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be more user-friendly and helpful than the older and cheaper version. To answer this question, an empirical eye tracking study was conducted on the old and updated website of the automobile manufacturer Mercedes-Benz of Daimler AG. Through the eye tracking study, it is possible to record and analyze the viewing directions of subjects in order to get insights into the cognitive processes of the subjects. Therefore, 20 study participants were recruited. The observations of the subjects and evaluations of the eye tracking data have shown that there are still some shortcomings in the usability of the service appointment booking. Aspects such as the scanpaths and heatmaps could demonstrate the superiority of the old website.

Keywords
(separated by '-')

Eye tracking - Usability - Mercedes-Benz

Chapter 15

Eye Tracking as a Method of Neuromarketing for Attention Research—An Empirical Analysis Using the Online Appointment Booking Platform from Mercedes-Benz



Veit Etzold, Anika Braun and Tabea Wanner

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2 ing users' wishes, needs and cognitive abilities. The aim of this study is to find out
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1

15.1 Introduction

15.1.1 Goal of the Study

Psychologist Daniel Kahnemann coined the term ‘implicit’ and ‘explicit’ thinking [1] keeping in mind that many important mental processes occur below the surface of consciousness [2, 3].

The idea is that people are often unwilling to utter their real opinion and rather express what they deem to be socially acceptable. Asking Mercedes employees directly, how they would evaluate the new website would certainly yield the result that most employees would prefer the new website due to peer pressure. Several studies prove, that the perception of prospects can be tricked, for example, in price comparisons [4] as well as in complex environments [5]. Neuroscience and neuromarketing in particular focus on the implicit element of perception and evaluation with the aim to achieve a bias-free judgement on processes, products, websites and customer usability, especially to overcome the drawbacks of traditional marketing and to understand the implicit consumer behaviour [6, 7]. Evidence from neuroscientific studies suggests that information and judgement are processes in the prefrontal cortex independent of conscious awareness [2, 8].

Implicit emotions and data can be measured via different devices originating from medicine. One possibility is to measure oxygen concentration in different brain parts via fMRI (functional magnetic resonance imaging [9, 10]). Another possibility is galvanic skin response and EEG to showcase implicit judgement via subconscious processes [11]. A very popular device for conducting neuroscience and neuromarketing research and consumer analysis is eye tracking.

Eye tracking systems make it possible to record people’s eye movements in order to gain insight into their cognitive processes [12]. Also, in some cases, movements of facial muscles and thus emotions like fear, anger or joy can be analyzed. Eye tracking is used in a wide range of topics, from website analysis to attention spans in movie-trailer videos [13]. The topic has been widely used in studies as diverse as analyzing usability of mobile apps [14] or movie trailers [2]. In a paper for the journal of marketing, Xuan Liu and others even worked on an algorithm to find the optimal movie trailer concerning setting, sequence and music based on eye tracking analysis [13].

The aim of the work is to use an eye tracking study to evaluate out the booking behaviour of prospects using the Mercedes-Benz online appointment booking under the most realistic conditions possible and check, whether the function and the goal of the website match. Furthermore, it will be analyzed how the users of the online appointment booking interact with the user interfaces and visualizations. To achieve this goal, the old interface of the online service appointment booking will be compared with the new interface. Another goal of this study is to optimize the user experience of the Mercedes-Benz online appointment booking. The knowledge gained will be used to improve and rearrange the structure of the website. Based on

57 the data obtained, a recommendation for action will be made for Daimler AG and
58 possible marketing measures will be identified.

59 **15.1.2 Study Group and Task Performed**

60 Our general hypothesis was that the new and more expensive website should be easier
61 for the customer to use and navigate. Thus, we set up the following hypotheses for
62 the eye tracking study, concerning processing time, time for the first fixation and
63 fixation duration:

64 **Processing Time**

65 H0: The processing time on the new website is at least 50% shorter than on the old
66 website.

67 H1: The processing time on the old website is at least 50% shorter than on the new
68 website.

69 **Time for the First Fixation**

70 H0: The time until the first fixation of an AOI on the new website is at least 50%
71 shorter than on the old website.

