# ATTENTION ANALYSIS REPORT

**PROJECT:** settings



#### **TECHNOLOGY**

The following results of your design analysis were generated using an Al 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



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



#### Partners-1 analysis report

**Design Type:** Desktop

#### **Focus Map**

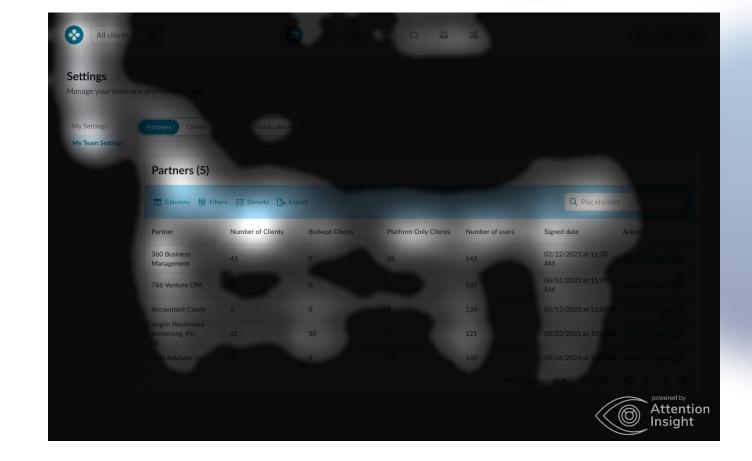
### Are most important elements seen?

