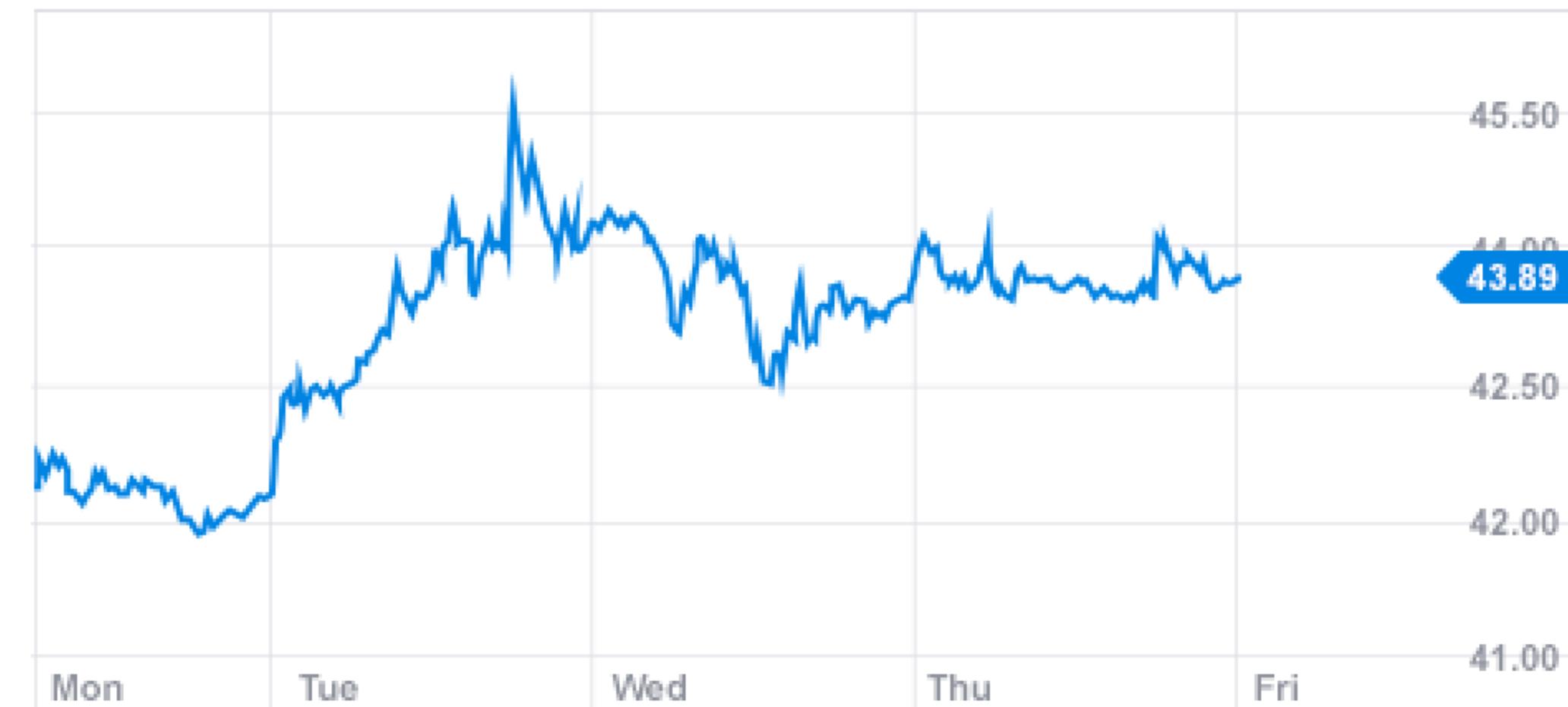


# **Yahoo Finance Datavis**

# Yahoo Finance Datavis

Intraday Chart

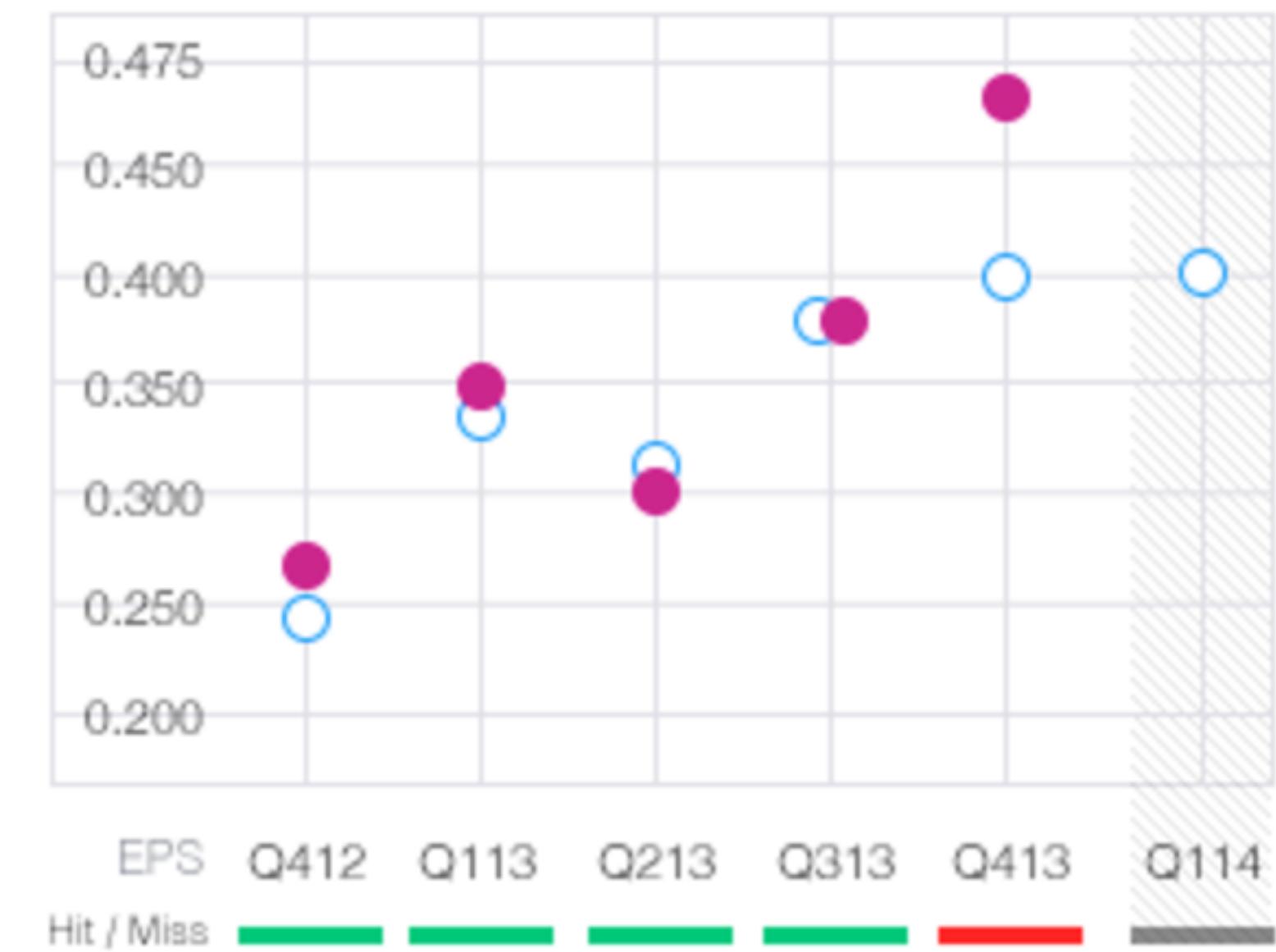


Lots and Lots  
of sparklines

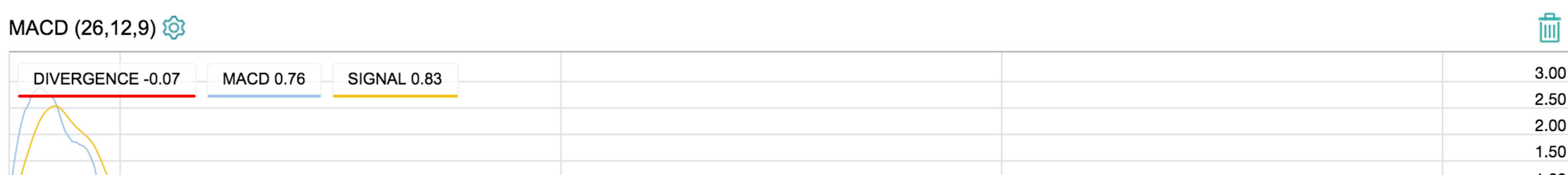
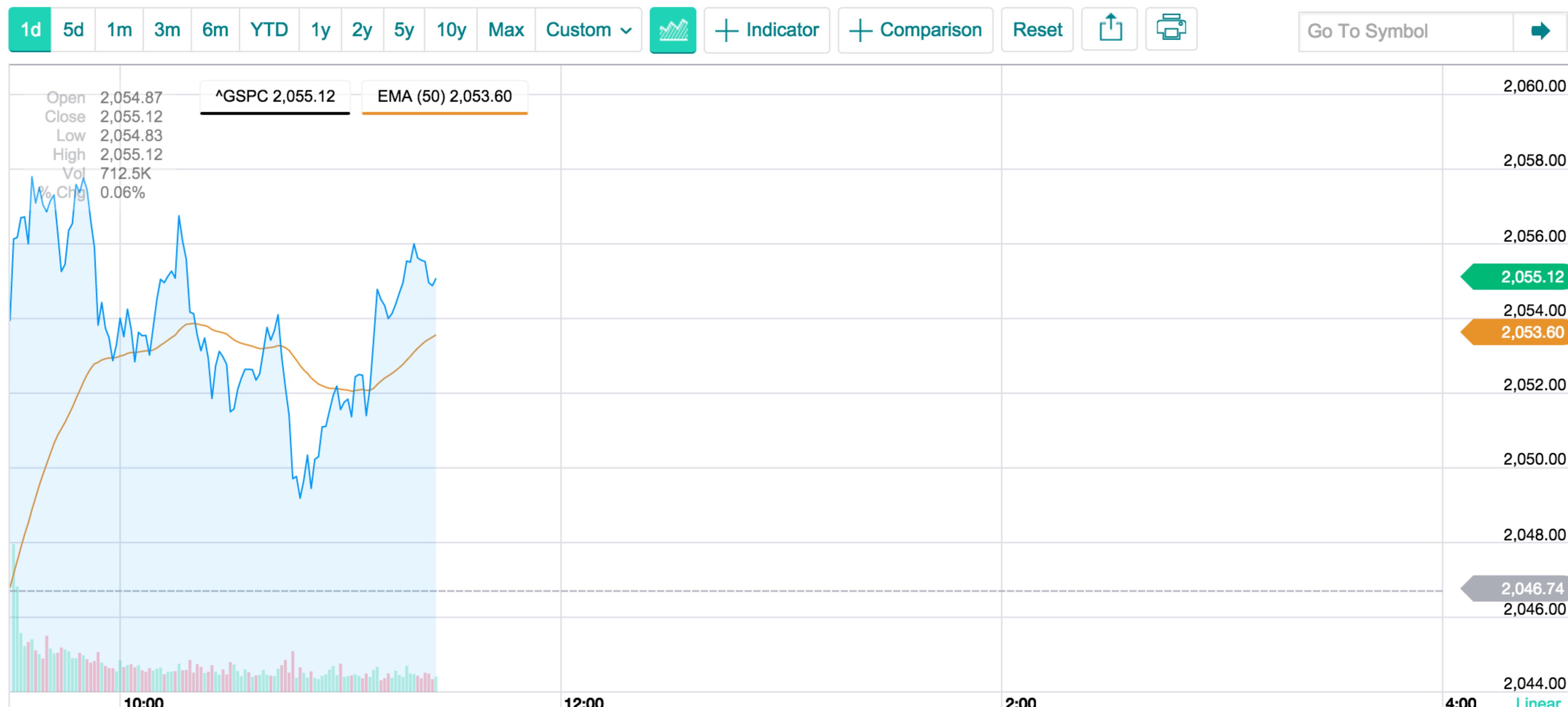
“Medium” Format Charts for use in Quote  
Summary Pages, Search, Etc.

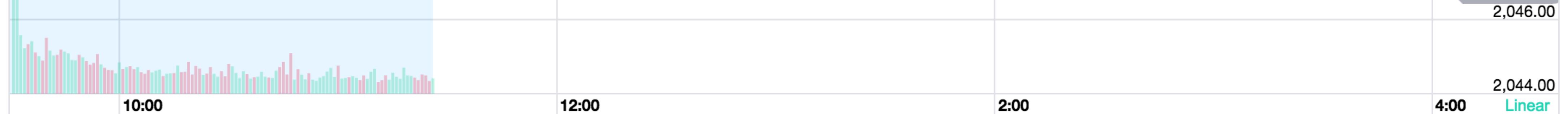
Earnings Report

○ Estimate ● Actual

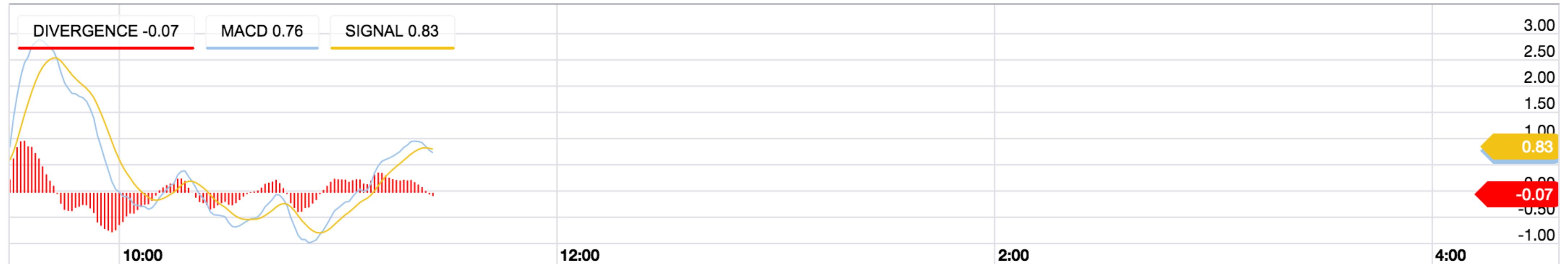


Storytelling – meant to represent large  
swaths of data. Replaces many pages of  
tabular data.

