

luke
miller.





YAHOO!

WALL STREET
JOURNAL

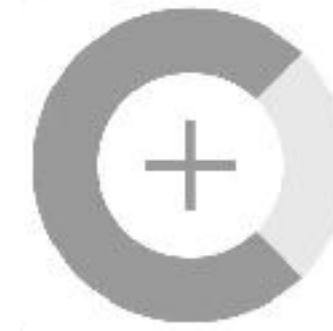
AFTONBLADET



FUSION

RED
ANTLER

The wot.io logo, featuring a small icon of a device with a screen and the word "wot.io" in a lowercase sans-serif font with a trademark symbol.



THE
NEW
SCHOOL

PARSONS

The WAN IFRA logo, featuring the letters "WAN" and "IFRA" in a bold, sans-serif font with a globe icon composed of horizontal lines between them.

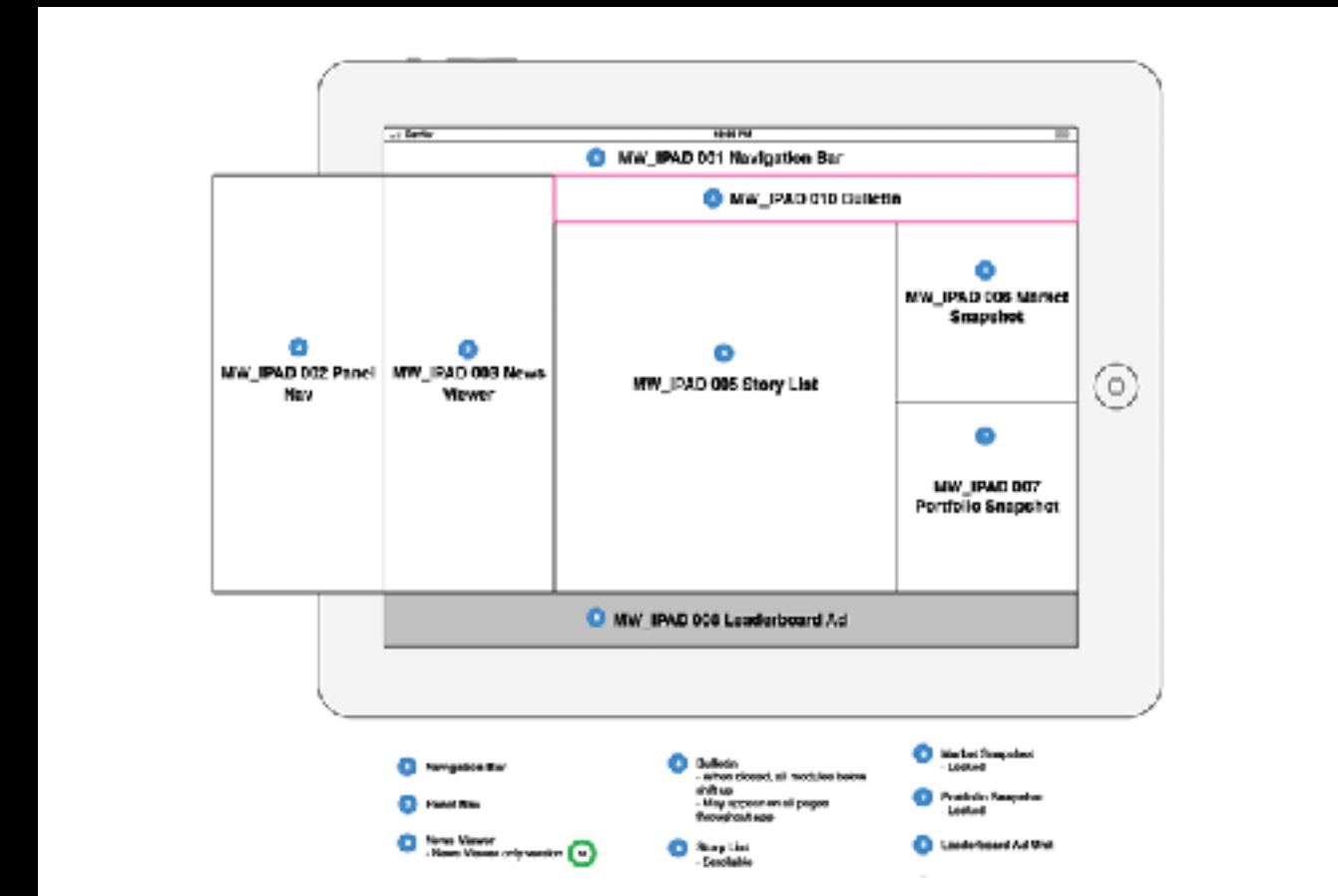
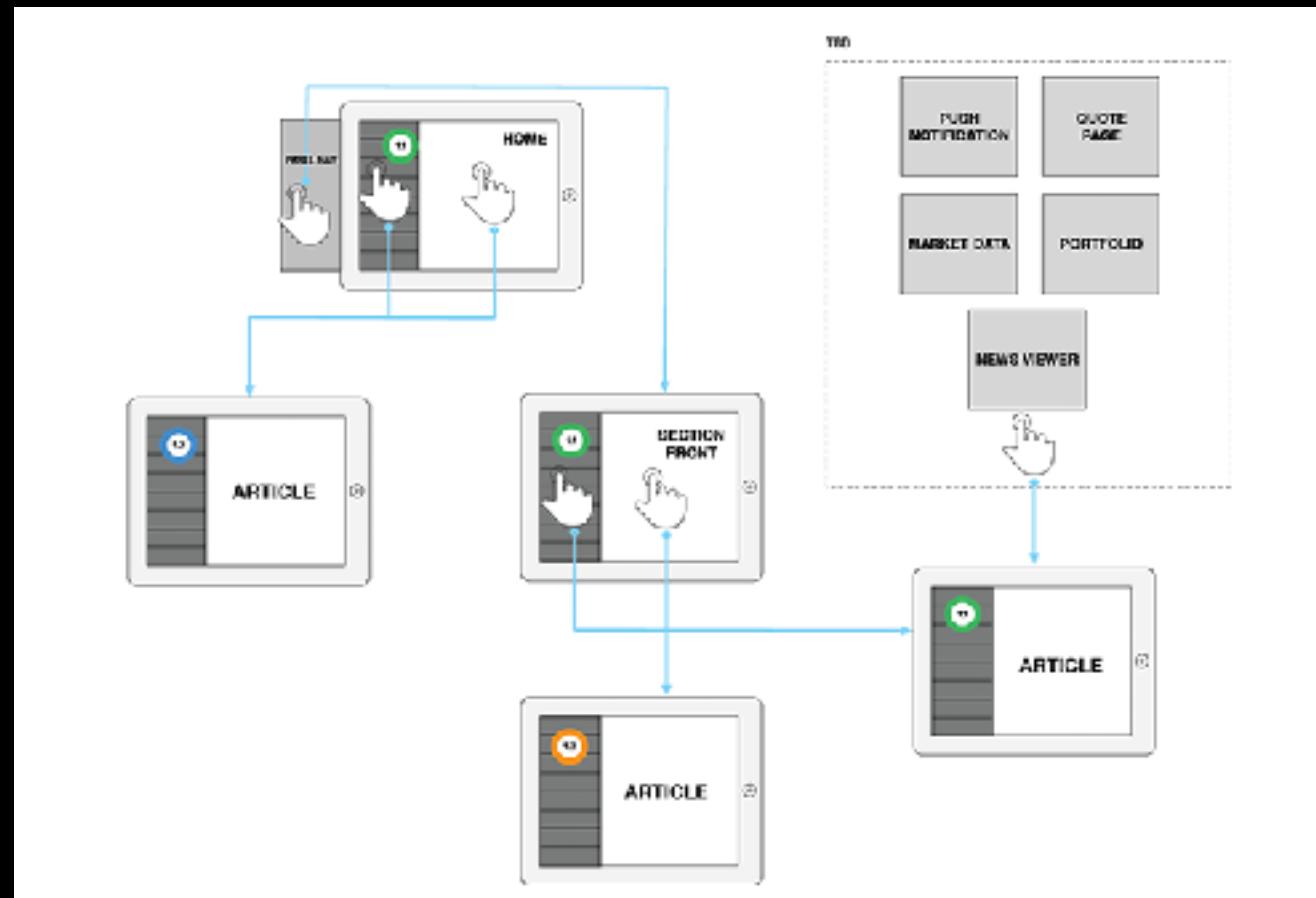
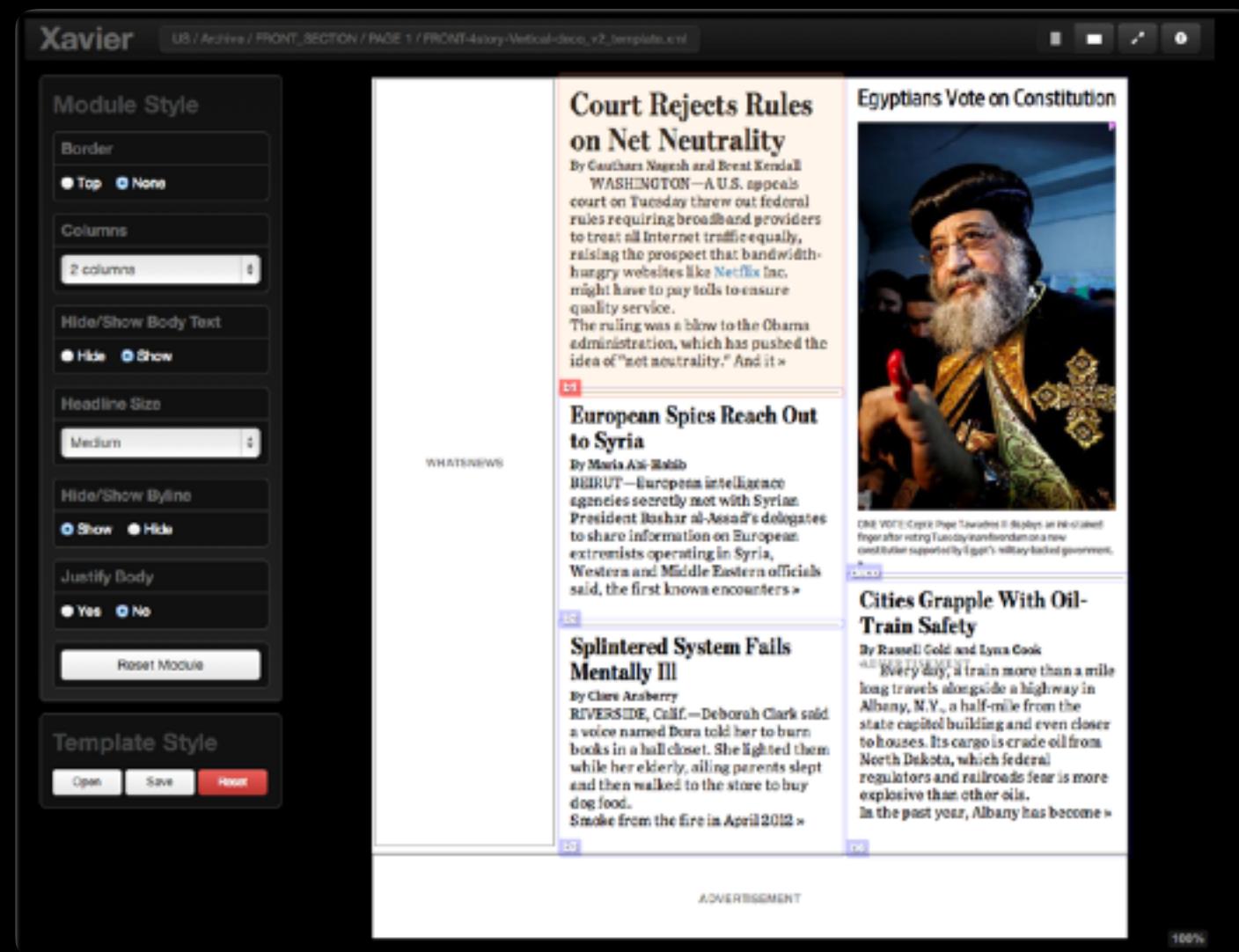
Plated.

