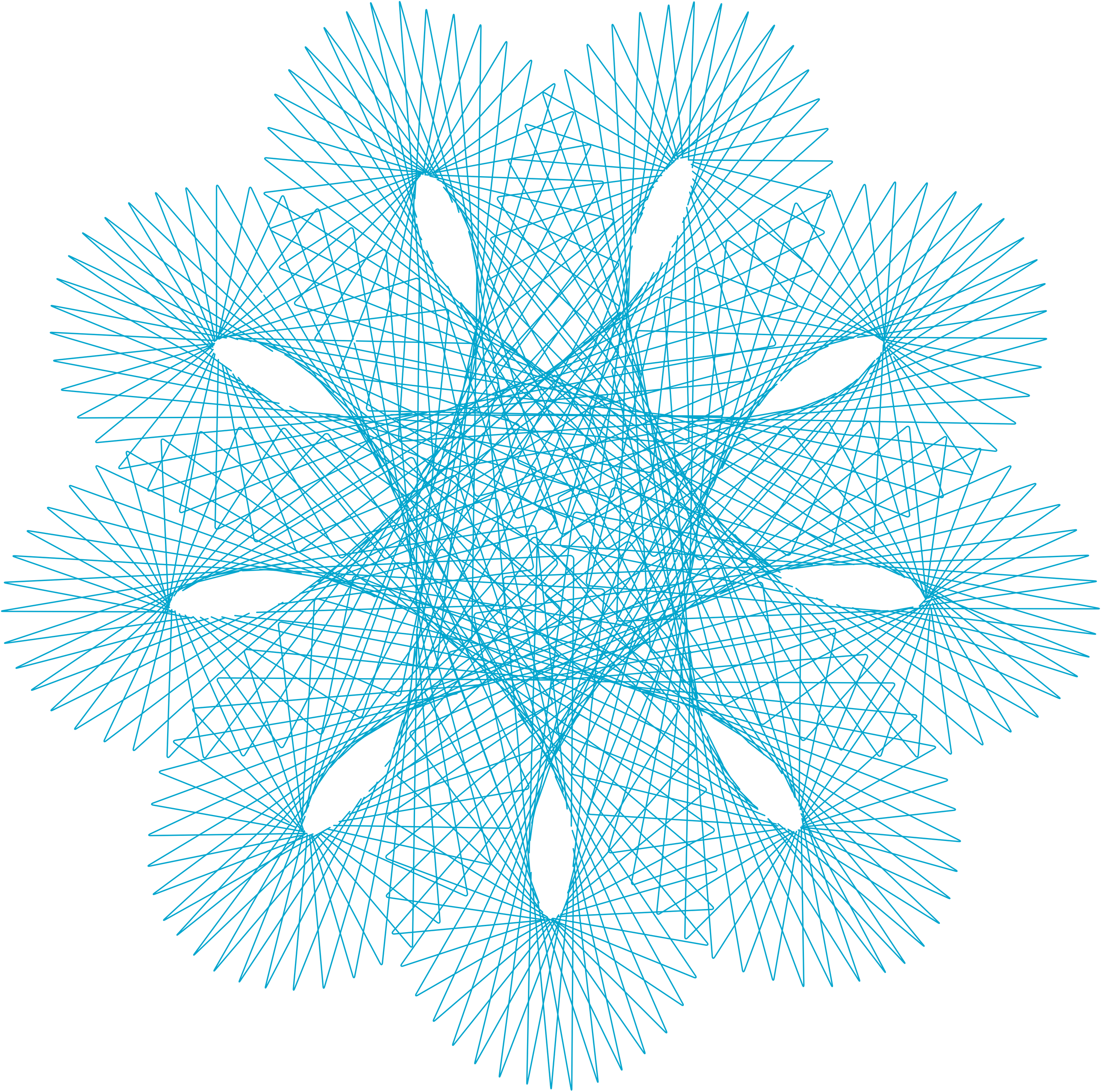


Kutlu Çanlıoğlu | Portfolio

Optimisations

Amazon Video UX System

1. One global stylesheet

Changes made by one engineering team rolls out to all pages, across mobile and desktop