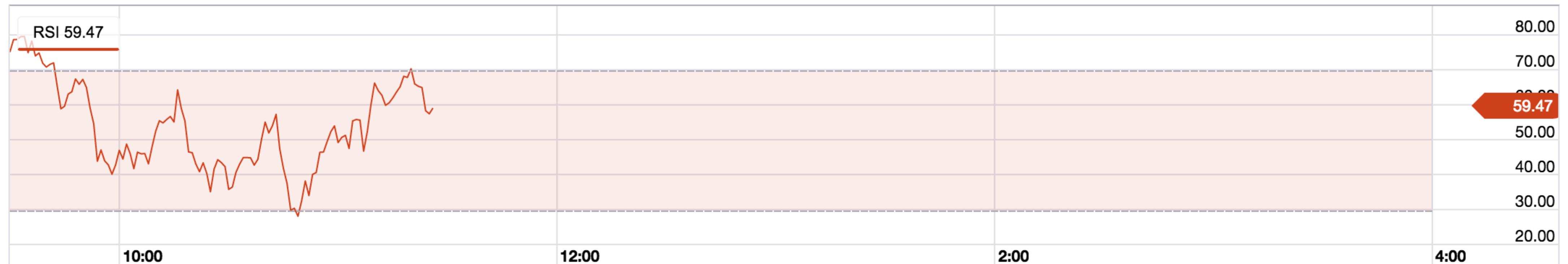




MACD (26,12,9) ⚙️



RSI (14) ⚙️



## Satellite Indicators

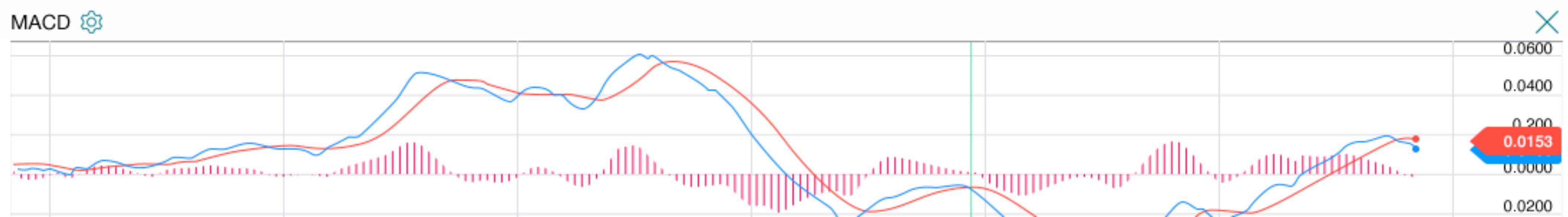
# **Finance Charts “Old”**

## Finance Charts “Old”



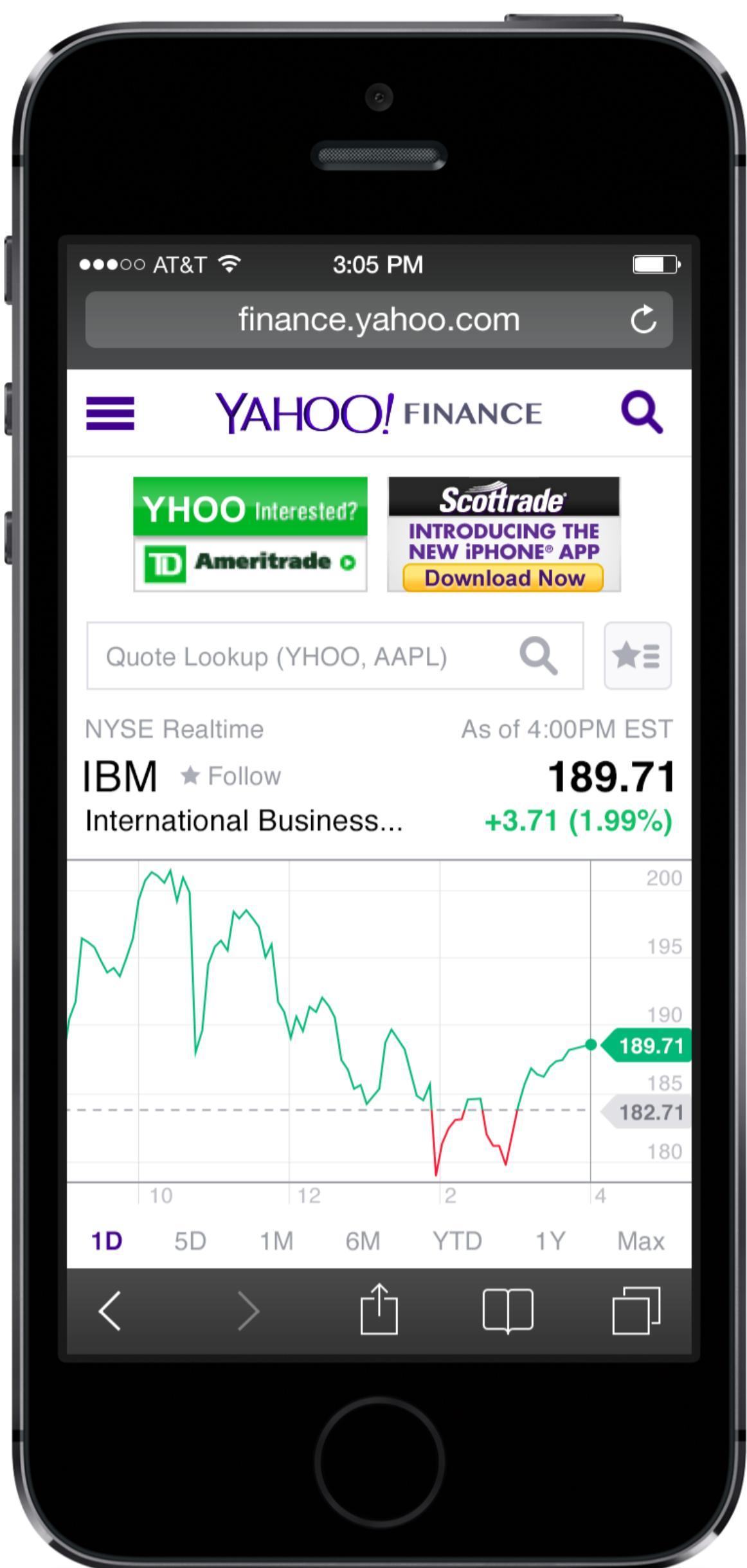
# **Finance Charts “Leo”**

# Finance Charts “Leo”

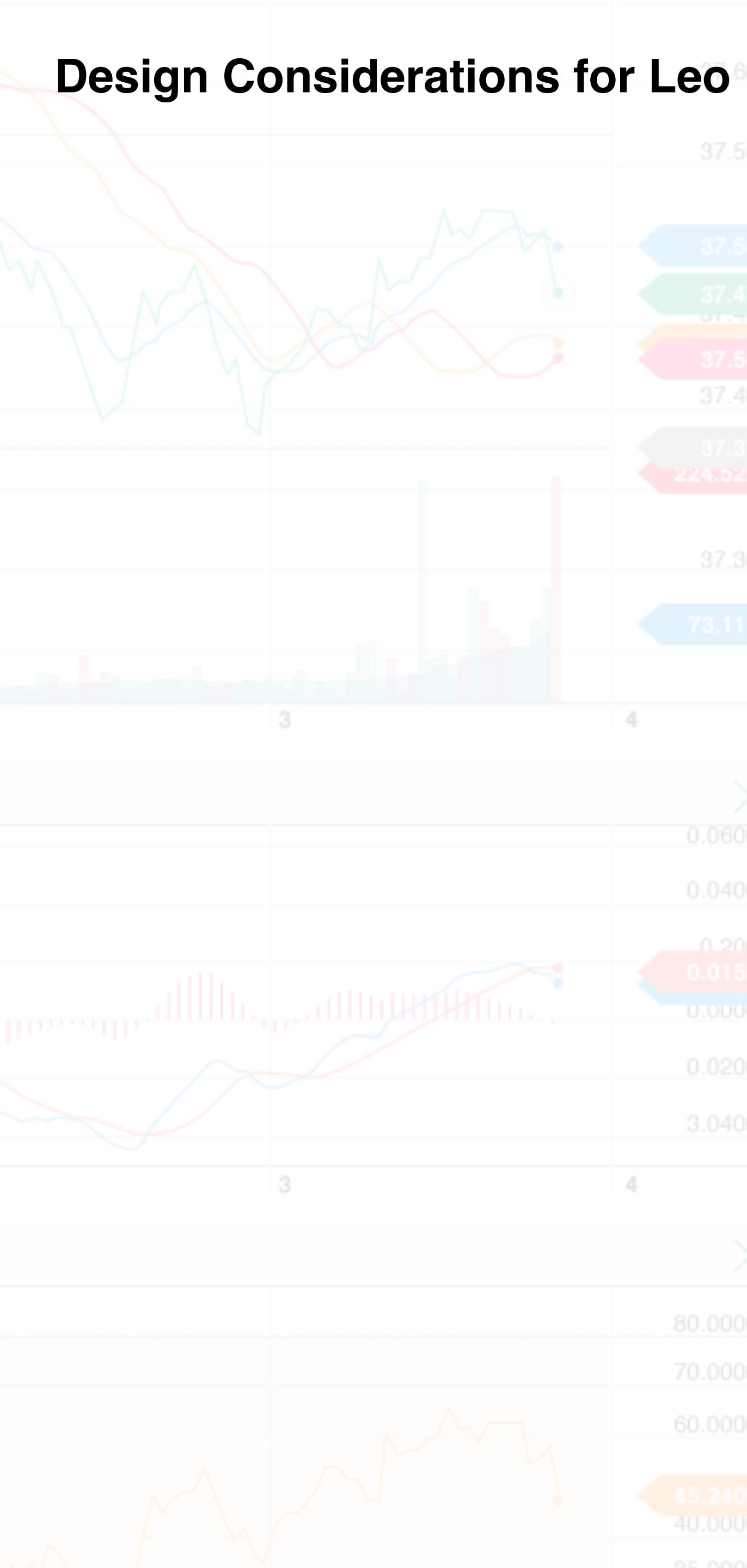


# Finance Charts “Leo”

Included a comprehensive mobile solution



## Design Considerations for Leo



## Simplify the interactive chart solution

Remove little used features, focus on larger use cases

