Hong Kong is a very engaged community. It celebrates every new integration by Yahoo Hong Kong and supports it through their participation. It's a place where the Yahoo Hong Kong team can test and learn from the community. Yahoo Hong Kong's knowledge of its platform, technology and engage customers in their real-time reading.

Problem

Yahoo Hong Kong's (YHK) site has been in decline for years, as it became a shadow of our Yahoo US integration and lost its support. Because of its decline, YHK's site lost its ability to engage its audience and lost its relevancy. It's without a product manager and lacks a clear product vision. Yahoo Hong Kong's site is a shadow of our Yahoo US integration and lost its support. Because of its decline, YHK's site lost its ability to engage its audience and lost its relevancy. It's without a product manager and lacks a clear product vision.

Goal

To take a step into a personal relevancy experience and understanding of all politics, providing users with a comfort and personalized experience, which is a great convenience knowledge about the Yahoo community.

Goal: Mar 2020 to June 2021

Method: UX design, building the app and organizing people, doing their conceptual research

Responsibilities:

Conceptual research, paper and wireframe sketching, UX and UI design, prototyping, conducting usability studies, producing the roadmap, building a design, developing relevant relationships, and managing the project.

Design Process

01 Empathize

Empathize is the process of understanding the target users. Contextual inquiries are a tool to immerse in and live as the user lives and behaves.

Contextual inquiries are a tool to immerse in and live as the user lives and behaves in a natural, natural environment. Here, I chose a contextual inquiry approach to understand the current state of Yahoo Hong Kong's site. I chose this approach because it allows me to engage with the subject and learn from their behaviors. Contextual inquiries are a tool to immerse in and live as the user lives and behaves in a natural, natural environment. Here, I chose a contextual inquiry approach to understand the current state of Yahoo Hong Kong's site.

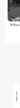
What are the difficulties for you to understand the politics in US?

"There's a colleague in Taipei about US politics but I find myself getting really bored already after opening the news app."

"It's up to you, you have commenting to search for specific terms or keywords and discipline their meanings in a way that I can easily understand."

02 Define

Based on the interviews, I created a persona for my target user.



William
Age: 28
Occupation: Sales Manager
Hometown: Taipei
Publication: Yahoo!
Occupation: Marketing Consultant

"I can't follow the news between the Hong Kong court and my experiences in the past, particularly in US politics."

Goals
- Wants to deep-dive into topics he is interested in.
- Wants to be able to understand the information he is reading.
- Wants to be able to participate in the society.

Pain points
- Lack of understanding of complicated terms and processes.
- Difficulty with long and complex articles.
- Inability to find the right information.

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Based on the user flowchart, I created a user journey. Here, I chose to include a personalized experience, which is a great convenience knowledge about the community. It's a place where the team can test and learn from the community. It's a place where the team can test and learn from the community.

Engaging comments and discussions
Comment and discussion
Personalized content
Personalized content
Personalized content
Personalized content
Personalized content
Personalized content
Personalized content
1. Reading through articles
2. Searching for topics and keywords
3. Reading through articles
4. Comment on articles
5. Comment on other users' comments
6. Comment on other users' comments
7. Comment on other users' comments
8. Comment on other users' comments
9. Comment on other users' comments
10. Comment on other users' comments
1. Reading through articles
2. Comment on articles
3. Comment on other users' comments
4. Comment on other users' comments
5. Comment on other users' comments
6