

# Author's Accepted Manuscript

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Senthil Chandrasegaran, Sriram Karthik Badam, Lorraine Kisselburgh, Kylie Pepler, Niklas Elmqvist, Karthik Ramani



PII: S1071-5819(16)30175-6  
DOI: <http://dx.doi.org/10.1016/j.ijhcs.2016.12.007>  
Reference: YIJHC2095

To appear in: *Journal of Human Computer Studies*

Received date: 13 January 2016  
Revised date: 11 November 2016  
Accepted date: 21 December 2016

Cite this article as: Senthil Chandrasegaran, Sriram Karthik Badam, Lorraine Kisselburgh, Kylie Pepler, Niklas Elmqvist and Karthik Ramani, VizScribe: a visual analytics approach to understand designer behavior, *Journal of Human Computer Studies*, <http://dx.doi.org/10.1016/j.ijhcs.2016.12.007>

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# VizScribe: A Visual Analytics Approach to Understand Designer Behavior

Senthil Chandrasegaran<sup>1</sup>, Sriram Karthik Badam<sup>2</sup>, Lorraine Kisselburgh<sup>3,4</sup>,  
Kylie Pepler<sup>7</sup>, Niklas Elmqvist<sup>1,2</sup> and Karthik Ramani<sup>5,6</sup>

<sup>1</sup>*College of Information Studies*

<sup>2</sup>*Department of Computer Science*

*University of Maryland, College Park, MD, USA*

<sup>3</sup>*The Center for Education and Research in Information Assurance and Security*

<sup>4</sup>*The Burton Morgan Center for Entrepreneurship*

<sup>5</sup>*School of Mechanical Engineering*

<sup>6</sup>*School of Electrical and Computer Engineering (by courtesy)*

*Purdue University, West Lafayette, IN, USA*

<sup>7</sup>*School of Education*

*Indiana University, Bloomington, IN, USA*

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## Abstract

Design protocol analysis is a technique to understand designers' cognitive processes by analyzing sequences of observations on their behavior. These observations typically use audio, video, and transcript data in order to gain insights into the designer's behavior and the design process. The recent availability of sophisticated sensing technology has made such data highly multimodal, requiring more flexible protocol analysis tools. To address this need, we present VizScribe, a visual analytics framework that employs multiple coordinated multiple views that enable the viewing of such data from different perspectives. VizScribe allows designers to create, customize, and extend interactive visualizations for design protocol data such as video, transcripts, sketches, sensor data, and user logs. User studies where design researchers used VizScribe for protocol analysis indicated that the linked views and interactive navigation offered by VizScribe afforded the researchers multiple, useful ways to approach and interpret such multimodal data.

**Keywords:** Protocol analysis, design research, design behavior, human-computer interaction, information visualization, visual analytics

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