



Keep an Eye on iTracking Research, Inc.

Where are you looking and why? Knowing this unlocks the potential of content and advertising design. And that's the focus of iTracking Research, Inc. (iTR) (itrackingresearch.com).

One of iTR's most exciting research services is eye tracking, which measures activity of the eye to answer any question pertaining to usability: What features catch the eye? What do readers ignore? How quickly does the eye move? What causes confusion?

iTR does this deep evaluation by collecting data using either a remote or a head-mounted eye tracker connected to a computer. Their research findings help companies learn how to optimize advertising and marketing strategies to better support the user experience.

In 2012, iTR co-owners Mike Whitson, chief research scientist, and Bill Harwood, director of research, began conducting advertising and user-experience research at the Center for Business Growth and Innovation (CBGI), a business incubator at the University of Northern Iowa. Using behavioral neuroscience and technology to conduct their research, the company gathers data to provide marketing agencies, web designers and PR firms the information they need to ensure a successful product or media launch. iTR began operating as a full-fledged incubator-based business in 2013 and moved to their current location on Technology Parkway in Cedar Falls in 2016.

Whitson said the incubator was instrumental in iTR's success, especially the ability to have gigabit connectivity. The CBGI also offers a commanding list of additional free, high-value services that reduce tenant overhead and operational costs: one-on-one business consulting, private office space, conference rooms, printing services and ample client parking. All in all, the CBGI staff helps develop local, homegrown businesses, which aligns with the Cedar Valley's efforts to create new, stable, successful businesses that contribute to the area's economic growth.

iTR clients and potential clients – the firm currently works with start-ups to Fortune 100s – are often surprised by the world-class technology offered outside the nation's traditional tech corridors. "Because of everything the Cedar Valley has to offer, we plan to stay right here," said Whitson.

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**–Mike Whitson,
Chief Research Scientist**