



THE  
NEW  
SCHOOL

PARSONS

YAHOO!



AFTONBLADET

WALL STREET  
JOURNAL



Plated.



# 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

Verizon 7:45 AM

YAHOO! FINANCE

Following

KORS	98.46
C	49.52
AAPL	543.99
GOOG	1,202.80
MSFT	37.62

Market Overview - US

2/14/14 4:31 PM EST

Dow S&P NAS

16,164.20 1,929.82 4,347.15

Please find the attached screenshot routine of checking the value of ea and read the finance news headlines when the stocks increase or at least my stocks are up a fraction with th though because I am not tied to the

Wednesday

Verizon 1:46 PM

Search stocks...

Following

AAPL	Apple Inc.	-7.5%
KORS	Michael Kors Holdin...	-0.1%
C	Citigroup, Inc. Com...	-0.7%
GOOG	Google Inc.	-5.7%
MSFT	Microsoft Corporation	+0.23%
FB	Facebook, Inc.	+1.40%

Bummer! The market is down today- have left it alone at this rate, lo related to my followings. I usuall headlines maybe it's a coincidence also searched Weight Watchers amid will attach the screenshots in ano

Annarose\_Day1

Annarose\_Day3

Anthony\_Day2

Christine\_Day2

Dawn\_Day1

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

Buy's 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

6:20