The Primary Venture Partners logo, featuring a stylized paper airplane icon followed by the words "PRIMARY VENTURE PARTNERS" in a sans-serif font.

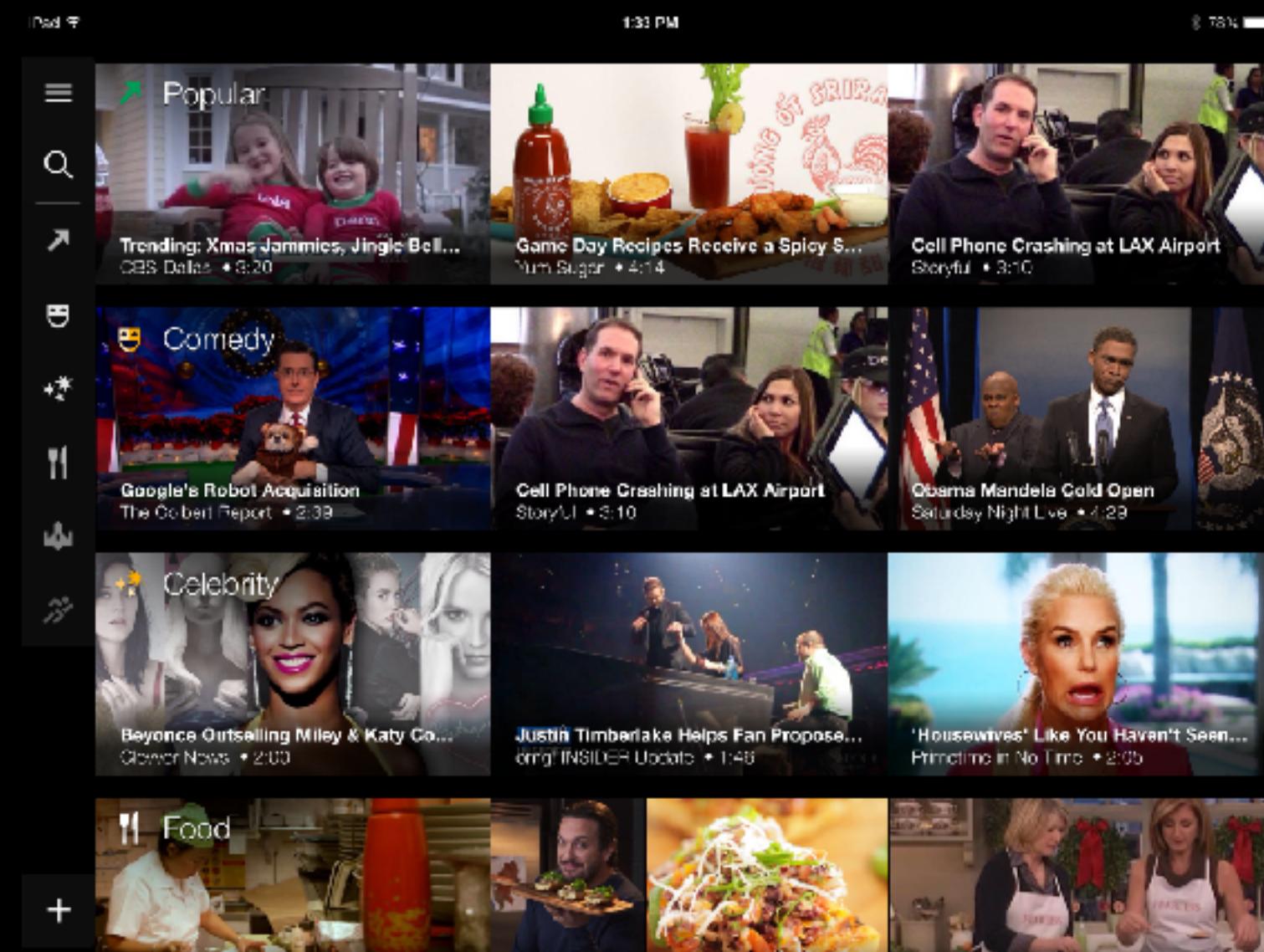
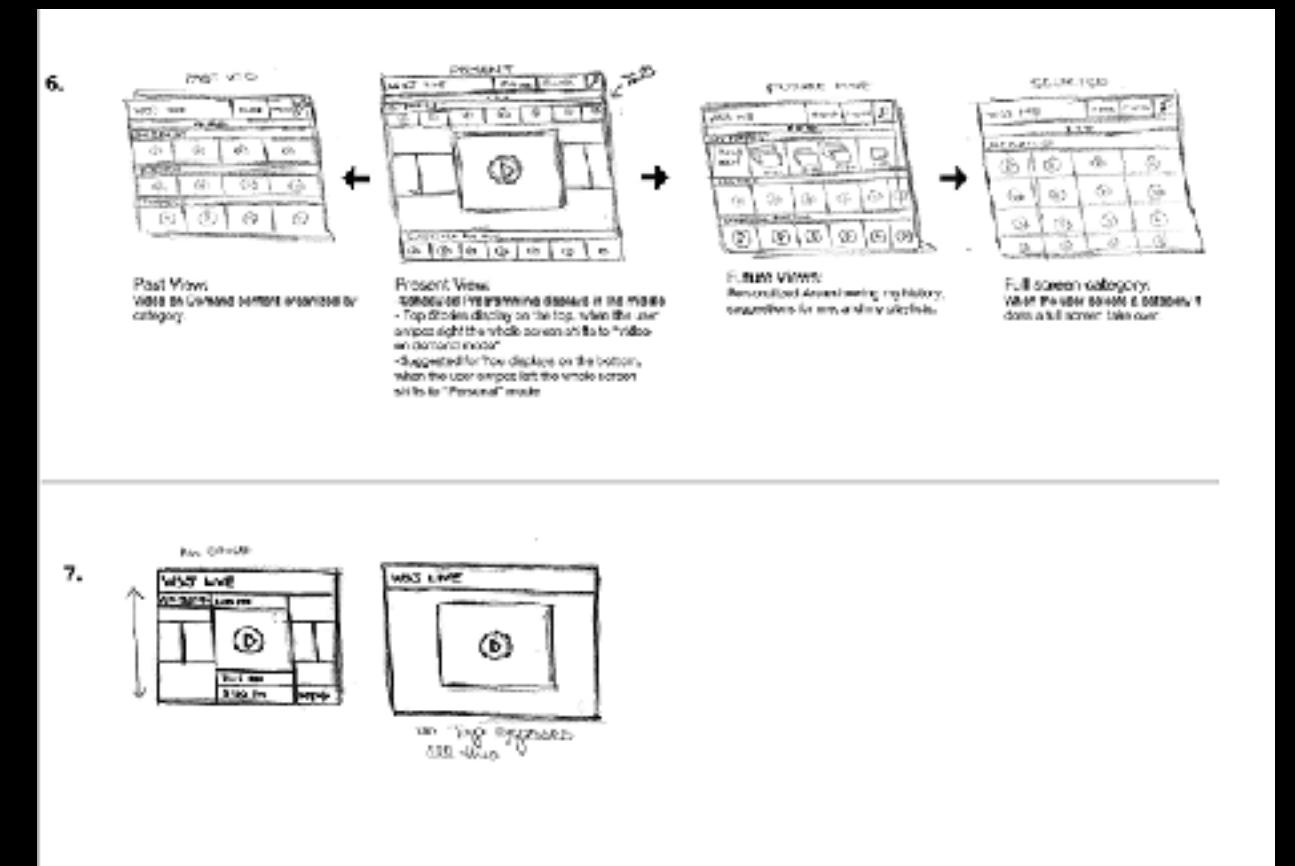
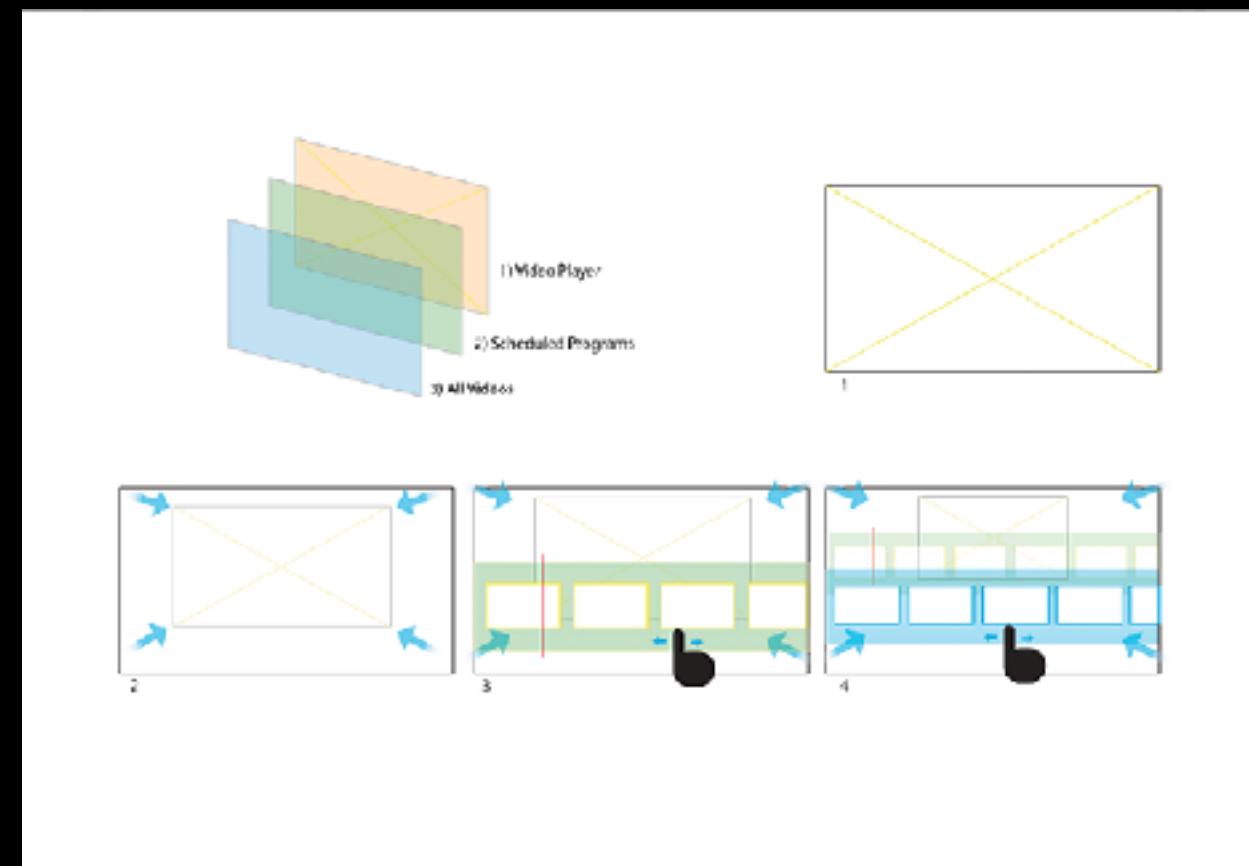
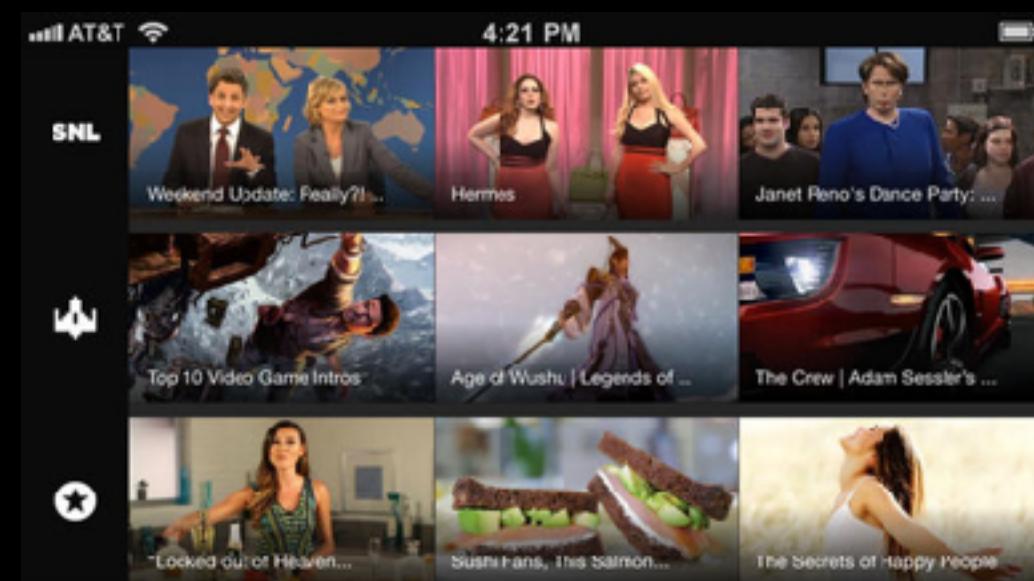
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WSJ | Market Watch