**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?



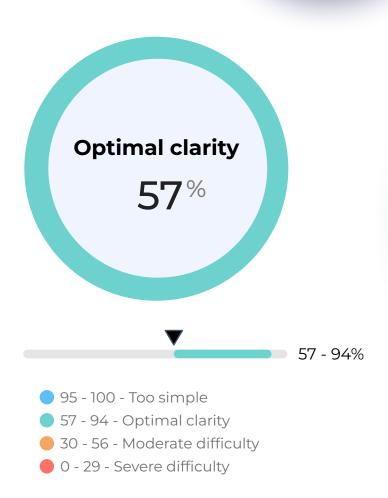


#### **Clarity Score**

### 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?



All clients 🗸



#### **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.



|                            |                             | 0                         |                                              |                        |                        |          |                     |            |                          |             |                          |                 |                 |                                            |                      |                                      |          |
|----------------------------|-----------------------------|---------------------------|----------------------------------------------|------------------------|------------------------|----------|---------------------|------------|--------------------------|-------------|--------------------------|-----------------|-----------------|--------------------------------------------|----------------------|--------------------------------------|----------|
| 4.4                        | 3  8ien                     | 10.4                      | 1.3                                          | 1.1                    | 1.1                    | 4.4      | 3:6                 | <b>3.6</b> | ■ 3.4□                   | 4.0         | 4.0                      | 1.1             | 1.1             | 1.1                                        | 3.1 +                | 4.0                                  | 3.7      |
| 14.4<br>Mana               | ings<br>11.9<br>ge your tea | <b>4.7</b><br>m and prefe | 4.1<br>erences her                           | <b>3.9</b>             | 1.0                    | 1.0      | 1.0                 | 1.0        | 1.0                      | 1.0         | 1.0                      | 1.0             | 1.0             | 1.0                                        | 1.0                  | 1.0                                  | 0        |
| <b>3.8</b> <sup>4y 5</sup> | ett 3°5<br>eam Settings     | 4.2°rt                    | ers4.3 <sup>Clic</sup>                       | nts 3.6 <sup>Jse</sup> | 's 3.5 <sup>tiff</sup> | cati3158 | 1.1                 | 1.1        | 1.1                      | 1.1         | 1.1                      | 1.1             | 1.1             | 1.1                                        | 1.1                  | 1.1                                  | 1.1      |
| 1.0                        | 1.0                         | 12.9 <sup>Pa</sup>        | 12.8                                         | 12.4                   | 2.2                    | 3.2      | 1.5                 | 1.5        | 1.5                      | 1.5         | 1.5                      | 1.5             | 4.6             | 1.7                                        | 1.6                  | 1.6                                  | 1.5      |
| 0                          | 0                           | <b>6.2</b> <sub>Par</sub> | 5.3                                          | 4.8 <sub>N</sub>       | 5.5                    | 6.1      | 6.9<br>Botkept Clie | 5.9        | 7.2<br>Platform Or       | nly Clients | 7.1<br>Number o          | <b>6.0</b>      | 7.9<br>Signed d | 3.2                                        | 5.7<br>Action        | 1.6                                  | 1.5      |
| 0                          | 0                           | 7.3 <sup>Ma</sup>         | D Business nagement 6.1 6 Venture CF         | <b>6.3</b>             | 5.0                    | 10.9     | 4.9                 | 1.3        | 5.2<br>0                 | 1.3         | 142<br><b>6.0</b><br>137 | 1.3             | 7.6             | 023 at 11:30<br><b>6.2</b><br>023 at 11:37 | 2.4                  | Hubspot 🗹<br><b>2.6</b><br>Hubspot 🗹 | 1.2      |
| 0                          | 0                           | 6.0 <sub>Ani</sub>        | countant Car<br>glin Ro6 ma<br>nstrong, P.c. | 4.6                    | 7.3                    | 12.3     | <b>4.4</b>          | 1.1        | <sup>5</sup> <b>5.9</b>  | 1.1         | 124<br>10.9              | 1.1             | 8.1             | 023 at 12:08<br><b>8.7</b><br>021 at 10:09 | 5.7                  | 2.6                                  | 1.2      |
| 0                          | 0                           | 8.0 <sup>UH</sup>         | Y Advisors, I<br><b>7.6</b>                  | 2.8                    | 4.8                    | 14.0     | 4.4                 | 1.3        | <sup>11</sup> <b>5.8</b> | 1.3         | 6.0                      | 3.0<br>Rows per | 6.9             | 024 at 3:49 F<br><b>5.3</b><br>1-5 of 13   | M View in <b>3.6</b> | Hubspot [2]                          | 2.8<br>> |
| 0                          | 0                           | 1.2                       | 1.2                                          | 1.2                    | 1.2                    | 1.2      | 1.2                 | 1.2        | 1.2                      | 1.2         | 1.2                      | 1.2             | 1.2             | 1.2                                        | 1.2                  | 1.2                                  | 1.2      |

#### **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**

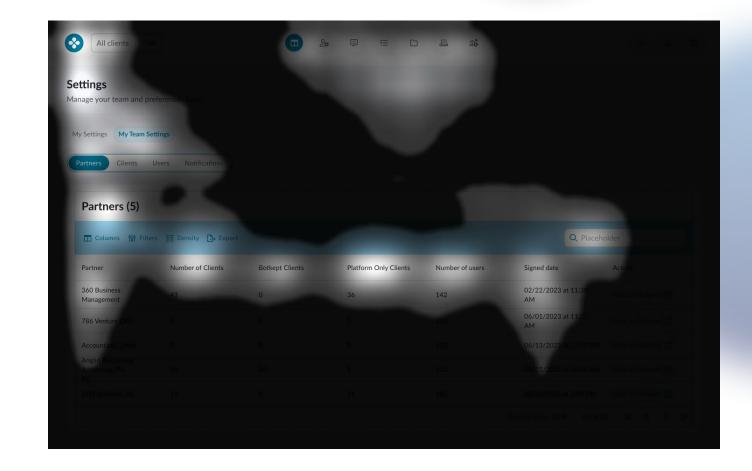
### Are most important elements seen?

