



## MarketWatch | Markets

 New York London Tokyo  
 Open Open Closed

Watchlist Quote



Main

Markets

Industry

ETFs

Funds

Currencies

Bonds

Futures

Analysis

## Indexes

9:42 AM EDT 01/25/2012

% Chg | Chg | Last

DJIA

28.06 | 12190.62

0.16%

Nasdaq

5.39 | 2741.52

0.19%

S&amp;P 500

1.04 | 1310.72

0.08%

S&amp;P 400

1.29 | 964.02

0.12%

Russell 2000

0.00 | 837.30

0.00%

NYSE

-4.00 | 8302.40

-0.11%

Nasdaq 100

2.90 | 2314.99

0.11%

CBOE Volatility

0.00 | 18.00

0.00%

## Gainers &amp; Decliners

## Stocks In the News

5:00 AM EDT 01/25/2012

% Chg | Chg | Last

ORCL

Oracle Corp.

U.S. stocks start higher on GDP, tech results  
Oracle Corp. shares rise 5.1%

0.00%

0.00 | 32.14

RIM

Research in Motion Ltd.

U.S. stocks start higher on GDP, tech results  
US Stocks Poised To Add To Week's Gains

0.00%

0.00 | 62.49

RIMM

Research in Motion Ltd.

Research in Motion Ltd. shares fall 9.6%  
Before the Bell: Oracle, Research in Motion, GDP

0.00%

0.00 | 64.09

ACN

Accenture PLC Cl A

Accenture profit tops analyst estimates;  
shares up

0.00%

0.00 | 51.94

EK

Eastman Kodak Co.

Movers & Shakers: Monday's biggest gaining and  
declining stocks

5.29%

0.18 | 3.50

AAPL

Apple Inc.

Google taps Java guru Gosling amid lawsuit  
Kodak up on hope for payout in RIM-Apple

-0.31%

-1.10 | 750.44

## Industry Leaders &amp; Laggards

## Across the Market

9:42 AM EDT 01/25/2012

Futures

% Chg | Chg | Last

CLL

Crude Oil

-0.62%

-0.65 | 104.95

GCL

Gold

0.00%

0.00 | 1434.80

NGL

Natural Gas

+0.68%

0.03 | 4.27

Bonds

Price Chg | Yield

US2Y

2 Year Note

+0/32

0.491

USTY

10 Year Note

+5/32

3.391

US30B

30 Year Bond

+12/32

4.660

Currencies

% Chg | Chg | Last

EUR

Euro

-0.28%

-0.0039 | 1.4126

JPY

Japanese Yen

+0.20%

0.16 | 81.04

GBP

U.K. Pound

-0.21%

-0.0094 | 1.6081

## Latest News

Treasury's erase gain after  
U.S. GDPTreasury's erase gain after  
U.S. GDPTreasury's erase gain after  
U.S. GDPTreasury's erase gain after  
U.S. GDPTreasury's erase gain after  
U.S. GDP

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Main



Markets



Industry



ETFs



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Currencies



Bonds



Futures



Analysis



Ad

## Futures

11:30 am EST 06/06/2010

% Chg | Chg | Last

## Agriculture

Integrated Oil &amp; Gas

+0.44%

+7.93 | 118.89

## Energy

Integrated Oil &amp; Gas

+0.42%

+0.25 | 214.33

## Index

Integrated Oil &amp; Gas

-0.04%

-3.70 | 1,454.23

## Interest Rate

Integrated Oil &amp; Gas

+0.44%

+7.93 | 118.89

## Metals

Integrated Oil &amp; Gas

+0.42%

+0.25 | 214.33

## Agriculture

Integrated Oil &amp; Gas

-0.04%

-3.70 | 1,454.23

## Energy

Integrated Oil &amp; Gas

+0.44%

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Integrated Oil &amp; Gas

+0.42%

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## Bonds

## Currencies

## Latest News

Stocks dip as dollar slips

BP's Dudley a man with plan

Top seven health-care questions

Protests sweep Europe

A September to remember

Investors, Regulators Laid Path to 'Crash'

Best Buy getting better

Advertisement



## Google Inc.

GOOG

11:00 am EST 06/06/2010

Email Twitter Facebook

476.96 ↑

Change: 3.55  
% Change: 0.73%

Comprehensive Quote (31Apr EDT 06/06/2010)

