

How We Process Visual Information

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www.zappos.com/womens-boots~vk

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Search Zappos for shoes, clothing, bags, etc.

"Women Boots" we found 11373 items!

Sort By Relevance

Narrow Your Choices

YOUR SELECTIONS: WOMEN SHOES BOOTS

Shop All SALE ITEMS SHOW SALE ITEMS

WOMEN'S SIZE: 1 3 3.5 4 4.5 5 5.5 6 6.5 7 7.5 8 8.5 9 9.5 10 10.5 11 11.5 12 12.5 13 13.5 14 14.5 15 16 17

WOMEN'S WIDTH: SS N M W WW 4A 2A A B C D E EE 4E

STYLES: Bootie (5629) Comfort (2572) Cowboy Boots (815) Riding Boots (812) Wedges (735) Snow Boots (715) Chelsea (700) Rain Boot (542) Euro (460) Platform (460) Slouch (318)

BOOT SHAFT: Ankle (7419) Mid-Calf (2338) Standard (1767) Knee High (1226) Stretch (738) Over the Knee (533) Narrow (503)

Paul Green Kitt \$365.00

Blowfish Seastie \$59.00

Blowfish Seastie \$59.00

Blowfish Seastie \$59.00

KENDALL + KYLIE Zola \$175.00

Blowfish Seastie \$59.00

KENDALL + KYLIE Zola \$175.00

Summit by White Mountain Adella \$179.00

Summit by White Mountain Adella \$179.00

Blowfish Strike \$59.00

Blowfish Strike \$59.00

Blowfish Strike \$59.00

Sbicca Katia \$89.99

Ankle (7419) Mid-Calf (2338) Standard (1767) Knee High (1226) Stretch (738) Over the Knee (533) Narrow (503)

