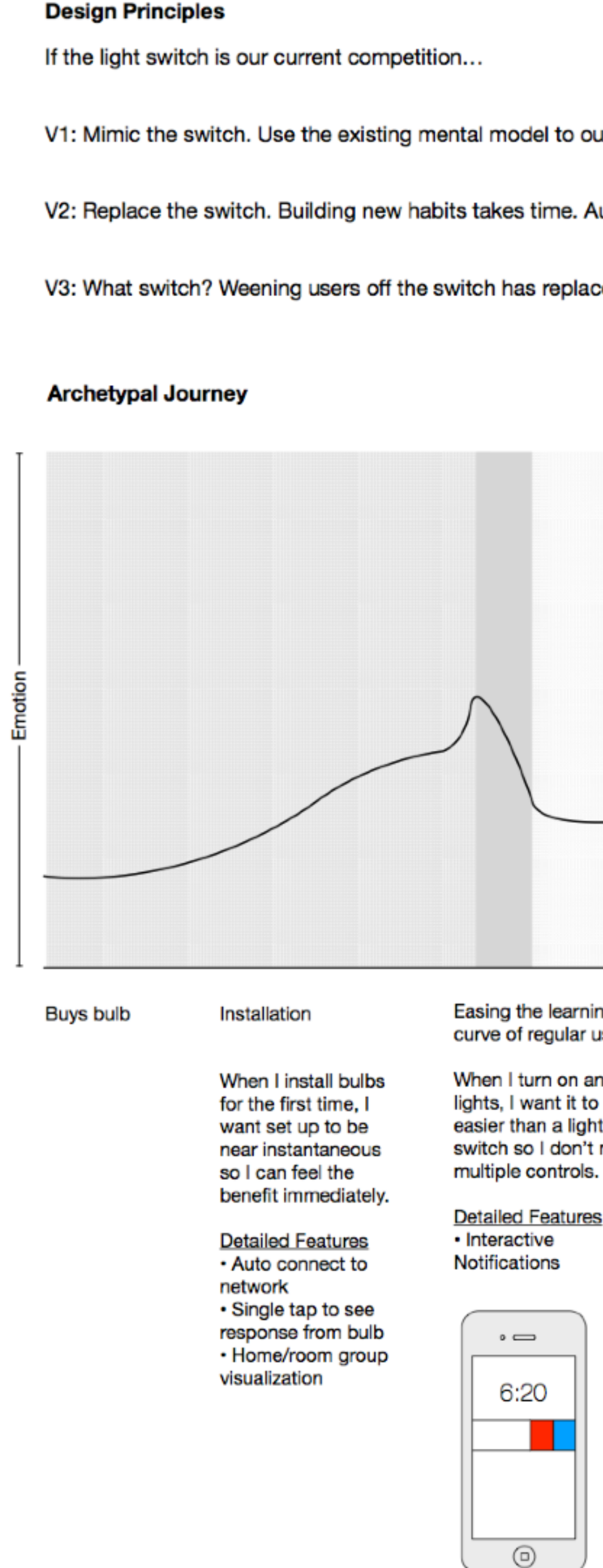
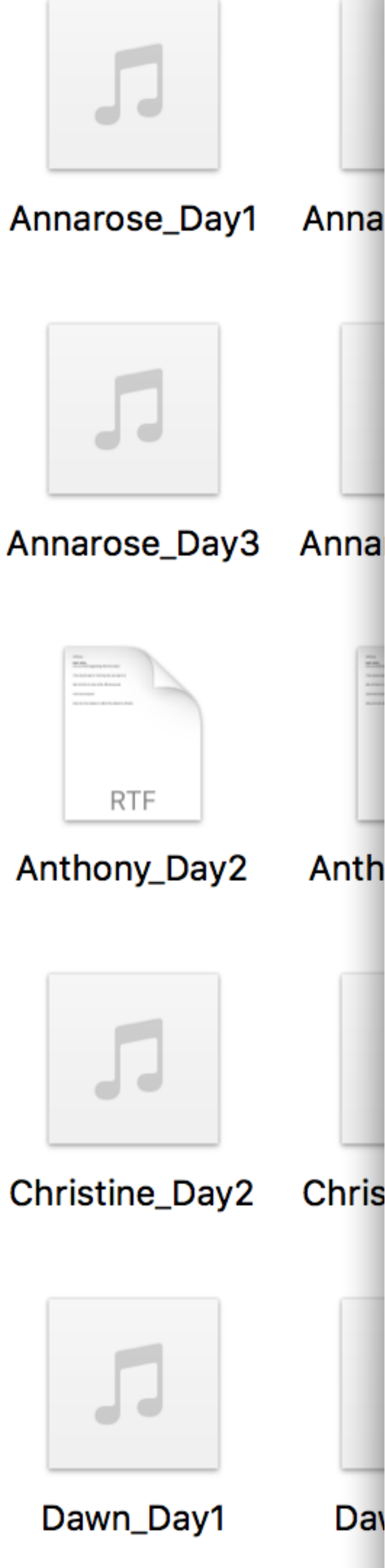
