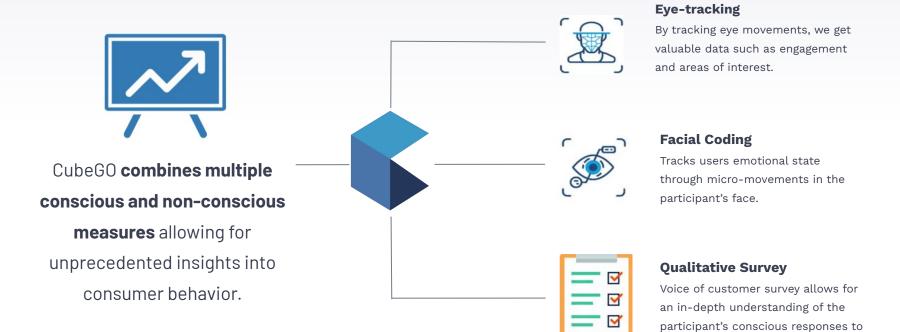




# **Table of Contents**

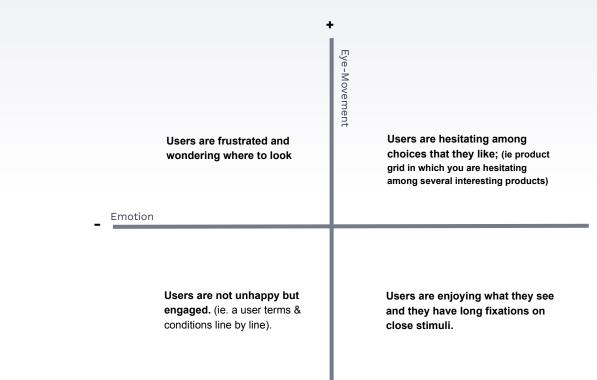
### Methodology



their journey.

### Methodology

### CubeGO Circumplex

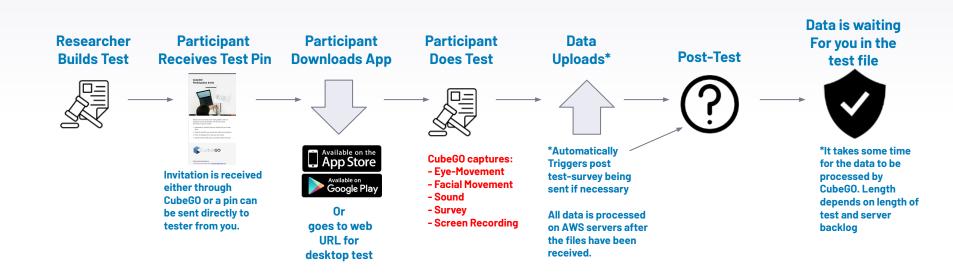




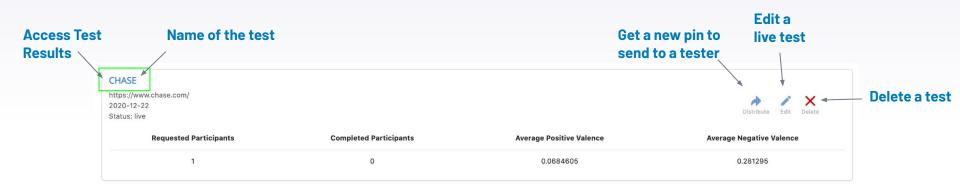
# CubeGO combines multiple conscious and non-conscious measures allowing for unprecedented insights into

consumer behavior.