72 H1: The time until the first fixation of an AOI on the old website is at least 50%
73 shorter than on the new website.

74 **Fixation Duration**

75 H0: The number of fixations on the new website is at least 50% lower than on the
76 old website.

77 H1: The number of fixations on the old website is at least 50% less than on the new
78 website.

79 **15.2 Eye Tracking Study of the Service Appointment** 80 **Booking of Mercedes-Benz**

81 **15.2.1 Concept of the Study**

82 The study design consists of a task-based usability study using the electronic mea-
83 surement of eye movements. When collecting the data, it is important to obtain usable
84 data sets. A distinction is made between objectivity, reliability and validity. The prin-
85 ciple of objectivity states that the results of the study should be independent of the
86 test leader. In the case of the reliability of a measurement, the data should be collected
87 in such a way that there is always the same characteristic for several measurements
88 with the same properties. In addition, the principle of validity indicates how well a

89 variable is suitable for confirming the hypotheses [15]. These principles were taken
90 into account in the concept of the eye tracking study.

91 The website of the Mercedes-Benz online service appointment booking is tested
92 as the basis for the study. Requirements for optimal eye tracking conditions were
93 met: The room could be completely closed by a door and the windows darkened by
94 a blind, which was indispensable for an undisturbed test atmosphere with constant
95 lighting conditions.

96 **15.2.2 Test Subject**

97 The selection of suitable volunteers should be representative of the target group [16].
98 For this study, test persons were selected who can identify with the Mercedes-Benz
99 brand and who may already have a Mercedes Me Account (Mercedes Me: website for
100 Mercedes-Benz customer for different services). Using the ‘crowd testing’ platform
101 of Daimler AG, Daimler employees could be contacted by e-mail and invited to the
102 study.

103 **15.2.3 Eye Tracking System and Software**

104 The Tobii Pro X2-30 system from Tobii Technology was used to record the eye data.
105 This eye tracker can be attached directly to the laptop and is primarily used for non-
106 contact measurements. Consequently, the subject is in a fixed position, but after [17]
107 a successful calibration he can move freely within a certain radius. The Tobii Eye
108 tracker measures the subject’s eye position with an accuracy of 0.4° and a sampling
109 rate of 30 Hz. The eye tracker has several infrared lamps and a high-resolution video
110 camera.

111 The iMotions software was used to record, process and analyze the eye tracking
112 data. This software is particularly suitable for usability studies for the investigation of
113 web pages, because the software has extensive analysis and visualization possibilities
114 of eye tracking data. It offers the possibility to capture and process the data quickly. In
115 addition, meaningful visualization options and statistics are provided. The software
116 was used in version 7.1.

117 The size of the sample is also of key importance for a study. A small number of test
118 persons already provide valuable information for recommendations for action. For
119 this reason, a small sample of 20 subjects was selected. Thus, it could be determined
120 that a heterogeneous population is represented in the sample in all its characteristics.

121 **15.2.4 Questionnaire Before the Study**

122 The first questionnaire contains questions that focus on the background of the partic-
123 ipants. In addition to the question about internet affinity, the participants were asked
124 about visual impairments and eye diseases of the test persons due to a potential
125 weakness of the data quality.

126 In addition, the test subjects were asked to indicate if and when they had previously
127 used a service appointment online before. The data thus gained enables comparisons
128 to be made between people who regularly use an offer and those who use a car
129 maintenance booking page for the first time. It can be assumed that special viewing
130 paths have developed among regular users. These test subjects are not suitable for
131 the eye tracking study and must be neglected in the study.

132 **15.2.5 Questionnaire After the Study**

133 After the study, a further questionnaire was handed out to list specifications for which
134 the respondent can give a relevance assessment of one to seven in each case. This
135 form of question should enable the participants to give the answers in the appropriate
136 intensity. In order to capture the subjective assessment of the user, the statements
137 were divided into the categories navigation structure, general usability and comfort,
138 function and processes, design and layout and overall experience.

