



THE
NEW
SCHOOL

PARSONS

YAHOO!



AFTONBLADET

WALL STREET
JOURNAL



Plated.

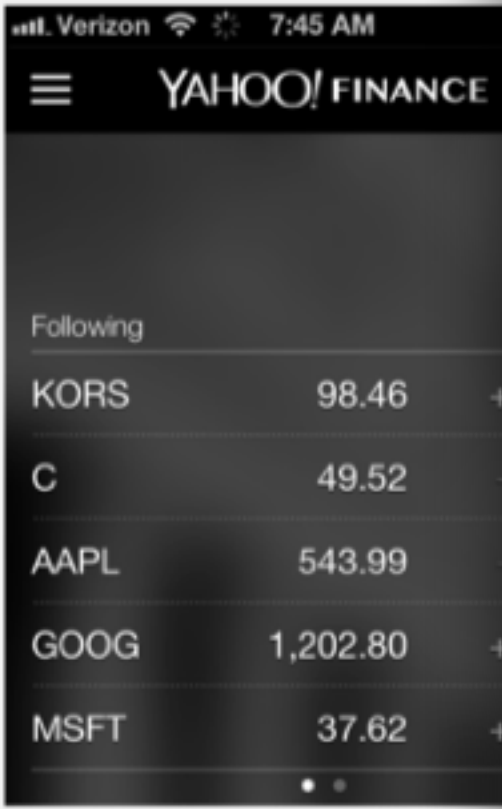


Beyond analytics at Yahoo

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.

Tuesday

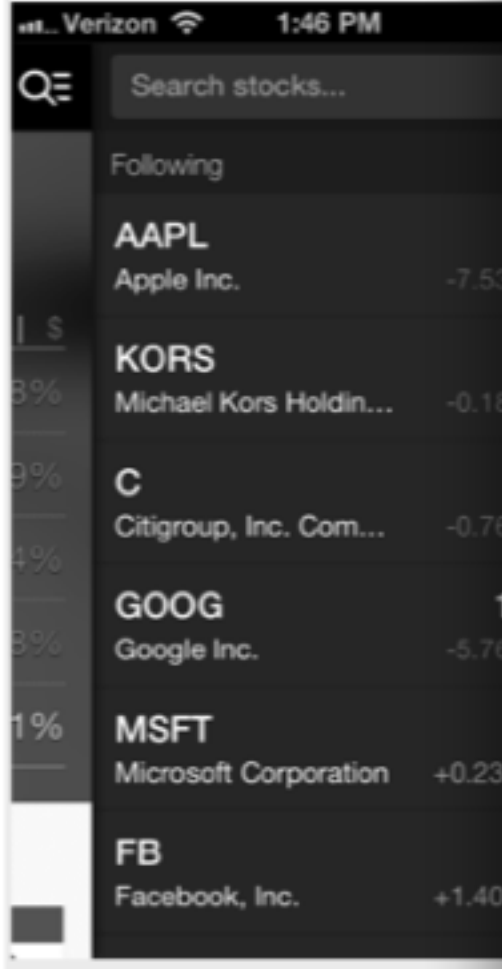


Market Overview - US

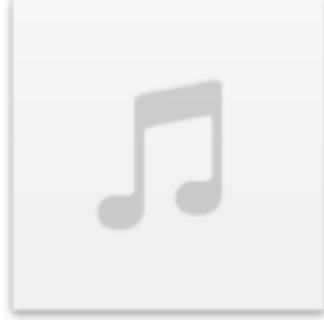
2/14/14 4:31 PM EST

Please find the attached screenshot routine of checking the value of ea and read the finance news headlines when the stocks increase or at least my stocks are up a fraction with the though because I am not tied to the

Wednesday



Bummer! The market is down today- have left it alone at this rate, lo related to my followings. I usuall headlines maybe it's a coincidence also searched Weight Watchers amid will attach the screenshots in ano



Annarose_Day1

Anna



Annarose_Day3

Anna



Anthony_Day2

Anth



Christine_Day2

Chris



Dawn_Day1

Day

Design Principles

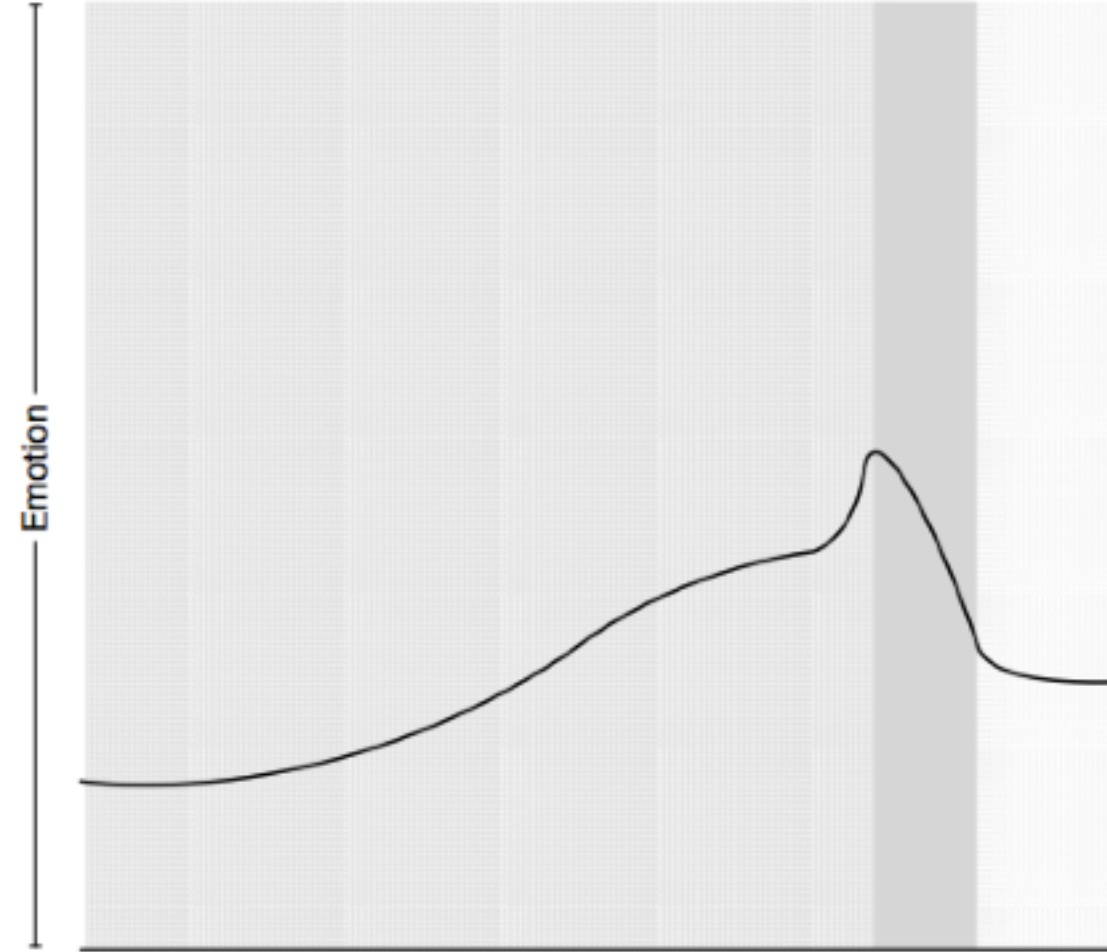
If the light switch is our current competition...

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



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 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