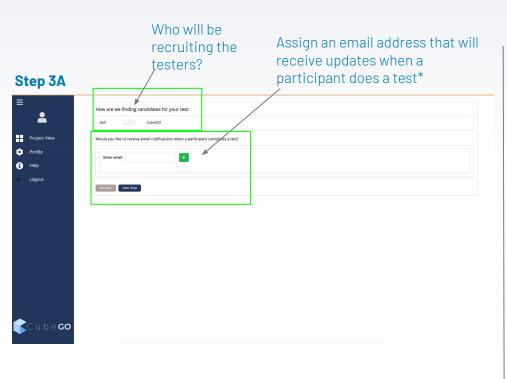
### **CubeGO Test Journey**



### **Your Dashboard**



		Create Ne	w Test		Create New Enter the
				Step 2	projects name
<b>C</b> u b e <b>Co</b>			÷	≡	Welcome to CubeGol Let's get your proget started.
CHASE https://www.chase.com/ 2020-12-22 Status: live			Distribute Esk Delete	Project View Profile	Pojet zane
Requested Participants	Completed Participants	Average Positive Valence	Average Negative Valence	Help	
1	0	0.0684605	0.281295	← Logout	
Eye Movement Desktop App https://ikides.com/cubego/we-are-testing-our-app 2021-05-22 Status: live Requested Participants	- thanks-for-taking-part-304d32/fullscreen Completed Participants 0	Average Positive Valence 0.021143	Average Negative Valence 0.236434		
Alexandra https://dexandragirard276069.invisionapp.com/co 2021-07-06 Status: live			Dubbas Est Devis		
Requested Participants	Completed Participants	Average Positive Valence	Average Negative Valence		
1	0	0.00153414	0.239325		
Centre National Bromont https://alexandragirard276069.invisionapp.com/co 2021-07-06	nsole/share/PE2Q3776A4/673367761		* / X	<b>C</b> u b e <b>GO</b>	



#### Who will be recruiting the testers?

# \*When a participant finishes a test, you will receive an email confirmation

participants@cubehx.com
CubeGO: You have a new completed test for Desjardins B1

Paid August 17, 2021 at 6:57 PM

Hi,

To

You have a new completed test on CubeGO. The data is being analyzed and will be available shortly.

New Complete Information:

Test Name

Participant Email: Age: 32 Gender: Male Location: Montreal, Canada

#### Visit your project workspace

Thanks, CubeGO Team

(Any issues please contact us for support at customers@cubehx.com)

### Building a Test CubeGO Recruitment

Stop ZD	Who will be recruiting the testers?	Define the audience you would like to test
Step 3B		
≡ ▲	How are we finding candidates for your test: Self Cube00	
Project View	Give us details about who you'd like to take your survey:	
🔯 Profile	How many participants are we recruiting?	
<ul><li>↔ Help</li><li>← Logout</li></ul>	Gender Male 50%	Female 50%
	How did should they be? Please select a range. 21 * Please choose a country to source your participants from	es
	Country Country • Stelector: Ingen • Region Selector: Ingen • Fitters:	
	Would you like to receive email notifications when a participant completes a test?	
<b>C</b> u b e <b>GO</b>		

#### CubeGO Recruitment

- # of participants
- Gender breakdown
- Age breakdown
- Country
- City

### **Recruiting Options**

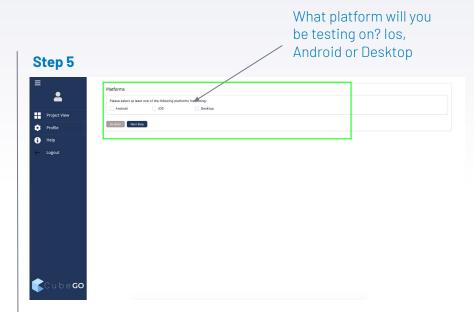
- # of Children
- Personal Income
- Household Income
- Marital Status
- Ethnicity
- Phone Operating System
- Occupation
- Education

After your test is built the recruitment sequence will begin. Testers who meet your criteria will receive an email with all the information for the test.



Step 4 C regettion of the test C regettion of test C reget

Enter information the tester would like to know



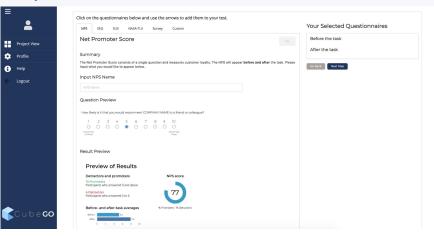
# You can build a test and run it, simultaneously on all three testing platforms

like	r much would you to pay your ers?*	Enter the URL where you would like the test will start					
<ul> <li>Project View</li> <li>Profile</li> <li>Help</li> <li>Logout</li> </ul>	Please add some specifics regarding the projective specifics regarding the projective specific specifi						
<b>C</b> ube <b>co</b>		Enter the					

\*When asking CubeGO to recruit participants, CubeGO will dispense the incentives to the testers.