review-2733.txt

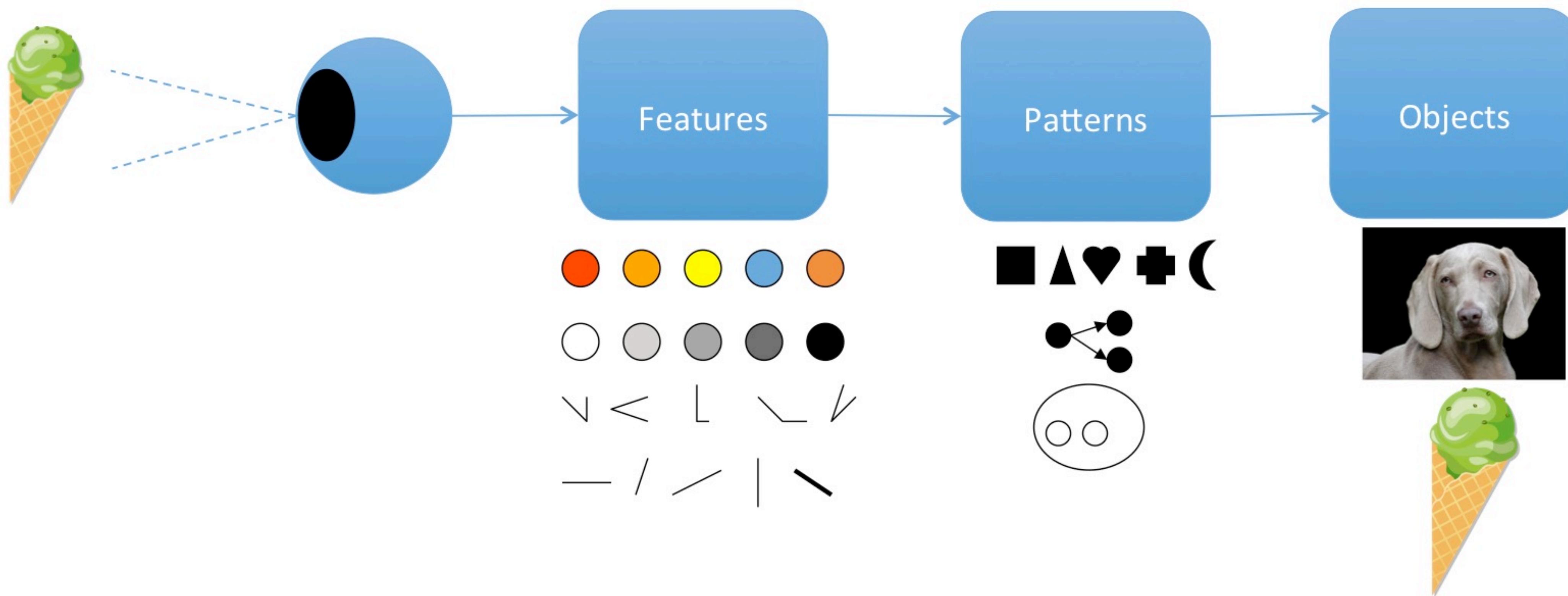
iphone-160307_1280.png

donkey-1725231_1280.jpg

Stent Tracker Data Fi....xlsx

Show All

Making sense of the visual field



Feature Detection

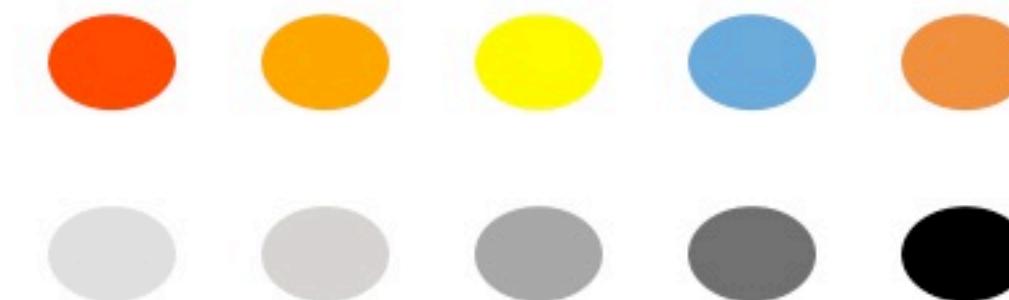
Feature Detection

- Color



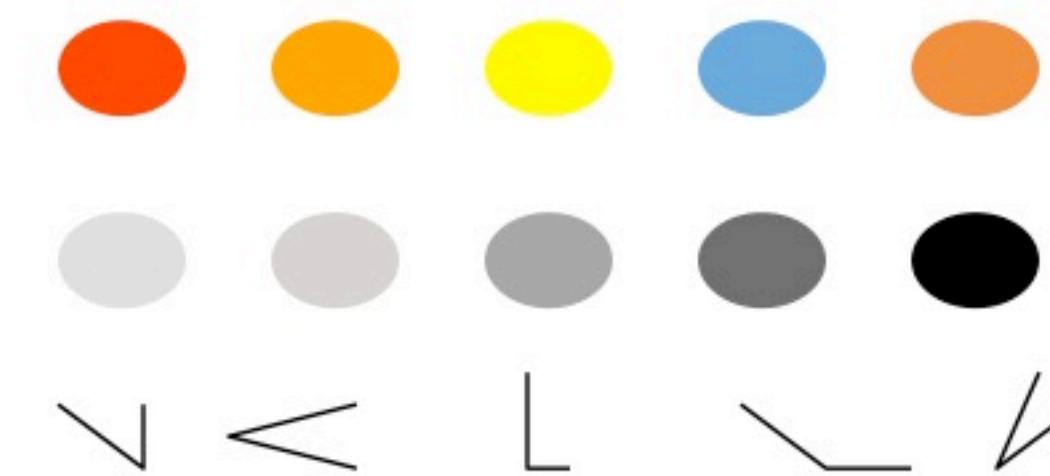
Feature Detection

- Color
- Value



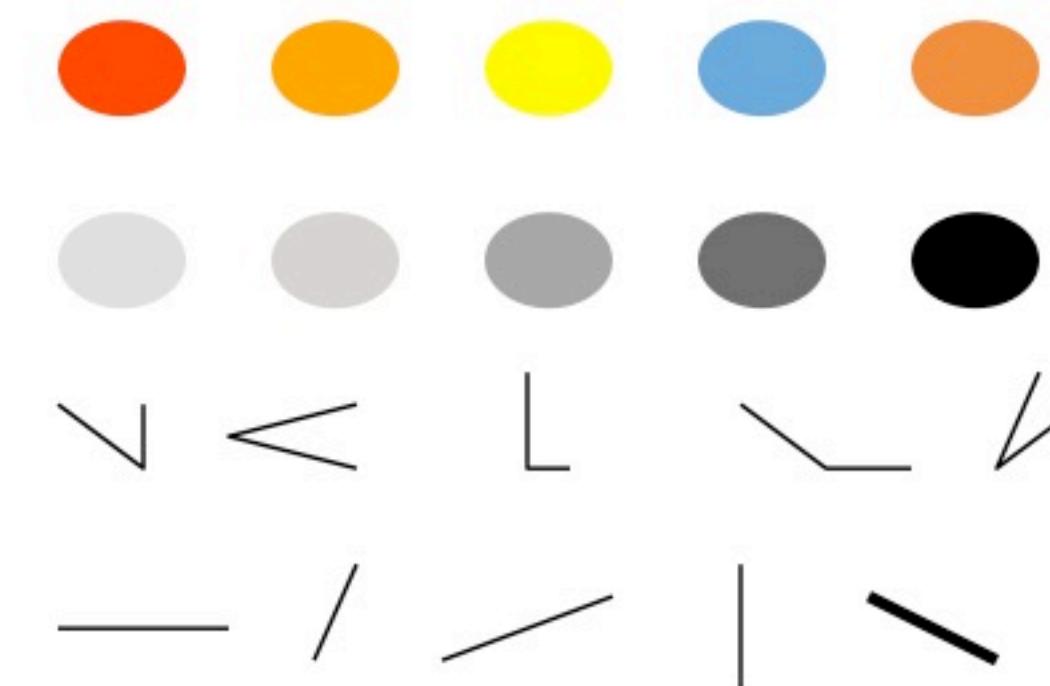
Feature Detection

- Color
- Value
- Angles



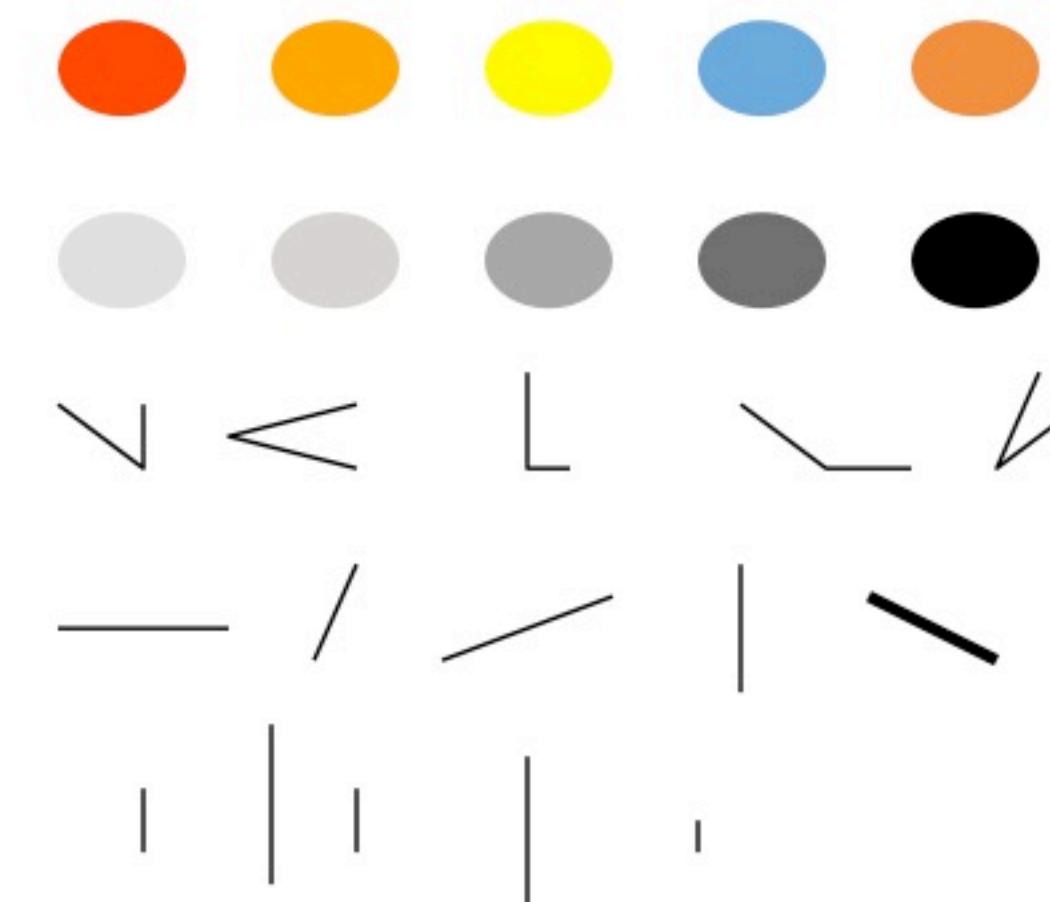
