



## Innovative solutions for user experience research

*Powerful software tools, fully integrated labs, and expert consultancy.  
Trust our 30+ years of experience to make your project a success.*

[WWW.NOLDUS.COM](http://WWW.NOLDUS.COM)

**Noldus**  
Information Technology

# Viso

- *Quick insights in (un)conscious behaviors*
- *Easily score events of interest*
- *Immediate playback of audiovisual recordings*
- *Visual cues for usability issues*

Viso® is the easy-to-use solution for creating video and audio recordings in order to capture the user experience of your test participants. Viso provides the video material needed to gain quick insights into behaviors, interactions, and reactions. Recordings are immediately available for playback and evaluation, from any location and from multiple locations, in real-time or offline. Capturing the screen and integrating eye tracking data and facial expressions guarantees you get a complete picture.

## QUICK RESULTS AND INSIGHTS

With the audio and video tool Viso, you can capture rich, firsthand data. While you watch the recordings live, you can immediately identify pain points, areas of confusion or frustration, usability issues, and the overall user experience during the sessions. You can observe non-verbal cues, gestures, and



[WWW.NOLDUS.COM/VISO](http://WWW.NOLDUS.COM/VISO)

contextual factors that may influence user behavior. Since audio is automatically recorded, an accurate capture of participants' responses is ensured.

Additionally, screen capture can complement camera recordings, offering a comprehensive overview of the entire scenario. For example, you can divide your four views in Viso as follows:

1. Video of the participant's face
2. Video of the participant's interaction with, for example, a device or website
3. Visualization of the gaze path and fixations from the eye tracker
4. Dashboard of FaceReader with facial expressions data, such as the extent to which an emotion is positive or negative and its intensity

Combining observational recordings with eye tracking data helps you to connect visual attention with specific user actions, providing a deeper understanding of user engagement and interest. Facial expression data can reveal moments of frustration, confusion, or delight. When correlated with specific interactions captured in the video, you can pinpoint usability issues or areas where users encounter challenges.

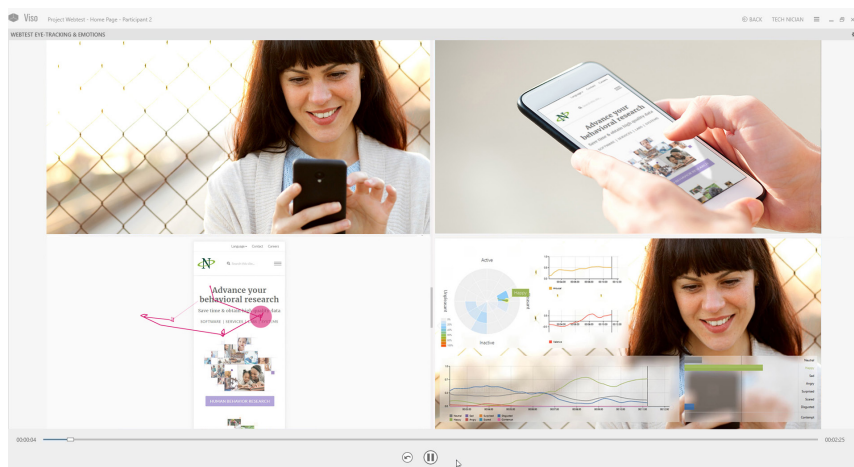
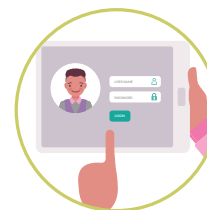
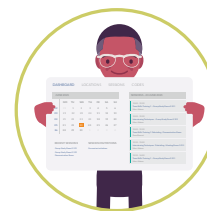
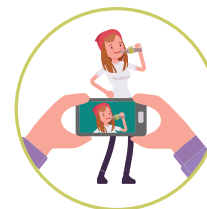
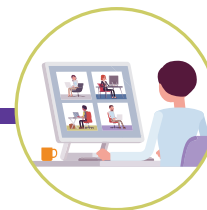
The video recordings provide compelling visual evidence to share with stakeholders, helping them understand users' experiences and supporting decision-making processes.

## CONTROL THE SYSTEM WITH EASE

Navigating through the program is quick and simple. It is easy to understand how it works, you can get to know this AV tool in just 15 minutes. Moreover, you no longer have any trouble keeping things organized. You can start and stop recordings in multiple rooms, all at the same time, and record them as separate sessions. You can also observe the sessions remotely in real-time if you want. Need to quickly intervene or provide extra instructions during a session? Use a push-to-talk button to communicate directly with the test participants in a recording room.

## DATA PROTECTION GUARANTEED

Data protection is the fair and proper use of information about people. It is part of the fundamental right to privacy. You can be sure of a high level of security when using Viso. Data protection is completely covered. A user login is required, an audit trail is enabled by default, a data retention period can be set, and the different user roles determine the available rights and functionalities. Viso is fully compliant with HIPAA, HITECH, FERPA, and GDPR.