## Usability and accessibility

Click efficiency

Color palettes

InVision testing, does it work?

## Desktop, Tablet and Mobile

Design for both with an eye towards merger of strategies

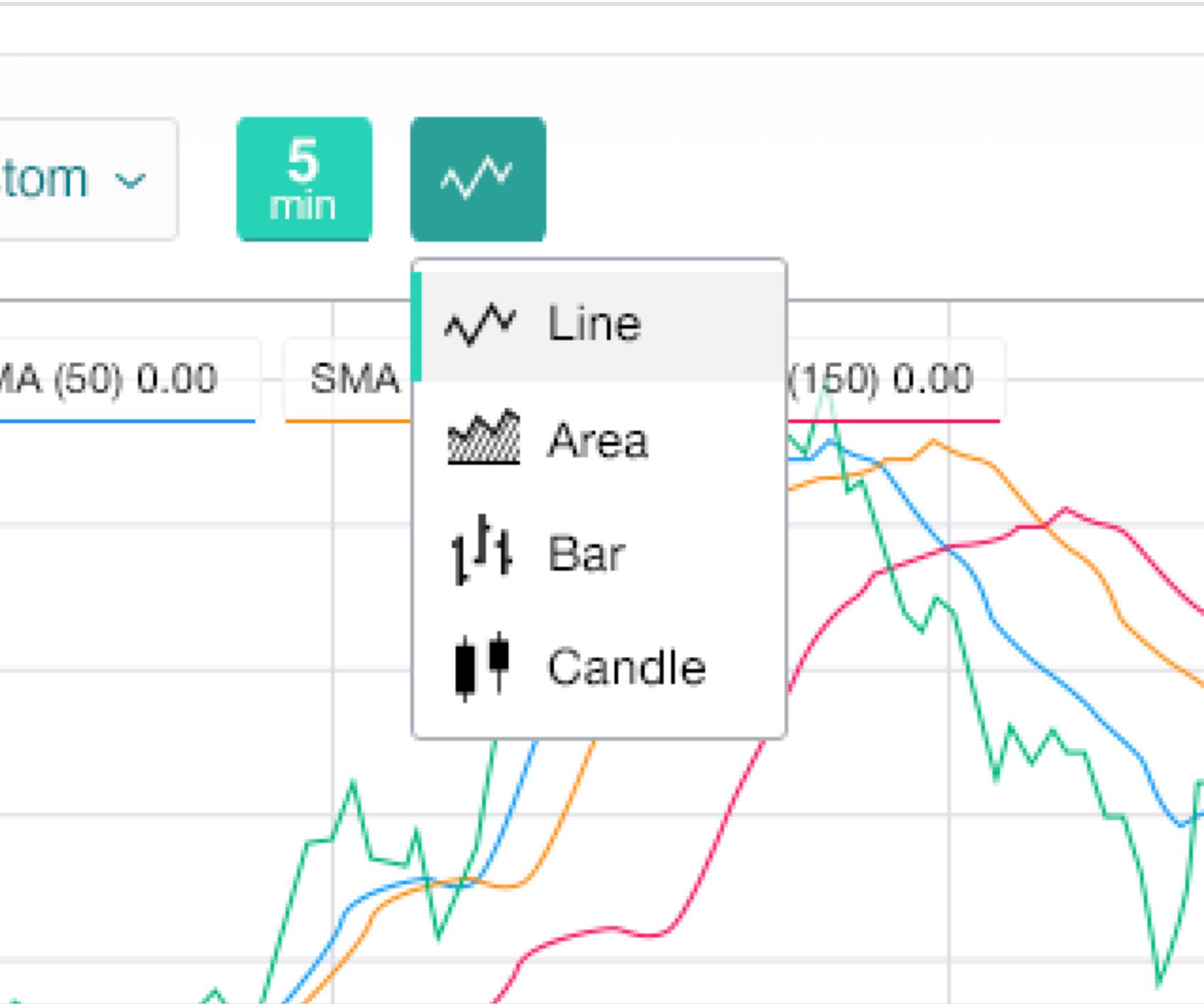
## Gelato Colors & Vis as Brand

Where do we fit when people share our content?

Bold colors, taking calculated risks

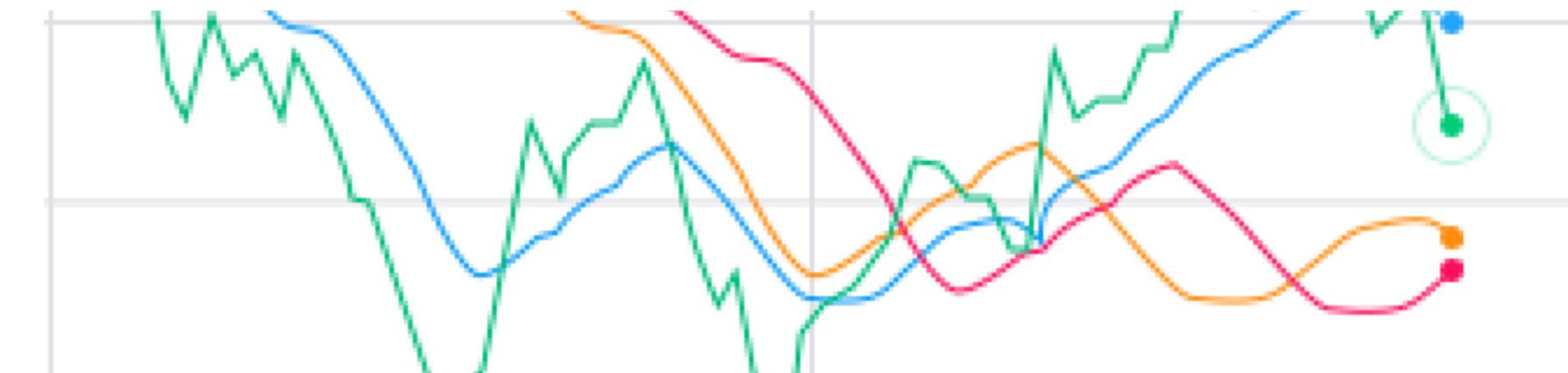
# Simplify the interactive chart solution

