

# ATTENTION ANALYSIS REPORT

PROJECT: settings



# 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

<https://saliency.tuebingen.ai/results.html>



# Partners-1 analysis report

**Design Type:** Desktop

## Focus Map

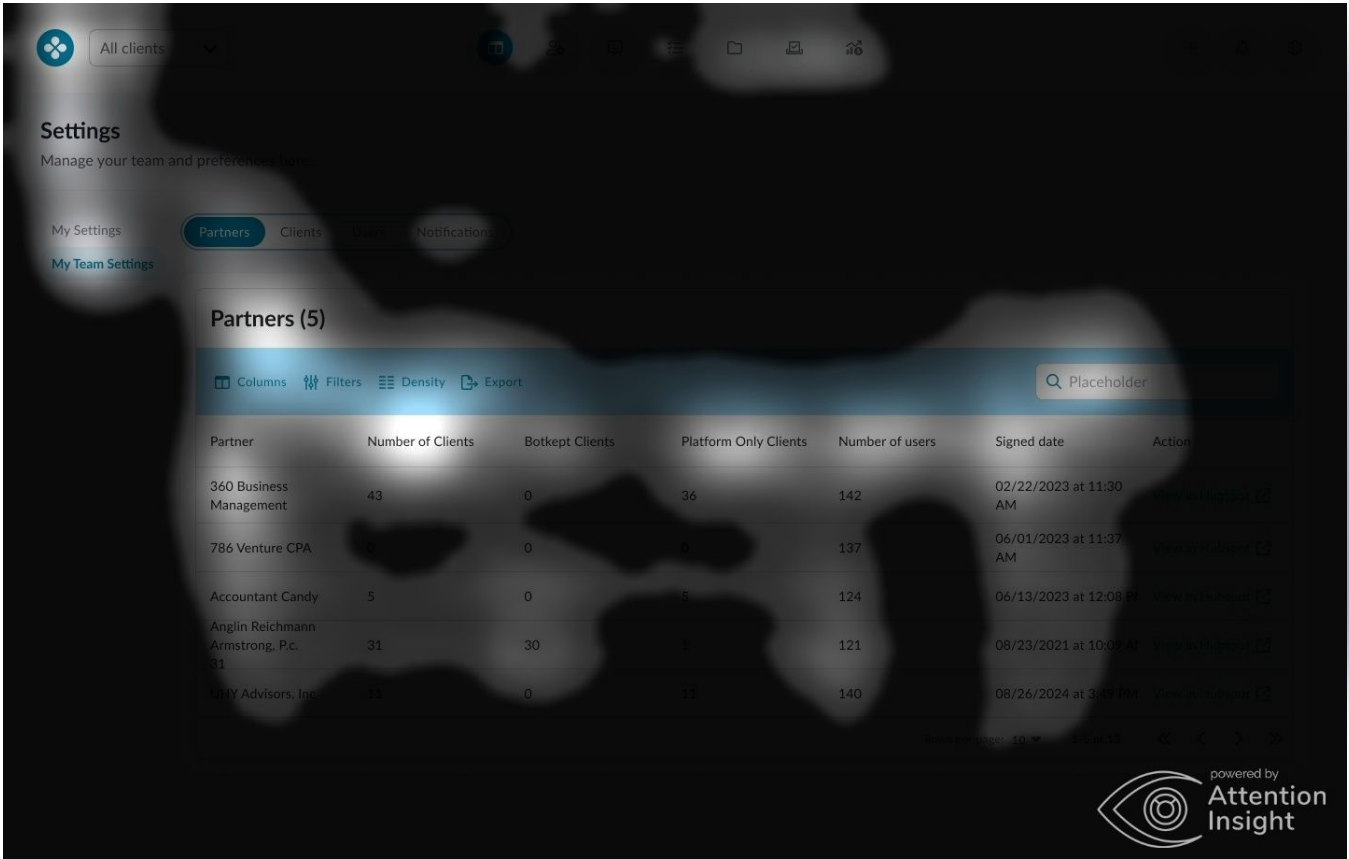
# Are most important elements seen?