Feature Detection

- Color
- Value
- Angles
- Slope



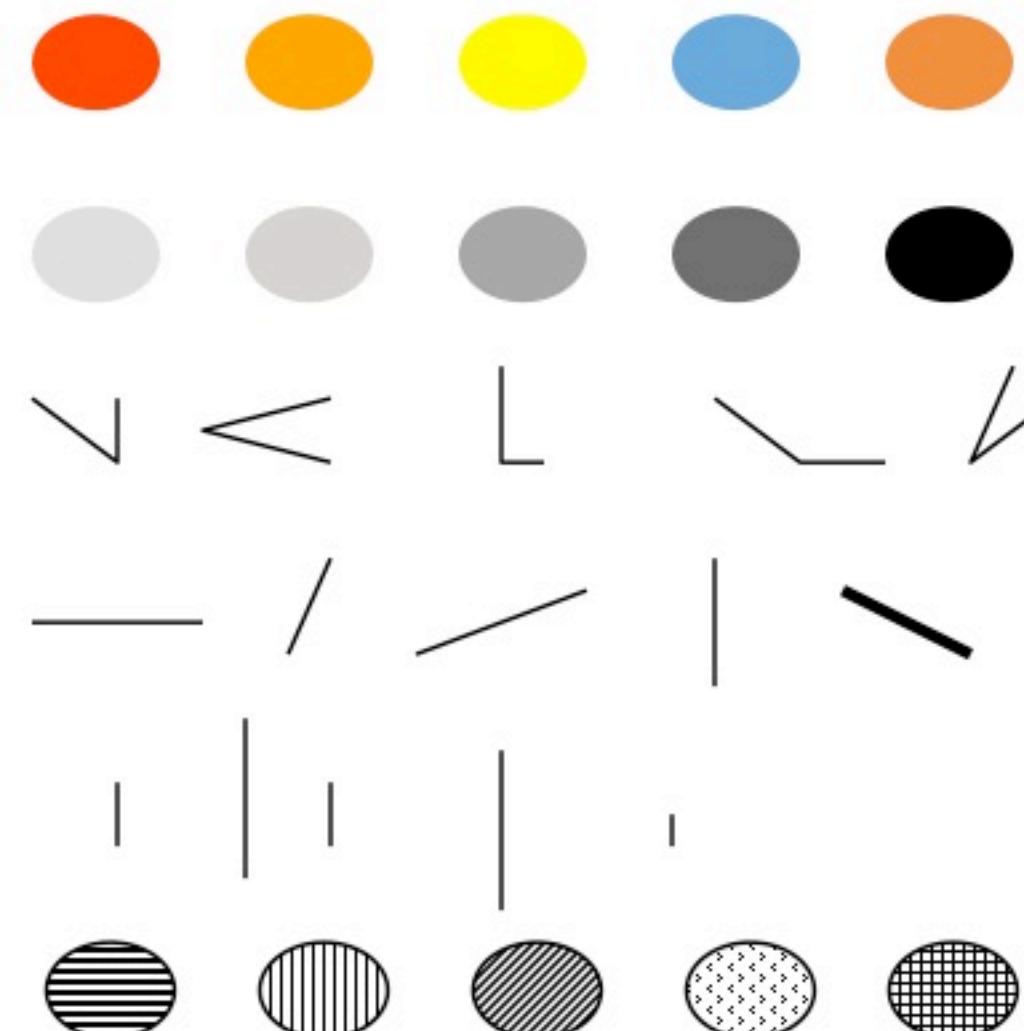
Feature Detection

- **Color**
- **Value**
- **Angles**
- **Slope**
- **Length**



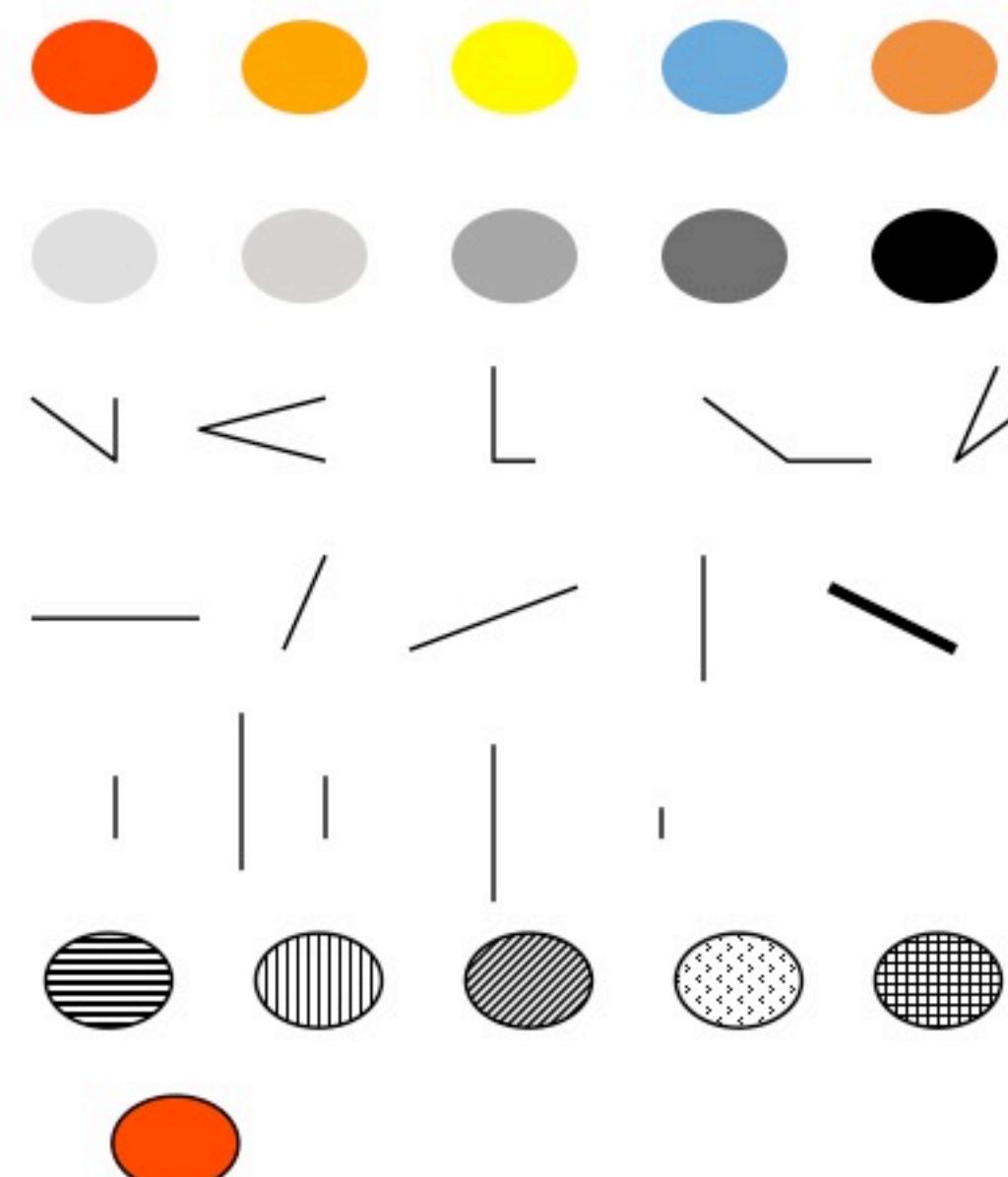
Feature Detection

- **Color**
- **Value**
- **Angles**
- **Slope**
- **Length**
- **Texture**

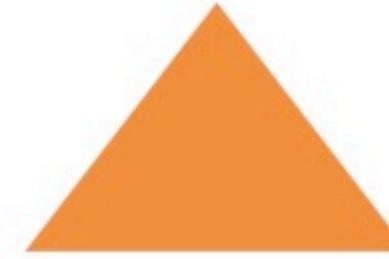


Feature Detection

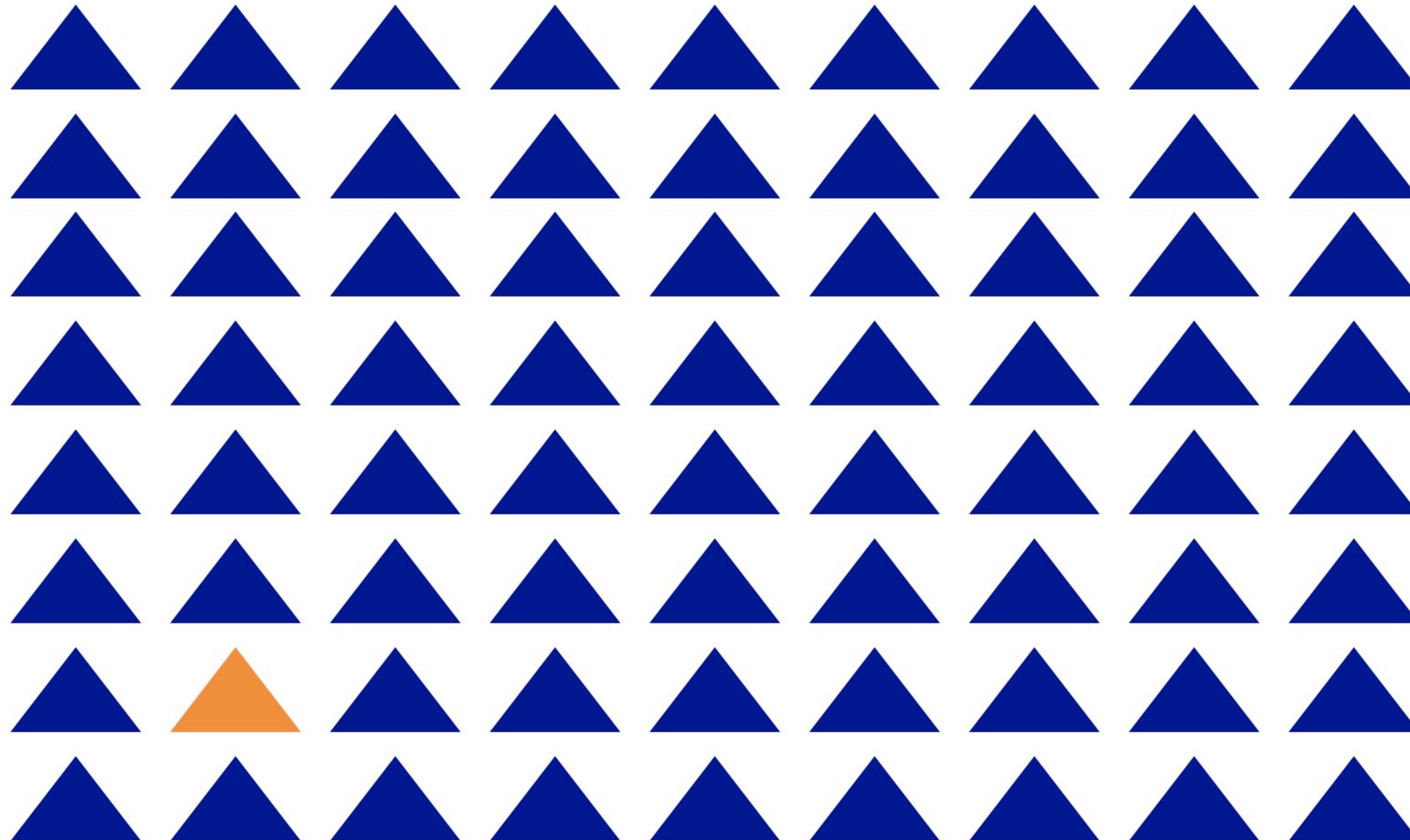
- Color
- Value
- Angles
- Slope
- Length
- Texture
- Motion