WSJ Live | Yahoo Screen



Geno | Your Shot | NG Expeditions

The collage consists of four distinct screenshots:

- Top Left:** A desktop monitor displaying the "Your Deep Ancestry" interface from National Geographic Next. It shows a map of Europe with yellow and orange segments representing genetic ancestry proportions. Below the map is a book titled "GENO 2.0 NEXT GENERATION".
- Bottom Left:** A smartphone screen showing the "Your Ancestral Journey" app, which displays a similar map of Europe.
- Middle:** A mobile phone screen showing a post from "Marco Grael" on "National Geographic Photography" (@marco_grael). The post features a photograph of a bridge connecting snow-covered land in a fjord-like area. The caption reads: "Some bridges simply take us to new destinations. Other bridges are next level and bring us directly to Paradise! #lofoten #landeimbrua #bridge #travel #photography". The post has 290 likes.
- Right:** A screenshot of the "National Geographic EXPEDITIONS" website for the Galápagos trip. The page features a large image of a sea lion swimming. It includes sections for "EXPEDITION OVERVIEW", "The Not Geo Difference", and a "RESERVE NOW" button.

UX of Yahoo Finance

2:30 PM * 100% YAHOO! FINANCE QE

Your portfolio is up **+3.70%**

Following	%	\$
YHOO	32.35	+0.31%
F	17.57	-0.17%
C	50.15	+0.18%
GE	26.09	+0.81%
NFLX	314.00	-4.28%

Market Overview
As of 2:30:34PM EDT

Dow	S&P	NASDAQ
15,334.13 +0.43%	1,697.48 -0.26%	3,768.52 +0.08%

4.0 2.0

2:30 PM YAHOO! FINANCE

Good afternoon, Kevin

Today's top story for you
Stocks fall amid concern about budget fight
Associated Press 42 sec ago

WALL ST ↵ 9-15

Search tickers

Following Edit

YHOO	31.34	+0.70 (+0.22%)
F	96.64	-0.07 (-0.041%)
C	66.52	+0.30 (+0.61%)
GE	41.52	-0.14 (-0.58%)
NFLX	27.34	-0.95 (-1.08%)
AMZN	27.34	+1.48 (+0.47%)
JPM	27.34	+1.38 (+2.74%)
TSLA	185.24	+0.70 (+2.63%)
T	33.82	-1.31 (-3.44%)
MCD	96.21	-0.46 (-0.69%)
NKE	72.64	

US DOW 15,129.89 -128.57 (-0.84%) 2.0% 0.0% 2.0%

S&P 28,874.77 +80.55 (+0.19%)

NASDAQ 3,034.02 -28.58 (-0.95%)

Europe

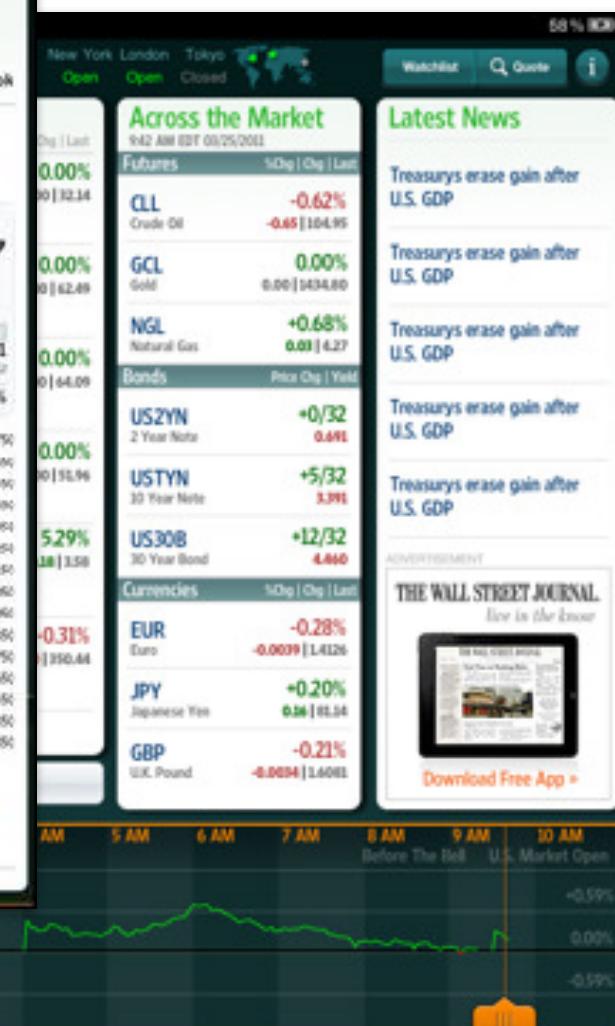
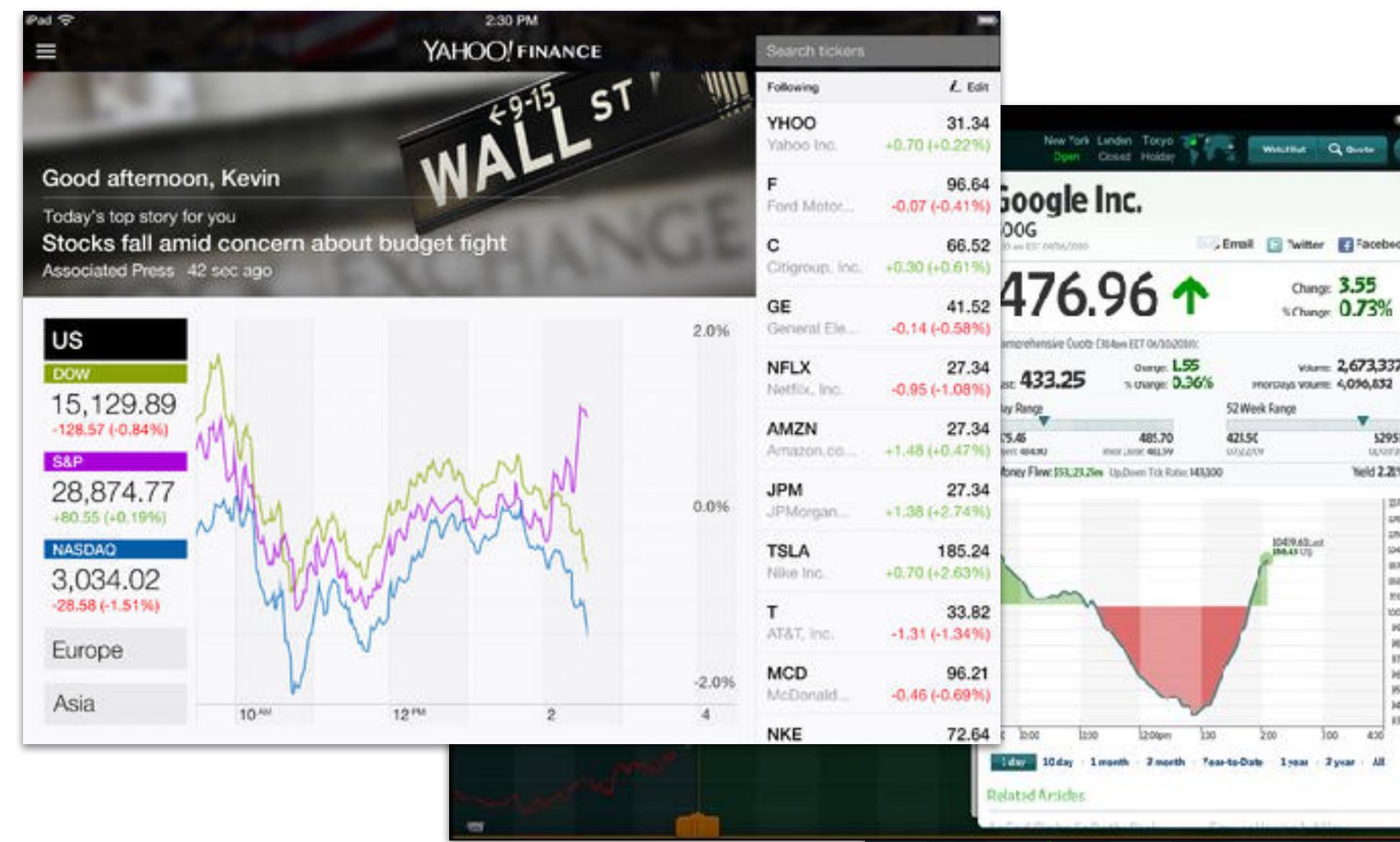
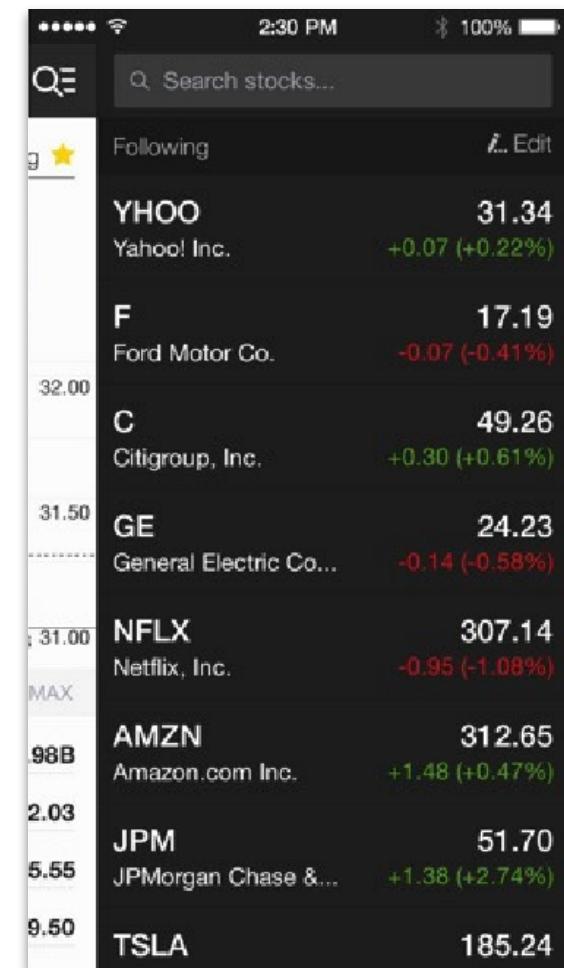
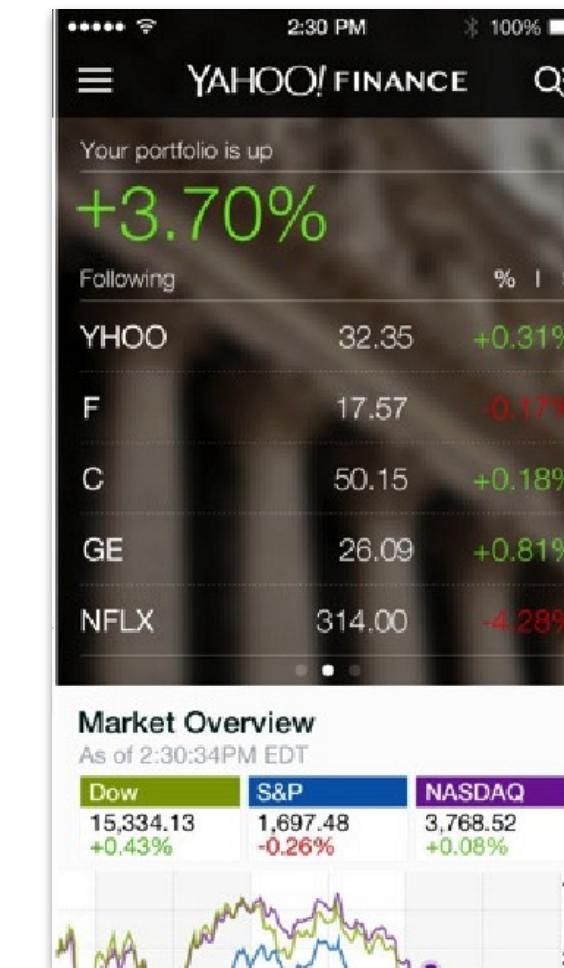
Asia

10 AM 12 PM 2 PM 4 PM

Data Viz On and Off the Screen

The Yahoo brief was focused on making data more photographic to align it with the rest of the company's 2014 rebrand. To fulfill that vision, we mapped architectural photos to correspond with the market that was currently open around the globe.