**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?

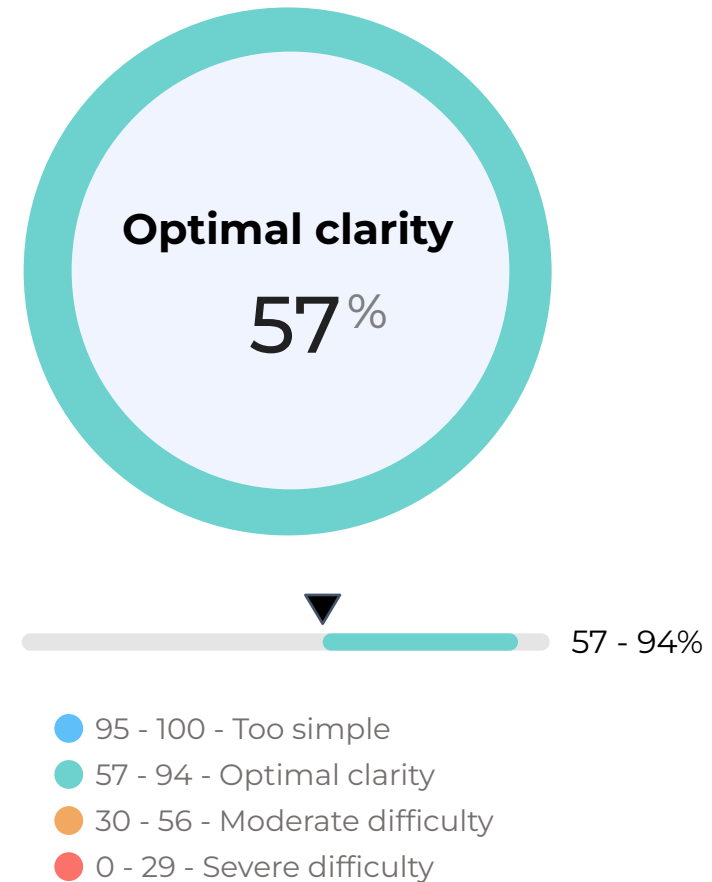


## Clarity Score

# 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 **57%** which is **Optimal** - nice work!

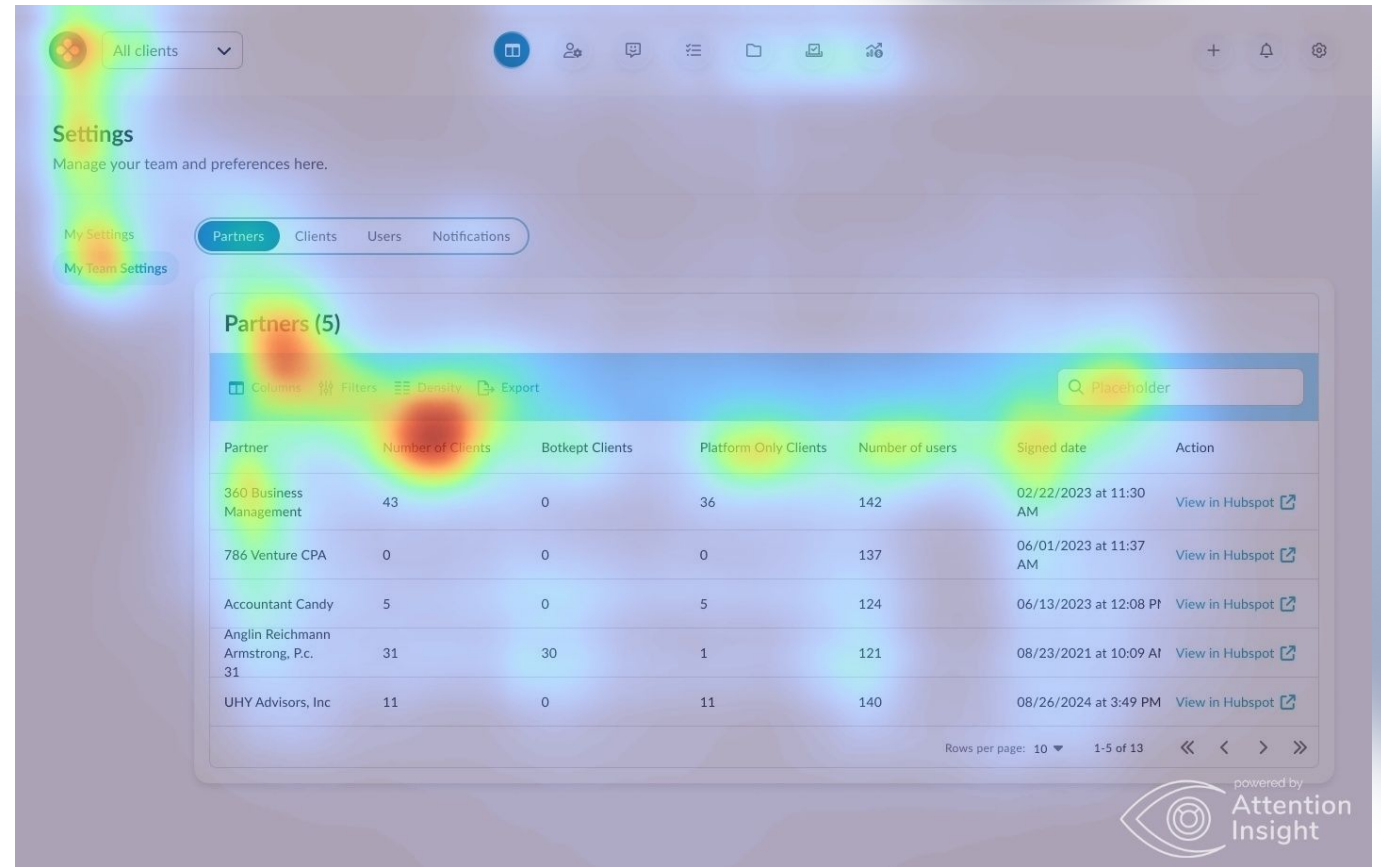


## Attention Heatmap

# 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

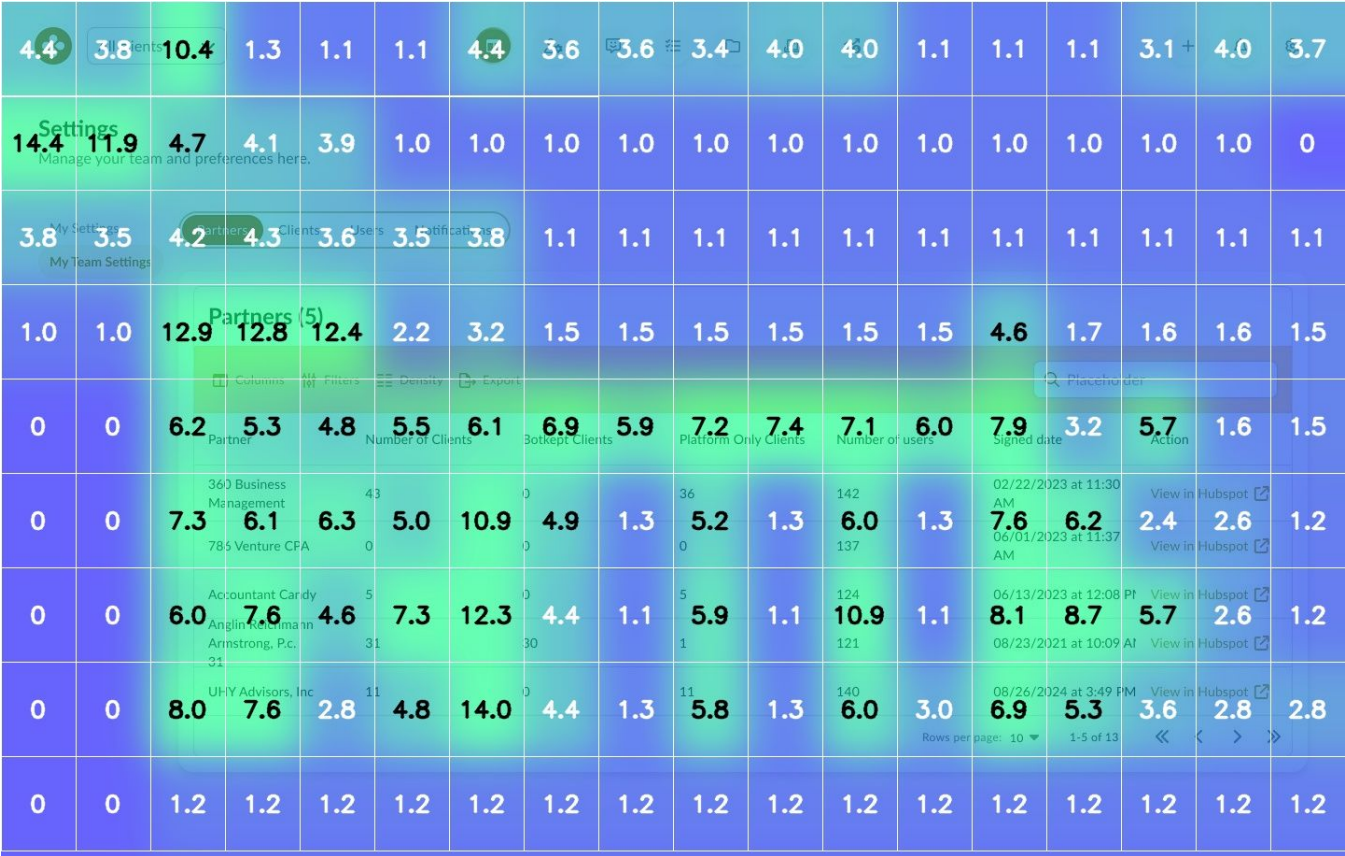
# Are important elements contrasted enough?