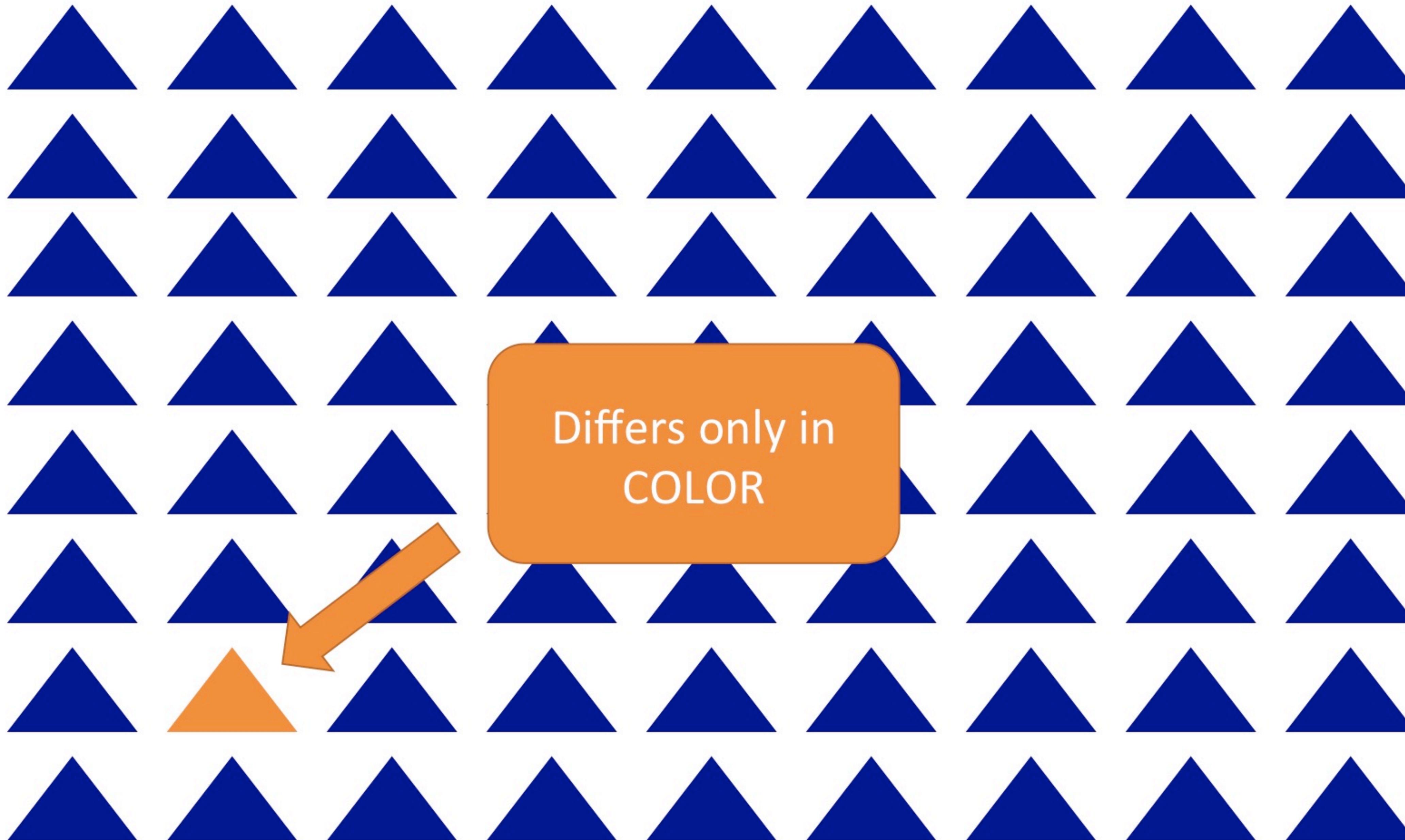


Find the

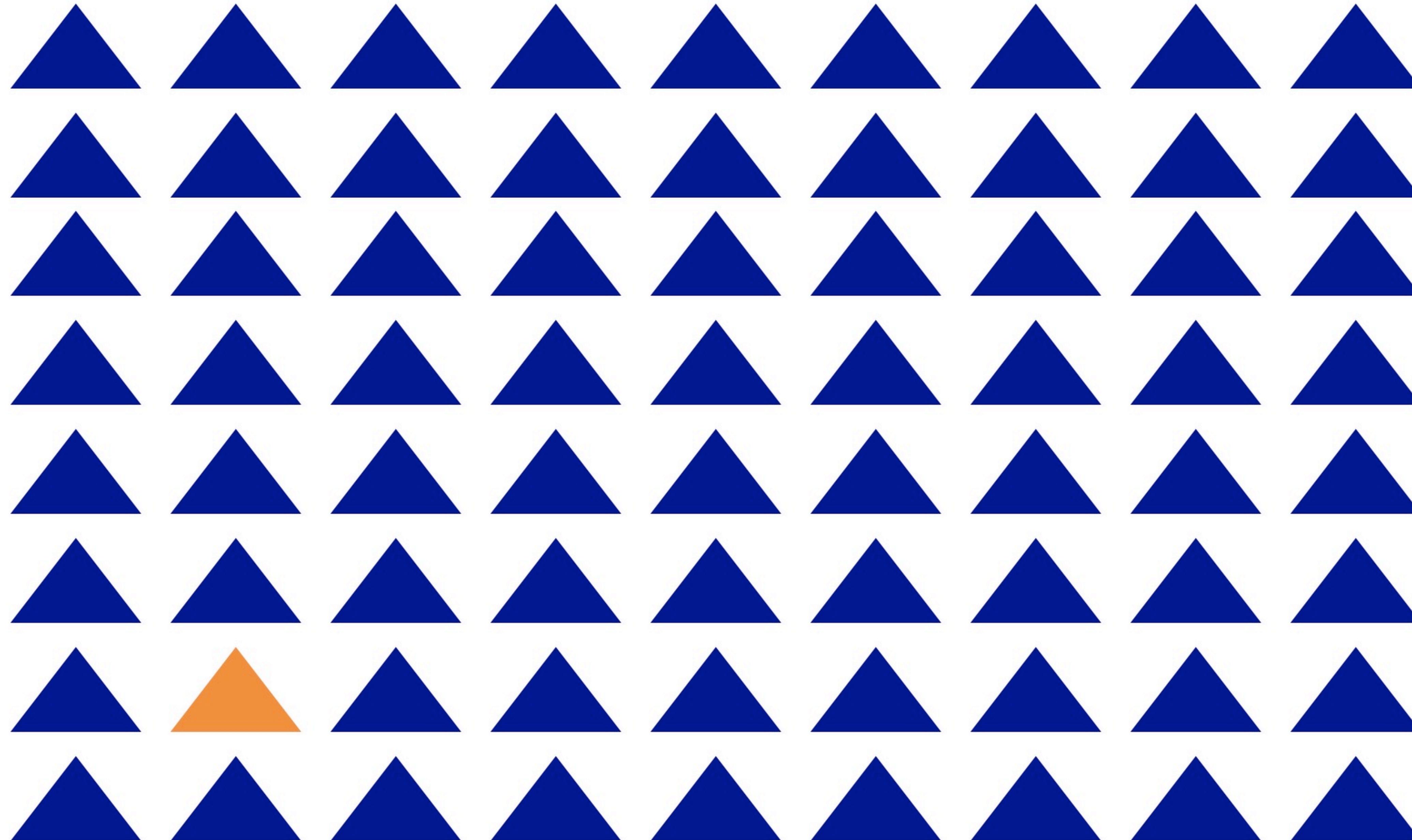


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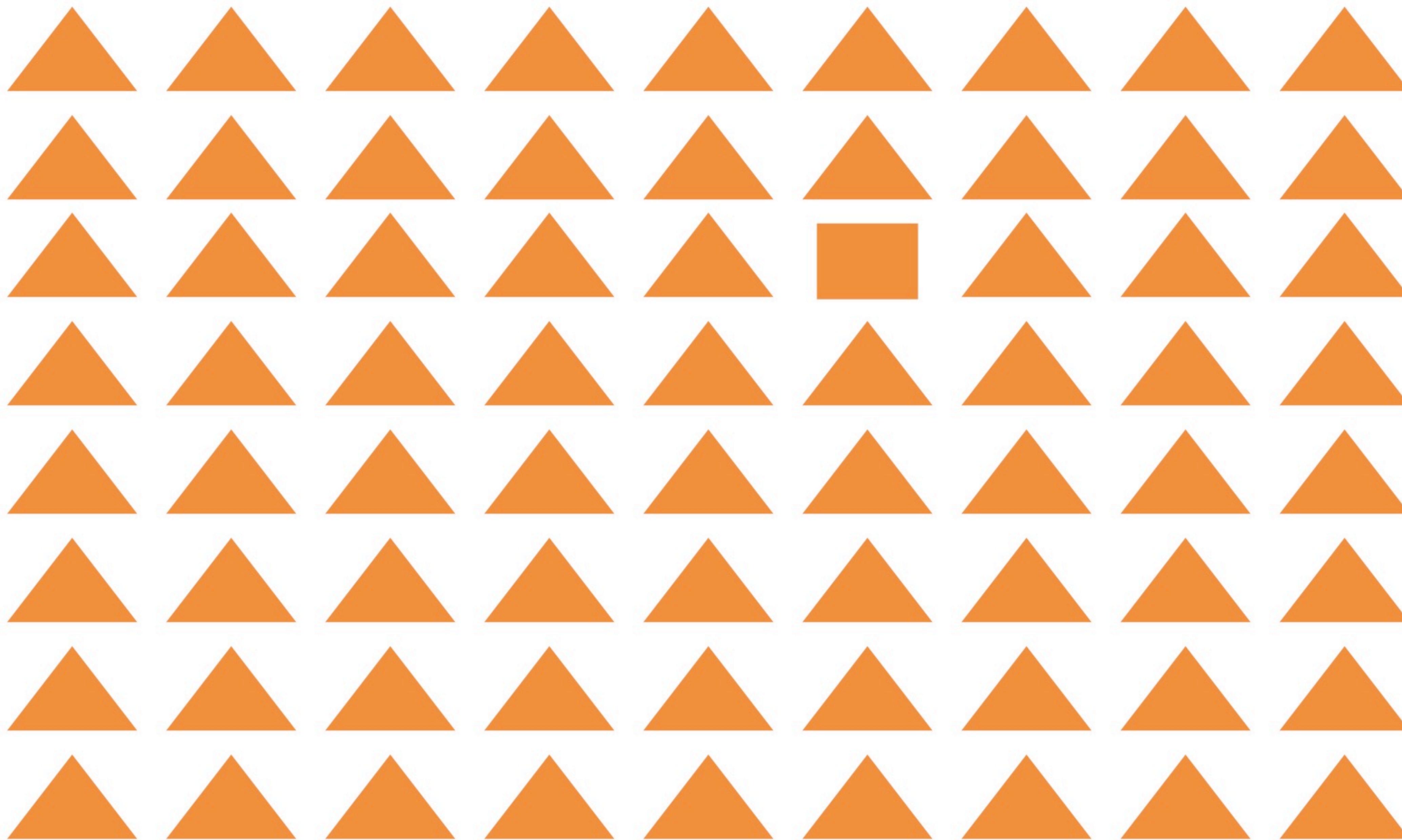
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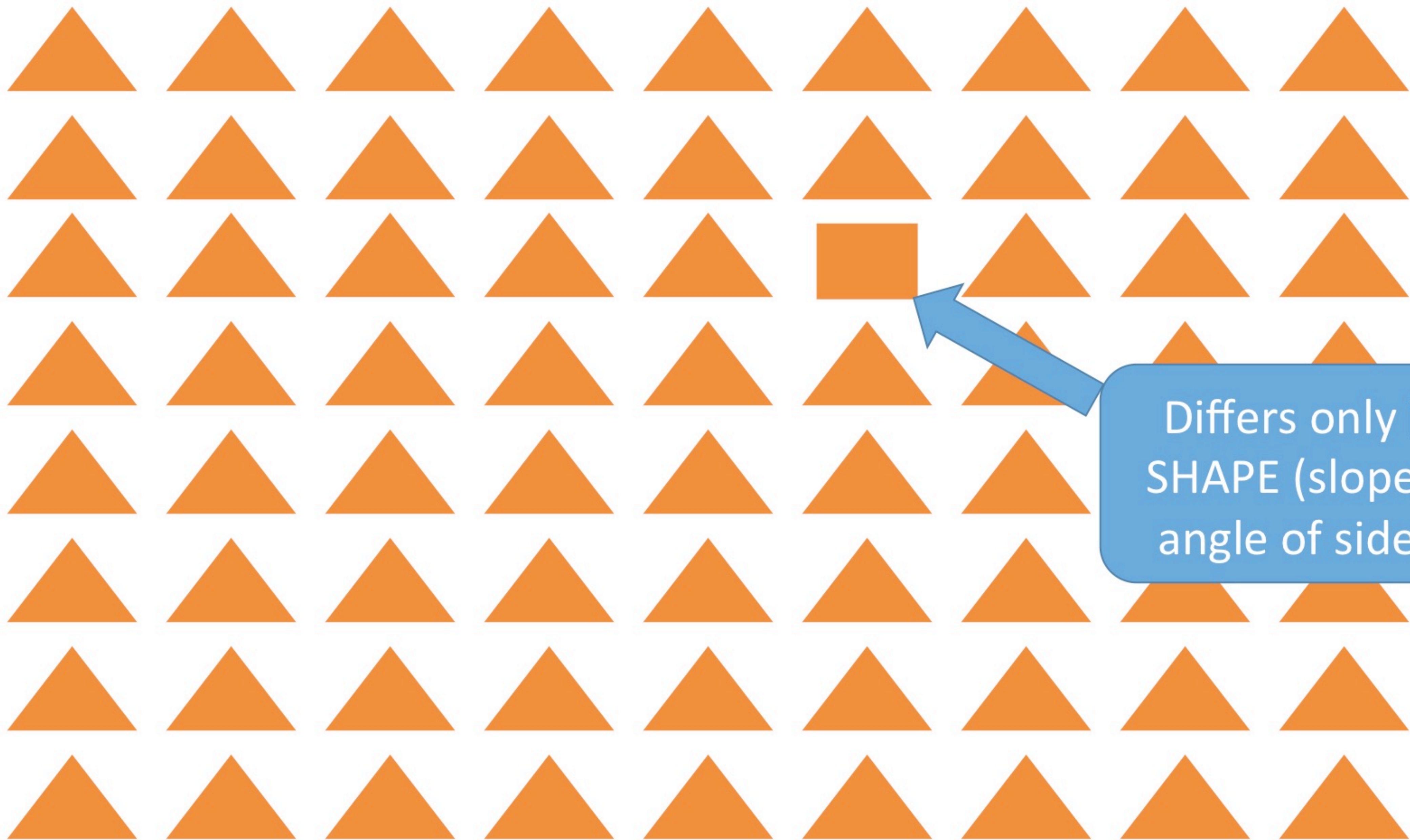


