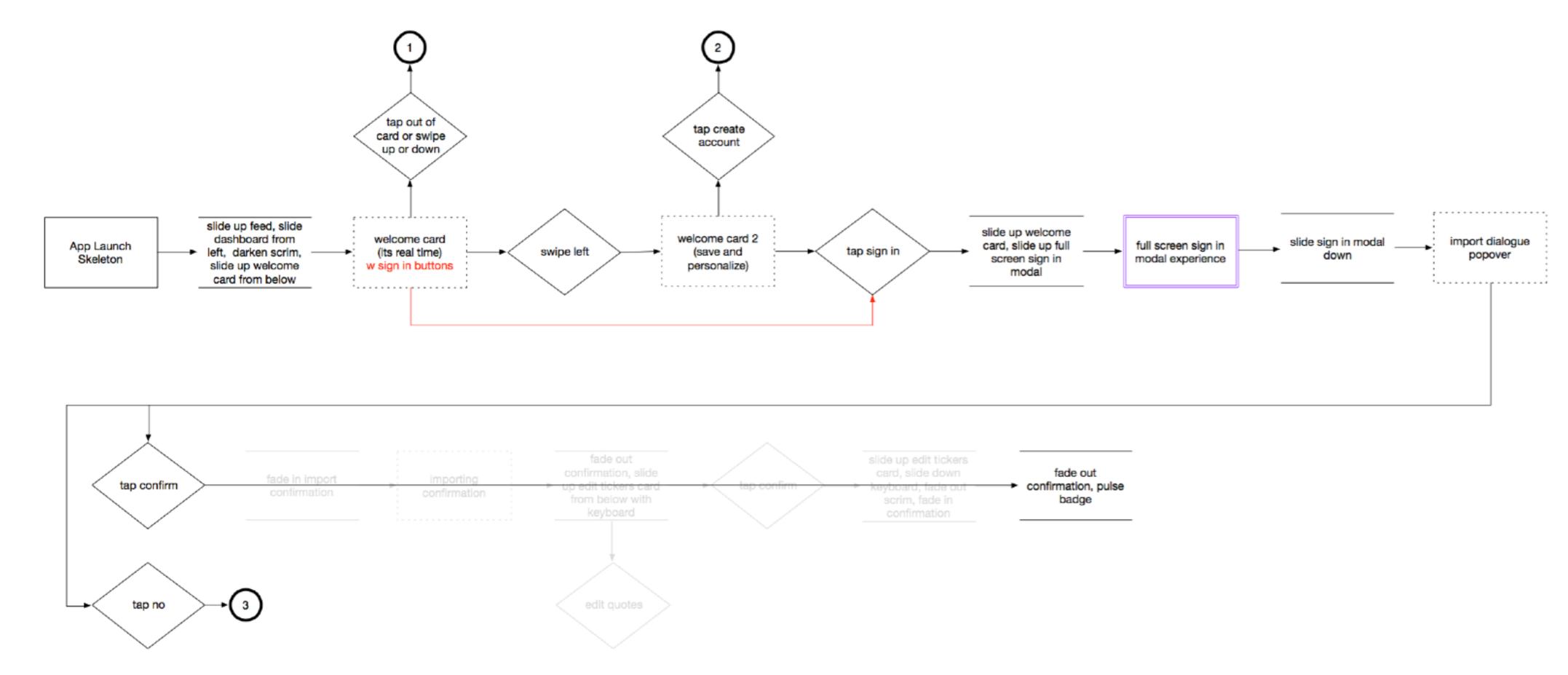
Charting flows to conversion

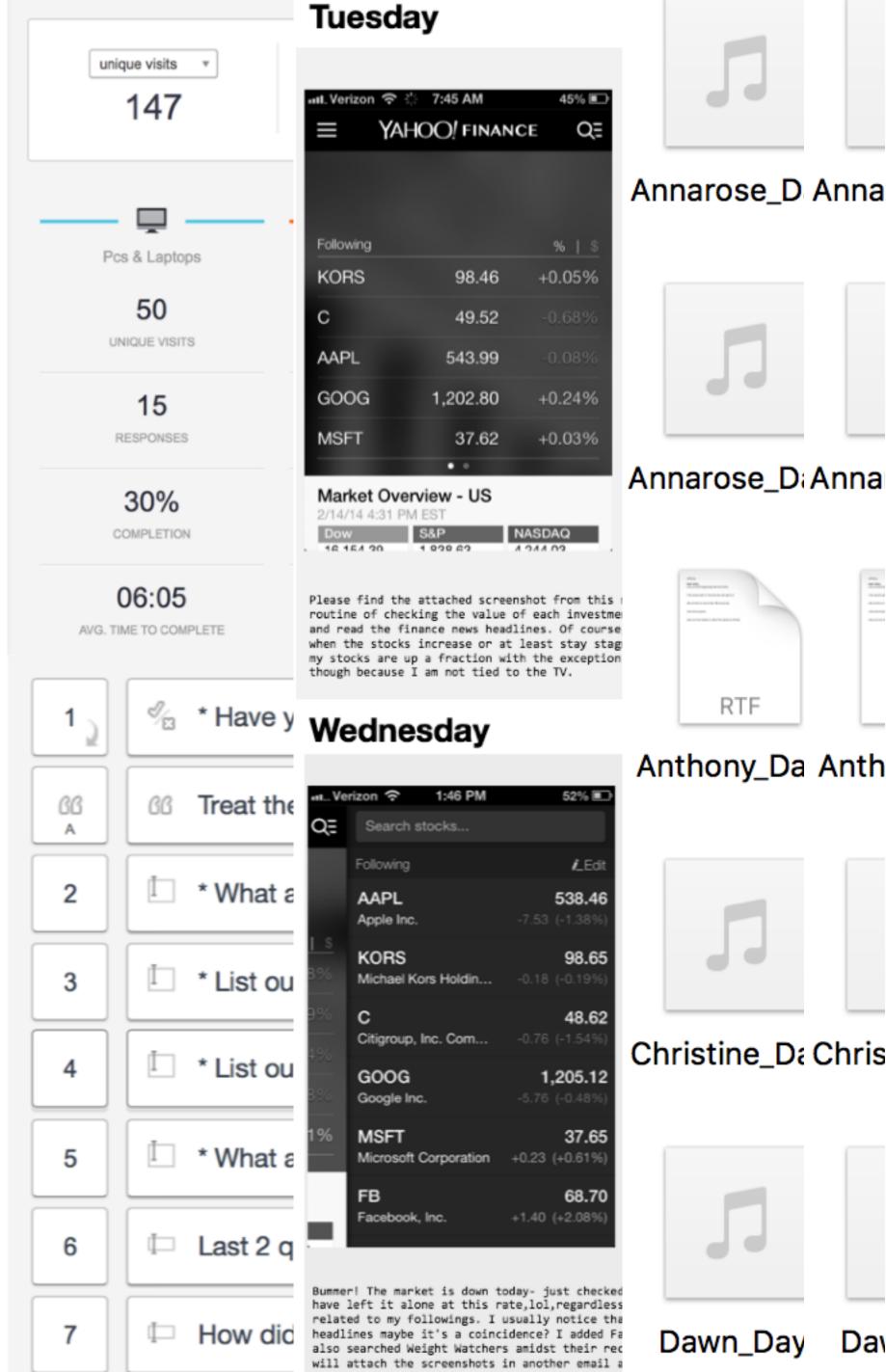
Flows help evaluate competition, plan design updates, and facilitate discussions early on. Much of my work with subscription products benefited from understanding the many paths.

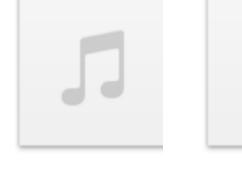


Beyond analytics to inform design

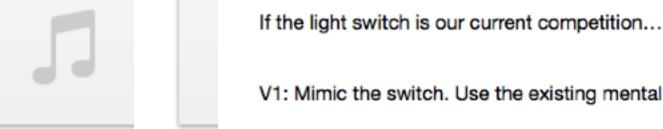
Analytics showed declining DAUs at Yahoo Finance but couldn't answer why.

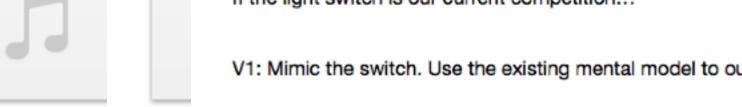
I conducted an 8 person diary study that exposed an issue in our news feed algorithm. The result led to a navigation update which turned the analytics around.





Annarose_D Anna