Last: 433.25

Change: 1.55  
% Change: 0.36%Volume: 2,673,337  
Prior Day's Volume: 4,056,832

Day Range

475.45

Open: 464.30

485.70

Price Close: 485.39

52 Week Range

423.50

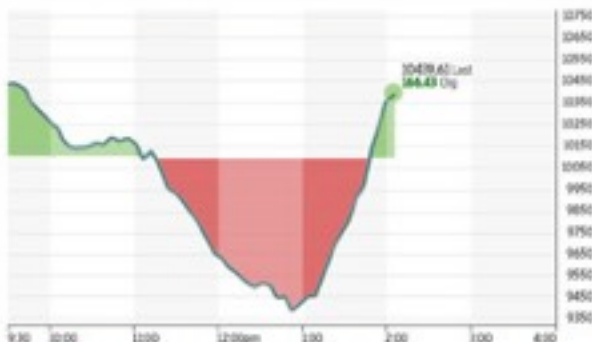
07/22/09

629.51

01/05/10

Money Flow: 55,123.25m Up/Down Tick Ratio: 343/300

Yield: 2.28%



1 day 10 day 1 month 3 month Year-to-Date 1 year 3 year All

## Related Articles



Good afternoon, Kevin

Today's top story for you

**Stocks fall amid concern about budget fight**

Associated Press 42 sec ago

← 9-15  
**WALL ST**

**US**

**DOW**

15,129.89

-128.57 (-0.84%)

**S&P**

28,874.77

+80.55 (+0.19%)

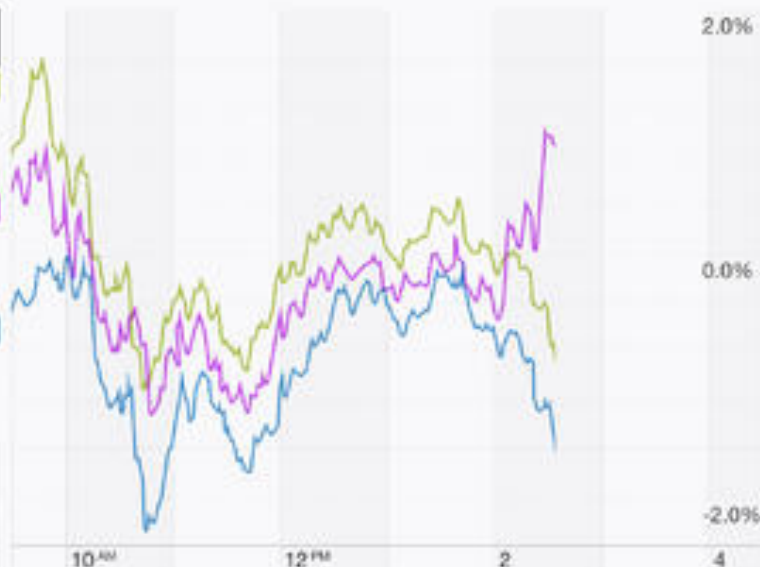
**NASDAQ**

3,034.02

-28.58 (-1.51%)

Europe

Asia



Following

⌵ Edit

**YHOO** 31.34

Yahoo Inc. +0.70 (+0.22%)

**F** 96.64

Ford Motor... -0.07 (-0.41%)

**C** 66.52

Citigroup, Inc. +0.30 (+0.61%)

**GE** 41.52

General Ele... -0.14 (-0.58%)

**NFLX** 27.34

Netflix, Inc. -0.95 (-1.08%)

**AMZN** 27.34

Amazon, co... +1.48 (+0.47%)

**JPM** 27.34

JPMorgan... +1.38 (+2.74%)

**TSLA** 185.24

Nike Inc. +0.70 (+2.63%)

**T** 33.82

AT&T, Inc. -1.31 (-1.34%)

**MCD** 96.21

McDonald... -0.46 (-0.69%)

**NKE** 72.64



Yahoo! Inc.



