Webzeitgeist

Design Mining the Web
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Design Mining

• Bring data mining and knowledge discovery techniques to web design for the first time

• Design process on a truly massive scale
  • Every single webpage provides a concrete example of visual problem solving, human creativity and statistics
  • Billion pages, designers can draw from

• Purpose
  • Make sense of all of these design data
  • Easily and quickly find relevant design information
  • Understand the information by distilling general principles and design patterns
  • Leverage the information for design-driven web application
Design Demographic

Looking for a gallery of cursors used in other pages
Querying for popular text color choices
Design Queries

• Interest in particular design character
  use of long scrolling horizontal layouts:
Design query on HTML markup
Design query:

Typography and Background

Search Engine (High level design concepts)
Machine learning and Classification

- As a backend to train structural semantic classifiers
- Metric Learning example-based search over the repository method takes identically labeled pages as inputs to learn a symmetric matrix which minimizes distance. The learned metric can be used to perform query by example searches over page regions.
Questions for discussion

• Overall reaction to the paper

• Would you use Webzeigeist for your web programming

• In what circumstances is this tool most helpful?