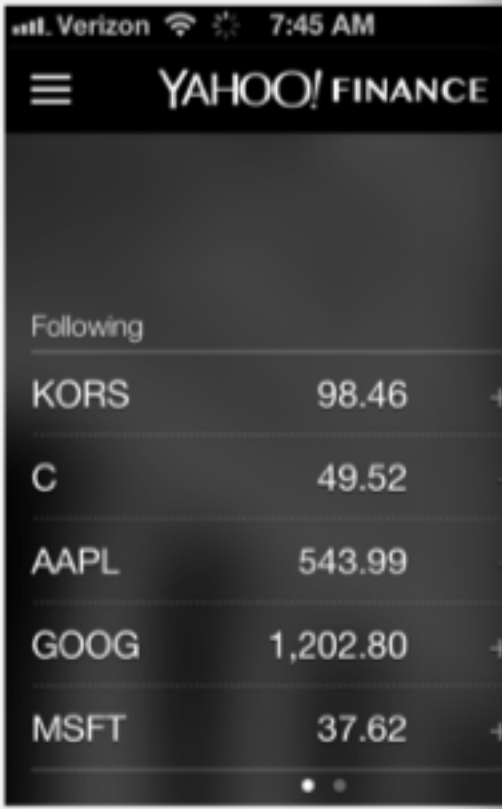


Beyond analytics at Yahoo

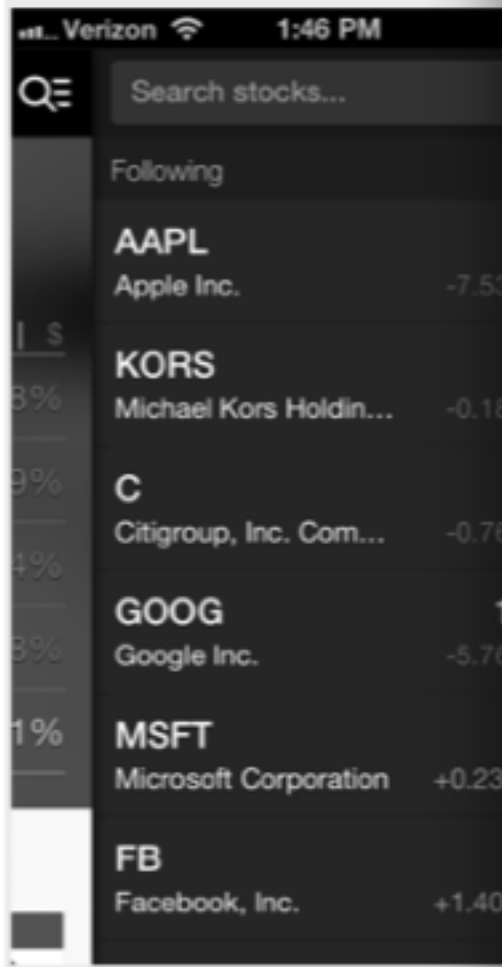
Analytics showed declining DAUs but couldn't answer why.