**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.

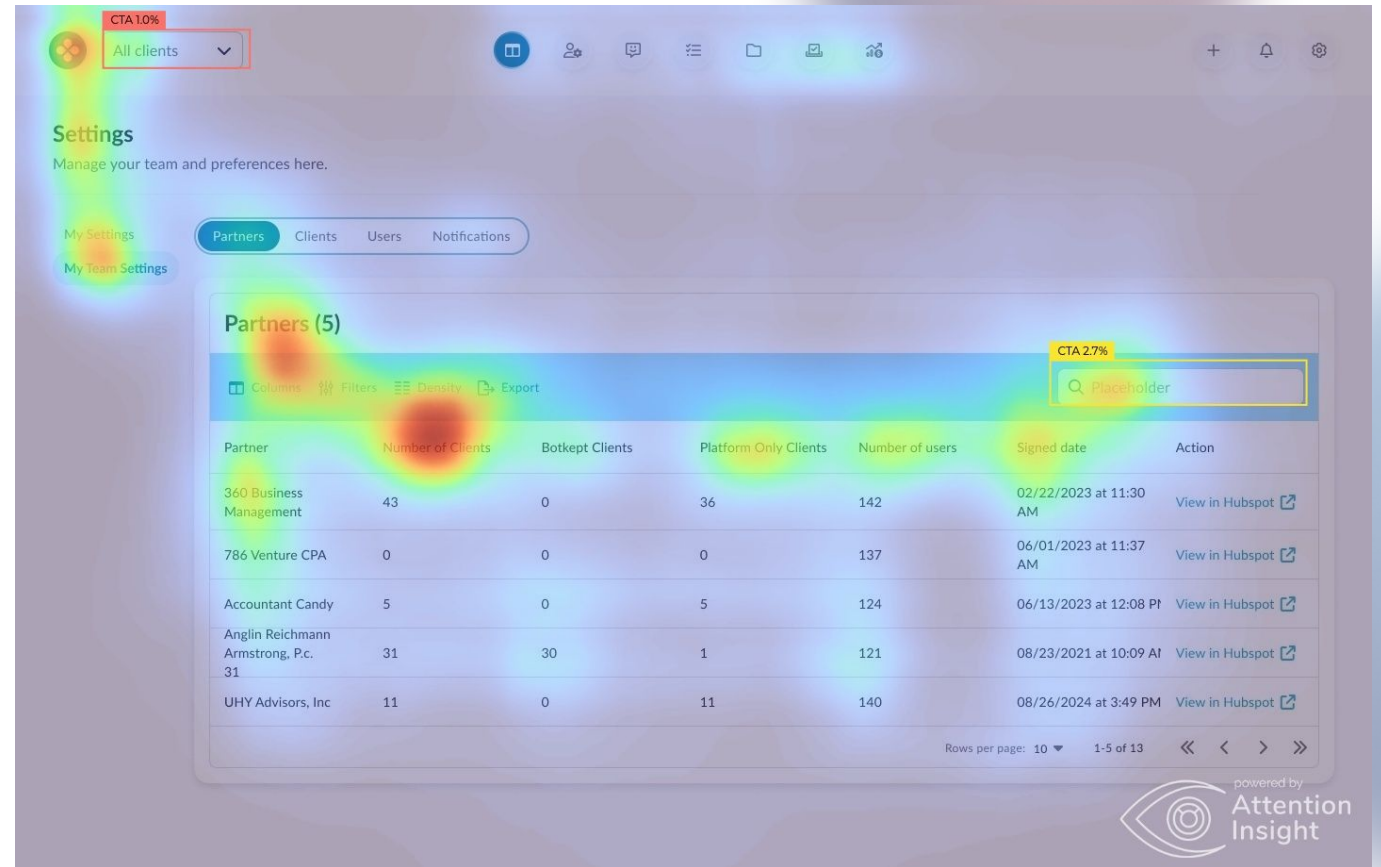


## Percentage of Attention

# Do key elements get enough attention?

**Percentage of Attention** defines how much attention a particular object receives. Area of Interests represent objects (e.g., headings, CTA buttons) that you marked in the design.

