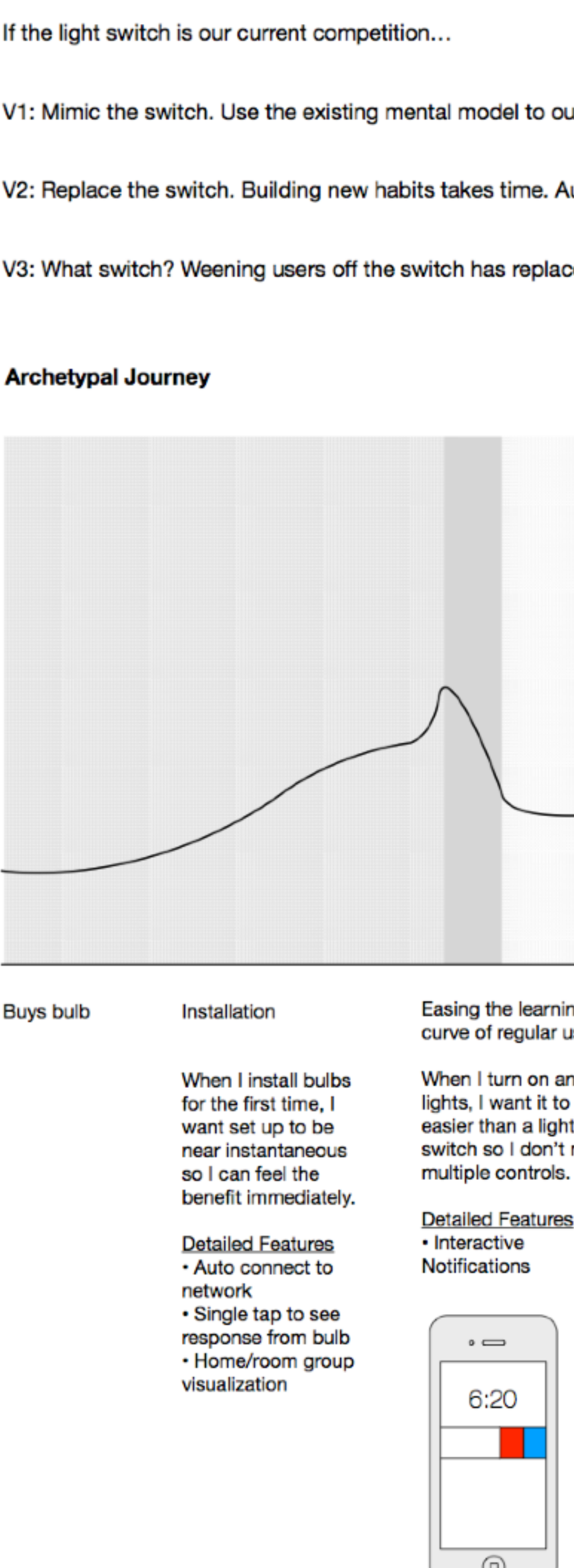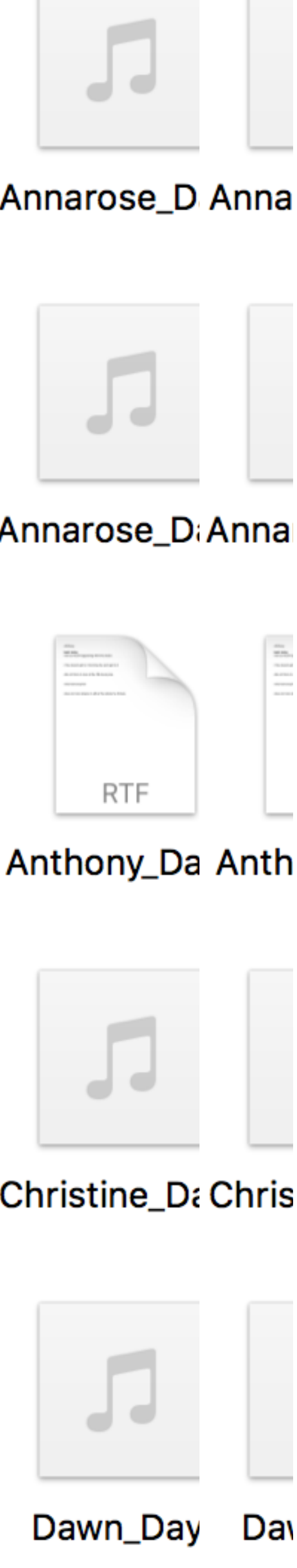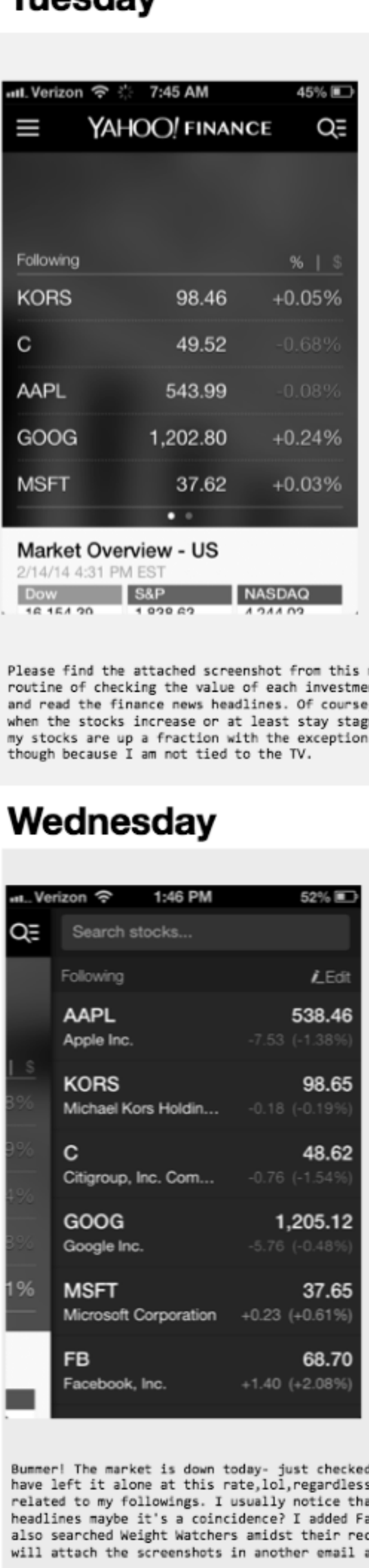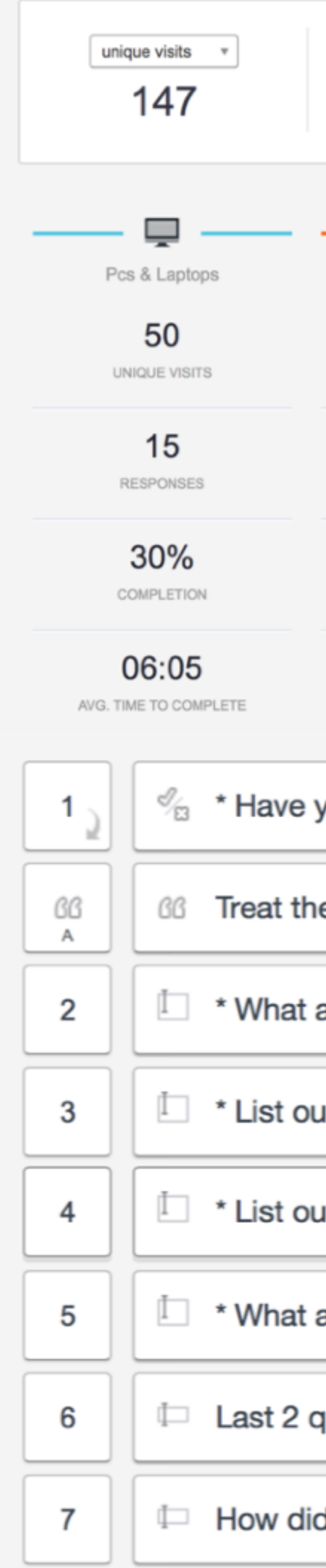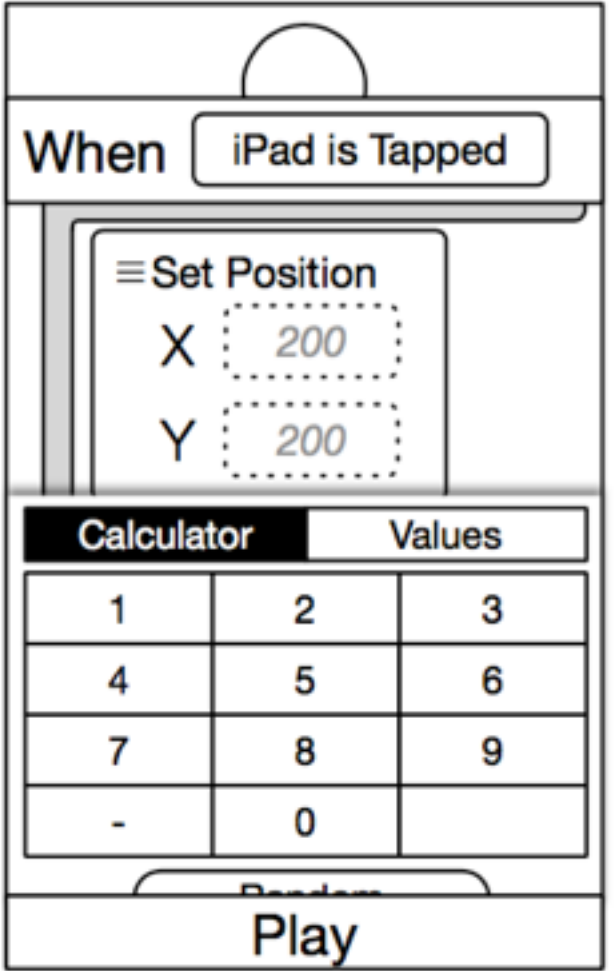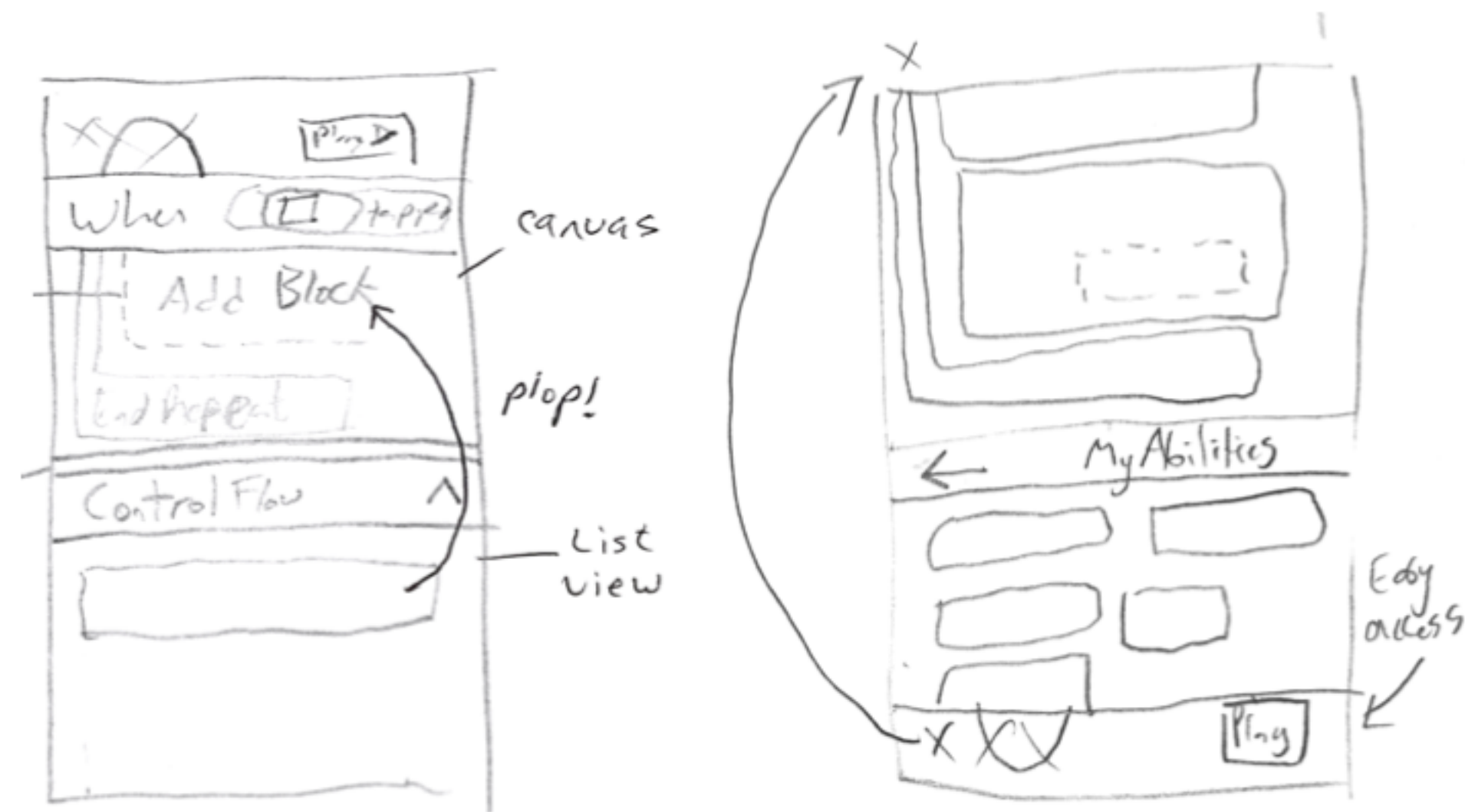# Beyond analytics to inform design

Analytics showed declining DAUs at Yahoo Finance 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.

Lo Fi team sketching sessions + Follow Up

Running sketch studios with technical and non-tech teams always gets everyone excited. The best follow up is seeing their faces after slightly raising the fidelity of the groups best ideas.

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

PIP

Long press to call magnification

Release to select

B2: All character carousel

Characters

PIP