Remove little used features, focus on larger use cases

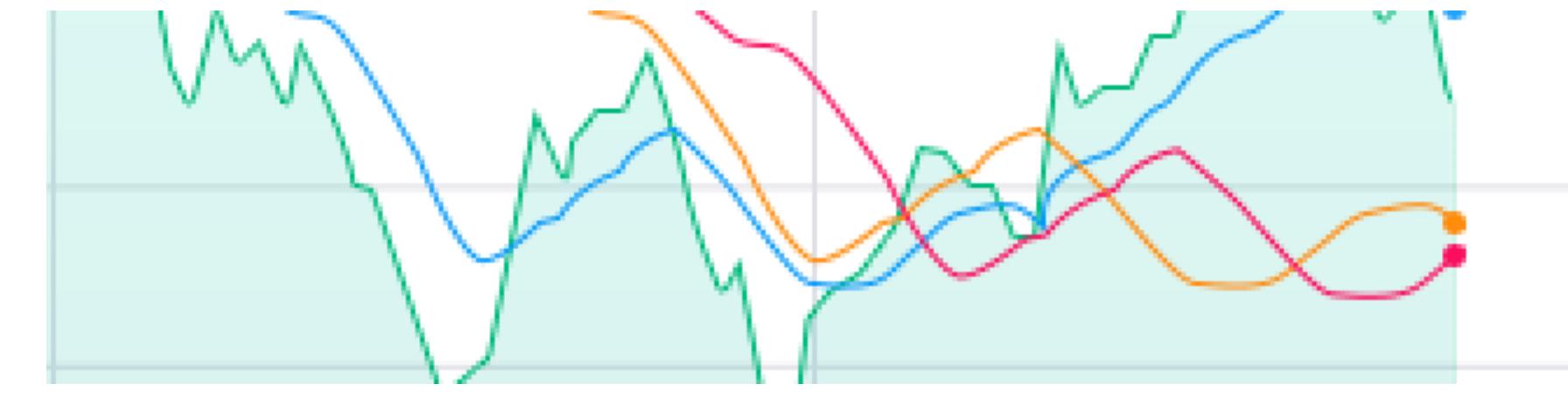


Reduced to only four chart types ...  
For Now :)

