Amazon Video UX System

Audit Home

	MOBILE		TAB	TABLET		DESKTOP		LIVING ROOM	
	iOS	Andriod	iOS	Andriod	Ret. Web	Fogg	Caltrain	Blast	
Logo/Branding		✓		~	Parent	~		~	
Offer-type filters	N/A	~	N/A	~	~			Hidden	
Bottom Tray (iOS)	~		~						
Hamburger		✓		~					
Combo Box						✓			
Hero Carousel (Rotating)		~		~	~	~	~		
Search Bar	lcon	lcon	~	~	~	~	lcon	Text	
Navigation (Movie, TV etc)	~	~	~	~	~	~	~	~	
Ads					~		~	~	
1st Carousel (Not hero) - 'Watch Next'	✓	✓	~	~	~	~	~	~	
2nd Carousel - 'Originals'	✓	✓	~	~	~	~			
16:9 Assets							~		
Profile/Login	Settings	Settings	Settings	Settings	Parent	✓	Settings	Help	

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Audit Menus and Navigation

iOS	Android	Retail Web	Fogg	Caltrain	Blast
Bottom Tray	Hamburger Menu	Hyperlink Menu	Primary Nav	Primary Nav	Menu
- Browse	- Home	- Amazon Video	- Home	- Search (Icon)	- Search
- Watchlist	- TV	- TV	- TV	- Home	- Home
- Library	- Movies	- Movies	- Movies	- Movies	- Movies
- Downloads	- Watchlist	- Shorts	- Search	- TV Shows	- TV Shows
- Settings	- Video Library			- Apps	- Video Library
	- Downloads	- Your Watchlist		- Settings	- Watchlist
iOS Tabs	- More	- Your Video Library			- Photos
- Home	- Settings	- Settings			- Help
- TV Shows	- Help	- Getting Started			
- Movies	- Fire TV Stick Learn More	- Help			
	Android Tabs				
	- Home				
	- TV Shows				
	- Movies				