But to really impact UX for the first major redesign to Yahoo Finance iOS since its launch, I drove the team to focus on content based on a diary study.

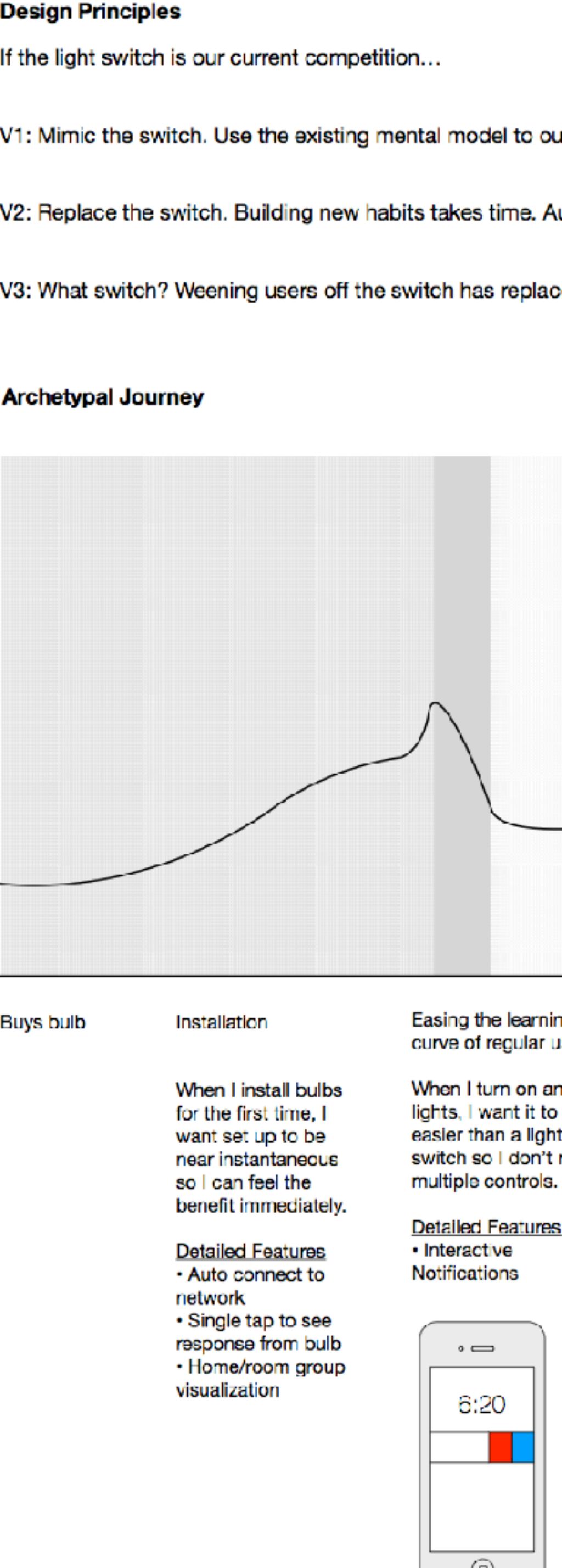
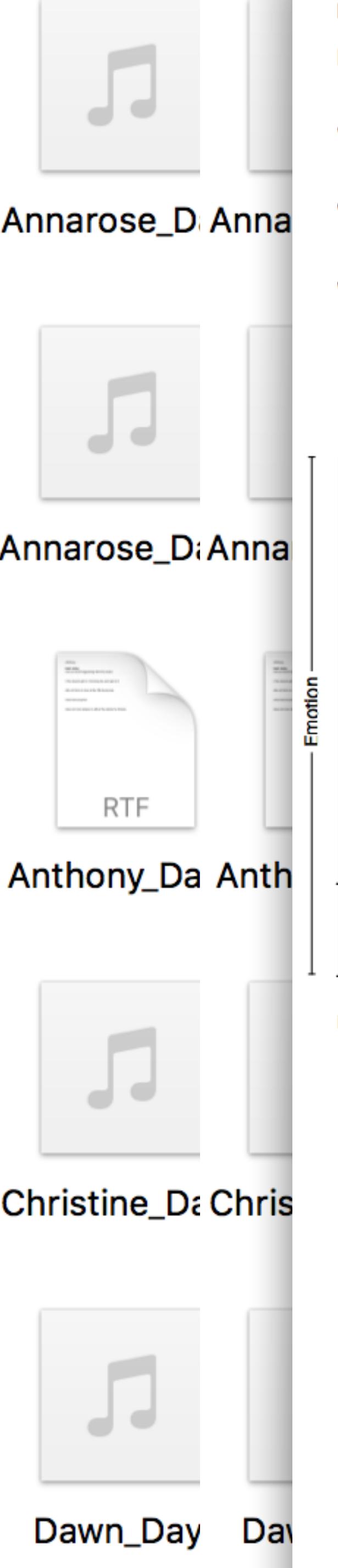
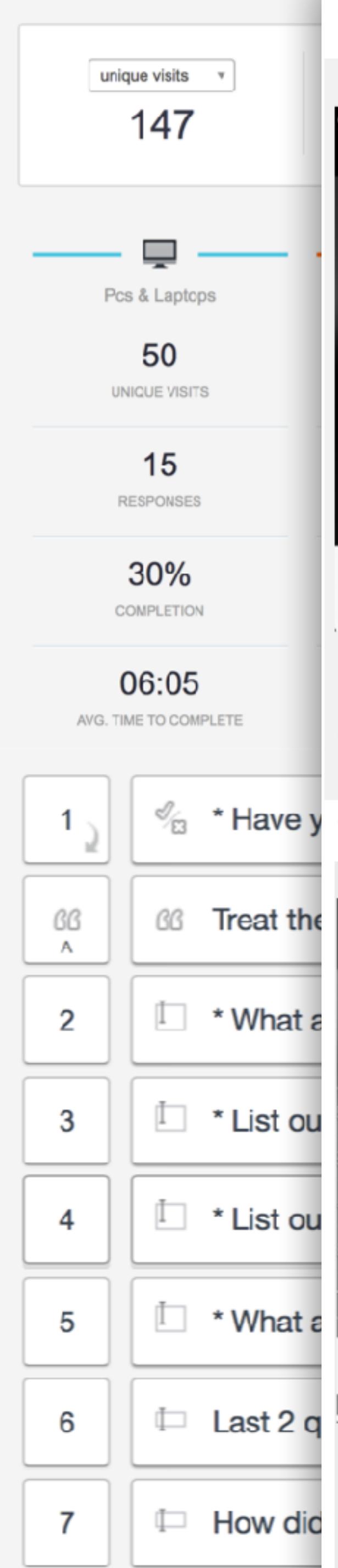


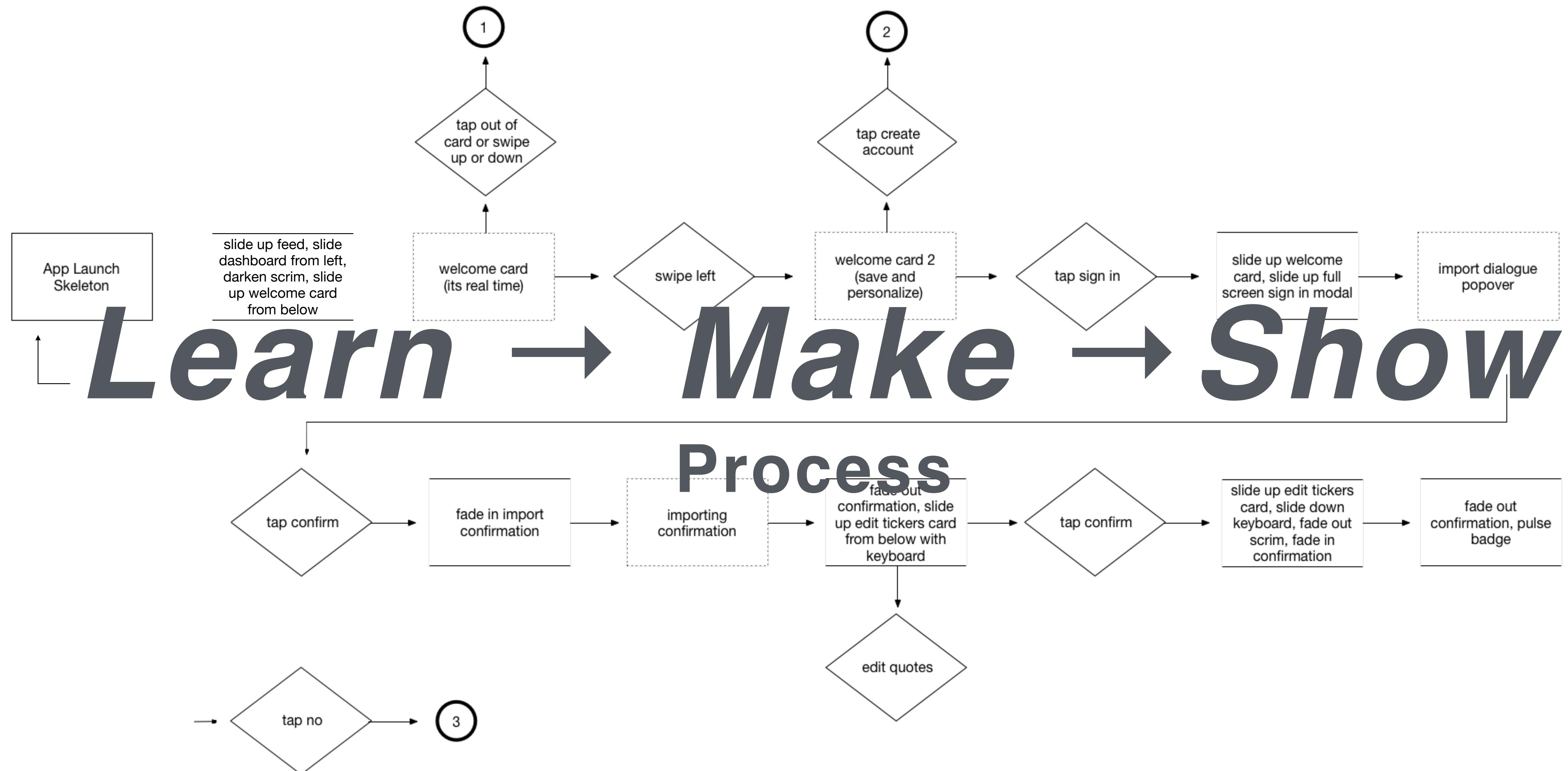
Beyond analytics to inform design

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. (If you weren't following a company you wouldn't get news about it, no matter how big the story.) The result led to a navigation update, which turned the analytics around, plus plenty of other ideas for my team to use in developing more features.

