

**JEN BYNY**

Senior Product Designer

[jenbyny.com](http://jenbyny.com)

## AGENDA

---

- 1 BACKGROUND / ABOUT ME
- 2 WHY STRAVA
- 3 END-TO-END EXPERIENCES

**1****BACKGROUND / ABOUT ME**

---

Senior Product Design Lead at Looker (B2B)

Recent focus on SaaS/data analytics products

UX Design Manager / Principal Lead at Yahoo 2011-2016 (B2C and B2B)

MFA Art Center College of Design in Media Design

Art Director at Grey Advertising - print and web work

BS in Business Marketing from Boston University

# Why I Design

Create interactions that are intuitive, efficient and logical

Be an **empathetic advocate for the user**

Make **smart, ubiquitous, delightful, serendipitous** experiences

**Invent, learn, guide, mentor, design and launch.**

# Always Be Learning

Front-End Web Development @ General Assembly

HTML, CSS, plus some javascript/jquery

Reading

Competing Against Luck, Clayton Christensen

Start with Why, Simon Sinek

Growth Mindset, Carol Dweck

New Experience in 2018

First 1/2 Ironman tri

“What job do  
people hire  
your product to  
do for them?”

— Clayton Christensen

# Approach to Work

Ask “Why?” a lot

Research

Talk to users

Sketch for fast idea generation

Great ideas from anywhere

Share and communicate often

Stay open

Think scale

Test throughout

Don’t ship and forget. Iterate, test, iterate, expand

Win-Win

# Teamwork

Team success

Ownership of projects, successes and mistakes

Personal growth

Give credit where credit is due

Find the right balance between autonomy and guidance

Open and honest communication

**Strava** = be your best athletic self

Personal alignment

What drives people?

Future of social fitness space

Personal and community value

Business and integration opportunities

**Yahoo Recommends**

End-to-end B2B product with onboarding and data analytics

**Looker App**

Scalable foundation and system features

**Yahoo Finance**

Data design and interaction, responsive web and native mobile app



## Problem

Provide a way for partners to monetize their website. Compete with and surpass Taboola and Outbrain.

## Project Goals

- Allow partners to customize the ad module on their site(s)
- Increase PVs, UUs, ad revenue, dwell time, brand exposure
- Provide a UI for tracking revenue

# YAHOO RECOMMENDS

The image displays the Yahoo! Recommends platform across multiple devices. The central focus is a tablet showing the homepage with a dark blue header, a 'Sign In' button, and a 'Get Started' button. Below the header, the text reads 'Your content recommended to your users' and 'Yahoo Recommends enables content discovery and boosts revenue on your site'. To the left, a smartphone shows a detailed dashboard for 'CBS Interactive' with a line graph of estimated gross revenue from May 18 to June 15, 2015, reaching \$15.20K. The dashboard also includes a table of site performance metrics like Clicks (ads) and Clicks (content). To the right, another smartphone shows a news feed with recommended articles under the heading 'WE RECOMMEND'. A fourth smartphone on the far right shows a bar chart of estimated gross revenue for a campaign titled 'Arena Football 1x6'.

**YAHOO! RECOMMENDS**

Your content recommended to your users

Yahoo Recommends enables content discovery and boosts revenue on your site

Get Started

**CBS Interactive**

Est. Gross Revenue: \$488,135.87

Clicks (ads): 2,144,905

Clicks (content): 12,693,862

Total Page Views: 1.60B

Ad View Rate: 0.190% CTR (ads)

CTR (content): 1.127%

Sites:

Sites	Est. Gross Rev.	RPM	Clicks (ads)	Clicks (content)	Ad View Rate	Total PVs	PVs with Module
cbsnews.com	\$122.02K	\$0.65	842.2K	3.44M	43.8%	229.82M	187.60M
cbs.com	\$80.02K	\$0.80	323.5K	2.27M	78.6%	130.35M	99.53M
cnet.com	\$60.60K	\$0.61	191.8K	1.20M	51.4%	231.76M	99.57M
gamefaqs.com	\$50.84K	\$0.20	153.6K	1.63M	23.1%	286.39M	252.49M
cbs.com	\$27.03K	\$0.36	99.685	902.4K	50.1%	98.14M	75.46M

**WE RECOMMEND**

HOT SONGS

1. Sugar Lippa - Maroon 5

2. Foot Five Seconds Lyrics - Interpol

3. Elton John - Coldplay - Ed Sheeran

4. Love Me Like You Do lyrics - Ellie Goulding

5. Chandelier lyrics - Sia

Latest News

10 Songs That Will INSTANTLY Put You In A Good Mood

Why You Hear The Line "Starbucks Lovers" In Taylor Swift's "Blank Space"

Credit Cards Are Now Offering 0% APR Through 2019

Brilliant Mortgage Payoff Method Has Banks On Edge

Elder 80s Handkerchief 'Weekend' Lyrics Are Here to Get You Through Your Week

**Arena Football 1x6**

Est. Gross Revenue: 39.8k (-2.9k)

1D 1M 6M 1Y MAX

\$288K ↑ 1.60B ↑

\$2.14M ↓ 12.7M ↑

Last 6 days Today

45k 40k 35k

# YAHOO RECOMMENDS

Product roadmap and user flows we worked together with product and engineering to understand product goals.

## Onboarding Experience for New Publishers

### 1 Account configuration

Connecting YID username, Logo, Name, Social Media, Payment information, Publisher account

**Granting Access**  
Yahoo Admin grants access to publisher  
Publisher can only join pilotX1 through invite only for Q1. Unique URL is generated and Admin also decide roles and permissions.

**Setup Account**  
Publisher will authenticate their YID to account and setup  
Publisher will enter the YID they want associated with their account. They will input the name, avatar, payment information, maybe social media, etc.

### 2 Select service

What does the user want to do with their content. User can only choose one service for onboarding.

#### Option 1 User chooses option Distribute My Content

Distribute my content (Triple Play)

**1.** I have videos and want to earn money  
Description: Distribute content throughout the yahoo network and provide revenue share in the case of video content.

Benefits: In the case of video, user will have Yahoo Screen channel plus monetization. In the case of other content, user will have organic distribution.

**2.** I have a tumblr account, show me how my content is performing on Yahoo Network

Description: For tumblr publishers, who we are automatically ingesting the content anyway, view content performance reports and have the option to pay for distribution.

Benefits: Get insights of how their content performs and how they can be more successful in the future and they can pay to promote individual content pieces

**3.** I have articles

#### Option 2 User chooses option Monetize My Site

Increase my site's engagement and help me monetize (Hattrick)

**1.** I want a personalized content module  
Description: A module containing personalized content including ads for publishers to place on their site.

Benefits: User engagement, help monetize, and increase revenue share.

**2.** I want to add a video widget (Baja)

#### Option 3 User chooses option Promote My Brand

I want to promote my brand on Yahoo network (Content Marketing)

**1.** I have content that I want to distribute and advertise across Yahoo Network  
Pay to promote my content across yahoo. I will claim content.

**and/or**

**2.** I have videos that I want to distribute and advertise across Yahoo Network  
Pay to promote my content across yahoo. I will upload videos.

**Uploading video content, video feed**  
I will upload content, video feed

**Authenticating tumblr account**  
Authenticate tumblr account

**Copy iframe code**  
I will copy the snippet of code and put it into my HTML. At the same time I can see the rendering of the iframe module.

**Test the code**  
I need to test the code to make sure it is working properly

## Onboarding Experience for Existing Publishers

### 1 Account configuration

Connecting YID username, Logo, Name, Social Media, Payment information, Publisher account

**Granting Access**  
Yahoo Admin grants access to publisher  
Publisher can only join pilotX1 through invite only for Q1. Unique URL is generated and Admin also decide roles and permissions.

**Setup Account**  
Publisher will authenticate their YID to account and setup  
Publisher will enter the YID they want associated with their account. They will input the name, avatar, payment information, maybe social media, etc.

### 2 Existing publishers skip selection of service

Yahoo Admins will already know what existing partners will do with content. Pre-selected.

#### Case 1 Yahoo Admin will choose what services this publisher will need

Show me how my content is performing on Yahoo Network (For existing partners)

Description: Case 1: For existing partner publishers such as Reuters who we onboarded manually, view content performance reports and have the option to pay for distribution. (We will always know who they are and we will always directly set them up and invite them to come into their account)

Benefits: Get insights of how their content performs and how they can be more successful in the future and they can pay to promote individual content pieces

**Uploading video content, video feed**  
I will upload content, video feed

**Create a tumblr account**  
If publisher does not have a tumblr account, they can create an account on the spot and continue to their dashboard.

**Choose blogs**  
I will choose which blogs I want.

**Choose which posts to promote**

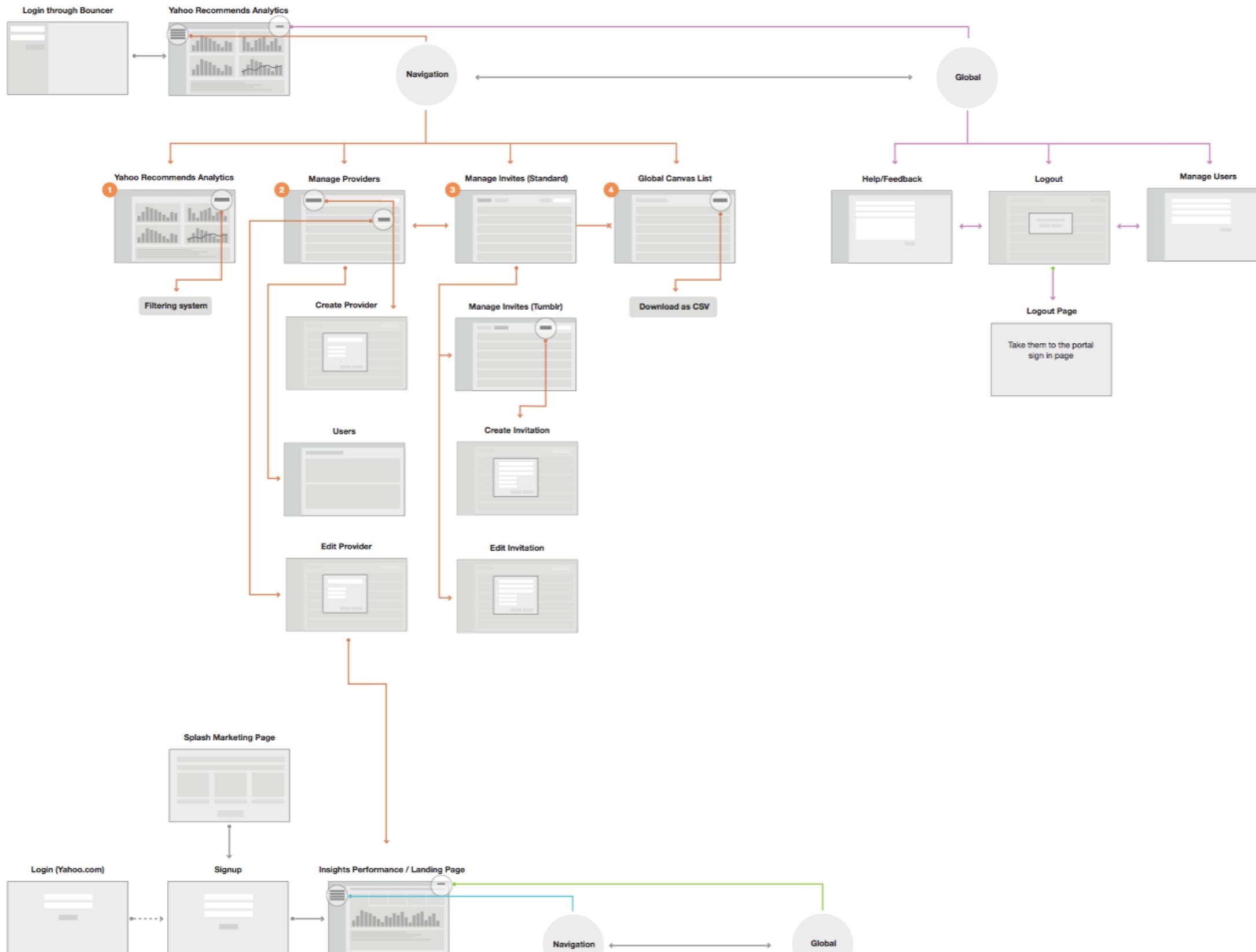
**1. Selecting content to use**  
**2. creating a campaign itself**  
name, budget, location, demographic

**3. creating the ad creative**  
**4. preview the ad**  
publishers need to connect their monetball account and if they don't have it then we ask them to set it up. this will be a button.

**5. book the campaign**

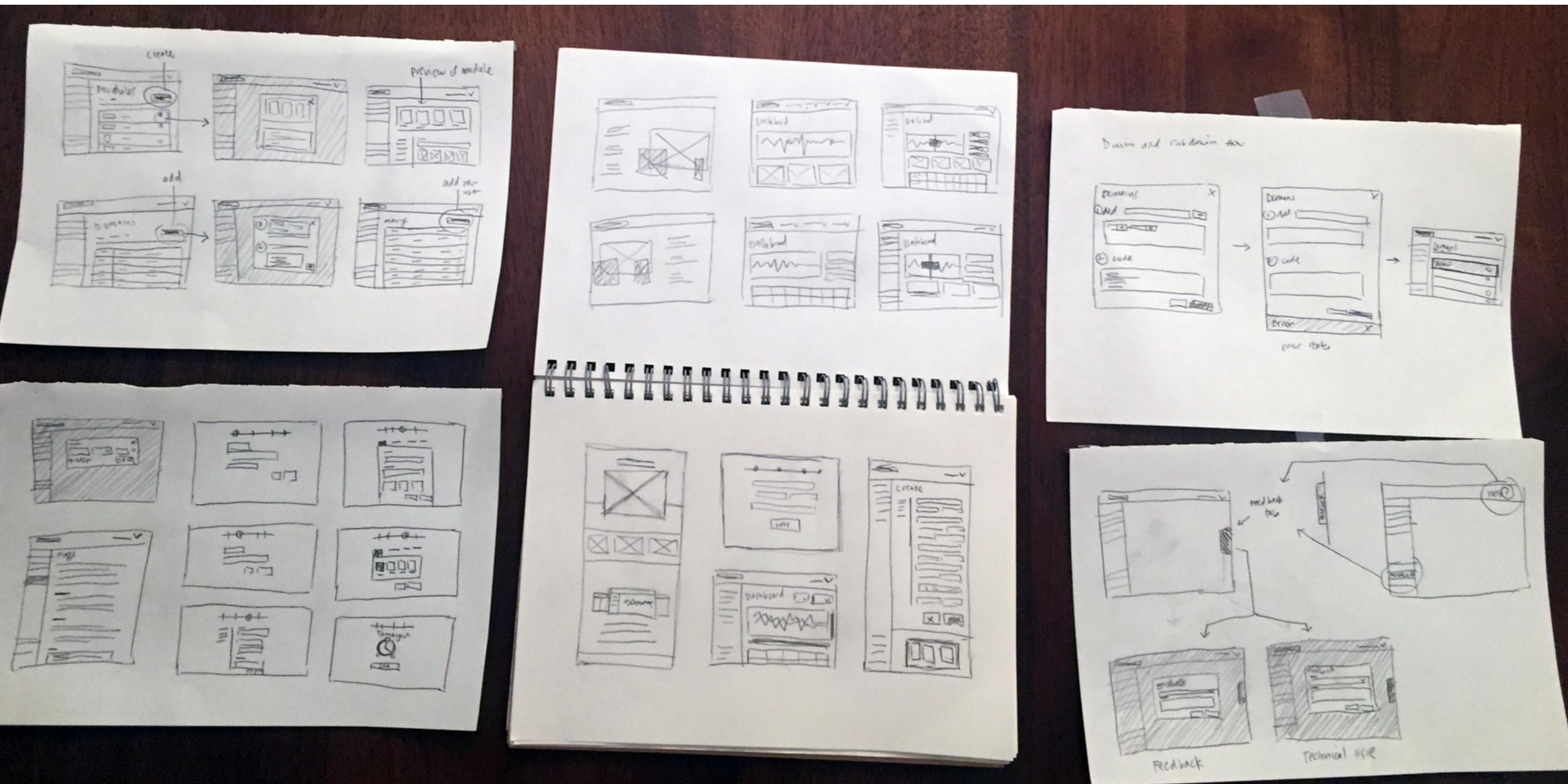
# YAHOO RECOMMENDS

Laying out the new product architecture to figure out how all of the systems work together.



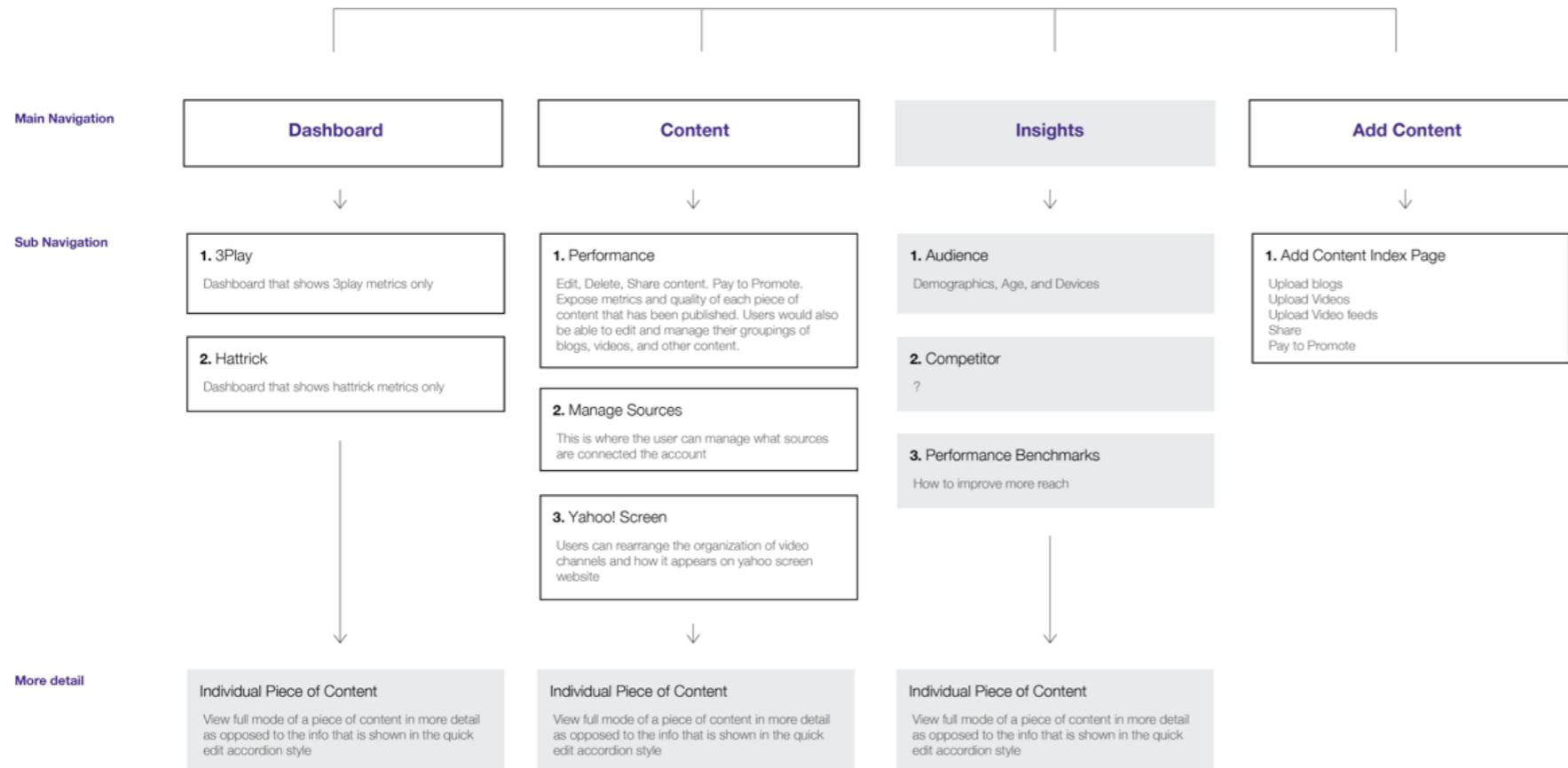
# YAHOO RECOMMENDS

## Scenarios



# YAHOO RECOMMENDS

## Navigation

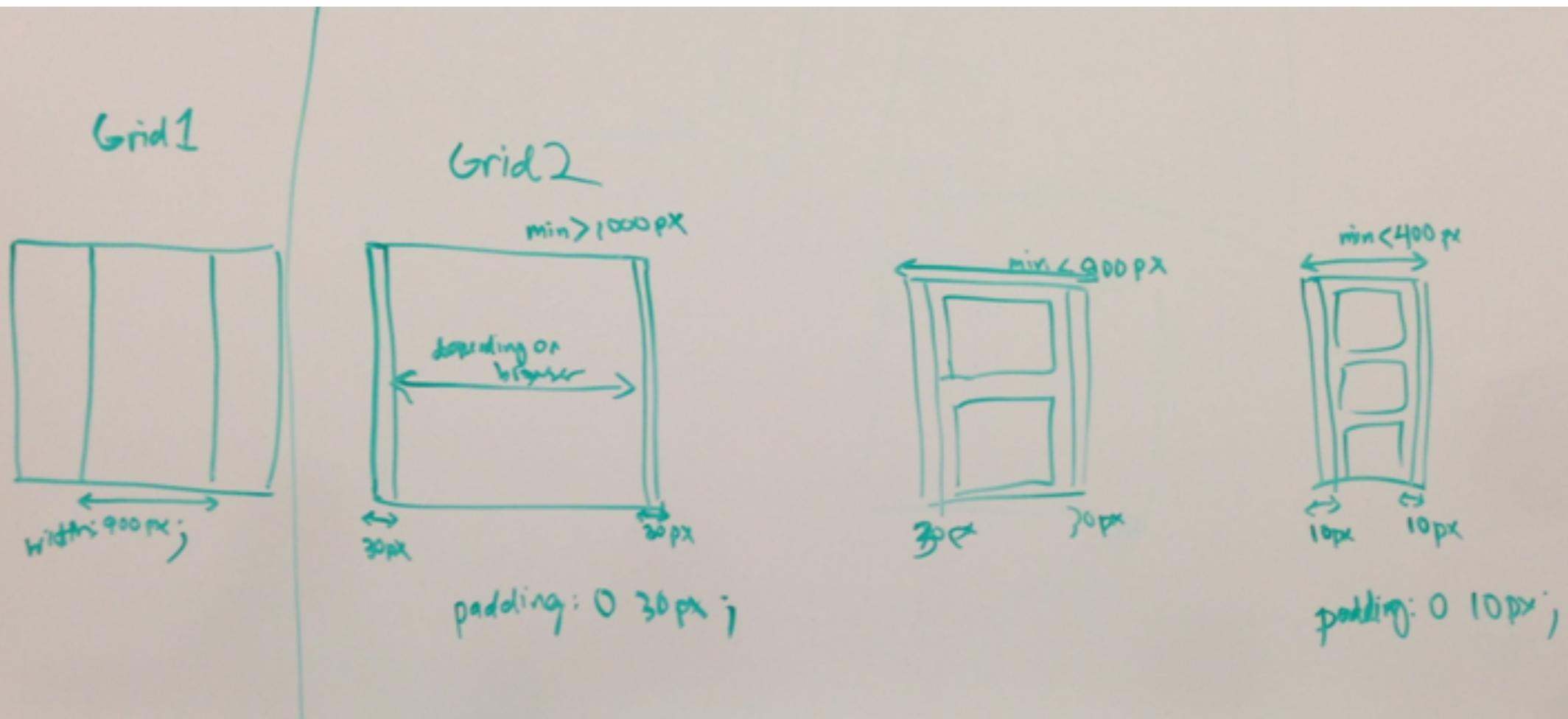


## User Account Roles and Permissions



## YAHOO RECOMMENDS

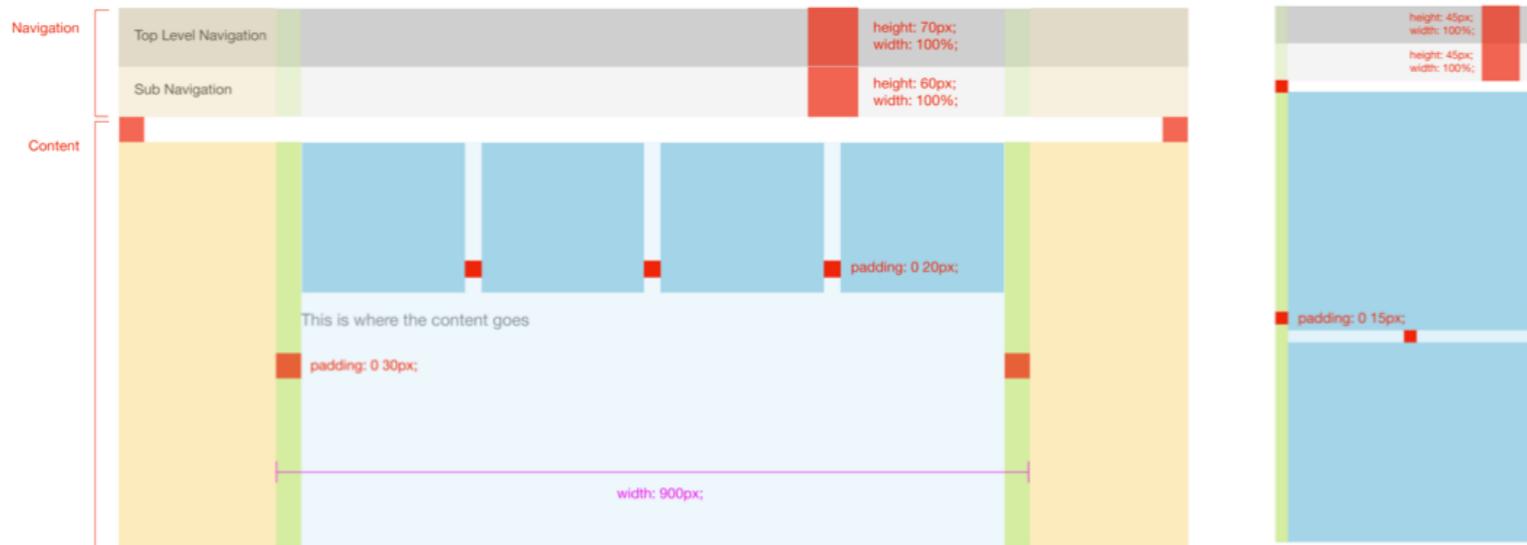
Figuring out where elements are placed. This grid definition was used across the entire Yahoo internal products organization so scalability was necessary.



