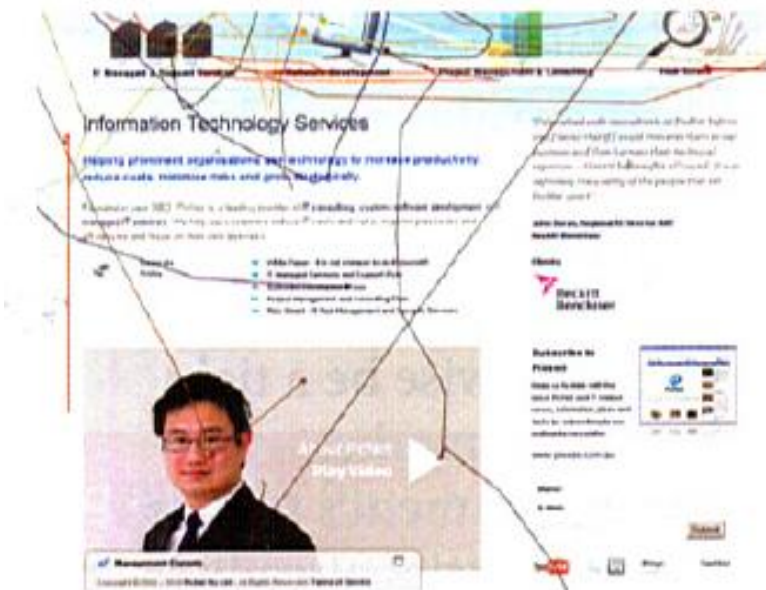


GOVERNMENT TECHNOLOGY REVIEW

A new look at DAFF's website

The Federal Department of Agriculture, Fisheries and Forestry (DAFF) will analyse users' visits to its Website, after acquiring Mouse Eye Tracking tools from PicNet.

The software tracks visitors' mouse movements and produces a 'heat map' that



A Website tracking map

shows which sections of a site get the most traffic.

The Web team at DAFF is currently using Mouse Eye Tracking to analyse the Web traffic to its intranet (15,000 visitors daily from Monday to Friday) and customer facing- Department Website (10,000 visitors per day).



A Website heat map