139 The navigation structure includes how clearly and structurally the website is
140 designed. At the same time, dynamics and originality are evaluated in the 'Func-
141 tion and Processes' category and the aesthetic evaluation of the colour selection in
142 the 'Design and Layout' category. These classifications are primarily intended to find
143 out how the user subjectively perceives aesthetics and the individual visualizations
144 of the interface.

145 **15.2.6 Tasks of the Test Persons**

146 In order to obtain a test environment that is as natural as possible, it is important to
147 affect the test subjects as little as possible throughout the questions [18]. During the
148 examination, the following use cases are presented to the test persons for fulfillment.
149 The tasks should represent typical user situations and cover different areas of the
150 website.

151 **Use Case 1**

152 Test persons start with a typical websearch on Google, getting the following tasks:

- 153 1. Task 1: You have noticed that your car makes 'strange noises'. Now you want
154 to book an appointment online with your local dealer to check if something is
155 wrong with your car. Have a look at the overview of the dates.

- 156 2. Task 2: You only have time next Monday between 2 and 5 pm. Try to book a
157 suitable date.

158 **Use Case 2**

- 159 1. Task 1: You would like to have your tyres changed in Stuttgart and receive more
160 information about the ‘Mercedes me Adapter’ service.
161 2. Task 2: You would also like a personal conversation with a service employee. Go
162 to the corresponding booking step.
163 3. Task 3: After you have entered your data again, you will notice on the overview
164 page that you have selected the wrong dealer and that you need a replacement
165 vehicle. Change these entries and select a dealer in Tuttlingen instead. Then book
166 the next possible date.

167 **15.3 Implementation of the Study**

168 **Phase 1: Clarification of the Process of the Study**

169 Before the study, each participant received an introductory text in which the objectives
170 and purpose of the study were briefly presented. The participants were also informed
171 that they could stop the usability study at any time. In addition, a brief introduction
172 was given on the course of the study and the functionality of the eye tracking device.

173 **Phase 2: Consent Form**

174 All participants received a consent form at the beginning of the study. The declaration
175 mentioned that the data collected would be published anonymously.

176 **Phase 3: Eye Test**

177 All participants had to take an eye test (a so-called Schnellentest) at a distance of
178 approx. 3 m. This method made it possible to detect visual impairments before the
179 test. In addition, colour blindness and red-green weaknesses of the test persons would
180 be recorded.

181 **Phase 4: Questionnaire**

182 Before the start of the study, the volunteers are asked to complete a questionnaire. The
183 purpose of this questionnaire is to obtain general information from the respondent
184 in order to analyze deviations in the respondent’s behavioural patterns.

185 **Phase 5: Calibration of the Eye Tracker**

186 After the respondent completed the questionnaire, the eye tracker was individually
187 calibrated to the tester. During the calibration, the eye movements of the test persons
188 are related to the screen coordinates. The coordinates of the points are known to the
189 software and can, therefore, be analyzed by iMotions [17].

190 **Phase 6: Eye Tracking Test with Use Cases**

191 After the eye tracker has been calibrated on the test persons, the participants could
192 start with the tasks. It was important that during the usability test the test persons could

193 express their feelings, actions and thoughts loudly. This method is also known as the
194 Think Aloud Method [16]. The use cases were read to the test persons individually
195 so that the test person could look at the screen throughout the entire study.

196 **Phase 7: Final Discussion and Post-processing**

197 The final discussion took place by means of a verbal survey and short feedback
198 from the test persons. The average duration of the examination from presentation to
199 farewell was 30 min. After the study was completed, the recorded data was imported
200 into the iMotions database and the results of the study were compiled.

201 **15.4 Results and Discussion**

202 *15.4.1 Evaluation and Analysis of the Results*

203 The average age of the participants was 31 years. The youngest participant in the
204 study was 23 years old and the oldest 53 years old. A total of 13 men and 7 women
205 took part in the study.