Line



Area



Bar

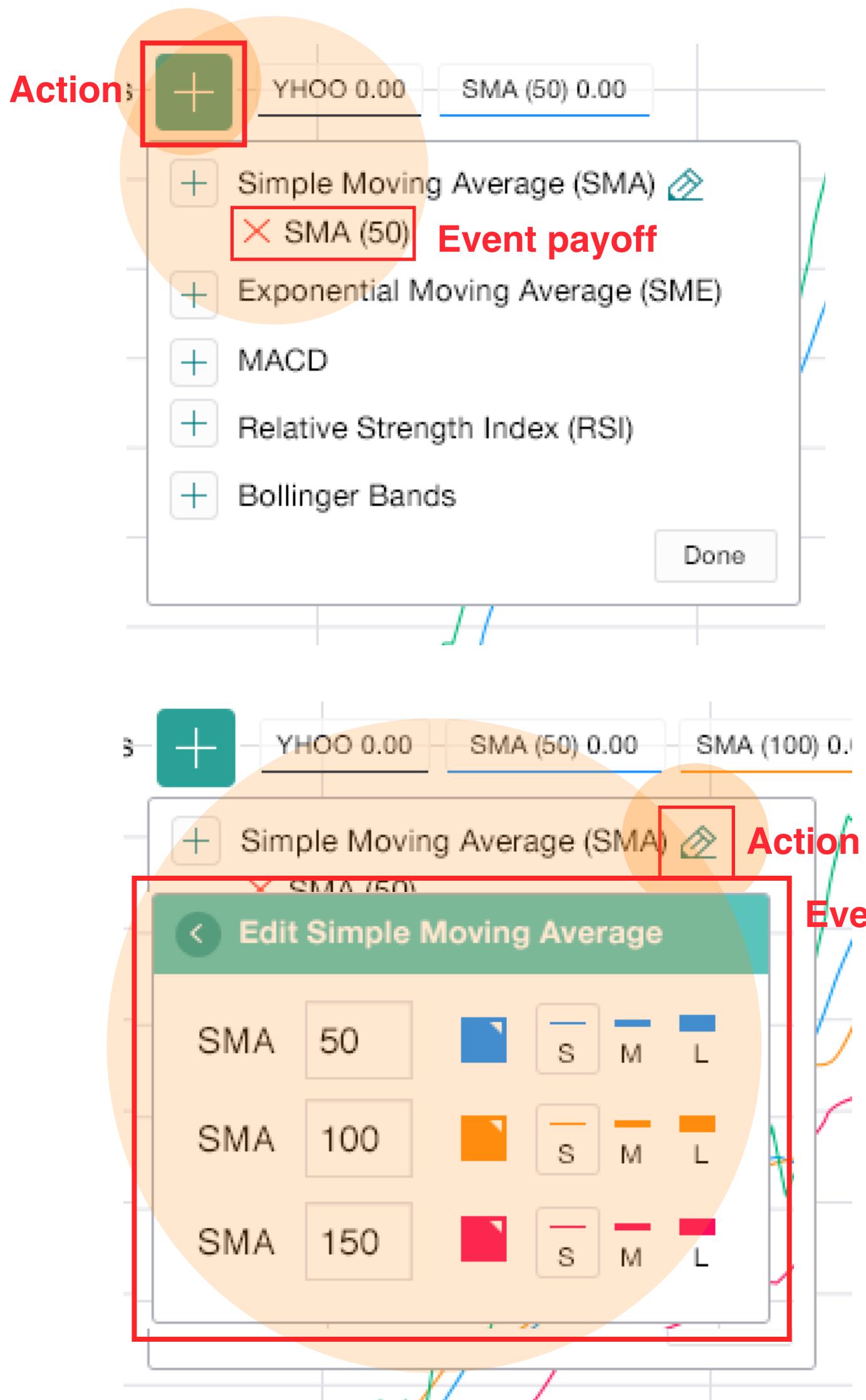


Candle

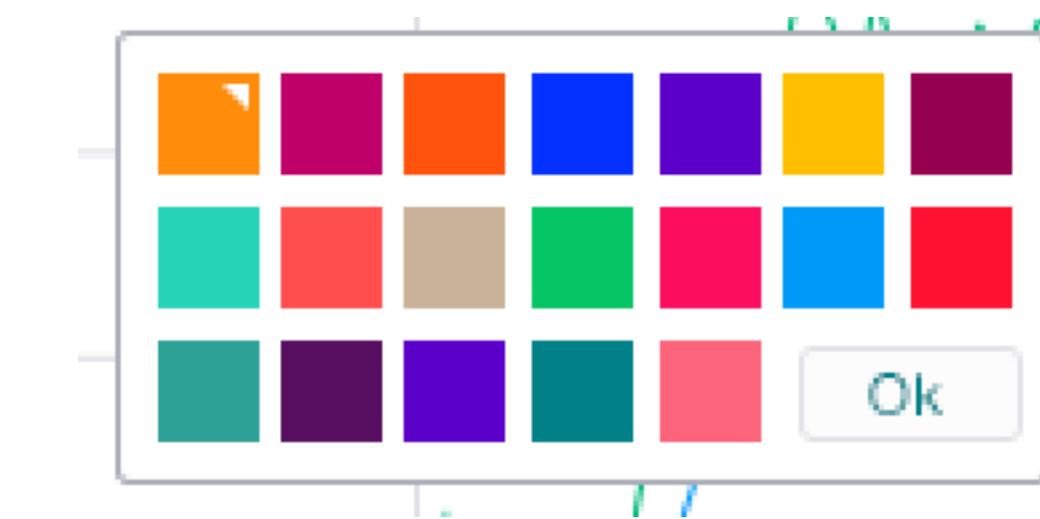


# Usability and accessibility

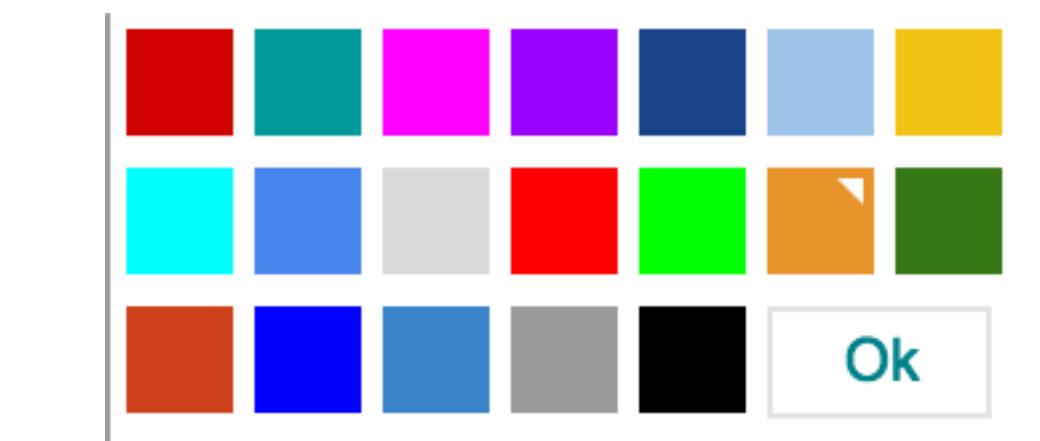
Click efficiency for common tasks –  
Editing indicators



Color Palettes



Original



After Testing, higher contrast

InVision Testing



# Gelato Colors & Vis as Brand

Where do we fit when people share our content?

Bold colors, taking calculated risks