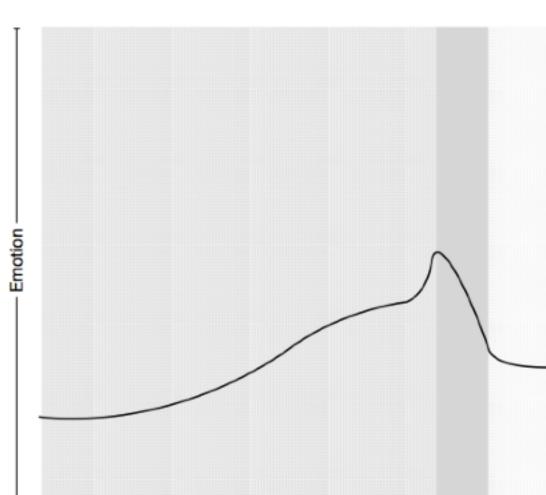


Design Principles

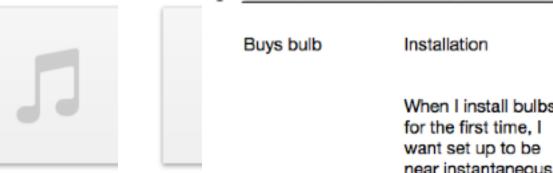
V2: Replace the switch. Building new habits takes time. A

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

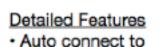




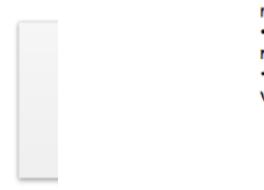
Christine_Da Chris

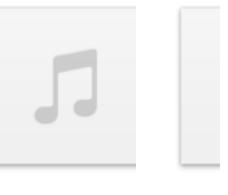


for the first time, I want set up to be so I can feel the benefit immediately.



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





Dawn_Day

curve of regular u When I turn on ar

Easing the learning

lights, I want it to easier than a light switch so I don't multiple controls.

Detailed Features Interactive Notifications

