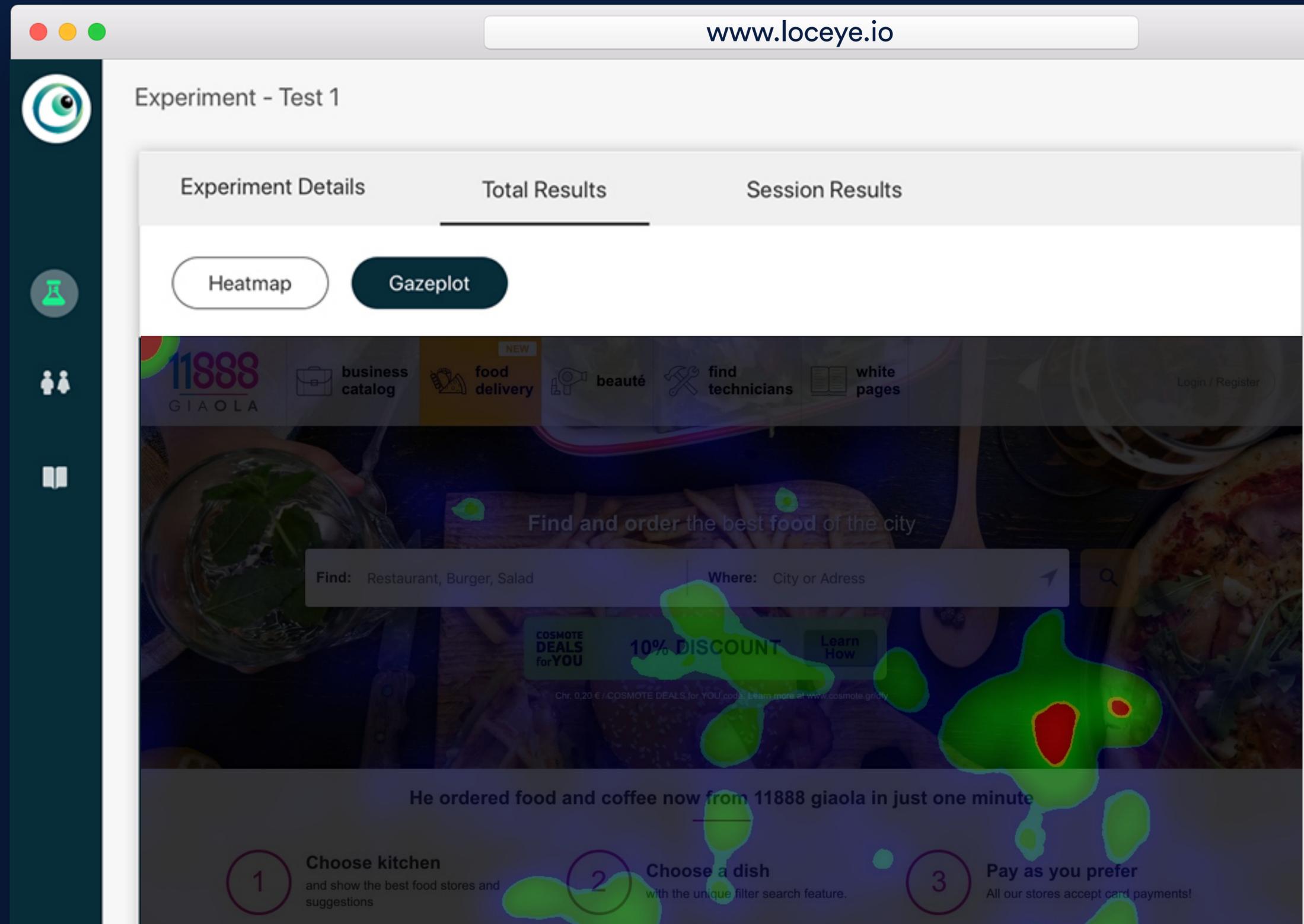
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# RESULTS