## Shared Yahoo Chart



## Shared StockTwits Chart



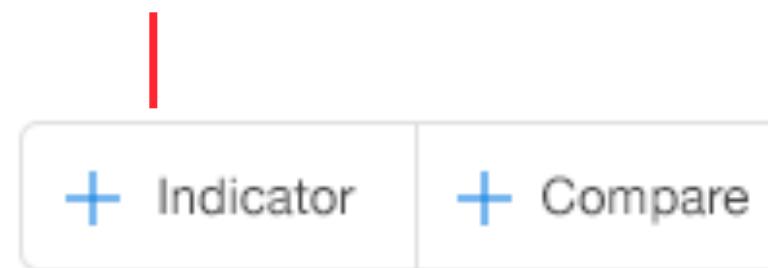
# **Finance Charts “Virgo”, Next Release**

# New Navigation

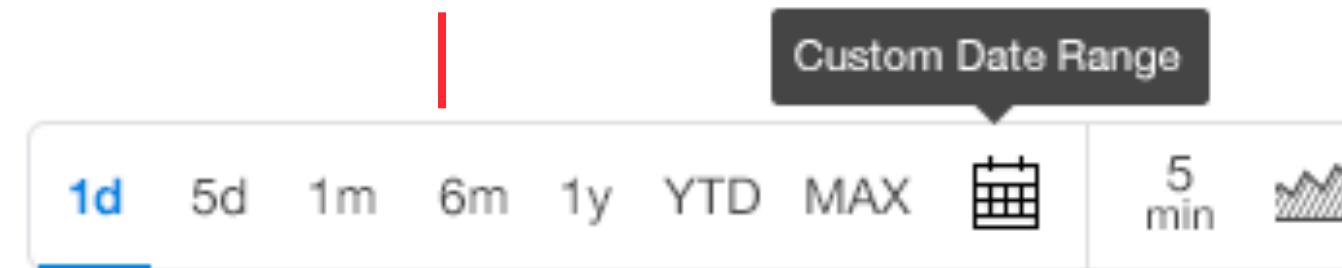
## New Navigation

## New Navigation for Desktop + iPad Experience

Canvas Additive Actions



View Modifiers



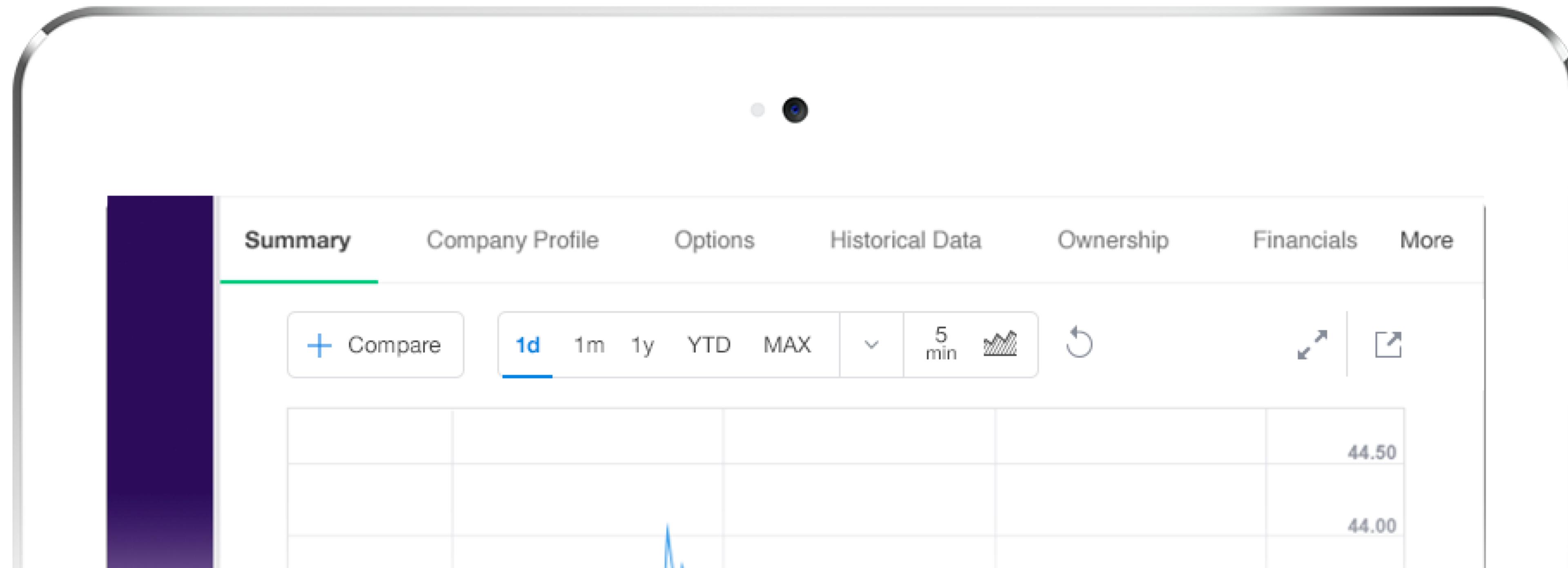
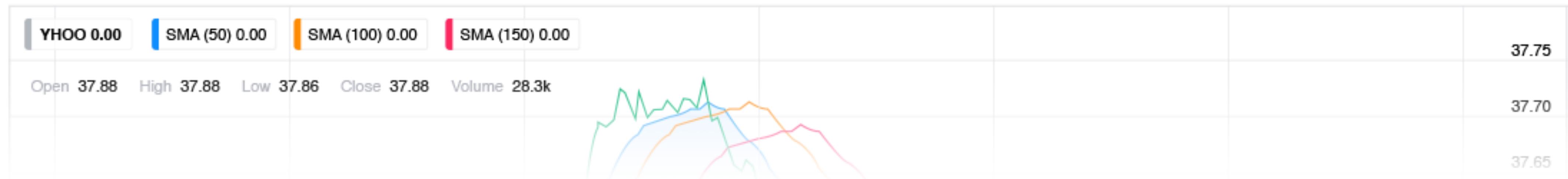
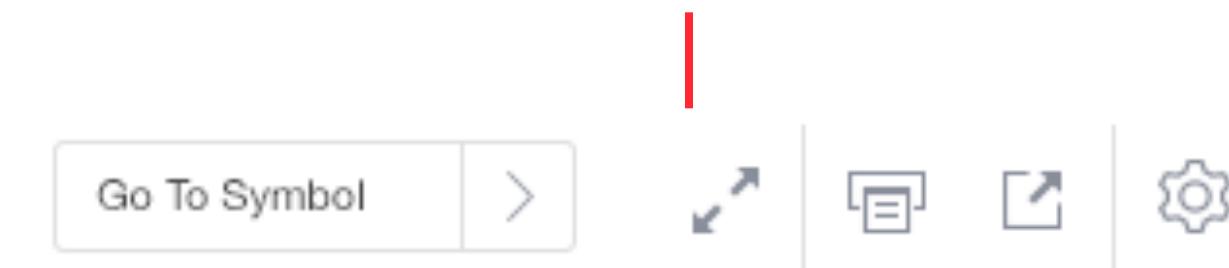
Tooltips