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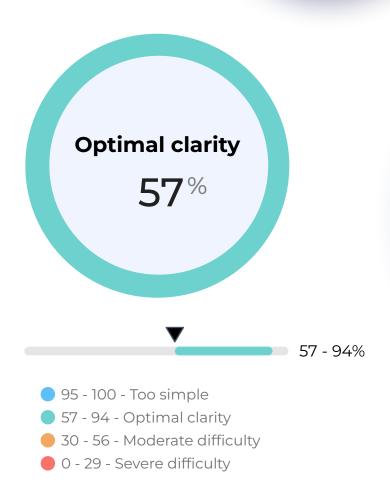


#### **Clarity Score**

### 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.

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- What is one key element in your design? Is it the most dominant focal point in the heatmap?
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#### **Contrast Map**

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

A higher value means better contrast.



| 4.5              | 3!.5 <sup>ien</sup>                         | ts10.4                 | 1.3                 | 1.1                       | 1.1                     | 4.4 | 3:6 | ≅3.6 ∜                  | ■ 3.4□        | 4.0         | 4.0 | 1.1                      | 1.1                         | 1.1             | 3.1 +              | 4.0                | 3.6              |
|------------------|---------------------------------------------|------------------------|---------------------|---------------------------|-------------------------|-----|-----|-------------------------|---------------|-------------|-----|--------------------------|-----------------------------|-----------------|--------------------|--------------------|------------------|
| 14.4<br>Mana     | lings<br>11.9<br>age your tea               | <b>4.7</b> m and prefe | 4.1<br>erences her  | <b>3.9</b>                | 1.0                     | 1.0 | 1.0 | 1.0                     | 1.0           | 1.0         | 1.0 | 1.0                      | 1.0                         | 1.0             | 1.0                | 1.0                | 0                |
| 4.3 <sup>4</sup> |                                             | ly T3setti             | -1100-00            | 2.1                       | 1.0                     | 0   | 0   | 0                       | 0             | 0           | 0   | 0                        | 0                           | 0               | 0                  | 0                  | 0                |
| 10.1             | 12.6                                        | 11.6                   | 2.3                 | 3.1                       | 1.1                     | 1.1 | 1.1 | 1.1                     | 1.1           | 1.1         | 1.1 | 1.1                      | 1.1                         | 1.1             | 1.1                | 1.1                | 1.2              |
| 4.7              | 12.3                                        | 1,1,1 <sub>rs</sub>    | 3.6 <sub>isit</sub> | <b>3.4</b> <sub>por</sub> | 2.6                     | 1.5 | 1.5 | 1.5                     | 1.5           | 1.5         | 1.5 | 1.5                      | 4.7                         | ع <b>2.4</b> ho | <sub>der</sub> 1.8 | 1.5                | 1.5              |
| 6.2              | 6.6<br>60 Business                          | 1.3                    | 7.6<br>43           | 6.0                       | 8.4<br>0                | 7.3 | 1.3 | 7.3<br>7.3              | y Clients 4.6 | 8.9<br>142  | 7.4 | 7.7                      | <b>5.8</b><br>22/2023 at    | <b>8.3</b>      | 7.2 View in Hu     | <b>2.3</b> espot ☑ | 1.2              |
|                  | 86 Venture C<br><b>9.0</b><br>Accountant Ca |                        | <b>5.1</b>          | 1.1                       | <b>7.</b> 7 °           | 1.1 | 1.1 | <sup>0</sup> <b>4.4</b> | 1.1           | 11.6<br>124 | 1.1 | <b>8.3</b> <sup>AM</sup> | 01/2023 at <b>8.9</b>       | 8.8             | View in Hu         |                    | 1.2              |
| 5.8              | Anglin Reichm<br>Armstrong, P.o.<br>1 7.3   | 5.0                    | 3 <sup>1</sup> .9   | 1.3                       | <b>8.1</b> <sup>0</sup> | 1.3 | 1.3 | <sup>1</sup> <b>4.6</b> | 1.3           | <b>8.3</b>  | 1.3 | <b>7.3</b> <sup>08</sup> | <sup>23</sup> <b>5.1</b> at |                 | View in Hu         |                    | 1.2              |
| 1.2              | 1.2                                         | 1.2                    | 1.2                 | 1.2                       | 1.2                     | 1.2 | 1.2 | 1.2                     | 1.2           | 1.2         | 1.2 | 2.8 per                  | 5.7                         | 8.6 13          | 3.8                | 3.3                | <sup>»</sup> 3.7 |