#### Add survey questions to ask the participants before or after the test

#### Step 7

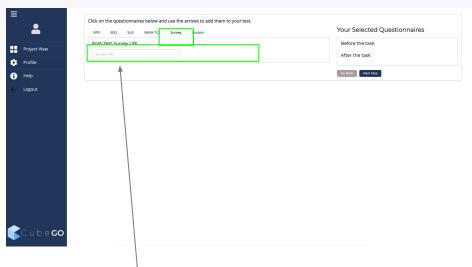


#### Built in Question:

- NPS
- Single Ease Questionnaire (SEQ)
- SUS (System Usability Scale)
- Nasa Cognitive Load
- Custom Question (Likert and written response)

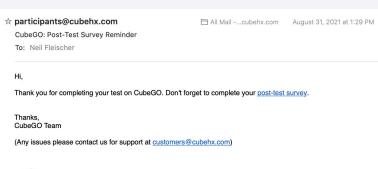
#### Add an external Survey

### Step 8



Add the URL for an external survey you would like the participant to do after the test

# After your test is completed the participant will automatically receive the email with the post-test survey





#### **Launch Your Test**

#### Step 9

	Recruitment         Participants         Male Participants         Female Participants           CubeGo         40         21         19	Payment Summary
View	Ages Incomes Test Length	Recruitment (40 participants x \$25) \$1000.00
	32-65 10000-100000 19 min.	Participant Incentive (40 participants x \$15.00) \$600.00
	Pre-Test Questionnaires	Payment Processing Fee (10%) \$160.00
		\$1760.00
	Test URL www.cubepo.io  Instructions  mecohamacon	
	Post-Test Questionnaires	Select Payment Method
	Post-Test Survey URL	TBD Go Bank Launch Project
	ß	

In order to launch your test, you will be asked to pay for any additional cost you may have.

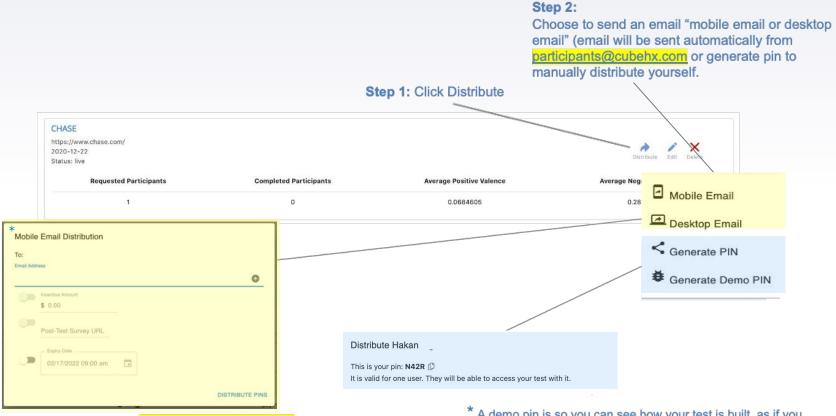
Extra Costs include:

- Recruitment Fee
- Incentive Fee
- If you are on a "Pay as you go" plan, you will be charged for each participant

### Limitations of the **iOS** CubeGO App

- You cannot test another app on iphone. Only in browser testing can be done. If your tester leaves the CubeGO app, the test will end (android testing allows apps to be tested).
- If your tester watches a video during the test (example you have a video on your website of your product and they watch it), the video will not be seen in the results..The testers reactions are captured, but the video feed is a dark screen.

### **Building a Test: Distribute Invitations and/or Pins**



\* Emails distributed from participants@cubehx.com

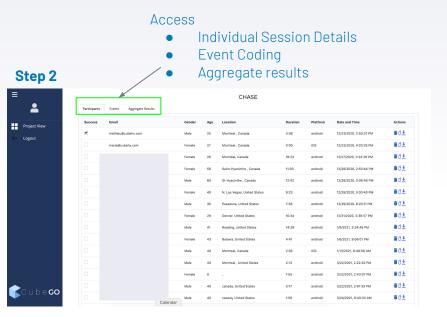
\* A demo pin is so you can see how your test is built, as if you were a client. No data is collected during a demo test.