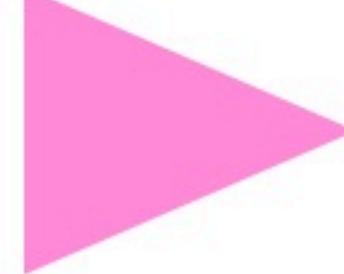
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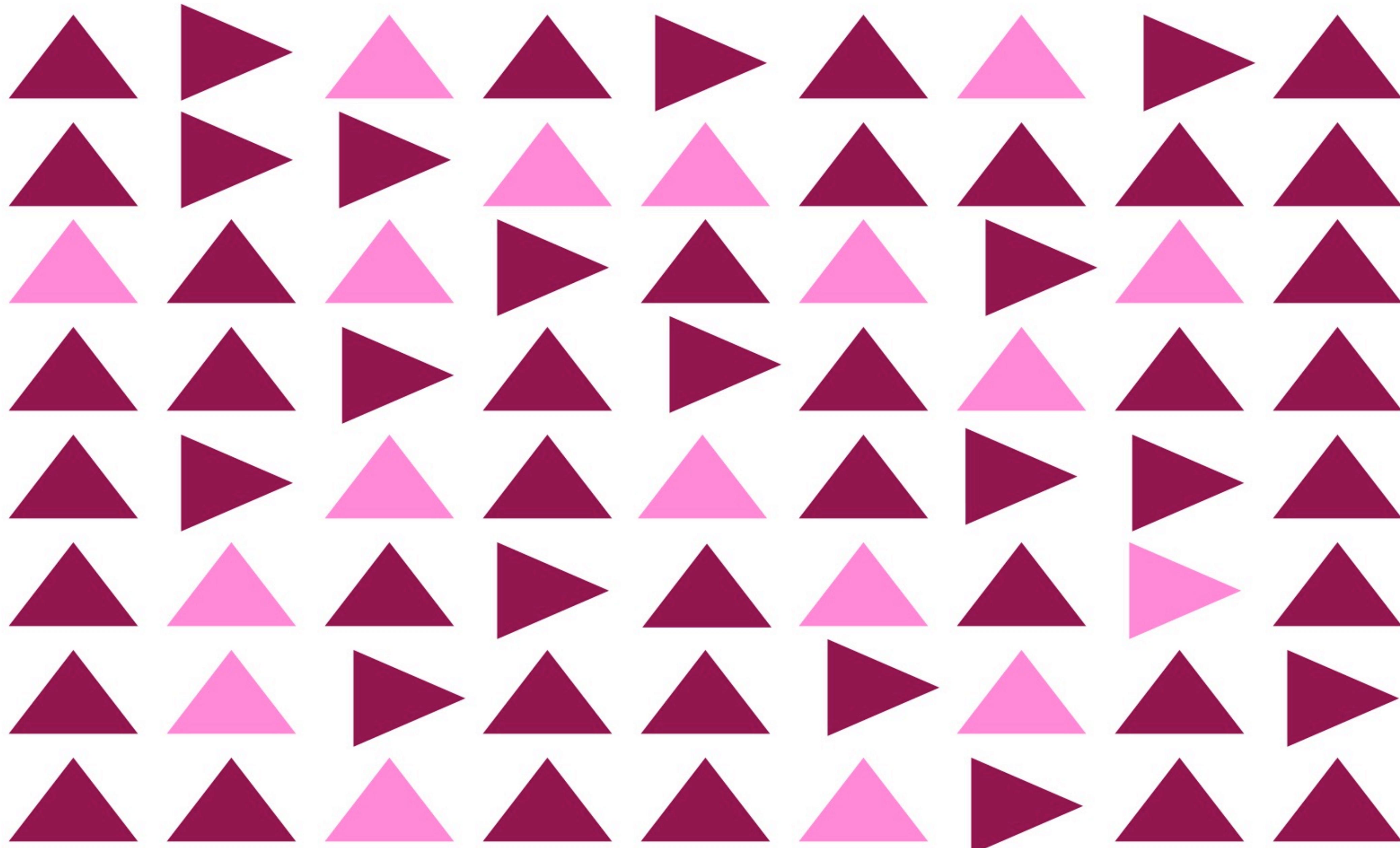
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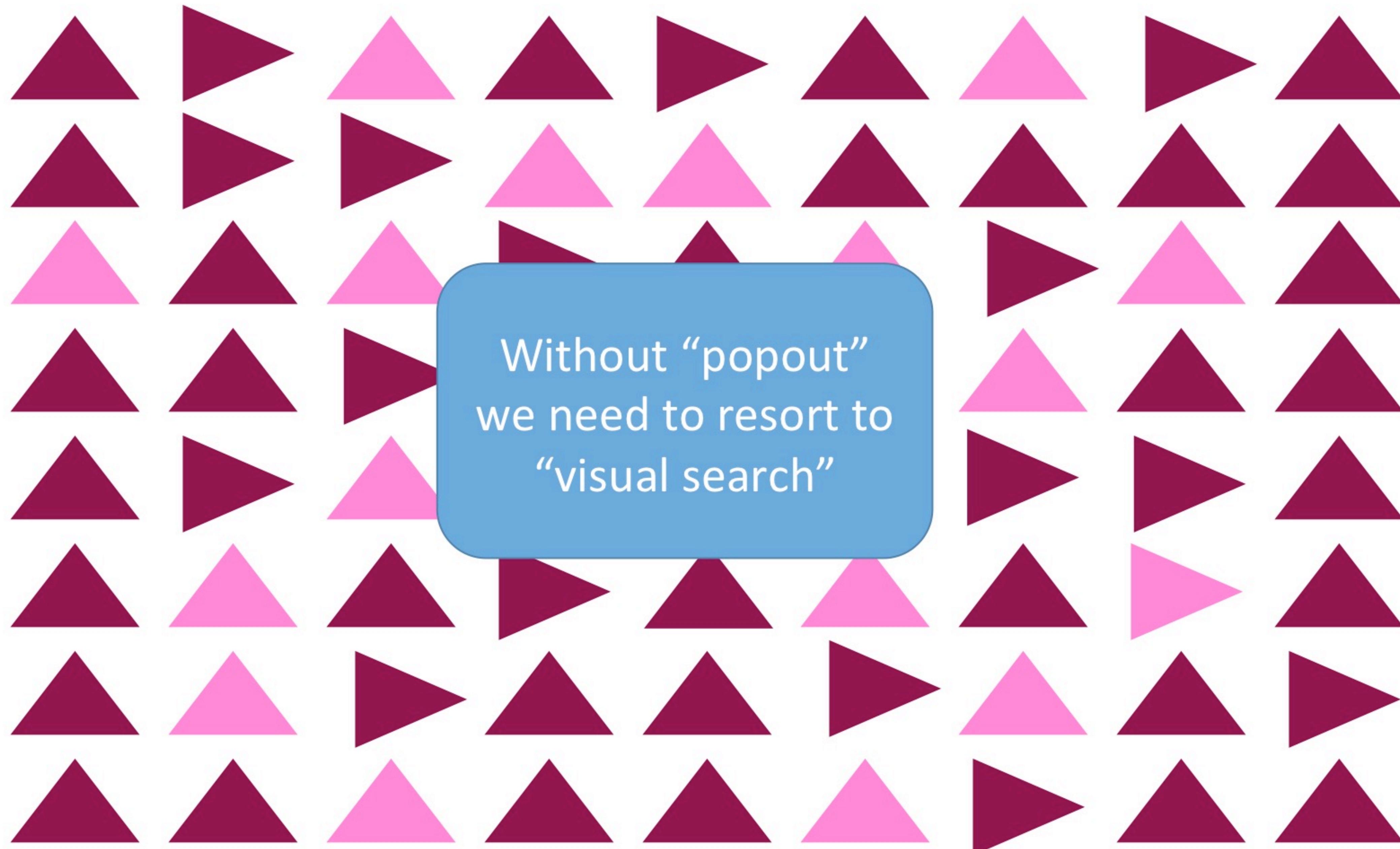