Canvas Complete Reset



Global Non Destructive Actions



# **Responses to User Feedback**

## Responses to User Feedback

Completely changed line color indicators to be more visible

Made chart events more prominent, leveraged different shapes for color blindness

Removed space between satellite indicators

Refined interactions models around adding/removing satellite indicators



# Motion

# Motion

We are thinking very carefully about how motion can be used.

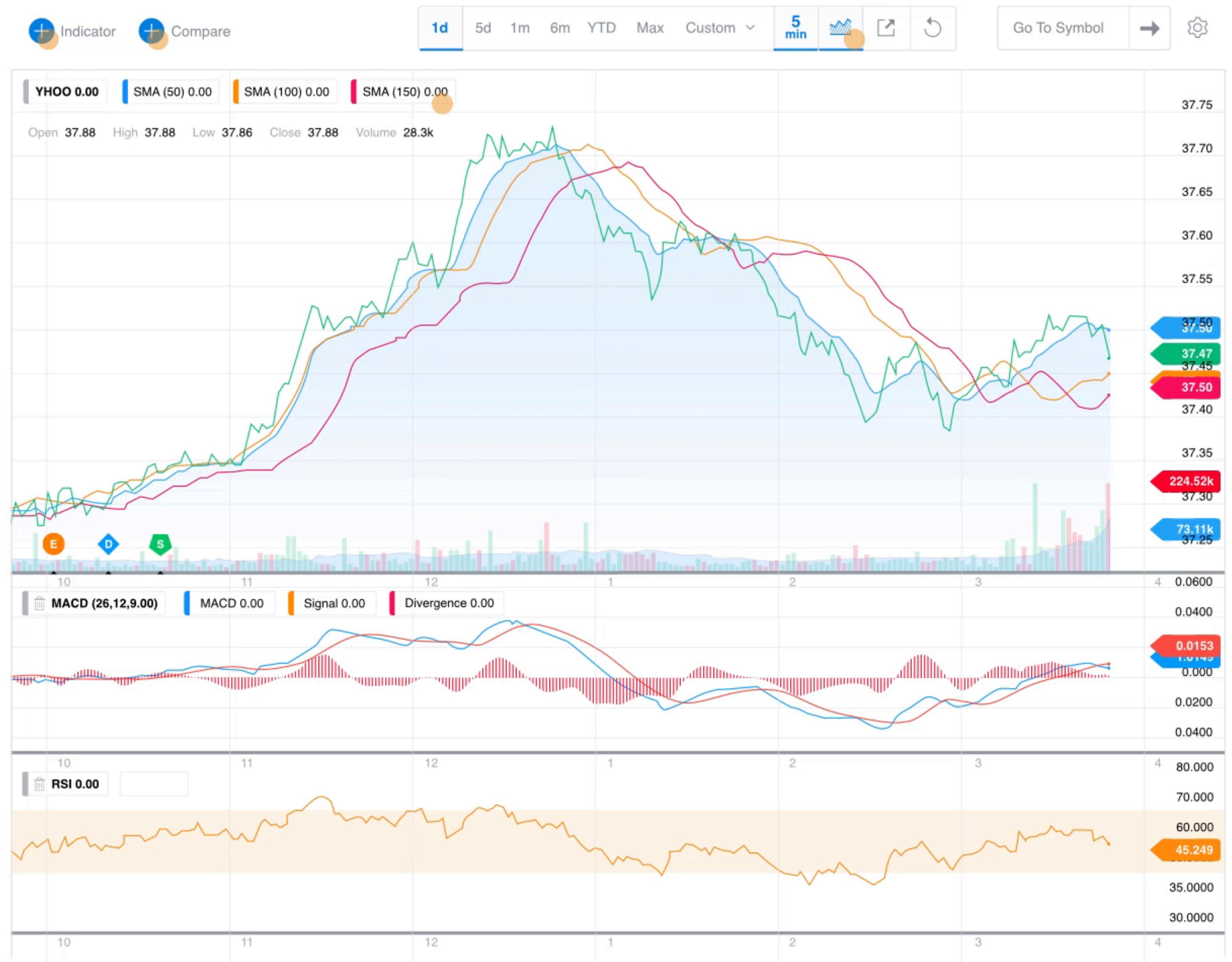
Our primary goal is to simply provide quick structure around how the chart is built.

We hope this encourages new users to casually play with our chart solution.



# **Onboarding**

# Onboarding



## Onboarding

We're thinking about super subtle effects that will help the user understand what can be done with the UI.

