





Katalin Gádai Portfolio

Navigation pattern container A

Amazon Video Systems

# 1. Conflicting text cases

All caps (iOS, Kindle Fire), Capitalised (PV.com, 3PLR)

## 2. Different selected item styles

Orange underline (iOS, Kindle Fire), No underline (PV.com, 3PLR)

3. Varied logo use  
No logo(iOS, 3PLR) No logo, name in plain text (Kindle Fire), Logo (PV.com)

# 4. Conflicting nomenclature

Your watchlist (web), Watchlist (Kindle Fire, iOS)  
Library (iOS), Video Library (**PV.com**), Your Video Library (Kindle Fire)

5. Different location for secondary navigation

Under the primary nav (PV.com), under the hero carousel (iOS and Android)

# 6. Different order for content type tabs

Movies | TV Shows vs. TV Shows | Movies



Navigation

capitalised (PV.com, SPDR), kindlefire), capitalised (PV.com, SPDR),

conflicting cases.

2. Different styles selected item styles

Orangerie (Pv.v.3) und Kinderlinie (Pv.v.3) sowie die Kinderlinie (Pv.v.3) und der Fire (iosSkin) für das iPhone.

3. varied uses



4.0 conflicting nomenclature

watchlist(kindleFire, web))

VideoLibrary(Pv.com), your video library (ios) (kindlefire)

5. Differentiation for secondary navigation on different locations

under the primary nasal (and A. condroidei), and under the parousel (and S. v. comatus).

6.Different types of tabs for different content.

SnowMoviesTV



Home TV Shows Movies Originals

All Videos Your Videos Included with Prime Add

Included with **Prime**

# GAME OF SILENCE

Stream all episodes



## Watch Next



**Prime** Originals and Exclusives >



Browse



Watchlist



Library



Downloads



Account





Home TV Shows Movies Originals

All Videos

Your Videos

Included with Prime

Add

Included with **Prime**

# GAME OF SILENCE

Stream all episodes

## Watch Next



## Prime Originals and Exclusive TV >



Browse



Watchlist



Library



Downloads



Account

[Home](#) [TV Shows](#) [Movies](#) [Originals](#)[All Videos](#) [Your Videos](#) [Included with Prime](#)**Included with *Prime***

# GAME OF SILENCE

[Stream all episodes](#)[\*\*Prime\*\* Original and Exclusive TV >](#)**CATA**[Browse](#)[Watchlist](#)[Library](#)[Downloads](#)[Account](#)

[Home](#) [TV Shows](#) [Movies](#) [Originals](#)[All Videos](#) [Your Videos](#) [Included with Prime](#) [Add-on Subscriptions](#) [Rent or Buy](#) [Free to Watch](#)Included with **Prime**

AMAZON EXCLUSIVE

# GAME OF SILENCE

Stream all episodes

## Watch Next

**Prime** Originals and Exclusive TV [See More](#)

## Add-on Subscriptions

Add-on Subscription

# STARZ

Get STARZ—captivating original series and hit movies

[Learn more](#)

Browse



Watchlist



Library



Downloads



Account