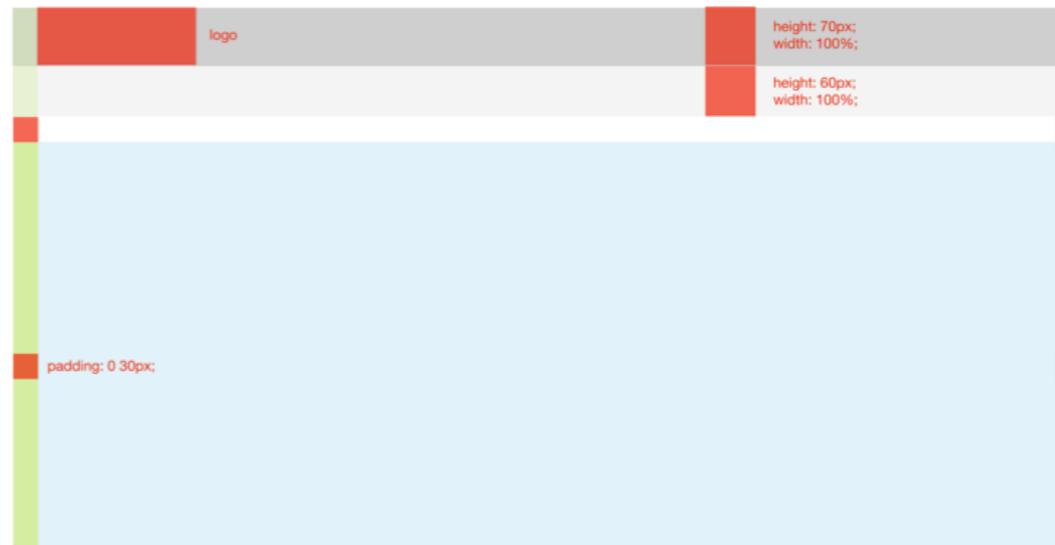
# YAHOO RECOMMENDS

---

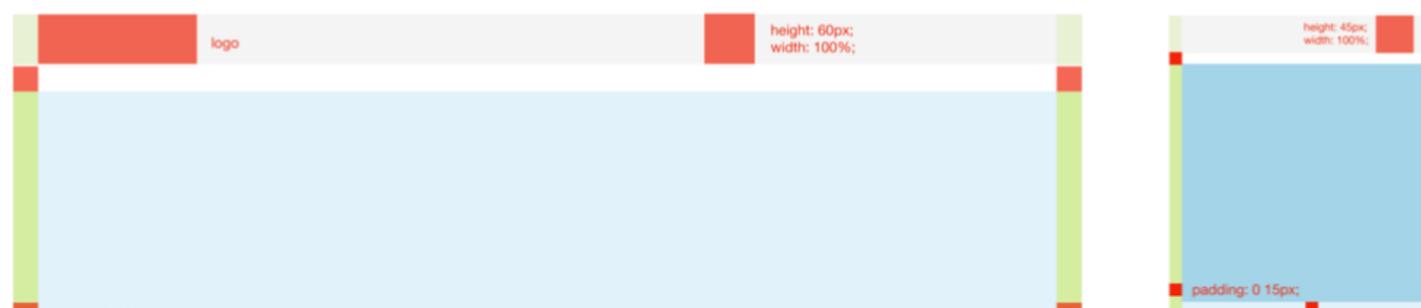
Fixed 900px Grid



Fluid Width Grid



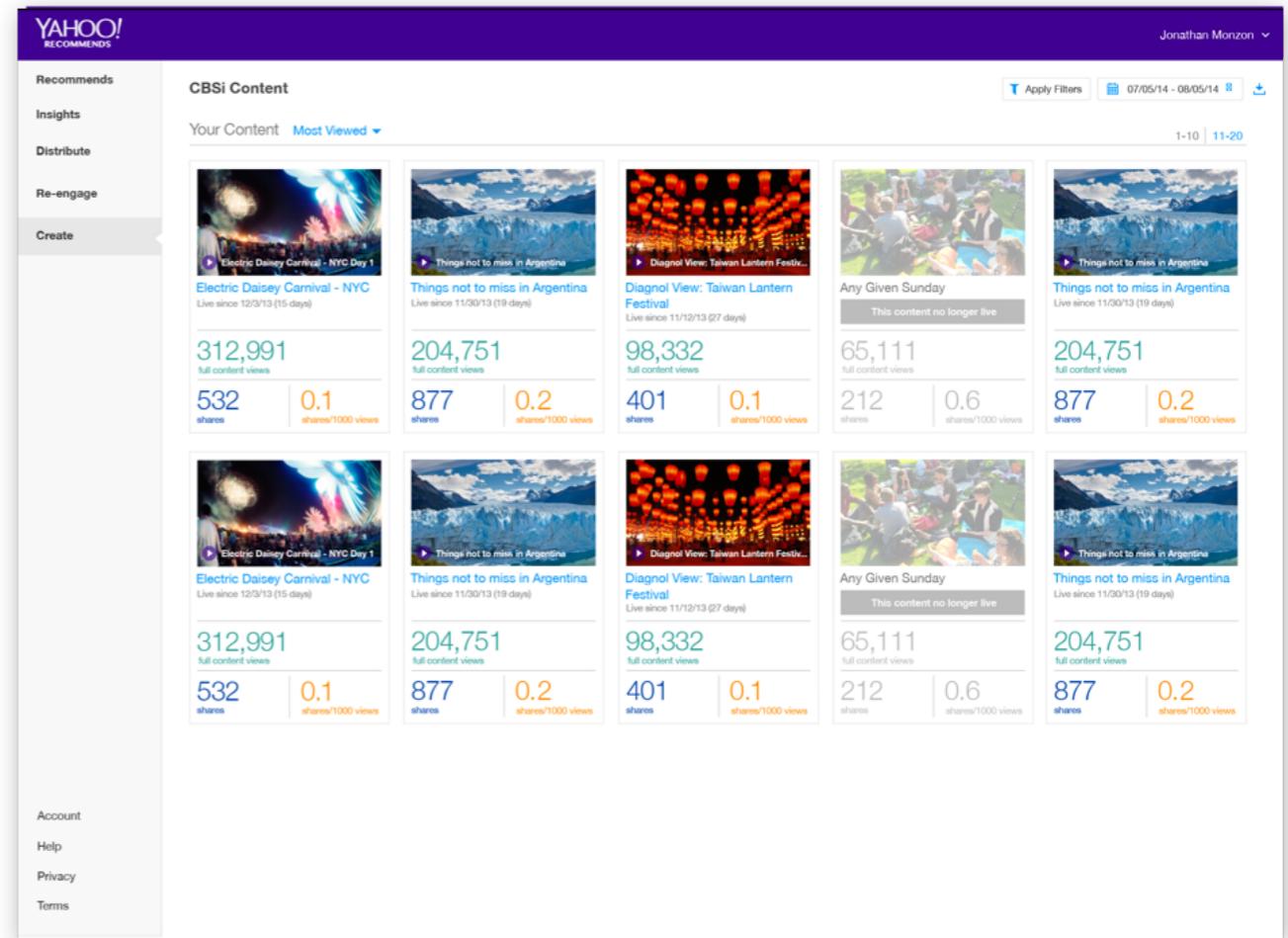
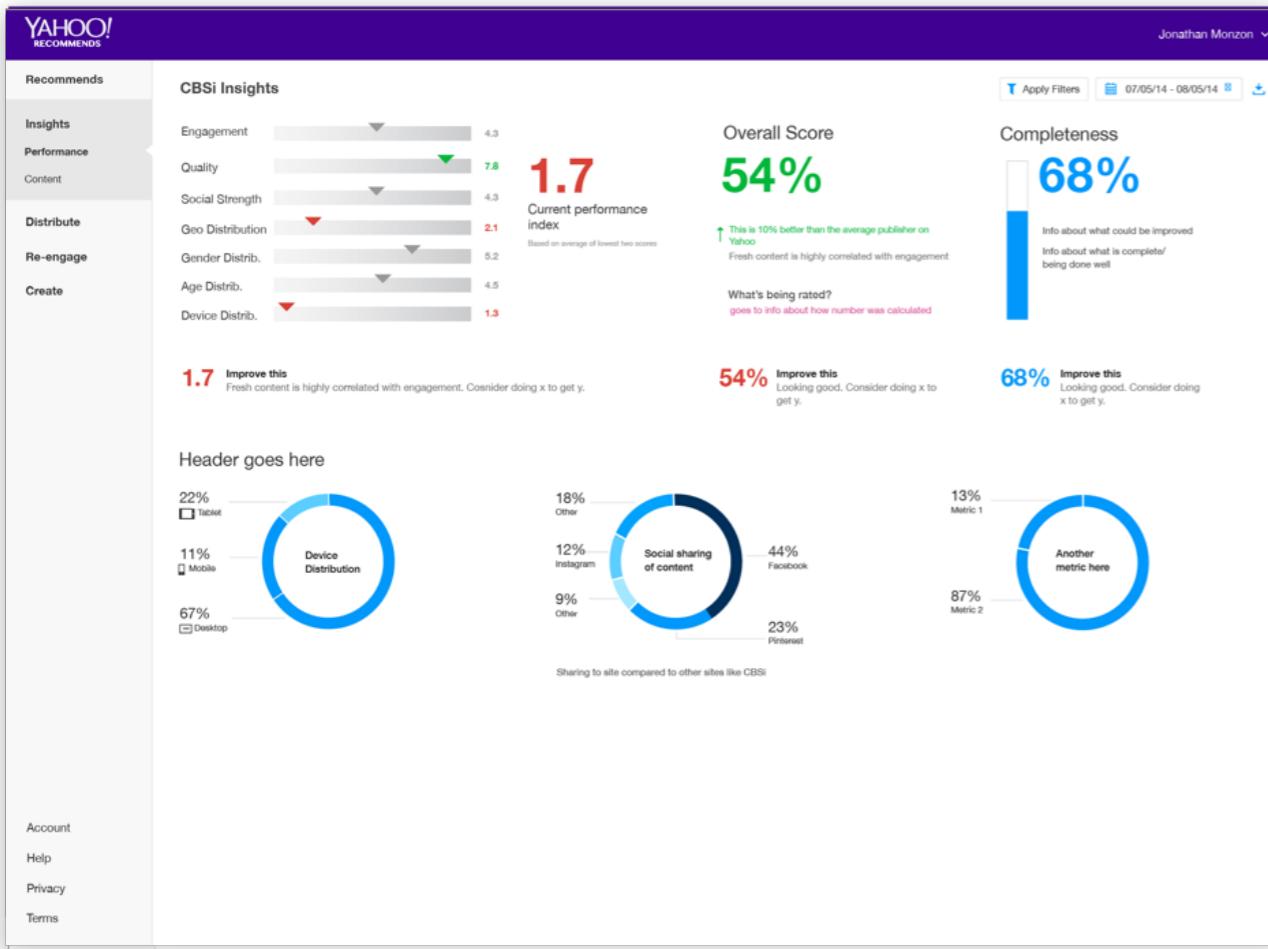
Fluid Width Grid



# YAHOO RECOMMENDS

Different dashboard approaches

There were several important elements that needed to work together as a system.



# YAHOO RECOMMENDS

## Defining assets, color

**btn**

```
.btn {
  outline: none;
  box-shadow: none;
  text-align: center;
  font-size: 14px;
  border: 1px solid transparent;
  display: inline-block;
  cursor: pointer;
  color: #fff;
  background-color: transparent;
}

.btn-default {
  padding: 5px 10px;
  border-radius: 4px;
  background-color: #fff;
  border: 1px solid #666;
  &:hover {
    background-color: #e7e7e7;
    border: 1px solid #888;
  }
}

.btn-primary {
  padding: 5px 10px;
  border-radius: 4px;
  background-color: #0074d9;
  border: 1px solid #0069ff;
  &:hover {
    background-color: #0074d9;
    border: 1px solid #0069ff;
  }
}

.btn-info {
  padding: 5px 10px;
  border-radius: 4px;
  background-color: #0074d9;
  border: 1px solid #0069ff;
  &:hover {
    background-color: #0069ff;
    border: 1px solid #0069ff;
  }
}

.btn-warning {
  padding: 5px 10px;
  border-radius: 4px;
  background-color: #0074d9;
  border: 1px solid #0074d9;
  &:hover {
    background-color: #006666;
    border: 1px solid #006666;
  }
}

.btn-danger {
  padding: 5px 10px;
  border-radius: 4px;
  background-color: #888;
  border: 1px solid #888;
  &:hover {
    background-color: #888;
    border: 1px solid #888;
  }
}

Link Hover State Active State
.btn-link {
  font-size: 14px;
  font-weight: 400;
  color: #0069ff;
  &:hover {
    border-bottom: 1px solid #0074d9;
    color: #0074d9;
  }
  &:active {
    font-weight: 600;
  }
}

<button type="button" class="btn btn-default">Default</button>
<button type="button" class="btn btn-primary">Primary</button>
<button type="button" class="btn btn-info">Info</button>
<button type="button" class="btn btn-warning">Warning</button>
<button type="button" class="btn btn-danger">Danger</button>
<button type="button" class="btn btn-link">Link</button>
```

**Large Button**

```
.btn-large {
  padding: 10px 15px;
  border-radius: 6px;
  font-size: 18px;
}

.btn-default {
  padding: 5px 10px;
  border-radius: 4px;
  background-color: #0069ff;
  border: 1px solid #0069ff;
  &:hover {
    background-color: #0069ff;
    border: 1px solid #0069ff;
  }
}

.btn-small {
  padding: 3px 8px;
  border-radius: 3px;
  font-size: 12px;
}

.btn-disabled {
  color: #e7e7e7;
  &:hover {
    cursor: not-allowed;
  }
  &:hover {
    background-color: #0074d9;
    border: 1px solid #0069ff;
  }
}

Menu Button ▾
```

**Mixr**

```
<button type="button" class="btn btn-default btn-large">Large Button</button>
<button type="button" class="btn btn-default">Default Button</button>
<button type="button" class="btn btn-default btn-small">Small Button</button>

Analytics charts
Info button hover
Secondary button color
Primary button hover
Primary link hover
Primary button color
Primary link color
Analytics charts
Analytics charts Row highlights
Analytics charts
Body text Header text
Warning button hover
Cancel button
Table labels
Search box
Border strokes
Left rail nav
Dropdown selector
Background colors
Button text
Disabled button text
```

**Sign up**

Color Name	Hex Value	Description			
@yahoo-purple	2d005a	TBD			
@success	400090	Horizontal nav			
	7300ff	@admin			
	15b542	Success notifications			
	e8e852	TBD			
	fc9a30	@danger			
	d63434	@danger-hover			
	b71c11				
@darkest-blue	e7e7e7	Role/title Admin mode			
@muted-blue	0262aa	Errors Negative action			
@dark-blue	0074d9	Danger button color			
@bright-blue	0d9af8				
@light-blue	61cff				
@lightest-blue	a6e8ff				
@highlight					
Analytics charts	000000	Analytics charts	Analytics charts	Analytics charts Row highlights	Tile background
Info button hover	333333	Body text Header text	Warning button hover	Cancel button Table labels Search box Border strokes	
Secondary button color	666666				
Primary button hover	888888				
Primary link hover					
Primary button color					
Primary link color					
Analytics charts					
Analytics charts					
Analytics charts					
Body text					
Header text					
Warning button hover					
Cancel button					
Table labels					
Search box					
Border strokes					
Left rail nav					
Dropdown selector					
Background colors					
Hover state bg					
Border strokes					
Button text					
Disabled button text					
@border-stroke	e7e7e7	Hover state bg	Left rail nav	Button text	Disabled button text
@left-rail-nav	f8f8f8	Border strokes	Dropdown selector		
@button-text	ffffff				
@disabled-button-text	rgba(255,255,255,0.5)				

## YAHOO RECOMMENDS

Building a design documentation. Since this was a brand new product, we had the opportunity to build a style guide from the ground up.

The screenshot shows a web browser displaying the Yahoo Hybrid UI style guide at <https://git.corp.yahoo.com/pages/media-publishing-design/#avatar>. The page has a purple header with the title "Hybrid UI : Publishing & Internal Tools". On the left, there's a sidebar with various UI component categories: Avatars (COMING SOON), Breadcrumbs, Buttons, Cards, Charts, Color Palette, Date Picker, Dialog, Dropdown Menu, Filters (COMING SOON), Grid, Icon Font, Loading Animations, and Navigation. The main content area is divided into two sections: "Breadcrumbs" and "Buttons". The "Breadcrumbs" section contains a "DESIGN" tab and three examples of breadcrumb navigation: "External Page", "External Page > Internal Page", and "External Page > Internal Page > Internal Page". The "Buttons" section contains a "DESIGN" tab and four button styles: Default (white), Primary (blue), Info (light blue), and Secondary (gray). Below the buttons, there's a note: "Download the [LESS File](#) to use these classes." and a row of class names: .btn.btn-default, .btn.btn-primary, .btn.btn-info, and .btn.btn-secondary.

## YAHOO RECOMMENDS

**Problem:** Splash page was not clear enough that users were not sure what service we were providing.

**Solution:** We added illustrations to show what the actual ad module looked like that would be embedded into their websites.

The image shows the Yahoo! Recommends splash page. At the top left is the 'YAHOO! RECOMMENDS' logo. On the right are 'Sign in' and 'Or create an account' buttons. The main headline 'Your content, circulated to your users' is displayed in large white text. Below it, a subtext states 'Yahoo Recommends circulates and personalizes your own content for your users using Yahoo powered modules.' To the left, three sections are listed: 'INCREASE ENGAGEMENT', 'GROW TRAFFIC', and 'MONETIZE'. Each section has a brief description. A central feature is a tablet displaying a sample of the service's output, which includes a news article, a 'WE RECOMMEND' section with four cards, a 'HOT SONGS' chart, and a 'LATEST NEWS' section. At the bottom left is a blue 'Sign In' button, and at the very bottom are 'Questions?' and contact information along with performance metrics: Est. Gross Revenue (\$435,099.31), Clicks (ads) (1,387,019), and Clicks (content) (12,101,967).

**INCREASE ENGAGEMENT**

Drive user engagement through content recommendations powered by Yahoo's proprietary personalization.

**GROW TRAFFIC**

Drive audience and page views through site recirculation and traffic referrals from Yahoo.

**MONETIZE**

Boost revenue on your site with native ads targeted to your audience.

