

# VAS ANALYSIS REPORT

The report includes your Original Image and 5 VAS reports.

VAS reports predict which areas and objects people are likely to notice when they first glance at the image, but before they're aware of what they're looking at.

VAS results have been validated against eye tracking studies and academic databases capturing pre-attentive processing, the phase of vision that occurs during the first 3-5 seconds of viewing, before conscious post-attentive vision is triggered.

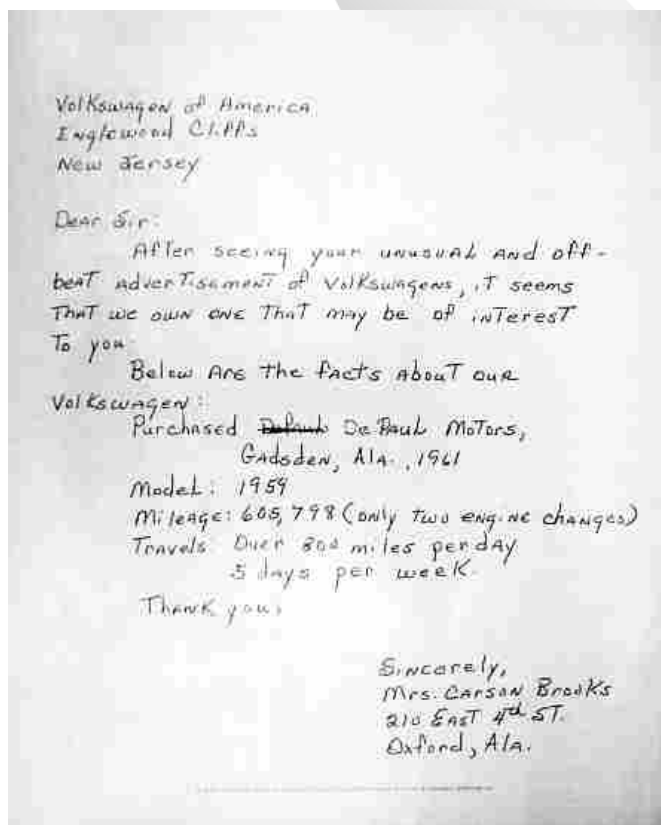
Visit [3M.com/VAS](http://3M.com/VAS) for more information.



This image is smaller than the recommended size for VAS. For best results, images should be larger than 600 by 600 pixels. Smaller images can cause a reduction in accuracy.

IMAGE TYPE SELECTED:

ORIGINAL IMAGE:

