

Finding Healthy Online

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Project Aims:



To establish a new industry-academic partnership.



To conduct initial research exploring real-world consumer interactions with online retail food environments.



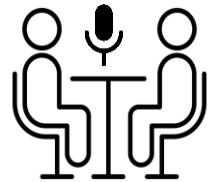
Shoppers
(n=10)



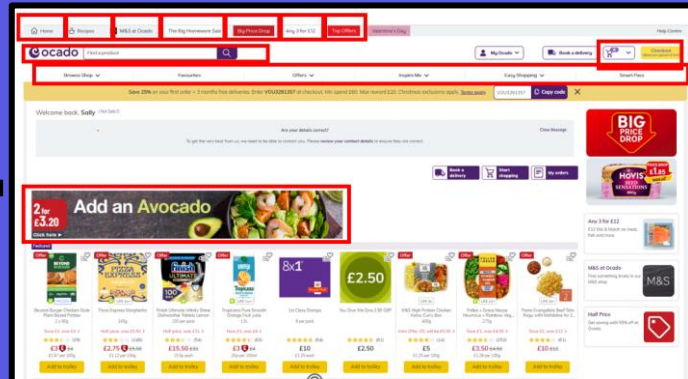
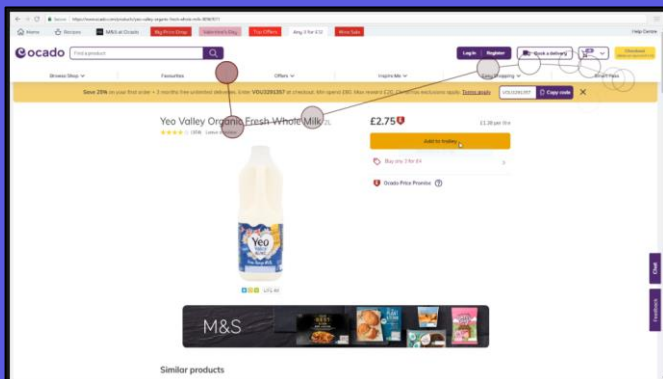
Eye-tracking shoppers



Questionnaires



Play-back Interviews



Evaluating engagement with website features: regions of interest (red boxes).



Recording timestamp	Computer timestamp	Sensor	Project name	Export date	Participant name	Recording name	Recording date	Recording dat
187896	2012120869	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
179679	2012121702	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
188412	2012122535	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
181266	2012121660	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
182879	2012124202	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
182012	2012120562	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
183746	2012123969	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
186579	2012121702	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
185413	2012123736	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
186247	2012120770	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
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187913	2012120836	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
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189580	2012120170	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
189413	2012124236	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
191217	2012120170	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
192809	2012120420	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
192012	2012120562	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064
193747	2012120770	Eye Tracker	ocado	01/02/2024	Participant9	Recording0	01/02/2024	10:32:33.064



Curating and exploring data on shopper's gaze and eye movements, and associated data sets.