**Sign In**

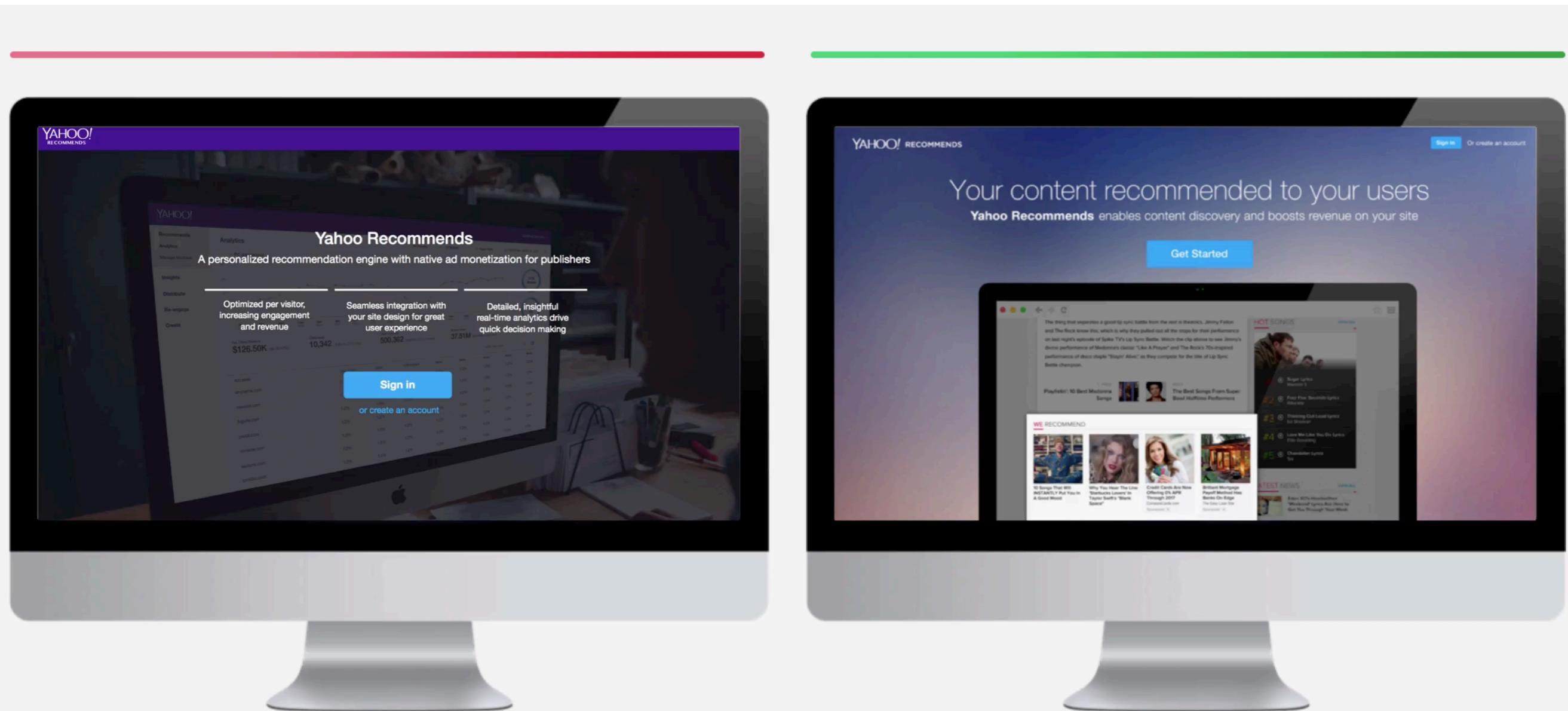
**Questions?**  
Email us at [yrecommends@yahoo-inc.com](mailto:yrecommends@yahoo-inc.com)

Est. Gross Revenue	Clicks (ads)	Clicks (content)
\$435,099.31	1,387,019	12,101,967

## YAHOO RECOMMENDS

**Problem:** Splash page was not clear enough that users were not sure what service we were providing.

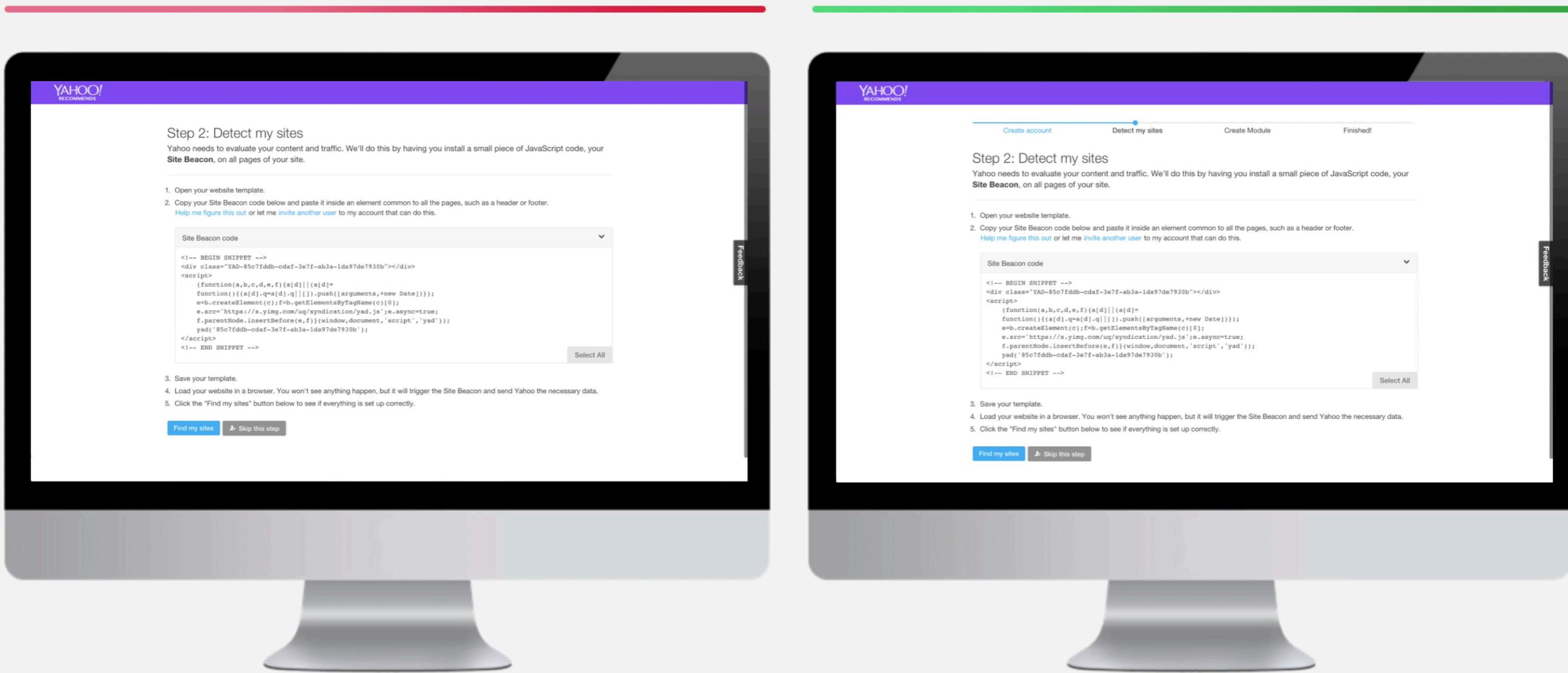
**Solution:** We added illustrations to show what the actual ad module looked like that would be embedded into their websites.



## YAHOO RECOMMENDS

**Problem:** Onboarding was confusing for users. They didn't know which step they were on and how many steps there were.

**Solution:** We added a wizard so the user know where she was in the process.



# YAHOO RECOMMENDS

The screenshot shows the Yahoo! Recommends interface for Advertiser Category Blocking. On the left, a sidebar lists various modules: Dashboard, Modules, Users, API Access, Ad Blocking (selected), Tracking, Domains, Content Guide, FAQs, Payment, Privacy, and Terms. The main content area is titled "Advertiser Category Blocking" and shows a list of categories under "Categories". A search bar at the top of this list allows searching for categories. Below the search bar, there are two columns: one for "Categories" and one for "Advertisers". The "Categories" column contains "Adult & Gambling" with sub-categories "Adult" and "Gambling", and "Auto" with sub-categories "Dealerships", "Luxury OEM", "Non-Luxury OEM", and "Other Auto". Each category has a "Block" button on the left and an "Unblock" button on the right. A "Save" button is located at the top right of the list. A "Feedback" button is located at the bottom right of the list.

The screenshot shows the Yahoo! Recommends API Access Reference page. The left sidebar includes links for Dashboard, Modules, Users, API Access (selected), Ad Blocking, Tracking, Domains, Content Guide, FAQs, Payment, Privacy, and Terms. The main content area is titled "API Access Reference" and includes sections for "API Tokens" and "API Access Reference" (selected). The "API Structure" section contains "Authentication and Authorization" information, stating that an "Authorization" header is used for API calls. It also includes "Endpoint and SSL" information, noting that the API uses SSL protection. The "Requests and responses format" section explains the REST model and provides an example URL: `https://recommends.yahoo.com/api/v1/module/abcdef12-3456-7890-abcd-ef1234567890/analytics?beginTimestamp=2014-07-01T00:00:00&endTimestamp=2014-08-01T00:00:00`. The "Responses" section describes the JSON response format, mentioning the "status" field (with values "success", "fail", or "error") and the "data" field (an associative array of response data). A "Feedback" button is located at the bottom right of the page.

# YAHOO RECOMMENDS

The image shows a Macbook screen displaying the Yahoo! Recommends dashboard for CBS Interactive. The dashboard features a purple header with the CBS Interactive logo. On the left, there's a sidebar with links like Dashboard, Modules, Users, API Access, Ad Blocking, Tracking, Domains, Content Guide, FAQs, Payment, Privacy, and Terms. The main area has a chart showing 'Est. Gross Revenue' over time, with a significant dip around May 22nd. Below the chart are summary statistics: \$489,614.36 in Est. Gross Revenue, 2,188,823 Clicks (ads), 12,826,739 Clicks (content), and 1.62B Total Page Views. A table at the bottom lists data for several sites, including cbssports.com, cbsnews.com, cnet.com, and gamefaqs.com.

Dashboard | Yahoo Recommends

https://recommends.yahoo.com/cbs\_interactive\_paas\_900

YAHOO! RECOMMENDS

CBS Interactive

Dashboard

Modules

Users

API Access

Ad Blocking

Tracking

Domains

Content Guide

FAQs

Payment

Privacy

Terms

Feedback

Est. Gross Revenue

\$489,614.36

0.43 RPM

Clicks (ads)

2,188,823

0.193% CTR (ads)

Clicks (content)

12,826,739

1.131% CTR (content)

Total Page Views

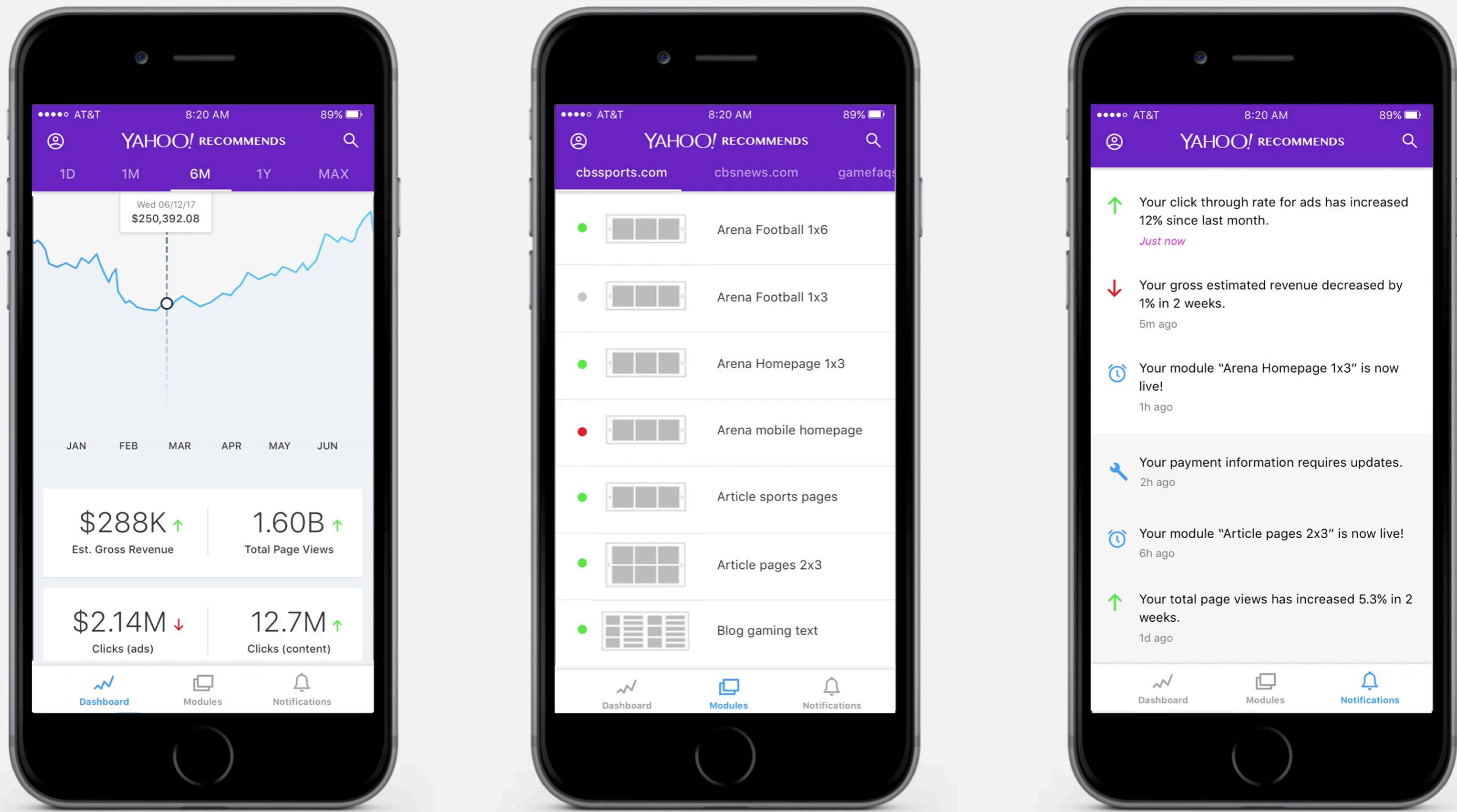
1.62B

1.13B PVs with Module

Sites	Est. Gross Rev.	RPM	Clicks (ads)	Clicks (content)	Ad View Rate	Total PVs	PVs with Module
cbssports.com	\$123.88K	\$0.65	860.2K	3.48M	42.6%	235.83M	191.77M
cbsnews.com	\$81.68K	\$0.81	309.9K	2.11M	79.7%	133.88M	100.44M
cnet.com	\$58.78K	\$0.59	203.9K	1.17M	51.8%	230.80M	99.04M
gamefaqs.com	\$46.55K	\$0.19	148.4K	1.70M	22.3%	276.67M	242.72M

Macbook

## YAHOO RECOMMENDS



## Results

- Conceived, built and launched in 4 months (August 2014)
- 10 large-scale publishers onboarded by end of 2014
- +35 publishers onboarded in Q1 '15
- Total combined revenue Aug to Dec 2014 \$3M

Team of 11

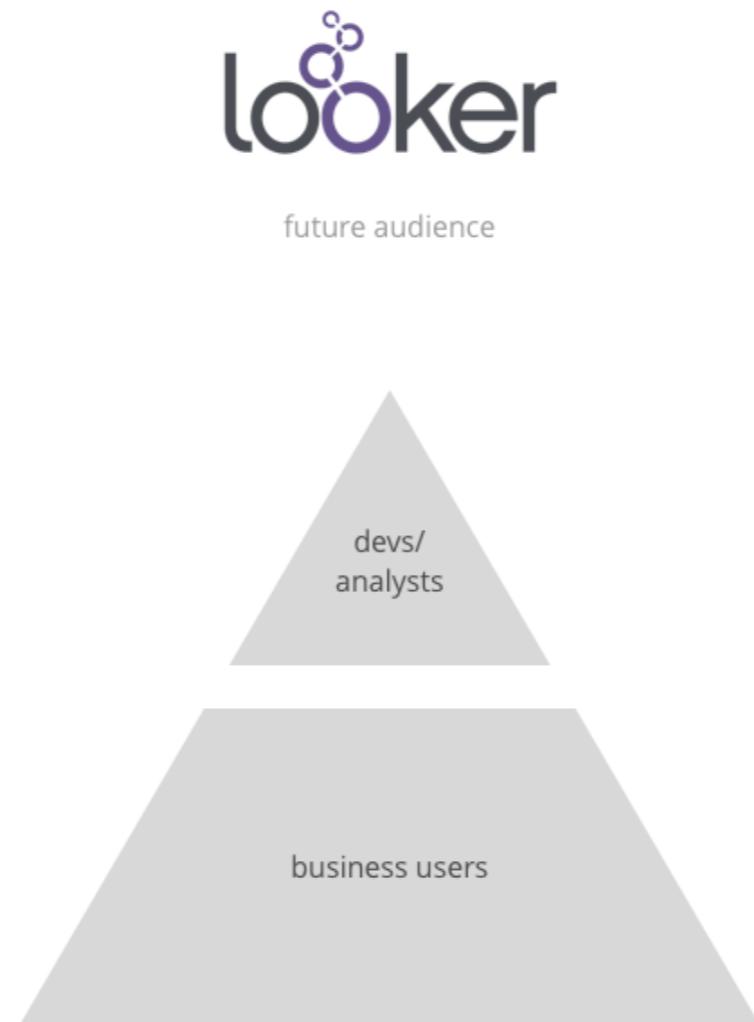


Missing 1 UX and PM lead



## LOOKER AUDIENCE

---





### Problem

Users can't find the content that's most useful and relevant to them. The navigation labels are unclear. There are many customer support requests for help understanding the navigation.

### Project Goals

- Provide a way to see more content in the viewport
- Improve usability with scalable navigation for variable model sizes
- Improve visibility of / access to Help
- Find solution to reduce number of left navigations
- Use succinct, actionable language aligned with user expectations
- Improve navigational structure to support architectural changes

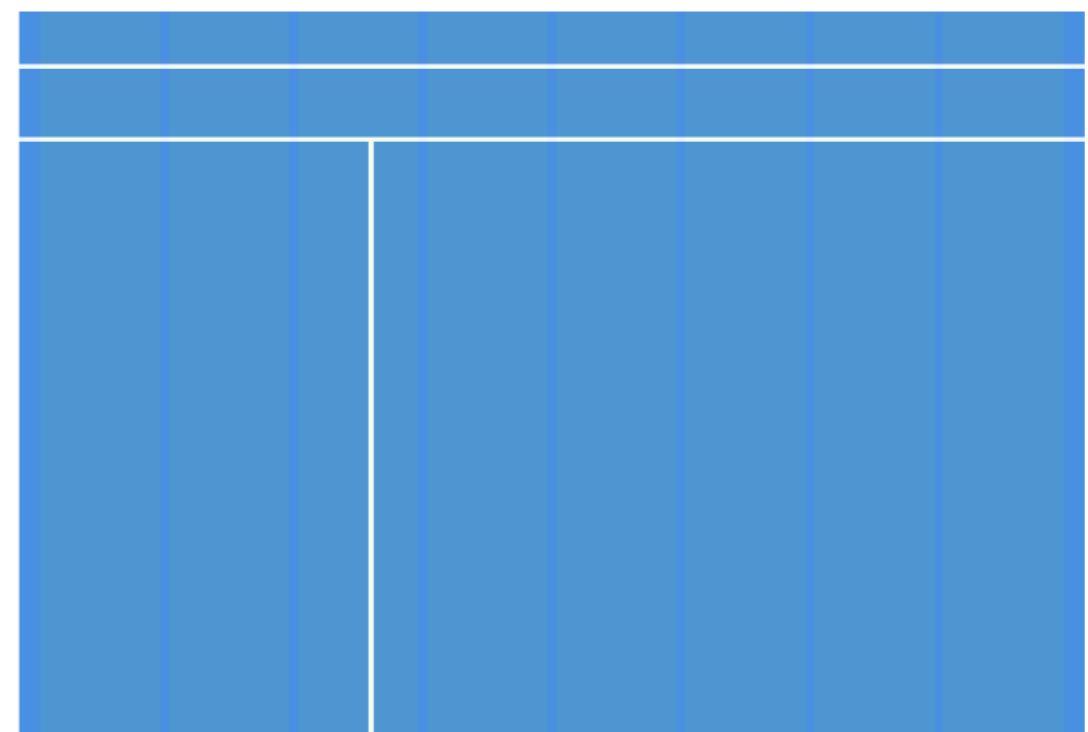
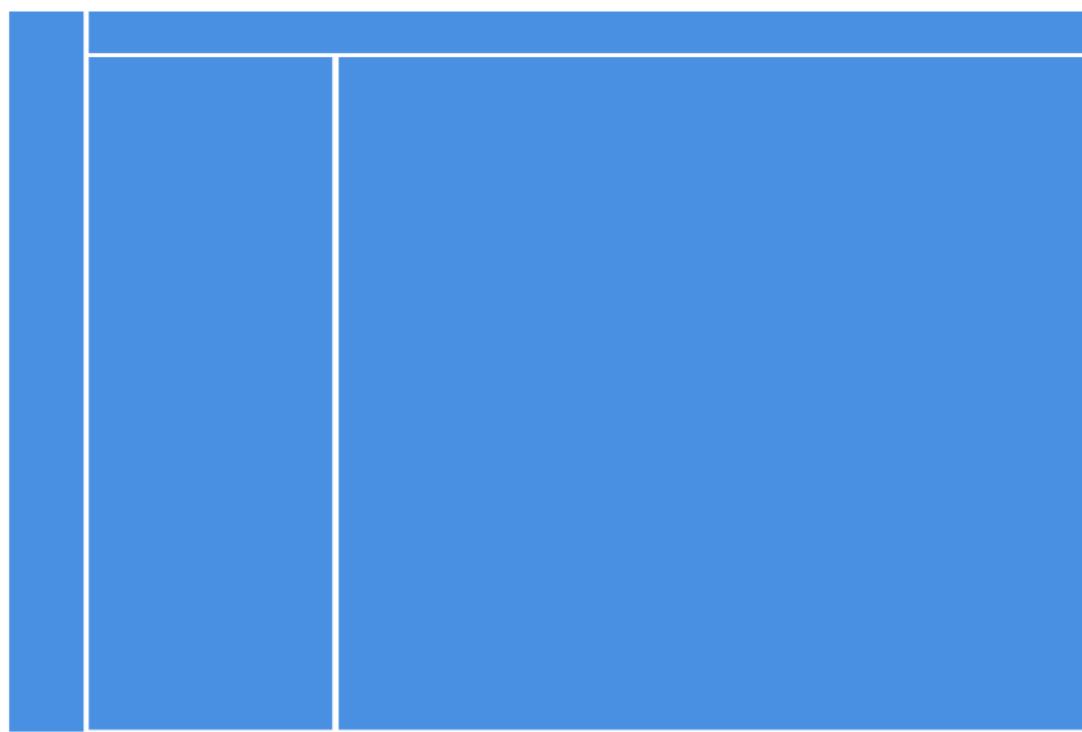
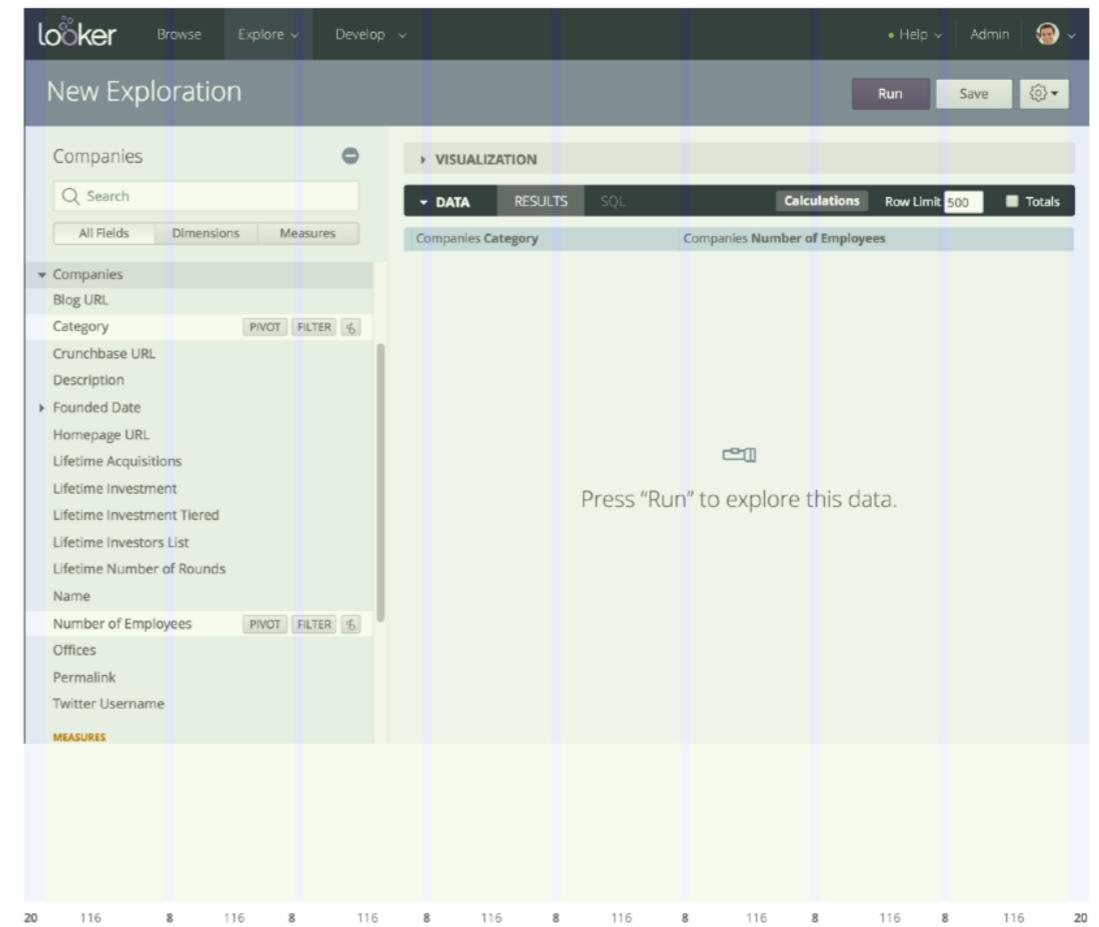
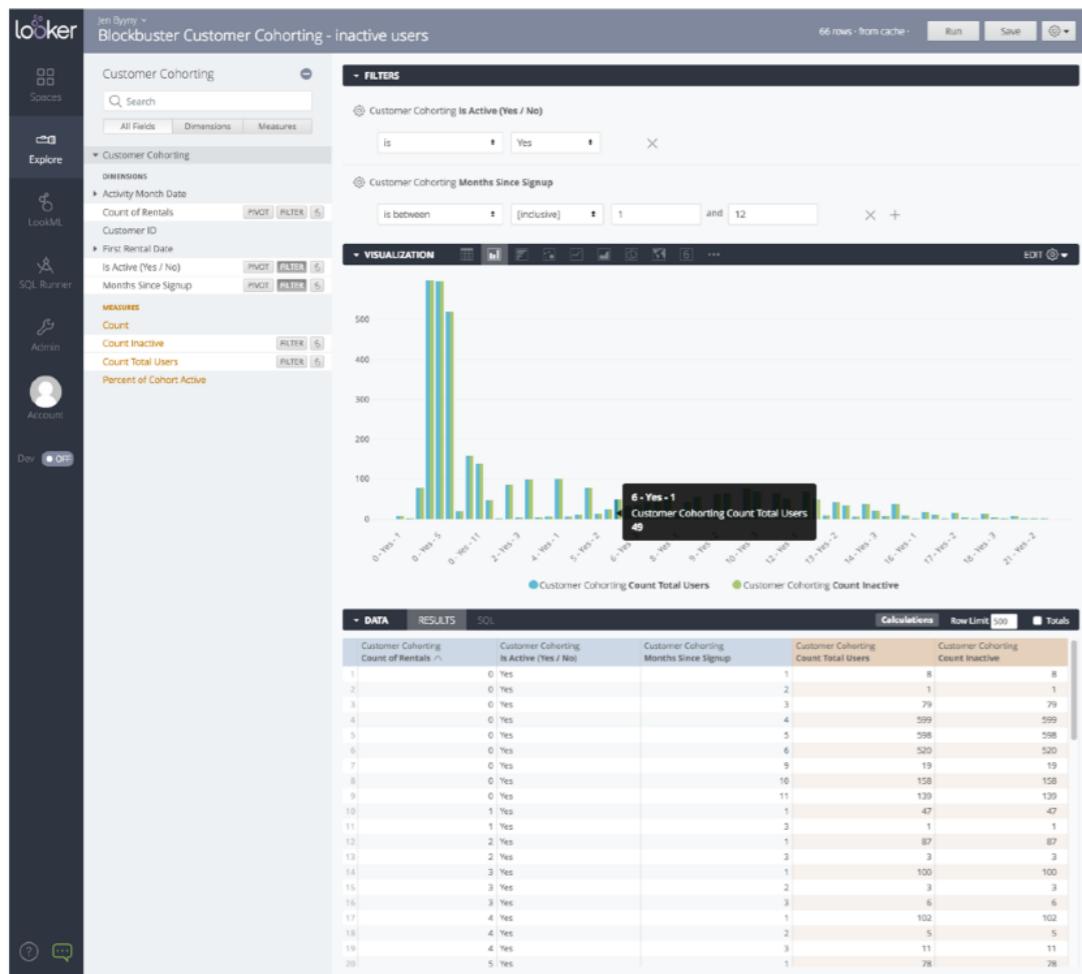
## LOOKER NAVIGATION

