




	Agenda
<ul style="list-style-type: none">▪ Your research▪ Noldus Information Technology▪ Measuring Behavior with The Observer XT▪ Observation labs and other research tools	

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Who we are
Noldus Information Technology, since 1989...

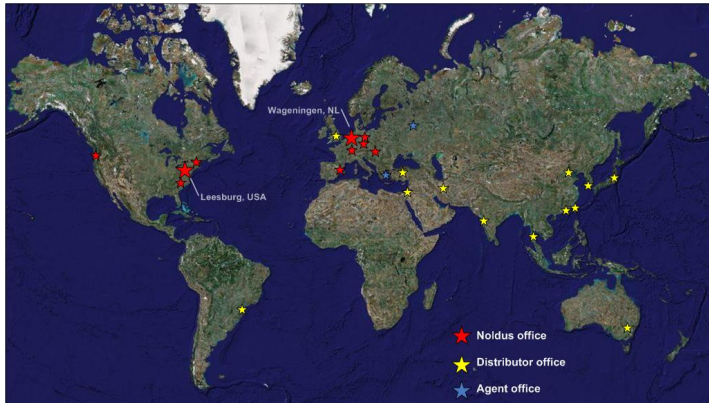
- International developer of professional software for behavioral research
- From a single software license up to a complete observation lab
- Complete with installation, training and support



- HQ located in Wageningen, The Netherlands
- Founded in 1989, currently \approx 100 employees
- Customers in 75 countries
- Installed base Observer software \approx 4400 organizations

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International offices




★ Noldus office
★ Distributor office
★ Agent office



Our customers

- Universities
- Research institutes
- Manufacturing industries
 - Software
 - Telecommunication
 - Automotive
 - Aerospace
- Consulting firms
- Academic hospitals
- Pharmaceutical industry
- Nutrition industry
- Sport clubs & organizations



Measuring Behavior

the pioneers way...

A human observer **watches** the behavior of the subjects and **writes** down the observations on paper and uses a **clock** for time-information.

Disadvantages:

- Subjective measurements
- When writing, the observer cannot observe
- Very labor intensive
- No integration with other modalities

Solution: The Observer XT 8.0
for structured observations

Create a **coding scheme** before or during the observations and annotate behavior by a simple key press.

This will result in an **event-log** which contains **time-stamped** events that can be **synchronized** with multimodal data:

- Videos
- Physiological data
- Eye tracking data
- Etc.