- ✓ **CTA - 2.7%**  
Your CTA has the average visibility.
- ✓ **CTA - 1%**  
Your CTA's visibility is below the 2.4% average



# 2 analysis report

**Design Type:** Desktop

## Focus Map

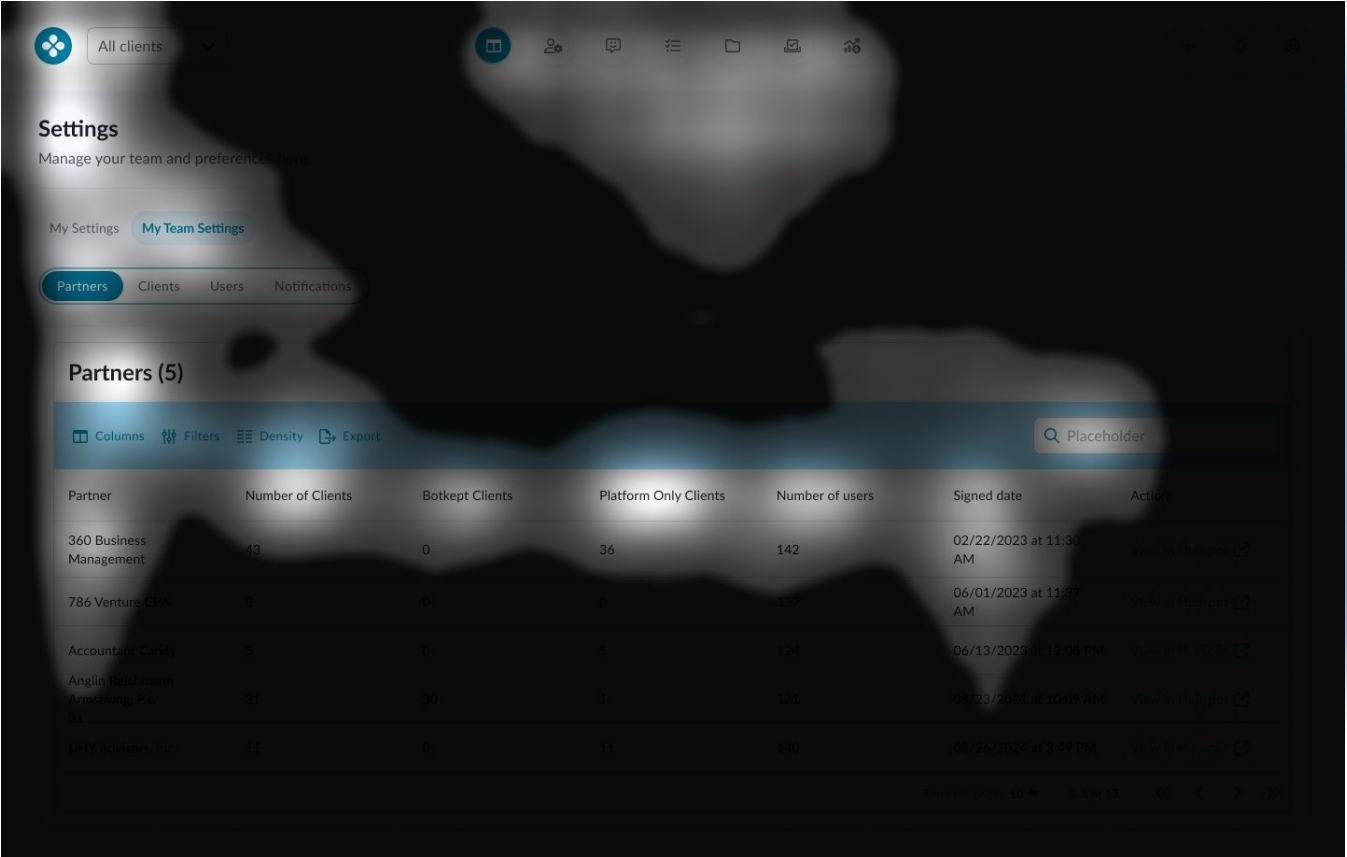
# Are most important elements seen?

**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?

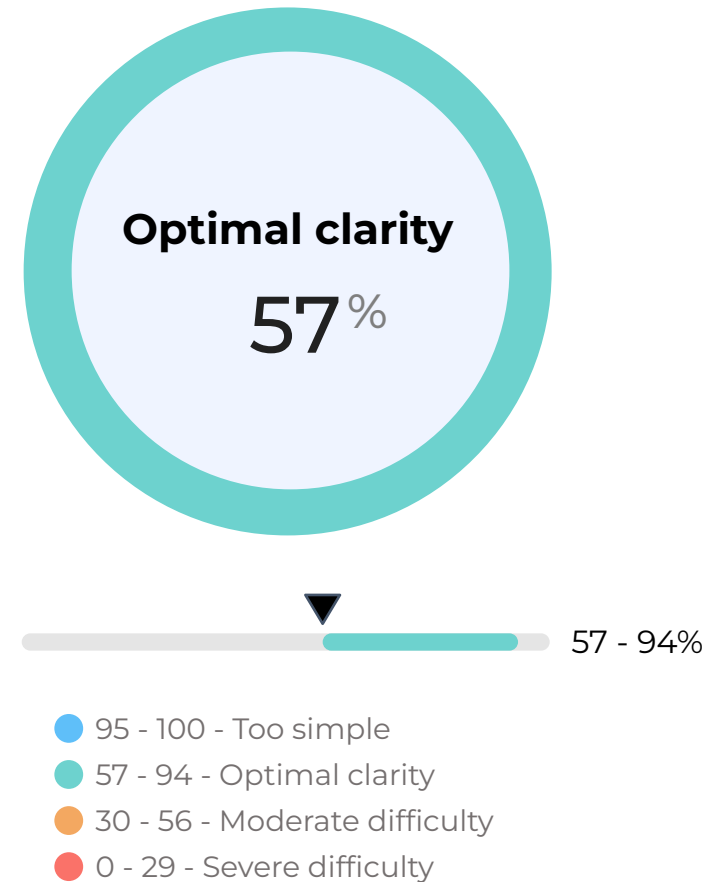


## Clarity Score

# 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 **57%** which is **Moderate difficulty** - 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