The image shows the Looker navigation interface on a tablet. The left sidebar contains a vertical menu with icons and labels: Spaces (grid icon), Explore (document icon), LookML (cube icon), SQL Runner (SQL icon), Account (person icon), and Dev (person icon with 'ON' status). The main content area displays a dashboard titled "Top Issues from Analytics Repo". The dashboard includes a filter section with dropdowns for "created Date" (set to "is in the past 30 days") and "Order Status" (set to "Shipped"). Below the filters is a table with the following columns: Order Total Revenue, Orders Count, Orders Total Revenue, Orders Count, Total Orders Revenue, Orders Count, and Estimated Taxes. The table lists 20 rows of data, such as:

Order Total Revenue	Orders Count	Orders Total Revenue	Orders Count	Total Orders Revenue	Orders Count	Estimated Taxes
\$2,361.96	25	\$1,251.07	16	\$3,613.03	41	\$3,161.40
\$1,711.38	18	\$1,990.88	22	\$3,702.26	40	\$3,239.48
\$2,903.28	22	\$1,467.37	15	\$4,370.65	37	\$3,824.32
\$2,180.61	13	\$1,925.01	17	\$4,105.62	30	\$3,592.42
\$2,847.09	26	\$2,416.89	19	\$5,263.98	45	\$4,605.98
\$2,741.98	25	\$1,705.98	15	\$4,447.96	40	\$3,891.97
\$2,173.16	25	\$2,535.14	24	\$4,708.30	49	\$4,119.76
\$2,359.65	28	\$1,319.47	13	\$3,679.12	41	\$3,219.23
\$3,257.70	25	\$1,897.95	27	\$5,155.65	52	\$4,511.19
\$1,887.75	18	\$2,944.66	22	\$4,832.41	40	\$4,228.36
\$1,979.06	19	\$1,837.38	19	\$3,816.44	38	\$3,339.39
\$3,669.27	24	\$1,157.15	16	\$4,826.42	40	\$4,223.12
\$1,549.42	17	\$3,032.75	22	\$4,582.17	39	\$4,009.40
\$1,867.54	24	\$1,741.16	19	\$3,608.70	43	\$3,157.61
\$2,131.39	19	\$2,435.00	24	\$4,566.39	43	\$3,995.59
\$1,635.67	18	\$922.06	12	\$2,557.73	30	\$2,238.01
\$2,412.99	26	\$1,963.37	21	\$4,376.36	47	\$3,829.31
\$1,441.62	21	\$1,396.93	15	\$2,838.55	36	\$2,483.73

**• Labels and icons are not clear**  
• Poor spacing around logo  
• Help is not visible in viewport on smaller screen sizes  
• Fly out menu requires scrolling  
• Admin section adds another layer of left nav

# LOOKER NAVIGATION



## LOOKER NAVIGATION

New Exploration

Companies

Search

All Fields Dimensions Measures

Companies

- Blog URL
- Category PIVOT FILTER
- Crunchbase URL
- Description
- Founded Date
- Homepage URL
- Lifetime Acquisitions
- Lifetime Investment
- Lifetime Investment Tiered
- Lifetime Investors List
- Lifetime Number of Rounds
- Name
- Number of Employees PIVOT FILTER
- Offices
- Permalink
- Twitter Username

VISUALIZATION

DATA RESULTS SQL Calculations Row Limit 500 Totals

Companies Category	Companies Number of Employees
--------------------	-------------------------------

Press "Run" to explore this data.

# LOOKER NAVIGATION

**Analysts/Developers**

**Business Users**

**Business Lite**

**Dev**

**Settings**

**Chat**

**future with global search**

**Business Users**

**Business Lite**

**Dev**

**Settings**

**Chat**

## Horizontal navigation updates, 6/24/16

**Analysts/Developers**

**Business Users**

**Business Lite**

**Dev**

**Settings**

**Chat**

**future with global search**

**Business Users**

**Business Lite**

**Dev**

**Settings**

**Chat**

**future with global search**

**Business Users**

**Business Lite**

**Dev**

**Settings**

**Chat**

**future with global search**

**Business Users**

**Business Lite**

**Dev**

**Settings**

**Chat**

**future with global search**

**Business Users**

**Business Lite**

**Dev**

**Settings**

**Chat**

# LOOKER NAVIGATION

**Top Navigation Bar:** A horizontal navigation bar at the top of the Looker interface.

**Left Panels:** A vertical sidebar containing several sections:

- Field Picker:** A search bar and dropdown menu for selecting fields.
- LookML:** A search bar and a list of LookML components (Documentation, Models, Dashboards, Views) with some items highlighted.
- SQL Runner:** A search bar and dropdown menu for selecting databases and schemas.

**Business Users:** A section showing multiple Looker instances for Business Users.

**Business Lite:** A section showing multiple Looker instances for Business Lite.

**Bottom Navigation Bar:** A horizontal navigation bar at the bottom of the interface.

**Tooltips and States:** Several toolbars and dropdown menus are annotated with specific colors and states:

- Model Text:** A tooltip labeled "model text: #AA4A60" with a pink arrow pointing to a text area.
- Tool Tip Model Description:** A tooltip labeled "TOOL TIP MODEL DESCRIPTION" with a pink arrow pointing to a descriptive text area.
- Developer Mode:** A toolbar with a "Developer Mode" button, which is shown in two states: "OFF" (pink arrow) and "ON" (pink arrow).
- Color Coded States:** Specific UI elements are highlighted with colors corresponding to the annotations:
  - Hover state: #7384A7 (pink arrow)
  - On-state: #3B4252 (pink arrow)
  - Bar: #2E3E40 (pink arrow)
  - Model Text: #AA4A60 (pink arrow)
  - Tool Tip Model Description: #320 WRAPPING URLs IN A TABLE (pink arrow)
  - Developer Mode OFF: #7384A7 (pink arrow)
  - Developer Mode ON: #8D7FB9 (pink arrow)

## LOOKER NAVIGATION

The screenshot shows the Looker navigation interface. On the left is a dark sidebar with icons for Spaces, Explore, LookML, SQL Runner, Admin, Account, and Dev. The main area has a header "Explore User" and a URL "https://meta.looker.com/explore/auth/user?...". It features a "FILTERS (1)" section with a "Session Count" filter set to "is equal to" and a "RESULTS" tab showing a table of session data. The table has columns "Session ID" and "Session Count". The "Session Count" column contains values like 44111, 8103, 8038, etc., with a total count of 16385 at the bottom.

Session ID	Session Count
1	44111
2	8103
3	8038
4	15201
5	24431
6	38489
7	3806
8	15081
9	22882
10	20906
11	34804
12	36350
13	29960
14	35427
15	14507
16	21053
17	28652
18	30770
19	49111
20	2572
21	9303
22	
23	
24	
25	
26	
27	
28	
	16385

- Reductive design (removed icons)
- Made main nav labels verbs
- Grouped by primary/secondary actions

# LOOKER NAVIGATION

The screenshot shows the Looker navigation interface. The left sidebar includes links for Spaces, Explore, LookML, SQL Runner, Account, and Dev (with an 'ON' button). The main dashboard displays a dashboard titled "Top Issues from Analytics Repo" with sections for Finance, Looker Performance, and Meta. The Finance section lists "Netsuite Ledger", "Opportunity", and "Opportunity Trial State Snapshots". The Looker Performance section lists "Request". The Meta section lists various metrics and logs like "Adwords Performance", "Campaign Attribution", and "Event".

The screenshot shows the Looker navigation interface. The left sidebar includes links for Spaces, Explore, LookML, SQL Runner, Account, and Dev (with an 'ON' button). The main dashboard displays a dashboard titled "Top Issues from Analytics Repo" with sections for Finance, Looker Performance, and Meta. The Finance section lists "Netsuite Ledger", "Opportunity", and "Opportunity Trial State Snapshots". The Looker Performance section lists "Request". The Meta section lists various metrics and logs like "Adwords Performance", "Campaign Attribution", and "Event".

### Results

- More space in page for data, content
- A foundation project that allowed us to then address other areas of the app
- Solution improved for all screens sizes from mobile to TV display
- Significant drop in customer support requests about navigation
- Fast and successful cross-function collaboration (6 weeks)

## LOOKER CONTEXT AND DISCOVERABILITY

### Problem

Even though the navigation has improved, users still aren't sure about the relationship between content types (Looks, Explores and Dashboards.) How can we help users understand these better?

### Project Goals

- Provide a way to see more content meta information
- Improve ways of moving between content types
- Add additional ways to help user complete common tasks like scheduling

## LOOKER CONTEXT AND DISCOVERABILITY

Edit Look X

### My Super Awesome Looker Look at Orders

31 rows - 0.2s - just now Run Save Look ⚙️

**Order Items** -

Search

All Fields Dimensions Measures

**Inventory Items**

DIMENSIONS

- Cost
- ▶ Created Date
- Days in Inventory
- Days in Inventory Tier
- ID
- ▶ Sold Date

MEASURES

- Average Cost
- Average Days in Inventory
- Count
- Percent Sold
- Sold Count
- Total Cost

▶ Order Items

▶ Orders

▶ Products

▶ Users

▶ Users Orders Facts

**Hide details**

This is one rockin' and hip-hoppin' Look y'all. Word. This description is optional, but also is not really limited in length so you could be quite verbose if the mood struck for you to write a bit of a novella.

**FILTERS**

Orders **Created Year** is in the year 2015 OR is in the year 2016 X +

Customer Name is equal to Acme, Inc. X +

**VISUALIZATION**

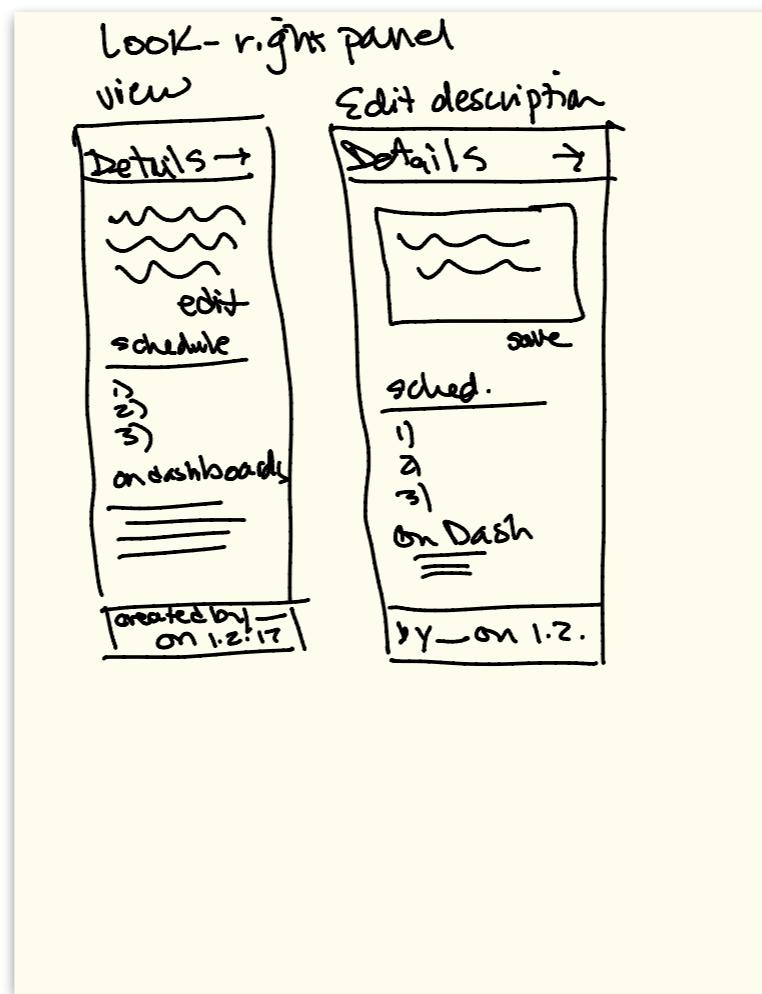
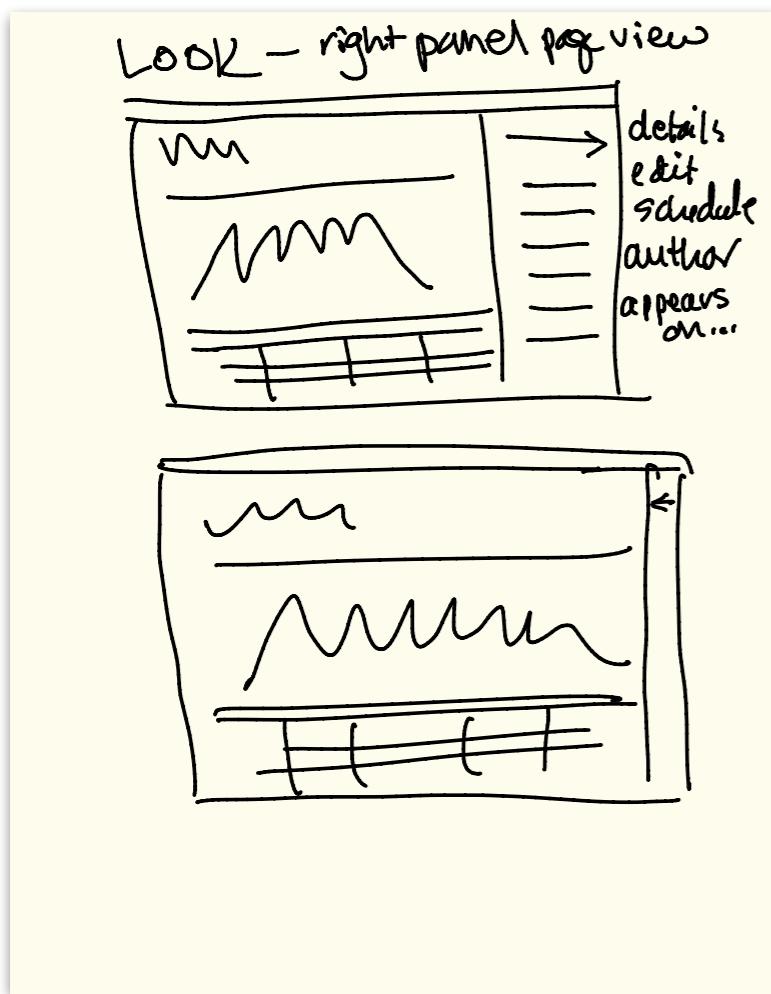
Orders Count

2015 April July October December

Orders Created Month

**DATA**

## LOOKER CONTEXT AND DISCOVERABILITY



## LOOKER CONTEXT AND DISCOVERABILITY

This screenshot shows a dashboard interface with several panels and a color palette.

**Top Panel:** A header bar with three colored circles (red, yellow, green) on the left and a title "right-panels" with a dropdown arrow on the right.

**Left Column:**

- Web Analytics:** A table showing details for a dashboard named "This is My Look".

Last Edited	on July 22, 2016, 6:15AM EDT
Created by	Jon Snow on 2016-07-01
URL	Yes
Schedule	4:00AM EDT M-F, Webhook PDF 9:00AM EDT Daily, Email HTML 8:00AM PDT Tuesday Biweekly, Email HTML
Schedule	4:00AM EDT M-F, Webhook PDF 9:00AM EDT Daily, Email HTML 8:00AM PDT Tuesday Biweekly, Email HTML Order Past 7 days, California, Los Angeles
- Manage Schedules:** Shows 8 total schedules by 3 people.
- View Links:** A section with a pink square icon.
- View Dashboards:** A section with a pink square icon.

**Color Palette:** A grid of 25 hex color codes arranged in 5 rows and 5 columns.

100	75	50	25	15
64518A	8B7DAB	B2ABC5	D9D4E2	E8E6EE
8D7FB9	AAA0CB	C6BFDC	E3DFFEE	
3B445E	2E3440	494C52	77797E	A4A6A9
7384A7	20A5DE	58BCF7	90D2EF	C8E9F7

**Right Column:** A large panel with a green border containing two "This is My Look" sections and a "Create" button.

**Bottom Row:** Two "Created by" entries: "Created by Jon Snow on July 1, 2016" and "Created by Jon Snow on July 1, 2016".

# LOOKER CONTEXT AND DISCOVERABILITY

Web Analytics ▾  
This is My Awesome Looker Look [Edit Details](#)

4 min ago [Run](#) [Edit Query](#) [⚙️](#)

> **Filters** Orders **Created Year** is 2015 or 2016

◀ **Visualization**

A line chart titled "2015 - Orders Created Month". The Y-axis is labeled "Orders Count" and ranges from 0 to 1,000 in increments of 200. The X-axis shows the months from Jan to Dec. The data shows a general upward trend with some fluctuations: Jan (~350), Feb (~370), Mar (~400), Apr (~250), May (~600), Jun (~350), Jul (~300), Aug (~450), Sep (~480), Oct (~420), Nov (~920), and Dec (~580).

Month	Orders Count
Jan	~350
Feb	~370
Mar	~400
Apr	~250
May	~600
Jun	~350
Jul	~300
Aug	~450
Sep	~480
Oct	~420
Nov	~920
Dec	~580

2015 - Orders **Created Month**

◀ **Description**

This is one rockin and hip-hoppin' Look y'all. This description is optional, but also not really limited in length so you could be quite verbose if the mood struck for you to write a bit of a novella. [Edit Details](#)

On 3 Dashboards • Public • Scheduled

# LOOKER CONTEXT AND DISCOVERABILITY

The screenshot illustrates the Looker interface with a line chart titled "2015 - Orders Created Month" showing the count of orders per month from January to December. The chart has "Orders Count" on the y-axis (0 to 1,000) and months on the x-axis. A tooltip is shown for the point in May, indicating a value of approximately 600.

The interface includes a top navigation bar with "looker", "Browse", "Explore", "Develop", "Help", "Admin", and a user icon. Below the navigation, the title "This is My Look" is displayed, along with a timestamp "4 min ago" and buttons for "Run" and "Edit".

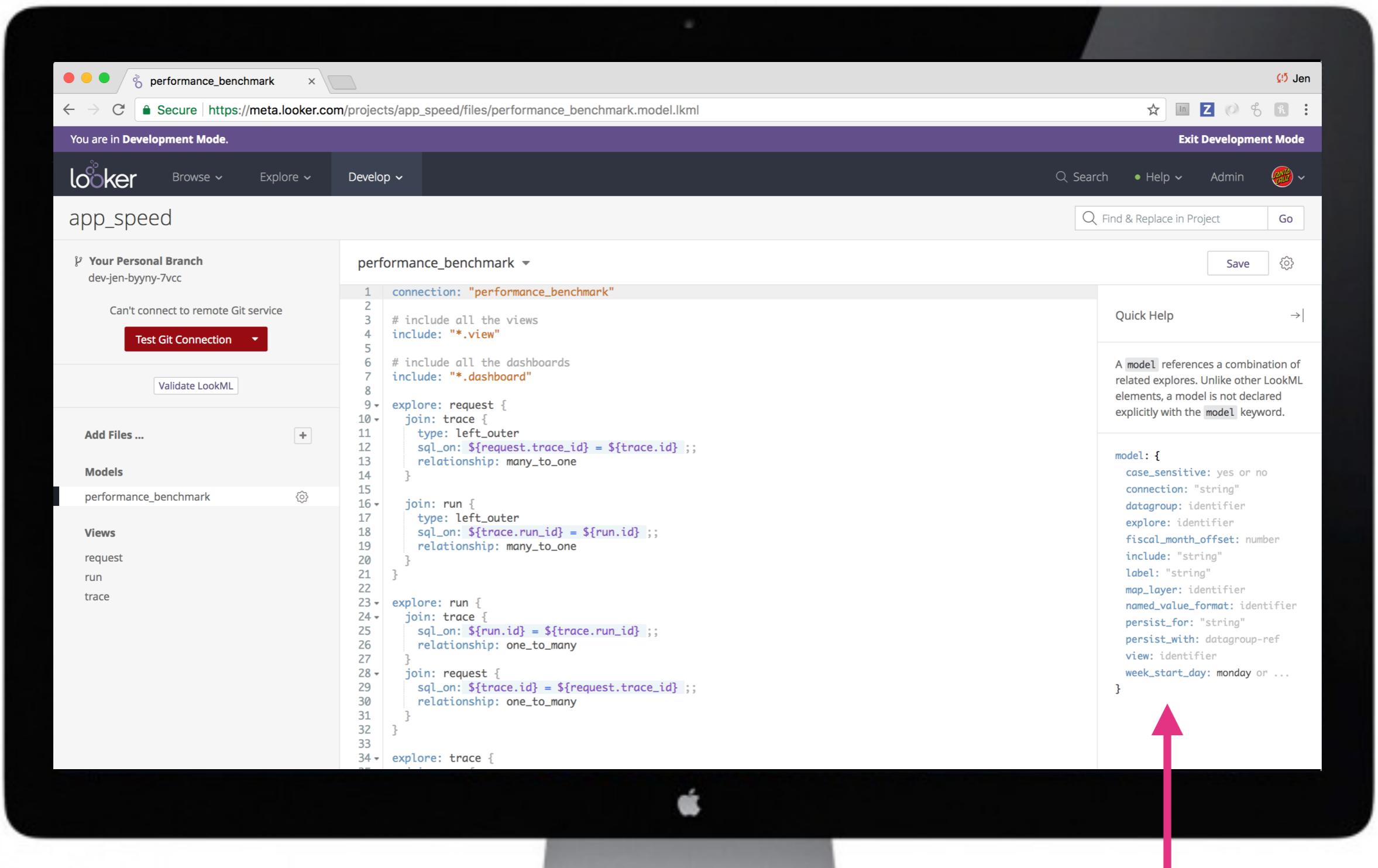
A context menu is open on the right side of the chart area, listing the following items:

- This is My Look
- Edit Look Title
- Description
- This is one rockin and hip-hoppin' Look y'all. This description is optional, but also not really limited in length so you could be quite verbose if the mood struck for you to write a bit of a novella.
- Created by Jon Snow on July 1, 2016
- Scheduled
- No
- Create Schedule
- Public Access
- No
- Manage Access
- On Dashboards
- No
- Add to Dashboard

Annotations with pink arrows explain the behavior of the tooltip:

- on hover - get grey outline
- on over after 2 sec get tooltip

## LOOKER CONTEXT AND DISCOVERABILITY



Applied pattern to other pages in the app

## LOOKER CONTEXT AND DISCOVERABILITY

The image shows a Looker dashboard titled "Web Analytics". The main area displays several key metrics:

- Visitors Past Week: 6,778 (▲ 81 Weekly Change)
- Total Profit: \$98,771
- Total Converted Visitors: 1,994

Below these are two charts:

- Percent Purchasing Sessions:** A donut chart showing 30.93% in blue and 69.07% in purple.
- eCommerce Funnel:** A funnel chart showing the percentage of sessions at each stage: (1) All Sessions (100%, 6,420 sessions), (2) Browse or later (65%, 4,182 sessions), (3) View Product or later (55%, 3,555 sessions), (4) Add to Cart or later (34%, 2,203 sessions), and (5) Purchase (31%, 1,986 sessions).

