











# Kutlu Canlıoğlu | Portfolio





Amazon Video Redsign

...helps maintain the focus of a customer's attention by reducing clutter and cognitive workload.











































card hover

...reduces effort for customers by  
presenting only the required data  
and actions for the task at hand.



# Progressive Disclosure for web - Proposed

...helps maintain the focus of a customer's attention by reducing clutter and cognitive workload.

...reduces effort for customers by presenting only the required data and actions for the task at hand.



# Customer Insights