How to use The Observer XT**Three steps**

1. Setup

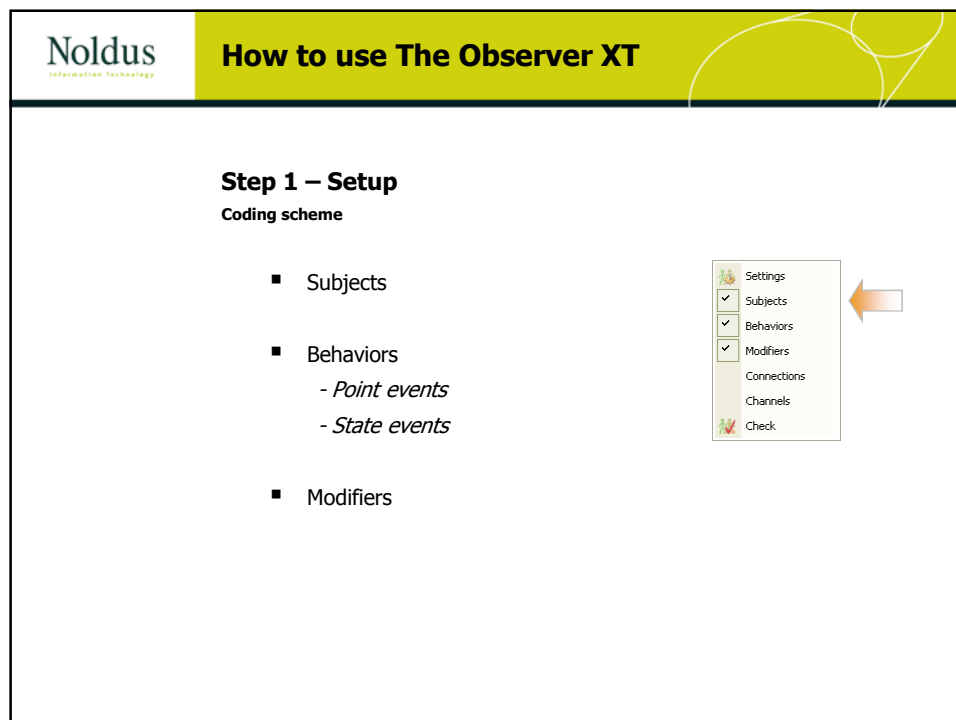
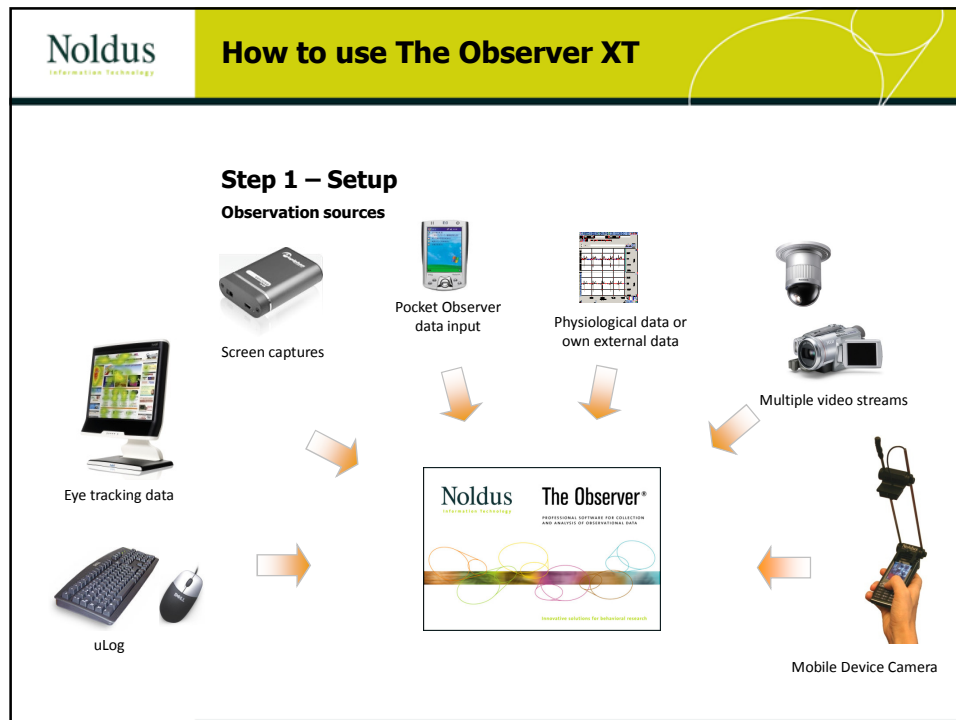


2. Observe



3. Analyze



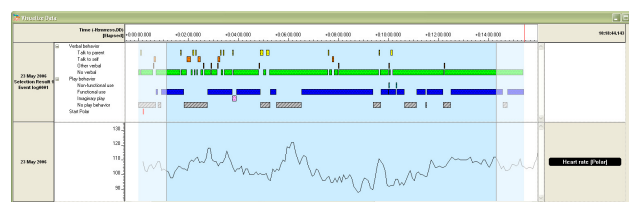


Step 2 – Observe

- Live scoring:
 - With or without videos
- Offline scoring:
 - From digital video files

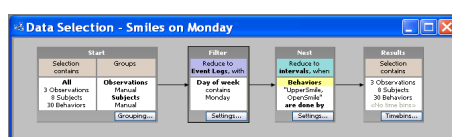
Step 3 – Analyze

- Visualization of your data



Step 3 – Analyze

- Data selection
 - Choose the data you want to analyze by filtering and nesting your data
- This is done by data profiles:
 - In order to save different criteria for your data selection and data analysis



Step 3 – Analyze

- Statistics

Statistic	Total number	Total duration	Mean
Smiles	12	34	2.8
OpenSmiles	8	14	1.7
Smiles (Subject 1)	6	14	2.3
OpenSmiles (Subject 1)	4	14	3.5
Smiles (Subject 2)	2	10	5.0
OpenSmiles (Subject 2)	2	10	5.0
Smiles (Subject 3)	2	10	5.0
OpenSmiles (Subject 3)	2	10	5.0
Smiles (Subject 4)	2	10	5.0
OpenSmiles (Subject 4)	2	10	5.0
Smiles (Subject 5)	2	10	5.0
OpenSmiles (Subject 5)	2	10	5.0
Smiles (Subject 6)	2	10	5.0
OpenSmiles (Subject 6)	2	10	5.0
Smiles (Subject 7)	2	10	5.0
OpenSmiles (Subject 7)	2	10	5.0
Smiles (Subject 8)	2	10	5.0
OpenSmiles (Subject 8)	2	10	5.0
Smiles (Subject 9)	2	10	5.0
OpenSmiles (Subject 9)	2	10	5.0
Smiles (Subject 10)	2	10	5.0
OpenSmiles (Subject 10)	2	10	5.0