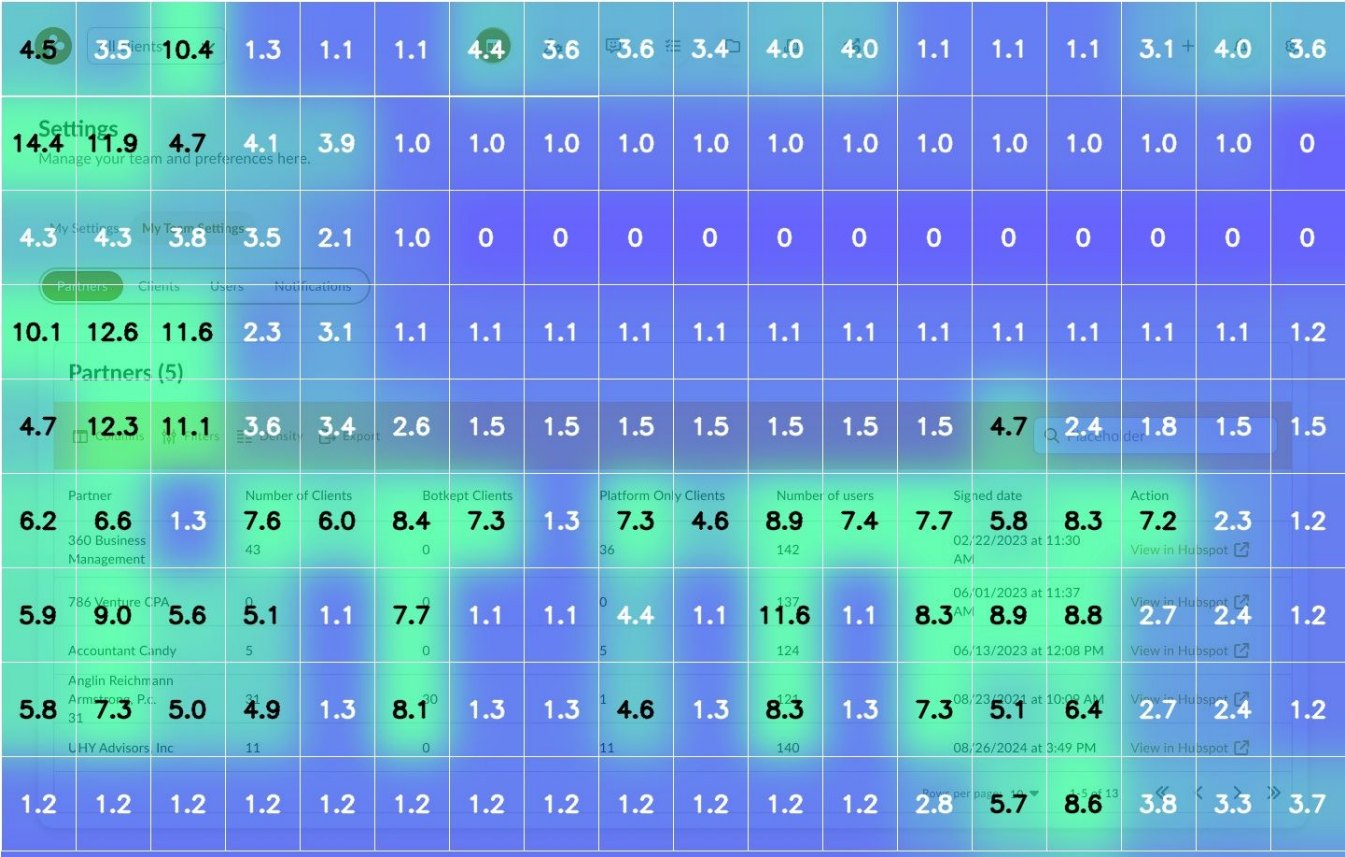
## Are important elements contrasted enough?

**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.



## Percentage of Attention

# Do key elements get enough attention?

**Percentage of Attention** defines how much attention a particular object receives. Area of Interests represent objects (e.g., headings, CTA buttons) that you marked in the design.

- ✓ **CTA** - 1.7%  
Your CTA's visibility is below the 2.4% average
- ✓ **CTA** - 1.2%  
Your CTA's visibility is below the 2.4% average



# 3 analysis report

**Design Type:** Desktop

## Focus Map

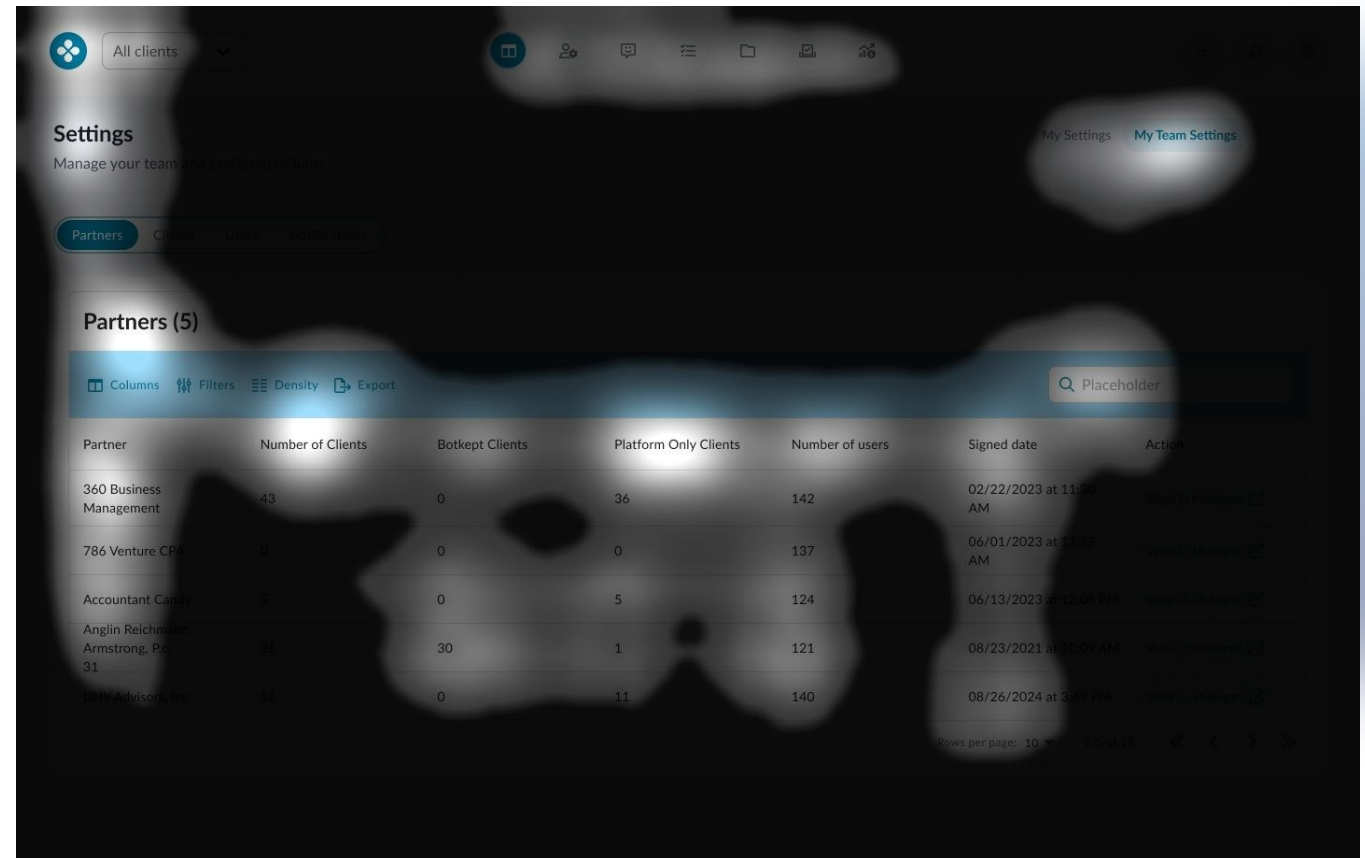
# Are most important elements seen?