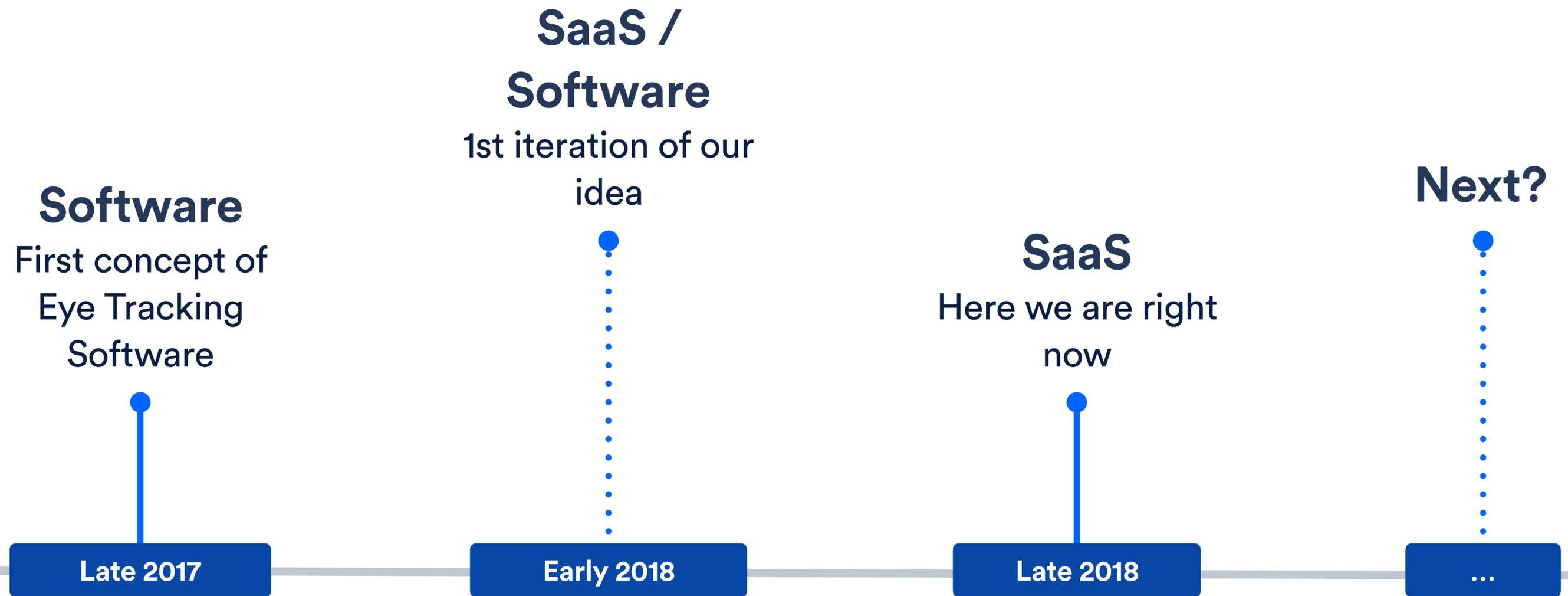
## Vision Maps

A fog look-alike representation of what was viewable to the user.

The screenshot shows a web browser window at [www.loceye.io](http://www.loceye.io) displaying an experiment titled "Experiment - Test 1". The interface includes a sidebar with navigation icons (eye, people, book) and a main content area with three tabs: "Experiment Details", "Total Results" (selected), and "Session Results". Below the tabs are two buttons: "Heatmap" and "Gazeplot" (selected). The main content area displays a vision map of a website, overlaid with a dark, fog-like effect. The website content is partially visible, including the "11888 GIAOLA" logo, navigation links for "business catalog", "food delivery", "beauté", "find technicians", and "white pages", a search bar with the text "Find and order the best food of the city", and a promotional banner for "COSMOTE DEALS for YOU 10% DISCOUNT". At the bottom of the vision map, a text overlay reads: "He ordered food and coffee now from 11888 giaola in just one minute".

# HOW LOCEYE STARTED

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# Timeline / Software

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## Software

Stand-alone application that researchers would have to download in their computers and run it locally.