2. From 23 font sizes to 6

Reduce micro decisions and deliver clear, accessible information hierarchy for customers

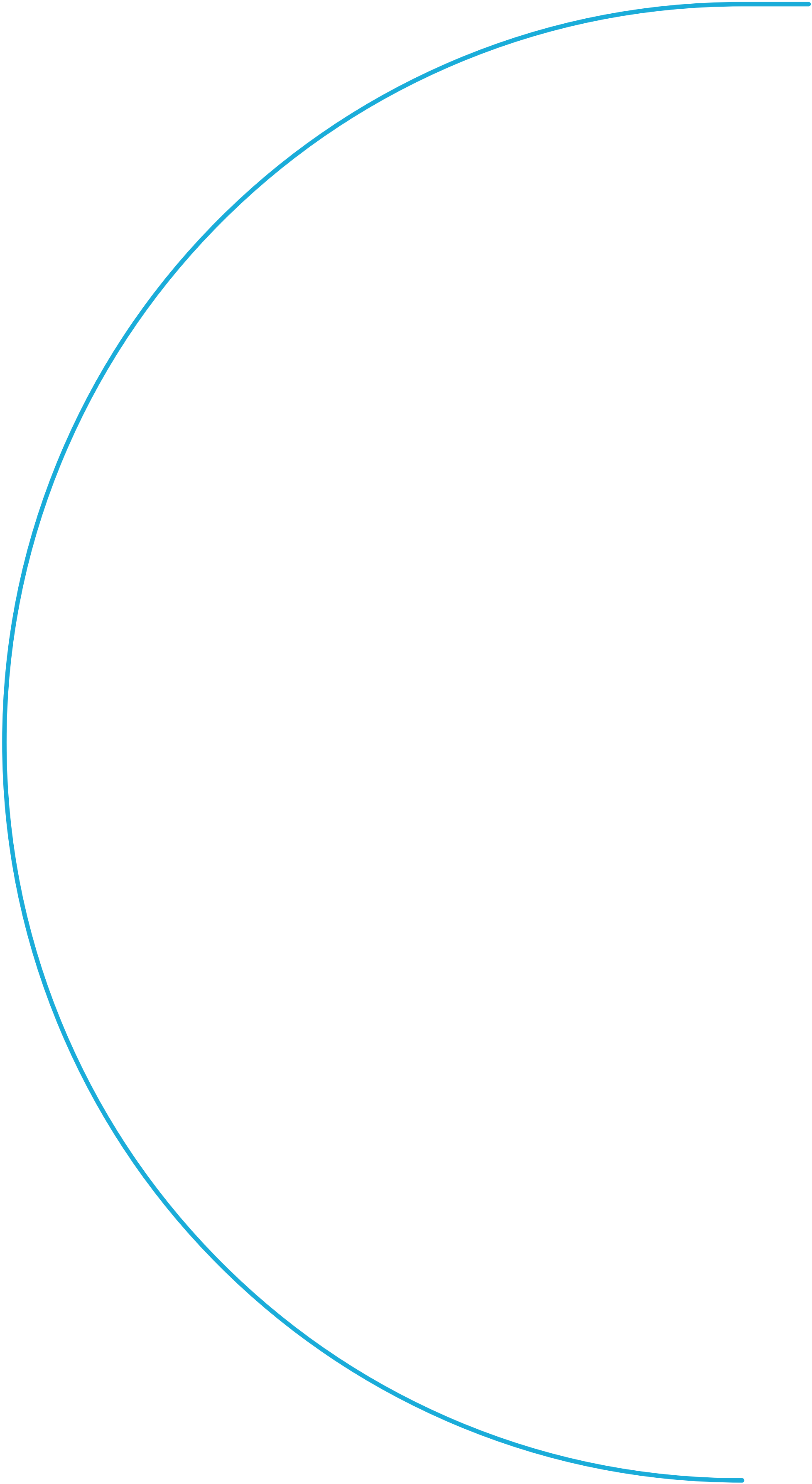
3. From 73 colours to 14