206 *15.4.2 Results of the Questionnaire Before the Study*

207 Participants with average Internet usage of 'more than 6 hours' per day represent the
208 largest part of the study group with 40%. Of the 20 respondents, only one person
209 is using the Internet for less than 2 h per day. In addition, all respondents indicated
210 that Internet use is a central part of their job or education. From the data obtained,
211 it can be concluded that the majority of the test persons are web-savvy. 50% of
212 the participants wore glasses and 15% wore contact lenses. In total, there were 9
213 people without visual aids and 13 people with visual aids. In individual cases, the
214 test subjects had problems calibrating the eye tracker and had to be excluded from
215 the analysis.

216 Of the 13 persons with visual aids, 53% stated that they were nearsighted and 23%
217 that they were farsighted. In addition, 9 participants wore glasses or contact lenses
218 during the eye tracking study. All 20 participants denied the question of whether they
219 suffered from an eye disease or perception disorder or were taking medication that
220 could influence their perception or reaction time. In connection with the eye tracking
221 study, it was subsequently found that eyeglasses had an influence on the eye tracking
222 data obtained. It was shown that the data quality of the eyeglass wearers was about
223 15% (average value) worse than that of the test persons without visual impairment.
224 iMotions shows the quality of the data and all data could be used here.

225 **15.4.3 Awareness of the Service Appointment Agreement**

226 25% of the test persons stated that they had already arranged a service appointment
 227 online and 75% of the test persons stated that they had never booked an appointment
 228 online before.

229 When asked if the participants had a Mercedes me account, 75% answered no and
 230 only 25% yes.

231 In experiences with service bookings outside the automotive industry, 15 people
 232 voted no and only 5 yes. From the 5 persons, who have already booked a service date
 233 online, 3 persons indicated that the service date was already more than 6 months ago.

234 All test persons stated that they had already booked a flight or hotel online. 65%
 235 have already made restaurant reservations online. Of the 20 respondents, only 3
 236 participants (15%) have already booked a doctor's appointment online. From the
 237 answers of the test persons, it can be concluded that each participant used one of the
 238 booking options and therefore has experience with online service bookings. These
 239 results have effects on the eye movements of the test persons.

240 **15.4.4 Results of the Questionnaire After the Study**

241 Results of both sides are positive. The mean value of satisfaction from the rankings
 242 of both websites amounts to 4.95 out of a total of 7 achievable points.

243 The following statements were rated best:

- 244 ● The date selection is clearly arranged (mean value: 6.2).
- 245 ● The amount of personal data was okay for me (average: 5.89).
- 246 ● The website is useful (average: 5.8).

247 Table 15.1 lists the biggest differences between the websites. The largest differ-
 248 ence in the evaluation was in the function and process category. The statement 'The
 249 scope of the service offerings is sufficient for me' resulted in a difference of the mean
 250 value of 2.3. It can be concluded that the new presentation of the service offerings did
 251 not meet the expectations of the users. Subsequently, the category navigation struc-
 252 ture was rated most negatively with the statement 'The designations and navigation
 253 elements are understandable'. In all rankings, it should be noted that the questions
 254 were answered subjectively and that each respondent has a different view for the
 255 same rating.

256 **15.4.5 Eye Tracker Data**

257 The extracted eye tracking data from the iMotions software will be analyzed and
 258 visualized in the further course. The new page was compared with the old website.

259 The data quality of at least 79% of both groups ensured a high-quality analysis.

Table 15.1 Average of the differences between the new and old website

Category: Navigation structure	Average			
	Total	Old	New	Difference
The structure of the website is logical	5.2	5.5	4.9	0.9
The queried contents are understandable	4.95	5.1	4.8	0.3
The descriptions and navigation elements are easy to understand	5.65	6.1	5.2	0.9
<i>Category: Functions and processes</i>				
The available dates were sufficient	4.8	5.1	4.5	0.6
The posting summary is clear and concise	4.95	5.3	4.6	0.7
The range of services is sufficient for me	3.75	5	2.7	2.3
<i>Category design and layout</i>				
The design is contemporary	4.9	5.2	4.6	0.6
<i>Category: Overall experience</i>				
The booking process ran smoothly	3.55	3.9	3.2	0.7
The website is attractive	5.05	5.3	4.8	0.5
The website is useful	5.8	6.1	5.5	0.6

15.4.6 General Heatmap Analysis

In order to analyze the user behaviour and the structure of the websites, the eye movements were visualized in the booking steps ‘Service selection’ and ‘Date selection’ using heat maps.