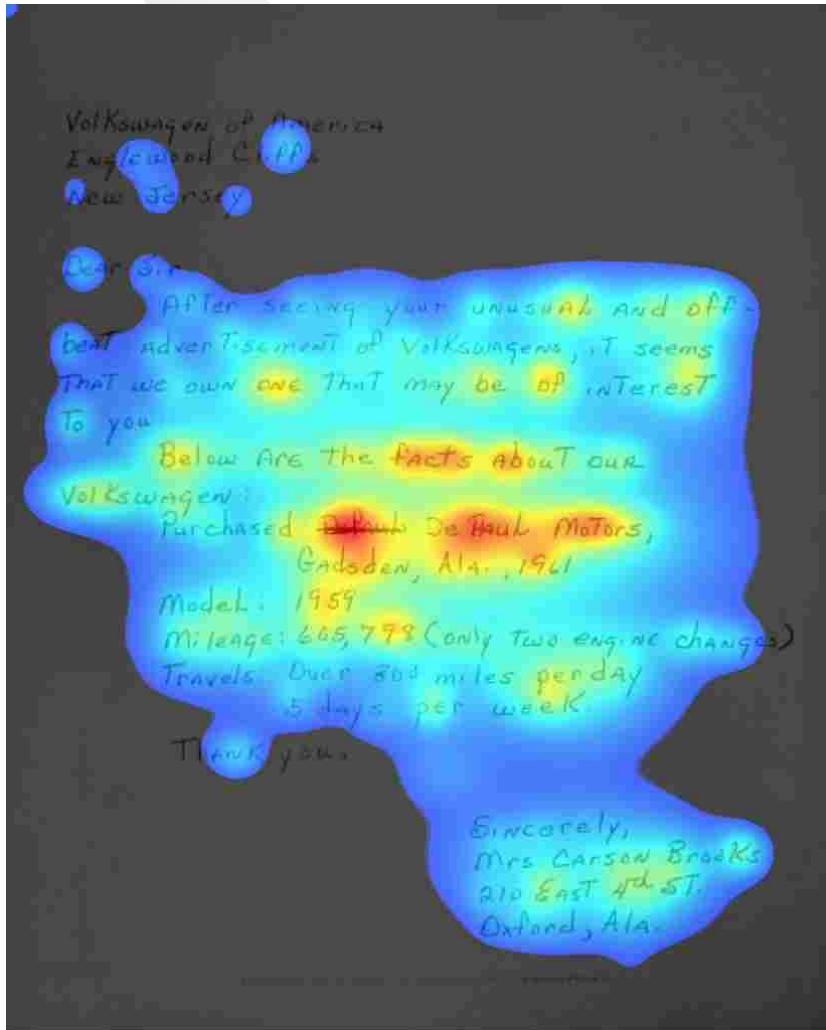


# VAS ANALYSIS REPORT

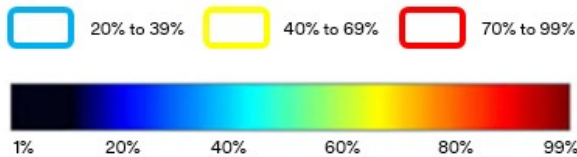
## VAS HEATMAP REPORT

The Heatmap Report graphically represents the likely distribution of visual attention during pre-attentive processing.

Red areas are most likely to attract attention, followed by Yellow/Orange areas, and Blue areas. Areas that have no color overlay are unlikely to attract visual attention.



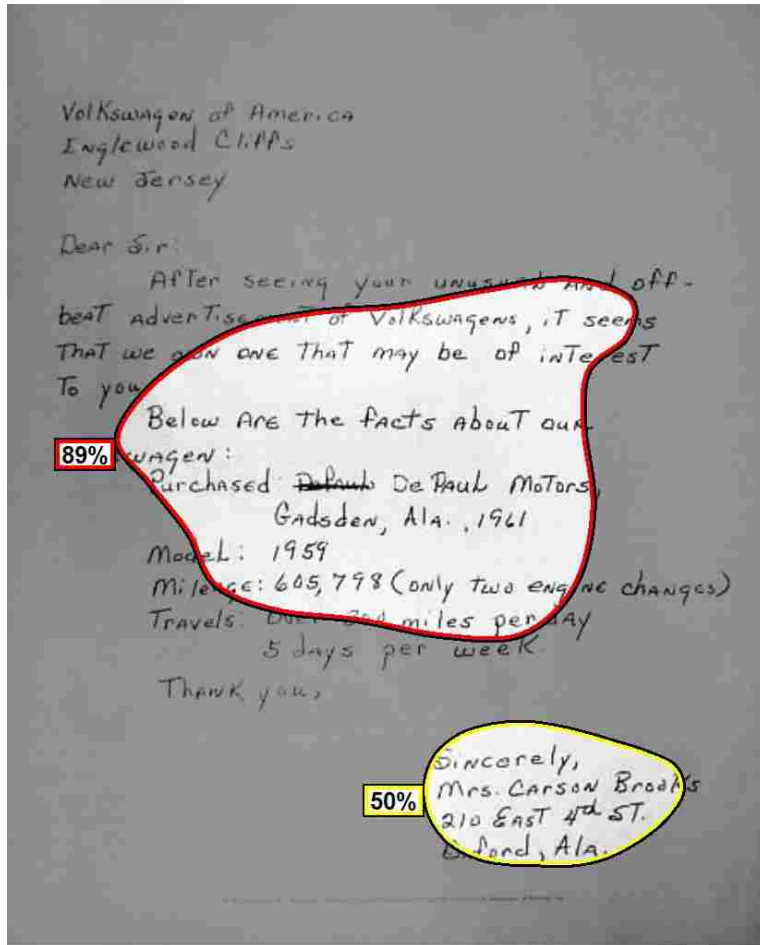
Probability of visual fixation within first 3-5 seconds



# VAS ANALYSIS REPORT

## VAS REGIONS REPORT

The Regions Report graphically represents the likely distribution of visual attention during pre-attentive processing.



**OUTLINE**  
Probability of visual fixation within first 3-5 seconds

**70% to 99%**

**40% to 69%**

**20% to 39%**

**ICONS**  
Visual Elements contributing to visual saliency

**Intensity**

**Blue/Yellow Contrast**

**Red/Green Contrast**

### Scores

Each region has a numeric score, predicting the probability a person will look somewhere within the region when they first glance at the image. The reported number is the highest score for any area/object within the region.

### Outlines

Each region and score box have a colored outline. Red outlines indicate the highest probability of attracting attention, followed by Yellow outlines, and finally Blue outlines.

