



THE
NEW
SCHOOL

PARSONS

YAHOO!



AFTONBLADET

WALL STREET
JOURNAL



Plated.

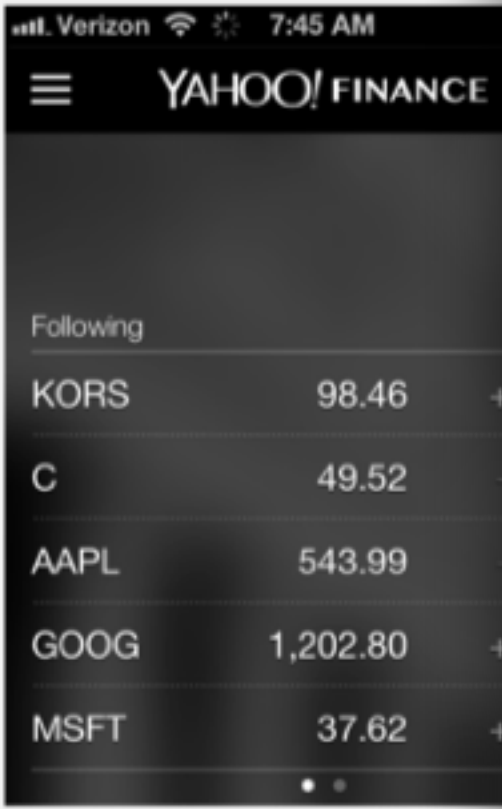


Beyond analytics at Yahoo

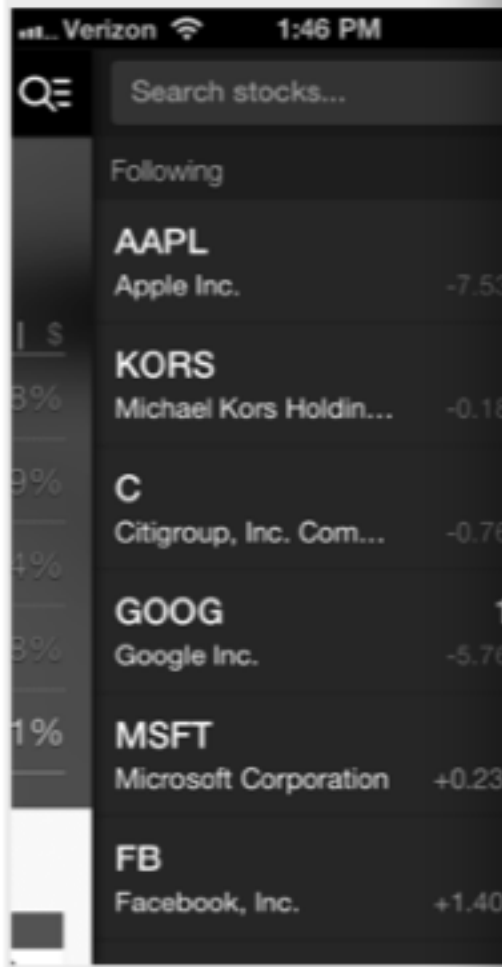
Analytics showed declining DAUs but couldn't answer why.

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



Wednesday



Annarose_Day1

Annarose_Day3

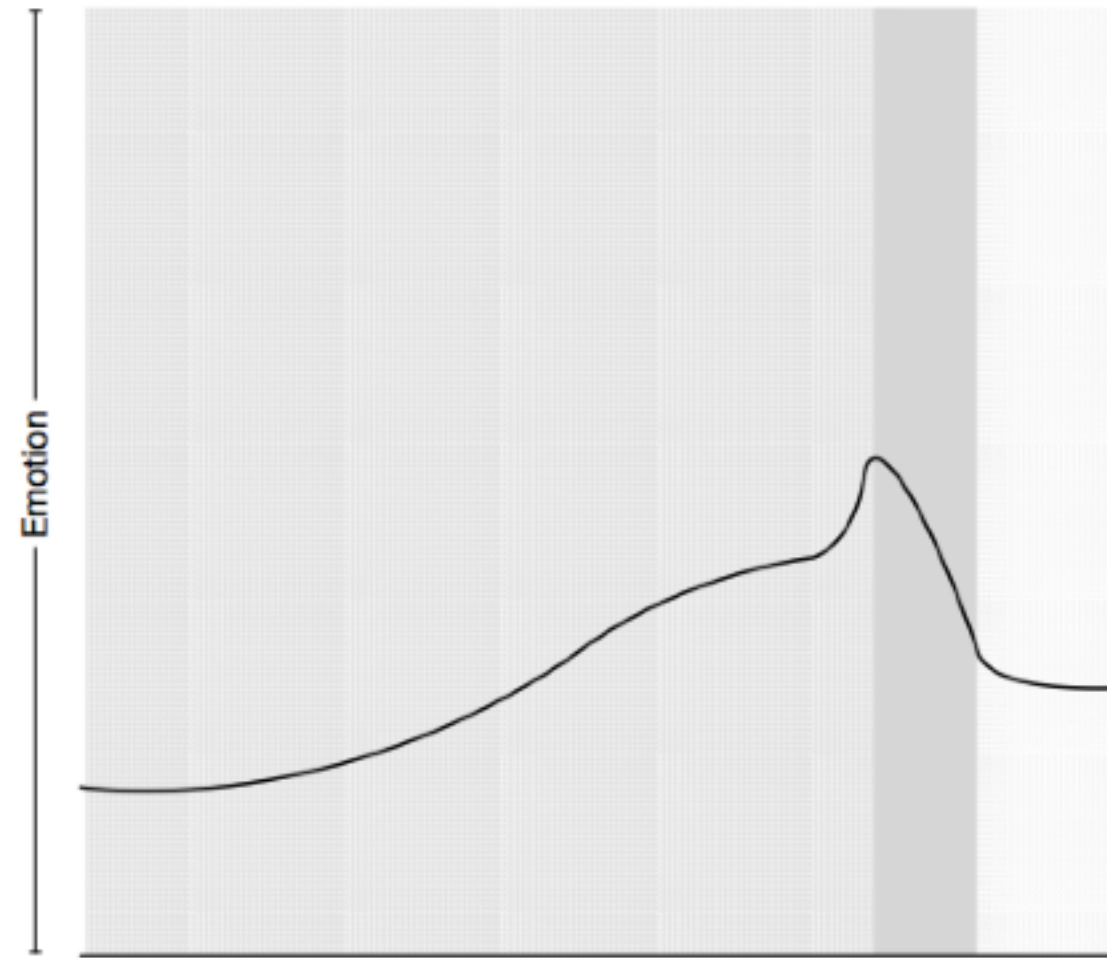
Anthony_Day2

Christine_Day2

Dawn_Day1

- 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



- Detailed Features**
- Interactive Notifications