## Limitations

1. Hardware Dependencies
2. Slow Development/Update cycles
3. Remote Recruiting

# Timeline / **Software-SaaS**

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## **SaaS/ Software**

Web based application that researchers could use to upload any content they desire to study but remote participants would have to download an application in order to participate in the experiment.

## **Limitations**

1. Two different development models
2. Remote Recruiting pain (higher recruiting costs)

# Timeline / SaaS

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## SaaS

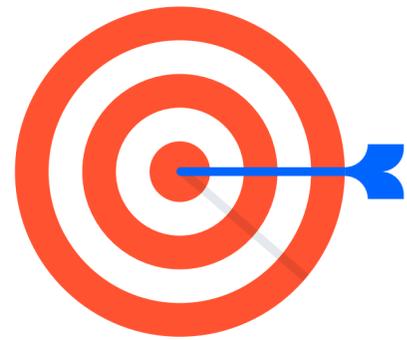
Web based application that researchers could use to upload any content they desire to study and also remote participants would participate in the experiment from their browser.

# VALIDATE YOUR SOFTWARE WITH DATA

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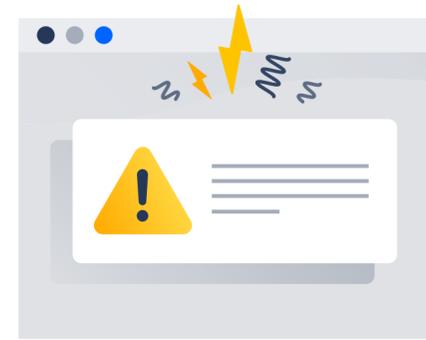
**How are we going to validate out  
Technology without a Dataset?**

# Why we needed Data



## Accuracy

How accurate outputs do we give to our clients?