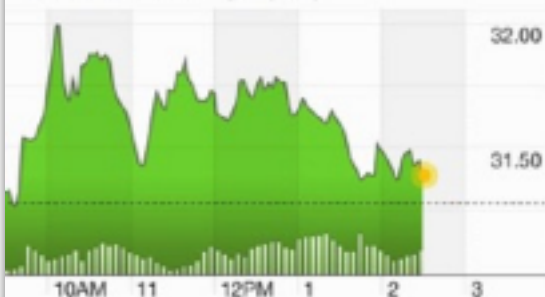
YHOO

Following ★

31.34

+0.07 (+0.22%)

2:30PM EDT - NasdaqGS (USD)



1D

5D

3M

6M

1Y

5Y

MAX

Open 31.30 Mkt Cap 31.98B

High 32.03 52w High 32.03

Low 31.12 52 Wk Low 15.55

Prev Close 31.27 1Y Target 29.50



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

15,334.13  
+0.43%

S&P

1,697.48  
-0.26%

NASDAQ

3,768.52  
+0.08%





Search stocks...

Following

Edit

**YHOO**

**31.34**

Yahoo! Inc.

+0.07 (+0.22%)

**F**

**17.19**

Ford Motor Co.

-0.07 (-0.41%)

**C**

**49.26**

Citigroup, Inc.

+0.30 (+0.61%)

**GE**

**24.23**

General Electric Co...

-0.14 (-0.58%)

**NFLX**

**307.14**

Netflix, Inc.

-0.95 (-1.08%)

**AMZN**

**312.65**

Amazon.com Inc.

+1.48 (+0.47%)

**JPM**

**51.70**

JPMorgan Chase &...

+1.38 (+2.74%)

