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In this AmazonNEXT Challenge, we dedicated this competition to customers who require accessibility when watching content on Amazon Prime Video. We specifically focused on customers who are hard of hearing, deaf, blind, non-native speakers, or watch content in a different language. Drawing from our personal experiences on this platform, we approached the redesign from a viewer’s perspective. Moreover, our research suggests that our solution is likely to resonate well with other users as well. The redesign improves the user experience by refining the filtering system to make it more accessible. We introduced a quick-filtering feature directly on different tabs, enabling users to find content faster and with fewer steps. Additionally, we expanded the settings menu with more customizable options that provide compatibility across devices, empowering users to tailor their experience to their needs. These changes ensure a more efficient, personalized, and enjoyable interaction with the platform.