Figure 15.1 shows the heat map of the booking step ‘Service Selection’. The eye tracking analysis using heat maps illustrates that the navigation elements on the new website (right screenshot) are hardly read by a test person. Instead, the individual service categories were fixed for longer. The absolute fixation time was scaled to a maximum of 2.2 s, which corresponds to red. The more widely distributed green colour indicates a reduced cognitive load on the test persons. In addition, it can be seen that the middle area of the new website hardly receives the attention of the test persons.

On the old website (left screenshot), the navigation elements are recognized, but the fixations are distributed over the entire page. The respective explanations and additional information about the services receive little or no attention. This could be due to the fact that in order to search for further information on the new website, the individual services must first be expanded. On the old website, the information is directly visible. This leads to the result that very small letters are difficult to read for the prospects.

Figure 15.2 shows the booking step ‘Date selection’. It can be clearly seen that the areas of highest attention on both websites are on the selected date. The difference to the old date selection is that the selected date is more present.



Fig. 15.1 Heat maps of the old and new services



Fig. 15.2 Heatmaps of the old and new date selection

282 One of the AOI is the First Fixation Duration which is 78.52 ms in average for
 283 the old website and 118.21 ms in average for the new website.

284 The final examination of all booking steps on both websites shows that some posi-
 285 tions and the selection of page elements require optimization. Often the ‘Continue’
 286 buttons, certain information and assistance are not found by the test persons, the
 287 pictures of the respective services are not noticed, or the selected service date is not
 288 observed. In addition, the navigation elements are hardly noticed by the test persons.

289 **15.4.7 Analysis of Attention Distribution by Scanpaths**

290 The eyepaths of the test persons are also of great importance in the qualitative eval-
 291 uation. They indicate the order in which the different elements were fixed and how

292 the eye wandered across the interface. The orientation behaviour of the scanpaths is
 293 included in the evaluation of the attention distribution.

294 15.4.8 Scanpath at the ‘Service Selection’ Booking Step

295 The contents are not perceived by the respondent. The scan path at the booking step
 296 ‘service selection’ of the old and new website shows clear differences in the design
 297 elements and contents.

298 Figure 15.3 shows the scanpaths of the booking step ‘Service selection’ of the old
 299 old (left) and new website (right). The view path of the old web page appears more
 300 unstructured than that of the new web page. It can also be seen that the number
 301 of fixations on the new website is higher than on the old one. From this, it can
 302 be concluded that the old website has been designed more efficiently and the page
 303 structure is more logical for the user.

304 The processing of the offered information seems to be more difficult for the
 305 participant with the new service representation than with the former one. The aim
 306 of the Scanpath analysis was to optimize the Scanpath when booking the Mercedes-
 307 Benz service appointment. The eye tracking analysis showed that the test persons
 308 had to search for the respective elements on the old website for a shorter time than
 309 on the new website. With the exception of the booking step ‘Service selection’, the
 310 scan paths ran according to samples. From this, it can be concluded that the website
 311 still has a lot to optimize.

