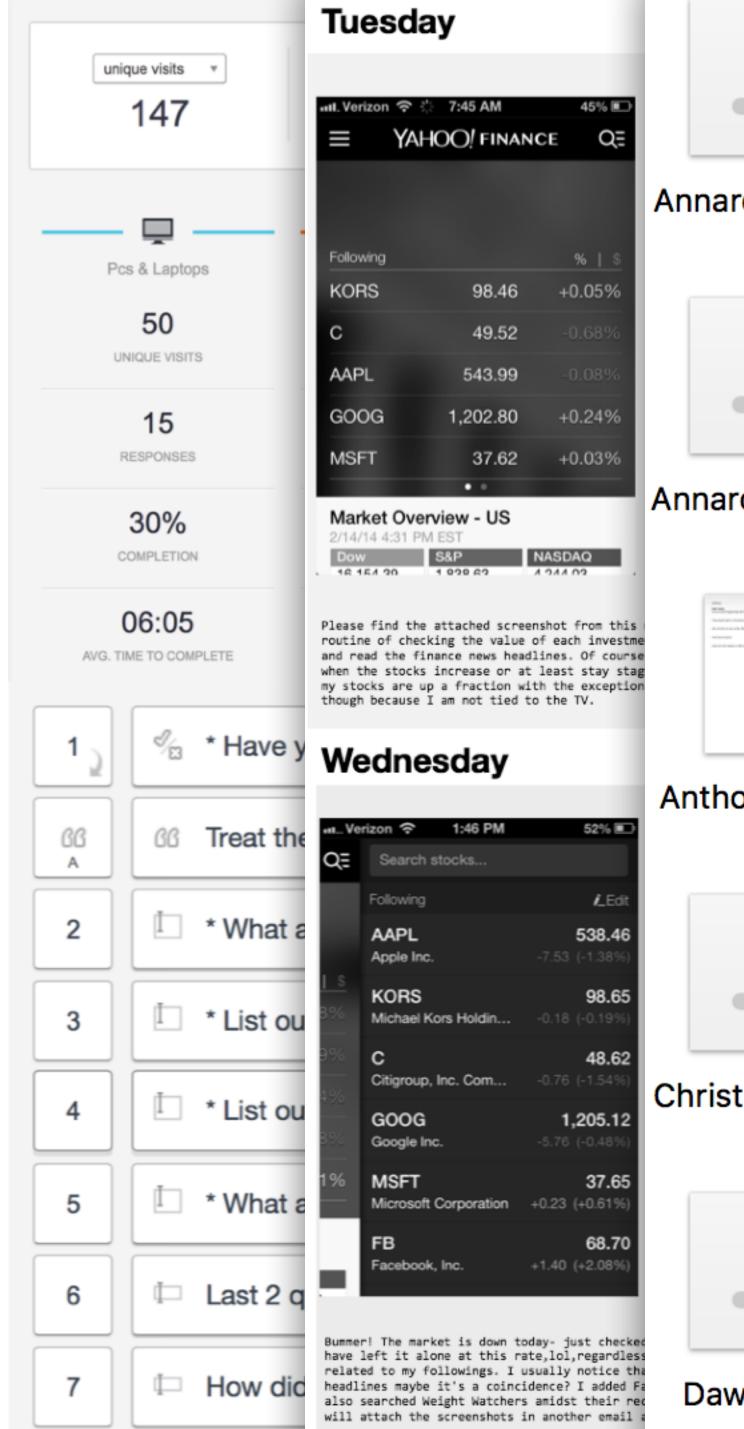
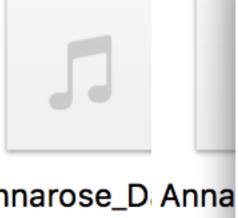
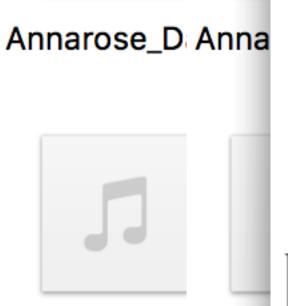
## **Beyond analytics** to inform design

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

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.



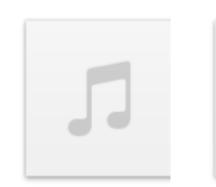




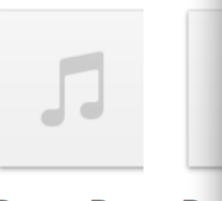
Annarose\_D; Anna



Anthony\_Da Anth



Christine\_Da Chris



Dawn\_Day

#### Design Principles

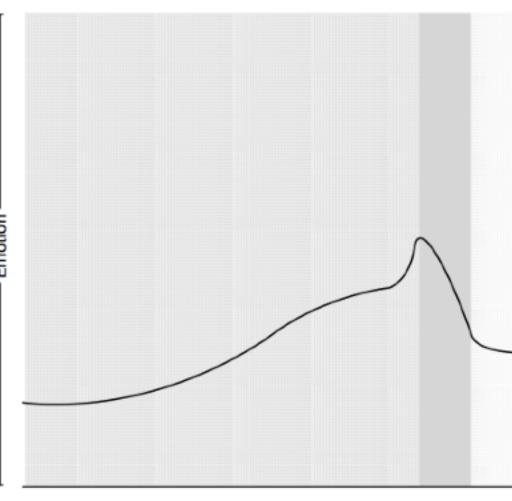
If the light switch is our current competition...

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

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

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

### Archetypal Journey



Buys bulb Installation

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

#### **Detailed Features** Auto connect to

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

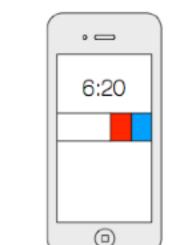
When I turn on an lights, I want it to

Easing the learning

curve of regular u

easier than a light switch so I don't multiple controls.

#### Detailed Features Interactive Notifications



# 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?