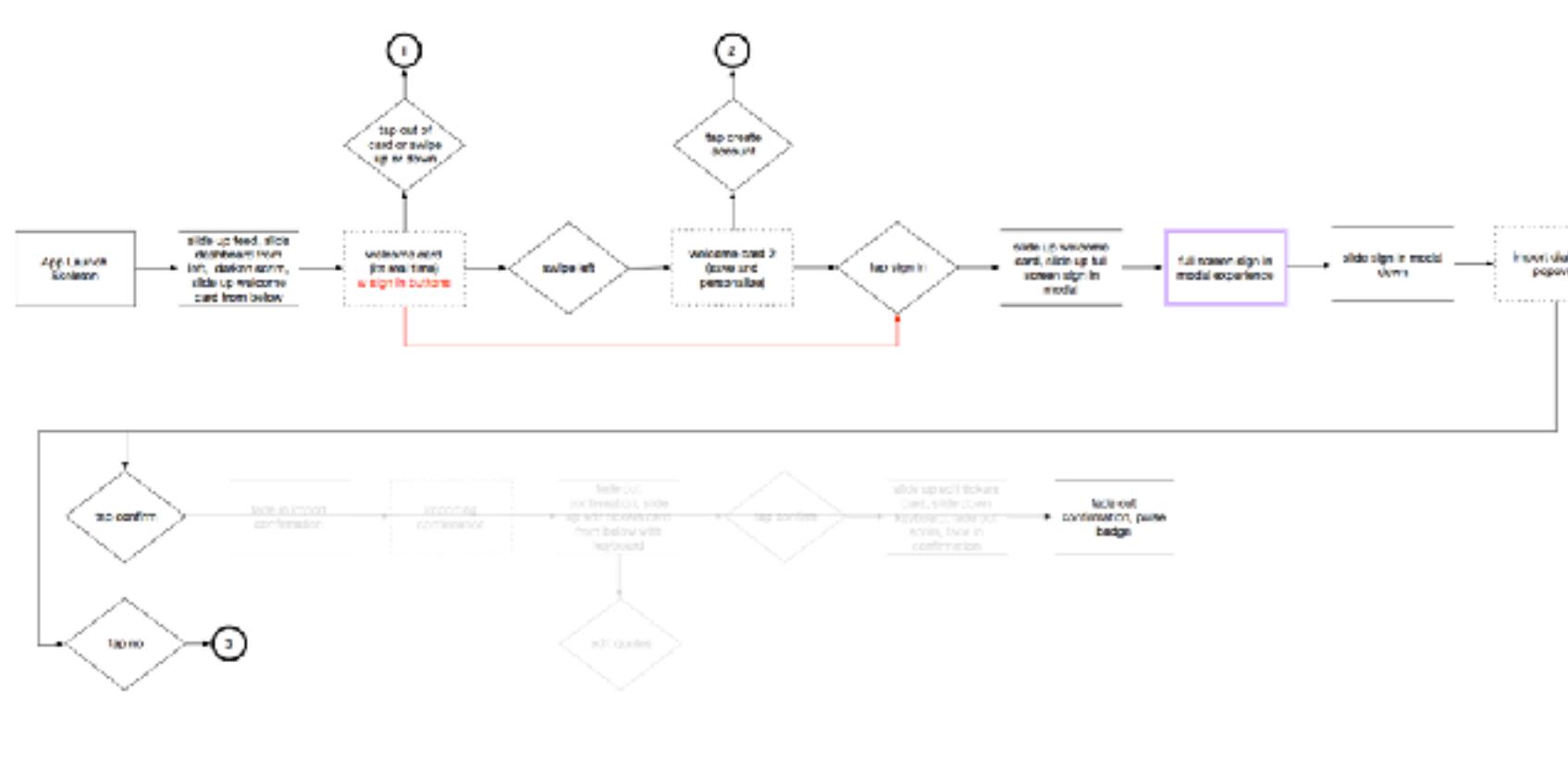
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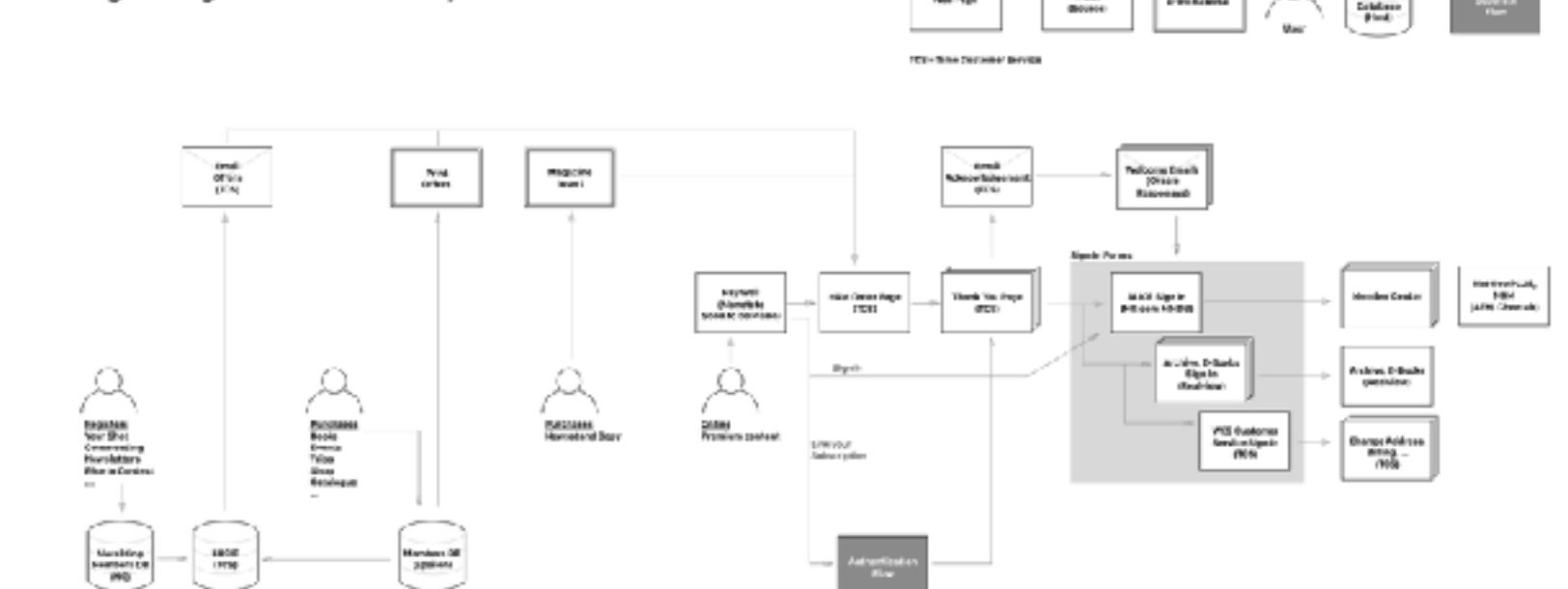


Good UX is Flow

Flows help evaluate competition, plan design updates, and facilitate discussions with developers and stakeholders early on in a project with little investment in UI. This is often the first step I take with my team on any project. I think visualizing quant and qual data through customer journeys or job maps will continue to be an important part of digital product work for a long time to come.



Digital Registration & Subscription Flow



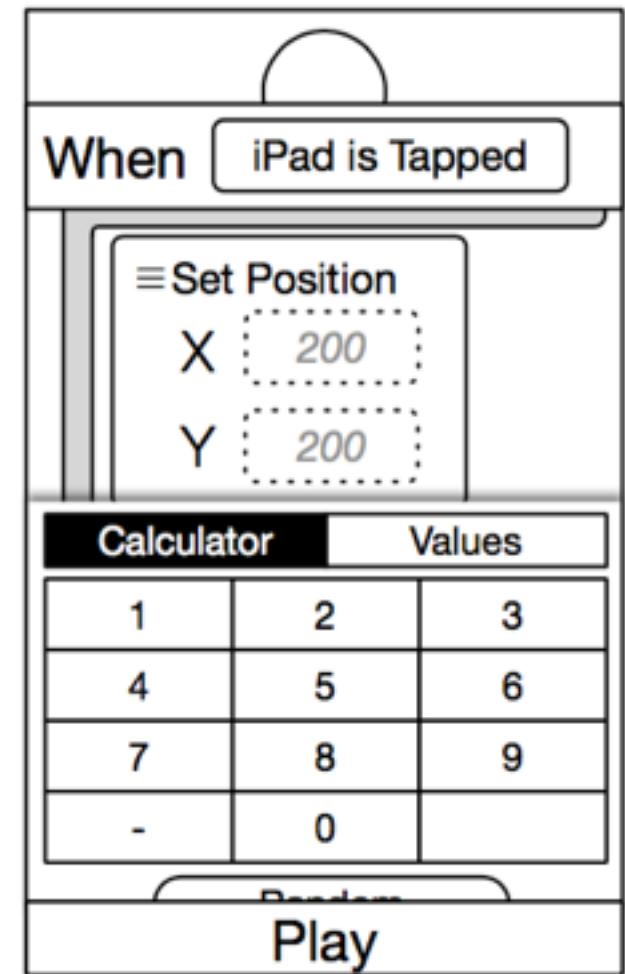
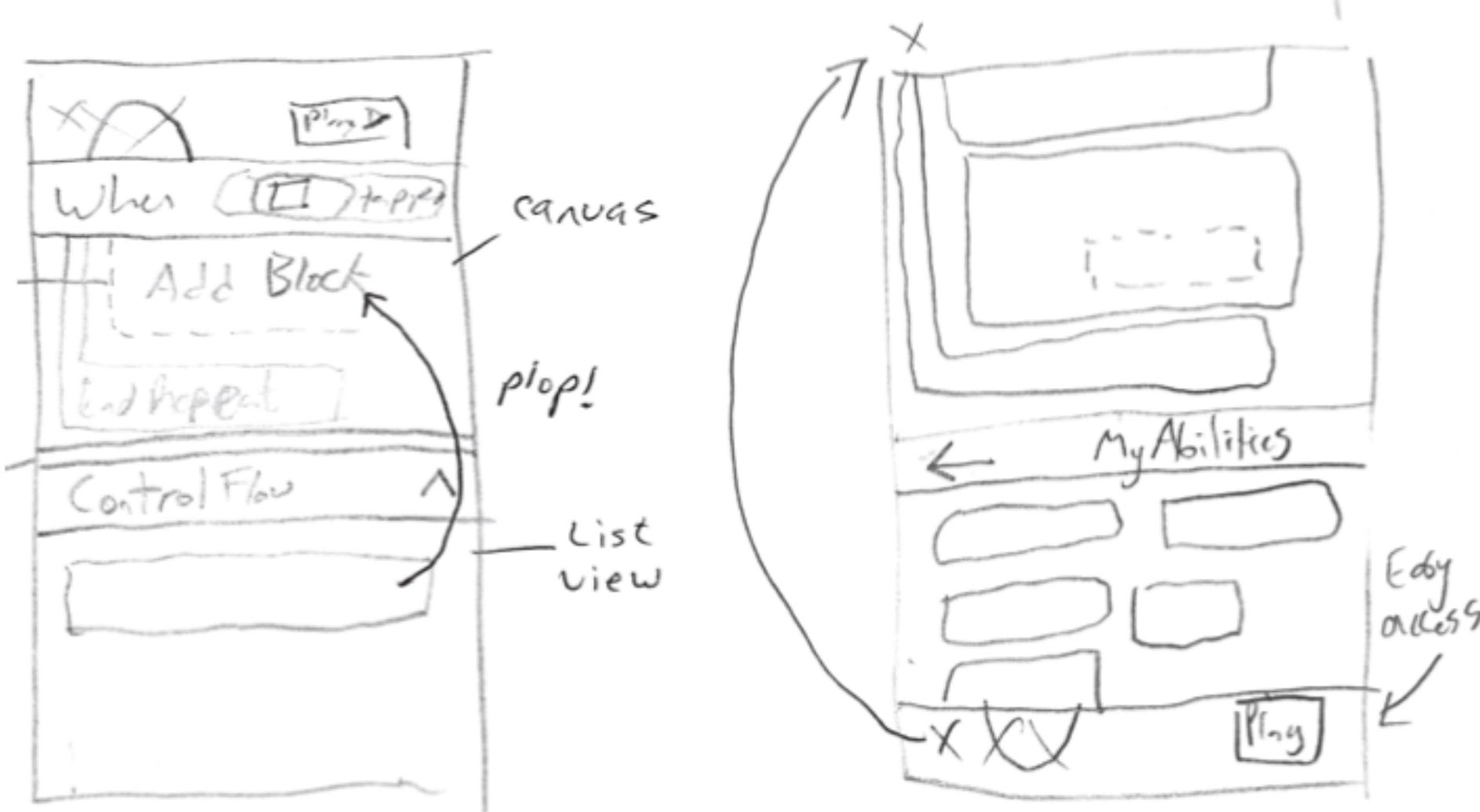
Lo/Med Fi team sketching sessions

After learning comes making.