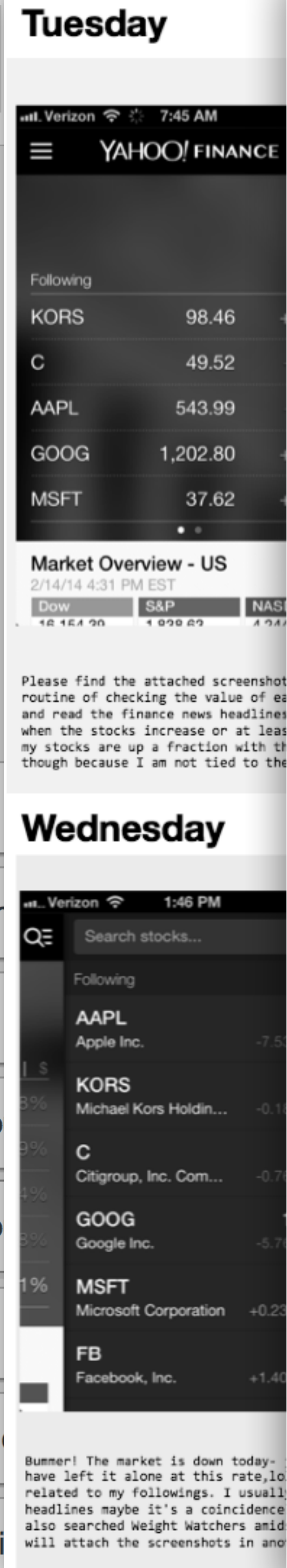
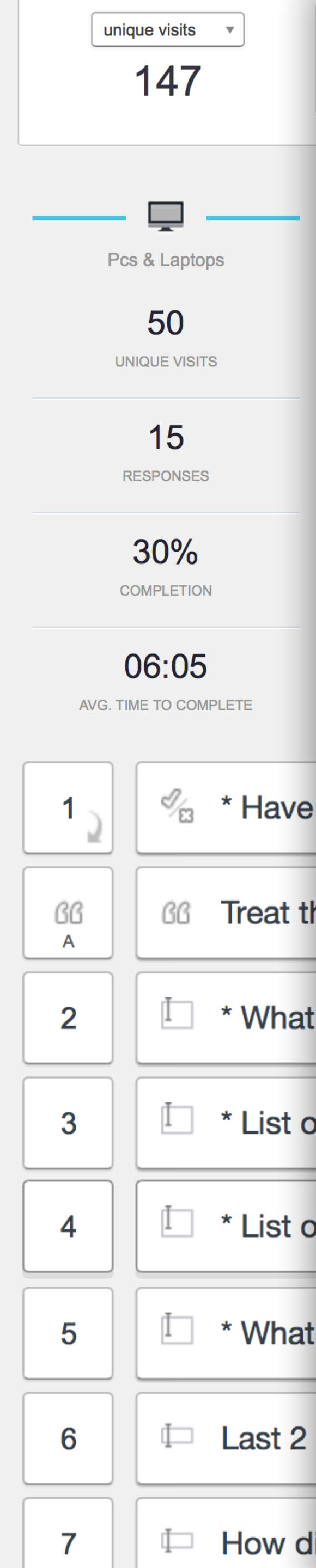


