











# Kutlu Canlıoğlu | Portfolio



# Amazon Video Redesign - Content Discovery

1. Customers are not finding sufficient information on the homepage to perform Positive Conversion Actions, resulting in pogo sticking to the Detail Page

2. Customers need different information about titles, depending on their relationship with them: Entitlement, previous engagement, recommendations for them, etc.

3. Customers find it difficult to understand our service across devices due to the inconsistent experience



4. Customers are confused by the different entitlement options

# What customer problems are we addressing?

1. Customers are not finding sufficient information on the homepage to perform Positive Conversion Actions, resulting in pogo sticking to the Detail Page
2. Customers need different information about titles, depending on their relationship with them: Entitlement, previous engagement, recommendations for them, etc.
3. Customers find it difficult to understand our service across devices due to the inconsistent experience
4. Customers are confused by the different content entitlement options



# Amazon Video Redesign - Content Discovery

## Amazon Video Customer Outcomes Framework

Customer experience outcomes (CXOs) capture durable, data-supported customer needs in an actionable form. They describe needs as “jobs” our service must do for customers and the criteria they will use to judge how well we do them. They do not reference specific solutions. This framework captures the CXOs that are most important to AV's success. It is a living document, subject to revision in the face of new and better data. Contact dv-uxr@ to learn more.

Compare content alternatives... more quickly and in more relevant ways.  
F100

Job Statement  
Success Criterion  
reference number

### Completeness & Coherence

Have a selection of content... that is more complete and relevant.  
C10

Have a set of capabilities (i.e., features)... that is more complete and coherent.  
C20

Access the service from a range of devices... that is more complete..  
C30

Access the service in a range of contexts (e.g., offline)... that is more complete.  
C40

### Acquire & Orient

Know about the service and what it offers

Know the service exists... more reliably.  
A10

Acquire & pay for the service or content

Acquire the service or content... more quickly and easily.  
A40

Know where to go to learn about/acquire the service... more accurately.  
A20

Have an offer or set of offers... that I prefer more  
A50

Know what I get for my time/effort/money... more quickly and accurately.  
A30

Use payment methods... that I prefer more.  
A60

### Find & Discover

Find & discover content

Find content I know exists... more quickly.  
F20

Anticipate and respond to changes in content availability

Be aware of what's coming to the service... with more relevance and timeliness.  
F70

Learn more about content (before or after watching)

Get information about content (before or after watching)... that is more relevant and complete.  
F90

Control my discovery experience

Organize content... more quickly and flexibly.  
F140

Find content matching specified criteria... more quickly and with more relevance.  
F30

Be aware of what's leaving the service... with more relevance and timeliness.  
F75

Compare content alternatives... more quickly and in more relevant ways.  
F100

Control what content is recommended to me... more easily and effectively.  
F150

Get introduced to content (without asking)... that is more relevant.  
F40

Find replacements for expired content... that are more relevant.  
F80

### Watch

Initiate playback

Start watching content at start-up... with fewer decisions and more relevance.  
W10

Consume content

Watch content... with more comfort, fidelity, and consistency.  
W50

Navigate within & between content I'm watching

Control playback (e.g., go to a specific scene)... with more speed and precision.  
W80

Learn more about content I'm currently watching

Get information about content I'm watching... more quickly and w/more relevance.  
W110

Start watching content after finding it... more quickly.  
W20

Translate language... more quickly, easily, and accurately.  
W60

Go between watching different content... more quickly.  
W90

Pick up where I left off in a movie, show, or series... more quickly.  
W30

Accommodate accessibility challenges... more easily and effectively.  
W70

Use other parts of the service while watching... with less distraction.  
W100

Start watching the next item in a series (i.e., binge)... more quickly.  
W40

### Share & Connect

Share my account with others

Give others access to my account... more quickly and easily.  
S10

Take care of my family

Protect my family from unwanted content... with more confidence.  
S30

Connect with others around content

Recommend content to specific people... more quickly and easily.  
S50

Control what others can do with my account... more quickly and confidently.  
S20

Control the time my kids watch... more quickly and confidently.  
S40

Gift content to specific people... more quickly and easily.  
S60

Know how my account is being used... with more confidence.  
S25

Communicate with others about content... with more satisfaction.  
S70

Give others access to my personal content... more easily.  
S80

### Maintain

Manage account

Manage core functionality (e.g., add/remove subscriptions) ... more quickly.  
M10

Manage account information (e.g., change cc info)... more quickly.  
M20

Resolve emergent problems with the service... more quickly.  
M30