Reduce micro decisions and ensure coherency across clients

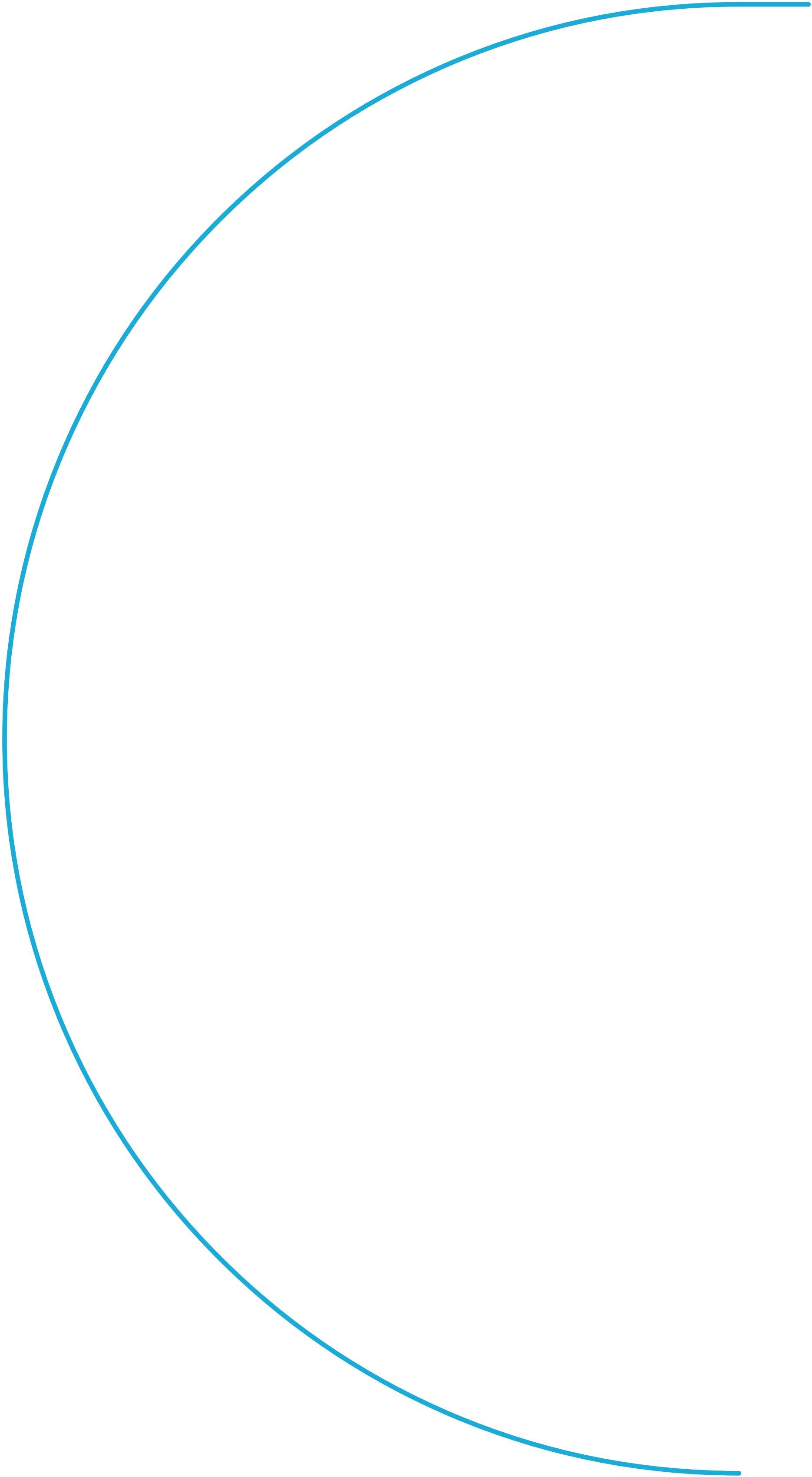