# The Observer XT

- *Score behaviors live or from video*
- *Add comments during behavioral coding*
- *Collect, integrate, and explore multiple data streams*
- *Easily select interesting data segments*

Uncover behaviors, needs, and motivations of participants through observation. The Observer® XT allows you to score behaviors and obtain time-stamped results, which are immediately ready for data exploration. The Observer XT facilitates easy integration of eye tracking, physiological, and facial expression data. Or include EEG data, for example to measure cognitive load. You can easily record mouse clicks, keystrokes, and scrolls.



[WWW.NOLDUS.COM/OBSERVER-XT](http://WWW.NOLDUS.COM/OBSERVER-XT)

Need to ask questions to your participants? In The Observer XT, you can add a survey to your recorded video. Get complete insights into the relationships between the experimental conditions, overt behavior, and physiological responses.

# Pop-up lab

- *Set up quickly in any environment*
- *Perform on-site studies*
- *Record user interface, video, and audio synchronously*
- *Complete and compact for easy transport*

With our compact pop-up lab, you can assess scenarios live and on-site. Designed for easy transportation, this portable lab fits into one lightweight carrying case. It contains all equipment you need to make live behavioral recordings, in any context. With all components labelled and ready for assembly, you're ready to record quickly once you've arrived on site, which saves valuable time. A Noldus' pop-up lab is set up within minutes. Moreover,



[WWW.NOLDUS.COM/PORTABLE-USABILITY-LAB](http://WWW.NOLDUS.COM/PORTABLE-USABILITY-LAB)

it is built on a modular platform. This means you can extend it with additional third-party hardware, such as an eye tracker or a heart rate monitor, for an even more thorough data collection session on site.



# NoldusHub

- Easily combine multiple types of measurements
- Facial expressions, gaze, heart rate, cognitive load
- Record behavior of multiple participants simultaneously
- Unlock key insights and see patterns easily

When you want to understand the motivations and cognitive processes behind human behavior, it is crucial to combine insights from both behavioral and physiological responses. With NoldusHub, you will enjoy seamless control, calibration, and monitoring of all your data streams, such as facial expressions, heart rate, and cognitive load. The software of all connected hardware devices is fully integrated. You can start



[WWW.NOLDUS.COM/NOLDUSHUB](http://WWW.NOLDUS.COM/NOLDUSHUB)

your recordings at once from the same location, for multiple participants simultaneously. NoldusHub directly processes all incoming data and gives you real-time visualization and meaningful results, both during and after data collection.

# FaceReader

- Automatically measure facial expressions
- Able to measure interest, boredom, and confusion
- Provides a complete picture of reactions to stimuli
- Objective assessment of emotions

Emotions instinctively influence our behaviors and decisions. Knowing users' intentions and how satisfied they are is key in UX research. The face is the best indicator for this. FaceReader™ is the automated system for the recognition of facial expressions. The software gives direct feedback and analyzes your data (live, video, or still images), saving valuable time. It also calculates whether an emotion is positive or negative as well



[WWW.NOLDUS.COM/FACEREADER](http://WWW.NOLDUS.COM/FACEREADER)

as its intensity. FaceReader allows you to select and visualize your data in detail and compare responses between different groups. Additionally, you can create your own custom expressions, such as interest, boredom, and confusion.



[WWW.NOLDUS.COM/ABOUT-NOLDUS](http://WWW.NOLDUS.COM/ABOUT-NOLDUS)

## Noldus as partner

- *Work with the latest technology*
- *Use the best in class tools*
- *Count on tailored solutions*
- *Receive practical advice*

As our customer, you are at the heart of our business and day to day operations. You can trust us to translate your research questions into practical and proven solutions, since we work side by side with you. You will be guided to turn data into meaning and receive advice on how to perform your research in the most efficient and effective way. You'll benefit from elegant tools, practical advice, and kept promises. You can count on working with high-quality and precise solutions for use on a daily basis to advance the field of behavioral research. Because measuring behavior makes a difference.



[WWW.NOLDUS.COM/NOLDUSCARE](http://WWW.NOLDUS.COM/NOLDUSCARE)

## NoldusCare

- *Experience peace of mind*
- *Around the clock support*
- *Latest software upgrades*
- *First year for free*

Maintenance and support are vital to any product, especially when you rely on it on a daily basis. Moreover, you want to achieve maximum return on investment. That is why we want to ensure that you benefit from the investments you made with our very fast and reliable service NoldusCare. It includes the latest software updates and upgrades for free, containing new features and functionalities. Besides, an extended warranty on hardware means that quick repair or replacement of hardware is free of charge as well. All your support questions will be answered within 24 hours.



[WWW.NOLDUS.COM/SUPPORT](http://WWW.NOLDUS.COM/SUPPORT)

## MyNoldus

- *Fastest way to reach support*
- *Easily download your software*
- *All documents in one place*
- *Manage your account online*

Along with your purchase, you'll receive a MyNoldus account. Within this online environment, you can find the latest versions of your software. You can view and download installation instructions, drivers and tools, documentation, sample projects, and training videos. You can submit and keep track of your own support questions, view and update your personal account details, such as the licenses you own, and find quick answers to frequently asked questions. Also, you can benefit from in-depth articles in the Knowledge Base or expand your knowledge by checking the Noldus Academy.