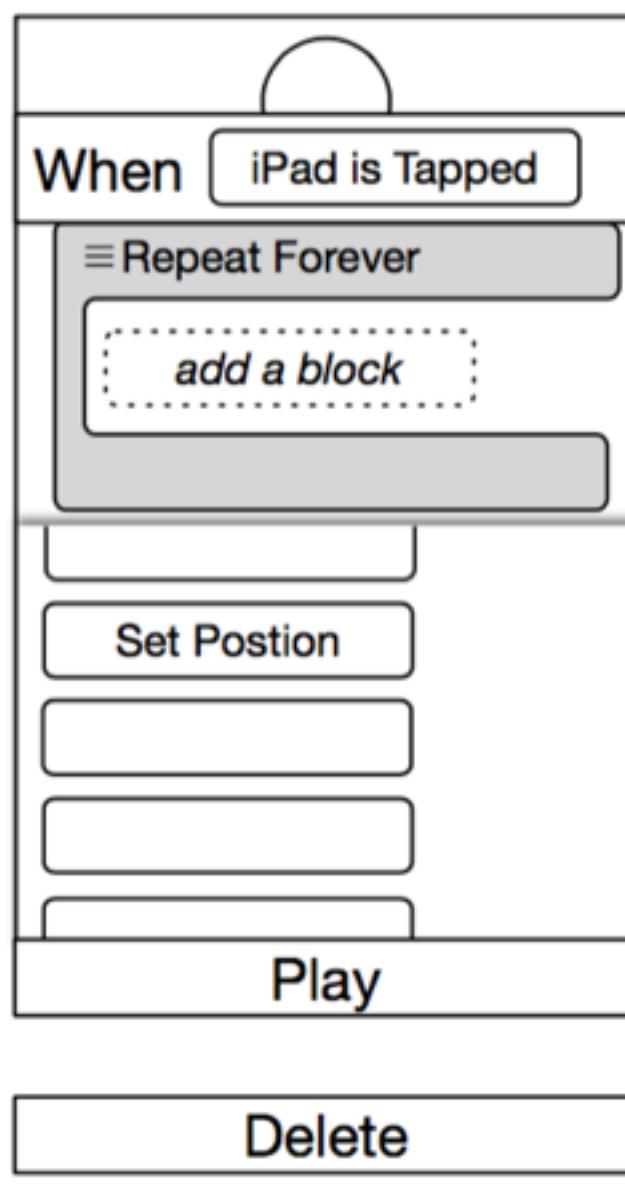
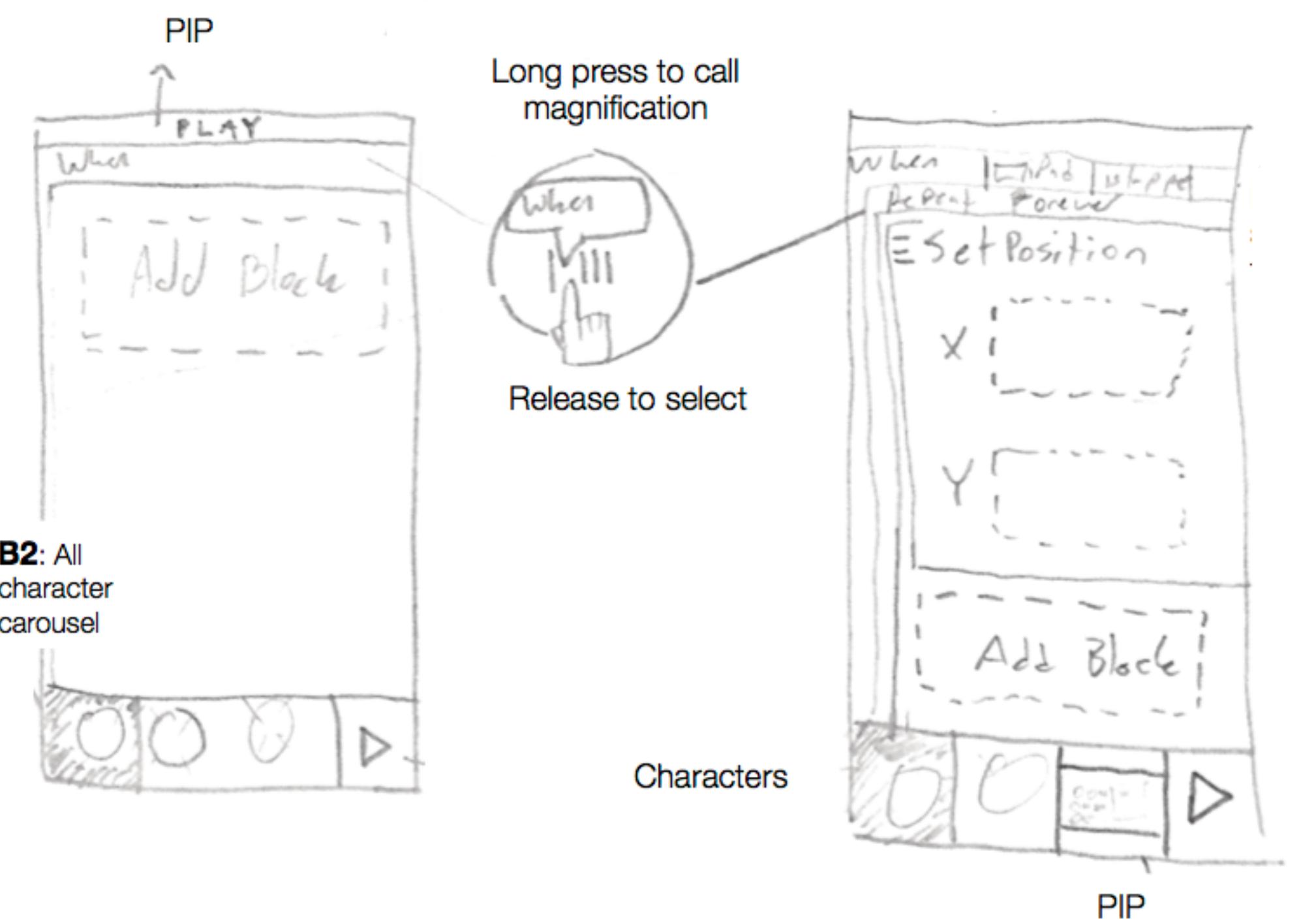
Facilitation is an art, and teaching sharpened this for me. I contributed to modern design sprint methods at my time with General Assembly. Getting to practice and develop these set my UX management role at Nat Geo off to a speedy start.

The most important learning to date is organizing the right research materials before sketching with either execs or my team.

....



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



Raising fidelity with shared tooling

Building out design systems for visual and conceptual phases helped me manage multiple people working on different products. These tools keep work and presentation of work consistent. Building Keynote templates, Sketch libraries and other annotation styles helped my designers succeed and kept my clients happy too.

ICONS

↓ ← → ↑ ^ > < X ∨ √ ○

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🔗 💬 💬 💬 💬 💬 💬 💬 💬

ICONS + TEXT BUTTONS

To be used only on Exclusive Content Cards and Core Functional Buttons (Checkout, Load More, Social Buttons)

Exclusive Content Cards Button Outline Icons

Emphasis Functional Button Filled Icons

...

Home

Shows

Section feed overlay

FUSION TECH

Search

News Features

Culture Pimp City

Tech Hong Kong

Sports Immigration

Fusion Fix October 20, 2014

Experiments with sizing of title with some length restrictions.

1 Speak the millennial language by expressing as if texting and styling like a blogger.

✉️ ↗

Make Fusion come to you:

✉️ ↗

Email 5 stories / Daily

Experiments with sizing of title/lead with some length restrictions.

The Supreme Court punts on marriage equality, leaving many confused and many more married