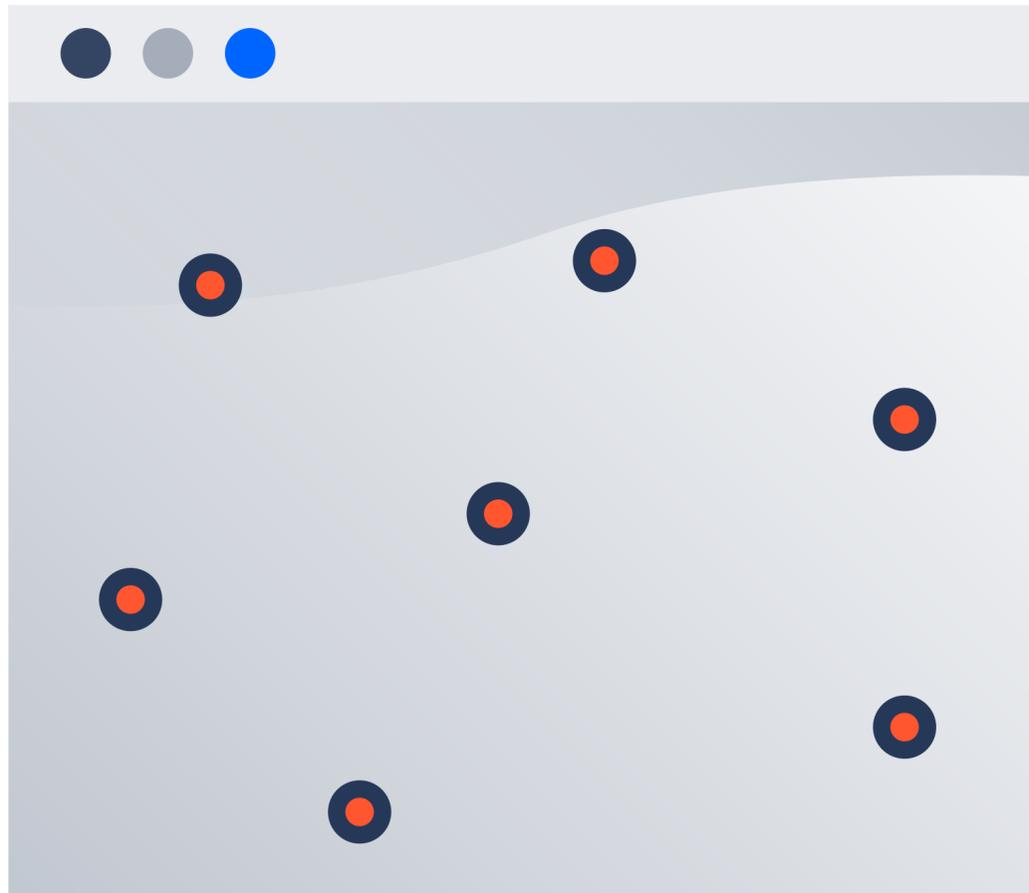


## Detect Edge cases

Different angles, low resolutions, reflections etc.

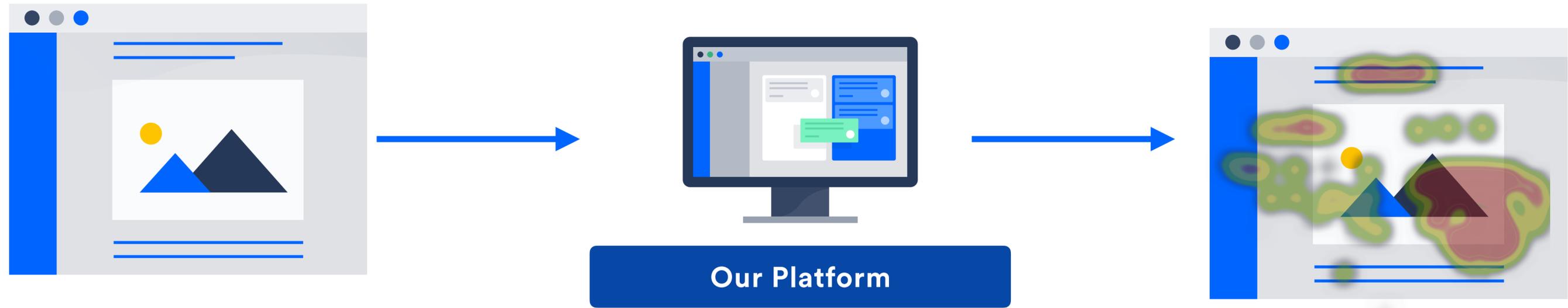
# VALIDATE YOUR SOFTWARE WITH DATA

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# HIGHER LEVEL OF ABSTRACTION

