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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

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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		Find & Discover				Watch				Share & Connect			Maintain
Know about the service and what it offers	Acquire & pay for the service or content	Find & discover content	Anticipate and respond to changes in content availability	Learn more about content (before or after watching)	Control my discovery experience	Initiate playback	Consume content	Navigate within & between content I'm watching	Learn more about content I'm currently watching	Share my account with others	Take care of my family	Connect with others around content	Manage account
Know the service exists... more reliably. A10	Acquire the service or content... more quickly and easily. A40	Find content I know exists... more quickly. F20	Be aware of what's coming to the service... with more relevance and timeliness. F70	Get information about content (before or after watching)... that is more relevant and complete. F90	Organize content... more quickly and flexibly. F140	Start watching content at start-up... with fewer decisions and more relevance. W10	Watch content... with more comfort, fidelity, and consistency. W50	Control playback (e.g., go to a specific scene)... with more speed and precision. W80	Get information about content I'm watching... more quickly and w/more relevance. W110	Give others access to my account... more quickly and easily. S10	Protect my family from unwanted content... with more confidence. S30	Recommend content to specific people... more quickly and easily. S50	Manage core functionality (e.g., add/remove subscriptions) ... more quickly. M10
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	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	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		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	Manage account information (e.g., change cc info)... more quickly. M20
Know what I get for my time/effort/money... more quickly and accurately. A30	Use payment methods... that I prefer more. A60	Get introduced to content (without asking)... that is more relevant. F40	Find replacements for expired content... that are more relevant. F80			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		Know how my account is being used... with more confidence. S25		Communicate with others about content... with more satisfaction. S70	Resolve emergent problems with the service... more quickly. M30
						Start watching the next item in a series (i.e., binge)... more quickly. W40						Give others access to my personal content... more easily. S80	