

Predicting Attention for Design Feedback

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Knowing where people look in data visualizations and related designs can provide us with clues about what captures attention and what may eventually enter into memory. On the flip side, aggregating the attention patterns of multiple participants can help us make conclusions about the effectiveness of a design. In this lightning talk, I will discuss what eye movements can tell us about a design, how we can computationally model eye movements, and new approaches we are taking to collect attention patterns on data visualizations and designs.