Find the 

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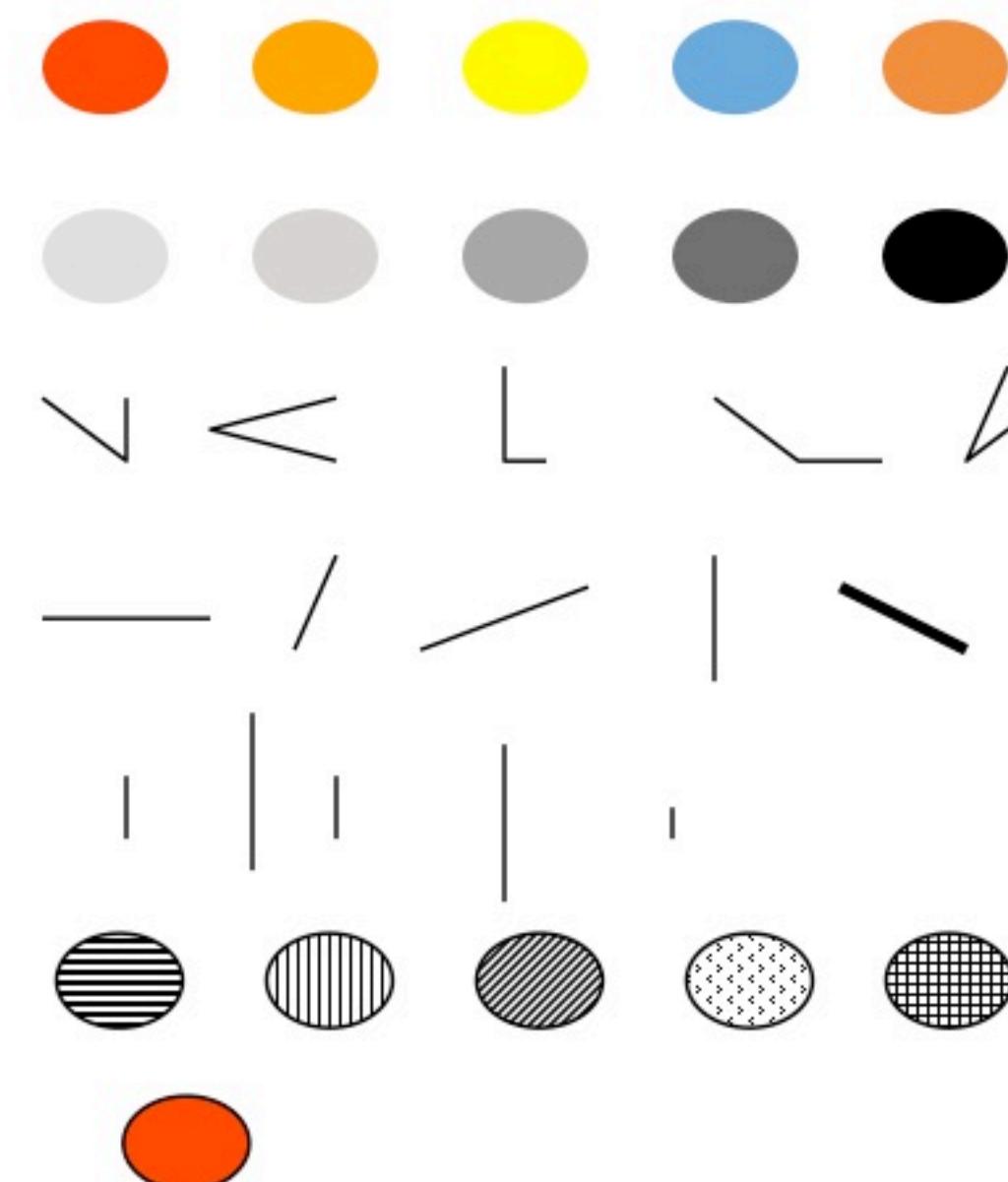






Feature Detection

- Color
- Value
- Angles
- Slope
- Length
- Texture
- Motion



- Very fast
- Allows “pop-out”
- Supports subsequent stages
 - Patterns
 - Objects

First: Feature detection

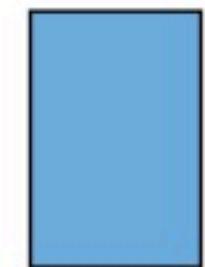
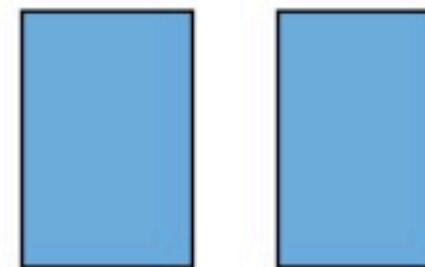