**TSLA**

**185.24**

**Data Viz On and  
Off the Screen**



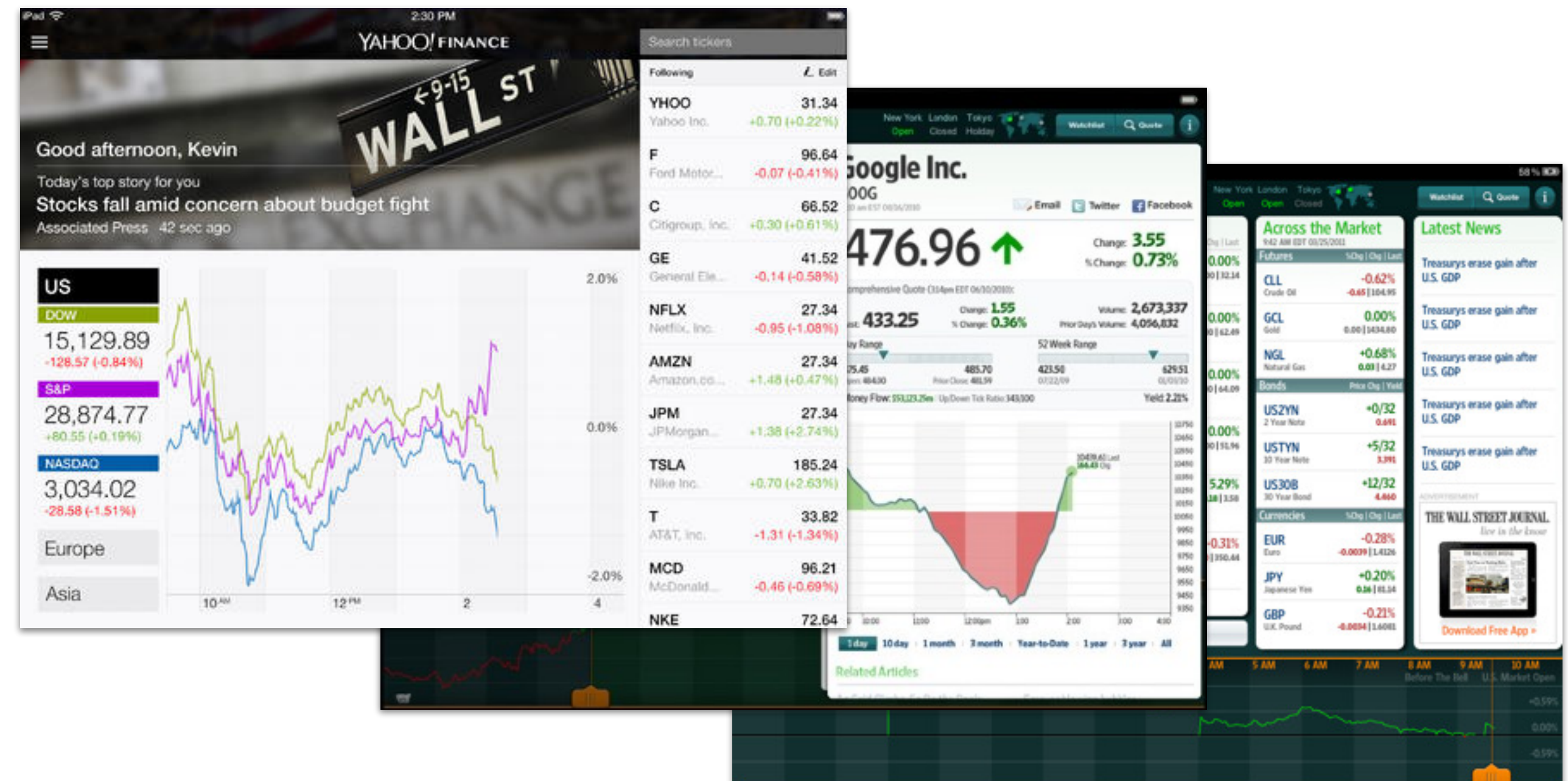
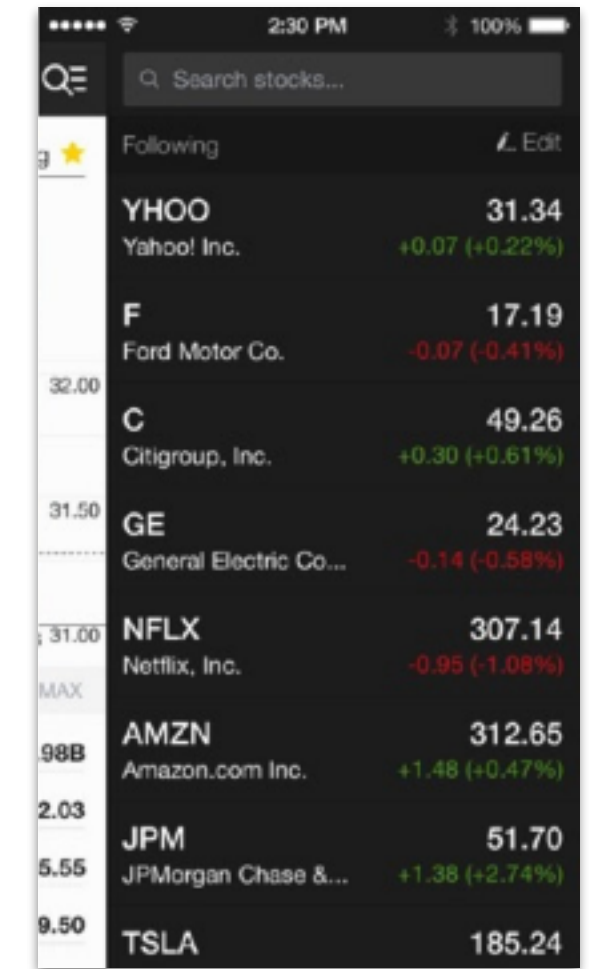
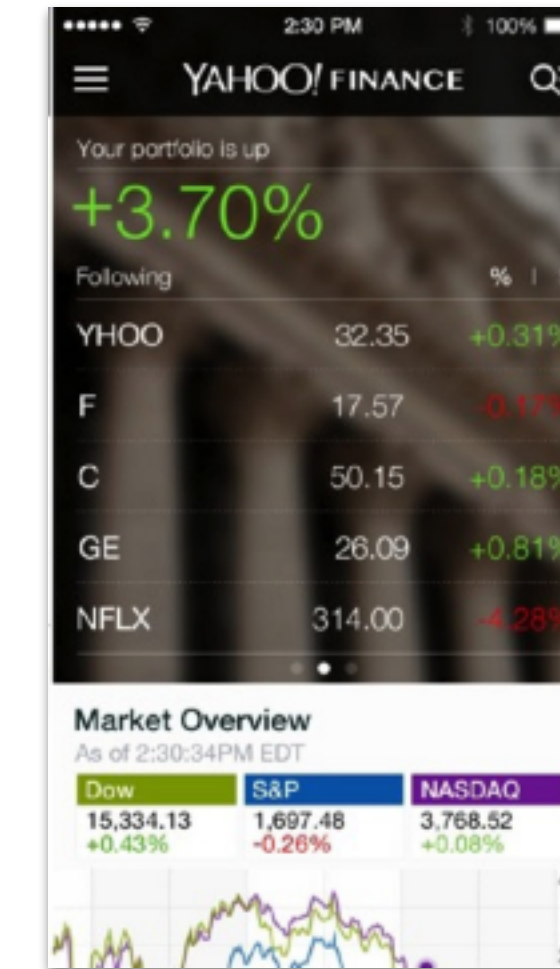
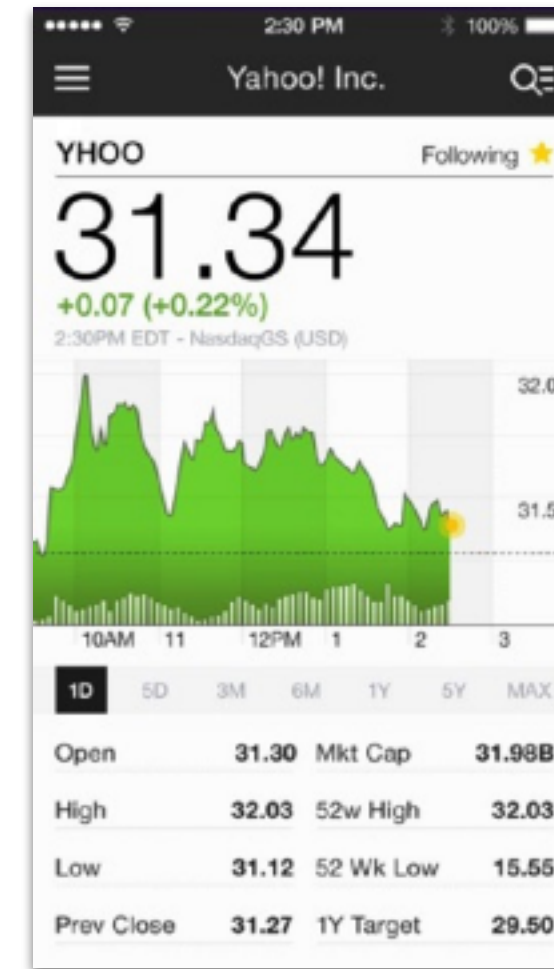
The beginning of my career was spent building market data visualization apps for Wall Street Journal and later Yahoo.