@ALICIAMENDEZ

Starts again 3h 33m

✉️ ↗

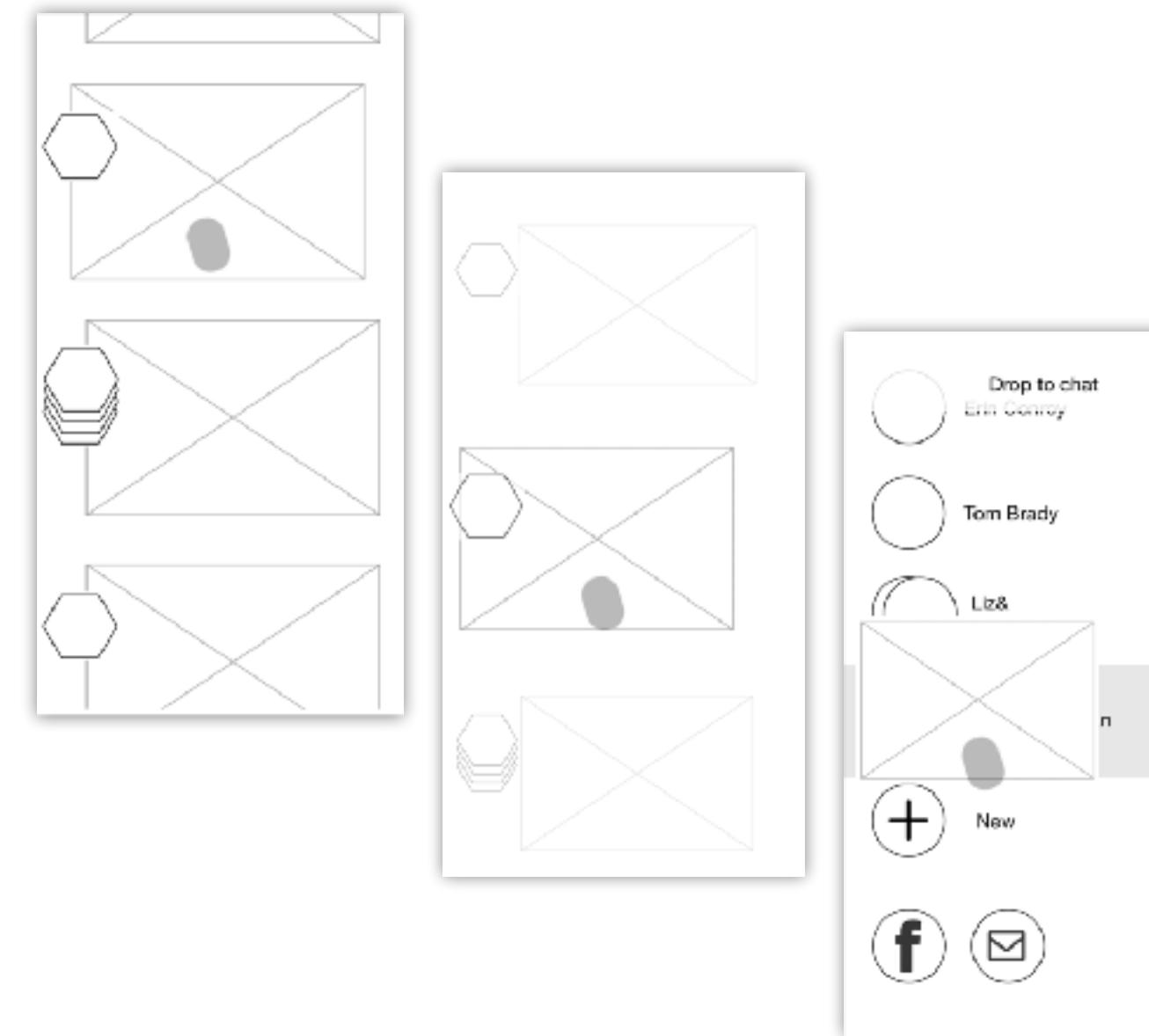
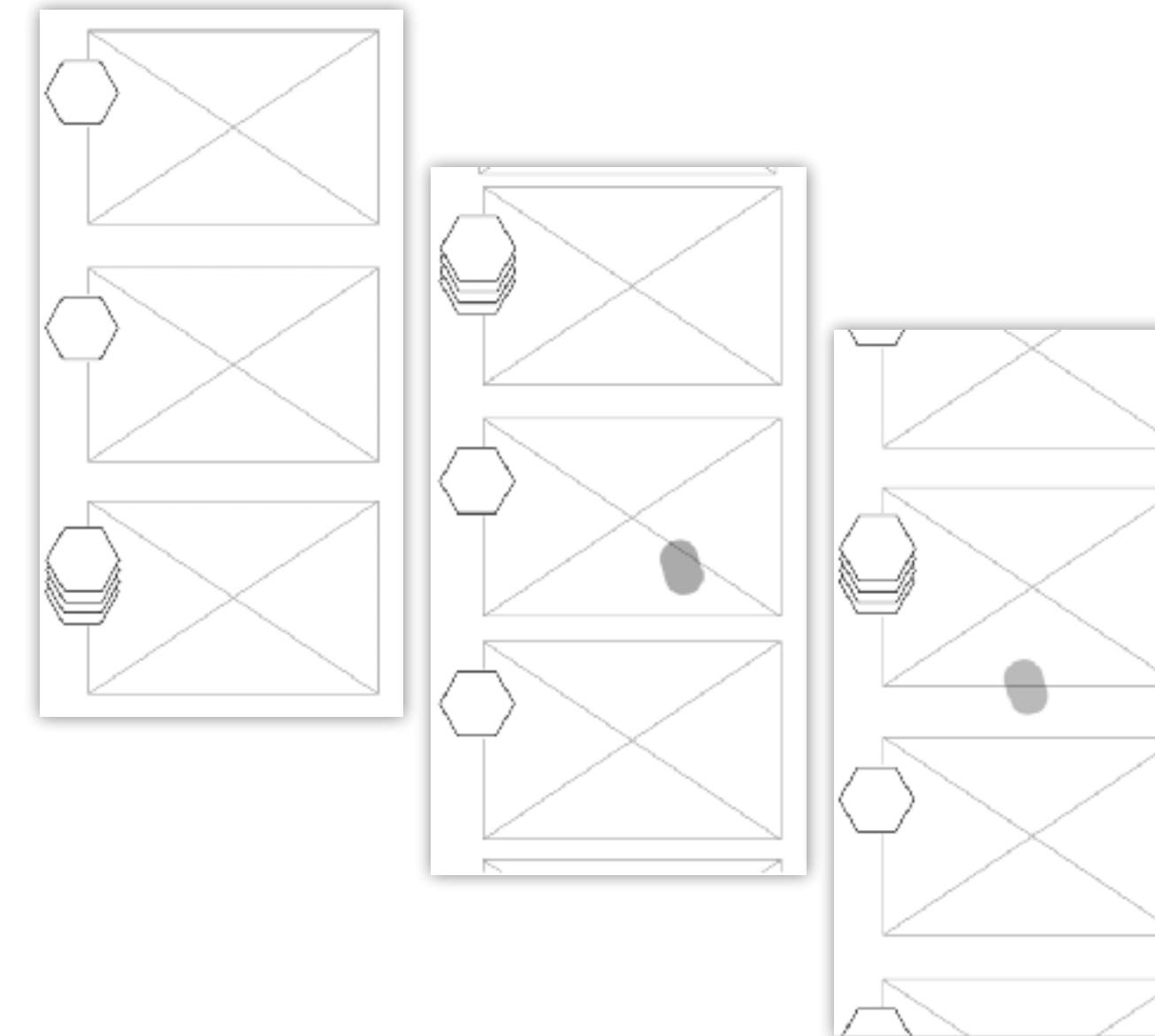
AMERICA with Jorge Ramos

The Supreme Court punts on marriage equality,

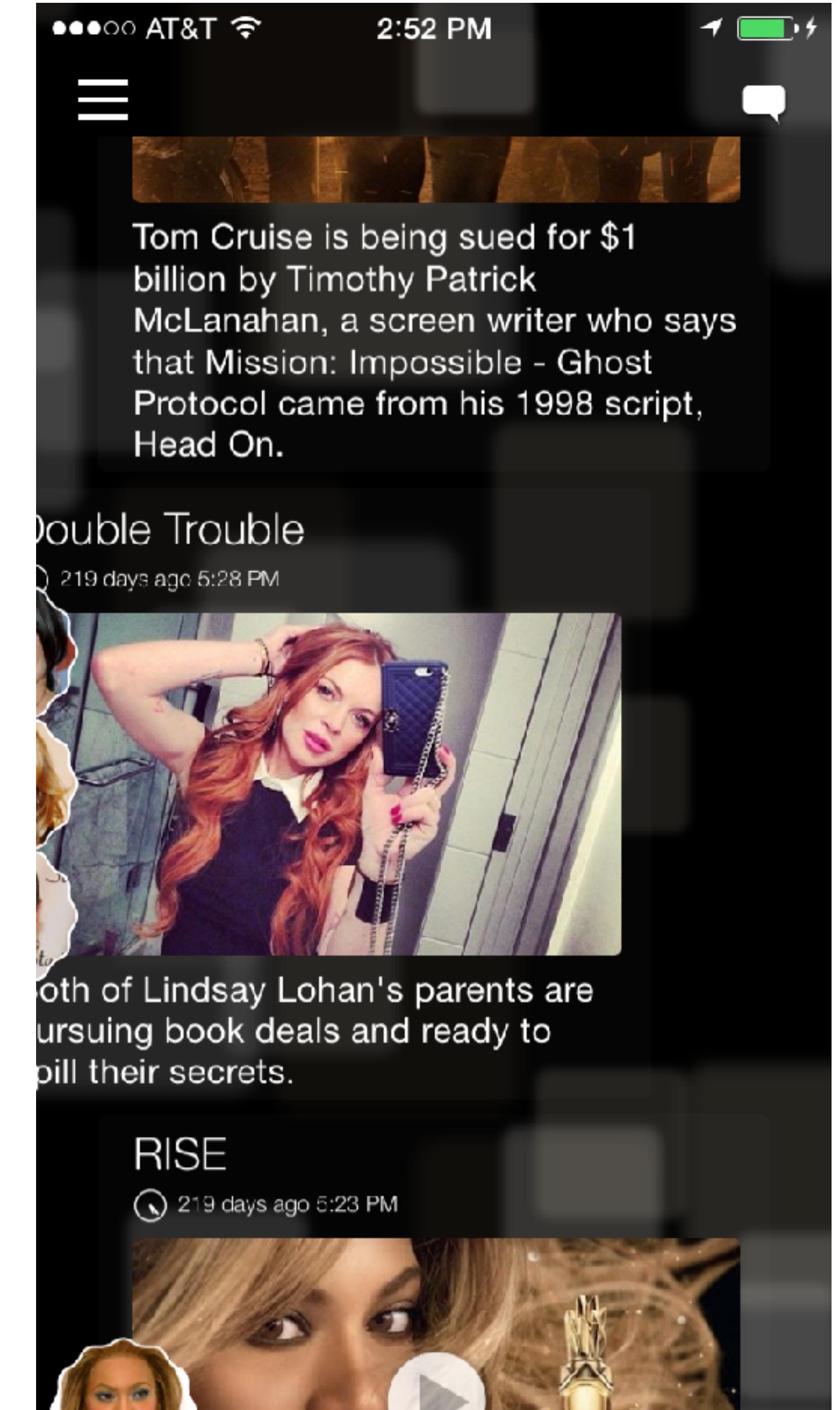
The right prototype

With so many design tools on the market, knowing the right one to use can have a significant impact on time spent to validate a concept.

The left images shows a motion prototype made in about an hour to convey nuanced gestural interactions. After handing off to a developer we were up and testing a coded prototype within the week.



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Giving users a seat at the table

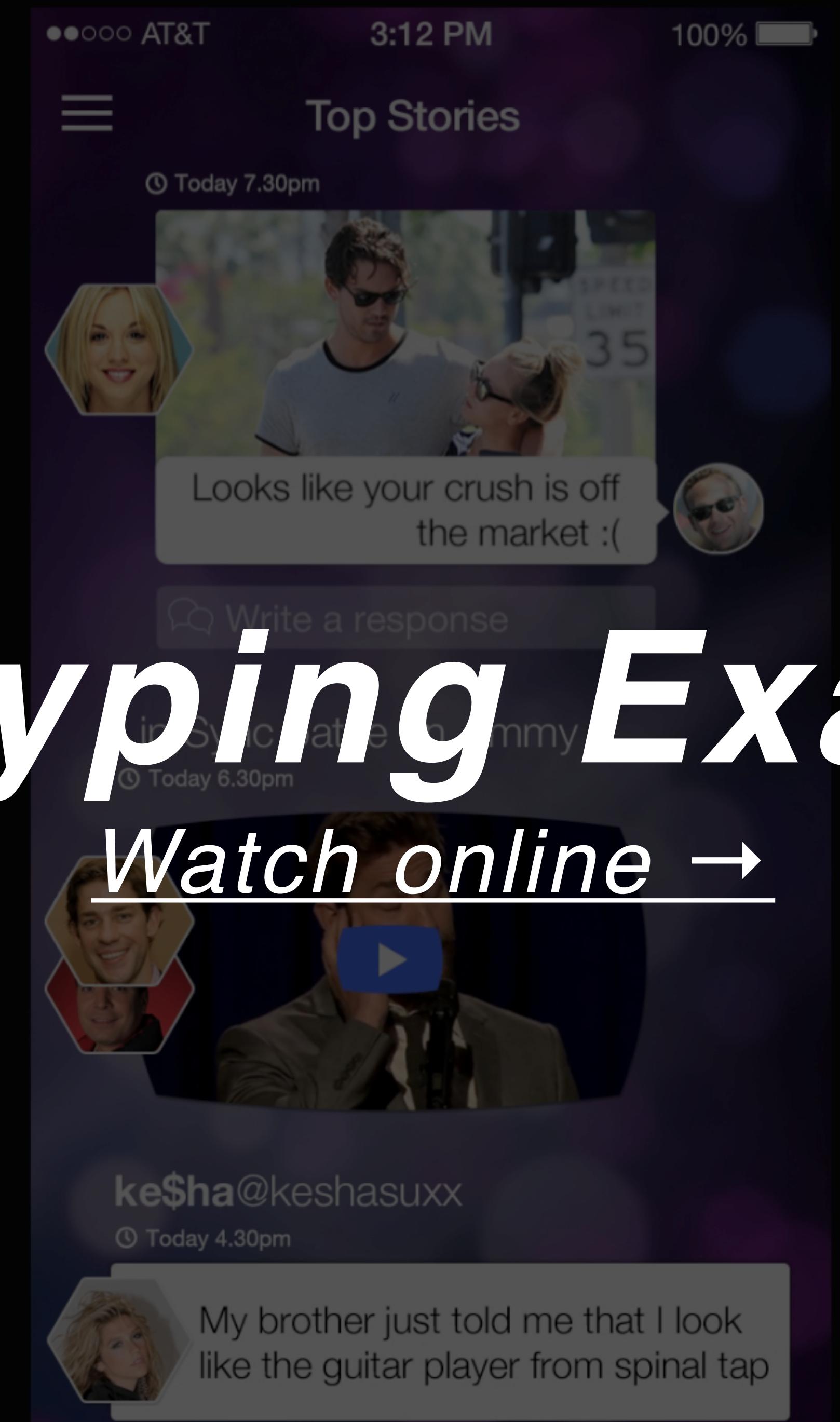
At Yahoo I worked with the team in California to build a mobile testing lab for my office in NYC. Helping to institute usability testing in the sprints across the company's products shifted my role up from designer to the Mobile app division's first UX researcher.

