



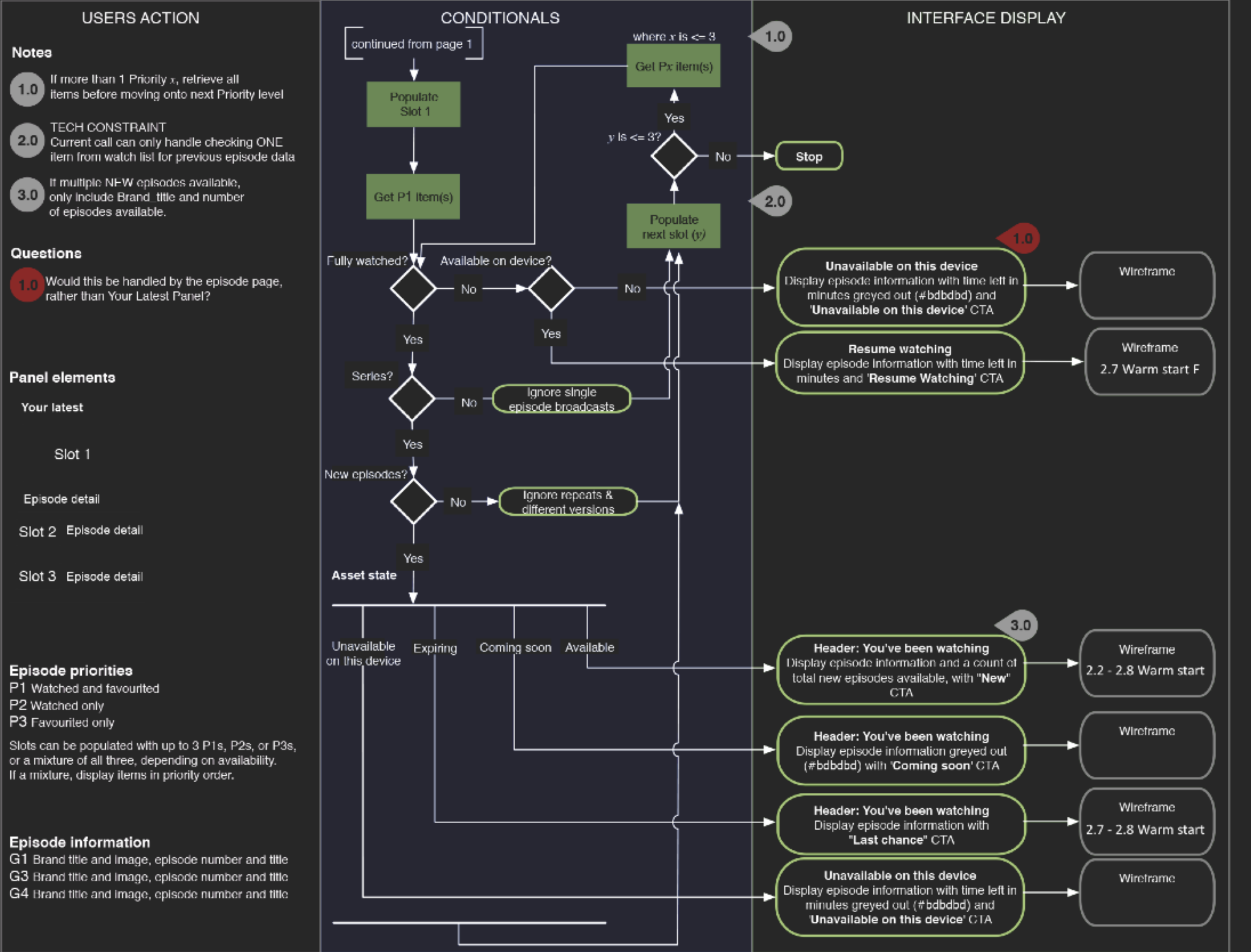
Kutlu Canlıoğlu | Portfolio

Feature development - Recently watched



ipLayer Redesign

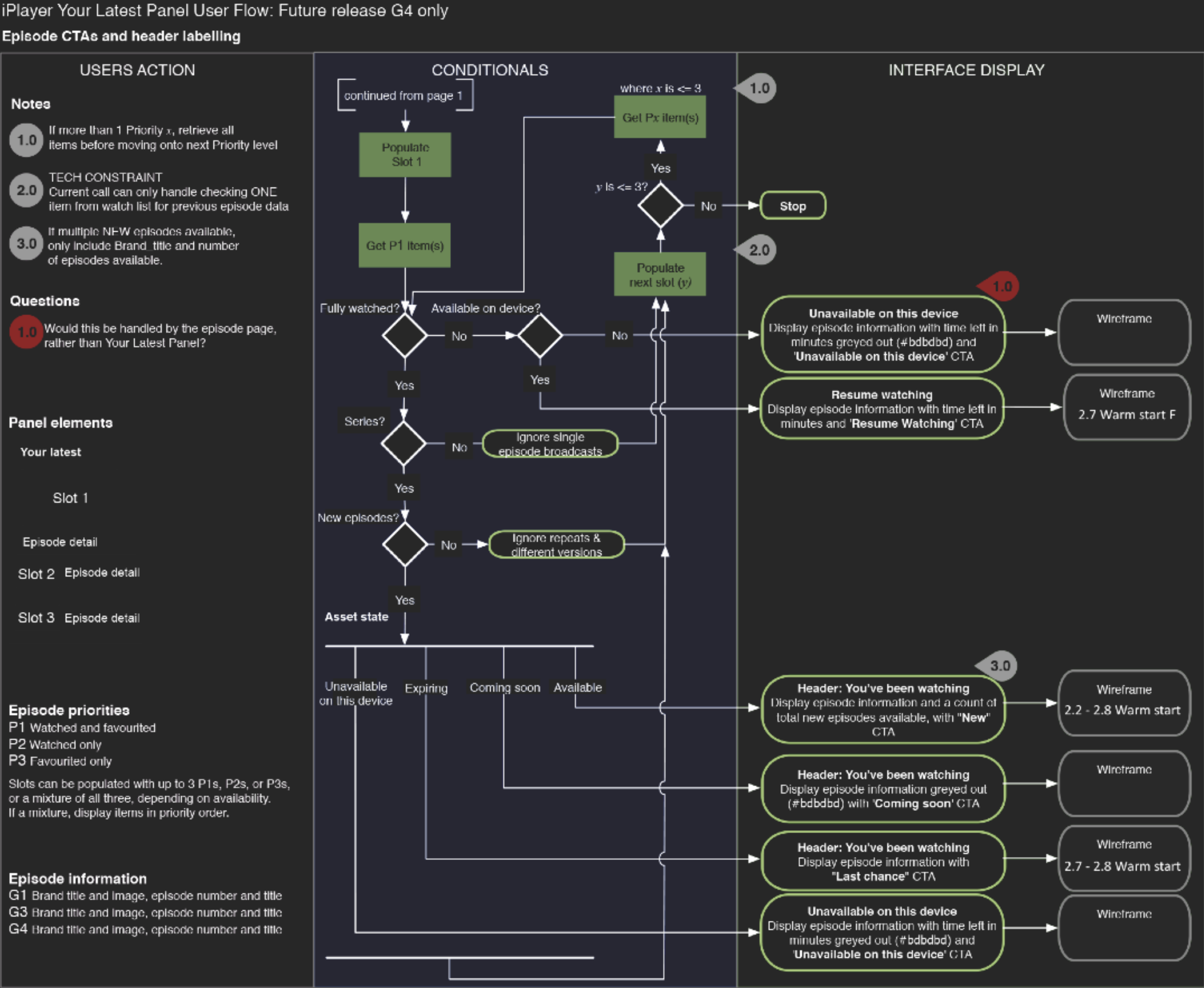
Episode CTAs and header labelling



iPlayer Redesign

Feature development - Recently watched

Kutlu Çanlıoğlu | Portfolio



Feature development - Recently watched

Viewing patterns

Impact of expiring assets on placement
- Should expiring content be bumped up?

last watched

Accesses iPlayer

T	F	S	S	M	T	W
	A			A		A
					B	
C	C			C	C	C

7.30pm
9.00pm
5.15pm

Viewing patterns

In this pattern, as Brand B is not in the top 3 most recently watched, the previous episode will not be promoted and will expire

Accesses iPlayer

T	F	S	S	M	T	W	T	F	S	S	M	T	W
	A			A		A		A			A		A
					B							B	
C	C			C	C	C	C	C			C	C	C
D							D						
		E						E					

7.30pm
9.00pm
5.15pm
7.30pm
10.00pm

Last watched @ 6pm

Your latest

You have been watching



Brand C

Episode 5

Continue watching

15 minutes remaining
Expiring in 1 day

3 new episodes



Brand A

3 new episodes



Brand B

1 new episode

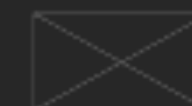
Your latest

You have been watching



Brand D

1 new episode available



Brand A

2 new episodes



Brand C

2 new episodes