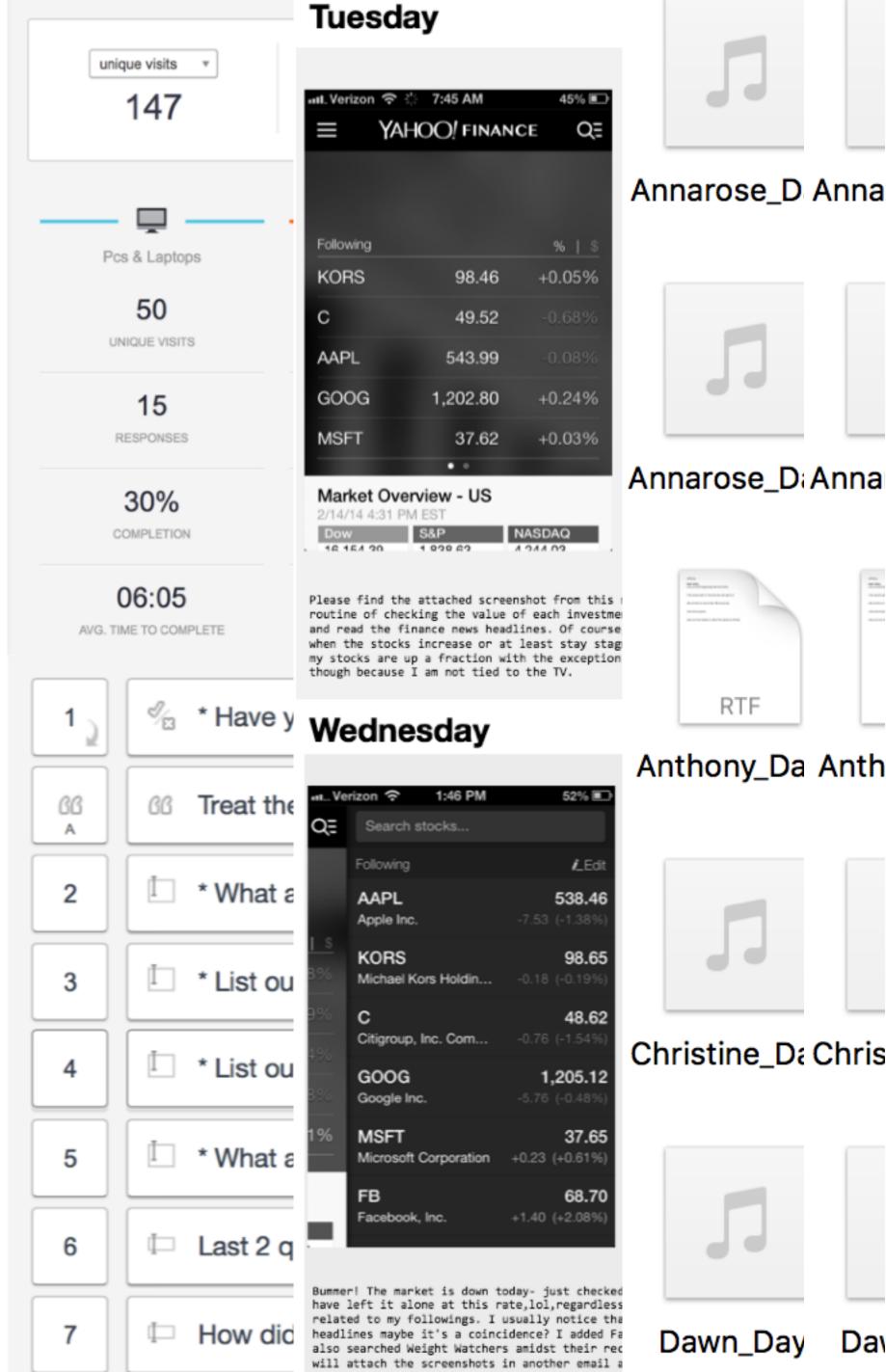
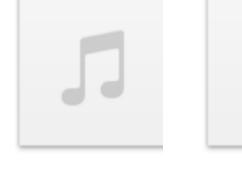
Beyond analytics to inform design

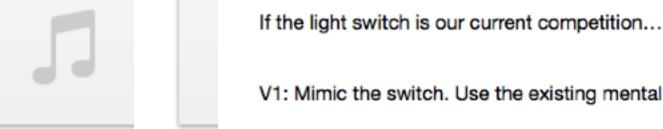
Analytics showed declining DAUs at Yahoo Finance but couldn't answer why.

