



Eyetracking the Doha Corniche
CMU at Qatar and Qatar University Research

Preliminary application of the Virtual Mind's Eye tool to study the Doha Corniche area
(Research supported by a seed grant from the Qatar Foundation)

1. Corniche scenes and an expert's comments

	<p>In this photo, one can focus mainly on the skyline either because the photo is taken from a distance where the sky is clear above, or because it is also taken from a distance and is approached by a large vacant piece of land.</p> <p>Older Locals will see nothing in this photo simply because this land did not exist before the 70's (before land reclamation).</p>
	<p>In this photo, professional eyes will capture the modern architecture and the hi-tech building techniques specially the white Curve in the building to the left. Traditional streetman can recognize the area easily and can predict that this site is located in Al-Dafna cornice where all the hi-rises are located.</p> <p>My eyes actually capture the half demolished building to the left and not the high rises...</p>



In this photo, The minaret acts as a landmark to the souk waqif area. No-one can miss it. Older and Younger locals will have different memories.

I actually can see locals who lived in the area before demolition will focus on the mosque as well. Did you notice that in the photo



This shot is great! It presents the old and the new within the same frame.

At the first sight, my eyes focused on the sun reflection hitting the glass on the left, then I saw the two identical buildings.... Down to the low rise building...

An interesting object that one can easily miss in this shot is the building with the sports icon back there.



There is no focal point in this photo... it could be the 2 identical towers, the Sheraton, the gulf (water) or the boat.

The composition of the photo is too simple that I cannot focus on one item...

What I mean by the composition in this image is the sky, the water, and buildings in between).

2. Heat maps of the scenes showing areas attracting attention









3. Scanpath examples showing fixations and saccades. These experiments were useful to decide upon the design parameters for the proposed experiments. Typically a 15 sec timeframe is good if the interest is only on initial fixations. Otherwise 30 secs to 1 minute provides optimal heat maps or to focus on areas of interest.



