



THE  
NEW  
SCHOOL

PARSONS

YAHOO!

RED  
ANTLER 



AFTONBLADET

WALL STREET  
JOURNAL



WAN  IFRA

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.

unique visits

147

Pcs & Laptops

50

UNIQUE VISITS

15

RESPONSES

30%

COMPLETION

06:05

AVG. TIME TO COMPLETE

1

\* Have

2

\* What

3

\* List o

4

\* List o

5

\* What

6

Last 2

7

How di

Tuesday

7:45 AM

YAHOO! FINANCE

Following

KORS

98.46

C

49.52

AAPL

543.99

GOOG

1,202.80

MSFT

37.62

Market Overview - US

2/14/14 4:31 PM EST

Dow

S&P

NAS

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 th though because I am not tied to the

Wednesday

1:46 PM

Search stocks...

Following

AAPL

Apple Inc.

-7.5

KORS

Michael Kors Holdin...

-0.1

C

Citigroup, Inc. Com...

-0.7

GOOG

Google Inc.

-5.7

MSFT

Microsoft Corporation

+0.23

FB

Facebook, Inc.

+1.40

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

Dav

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

Buy

Installation

Easing the learning curve of regular u

Detailed Features

• Auto connect to network

• Single tap to see response from bulb

• Home/room group visualization

Detailed Features

• Interactive Notifications

6:20