Product personality

Usable & Accessible

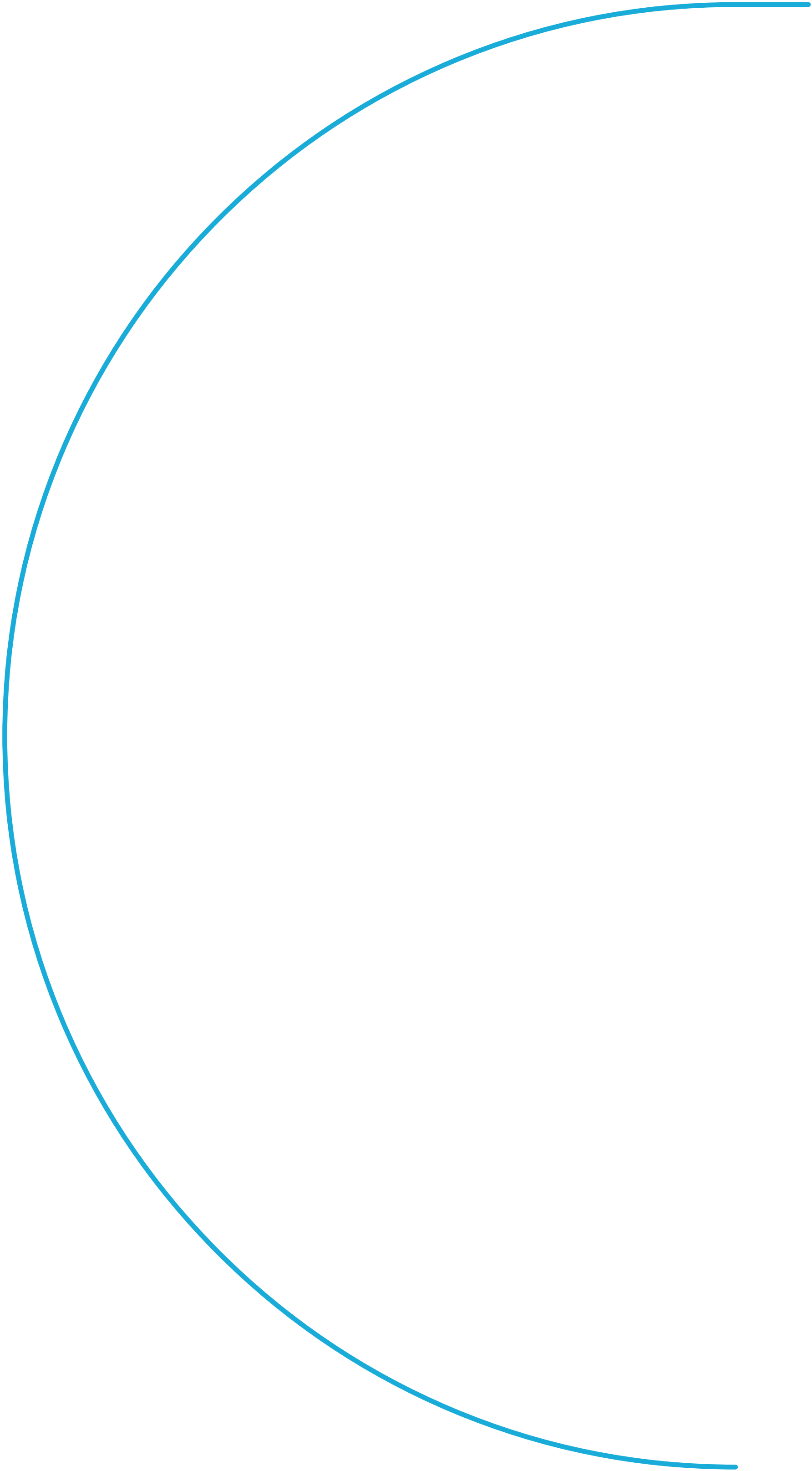
User journeys