#### **Percentage of Attention**

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#### 3 analysis report

**Design Type:** Desktop

#### **Focus Map**

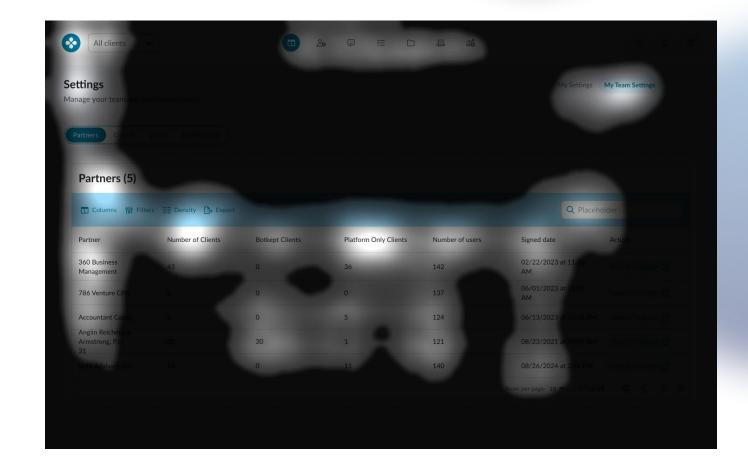
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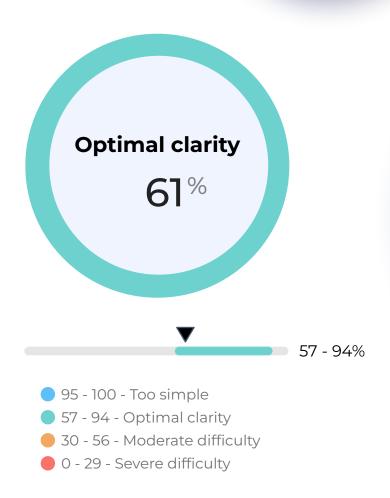


#### **Clarity Score**

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**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**

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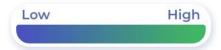
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| 4.5                | 318ien                                                  | 10.4                   | 1.3                   | 1.1               | 1.1                 | 4.4                | 3:6 | <b>≅3.6</b> ∜         | ■ 3.4□           | 4.0         | 4.0             | 1.1                       | 1.1                                    | 1.1                                | 3.1 +                     | 3.9                   | <b>3.</b> 7 |
|--------------------|---------------------------------------------------------|------------------------|-----------------------|-------------------|---------------------|--------------------|-----|-----------------------|------------------|-------------|-----------------|---------------------------|----------------------------------------|------------------------------------|---------------------------|-----------------------|-------------|
| 14.4<br>Mana       | ings<br>11.9<br>ge your tea                             | <b>4.7</b> m and prefe | 4.1<br>erences her    | <b>3.9</b>        | 1.0                 | 1.0                | 1.0 | 1.0                   | 1.0              | 1.0         | 1.0             | 1.0                       | 3.3 <sup>My</sup>                      | Settings<br>3.0                    | My Team Seti              | <sup>ing</sup> 3.1    | 0           |
| 4.3 <sup>Par</sup> | <sup>tne</sup> 4.3 <sup>Cl</sup>                        | ien <b>3.5</b> Us      | ers <b>3.1</b> Noti   | fica <b>z</b> arg | 1.1                 | 1.1                | 1.1 | 1.1                   | 1.1              | 1.1         | 1.1             | 1.1                       | 1.1                                    | 1.1                                | 1.1                       | 1.1                   | 1.1         |
| 15.2               | Partners                                                | (5)<br>12.4            | 2.2                   | 3.2               | 2.3                 | 1.5                | 1.5 | 1.5                   | 1.5              | 1.5         | 1.5             | 1.5                       | 3.2                                    | 2.0                                | 1.6                       | 1.6                   | 1.5         |
| 5.9                | 5.3                                                     | 3.3                    | 6.6<br>Number of      | 5.6 of Clients    | 6.9 <sub>Botk</sub> | 5.4<br>ept Clients | 1.5 | 6.9<br>Platform Onl   | 5.6<br>y Clients | <b>8.0</b>  | 6.5<br>of users | <b>4.6</b> <sub>Sig</sub> | <b>6.2</b><br>ned date                 | 2.2                                | 6.6<br>Action             | 1.6                   | 1.5         |
| 6.3                | 60 Business<br>lanagement<br><b>6.5</b><br>86 Venture C | <b>6.6</b>             | 5.7<br>0              | 1.3               | <b>7.1</b>          | 1.3                | 1.3 | 36<br><b>4.3</b><br>0 | 1.3              | 9.2<br>137  | 1.3             | <b>8.1</b> AM             | 01/2023 at                             | 6.7                                | View in Hu 2.7 View in Hu | 2.6                   | 1.2         |
| 5.2 A              | ccountant Ca<br>9 1<br>ngiM kelchm<br>rmstrong, P.c     | 5.2                    | 5<br><b>4.3</b><br>31 | 1.1               | 6.5<br>30           | 1.1                | 1.1 | 5<br><b>4.9</b>       | 1.1              | 11.3<br>121 | 1.1             | 8.3                       | 13/2023 at<br><b>9.1</b><br>23/2021 at | 9.3                                | View in Hu 2.6 View in Hu | 2.4                   | 1.2         |
| 6.3                | 1<br>HY Advisors<br><b>7.3</b>                          | 3.0                    | 2.8                   | 1.3               | 6.9                 | 1.3                | 1.3 | <sup>11</sup> 3.5     | 1.3              | <b>8.0</b>  | 1.3             | 7.2                       | 26/2024 at<br><b>5.8</b><br>page: 10 • | 3:49 PM<br><b>5.8</b><br>1-5 of 13 | View in Hu<br>3.2<br>«    | bspot [4]<br>3.3<br>⟨ | 2.8         |
| 1.2                | 1.2                                                     | 1.2                    | 1.2                   | 1.2               | 1.2                 | 1.2                | 1.2 | 1.2                   | 1.2              | 1.2         | 1.2             | 1.2                       | 1.2                                    | 1.2                                | 1.2                       | 1.2                   | 1.2         |