On the left, there's a map titled "Global Events" showing activity across North America and Europe.

On the right, there's a news stream with three items:

- @Salesteam posted** 1 min ago: In hot pursuit of... (with a list of companies: Intel, Blue Shield, Nike, Harley Davidson). Note: Have any contacts at these companies? Please send names to @salesperson2
- @officeteam posted** 8 min ago: Reminder! US Offices will be closed on: Thu Nov 23, Fri Nov 24, Mon Dec 26, Mon Jan 1
- @lookersales posted** 4 hrs ago: Woohoo! **Jon Snow from Uber** is Looker's November winner for his # of github commits! We have this just for you, Jon! (with an image of a t-shirt).

A red arrow points from the text below to the news stream area.

UX for an in-app news stream concept with a collapsible right panel

### Results

- Easy access to meta data with show/hide option
- Simplification and personalization: showing the right information in context
- Building on foundation of page structure and architectural newer nav
- Established scalable pattern for other areas of the app
- Positive feedback from customers about understanding content relationships

LOOKER CUSTOM HOME PAGE

### Problem

Analysts want to guide their team to find content for their role

### Project Goals

- Give users a relevant experience when they start on the Looker home page
- Provide lightweight customization features for analysts

# LOOKER CUSTOM HOME PAGE

## Goals for Landing Page, Expanded

### Key Terms:

Content = Looks & Dashboards. This is in contrast to the raw bits of Looker, like Explores, LookML files, etc.

Consumers = people who primarily look at Content within Looker. This is in contrast to Creators/Explorers who create content and perform analyses; Developers who create the LookML building blocks that enable Creators/Explorers; and Admins who maintain an instance and may also be either Developers and/or Creators.

### Primary Goal of the Project:

[Provide immediate value to Consumers when they open Looker for the 1st or 100th time.](#)

### Relevant Info:

- The most valuable things for Consumers is Content (Looks and Dashboards).
- Consumers may not know about any Content that is relevant to them when they first enter Looker, they might know 10% of the Content that they could be using, or they might know all.
- Consumers do not need to know how to construct queries (or what a query means) to be successful in Looker.
- What is valuable will vary on a person's role in their org. (our best proxy for this is Group).
- Creators and Admins often know what is most valuable, but they cannot be exclusively relied on to share that knowledge/update others
- Looker can automatically know some things that are 'valuable' based on programmatic knowledge (view count, recency of views, views by people similar to you, etc)
- After a few uses, Consumers might be able to choose for themselves what is relevant Content
- Visual design matters to Consumers (it has to look good)
- Consumers require low navigation barriers (it has to be dead simple to use)

[^^ A good solution will address all of these concepts ^^](#)

### Measures of Success:

- Higher retention of new Consumers (higher # of new people who enter Looker & then return)
- Increase in time spent in the app by Consumers
- Increase in new Consumers
- Fewer people who leave shortly after entering Looker (lower 'bounce rate').
- Consumers spend less time in Spaces

### Business Motivations:

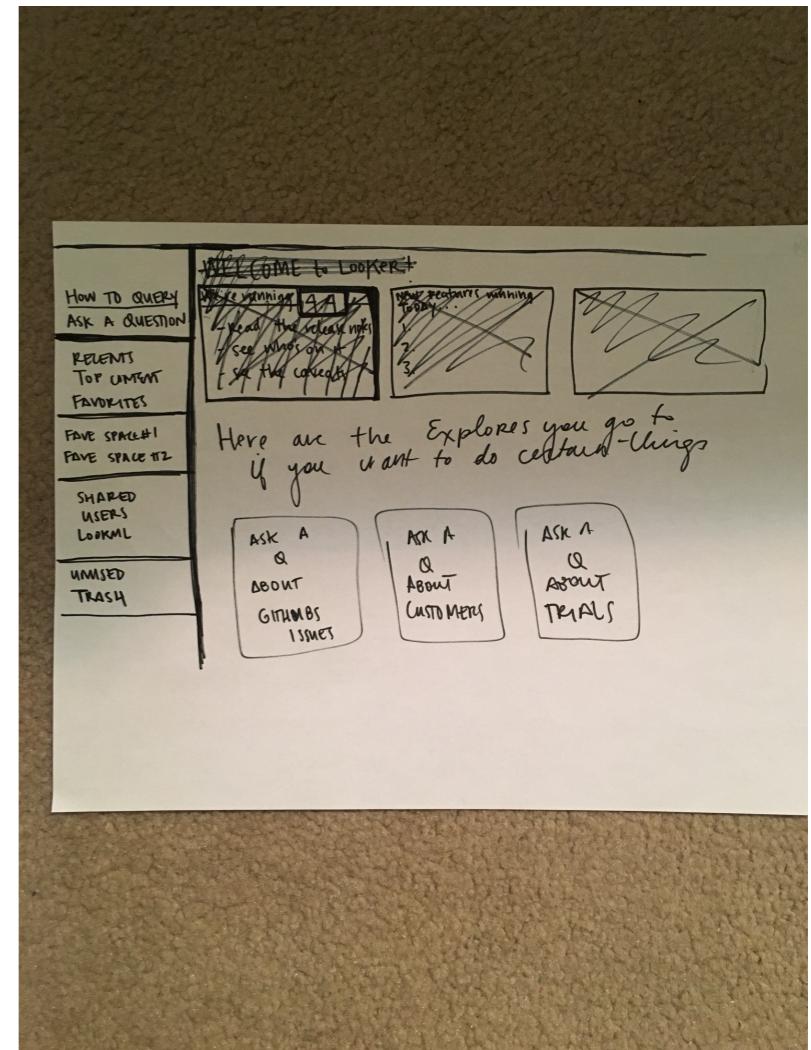
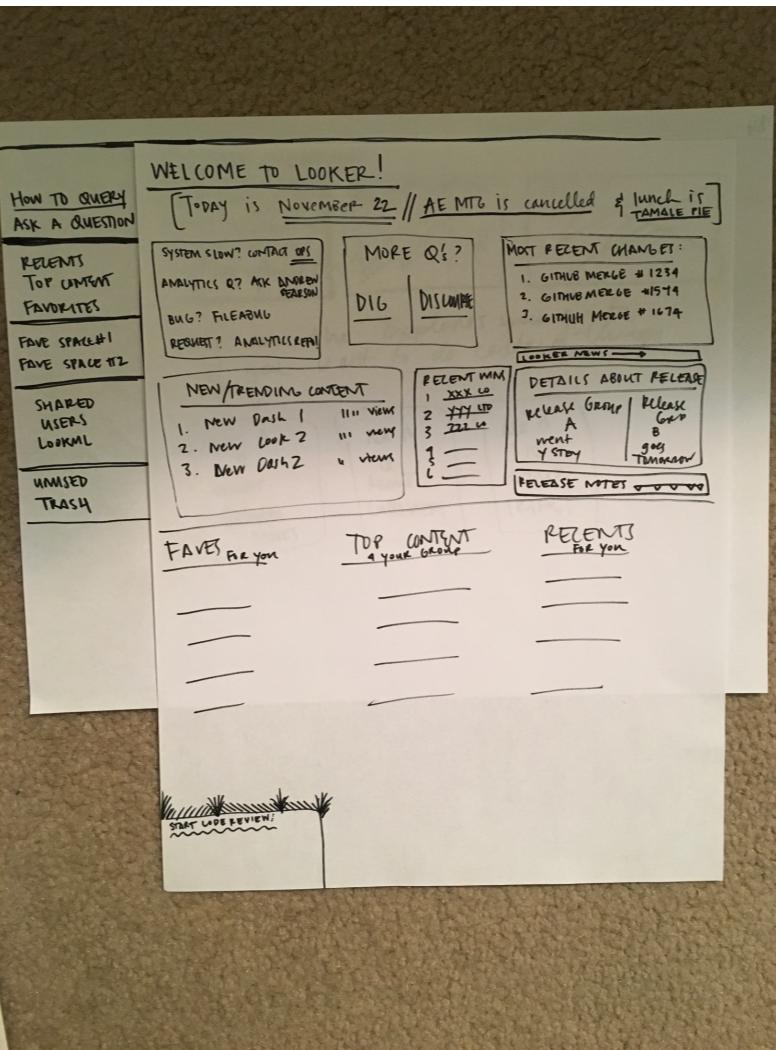
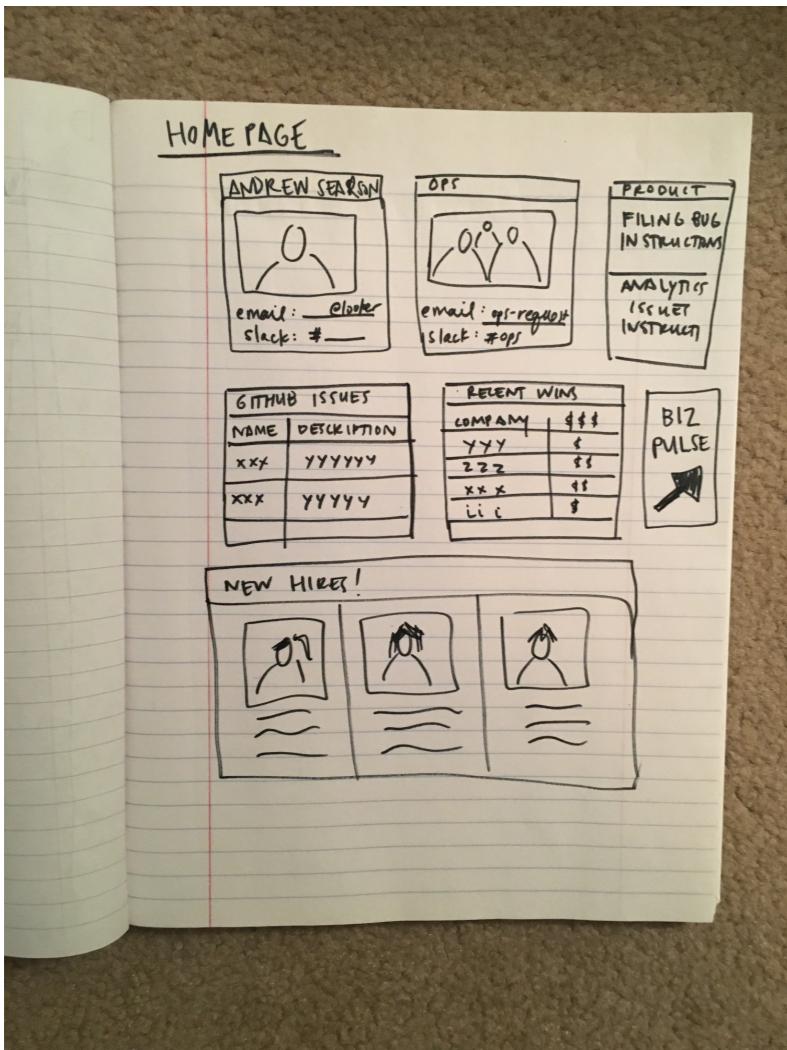
- Immediate Consumer happiness = higher chance of closing a new deal.
- Additional users = larger size of existing deals.
- More stickiness in a company = higher chance of renewal.

### Secondary Goals of the Project:

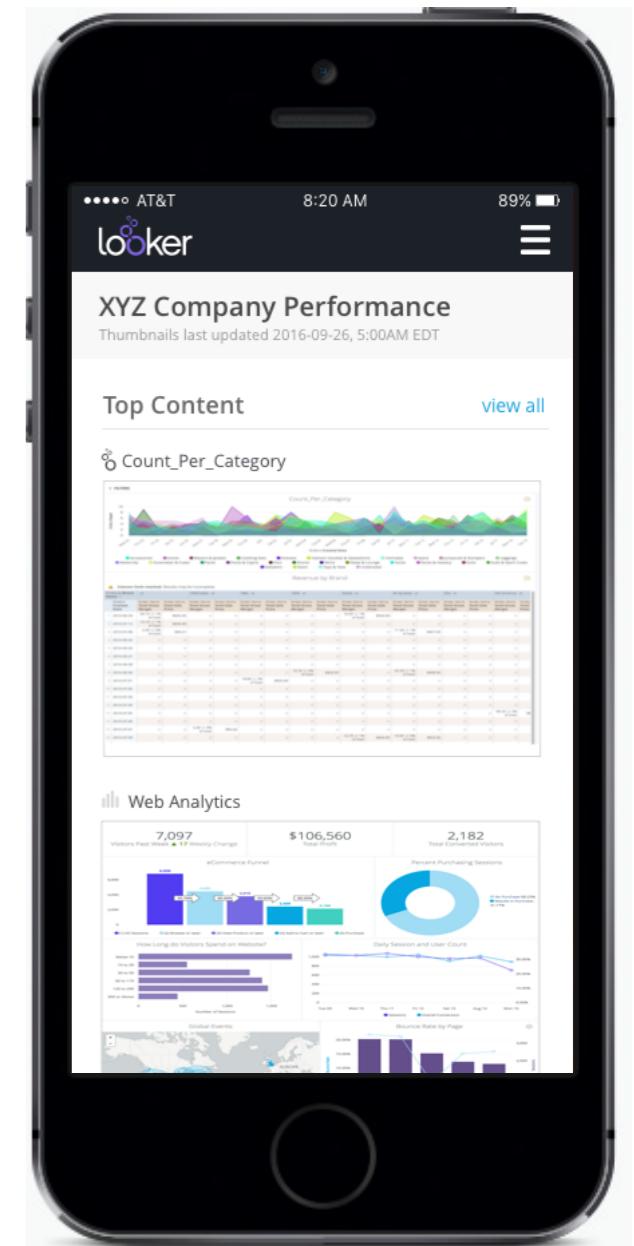
- Creators/Developers/All Users should also benefit
- Needs to subsume the "Custom Homepage" experience that 10-20% of customers are already using (i.e. need to provide, at minimum, same features as that). The transition should also be as simple as possible.
  - → Unlimited Text
  - → Links (both within Looker and outside of Looker)
  - → Embedded Images or Videos
- Needs to allow Admins/Area Owners to share Content and other information directly with their users.
- Needs to show well in demos and trials

# LOOKER CUSTOM HOME PAGE

Bring sketches to first working meeting



# LOOKER CUSTOM HOME PAGE



## LOOKER CUSTOM HOME PAGE

Without internal UX research design and product met with customers to find out how they were making custom home pages. We then shared early designs for their feedback. This informed our next steps.

The image shows a custom Looker home page with several dashboards and a video conference interface.

**Top Left:** A dashboard titled "Passenger Dashboards" containing four panels: "Passenger Local", "Passenger Partnerships", "Passenger Performance Center", and "Passenger Referrals".

**Top Right:** A video conference interface with five participants:

- Jen (top): A woman with blonde hair, wearing a dark top.
- Ryan Lee (second from top): A man with blonde hair, wearing a dark shirt, with his hand near his mouth.
- maxkornblith (middle): Two people sitting at a table with laptops.
- Abby West (bottom): A woman with glasses and a white shirt.

**Bottom Left:** A screenshot of the Looker interface showing the navigation bar ("Home", "Browse", "Explore", "Develop") and a list of dashboards.

# LOOKER CUSTOM HOME PAGE

This screenshot shows a Looker Home Page Exploration 1 prototype. The interface includes a top navigation bar with tabs like 'Viz best practices', 'Filters UI phase 1', 'Concept: Principles', 'Audit of Looker UI', 'Opportunity Sketches - Viz roun...', 'Homepage Thumbnails', 'Custom Homepage', and 'Home Page Exploration 1'. Below the navigation is a toolbar with icons for search, filters, and other tools.

The main content area displays several sections:

- Whiteboard Sketches:** Two hand-drawn sketches on whiteboards illustrating layout concepts.
- Card and Metadata Exploration:** A section showing various card designs and their corresponding metadata.
- Layout Exploration:** A section showing different layout variations for cards.
- Pixel Preview:** Options to view the page as a pixel preview or a pixel grid.
- EXPORT:** A section for adding export settings.

The right side of the screen features a vertical sidebar with tabs for 'DESIGN', 'PROTOTYPE' (which is selected), and 'CODE'. It also includes sections for 'BACKGROUND' (with a color palette and 'Show in exports' checkbox), 'PIXEL PREVIEW' (with 'Pixel Preview' and 'Pixel Grid' checkboxes), and 'EXPORT' (with a 'Click + to add an export setting' button). At the bottom right is a circular question mark icon.

## LOOKER CUSTOM HOME PAGE

Welcome to XYZ Company's Analytics

New to Looker?  
Jean shorts hoodie vape banh mi, retro portland subway tile scenester. Craft beer typewriter coloring.

Looker 4.12 Release Notes  
Jean shorts hoodie vape banh mi, retro portland subway tile scenester. Craft beer typewriter coloring.

Looker Diets

Brooklyn Locavore  
In Space  
Jean shorts hoodie vape banh mi, retro portland subway tile scenester. Craft beer typewr...  
Viewed 6 hours ago

More About Lookers

Chicharrones selfies

Raw Denim

Favorites >

See all Favorites >

Looker Diets

Brooklyn Locavore

More About Lookers

Chicharrones selfies

Raw Denim

## LOOKER CUSTOM HOME PAGE

Current homepage is currently in internal testing

The screenshot displays the Looker custom homepage with the following sections:

- YOUR FAVORITES:** A grid of four dashboard cards:
  - 4.22 test
  - Zendesk Findings
  - Overall Competitive Analysis
  - Admin
- SUGGESTED FOR YOU:** A grid of three dashboard cards:
  - Looker Pulse (36,731 Views, 102 Favorites, Created by Andrew Sear...)
  - Customer Lookup (21,662 Views, 84 Favorites, Created by Ryan Lee)
  - Inbound Team Dashboard (4,652 Views, 5 Favorites, Created by Brady Park)
- Required:** A sidebar on the right containing three note cards:
  - Looker 5.6 Release Notes
  - Notes for Developers
  - New to Looker?

## Results

- Positive feedback from customer analysts about finding content
- Scalable impact for increased users. Customer growth 350 -> over 1100
- Total user impact x 50 (average company has 1 analyst to 50 users)
- Customer admins empowered to surface the right content for the right users



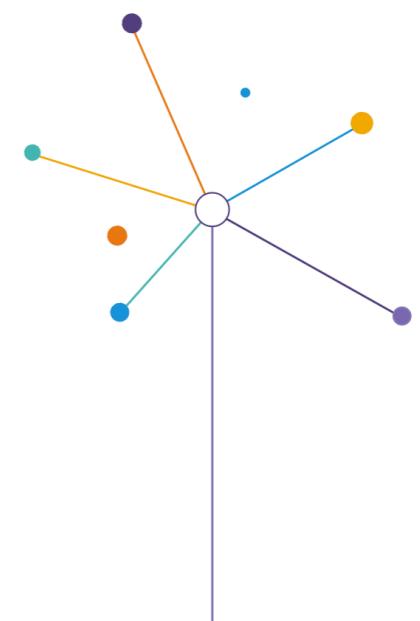
## Problem

It's very difficult to use looker on mobile. This feedback comes from sales reps, the support team and through feedback at Looker hosted public events.

## Project Goals

- Create awareness across teams about potentially missed customer opportunities
- Recruit resources to improve the mobile experience of the Looker app
- Make mobile a higher priority on the roadmap of future projects
- Challenge: no plans to resource a mobile app team

Why Looker Needs a  
Mobile Experience



## Looker's mobile experience should...

- Offer more function than what a user can see and do with emailed reports
- Provide real-time data
- Be engaging enough to want to check it multiple times per day
- Be easy enough to find what needs my attention and to share
- Afford focused tasks with an intuitive UI

## Mobile requests and possible lost opportunities lost 8/26/14 - now

Deliv, Clique Media, PaySimple, Gofundme, Classpass, PDX, Gamechanger, DigitalOcean, Jet, Finery London, dice.fm, Pact Coffee, surfdome, Treatwell, coinbase, TheRealReal, affirm, carbonite, Move Guides, Underground Elephant, Shoprunner, Yieldify, Audi, lifeaid



CLIQUE MEDIA



The RealReal



CLASSPASS



Pact

Finery



surfdome

GAMECHANGER

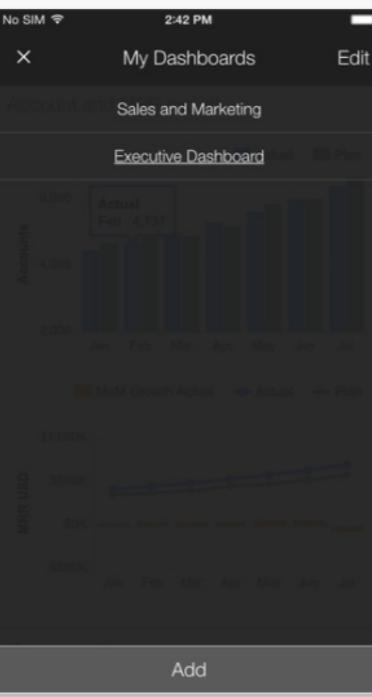
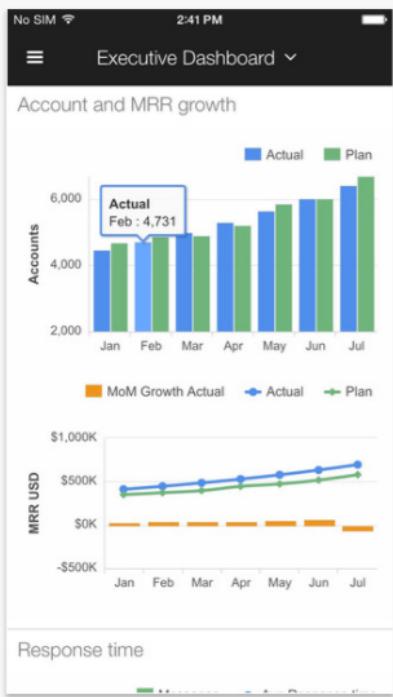


treatwell

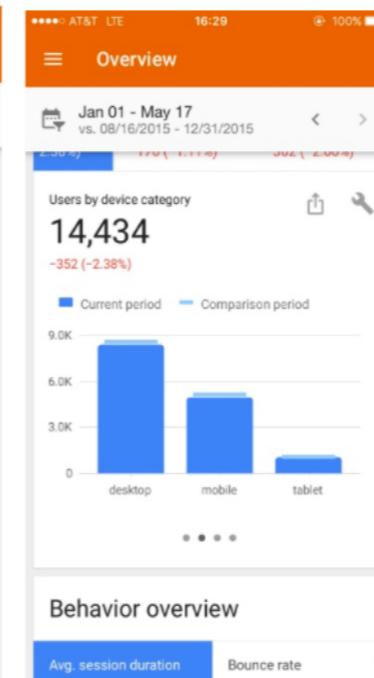
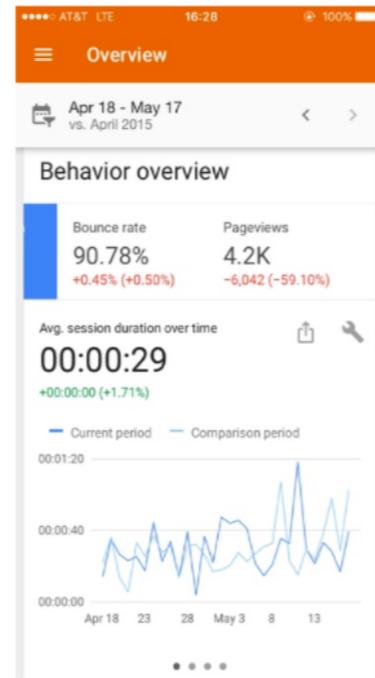
From issues: <https://github.com/looker/analytics/issues/1521>, <https://github.com/looker/hackday-projects/issues/15>

