

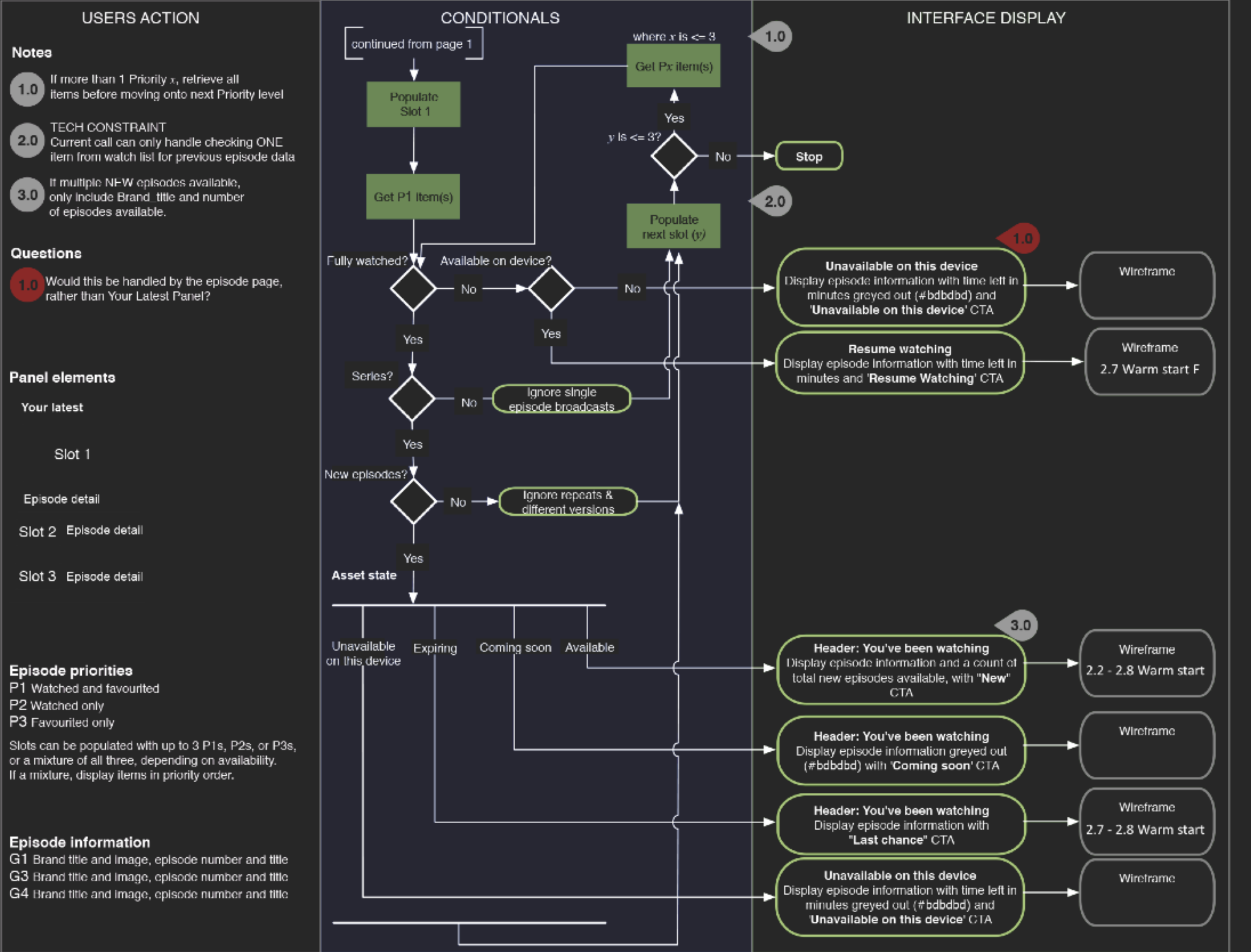


# Kutlu Canlıoğlu | Portfolio



iPloverRedesign

Episode CTAs and header labelling

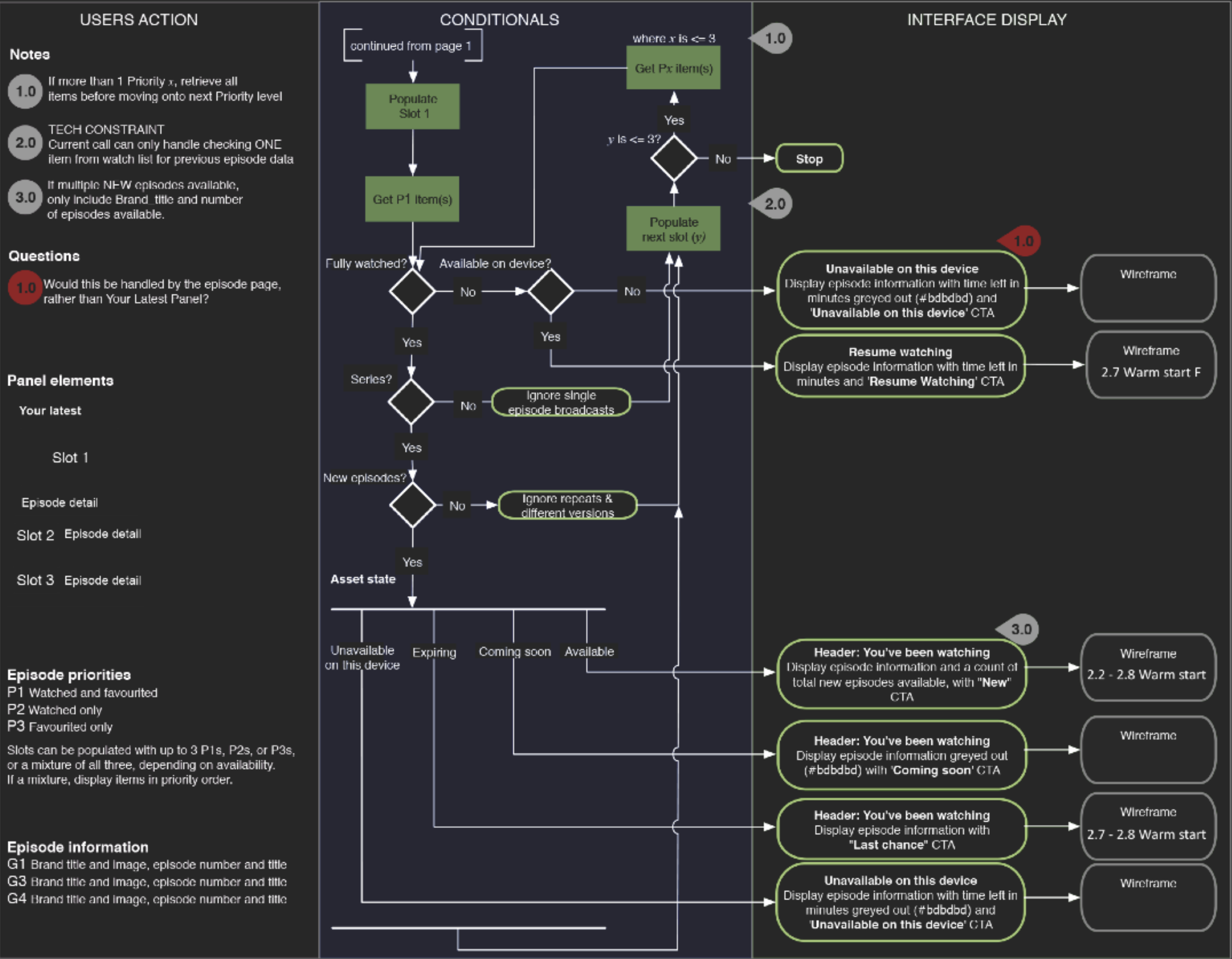


Kutlu Çanlıoğlu | Portfolio iPlayer Redesign

Feature development - Recently watched

iPlayer Your Latest Panel User Flow: Future release G4 only

Episode CTAs and header labelling



# 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