Finding Healthy Online

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Project Aims:

1. To establish a new industry-academic partnership.
2. To conduct initial research exploring real-world consumer interactions with online retail food environments.
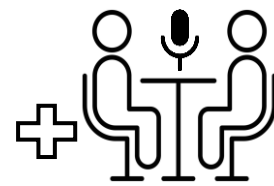
Project Method:

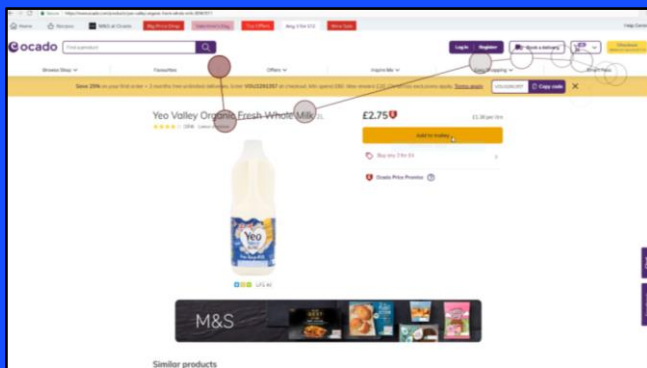Shoppers (n=10) → Questionnaires + Eye-tracking + Play-back Interviews

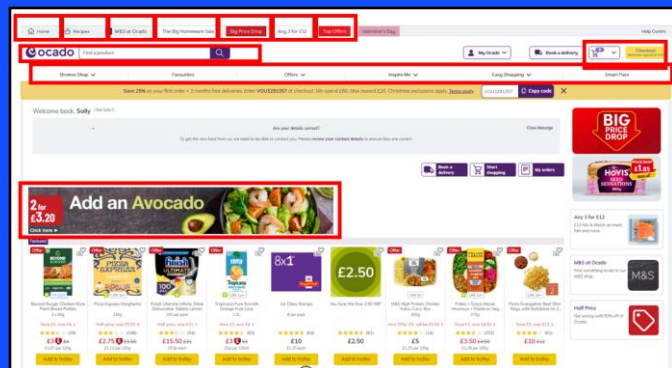**Figure 1.** Eye-tracking scanpath.

Figure 2. Regions of interest (ROIs) delineated by red boxes.

Evaluating engagement with website features by assessing navigation and using scanpaths to define ROIs. Curation and exploring data on shopper's gaze, eye movements, interviews & associated data sets.