Finding Patterns

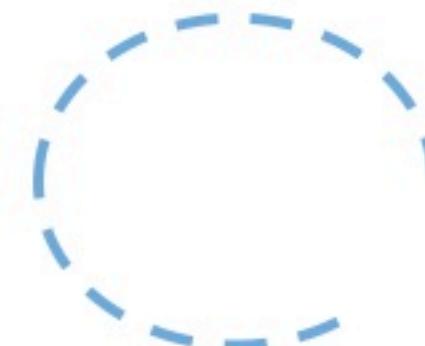


Pattern Identification: Gestalt Principles

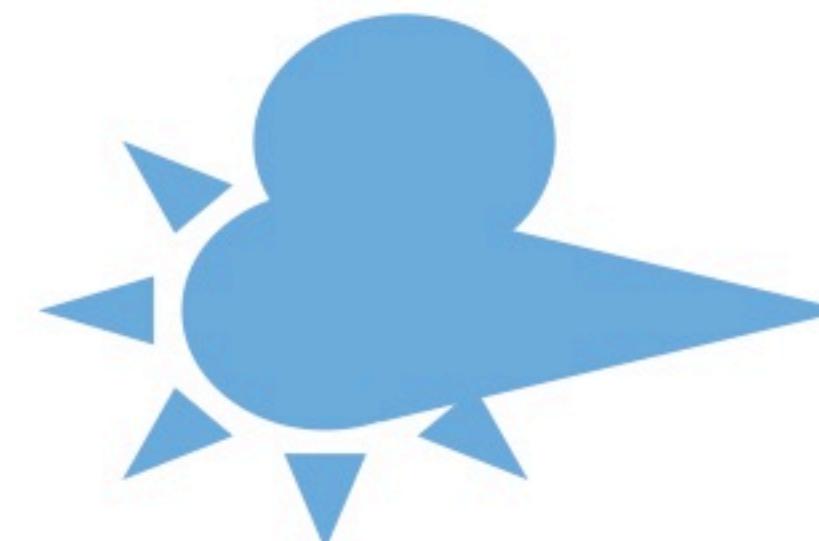
proximity



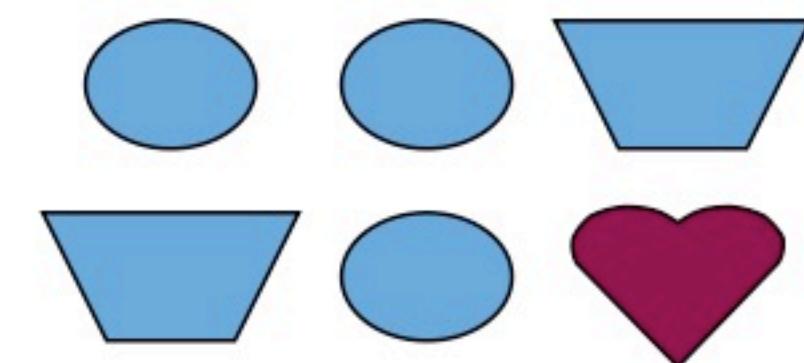
closure and continuation



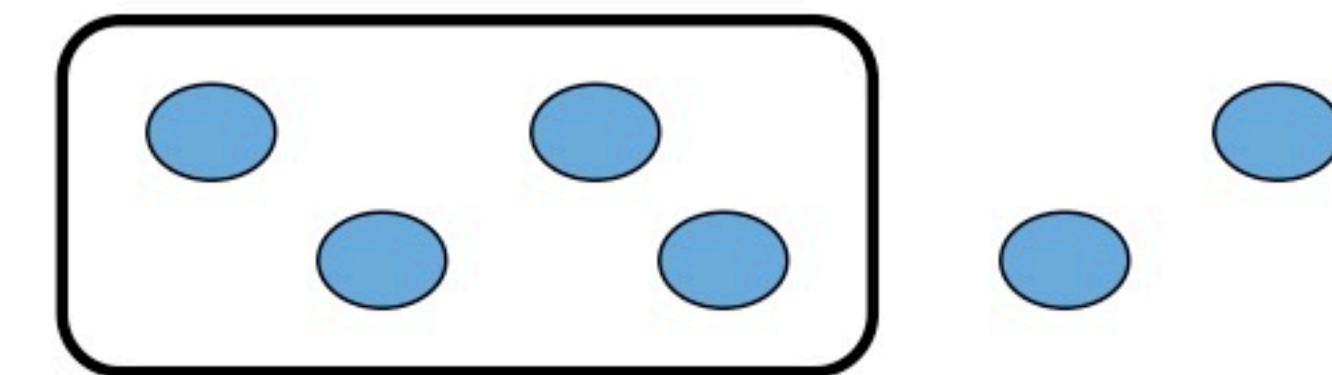
symmetry



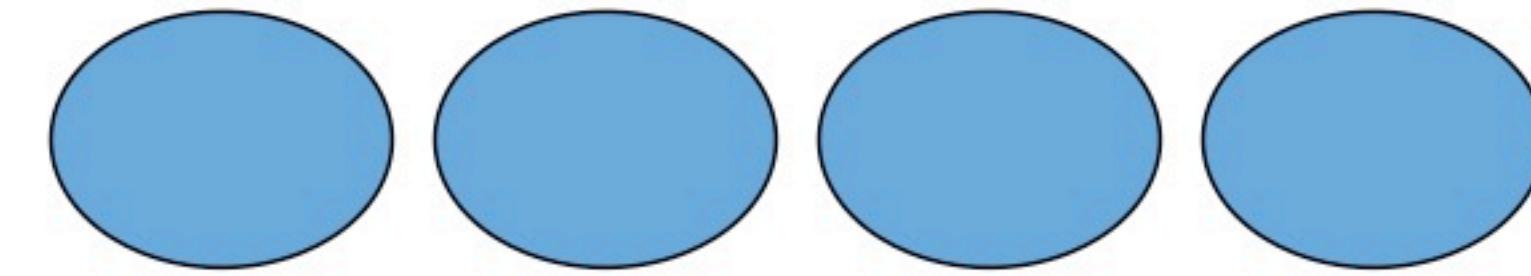
similarity



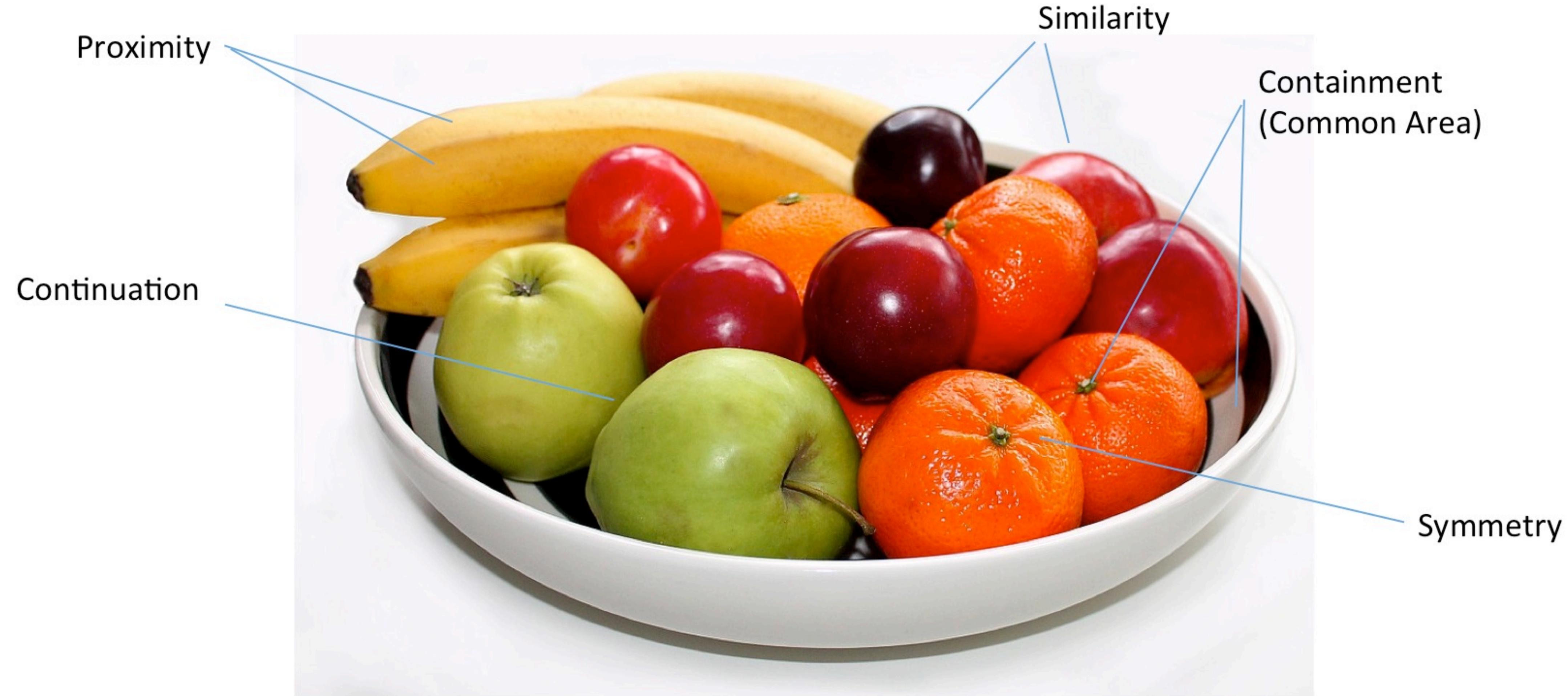
common area



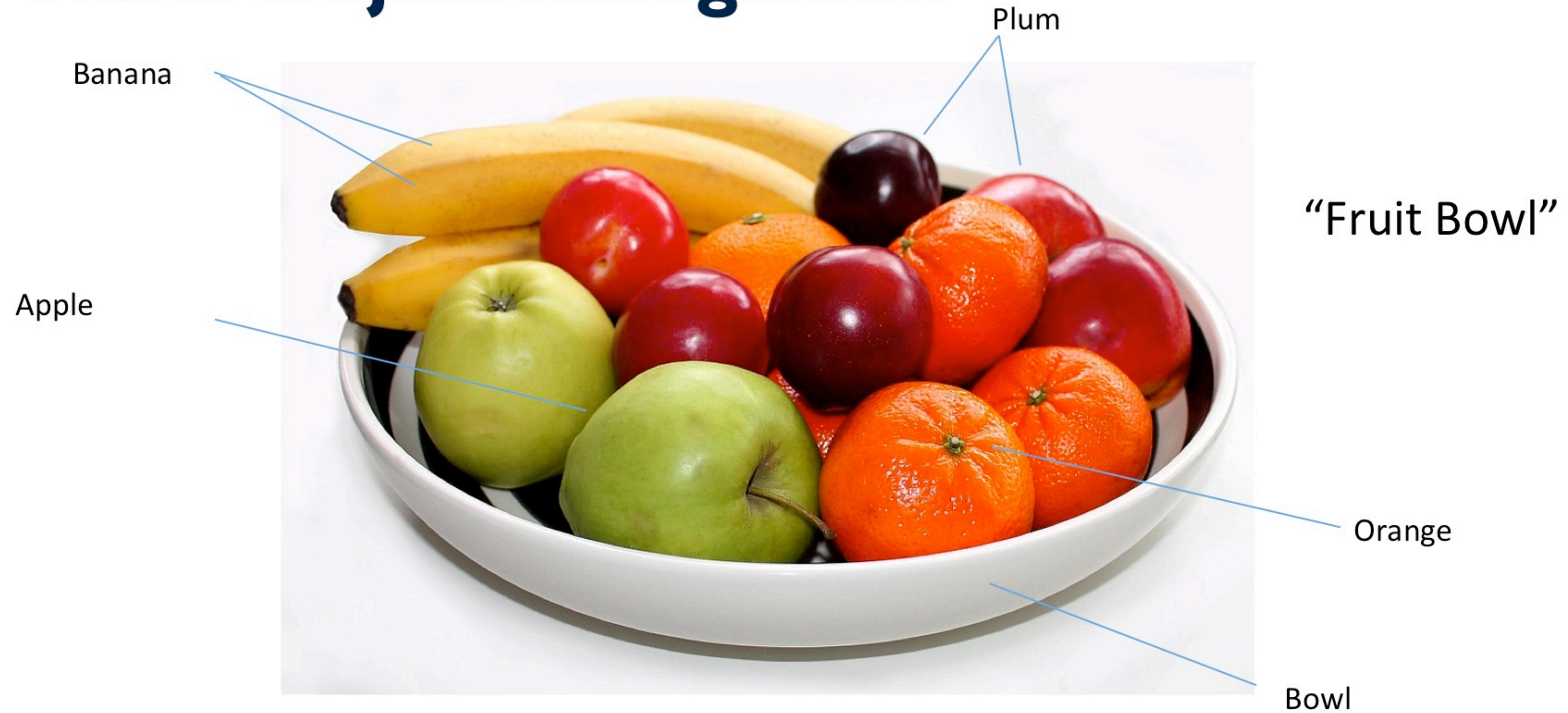
common fate



