





# Kutlu Canlıoğlu | Portfolio

High-level ~~UX~~ ambitions



*find*

The new iPlayer.....



ipLayer Redesign





*discover*

*personal  
recommendations*

*onward journeys*

# High-level UX ambitions

## The new iPlayer...

- ...❖ *Simplifies **finding** of content for those 60% of our users who come knowing what they are after*
- ...❖ *Continues to delight audiences by helping them **discover** the breadth of BBC content*
- ...❖ *Gets to know users **personally** to offer relevant **recommendations** consistently across platforms*
- ...❖ *Offers diverse **onward journeys** wherever the entry point may be; from the home screen, playback screens, or programme information pages*

# Early wireframes