**Project Summary**

**Topic:**
Eye-tracking and decision making

**Description:**
Without attention there is no sale. Therefore, understanding consumer’s visual attention during decision making is critical for developing marketing strategies related to advertising, webpage design, and packaging. This project aims to better understand consumer’s visual attention processes during decision making, and how they differ across individuals. The project will involve lab experiments using eye-tracking technology.

**Tasks & skills:**
N/A

**Remarks**