











# Kutlu Canlıoğlu | Portfolio

Which Customer Outcomes do we target?



Amazon Video Redsign

1. F90: Get information about content ... that is more relevant and complete.

2. F9100: Compare content alternatives . . . more quickly and in more relevant ways

3. F70: Be aware of changes in content availability . . . with more relevance and timeliness.



4. W/20: Start watching content once I've found it...more quickly

5. C20: Have a set of capabilities... that are complete and seamless.

6. F10: Get a general sense of the service and what it offers ...more quickly and accurately.

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# Metadata Tenets

