* Presentation 1
  + Attitudinal research is focused on data that is self-reported via questions about their feelings and opinions about a product. Behavioral research is more focused is more interested in the users interactions with the product and their behaviour.
  + One example would be focus group for attitudinal research however an issue with this would be groupthink which could skew the outcome of the group.
  + Focused on opinions beliefs and feelings.
  + On the contrary Eye tracking would be a good idea for behavioural research as it offers insights into user engagement and attention.
  + The issue is with this is gaining permission and setting up the technology will lead to a smaller sample size.
  + Useful for initial ideation, Direct User feedback, Rich insights into preference
  + Conclusion, attitudinal shows pain points and needs whereas behavioural shows how users actually interact with the product.
* Presentation 2
  + Bad Websites
    - Arngren - [ATV, drone, elbil, elsykkel, rc helikopter, ATV, robot, elatv](https://arngren.net/)
      * This would need improvement to add to products in a more clear and distinct manner as the website layout is very cluttered. Change the colours of the price to a different colour to red and have a consistent colour pattern in the prices.
      * The text needs to be largened as can be a struggle to read with also next to none navigation making it hard for users to find what they want.
    - Riverside Art Center
      * [HOME | Riverside Art Center](https://www.riversideartcenter.org/)
        + For an art site there is not much art shown on the first page and the actual design of the website for an art site isn't very modern or creative.
        + The website still includes white spaces behind for backgrounds which makes the site looks unfinished and poorly designed.
  + Good Websites
    - Avoriaz - [Discover Avoriaz – 360 degrees virtual visit](https://visitevirtuelle.avoriaz.com/en/winter/village/overview)
      * This website includes clear and engaging animation, 360-degree virtual tour which provides a chance for users to experience the apartments before deciding. The high interactivity will provide the user with confidence and a sense of presence which will therefore make the website more memorable.
    - Burgerandsauce - <https://www.burgerandsauce.com/>
      * Large background images to portray and entice customers with their handmade burgers creating a memorable experience. The visuals they use are enticing to create a strong emotional reaction and therefore creating a memorable experience which will entice customers to visit the shop or purchase online.