# Beyond analytics at Yahoo

Analytics showed declining DAUs but couldn't answer why.

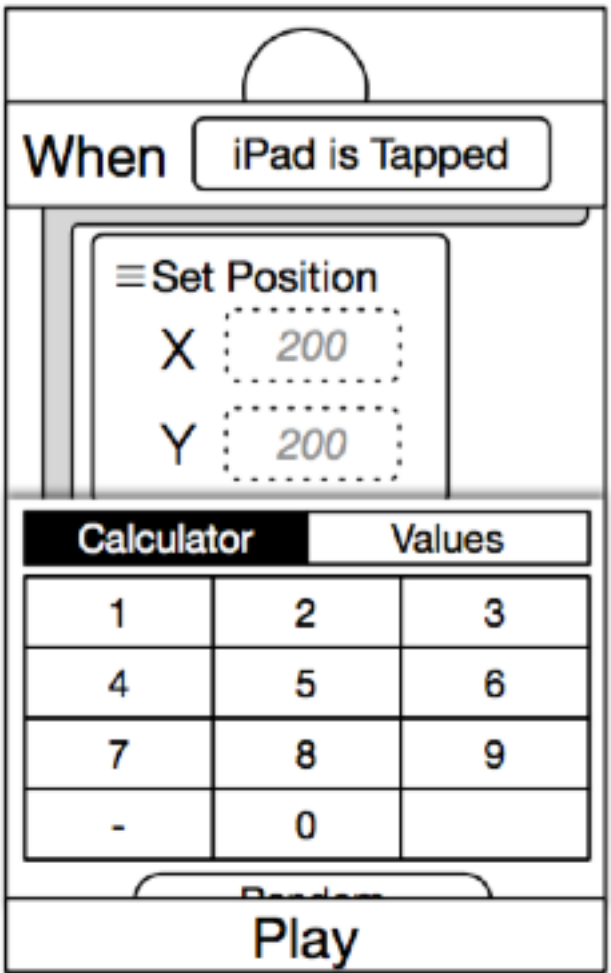
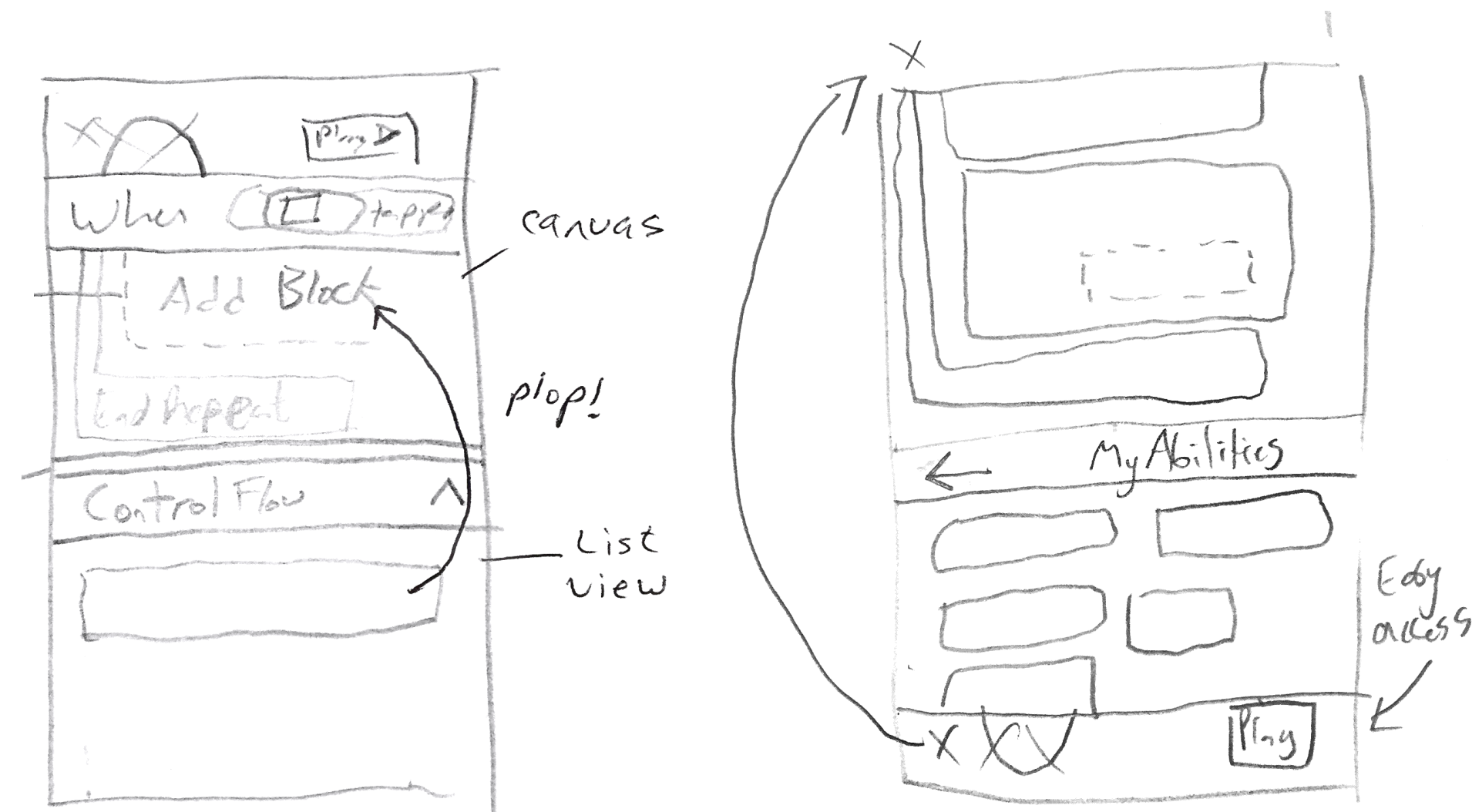
I conducted an 8 person diary study that exposed an issue in our news feed algorithm. The result led to a navigation update which turned the analytics around. Wether longer term diary studies or one question behavioral sampling surveys I try to always involve qualitative data in my process.



# Lo/Med Fi Team Sketching Sessions

Visualizing ideas is a designer's job. Most of my work begins with sketching LOTS of ideas and following it up with a round of simple testing.

At Plated and Aftonbladet I ran sketch sessions with both technical and non-tech teams to get everyone involved at early stages. The result was a unified vision across teams.



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

