Amazon Video UX System

Audit Browse/Mini-details View

	MOBILE		TABLET		DESKTOP		LIVING ROOM	
	iOS	**Andriod**	**iOS**	**Andriod**	**Ret. Web**	**Fogg**	**Caltrain**	**Blast**
Movie/TV Title/Season					in flyout	in flyout	✓	✓
Star Rating					in flyout	in flyout	✓	✓
Running TIme						✓	✓	
Year/Date of Release					in flyout	✓	✓	
Maturity Rating/CC/X-Ray						✓	✓	
Short Synopsis					in flyout	✓	✓	✓
Quality of Video (HD/UHD)						✓	✓	
16:9 Assets							✓	
Varied tile Sizes	✓	✓	✓	✓	✓	✓		✓
Breadcrumbs	✓	✓	✓	✓	Underline	✓	✓	✓
Back Button	✓	✓	✓	✓	Browser			D Pad
Row Headers/Tombstones	✓	✓	✓	✓	✓	✓	✓	✓
Go to Playback					in flyout	in flyout	D-Pad	

Layers of Symphony

Product personality
Usable & Accessible

User journeys
Interaction patterns
UI Components
Sound
Motion

Imagery
Iconography
Tone of voice
Colour
Typography
Layout

Scale factor
Input methods
Device / Screen size

Tech - Swift, TAPS, TDS
Personalisation algorithms