# Results

### **Results**

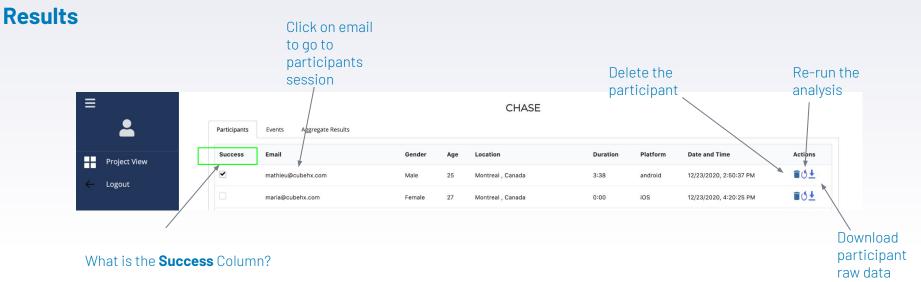
		Open the t would like		
Step 1 ≡	<b>€</b> Cube <b>co</b>	/		
<ul> <li>Project View</li> <li>Profile</li> <li>Help</li> <li>Logout</li> </ul>	CHASE 2020-13-22 Status live Requested Participants 1	Completed Participants 0	Average Positive Valence 0.0684505	Average Negative Valence 0.281295
	Eye Movement Desktop App https://tidis.com/cubeg/we-ar-testing 2022-06-22 Status: Ive Requested Participants 1	our-app-thanks-for-taking-part-304d32/fullscreen Completed Participants 0	Average Positive Valence 0.021143	Average Negative Valence
	Alexandra https://dexandragirard270009.invisionapp 2021-07-06 Status: Irve Requested Participants	.com/console/share/PE2Q3775A4/673357761 Completed Participants	Average Positive Valence	Average Regulive Valence

#### **Test Information**



### Information you see here:

- Participant ID
- Gender
- Age
- Location
- Length of test
- Platform
- Date



Remote testing is vitally important to optimizing your company's performance. However, remote testing has it's unique challenges. CubeGO participants are asked to follow our guidelines in order to be compensated.

Reason someone could be not successful

- Lighting instructions were not followed
- Participant did not keep their head centered
- Participant wore glasses
- Other

If a participant did not do the test properly, simply do not click their "Success" box. The participant will not be in the aggregate results for the test. Notify CubeGO of the unsuccessful test and the reason why they failed. We will then contact the participant and let them know they will not be compensated

### **Results:** Participants Session

**Emotions and Eye-Data:** You can view upto 3 different biometric responses at once. Emotions: Positive Valence, Negative Valence Happy, Surprise, Neutral, Fear, Anger, Sadness, Disgust Eye-Data: Eye Distance Travelled, Blink Rate

**Friction Points:** Identify friction through identifying upper 75th percentile or 95th percentile of particular data sets. When two or more data sets have friction moments at the same time, this is a triangulated friction point. A very good identifier of problem area for your user.

**Mark Video:** Set a start/end point for the user journey. Any data outside this "Start/end" will not be used. Each time you come back to the <sup>--</sup> participants the "Start/end" information will be saved.

#### Overstock Participants Events Aggregate Result Gender: 👌 eil@cubehx.com Ano: 40 Location: montreal Canada Platform desktor Date & Time: 8/27/2021 9:24 Set Percentile None Eye Movement 300 Overs 250 Negative Valenc extra 20% of 0.1 0.08 0.06 0.04 Positive Valence 0.000 0.008 0.007 0.006 0.005 0.004 0.003 0.002 0.001 0:10 0.20 0:30 0:40 0.50 1:00 1:13 Mark Video Start Unset Mark Video End linse 0:00 l 0:10 1 0:20 1 0:30 1 0:40 1 0:50 I 1:00 1:10

**Scroll Bar**: While analyzing the journey, scroll the beginning and end toggles to see the data for the specific timeframe you want