Second Stage: Pattern Identification



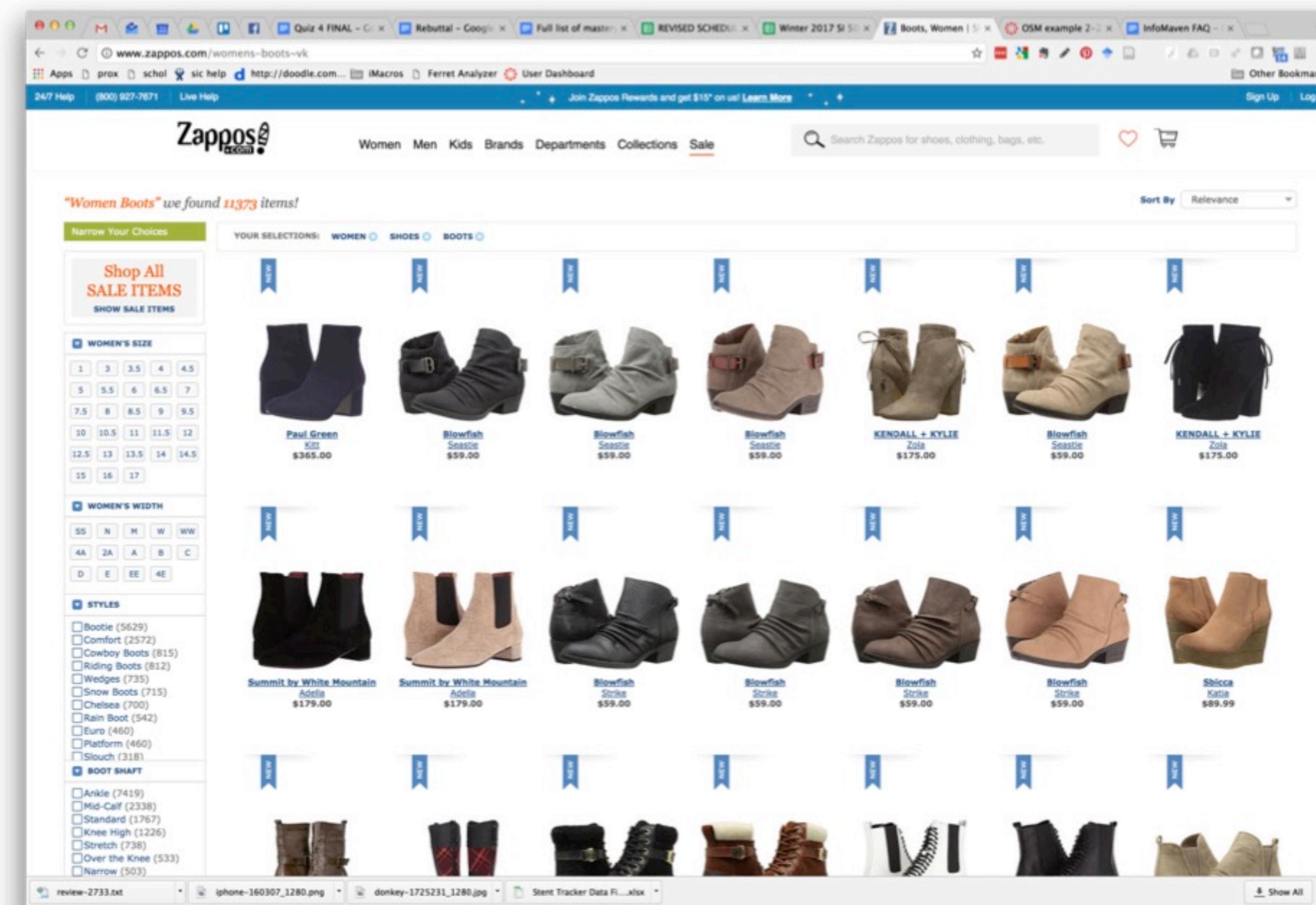
Third: Object Recognition



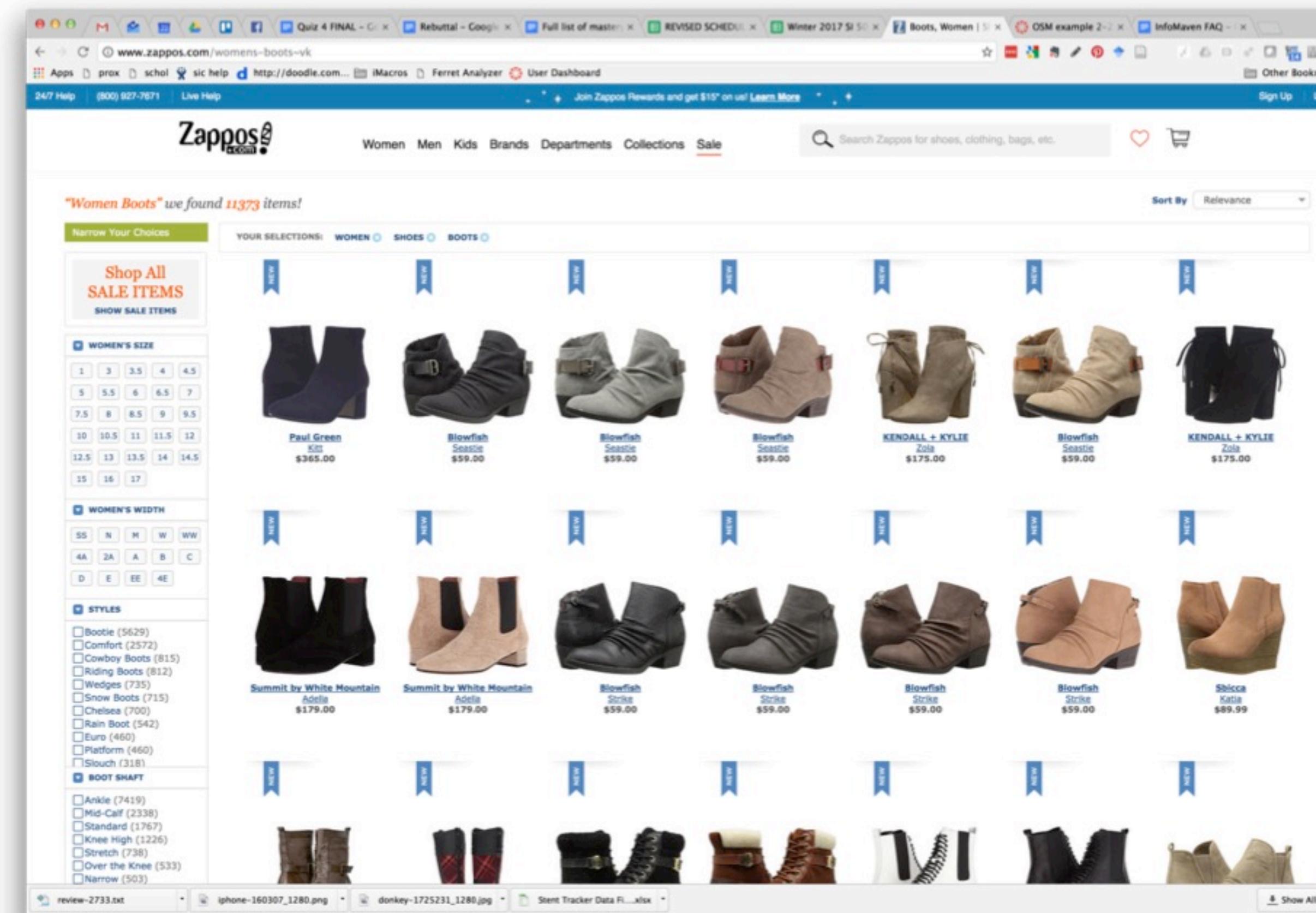
Principles

- Use “pop out” (primitive features) to attract attention
- Use Gestalt principles to associate like items
- Use Gestalt principles to organize for skippability

Use Gestalt principles to associate items



Use Gestalt principles to support skippability



A counter example