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

Anna

Annarose_Day3

Anna

Anthony_Day2

Anth

Christine_Day2

Chris

Dawn_Day1

Dav

Design Principles

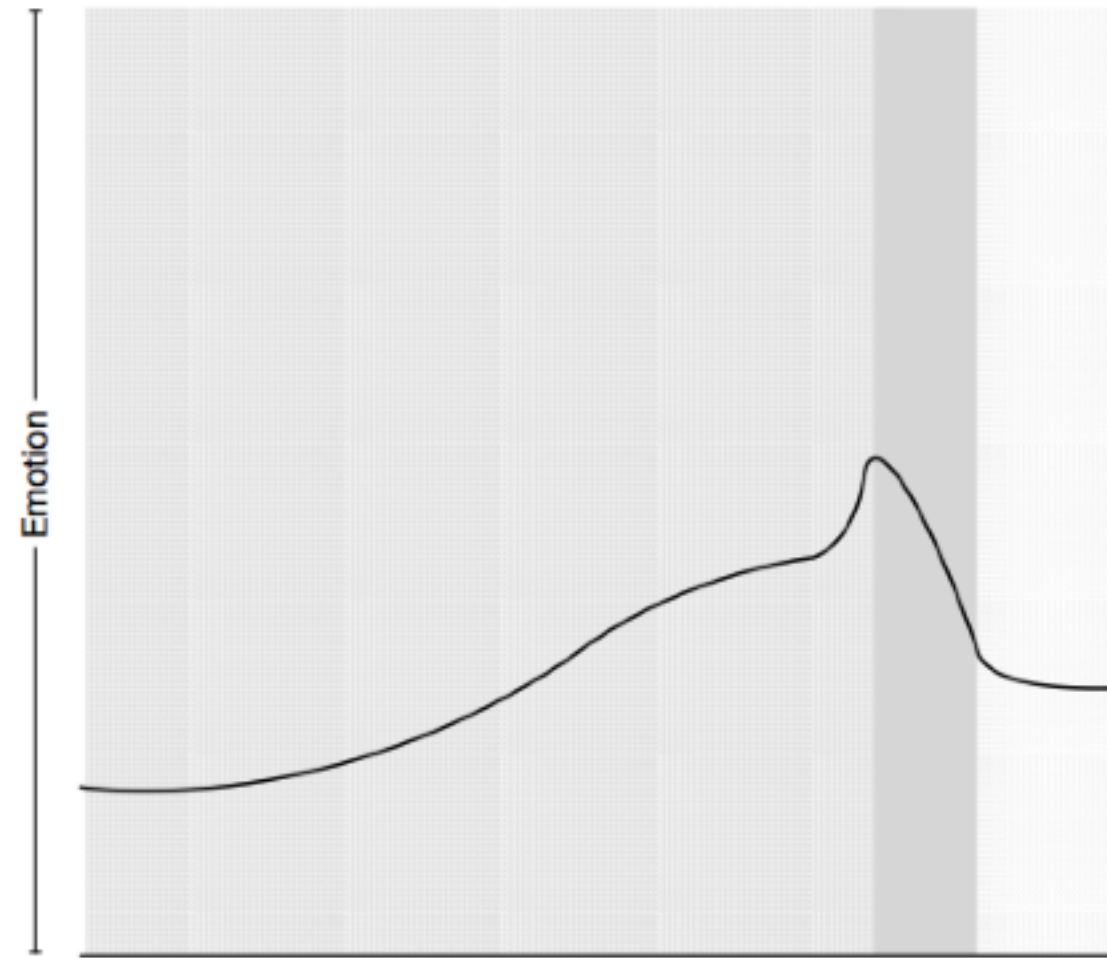
If the light switch is our current competition...

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



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.