#### **Percentage of Attention**

### Do key elements get enough attention?

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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

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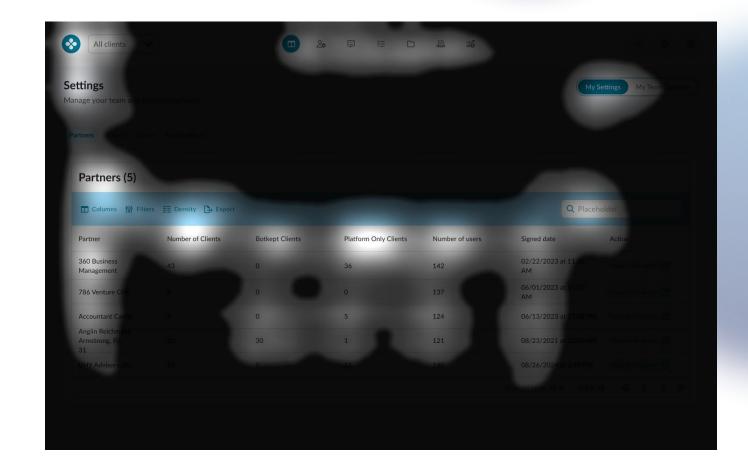
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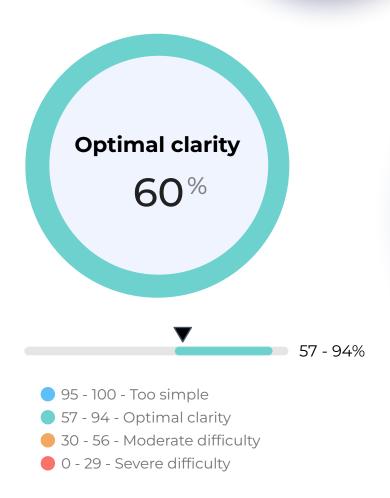