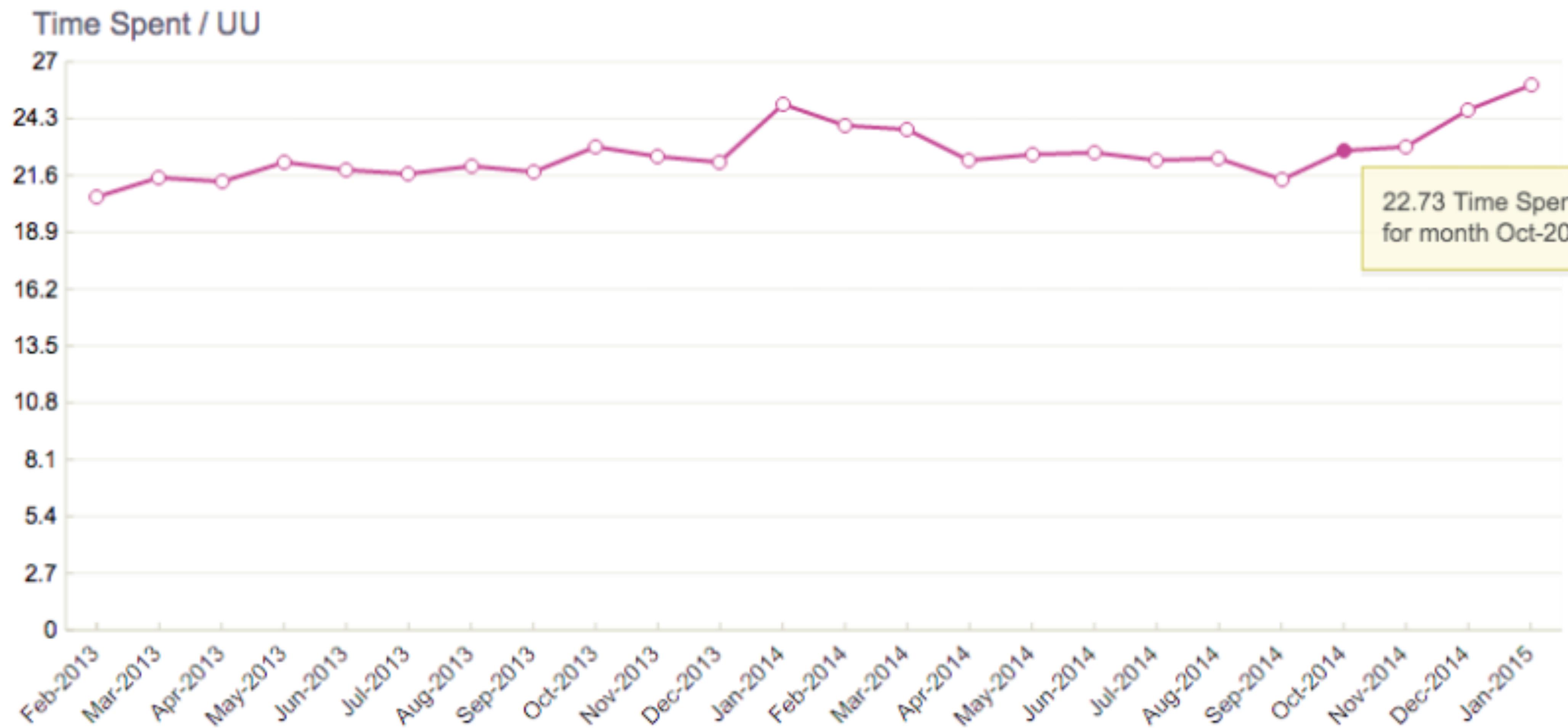
These little dots, for example.



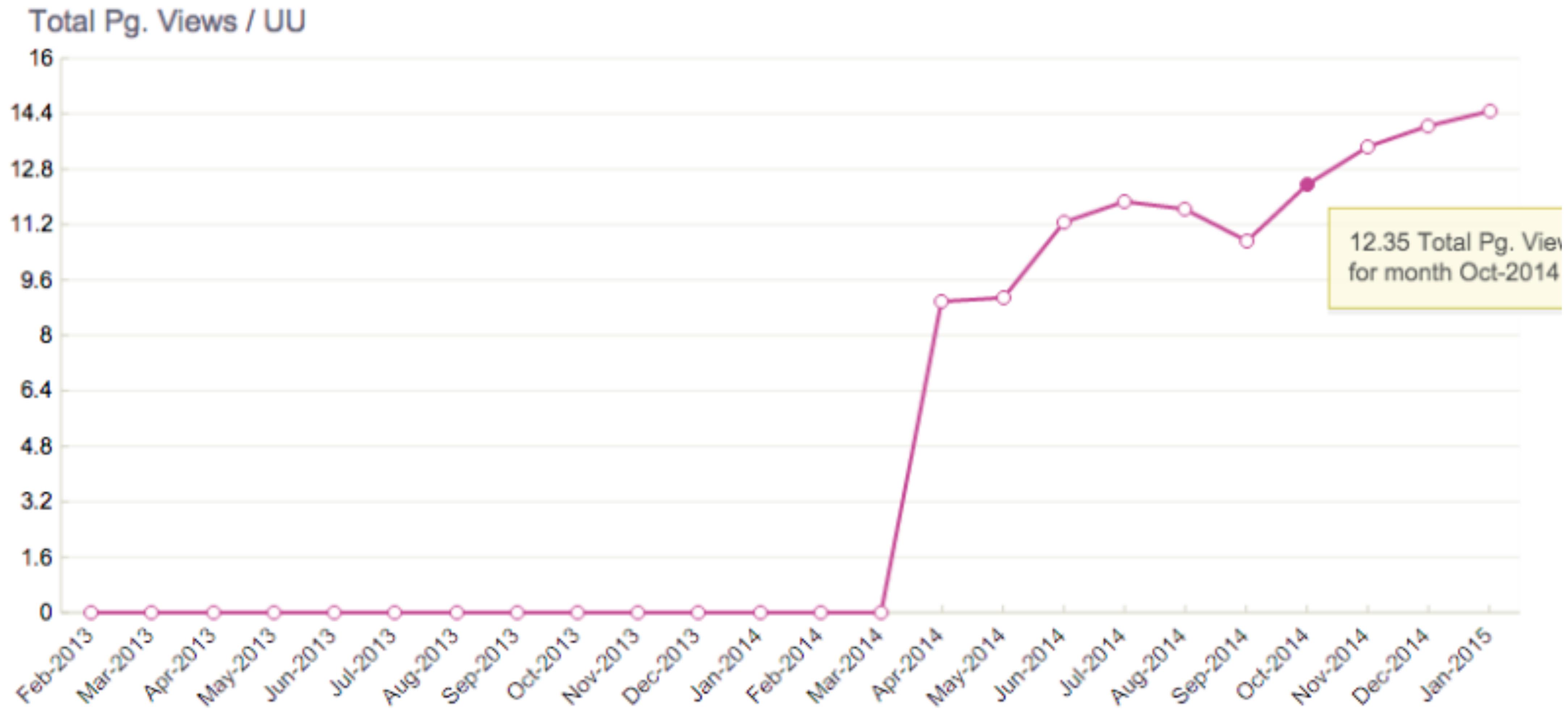
**The Leo design was/is loved and hated**

**Metrics wise we're doing great**

**TS/UU in January was 25.91 min vs 22.73 in October (we launched Oct 24th). A 14% increase from October.**



**PV/UU in January was 14.48 vs 12.35 in October. A 17% increase from October.**



**The relaunch had positive feedback**



**avidresearch** @avidresearch · 1h  
love the new yahoo **finance charts**.



1

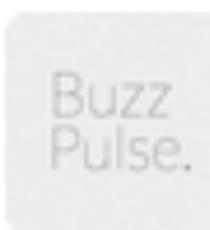


1



1

...



**Buzz Pulse** @bpulse tech · 1h  
Very cool! RT @YahooFinance Yahoo Finance launches new interactive **charts**  
[yhoo.it/12cDgT1](http://yhoo.it/12cDgT1) #bpulse #tech



1



1



1

...

[View photo](#)

**Jason Chew** @JasonCRG · 24h  
new Yahoo **Finance charts**. kinda cool



5



6



6

...



**Leigh Drogen** @LDrogen · 6h  
well done Charlie and team RT @YahooFinance: Yahoo Finance launches new  
interactive **charts** [bit.ly/1wtFo3K](http://bit.ly/1wtFo3K) [bit.ly/1wtFo3J](http://bit.ly/1wtFo3J)



7



5



5

...

[View summary](#)

**... And negative feedback**



**Don** commented · January 13, 2015 2:43 PM · [Flag as inappropriate](#)

If anyone at Yahoo happens to read this thread of comments please make a copy and take to the next board of directors meeting. Report back what they think. BRING BACK OLD CHARTS. Thanks



**Anonymous** commented · January 27, 2015 1:36 PM · [Flag as inappropriate](#)

Bring back the old charts - these are useless. For instance, old chart would give you dividend and its yield for a stock. New chart says Div and Yield, but only provides the dividend - why? Is it really possible that not a single person in Yahoo Finance has noticed that this function is no longer correct? For several years now it has appeared to me that no one, NOT A SINGLE PERSON, in Yahoo Finance really cares what any of their users say.