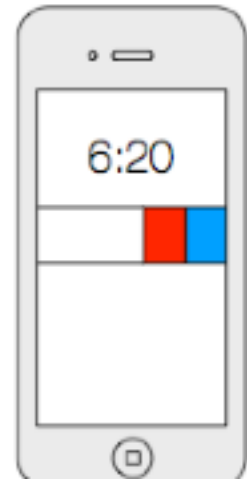
Detailed Features

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

Detailed Features

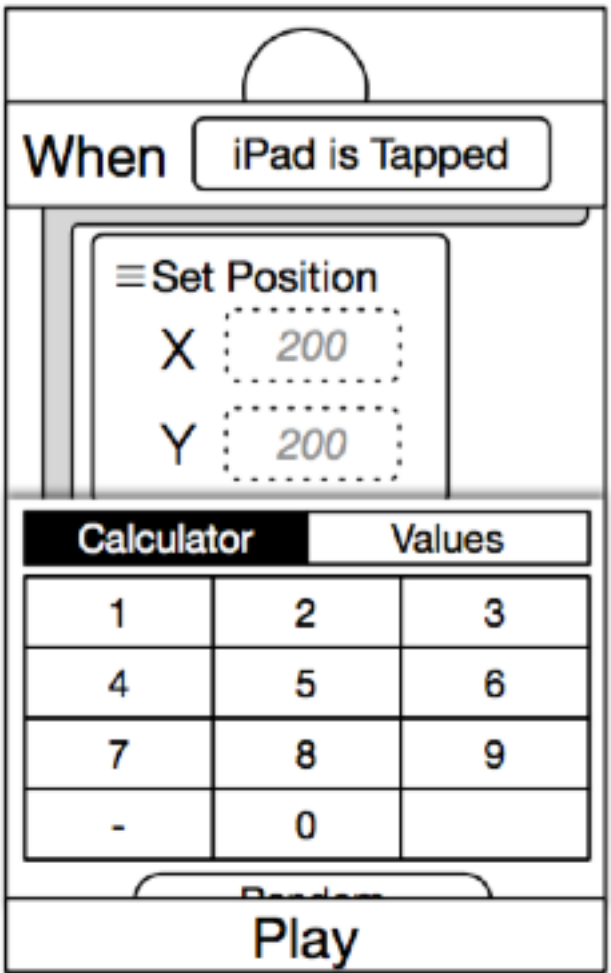
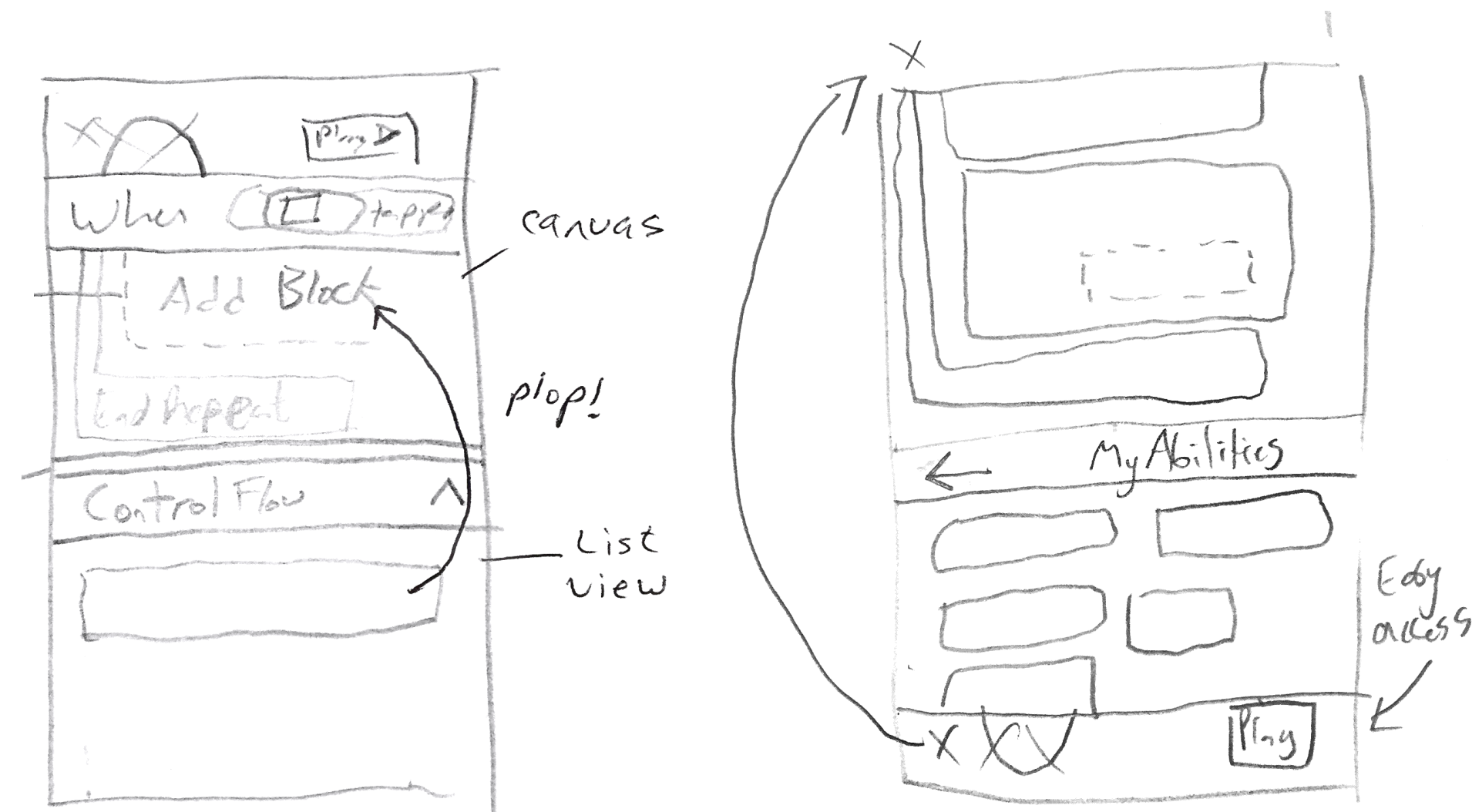
- Interactive Notifications



Lo/Med Fi Team Sketching Sessions

Visualizing ideas is a designer's job. Most of my work begins with sketching LOTS of ideas and following it up with a round of simple testing.

At Plated and Aftonbladet I ran sketch sessions with both technical and non-tech teams to get everyone involved at early stages. The result was a unified vision across teams.



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