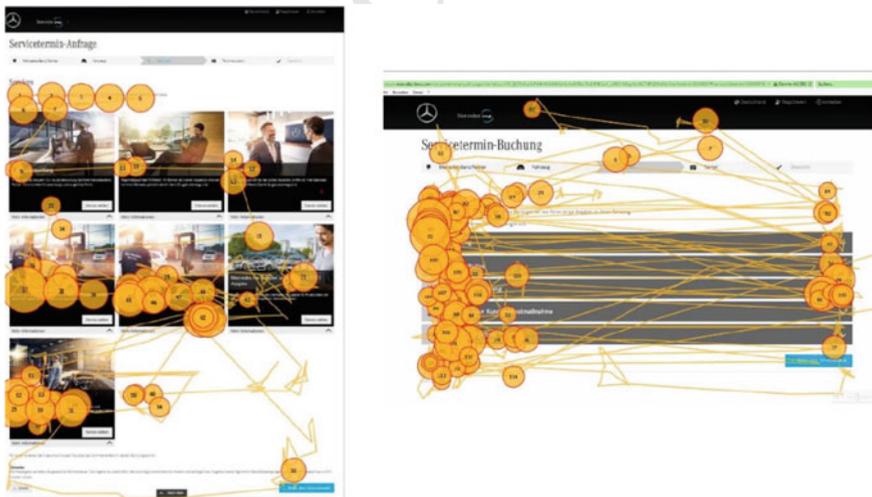


Fig. 15.3 Scanpath of the old and new website

312 **15.4.9 Analysis of the Processing Time**

313 On average, the use cases on the old website were processed within 7.29 min and on
314 the new website within 10.66 min, which corresponds to a difference of 3.37 min.

315 The average observation time of an AOI (Areas of Interests) was 1.37 s
316 (1367.36 ms) for the old site and 1.82 s (1822.77 ms) for the new site. This cor-
317 responds to a difference of 0.45 s per stimulus.

318 Looking at the times, it can be seen that the booking on the new website took longer
319 than on the old website and also the higher AOI on the new websites indicates, that
320 the new website is more difficult to navigate than the old website.

321 **15.4.10 Significance Tests**

322 In order to draw conclusions about the significance of the results, a t-test was per-
323 formed for the processing time, time for the first fixation and fixation duration. It
324 was checked whether the mean value of the sample (old website) deviated from the
325 sample (new website). T-tests and statistical calculations were carried out in IBM
326 SPSS.

327 The following hypotheses, as mentioned before, were examined based on the test
328 results:

329 **Processing Time**

330 H0: The processing time on the new website is at least 50% shorter than on the old
331 website.

332 H1: The processing time on the old website is at least 50% shorter than on the new
333 website.

334 **Time for the First Fixation**

335 H0: The time until the first fixation of an AOI on the new website is at least 50%
336 shorter than on the old website.

337 H1: The time until the first fixation of an AOI on the old website is at least 50%
338 shorter than on the new website.

339 **Fixation Duration**

340 H0: The number of fixations on the new website is at least 50% lower than on the
341 old website.

342 H1: The number of fixations on the old website is at least 50% less than on the new
343 website.

344 The t-test (e.g. at the processing time) assumes that the booking of a service from
345 the old Mercedes-Benz service appointment booking is more time-consuming and
346 slower than with the new service appointment booking.

347 The significance is calculated for all hypotheses. For the old website and the new
348 website, it is 0.000 for all three. From the t-test, it can be concluded that, e.g. the
349 processing time is clearly significant, since both values are below the α level of 5%.

350 This means that the mean of the processing time of the old web page is significantly
351 different from the new web page. For this reason, the null hypothesis can be rejected,
352 and the alternative hypothesis accepted.

353 Based on the following hypotheses the study was to examine the websites:

- 354 ● H0: The new website is rated at least 50% better than the old website.
- 355 ● H1: The old website is rated at least 50% better than the new website.

356 Due to the fact that the hypotheses could not be confirmed by the eye tracking
357 data, the main hypothesis has to be rejected and the alternative hypothesis accepted.
358 For the Mercedes-Benz service appointment booking, this means that the old website
359 was rated at least 50% better by the test persons than the new website.

