

Beyond analytics to inform design

Analytics showed declining DAUs on Yahoo Finance iOS, but couldn't answer *why*.

I designed an 8 person diary study that ultimately exposed an issue in our news feed algorithm. The result led to a navigation update which turned the analytics around, plus plenty for my team to use for developing notifications.

unique visits

147

Pcs & Laptops

50

UNIQUE VISITS

15

RESPONSES

30%

COMPLETION

06:05

AVG. TIME TO COMPLETE

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Tuesday

YAHOO! FINANCE

Following	%	\$
KORS	98.46	+0.05%
C	49.52	-0.68%
AAPL	543.99	-0.08%
GOOG	1,202.80	+0.24%
MSFT	37.62	+0.03%

Market Overview - US

2/14/14 4:31 PM EST

Dow

S&P

NASDAQ

Please find the attached screenshot from this routine of checking the value of each investme and read the finance news headlines. Of course when the stocks increase or at least stay stag my stocks are up a fraction with the exception though because I am not tied to the TV.

Wednesday

Search stocks...

Following		Edit
AAPL	538.46	
Apple Inc.	-7.53 (-1.38%)	
KORS	98.65	
Michael Kors Holdin...	-0.18 (-0.19%)	
C	48.62	
Citigroup, Inc. Com...	-0.76 (-1.54%)	
GOOG	1,205.12	
Google Inc.	-5.76 (-0.48%)	
MSFT	37.65	
Microsoft Corporation	+0.23 (+0.61%)	
FB	68.70	
Facebook, Inc.	+1.40 (+2.08%)	

Bummer! The market is down today- just checked have left it alone at this rate, lol, regardless related to my followings. I usually notice the headlines maybe it's a coincidence? I added Fa also searched Weight Watchers amidst their rec will attach the screenshots in another email a

Annarose_Di Anna

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Anthony_Da Anth

Christine_Da Chris

Dawn_Day

Design Principles

If the light switch is our current competition...

V1: Mimic the switch. Use the existing mental model to ou

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

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

Archetypal Journey

Emotion

Buys bulb

Installation

Easing the learning curve of regular u

When I install bulbs for the first time, I want set up to be near instantaneous so I can feel the benefit immediately.

When I turn on an lights, I want it to be easier than a light switch so I don't r multiple controls.

Detailed Features

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

Detailed Features

- Interactive Notifications

6:20

Entertainment vs. News

Issues in media took hold of my interest hard at Yahoo and WSJ. As social media competition grew, our video products took on new platforms and business models. In turn I grew more interested in product decisions and their effect on UX.

Facilitating team activities to prioritize features through research *and* business goals got buy in, but something about media UX kept me guessing. What is the experience really about? The voice of the content? The platform its on? The amount of time readers and viewers spend with it?

