











# Kutlu Canlıoğlu | Portfolio

Customer Insights



Amazon Video Redsign

































card hover











1. Cover Art is necessary but not enough  
on its own

2. Age ratings are really important for  
parents



3. Time commitment required is important

4. Customers do not feel adequately warned  
when a title is going to leave Prime

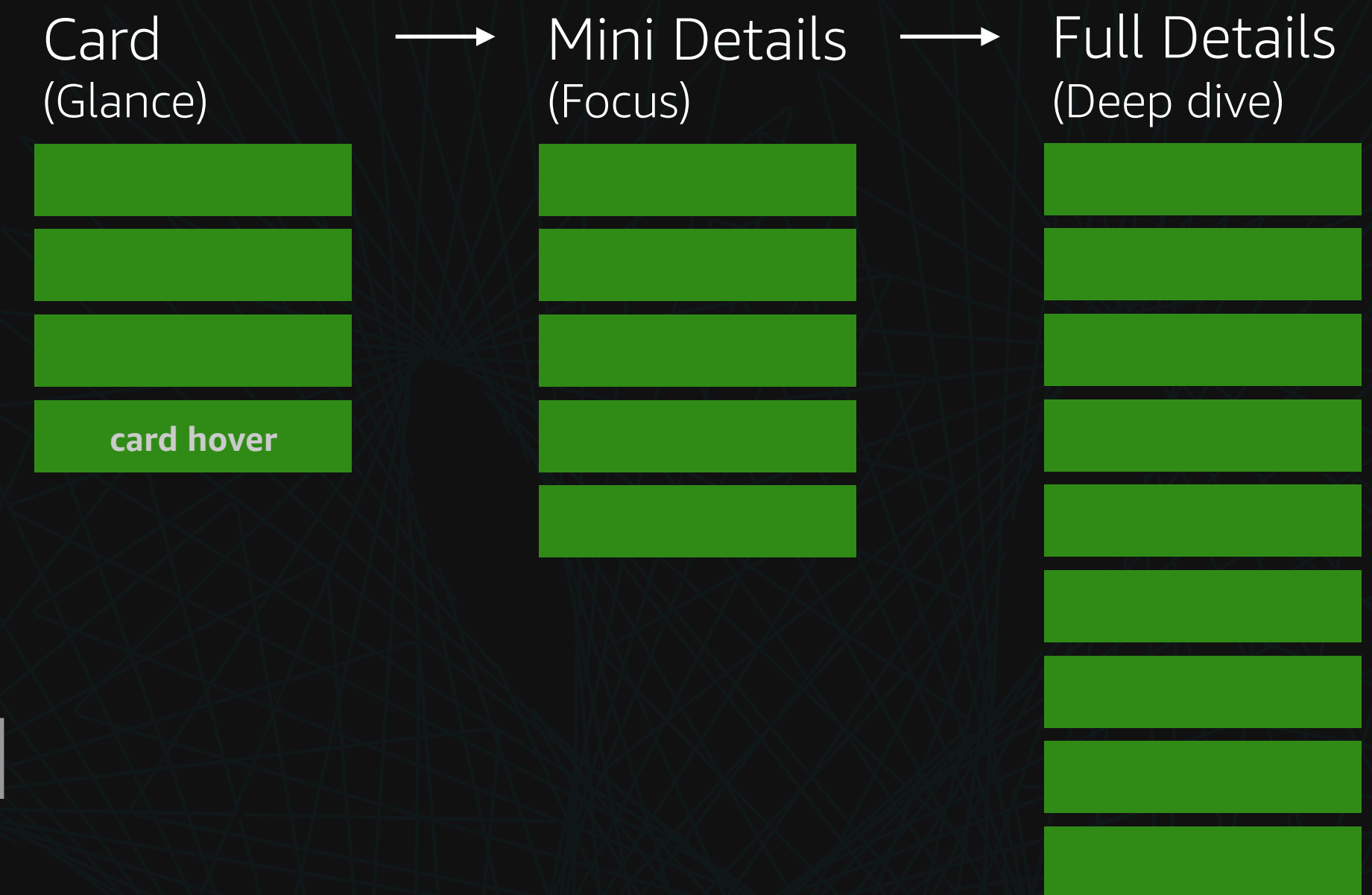
5. Customers look at number of stars and  
the count of reviews

6. Synopsis is important

7. Price should be shown. Customers feel tricked when SD is hidden

# Customer Insights

1. Cover Art is necessary but not enough on its own
2. Age ratings are really important for parents
3. Time commitment required is important
4. Customers do not feel adequately warned when a title is going to leave Prime
5. Customers look at number of stars and the count of reviews
6. Synopsis in full is important
7. Price should be shown. Customers feel tricked when SD is hidden



# Card Carousels- Glance

Card