## Mobile apps customers use instead

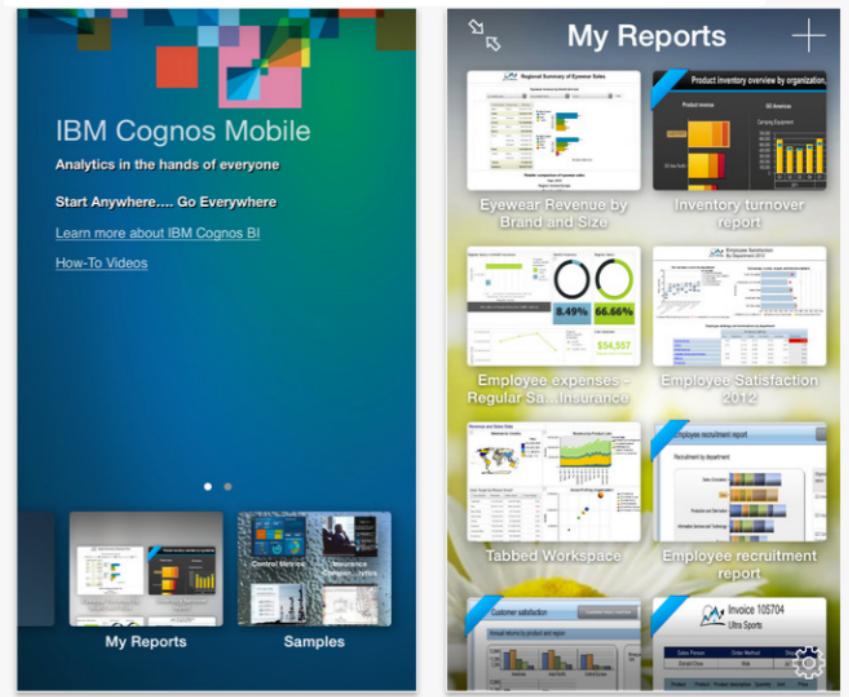
### Klipfolio



### Google analytics for android



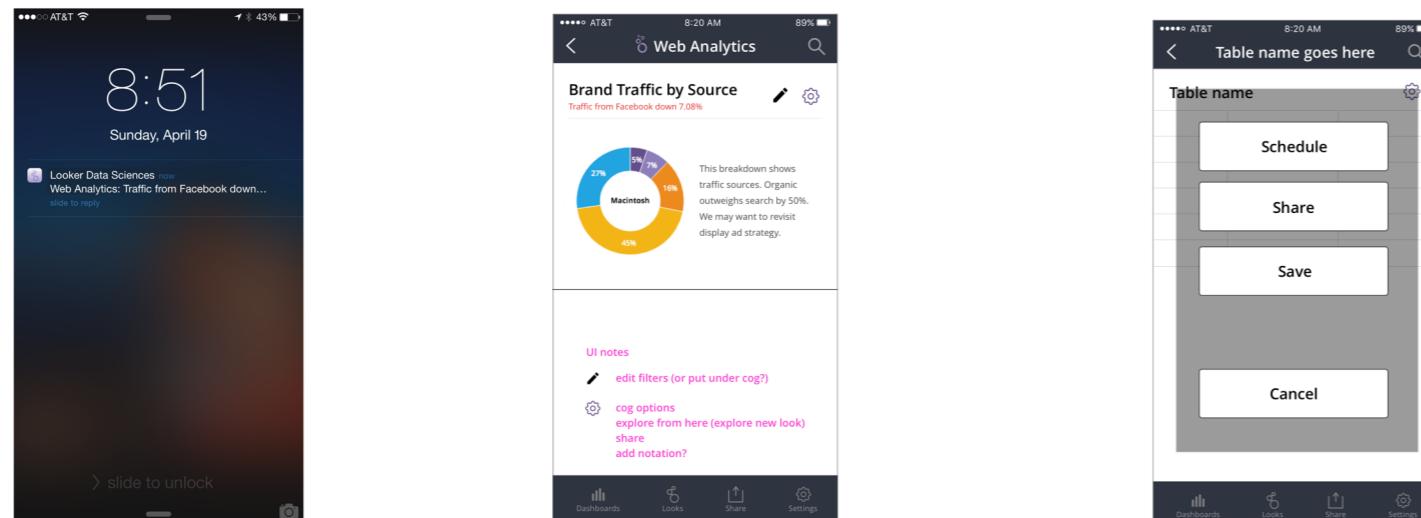
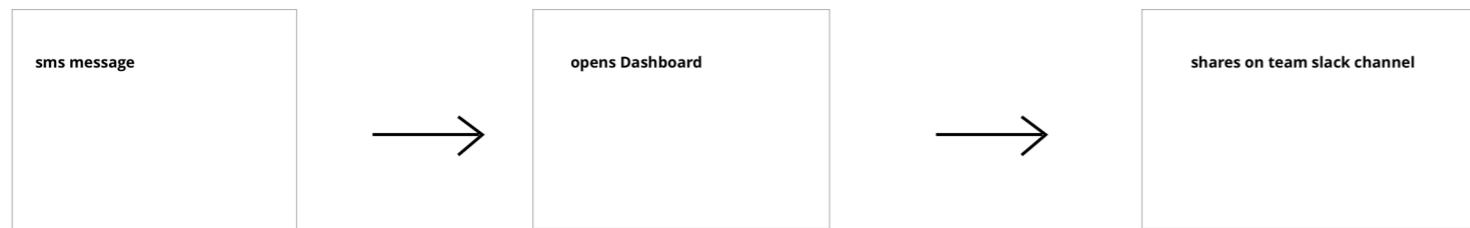
### IBM Cognos Mobile



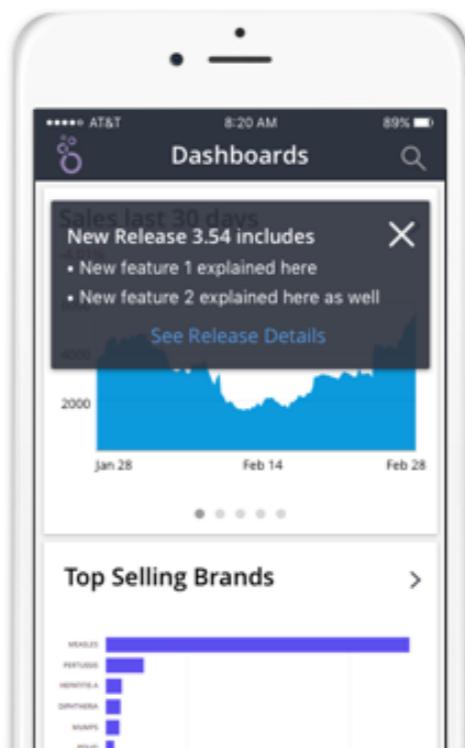
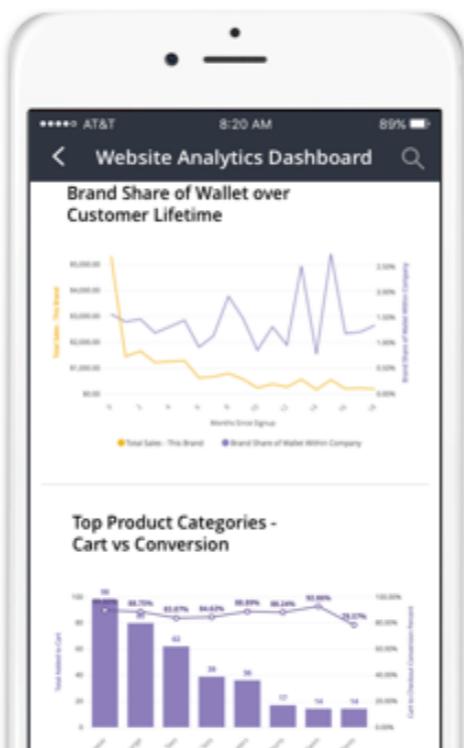
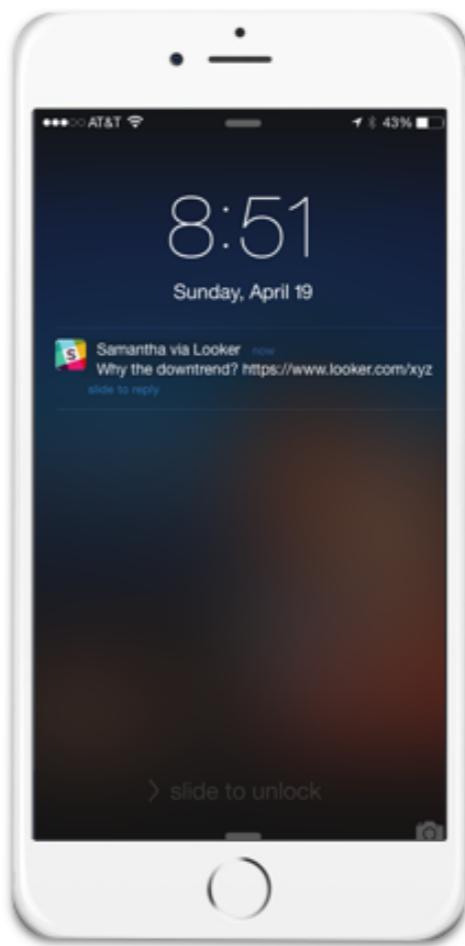
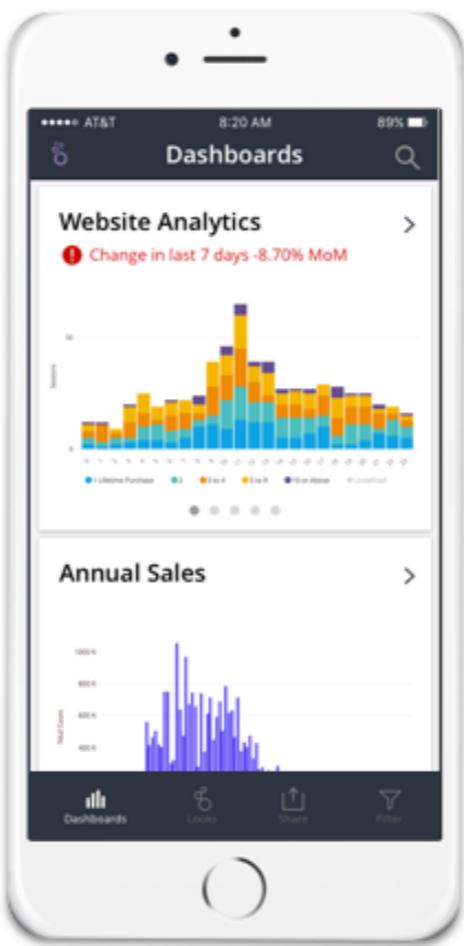
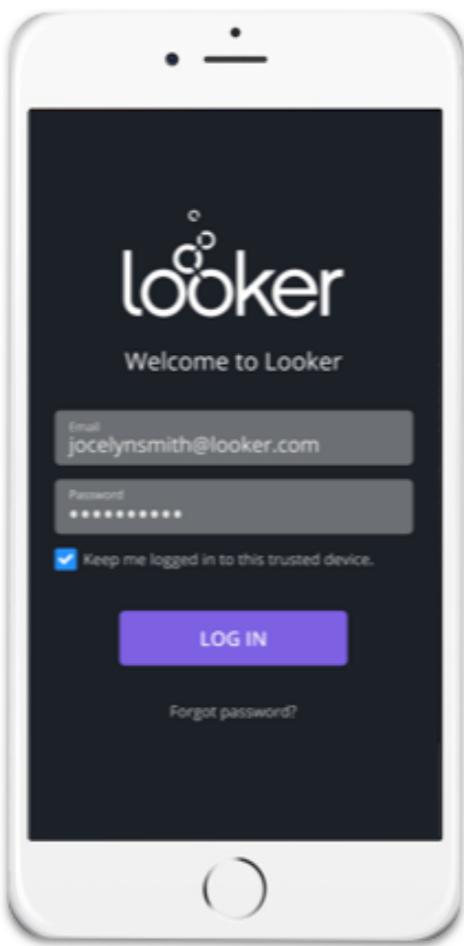
# LOOKER MOBILE

---

User scenario #3 - Nicki, Dave



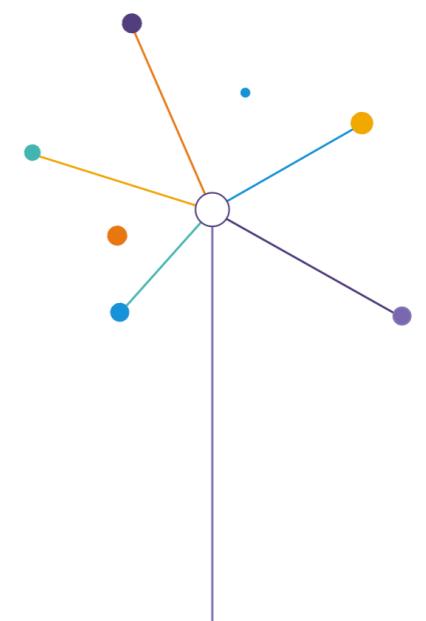
## LOOKER MOBILE



## Results

- Engineers immediately made this a priority with a focus on media queries
- Design team now designing across screen sizes early in projects
- Improved, visually scaled experience for viewing dashboards on mobile

Why Looker Needs a  
Mobile Experience





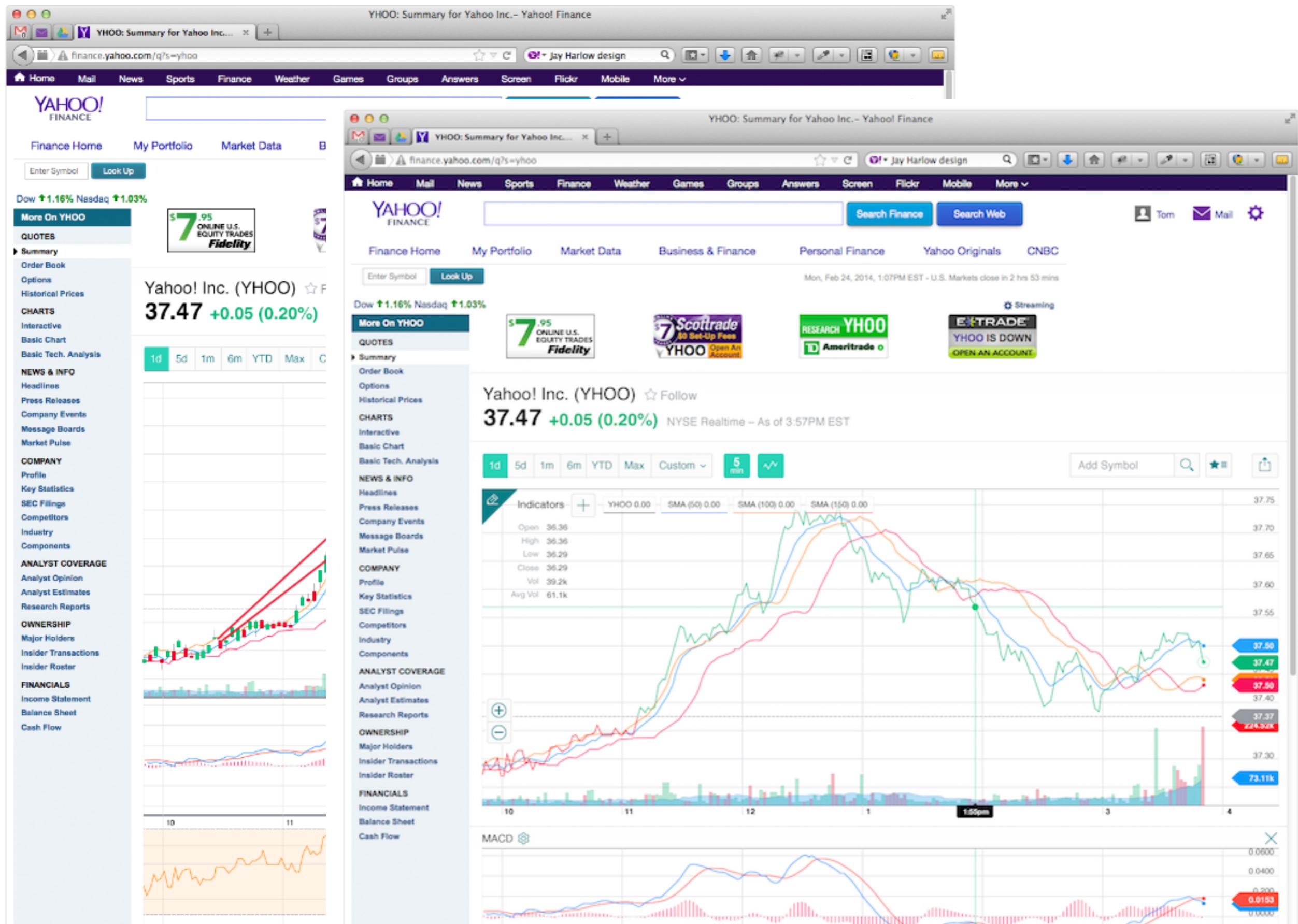
### Problem

Yahoo Finance experiences on mobile and desktop are inconsistent. Charts haven't been redesigned in over 6 years and lack visual continuity. 30% of the 'leaf' pages are legacy.

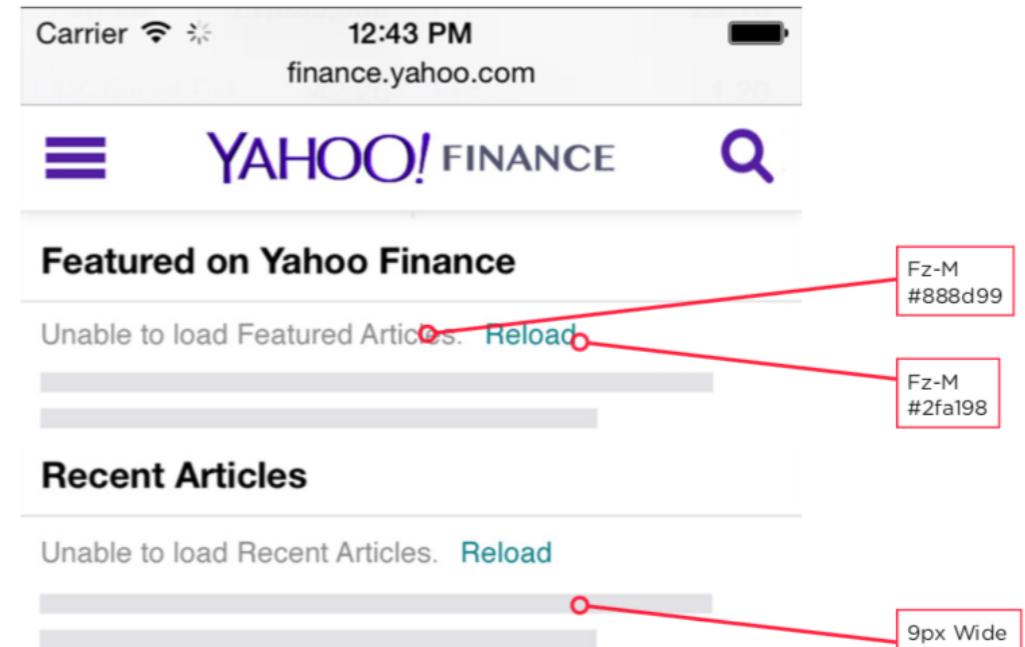
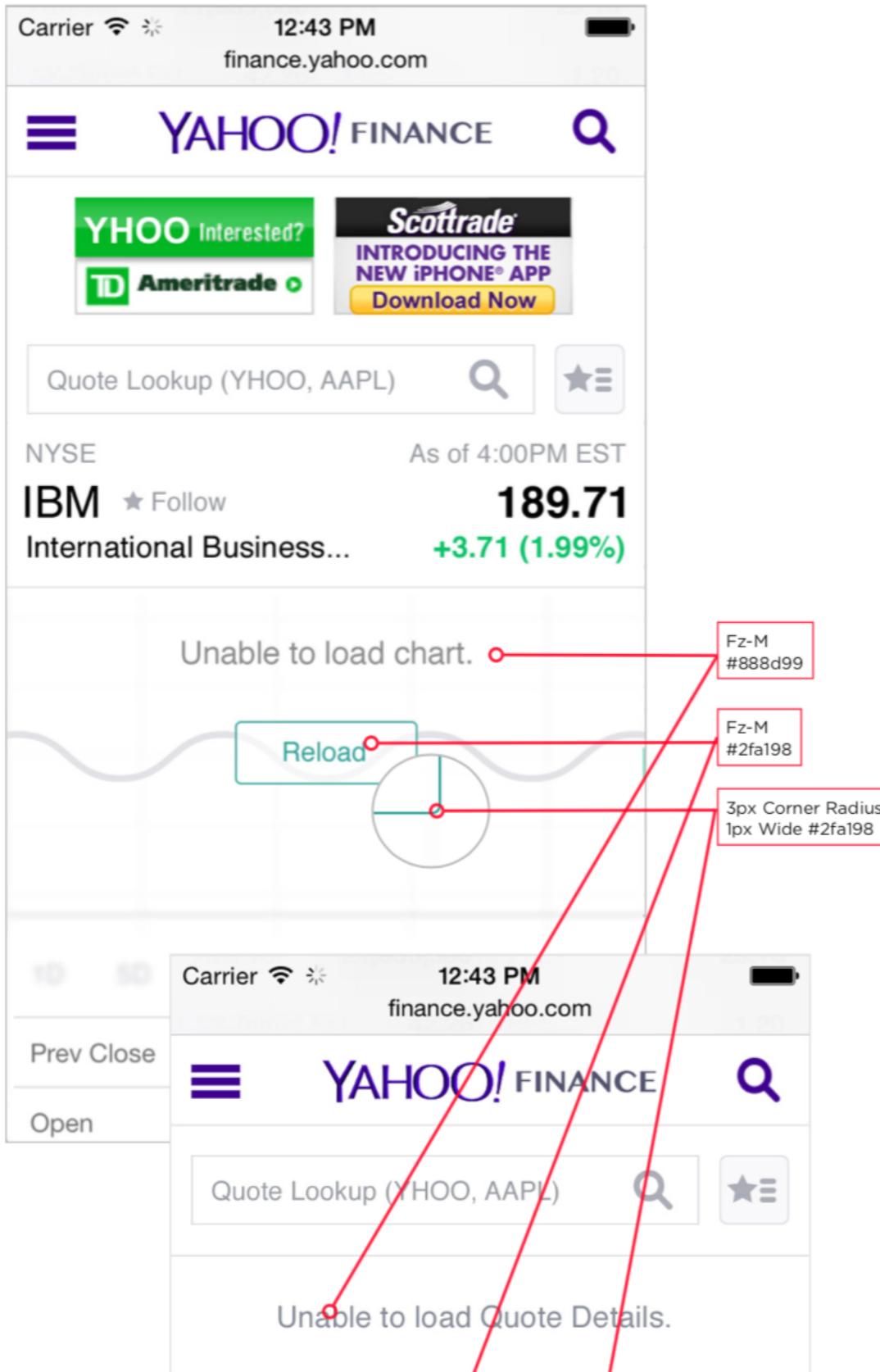
### Project Goals

- Consistency across devices and screen sizes
- Desktop: clearly display quote name, price, changes and way to return to quote page
- Improve usability of adding and customizing indicators on desktop and mobile
- Mobile: affordance to compare more than 3 symbols and way to change chart type
- Apply Yahoo global design language styling for consistency across anchor products

