The way of looking

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Studies in readability and legibility of the printed cover way of looking, the fixation time in each of part the bracket, the use of colors and images, plus a number of elements. To them-gets an overview of the cultural context, not always contemplated. In this article, a brief historical account of the studies done in this area, especially those that apply to eyetracking technology, which works by tracing the path of the eye on the media which contains the visual scan element. Some of these studies acting on the user perception, are part of the consumers profile definition and assist the marketing planning - now also aided by new neuromarketing tools. If the consumer behavior study is fundamental to achieve business objectives, analysis of how your reading occurs is critical to this work.