**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?

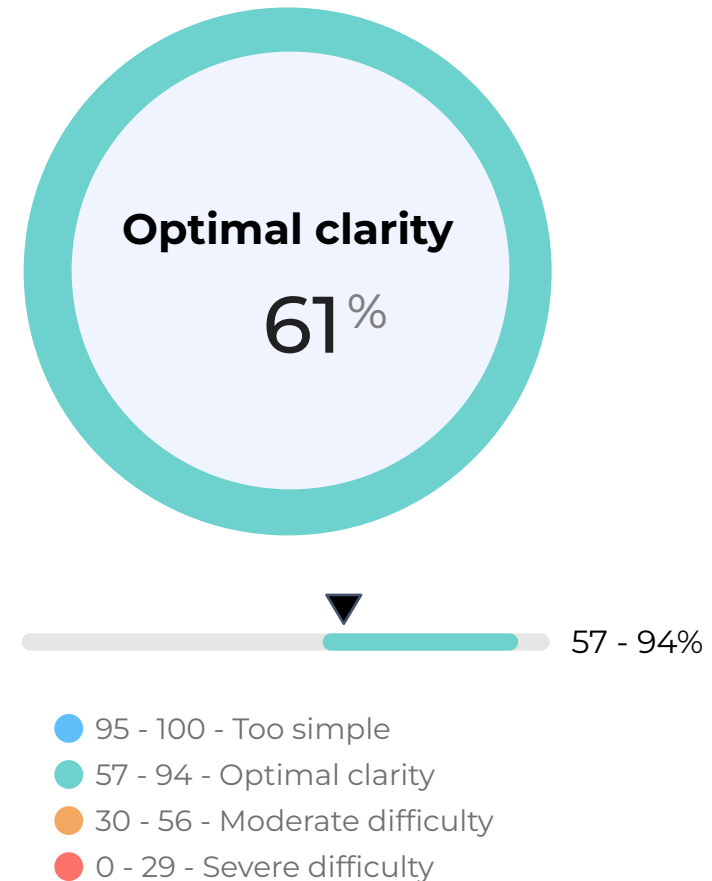


## Clarity Score

# 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 **61%** 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

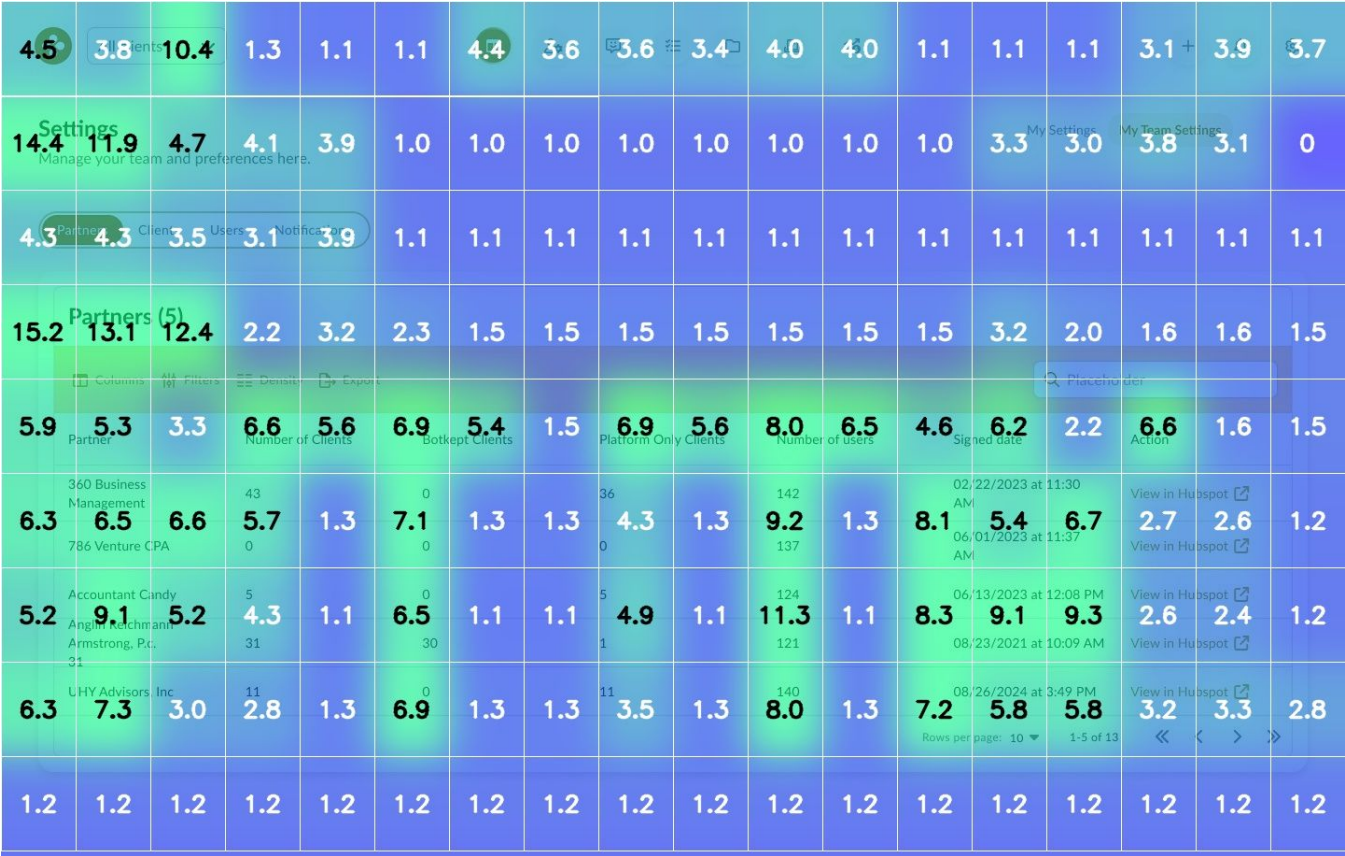
# Are important elements contrasted enough?