### **Eye-Movement Data**

### Results: Event Coding

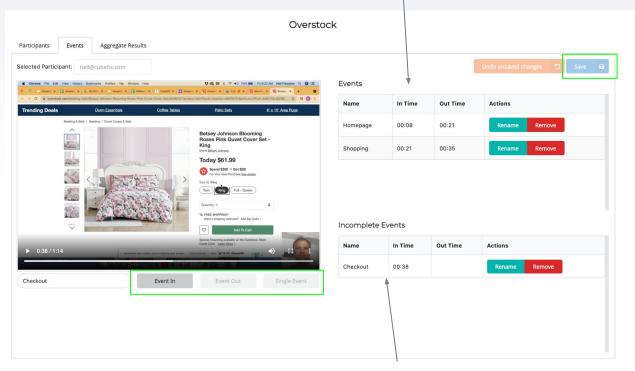
Watch the participants video and pause when you would like to enter an event. Events allow you to compare experiences among participants

**Event "In":** This triggers CubeGO to open a new event.Example Homepage\_In

**Event "Out":** This triggers CubeGO to close the event. Example: Homepage\_Out

**Single Event:** Allows you to mark single events that do not have a beginning and end

One you have coded an event press save.



Incomplete events appear here

#### Finished events appear here

### **Results:** Aggregate Results

Get an aggregated overview of how the participants experienced your test.

#### Aggregated Data available for:

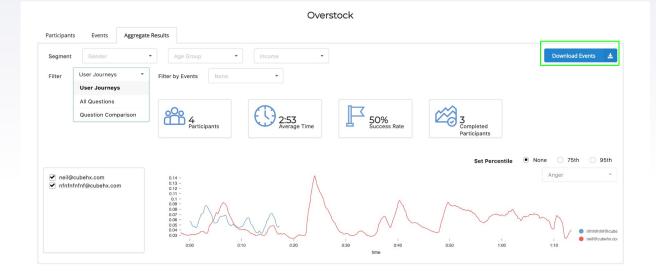
- User Journey
- CubeGO In App Survey Question
- Events

### Filter By:

- Gender
- Age
- Income

#### **Download:**

Aa raw CSV file of your test is available for download. The data is coded by events and allows you to further your research into the participants journey.



# **Helpful Tips**

### Helpful Tips: Participants Experience

- In order to capture the data we need participants are required to click "I agree" to have the session recorded.
- Your participant will be provided a 2.5 minute video on how to do a CubeGO test.
  - Highlights of the video:
    - Do not wear Glasses
    - All source of lighting must be in front of you during the test (no lighting or windows to the side or in back of you)
    - Keep your head centered and in the same position throughout the test.
- Your participant also agrees that if they do not do the test properly, they will not be compensated.
- CubeGO webcam files are big (as we are capturing minute data in the user' face). It is possible that uploading them fail due to upload data speed limits (particularly in rural areas). If so, the participant is asked to download the files, and them send them via a Dropbox Link, as dropbox does not have a timeout setting.

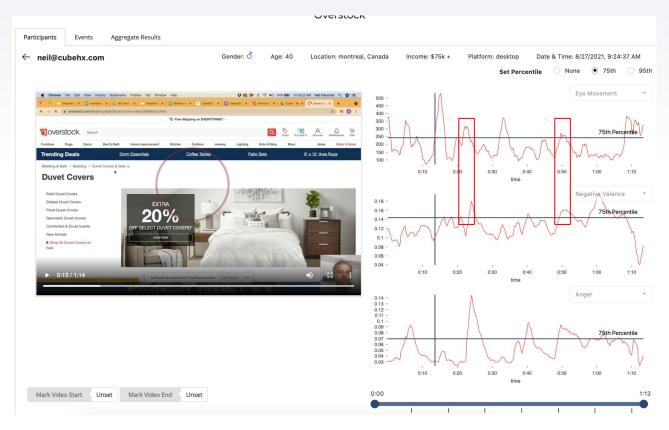
### **Friction Points**

The goal of CubeGO is to deliver deep insights into the participants journey. Combining metrics is how we do this.

You can either look at individual measures (ie negative valence) to understand identify a moment of interest along the user's journey, or you can combine metrics, to compound and strengthen the insight.

Look for points along the journey where 2 or more metrics are above the 75th or 95th percentile.