#### **Clarity Score**

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| 4.5                | 3!8ien                                                  | 10.4                   | 1.3                      | 1.1            | 1.1                | 4.4               | 3:5 | <b>□3.6</b> *         | ■ 3.4□ | 4.0                      | 4.0           | 1.1                       | 1.1                              | 1.1                                | 3.1 +                     | 4.0                   | 3.5                |
|--------------------|---------------------------------------------------------|------------------------|--------------------------|----------------|--------------------|-------------------|-----|-----------------------|--------|--------------------------|---------------|---------------------------|----------------------------------|------------------------------------|---------------------------|-----------------------|--------------------|
| 14.4<br>Mana       | i <b>ngs</b><br>ge your tea                             | <b>4.7</b> m and prefe | 4.1<br>erences her       | <b>3.9</b>     | 1.0                | 1.0               | 1.0 | 1.0                   | 1.0    | 1.0                      | 1.0           | 1.0                       | 1.0                              | 4.2 Se                             | 4.3 <sup>M</sup>          | 7 Te3 Tettii          | <sup>1gs</sup> 2.7 |
| 4.3 <sup>art</sup> | 1er <b>3.4</b> lien                                     | ts <b>3.0</b> °rs      | 3.3 <sup>ati</sup>       | ons <b>2.4</b> | 1.1                | 1.1               | 1.1 | 1.1                   | 1.1    | 1.1                      | 1.1           | 1.1                       | 1.1                              | 1.1                                | 1.1                       | 1.1                   | 1.1                |
| 15.2               | Partners<br>12.8                                        | (5)<br><b>12.0</b>     | 3.2                      | 3.5            | 2.5                | 1.5               | 1.5 | 1.5                   | 1.5    | 1.5                      | 1.5           | 1.5                       | 3.3                              | 2.3                                | 1.6                       | 1.5                   | 1.5                |
| 6.4 p              | D Columns                                               | 2.9                    | Zumber o                 | Expor          | 7.6 <sub>otk</sub> | ept <b>7,5</b> ts | 1.5 | Platform Onl          | y 6.3  | <b>8.2</b>               | of <b>6.9</b> | <b>4.6</b> <sub>Sig</sub> | ned Zan Z                        | 2.4                                | der<br>A <b>6</b> 67      | 1.6                   | 1.5                |
| 6.9                | 60 Business<br>lanagement<br><b>6.9</b><br>86 Venture C | <b>6.1</b>             | 43<br><b>5.5</b><br>0    | 1.3            | 5.7<br>0           | 1.3               | 1.3 | 36<br><b>4.3</b><br>0 | 1.3    | 142<br><b>8.1</b><br>137 | 1.3           | AM                        | <b>6.8</b><br>01/2023 at         |                                    | View in Hu 2.6 View in Hu | 2.3                   | 1.2                |
| 5.4 A              | ccountant Ci                                            | ani <b>5.7</b>         | 5<br><b>4.4</b><br>31    | 0              | 7.3<br>30          | 0                 | 0   | 5<br><b>6.5</b>       | 0      | 124<br><b>12.0</b>       | 0             | 8.4                       | 13/2023 at <b>7.5</b> 23/2021 at | 9.4                                | View in Hu 2.6 View in Hu | 2.6                   | 1.2                |
| 6.9                | 1<br>HY Advisors<br><b>7.3</b>                          | Inc<br>2.4             | <sup>11</sup> <b>2.2</b> | 1.3            | 6.8                | 1.3               | 1.3 | <sup>11</sup> 3.4     | 1.3    | 7.1                      | 1.3           | 6.7                       | 26/2024 at <b>5.9</b> page: 10 ▼ | 3:49 PM<br><b>5.9</b><br>1-5 of 13 | View in Hu 3.3            | ospot [2]<br>3.5<br>⟨ | <b>2.7</b>         |
| 1.2                | 1.2                                                     | 1.2                    | 1.2                      | 1.2            | 1.2                | 1.2               | 1.2 | 1.2                   | 1.2    | 1.2                      | 1.2           | 1.2                       | 1.2                              | 1.2                                | 1.2                       | 1.2                   | 1.2                |

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- 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

