

Presents the Spring 2014 EECS Seminar Series

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“Designing with Crowds”
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ABSTRACT

Crowdsourcing offers an emerging opportunity for users to leverage crowds as part of creative workflows. In this talk, I will describe the concept, implementation, and evaluation of Voyant, a system that leverages a non-expert crowd to generate structured perception-oriented feedback from a selected audience as part of the visual design workflow. The system generates the elements seen in a design, the order in which elements are noticed, impressions formed when the design is first viewed, and interpretation of the design relative to guidelines in the domain and the user’s stated goals. Several studies of the system showed that users were able to leverage Voyant to develop insight, discover previously unknown problems, and improve their designs in practice. Finally, I will discuss some preliminary work on using crowds to support creative activities in open innovation and crowdfunding platforms, and highlight opportunities for future crowd-powered systems.

BIOGRAPHY

Anbang Xu is a Ph.D. candidate in Computer Science at the University of Illinois at Urbana-Champaign, specializing in Human-Computer Interaction. His research in HCI focuses on the design, implementation, and evaluation of crowd-powered systems for supporting creative activities. His research interests include crowdsourcing, creativity support tools, and visualization. He has conducted HCI research in the USER group at IBM Research - Almaden and the Multimedia Systems group at FXPAL. He is also the main founder of www.crowdfedback.me, which is based on his dissertation on Voyant.