Compounding metrics provides a more accurate assessment of the moment.



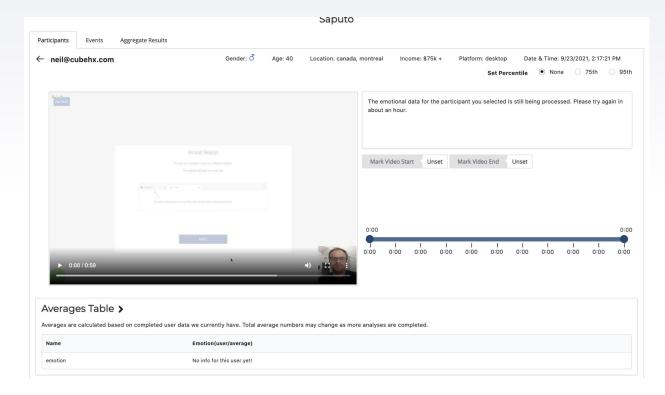
### Data Processing

"The emotional data for the participant you selected is still being processed. Please try again in an hour"

It takes CubeGO 10 minute to an hour to process the data for a participant. Factors the affect this are:

- 1) Length of video
- 2) Level of activity on CubeGO servers

We are always trying to optimize our tech stack to make this delay as short as possible with the goal of it being under 5 minutes per participant.



### When Doing Analysis we like to look at:

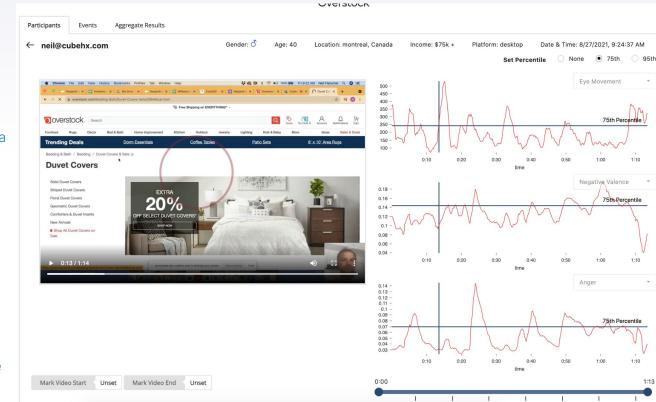
**Friction Points:** Combining metrics and seeing 2 or more above the set threshold at the same time.

**Engagement Points:** Low eye-movement / positive emotional response

**Single Metric Insights:** In the absence of a second value being of it's 75th or 95th percentile at the same time, focus on the individual metric to see why that event occurred

**Time To First Fixation:** At what point in the first moment of the journey did the user show their first point of interest?

**Sounds:** CubeGO captures sound data as well. While we dont want the user to talk during the test (facial emotion will not work) user tend to let points of interest be known through deep breaths or mumbles.