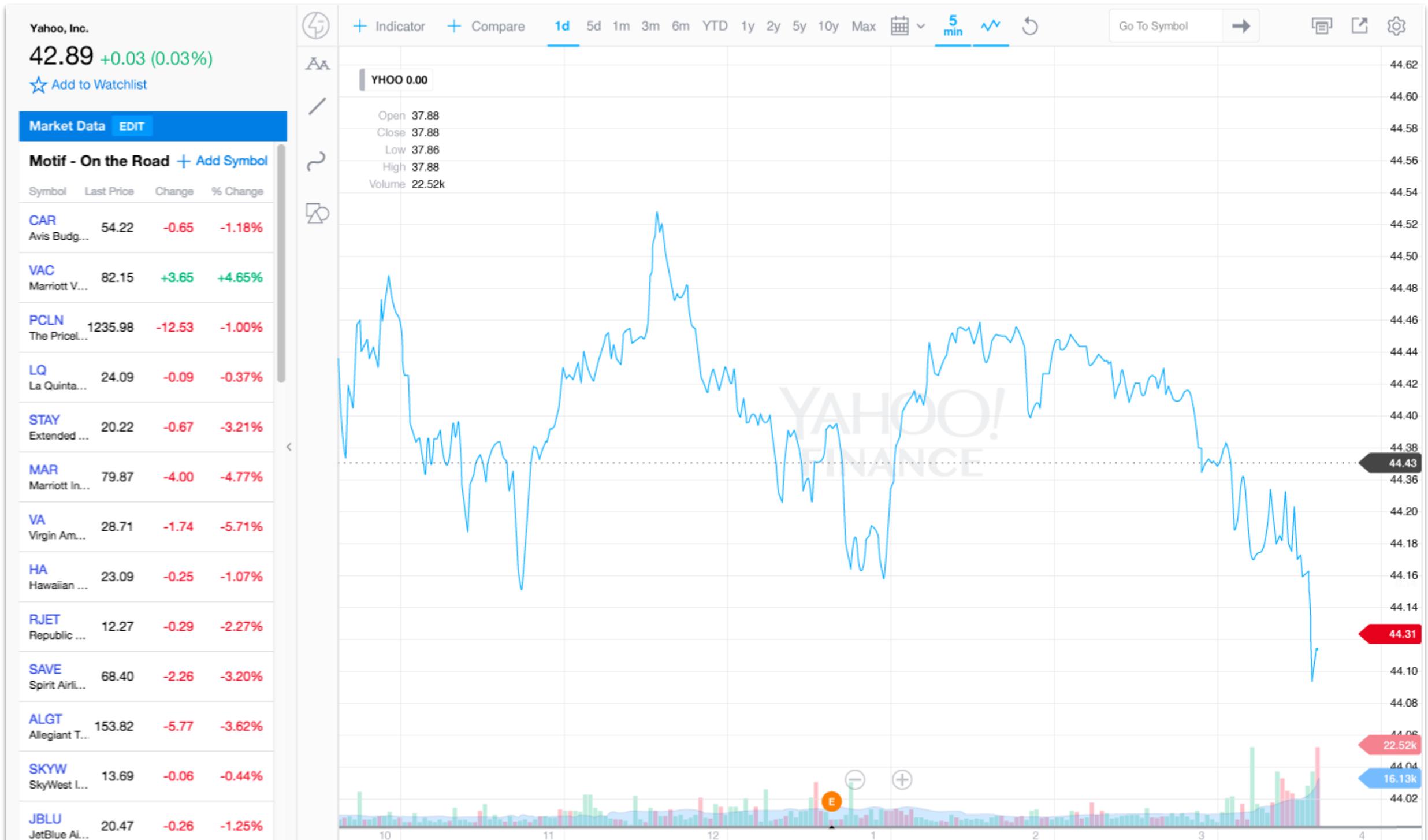
# YAHOO FINANCE CHARTS



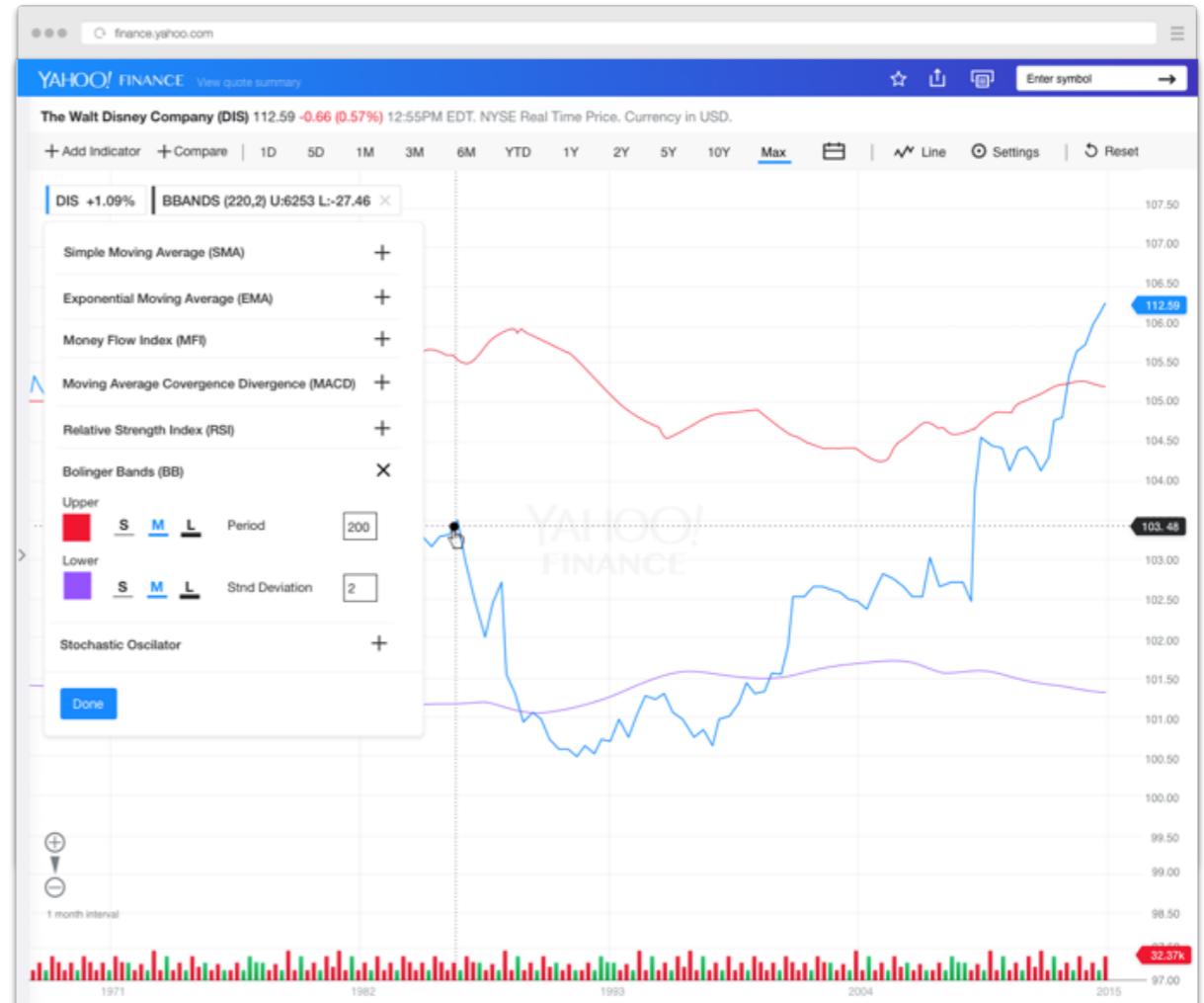
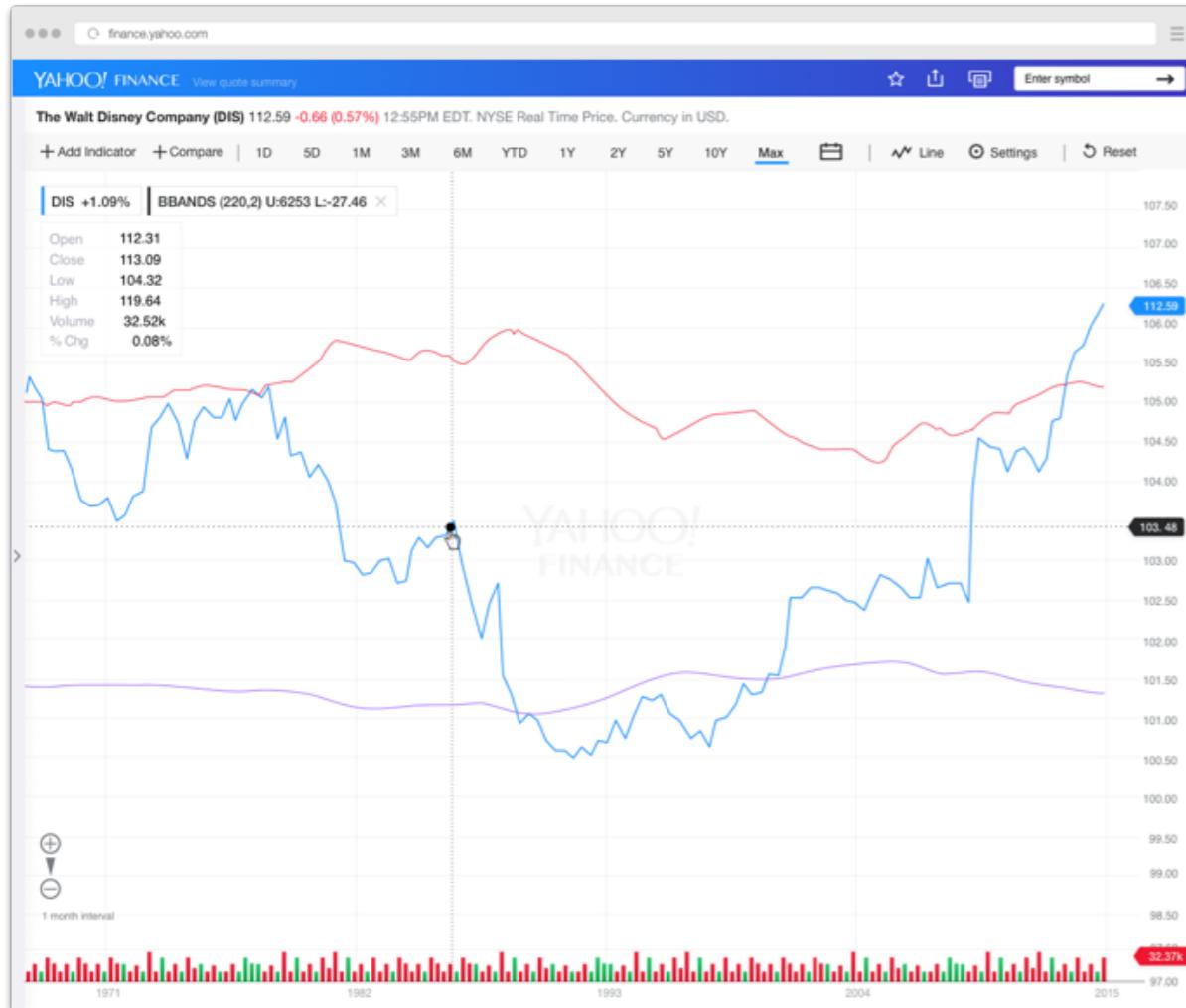
## YAHOO FINANCE CHARTS



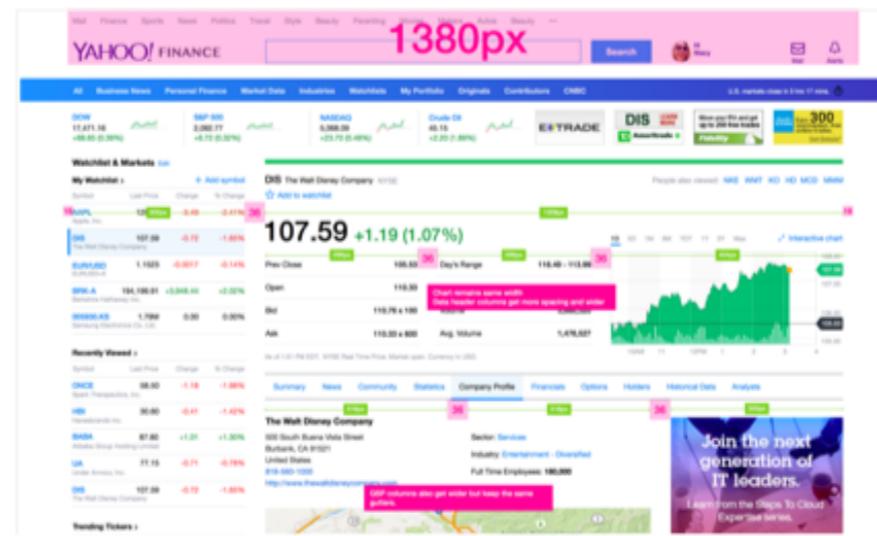
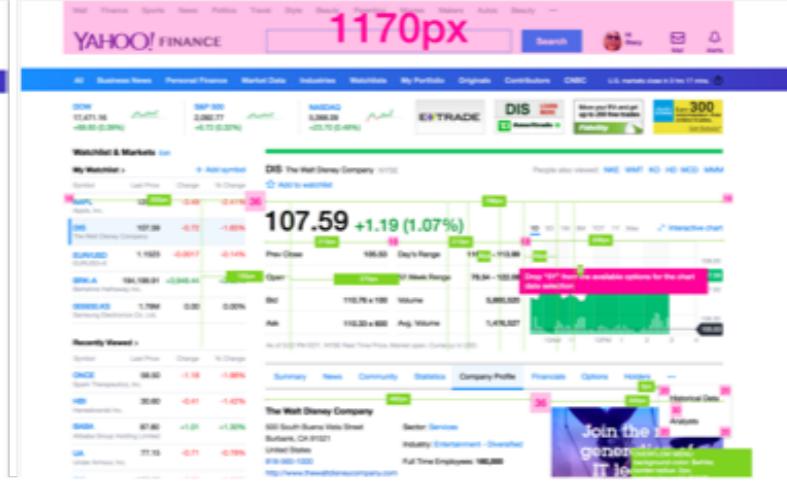
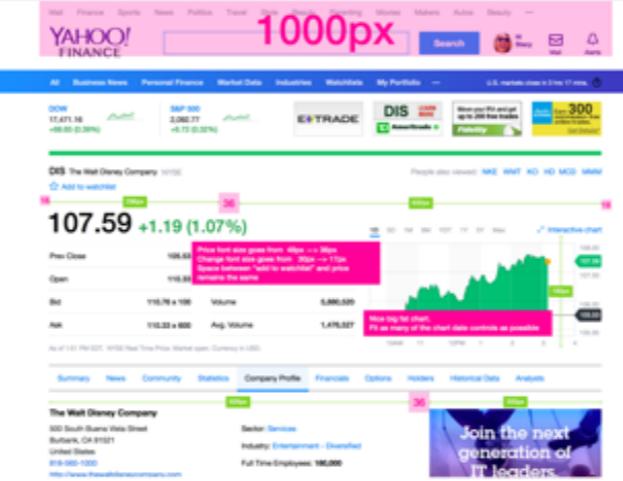
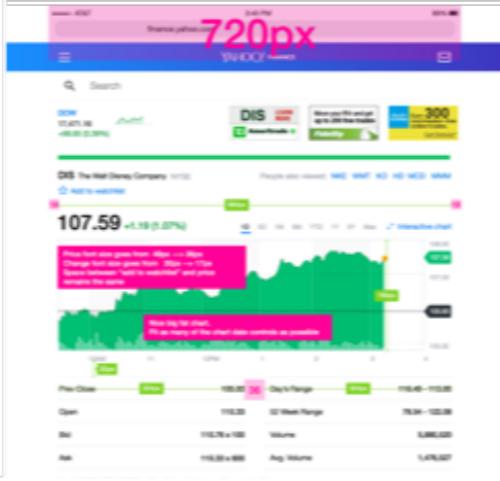
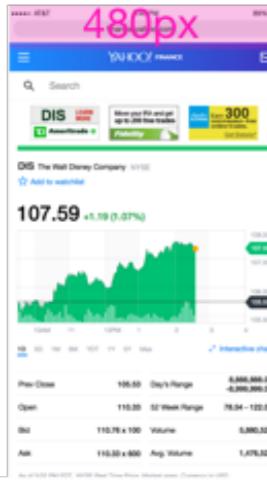
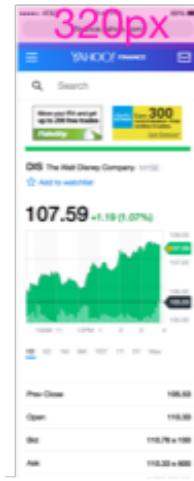
# YAHOO FINANCE CHARTS



YAHOO FINANCE CHARTS



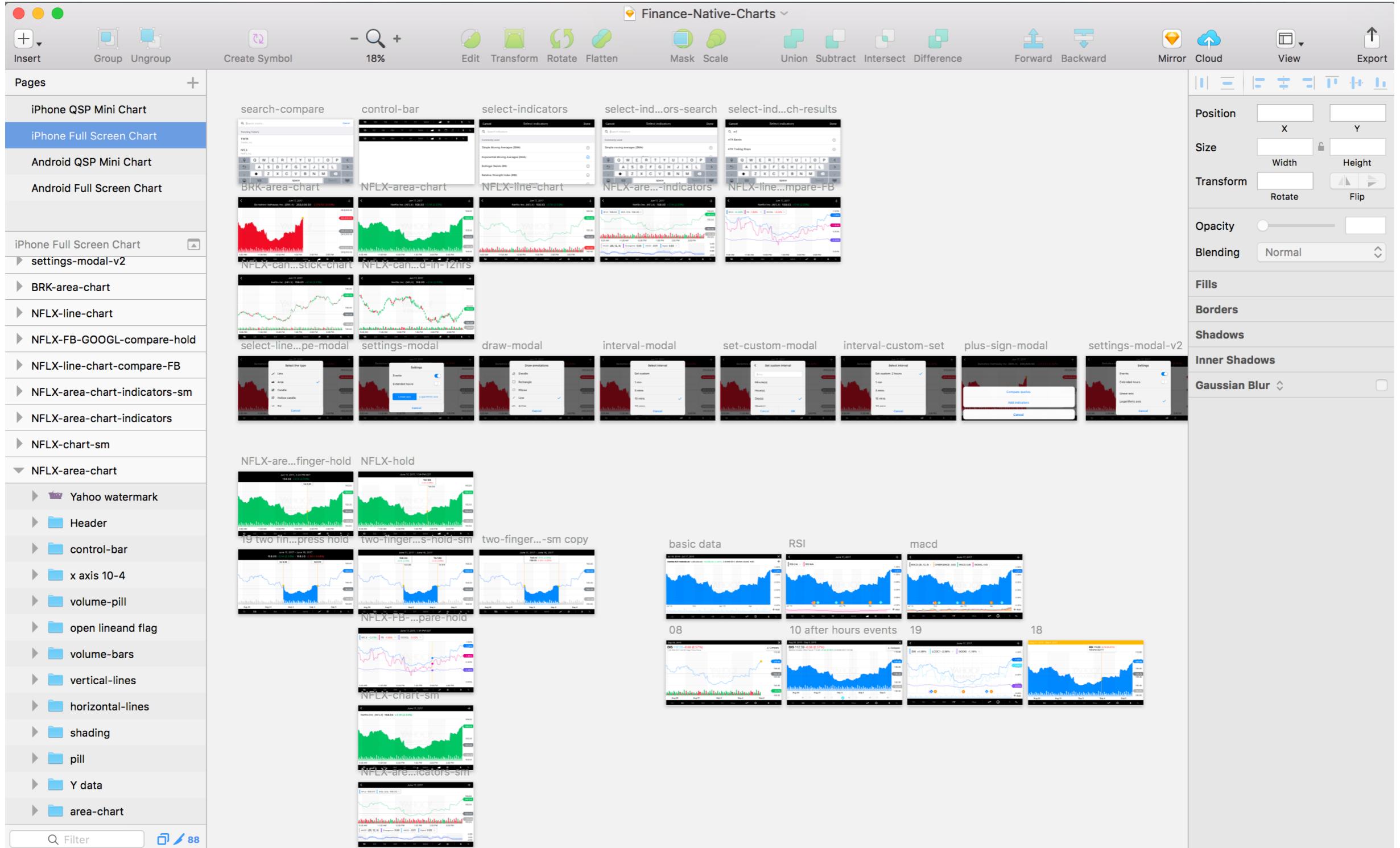
# YAHOO FINANCE CHARTS



# YAHOO FINANCE CHARTS

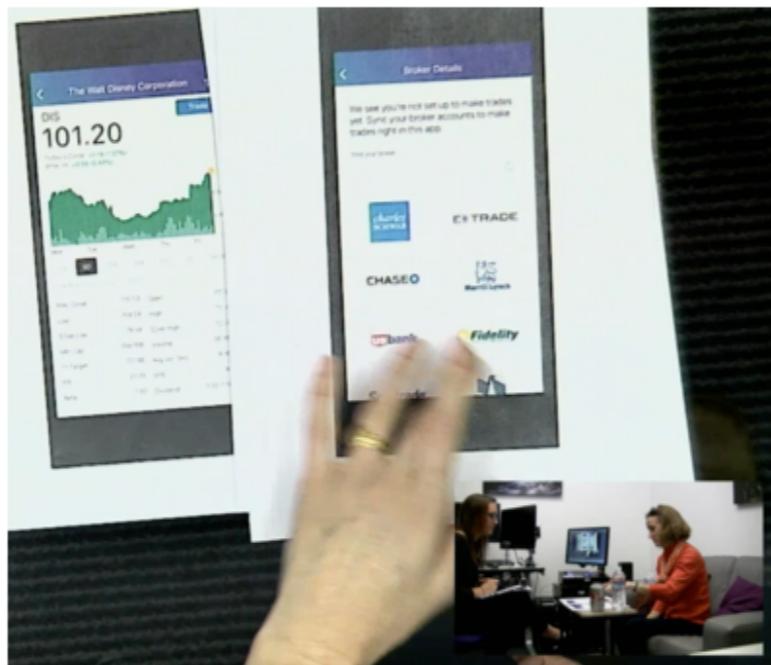
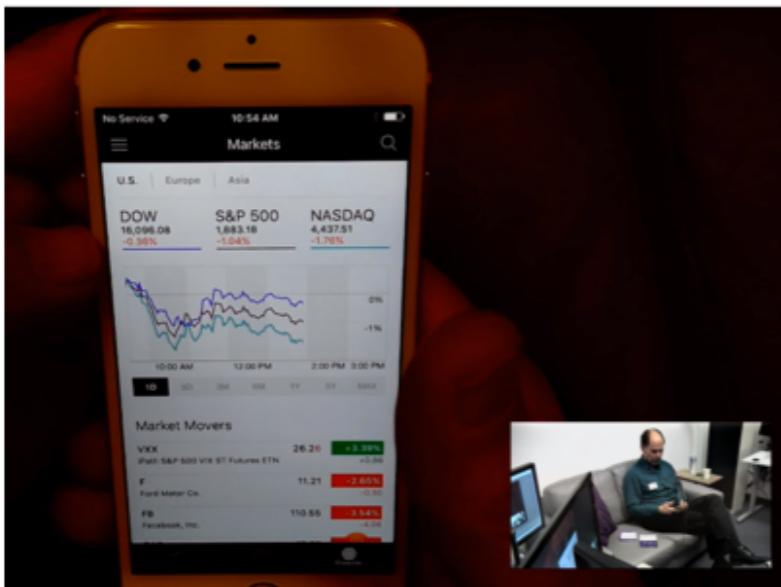
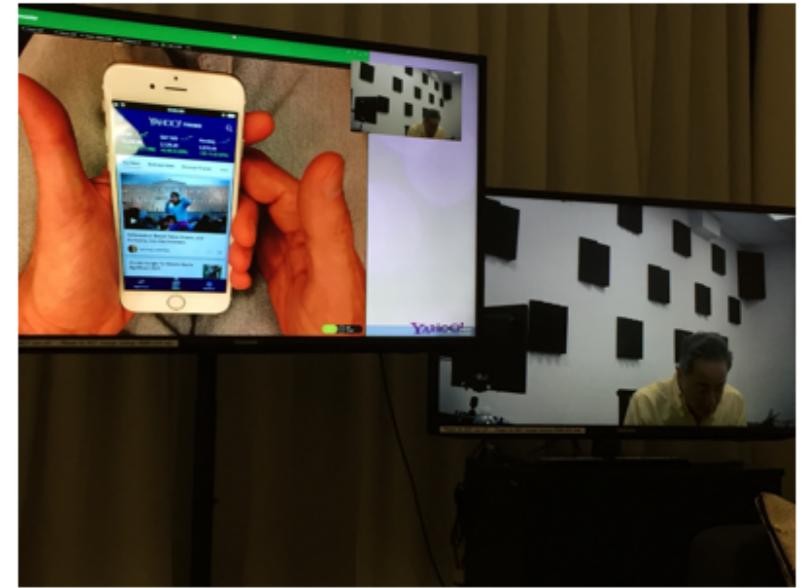
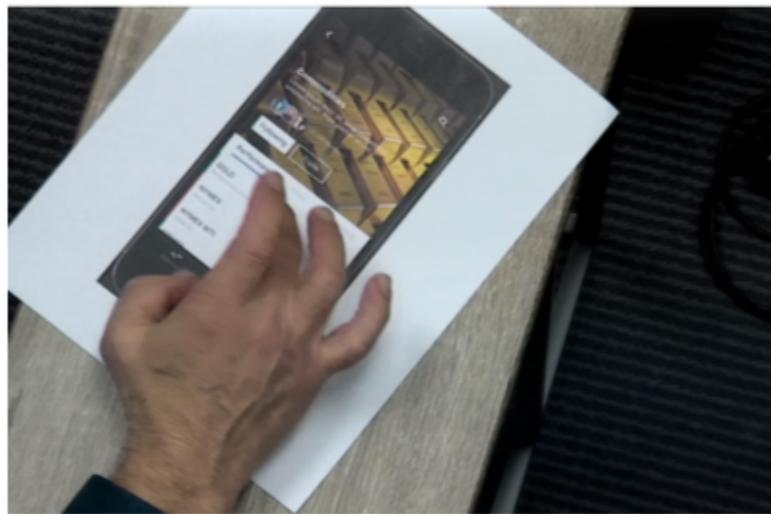
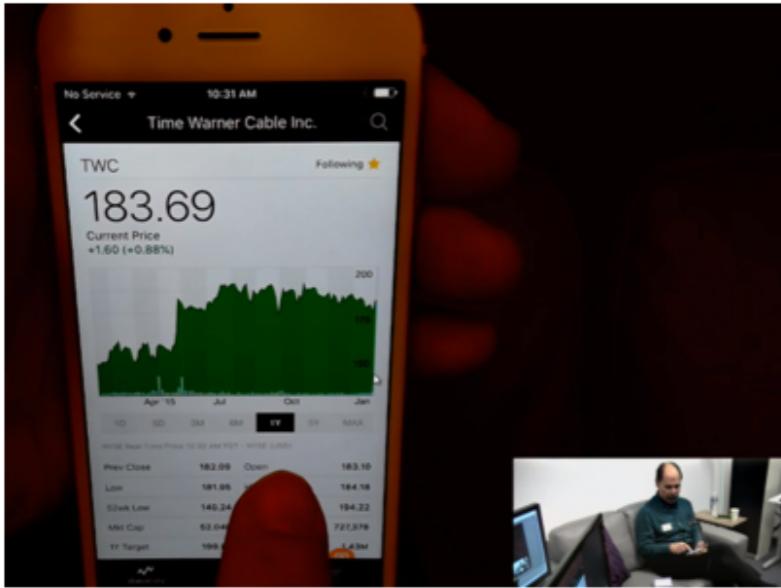
Working through every chart use case