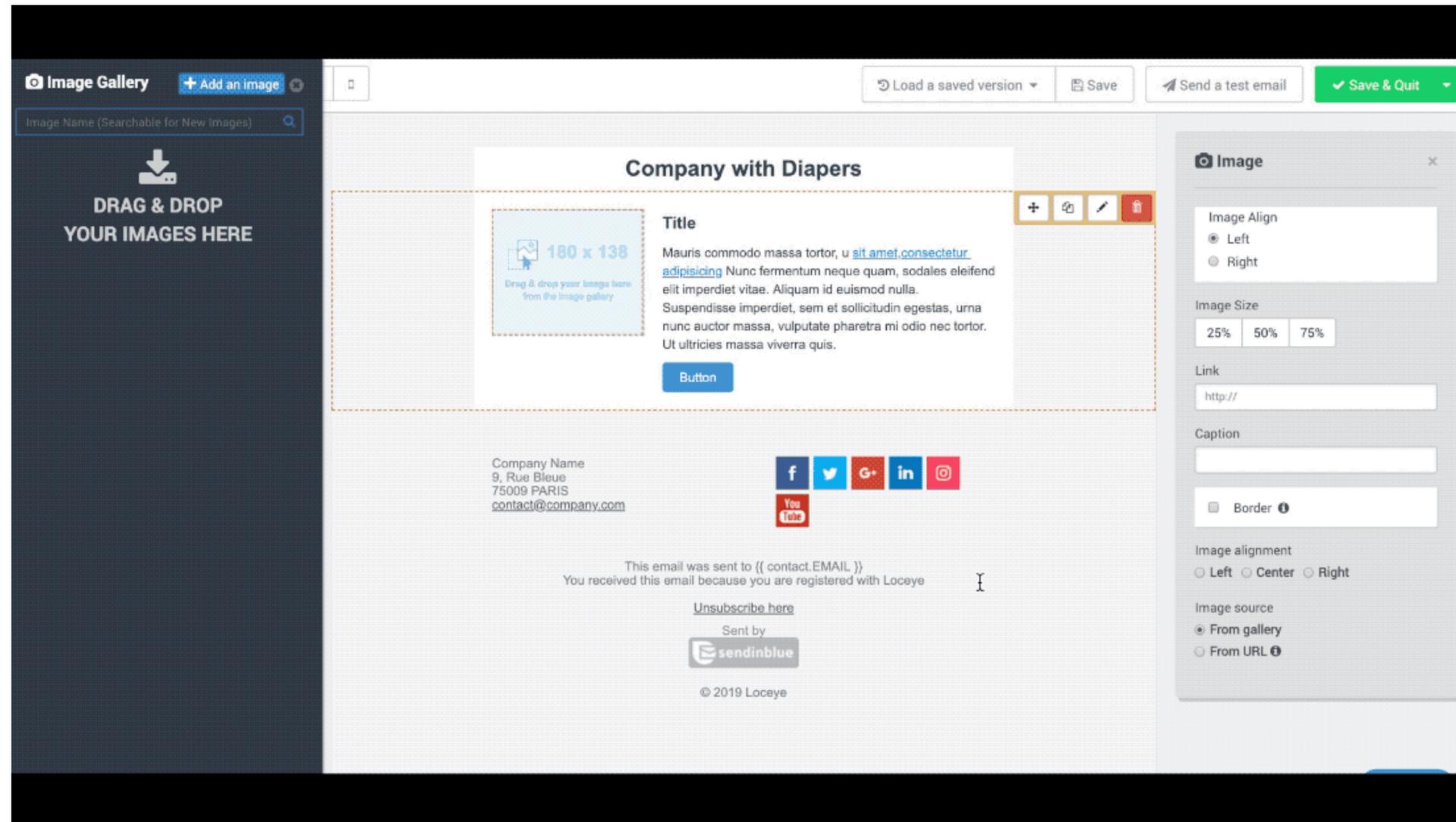
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# Feedback Driven Design