### Icons

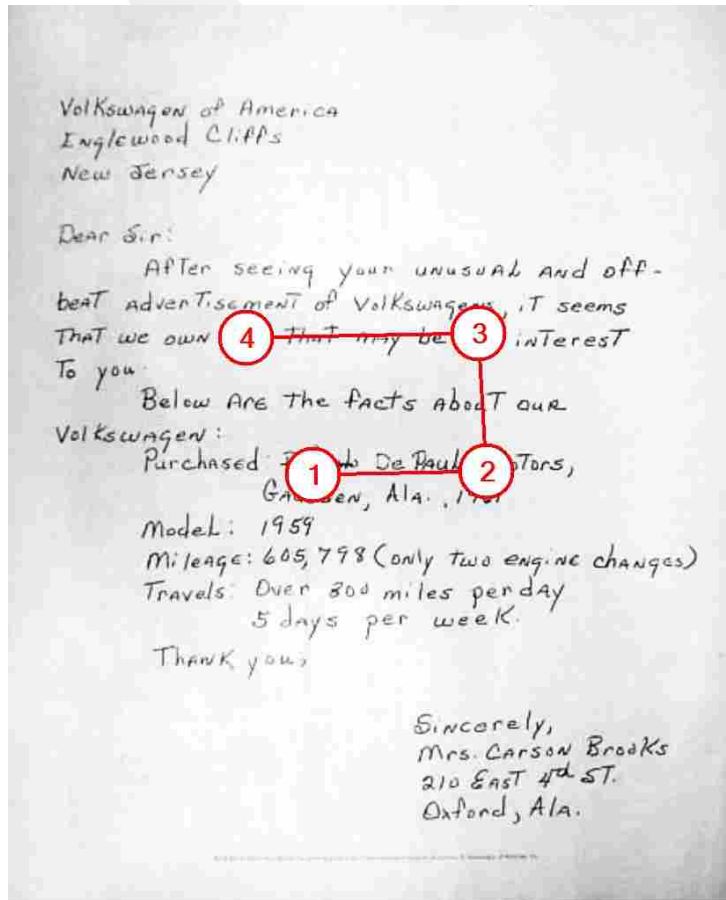
Icons for Intensity, Red/Green Contrast and Blue/Yellow Contrast may appear if those Visual Elements are strong contributors to the score. The model does not generate icons for Edges or Faces.

# VAS ANALYSIS REPORT

## VAS SEQUENCE REPORT

The Sequence Report indicates the first 4 most likely eye fixation points, in order.

Any area or object that is identified as one of the first 4 predicted fixations is highly likely to be noticed at first glance, regardless of its 1, 2, 3, or 4 order.



# VAS ANALYSIS REPORT

## VAS VISUAL ELEMENTS REPORT



VAS analysis identifies 5 visual elements science has proven attract human visual attention when we first glance at an image or scene, but before we're aware of what we're looking at.

- Edges
- Intensity
- Red-Green Color Contrast
- Blue-Yellow Color Contrast
- Faces

These elements act as markers, telling our vision system that important information might exist there, increasing the probability that our vision system will switch from pre-attentive processing to post-attentive, or conscious processing.

### Overlays and Data Table

- Overlays correspond to your marked up Areas of Interest, labeled A, B, etc. in order of mark up.
- Data Table shows visual element scores in columns A, B, etc. for each of your Areas of Interest.

Note: If your Visual Elements report does not contain Overlays or a Data Table, you did not mark up any Areas of Interest.

# VAS ANALYSIS REPORT

## INTERPRETING VAS REPORTS

**VAS simulates pre-attentive processing**, a phase of vision that occurs when we first glance at something, but before we're aware of what we're looking at. Pre-attentive processing is universal across all humans, regardless of age, gender, socio economic status, or cultural differences.

**The VAS model finds 5 visual elements** that decades of science have proven attract our first glance attention, including Edges, Intensity, Red/Green Color Contrast, Blue/Yellow Color Contrast, and Faces.

**VAS reports predict the areas and objects that are likely to attract our first glance**, to provide designers, marketers, and anyone involved in visual communication with objective, science based information they can use to make decisions.

**VAS has been validated against eye tracking studies and comparisons to academic image databases capturing pre-attentive processing.** VAS predicts the outcome of an eye-tracking study in the first 3-5 seconds with 90% accuracy. Learn more by reviewing our Validation Study ([3M.com/VAS/study](http://3M.com/VAS/study))

**VAS is not an alternative for a full eye tracking study** that tracks a person's gaze through conscious viewing. VAS can be used to develop stimulus for eye tracking studies.

**VAS does not predict conscious vision.** VAS cannot predict whether people will view and comprehend what they're looking at, or consider or act upon a marketing message within the image.

**VAS is not a designer.** VAS does not have an aesthetic sense, so it does not analyze the creative design, per se, it analyzes the pixels behind the design. VAS is a tool that, in the hands of a designer, can help them design more attention-getting creative and support their recommendations.

## USING VAS REPORTS

View VAS results with your visual priorities in mind. Do the VAS reports predict they will attract attention? If the answer is yes, you can confidently share your recommended design with your colleagues, clients, etc.

What other areas or objects are predicted to attract attention? If they are not your visual priorities, can you change anything in the design or scene that might reduce their attention getting potential?

When considering design changes, think about using the 5 visual elements tactically. Increase edges, intensity, and color contrast to "dial up" attention getting potential. Use a face to attract attention, and place it near important copy, calls to action, etc.