Interaction patterns



UI Components

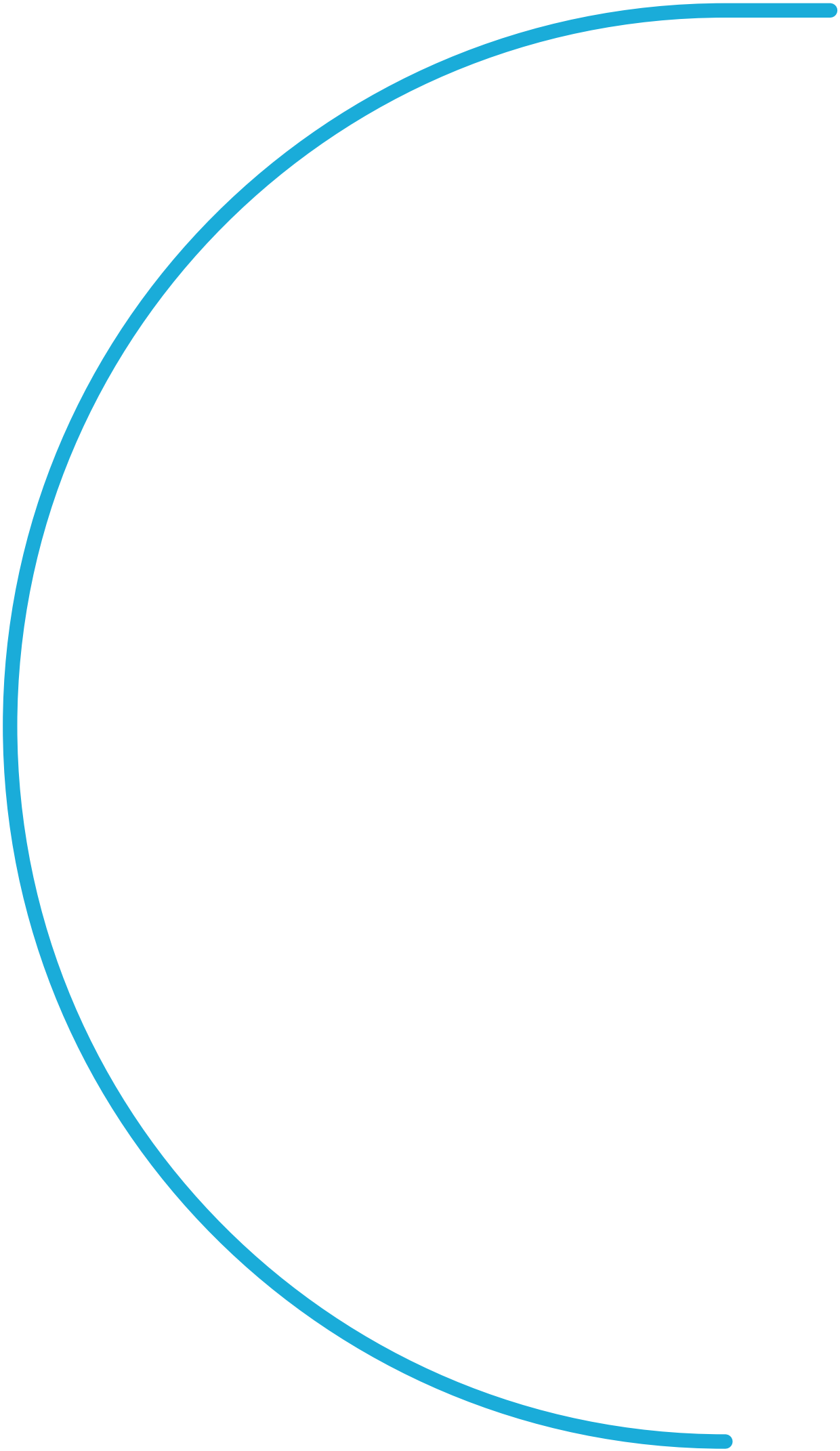


Sound