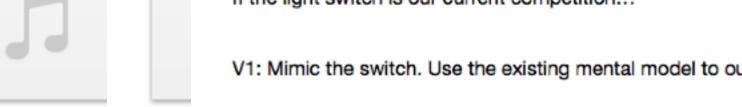
I conducted an 8 person diary study that exposed an issue in our news feed algorithm. The result led to a navigation update which turned the analytics around.





Annarose_D Anna



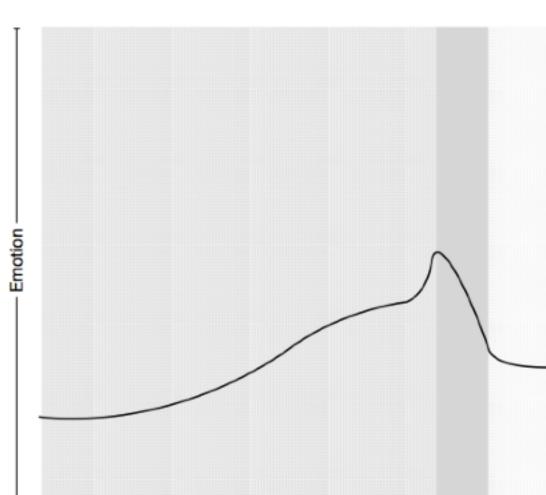


Design Principles

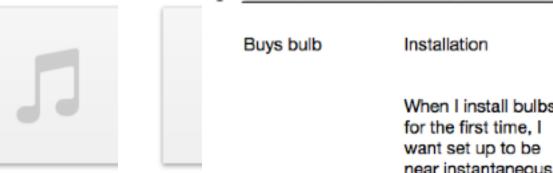
V2: Replace the switch. Building new habits takes time. A

V3: What switch? Weening users off the switch has replace

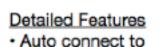




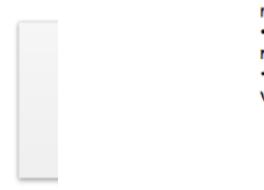
Christine_Da Chris

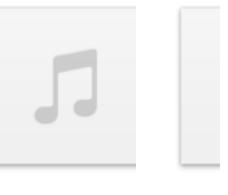


for the first time, I want set up to be so I can feel the benefit immediately.



- network
- Single tap to see response from bulb
- · Home/room group visualization





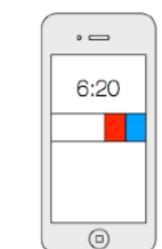
Dawn_Day

curve of regular u When I turn on ar

Easing the learning

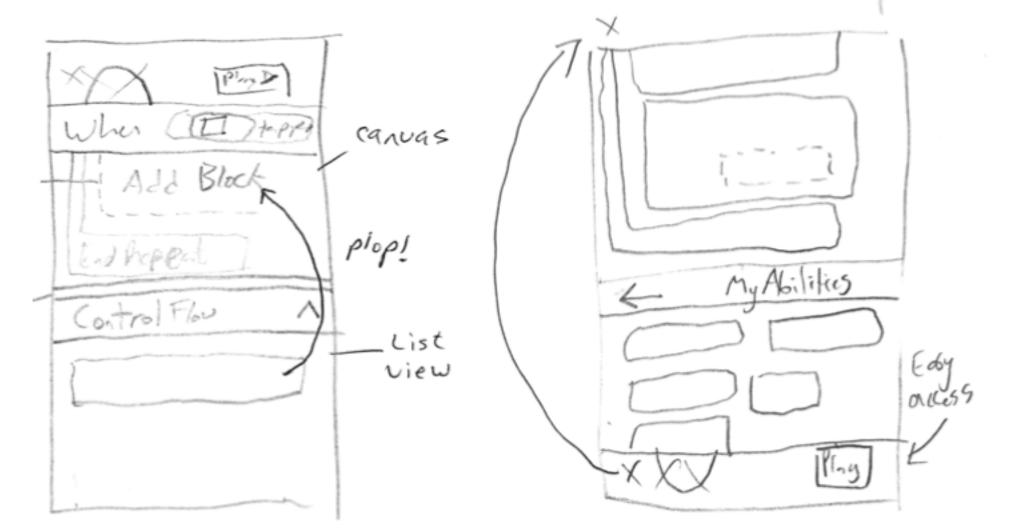
lights, I want it to easier than a light switch so I don't multiple controls.