**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.



## Percentage of Attention

# Do key elements get enough attention?

**Percentage of Attention** defines how much attention a particular object receives. Area of Interests represent objects (e.g., headings, CTA buttons) that you marked in the design.

✓ **CTA - 1.8%**  
Your CTA's visibility is below the 2.4% average

✓ **CTA - 1.1%**  
Your CTA's visibility is below the 2.4% average



# 4 analysis report

**Design Type:** Desktop

## Focus Map

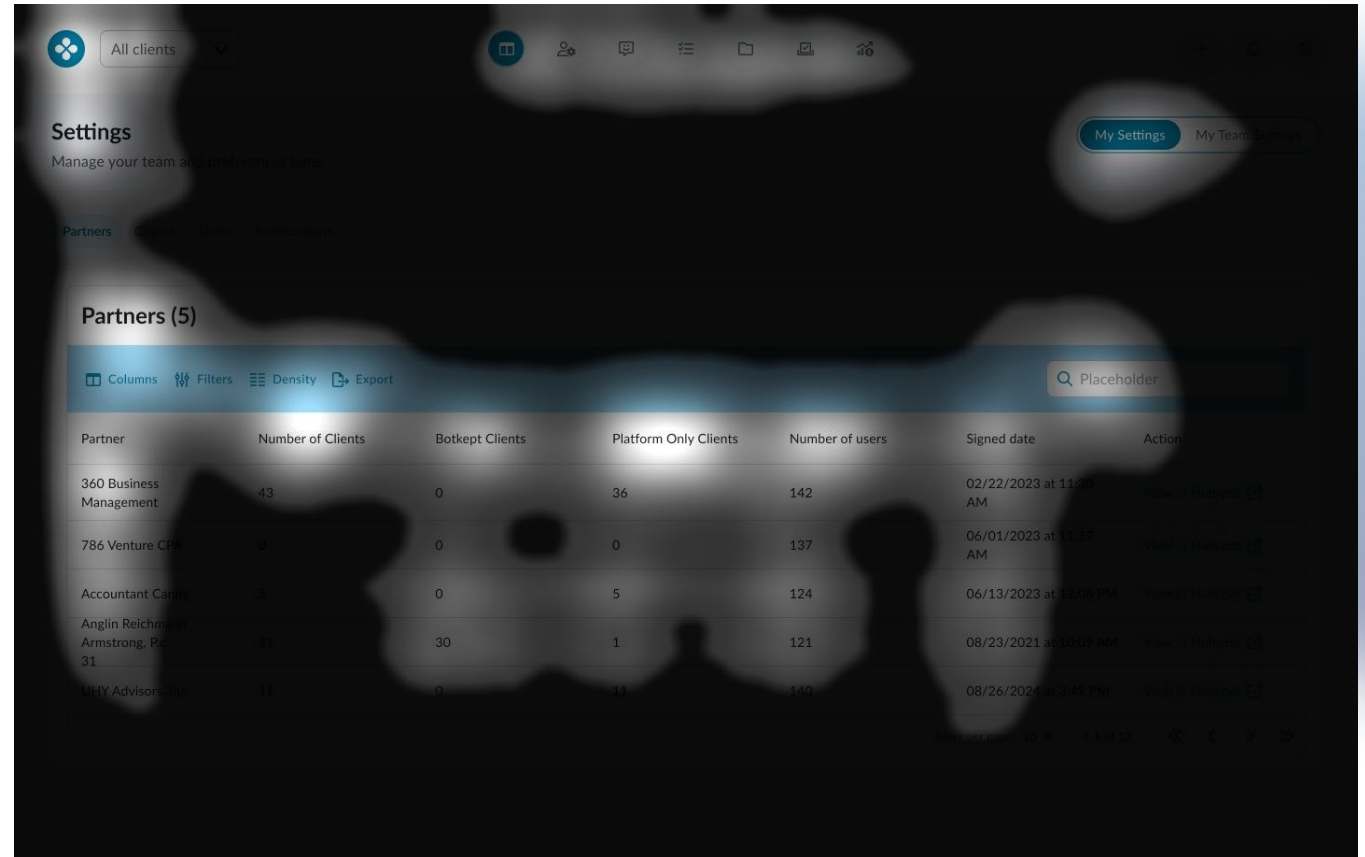
# Are most important elements seen?