#### **Primacy / Recency Effect**

### Raw Data File Example

	А	В	С	D	E	F	G	Н	I	J	К	L	Μ	Ν	0
1	movement	blinkPerMin	blinks	n_valenc	e p_valence	gaze_y	gaze_x	neutral	surprise	sad	happy	fear	disgust	angry	time
2	0	12		0 0.563	129 0.0005714	3 0.690741	0.455208	0.263429	C	0.56	0.00057143	0.114286	0	0.0597143	-1771
3	0	0		0 0.578	684 0.0005263	2 0.7	0.465625	0.254737	C	0.575526	0.00052632	0.109474	0.00026316	0.0571053	-1670
4	0	0		0 0.58	139 0.0004878	0.703704	0.4875	0.251951	C	0.581463	0.00048781	0.106585	0.00097561	0.0560976	-1568
5	0	0		0 0.587	0.0004545	5 0.716667	0.513542	0.252045	C	0.584318	0.00045455	0.104091	0.00136364	0.0552273	-1466
6	0	0		0 0.58	766 0.0004255	3 0.725926	0.53125	0.251702	C	0.585106	0.00042553	0.102766	0.00191489	0.0557447	-1364
7	0	0		0 0.601	129 0.0002040	0.746296	0.547917	0.247551	C	0.600204	0.00020408	0.0971429	0.00183673	0.0506122	-1262
8	0	0		0 0.611	533	0 0.738889	0.554167	0.243673	C	0.611633	0	0.0942857	0.00183673	0.0461225	-1161
9	0	0		0 0.614	286	0 0.711111	0.545833	0.237959	C	0.614286	0	0.0967347	0.00183673	0.0465306	-1058
10	0	0		0 0.601	533	0 0.675926	0.523958	0.254286	C	0.601633	0	0.0932653	0.00183673	0.0457143	-955
11	0	0		0 0.589	796	0 0.633333	0.517708	0.269592	C	0.589796	0	0.0887755	0.00183673	0.0467347	-854
12	0	0		0 0.576	122	0 0.596296	0.51875	0.288163	C	0.576122	0	0.0834694	0.00183673	0.0465306	-752
13	0	0		0 0.56	149	0 0.555556	0.515625	0.302041	C	0.56449	0	0.0793878	0.00183673	0.047551	-650
14	414.762	0		0 0.552	245	0 0.525926	0.503125	0.314898	C	0.552245	0	0.077551	0.00183673	0.0485714	-549
15	375.619	0		0 0.530	204	0 0.485185	0.4875	0.333878	C	0.530204	0	0.0797959	0.00183673	0.0495918	-446
16	378.175	0		0 0.507	347	0 0.435185	0.459375	0.353673	C	0.507347	0	0.0810204	0.00183673	0.0520408	-345
17	377.138	0		0 0.479	592	0 0.377778	0.444792	0.380408	C	0.479592	0	0.0795918	0.00183673	0.0542857	-244
18	377.473	0		0 0.450	108	0 0.351852	0.435417	0.407755	C	0.450408	0	0.0795918	0.00183673	0.0561224	-142
19	376.695	0		0 0.418	367	0 0.338889	0.45	0.439592	C	0.418367	0	0.0791837	0.00183673	0.0569388	-38
20	380.021	0		0 0.385	306	0 0.32963	0.465625	0.475306	C	0.385306	0	0.0771429	0.00122449	0.0573469	59
21	368.634	0		0 0.360	316	0 0.324074	0.479167	0.499796	C	0.360816	0	0.0765306	0.00081633	0.0583673	162
22	356.561	0		0 0.337	959	0 0.316667	0.473958	0.523469	C	0.337959	0	0.0767347	0.00020408	0.0581633	264
23	344.815	0		0 0.324	082	0 0.314815	0.471875	0.535102	C	0.324082	0	0.077551	0.00020408	0.0593878	366
24	344.5	0		0 0.313	169	0 0.312963	0.467708	0.546531	C	0.313469	0	0.0761224	0.00061225	0.0597959	468
25	339.809			0 0.320	108	0 0.318519	0.463542	0.542449	C	0.320408	0	0.0728571	0.00142857	0.0589796	569
26	330.717	0		0 0.321	224	0 0.342593	0.473958	0.54551	C	0.321224	0	0.0691837	0.00204082	0.0581633	671
27	316.045	0		0 0.325	918	0 0.361111	0.483333	0.546327	C	0.325918	0	0.0646939	0.00265306	0.0565306	772
28	319.596	0		0 0.327	347	0 0.381481		0.548571	C	0.327347	0	0.0608163	0.00326531	0.0565306	873
29	313.75	6		1 0.326	531	0 0.398148		0.552041	C	0.326531	0	0.057551	0.0044898	0.0563265	975
30	307.467	12		0 0.316	939	0 0.398148	0.48125	0.564898	C	0.316939	0	0.052449	0.00653061	0.0559184	1076
31	305.691	12		0 0.313		0 0.424074		0.576531	0		0		0.00693878	0.0561224	
32	287.447			0 0.312		0 0.448148		0.582041	0		0		0.00734694	0.0559184	
33	263.867			0 0.320		0 0.47037		0.575714			0		0.00877551	0.0542857	1380
34	249.767			0 0.329		0 0.487037		0.570408			0		0.00938775	0.0536735	
35	256.381			0 0.340		0 0.492593					-		0.00979592	0.054898	



Contact: Neil Fleischer 514.241.1394 neil@cubehx.com