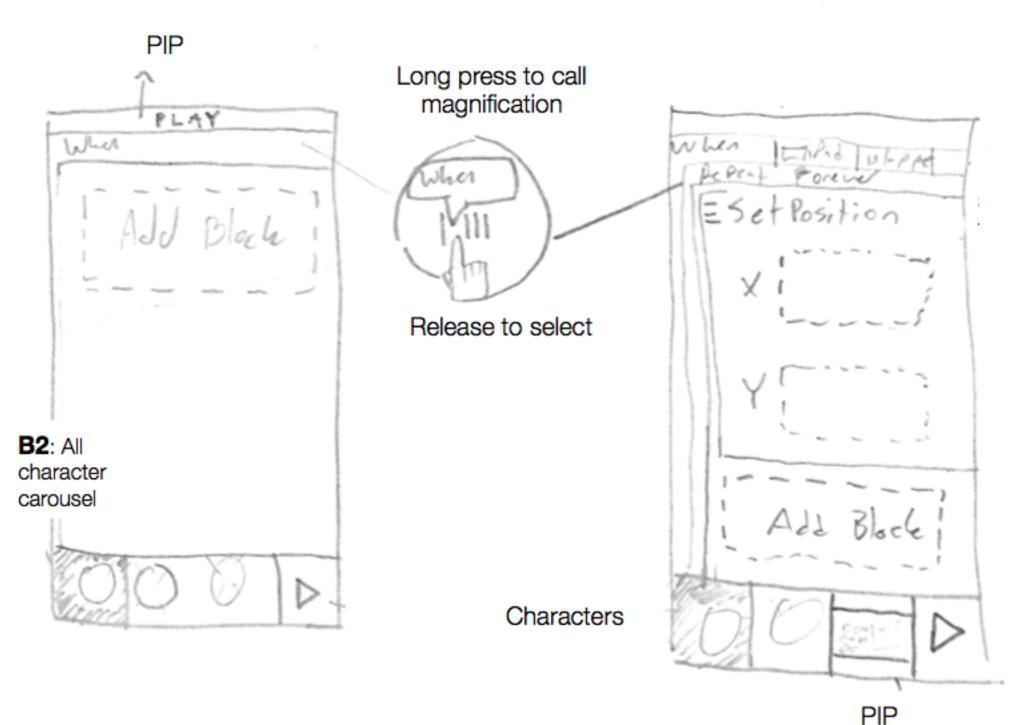
Detailed Features Interactive Notifications

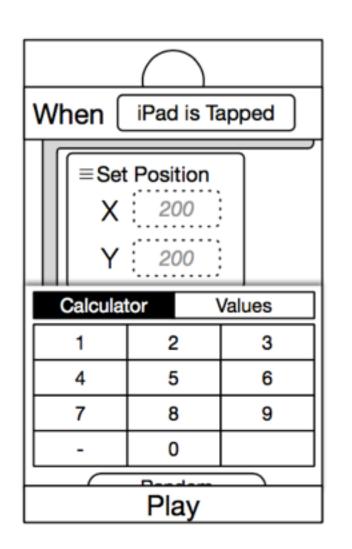


Lo Fi team sketching sessions + Follow Up

Running sketch studios with technical and non-tech teams always gets everyone excited. The best follow up is seeing their faces after slightly raising the fidelity of the groups best ideas.







... x (last touch x - 10) y (last touch y - 10)