360 **15.4.11 Entry Channels and Insights**

361 In the first use case, users had the goal of finding the fastest and best results for their
362 search query for the Mercedes-Benz service appointment booking. The majority
363 of the respondents were aware that the first hits of the Google search results were
364 paid ads. As a result, these ads were hardly clicked and considered irrelevant. The
365 additional observations within the eye tracking study showed that the Mercedes-Benz
366 service appointment booking was found directly by only seven test persons. Three
367 of the test persons reached the Mercedes-Benz service appointment booking via the
368 Mercedes me website and another test person tried to enter directly via the retailer's
369 website. Findings:

- 370 ● The Mercedes-Benz booking option is hardly found by the test persons on the
371 Internet.
- 372 ● The first search result gets the most attention of the respondents.
- 373 ● The advertisements at the end of the page are hardly or not at all noticed by the
374 test persons.
- 375 ● URLs are viewed more often than the title of an ad.
- 376 ● Attention wanes after about four ads.

377 **15.4.12 Resulting Marketing Measures**

378 Daimler AG wants to achieve a sustained increase in sales and increase the number
379 of bookings for Mercedes-Benz service appointments [19].

380 At present, the potential of Mercedes-Benz service appointment booking is not
381 yet fully exploited, as there are still few binding bookable appointments via the
382 platform. In addition, the booking figures and the general reach of the website have
383 ample room for improvement. On the one hand, this could be due to the fact that the
384 dealer is reluctant to release his appointments online and, on the other hand, due to

385 the fact that the advantages and benefits of booking service appointments will not be
386 clearly communicated. In order to increase the reach of the appointment booking in
387 the long term, the booking option must be promoted more towards the end customer
388 and internally.

389 **15.4.13 Development of a Catalogue of Measures**

390 The main goal of website optimization is to develop an application with a high
391 degree of usability under the given technical conditions. This includes above all the
392 efficiency and effectiveness of a website as well as customer satisfaction. With the
393 old website being rated 50% better and more usable than the new website, it can be
394 stated, that this requirement has not been met.

395 The following suggestions for improvement regarding the Mercedes-Benz service
396 appointment booking can be derived on the basis of the usability test carried out.
397 In the catalogue of measures, concrete steps for booking Mercedes-Benz service
398 appointments are identified and collected. It must not be disregarded that the data
399 protection regulations and imprint obligations of Daimler AG must be adhered to:

- 400 ● Optimization of the website (e.g. short loading times)
- 401 ● SEO/SEA optimization (increase of traffic)
- 402 ● Creation of a landing page
- 403 ● Personalization (Chatbot)
- 404 ● Mobile Optimization
- 405 ● Cross- and upselling potential [20].

406 **15.5 Conclusion**

407 The possibility of using the eye tracking system has proven to be a valuable addition
408 to the research methods used in the usability study. In comparison to a survey of the
409 test persons, the eye tracker is an instrument for obtaining objective results based on
410 implicit information rather than on explicit ones. It is important to note, however,
411 that not all fixations of the test persons mean that the elements are perceived or
412 internalized at the same time.

413 Finally, it can be said that the superiority of the old website could be shown
414 by aspects such as the frequency of fixations within the AOIs, the scanpaths and
415 heatmaps. Based on the findings of the questionnaires, the eye tracking data and the
416 additional significance tests, it can be seen that all three hypotheses can be rejected.
417 As a result, the main hypothesis could not be confirmed and the alternative hypothesis
418 (H1: The old website is rated at least 50% better than the new website) was accepted.
419 For the Mercedes-Benz service appointment booking, this means that there are still
420 large deficits in usability due to the poorer rating of the new website.

421 In the future, it will be important to observe and review current trends and tenden-
 422 cies on the Mercedes-Benz service appointment booking website in order to be able
 423 to react at an early stage. There are various tools from Google and other providers to
 424 monitor a website. In addition, the assessments and opinions of customers should be
 425 continuously included. From a long-term perspective, the website should be contin-
 426 uously investigated through usability studies so that the website can be tailored to the
 427 customer. These measures can contribute to the success of the company because the
 428 elimination of usability errors through the studies can lead to a significant increase
 429 in sales.

430 The findings from this paper also offer access for further investigations. At this
 431 point, an extension of the study by including a larger group of test persons from all
 432 age groups, as well as the classification according to professions is to be mentioned
 433 as an example in order to achieve an even more meaningful result.

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Chapter 15

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