Guide your users

# ATTENTION PREDICTION IN THE DESIGN PROCESS



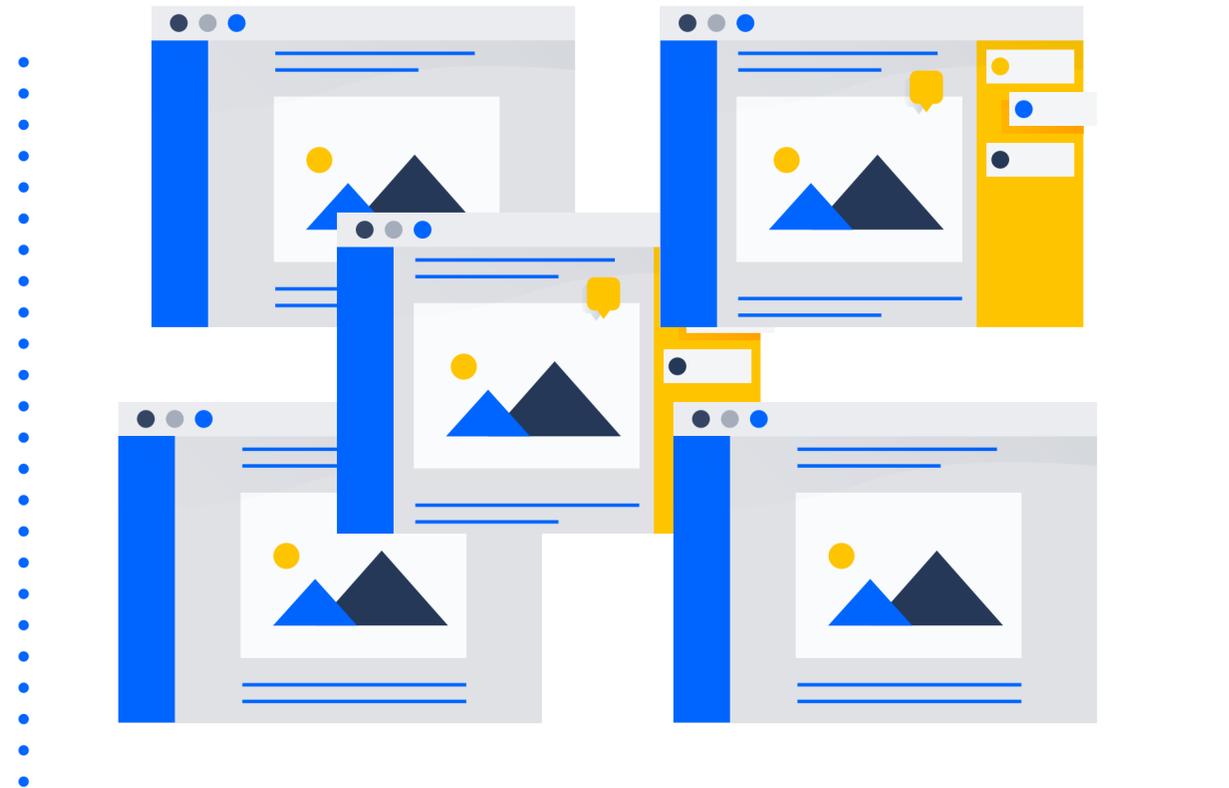
# WHAT DO WE NEED TO MAKE IT HAPPEN

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**amazon**  
mechanical turk

  
clickworker



Dataset with Images  
(Newsletters, Landing Pages)

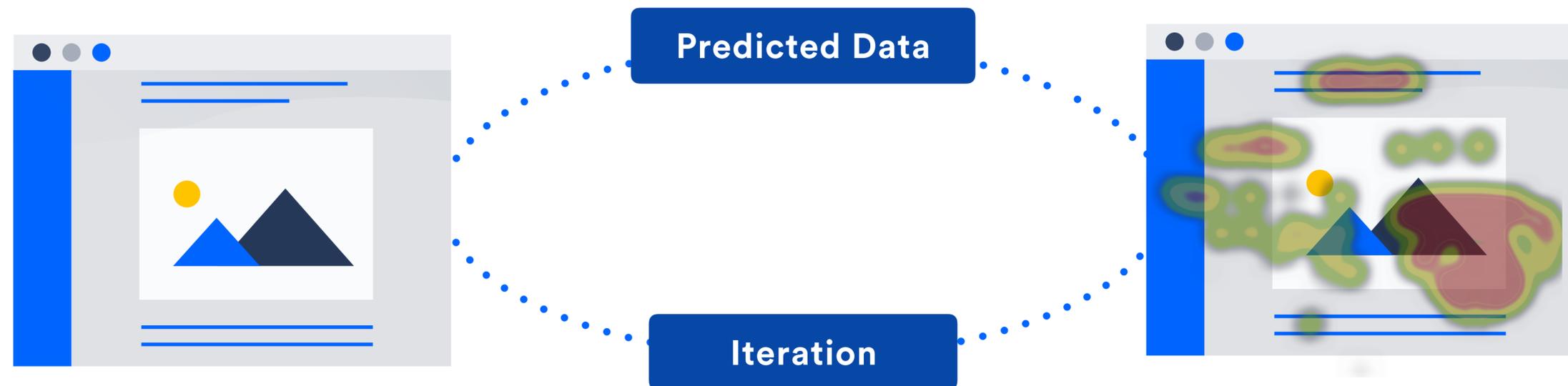


 loceye

Eye Tracking  
Data

# HIGHER LEVEL OF ABSTRACTION

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Then SaaS will turn into DaaS

**Thank You**