

Psychology Research Seminar Series

School of Psychology, Politics and Sociology



Seeing the Detail: The use of eye tracking to aid the co-design of packaging for an ageing population.

Speaker: Dr Alaster Yoxall

**Time: Wednesday February
4th 1-2pm**

Location: Lg39 (Laud)



The presentation examines the use of eye-tracking technology in packaging and its use in academic and retail environments to study the visual patterns of consumers and purchase behaviour. The presentation examines various assessment methods for understanding that consumer behaviour before giving an example of the use of co-design and eye-tracking for the enhanced design of ready-meal packaging.

Psychology has recently acquired a state-of-the-art eye tracker. Please join us for the first of a series of seminars we will be running on using eye tracking in research.

This seminar is organised and hosted by psychology's Health and Well-Being research group.