- Statistics
 - Lag-sequential analyses
 - Reliability analysis
 - Export to Excel, SPSS or as ASCII file
- Export highlight videos

Short demonstration of The Observer XT 8.0

Observation labs and other research tools

That can be used in combination with The Observer XT 8.0






- Computer monitor / Standalone / Head mounted
- Eye tracks, heatmaps, fixation and areas of interest



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Physiological data
Detect mental load, physical load and emotional states

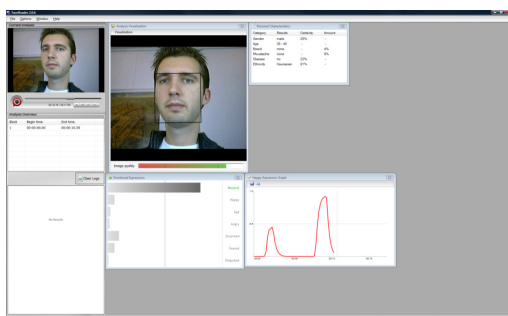
- ECG – Electro Cardio Gram
- EMG – Electro Myo Gram
- EEG – Electroencephalogram
- GSR – Galvanic Skin Response



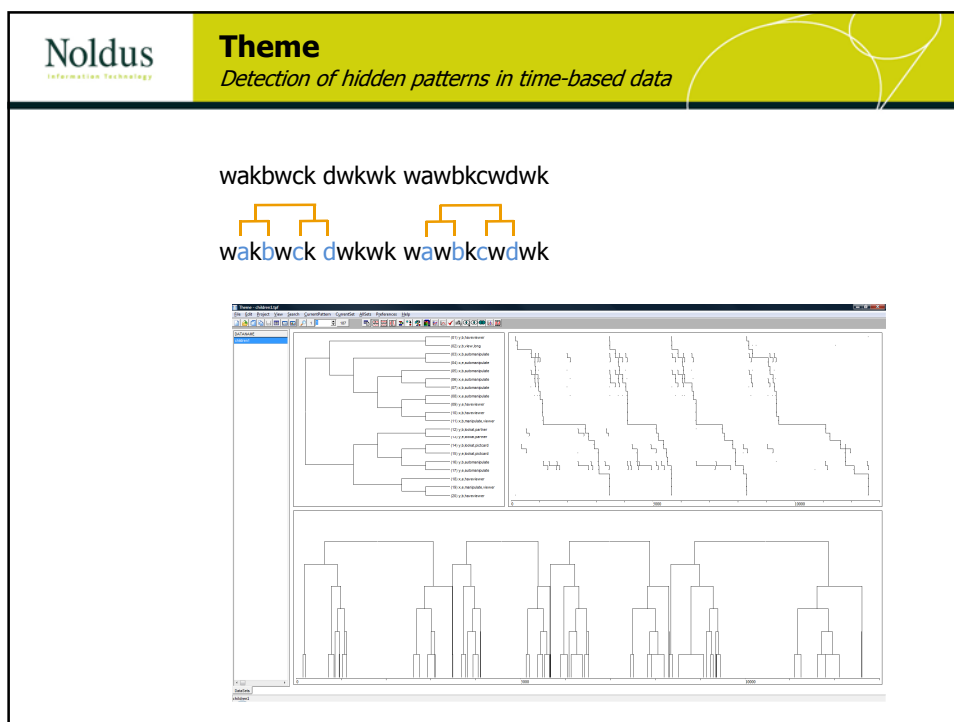
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FaceReader
Detect facial expressions

- Neutral
- Happy
- Sad
- Angry
- Surprised
- Scare
- Disgusted



- Also: gender, age, ethnicity, glasses and facial hair



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Service, training and support
We are there when you need us

On-site customized trainings

- Behavioral scientists
- Hardware engineers

Excellent technical support

- Multilingual Helpdesk
- Online knowledge base

Other

- Service contracts
- Measuring Behavior conference

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Examples


Real life examples of Observation Labs and Usability Labs

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Rabobank Group



Evaluating and testing of websites and applications







Centre for Usability Research
Mediacentrum K.U. Leuven

Two room Usability Lab





Portable lab for field studies








Philips Home Lab



- Usability studies in a real-life environment
- Measuring “The Experience”
 - *Multiple video / audio streams*
 - *Integrated physiological data*







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Restaurant of the Future

Restaurant of the Future


- Different facilities under 1 roof
 - *Observational, sensory and 'mood' labs*
- Observe eating behavior
 - *Introduce better suited products*



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The Observer[®] XT

THE NEXT GENERATION OF OBSERVATION SOFTWARE



- Save time & resources
- Manage research projects
- Get better results by objective analyses