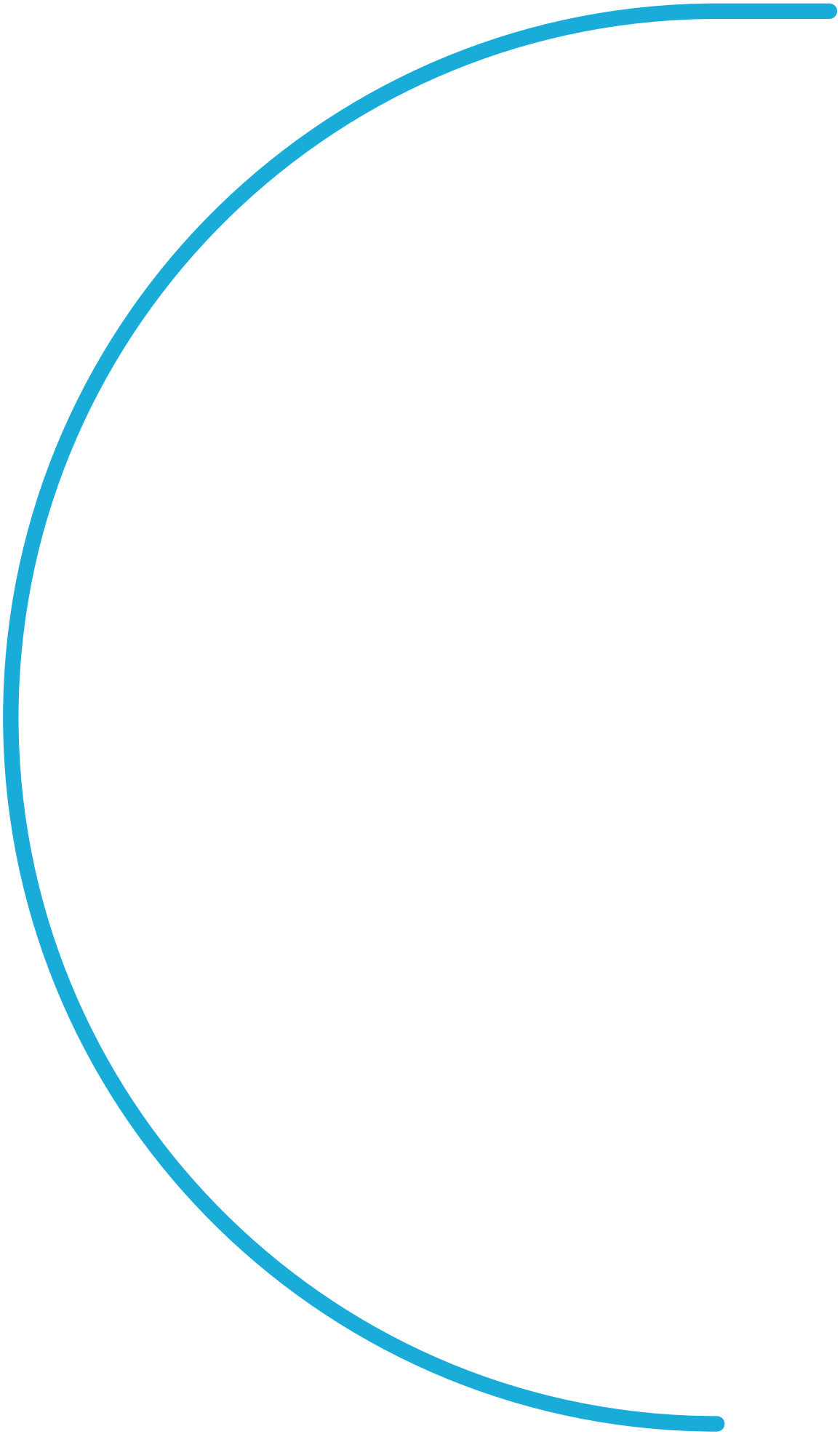
Motion

Imagery

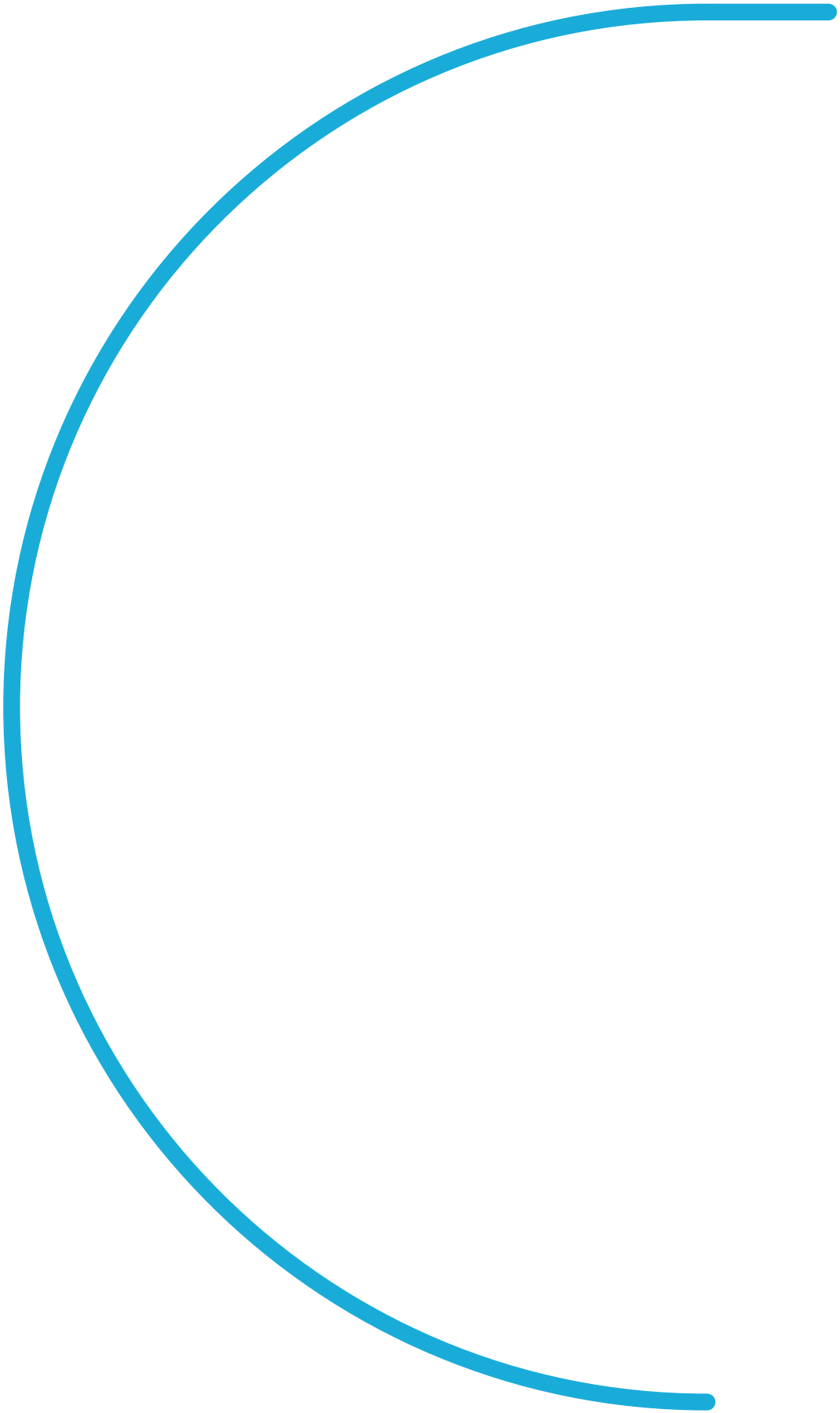