Charts was a complicated topic, we had many different users from all levels using charts for different purposes



## YAHOO FINANCE CHARTS

Usability testing: Yahoo Finance native mobile app with touchscreen and paper prototypes

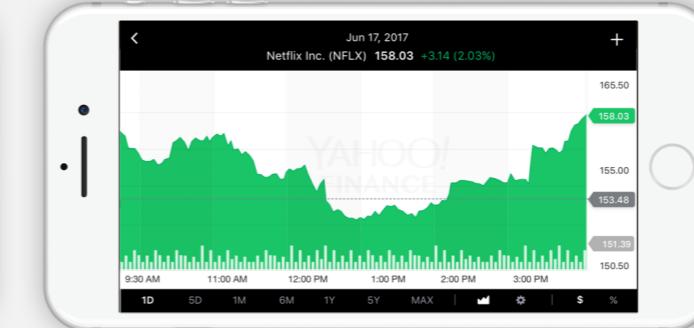
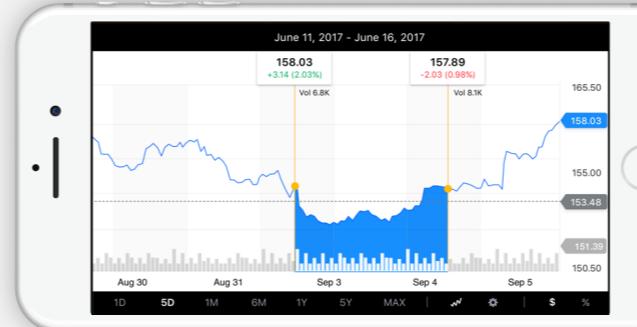
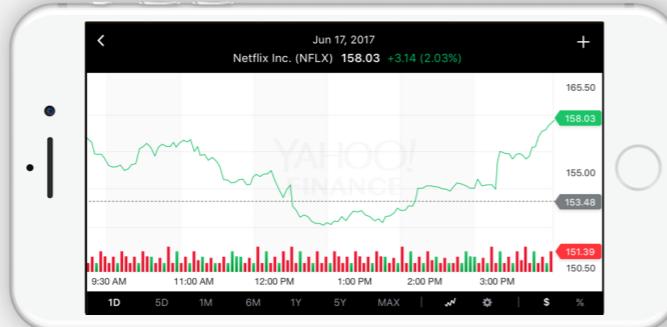
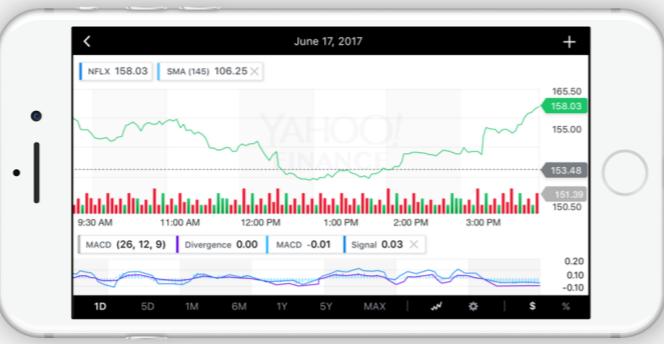
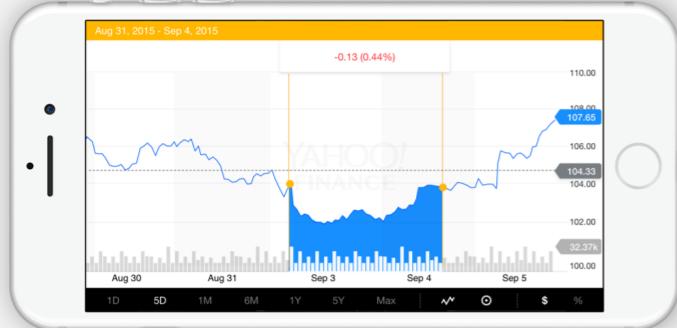


### What we learned

- Users would consider trading on Yahoo
- Users weren't sure where to find news about a symbol
- Market indices were clear
- My Watchlist feature was hard to find

### The team

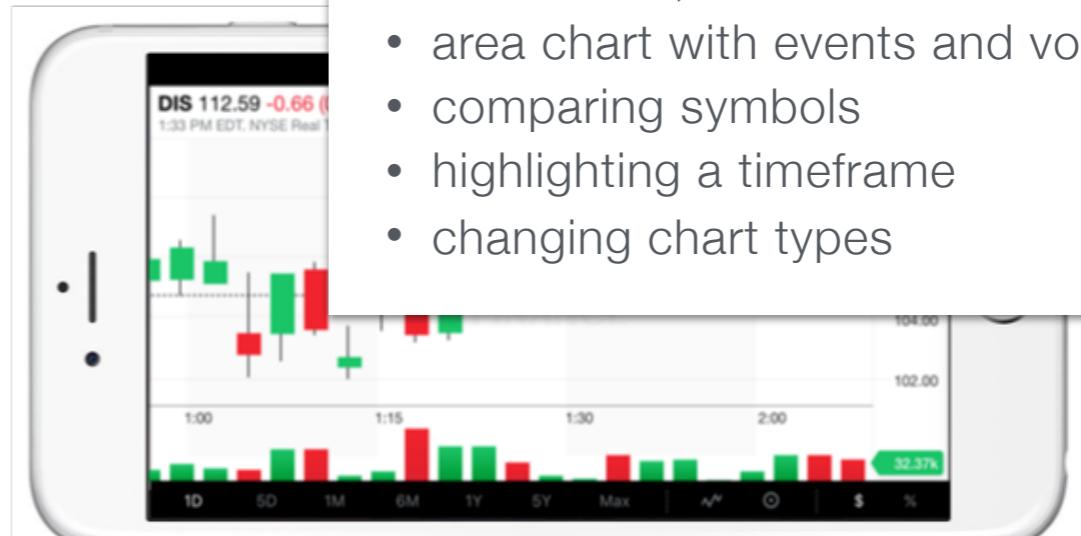
# YAHOO FINANCE CHARTS



## YAHOO FINANCE CHARTS



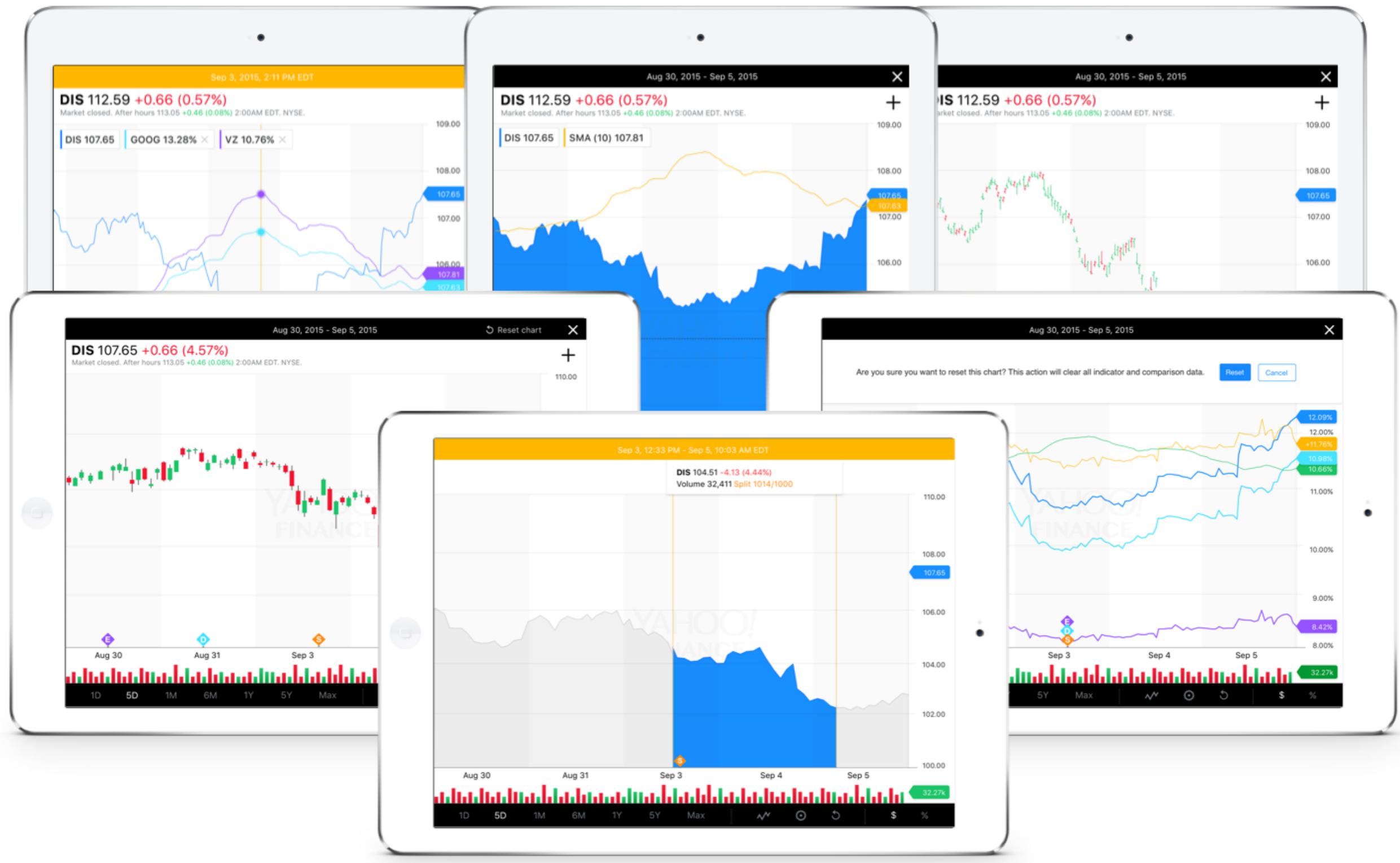
A screenshot of a smartphone displaying a search interface for adding symbols or indicators. It shows a list of selected symbols: MSFT -2.08% and GOOG -1.16%. Below this, there are sections for "Compare symbols..." and "Volume". Under "Volume", there are options for SMA (Simple Moving Average), EMA (Exponential Moving Average), MFI (Money Flow Index), and MACD (Moving Average Convergence Divergence). A "Done" button is at the top right.



New features, affordances

- area chart with events and volume
- comparing symbols
- highlighting a timeframe
- changing chart types

## YAHOO FINANCE CHARTS



## YAHOO FINANCE CHARTS

---

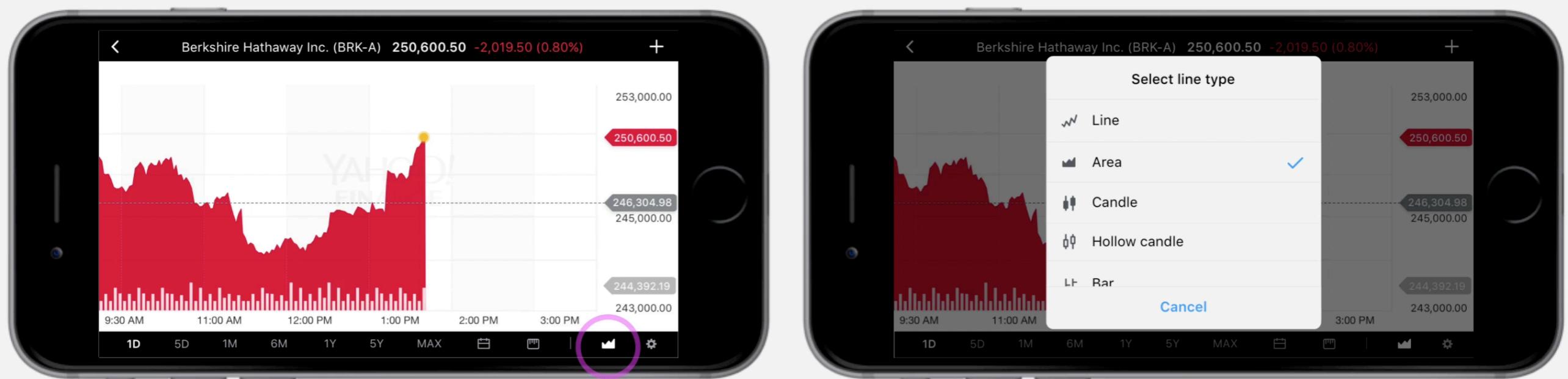


## YAHOO FINANCE CHARTS

User Research & Iterating

Feature Request: Users wanted the ability to change chart type in mobile.

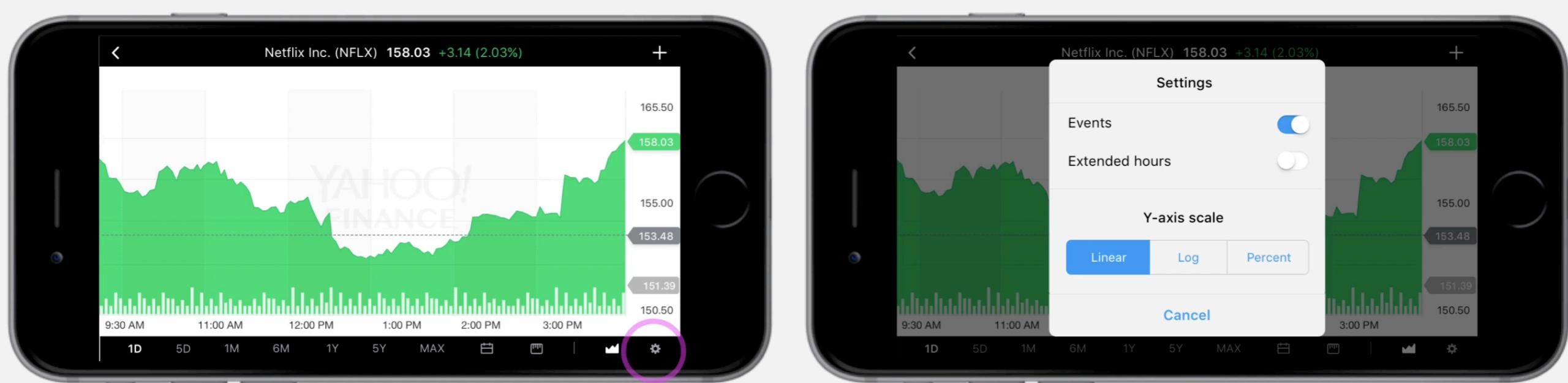
Solution: We added the ability to change between different types.



## YAHOO FINANCE CHARTS

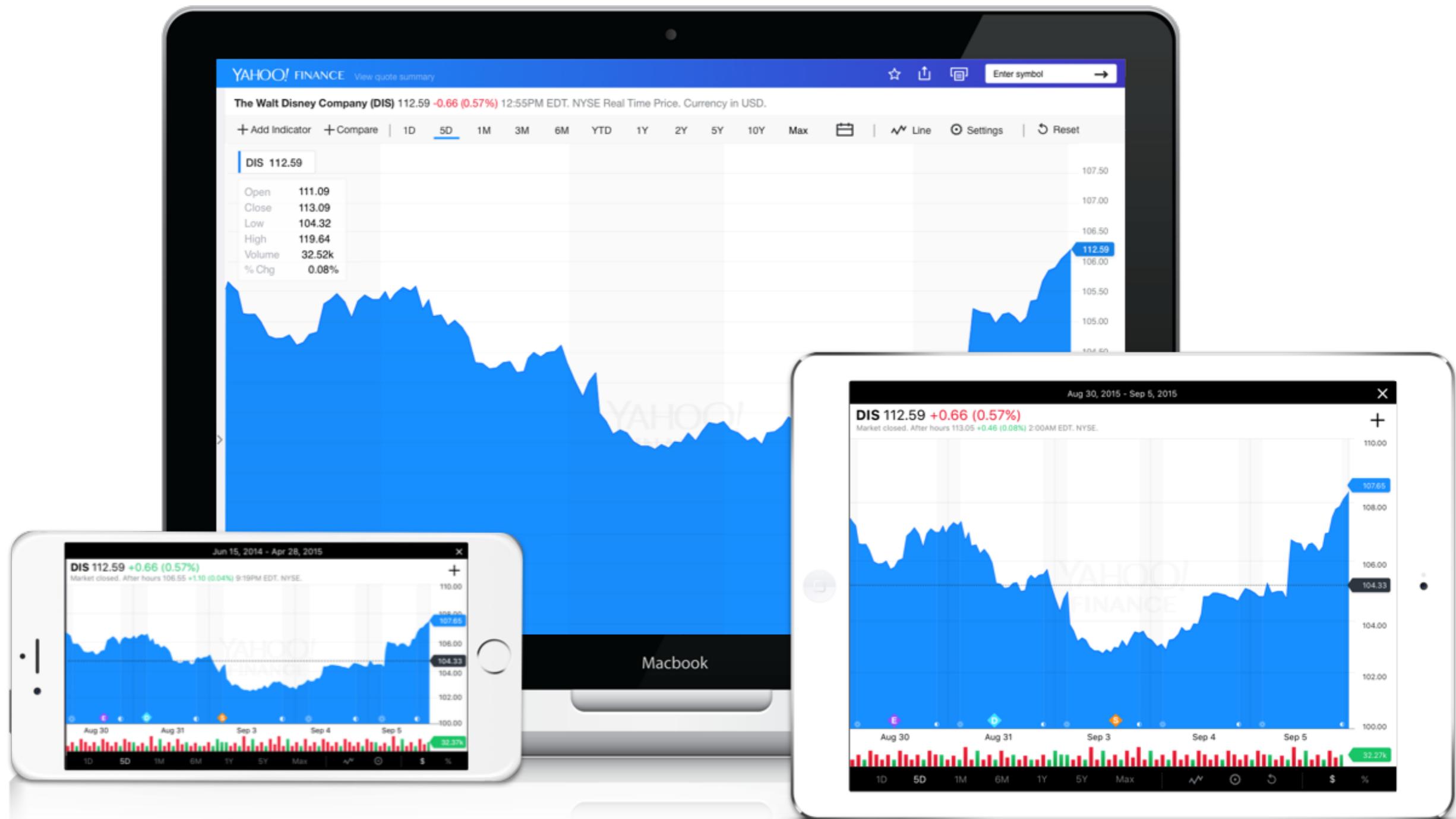
Feature Request: Users wanted the ability to change time.

Solution: We added the ability to change between different types.



## YAHOO FINANCE CHARTS

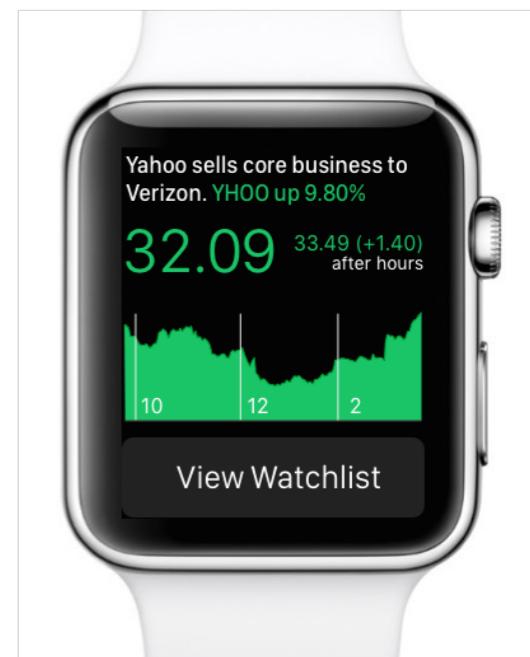
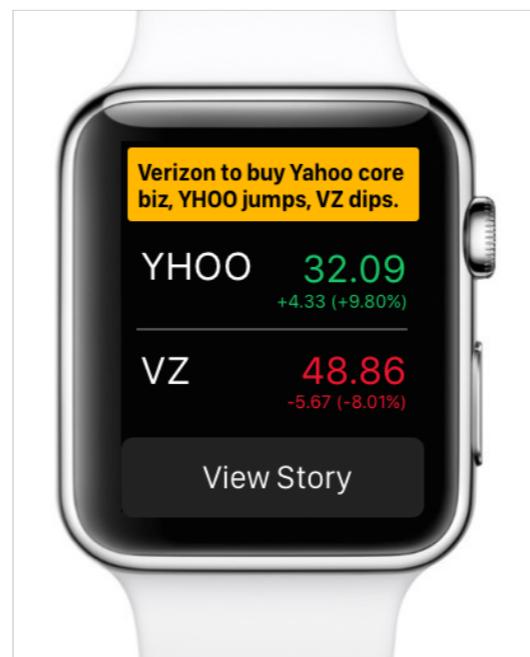
Consistency across devices



## YAHOO FINANCE CHARTS

---

### Early Apple iWatch sketches



## Results

- Launched new desktop charts in June 2017
- Launched updated mobile app charts in Nov 2017

## YAHOO FINANCE CHARTS

---

The teams in CA, CO and NY





Thank you all for your time  
and consideration.