**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?



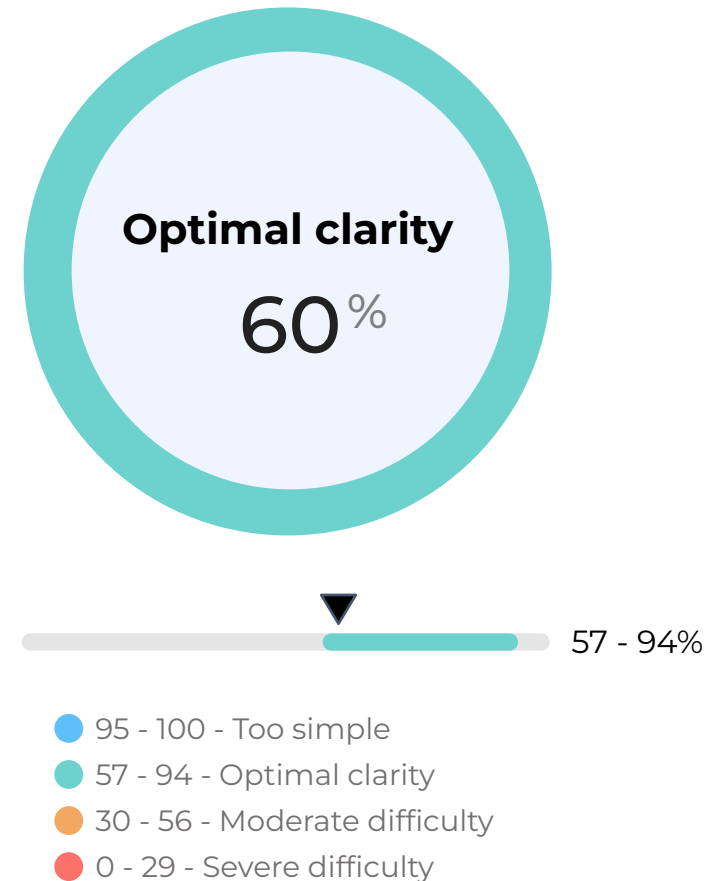
| Partner                         | Number of Clients | Botkept Clients | Platform Only Clients | Number of users | Signed date            | Action          |
|---------------------------------|-------------------|-----------------|-----------------------|-----------------|------------------------|-----------------|
| 360 Business Management         | 43                | 0               | 36                    | 142             | 02/22/2023 at 11:36 AM | Show in Desktop |
| 786 Venture CPA                 | 0                 | 0               | 0                     | 137             | 06/01/2023 at 11:37 AM | Show in Desktop |
| Accountant Carey                | 5                 | 0               | 5                     | 124             | 06/13/2023 at 11:08 PM | Show in Desktop |
| Anglin Reichman Armstrong, P.C. | 33                | 30              | 1                     | 121             | 08/23/2021 at 10:09 AM | Show in Desktop |
| UNITY Advisors, Inc.            | 14                | 0               | 11                    | 140             | 08/26/2024 at 3:49 PM  | Show in Desktop |

## 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 **60%** which is **Optimal** - nice work!



## Attention Heatmap

# Does attention go where you want it to?

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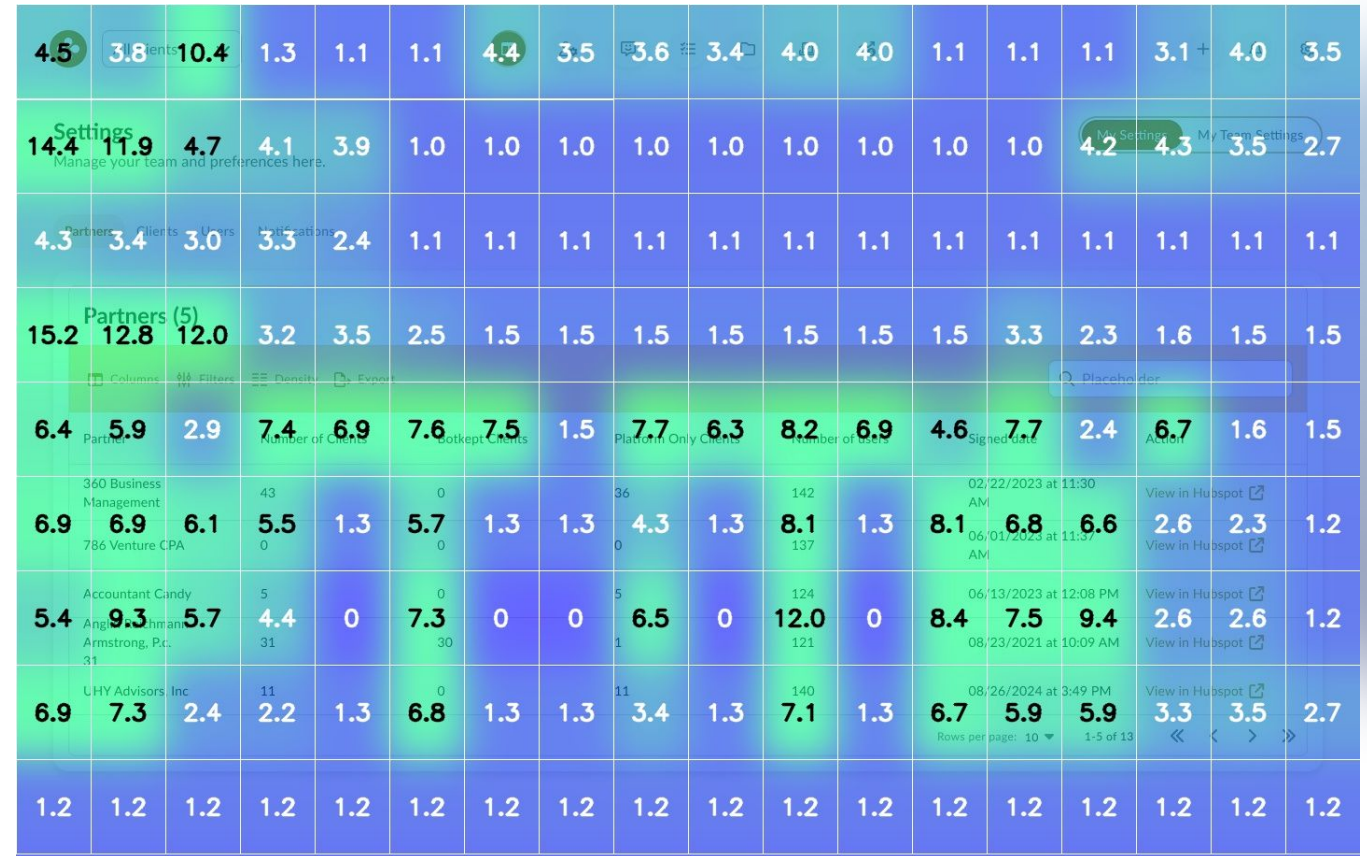
- ✓ What is one key element in your design? Is it the most dominant focal point in the heatmap?
- ✓ Determine the order of importance of elements in your design. Does it correspond to the heatmap hotspots?



## Are important elements contrasted enough?

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

A higher value means better contrast.



## Percentage of Attention

# Do key elements get enough attention?

**Percentage of Attention** defines how much attention a particular object receives. Area of Interests represent objects (e.g., headings, CTA buttons) that you marked in the design.

- ✓ **CTA - 1.9%**  
Your CTA's visibility is below the 2.4% average
- ✓ **CTA - 1.6%**  
Your CTA's visibility is below the 2.4% average
- ✓ **CTA - 1.1%**  
Your CTA's visibility is below the 2.4% average