Content Strategy	Essential	High	The split between journalism and internet-y content needs to be stronger. C edge lays in voice consistency, quality, and quantity.
Videos / Articles	Essential	Medium	Users spend the most time here, and typically arrive from links. Auto-play videos were As opposed to removing the feature completely consider finessing the player to allow t play a la Facebook.
Sharing	Nice to Have	Medium	Sharing is done most often through email to a select group of friends.
Navigation	Important	Low	Refine the organization. Don't include navigation for things that you aren't a you do, string them together to make your own story a la NYT Now 'our pic



Prototyping Examples

Watch online →





UX Management

Leading through mentorship

Ask any educator and they'll say you learn as much from your students as they do from you.

I've spent my time outside of my UX work teaching and mentoring future UX designers at General Assembly and Parsons. It's my way of giving back to the world that's given me so much.



Global ops

In NYC and Singapore I launched the careers of 150+ UX designers and more than 40 companies walk away happy customers.

For three weeks at a time—with sometimes nothing more than an idea—I managed eight teams on six separate occasions to produce designs and user research for a variety of clients.

The collage includes:

- A Giphy interface showing editing options (Edit, Advanced, GIF Title).
- A mobile app for restaurant reservations (Reserve) with a "TRY RESERVE TODAY" button.
- A user profile for "Nancy" with demographic information (Age 29, Location New York, NY), motivations (Social, Ambiance, Food, Service, Ease of Pay), behaviors, contexts, and a quote about dining.
- A flowchart titled "journey" showing steps from "entry" to "exit" through "Contact", "Schedule an appointment", "See Doctor", and "Revisit in the future / Refer others".
- A high-fidelity mock-up for a pregnancy app with sections for "PAINS", "HIGH-FIDELITY MOCK-UP", and "What to Expect (knowledge)".

Organizational design at Nat Geo

At Nat Geo, I trained my team of 5 to handle research in addition to production tasks. I also spend my time facilitating project intake, distribution of UX artifacts, and collaboration with other teams to evangelize our work. Wider communication for project learnings get distributed through a monthly newsletter I have all my employees contribute to.

In the end, it's always about communication.

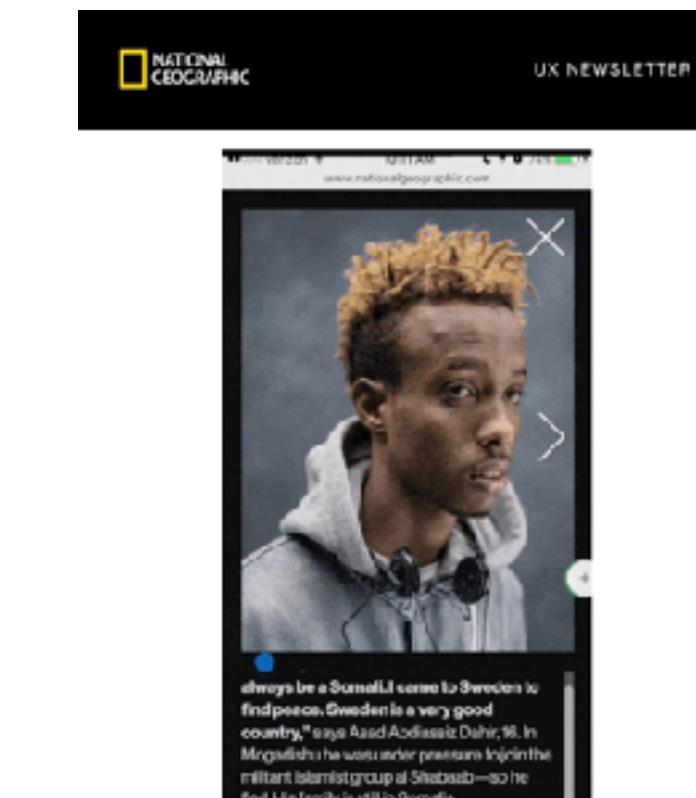
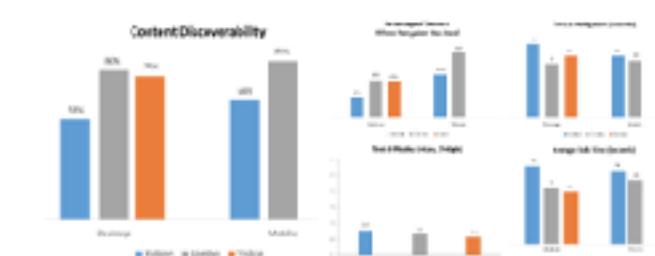


Chart of the Month

With the launch of the new homepage we will begin evaluating information architecture components, specifically navigation. The US site has two main pieces of navigation: the block Global Nav bar of the top each page, and the hamburger button – which sits in the white Contextual Nav bar. It's named such because of its shape.

December's chart(s) comes from a study conducted by the user experience guru at Nielsen Norman Group in June of this year. They conclude that hidden navigation patterns, like the hamburger button, perform worse across all metrics for success. While this may seem like a closed case, because most Nat Geo traffic lands on an article page rather than the homepage we will be sure to conduct our own studies that consider our specific goals and contexts of use.



UX Term of the Month

Context: (n) context: the circumstances that form the setting for an event and in terms of which it can be fully understood and assessed

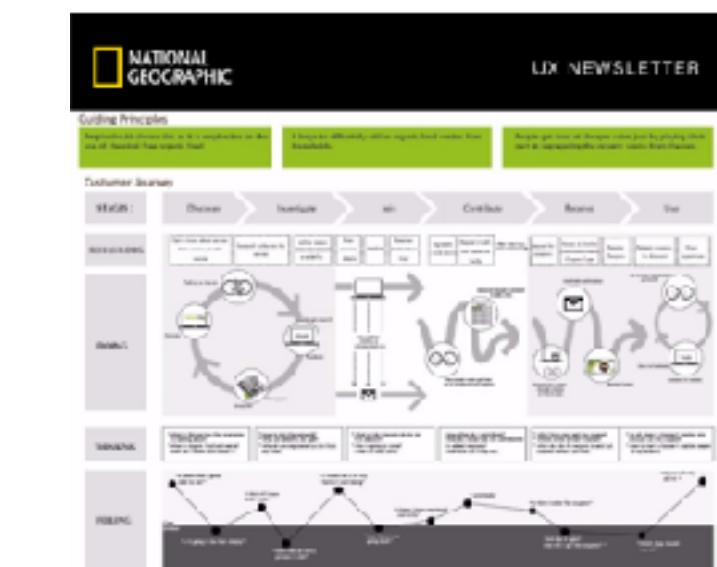
Users expect to be able to complete a desired task in the shadow of their choice, and they want the experience to incorporate helpful and usable context-specific elements. To create exceptional experiences that are optimized for the channel and context, it's important for organizations to understand:

1. Users' 100 tasks
2. users' typical setting or environment when they complete typical tasks
3. the common channels used to complete users' top tasks
4. the strengths of those channels

– NN Group, [Context-Specific Design in the Cross-Channel User Experience](#)

Luke's 2 cents

The facets of our medium are under our control at many points: design, editorial voice, platform. Publishing schedule has been the most interesting to me in terms of context. The frequency across channels (web, social, mobile alerts, email) and the facets of info when we publish are currently not personalized. Moving forward I'm interested to understand where our users



For a media company the experience stages are defined by where content is discovered, how much is consumed, and what interactions they have with the media brand afterwards (e.g., do they sign up for newsletters, subscribe to the magazine, or share out a video with their thoughts). Once we layer on the volume of users who move in to each stage and pain points from those users, we get an idea of where we can build new features or invest in business and marketing strategies differently.

We are currently working on our own version of the Customer Journey that will include strategic investments like SEO and analytics, with the goal being to get a complete picture of quantitative and qualitative data mapped on to the experiences we are creating. In the end we hope to use these to track and guide future decisions around UX.

– Luke Miller, UX Director
March 2017

Contents

1. Project Learnings
2. Chart of the month
3. UX term of the month
4. Design Thinking experiments
5. Dure & Gif

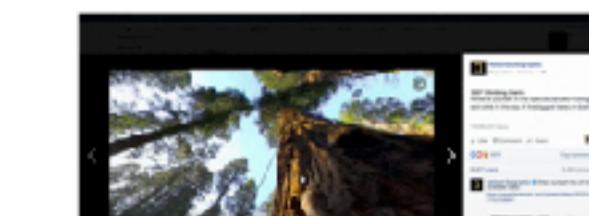
Project Learnings

As opposed to focusing on launches or milestones, I'll be reporting on learnings that can be continuously applied to our process. This is an experimental format, feedback is welcome. [See newsletter archive](#)

Your Shot Diary Study

Using the feature-toggle capability specially built in to Your Shot by our peers at Clickteam, eight users were tested for seven days straight with the new 'follow' feature (see [other updates](#)). These Super users were asked to submit diary entries (non-image entries) detailing banners for every instance of Your Shot usage from Feb 21-28. (Read more about diary studies in the UX term of the month thinking activity section).

- **Plans to proceed:** We identified another player (Omnivore) that supports Safari; however there are security and advertising issues.
- **What's needed to proceed:** With no good option for a player on our O&O we are going to continue publishing VT/VOC content to Facebook.



Happy April UX Newsletter subscribers. The cover image for this month shows two experiments set to run soon for eng.com articles. Each seeking to design a page that leads to more interaction with our news articles (and thus more ad impressions) for the large amount of traffic we get from socia, directly to a single article.

Each issue above show the same article (sub) in two to reflect the experience today; however one set of pages has been truncated using a standard layout component built into our content management system, AEM. To reveal the full article beyond the truncated portion a user must click a button labeled READ MORE to expand the page beyond the first few paragraphs. Why make more work to read, you ask? Our analysis show that the majority of people do not scroll down beyond the 30% mark of our page height, missing most of the article and any related article anchors. This first experiment tests whether showing more Nat Geo articles (located toward the bottom of all article pages) sooner will capture the attention of that group of users without scrolling to READ THE ENTIRE PAGE.

For fans of Horse-Focus/Spot the difference, can you see the second experiment? On the right set of pages you can see a large image of a horse. This is actually another article that readers may click through to; however it's in a sidebar with other articles. This experiment is trying to take advantage of known behavior exhibited in image galleries across our site, where users continuously click to see more images. This is a testament to the quality of Nat Geo photography.

It's also worth noting other tech and product teams are working to make desktop load snappier to reduce a different baseline reason for the low scroll through of pages.

– Luke Miller, UX Director
April 2017

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1. Selected project learnings
2. Chart of the month
3. UX term of the month
4. Meet the UX team
5. Outro & Gif

Selected project Learnings

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NG.com Snippets

As we refine our continued effort to migrate from WordPress to Adobe AEM our search results page needed updating. Although the latest search interface is a simple facelift to match the new Farber branding, Kevin DiCesaro and Lauren Gitter evaluated enhancements to findability and other information retrieval tasks by testing some prototypes.

- **What we learned:** Chunking information under headings like 'photographs' or 'magazine' helped users identify relevant results more quickly than the sidebar list (below). Highlighting animal results at the top supports a core search task known from analytics and verified yet again from recruited subjects. Even without actual images in the prototype, styling unique results (video, slideshow, etc.) helped users identify information.
- **Plans to learn:** UX designs for TryMyLiloom credits.
- **Plans to proceed:** While the chunked content design performed better for information retrieval, the search engine that powers our site, Google

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