The challenge I was given at Yahoo was making data photographic. To fulfill that vision we mapped architectural photos of major markets depending to our users' timezone showing which market was 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 notifications.

# Data Viz On and Off the Screen

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# 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. The result led to a navigation update which turned the analytics around, plus plenty for my team to use for developing notifications.

unique visits

147

Pcs & Laptops

50

UNIQUE VISITS

15

RESPONSES

30%

COMPLETION

06:05

AVG. TIME TO COMPLETE

1

\* Have y

2

\* What a

3

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4

\* List ou

5

\* What a

6

Last 2 q

7

How dic

Tuesday

YAHOO! FINANCE

Following	%	\$
KORS	98.46	+0.05%
C	49.52	-0.68%
AAPL	543.99	-0.08%
GOOG	1,202.80	+0.24%
MSFT	37.62	+0.03%

Market Overview - US

2/14/14 4:31 PM EST

Dow

S&P

NASDAQ

Please find the attached screenshot from this routine of checking the value of each investme and read the finance news headlines. Of course when the stocks increase or at least stay stag my stocks are up a fraction with the exception though because I am not tied to the TV.

Wednesday

Search stocks...

Following		Edit
AAPL	538.46	
Apple Inc.	-7.53 (-1.38%)	
KORS	98.65	
Michael Kors Holdin...	-0.18 (-0.19%)	
C	48.62	
Citigroup, Inc. Com...	-0.76 (-1.54%)	
GOOG	1,205.12	
Google Inc.	-5.76 (-0.48%)	
MSFT	37.65	
Microsoft Corporation	+0.23 (+0.61%)	
FB	68.70	
Facebook, Inc.	+1.40 (+2.08%)	

Bummer! The market is down today- just checked have left it alone at this rate, lol, regardless related to my followings. I usually notice the headlines maybe it's a coincidence? I added Fa also searched Weight Watchers amidst their rec will attach the screenshots in another email a

Annarose\_Di Anna

Annarose\_Di Anna

Annarose\_Di 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. Au

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

Archetypal Journey

Emotion

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.

When I turn on an lights, I want it to be easier than a light switch so I don't r multiple controls.

Detailed Features

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

Detailed Features

- Interactive Notifications

6:20