YOTTAASYS

Gain access to the most valued place… The human mind, by using Eye Gaze Tracking Technology from Yottaasys.

It is a well-known phrase: "To Read Someone's Mind, Look into Their Eyes." Now more than just having a gut feeling, you can use Eye Gaze Tracking Technology to reveal data-driven insights. It serves as a good indicator of what people like or are interested in.

Eye Gaze Tracking Technology is used to measure and monitor eye movements, which is useful for understanding how people look at and process information to evaluate user engagement.
This technology can also be used to evaluate the usability of products or services, allowing companies to refine their designs for maximum user satisfaction.

EmotionX Solution by Yottaasys

Humans are made of emotions, and it is fundamental to study each of them as they play a key role in consumer decision-making and the purchasing process. An additional product that can accompany Yottaasys' Eye Gaze Technology is EmotionX.

EmotionX is a comprehensive AI technology that tracks facial expressions and measures customers' emotional responses to your digital products and interfaces. It operates with industry-defining accuracy, eliminating the human error component.
With EmotionX, you can detect how people feel about your product.

How does it work?

By combining Eye Gaze Tracking, Facial Coding, and Voice Mapping, EmotionX is your
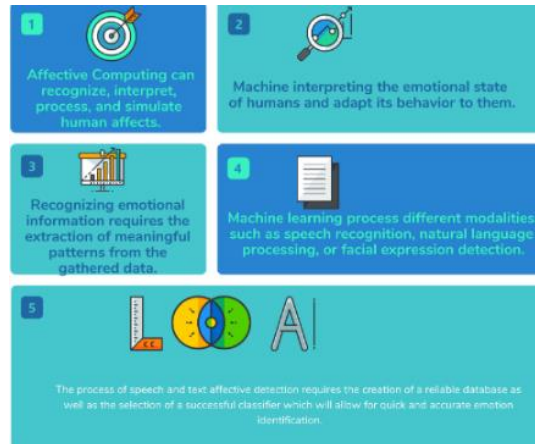
AI-powered EQ assistant that can help you dive deep into your user research in any way you can imagine. EmotionX is an advanced solution that uses real-time facial expression recognition software to ensure accuracy.

Product Features & Phases:

1. Data Powered Behavioral Insights
2. Quantitative & Qualitative Insights Platform
3. Unbiased and Real Consumer Behavior captured at a Subconscious Level
4. Actionable, Quick to Scale and ROI Driven
5. Drives Marketing ROI
6. 4x Reduction in Turnaround Time to act on Consumer & UX insights

User Interface:

1. Map User Journeys
2. Behavioral Analytics
3. Real Time Insights
4. Eye Gaze Tracking
5. Emotion Analysis

Micro-Expressions
With emotion detection software, EmotionX tracks your customers' micro-expressions, and minute changes in facial expressions that reflect emotions. This gives you deep-level insights into the reactions your content evokes.
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Build an Emotional Connect
With EmotionX, AI-powered Facial Emotion Recognition Software, understand the emotions that drive your customers to build a human connection. Discover how your product or ad resonates with your audience on an emotional level.

Facial Recognition
We're no fans of imposters! This is why we constantly monitor and report device usage with biometric Face Recognition Software and let you know if someone unwanted is 'filling in' for your employee.

Solutions > VisionX > Attention Measurement

Track Behavioral Patterns
Track down the behavioral patterns of your audiences and get real-time status. With the face scanner, detect when a member of the audience is distracted or uninterested.

Eye Gaze Tracking
With Eye Tracker Software, follow your customers' gaze as they are wowed by your next clutter-breaking campaign to make sure they stay attentive and are focused on the right content. Ease of access is attained with the PC Eye Tracking Software, which allows you to track the customers' focus.

Micro-Expressions
With Eye Gaze Technology, EmotionX tracks your customers' micro-expressions and minute changes in facial expressions that reflect emotions. This gives you deep-level insights into the reactions your content evokes.

Solutions > EmotionX > Video Ad Analysis

Intelligent Insights for the Data-Driven Marketer
EmotionX, an Emotion Detection Software, detects and measures customer attention, interest, and emotional response to your video ads and benchmarks success even before you go live.

Solutions > EmotionX > User Experience

Products that are More Human
EmotionX: A human Facial Expression Recognition Software that detects and measures customer attention, interest, and emotional response to your digital products and interfaces.

This technology is revolutionizing how organizations create marketing strategies to understand and satisfy users' needs.
Through this combination of methods, researchers can gain an understanding of the person's emotional and cognitive responses to optimize their campaigns and comprehend how customers respond to advertisements.