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STUDY OF VISUAL VISIBILITY OF VARIOUS BRANDS OF MINERAL WATER BASED ON AITRACKING DATA

«Gaze Recorder»,

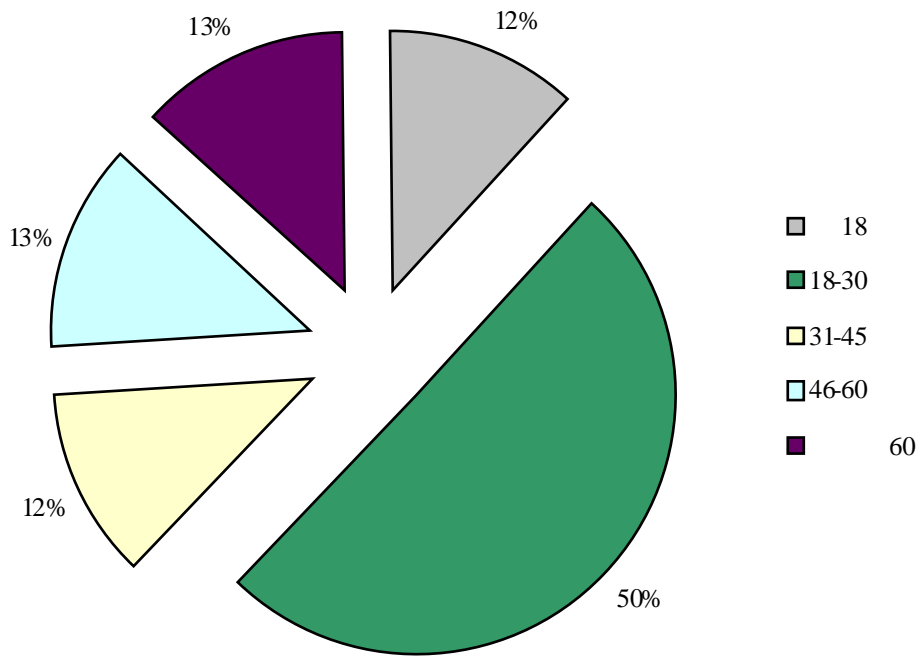
Every day, the consumer is faced with a huge number of logos, but only a few are remembered in his mind. Successfully achievable brands, competitors. Logos are one of the most important elements of visual communication. Studying the visual visibility of various brands using mineral water as an example using data allows the company to make qualitative changes in

human behavior, which determines the unconscious dependence on specific brands of mineral water. Methodical research, research, research and analysis of data, methods of statistical analysis and data processing, general scientific methods, research (analysis and analysis). synthesis, method of association), graphic technique. Thus, the article uses and analyzes the results of an experiment to determine the speed of visual perception of mineral water logos, their attractiveness for studying in order to fix attention, as well as studying the visual hierarchy in visible mineral waters presented in the repositories of the Republic of Crimea. As a result, trademarks of mineral water with a high, medium and low degree of recognition were discovered. It has been established that the most important factors in attracting the attention of consumers are mineral waters. The effect of mineral water on the level of consumer activity of consumers. The results of the experiment can be used to develop a visual solution.

Keywords: IT tracking, visual perception, recognition, trademark, logo, heatmap, attention zone, customer.

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« »	13,875	
«Eco water»	12,625	
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« »	12,50	
« »	7,625	
« »	8,25	
« »	8,75	
« »	10,625	
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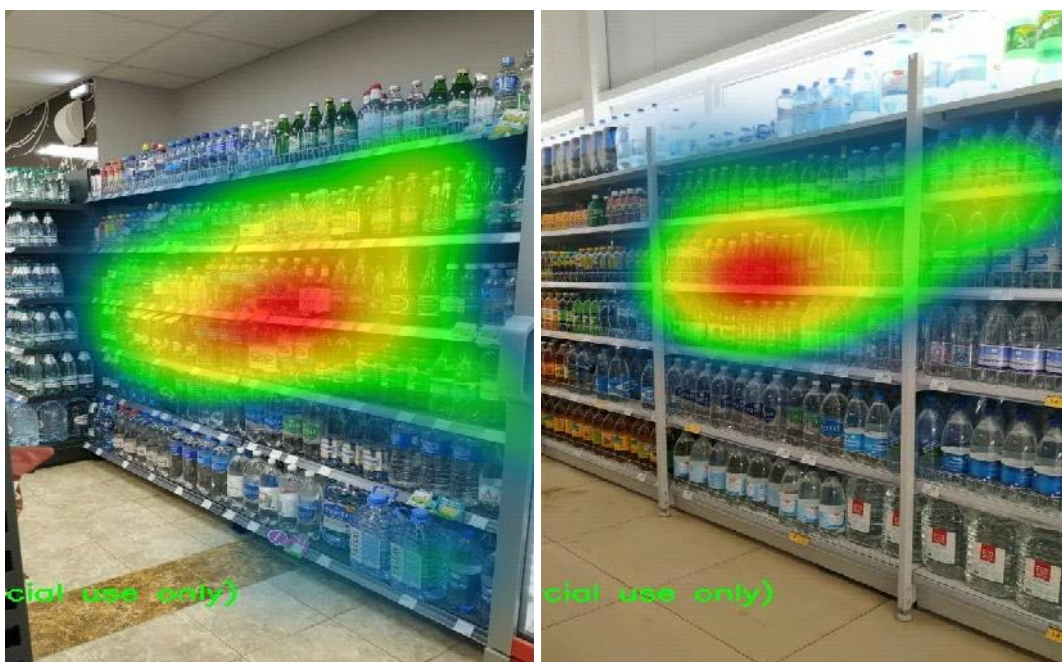
» — 62,5 %)
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