Iconography



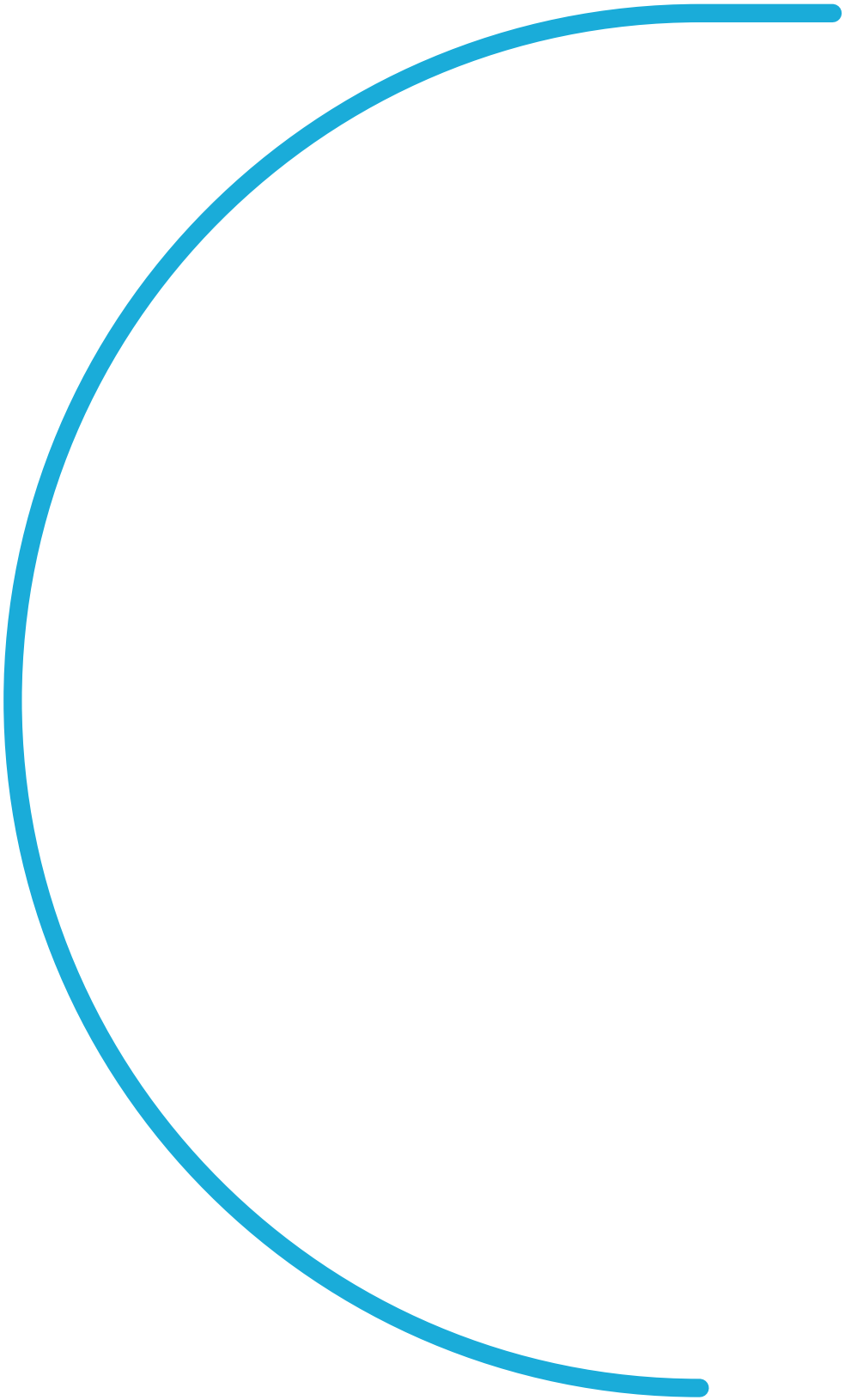
Tone of voice



Colour



Typography

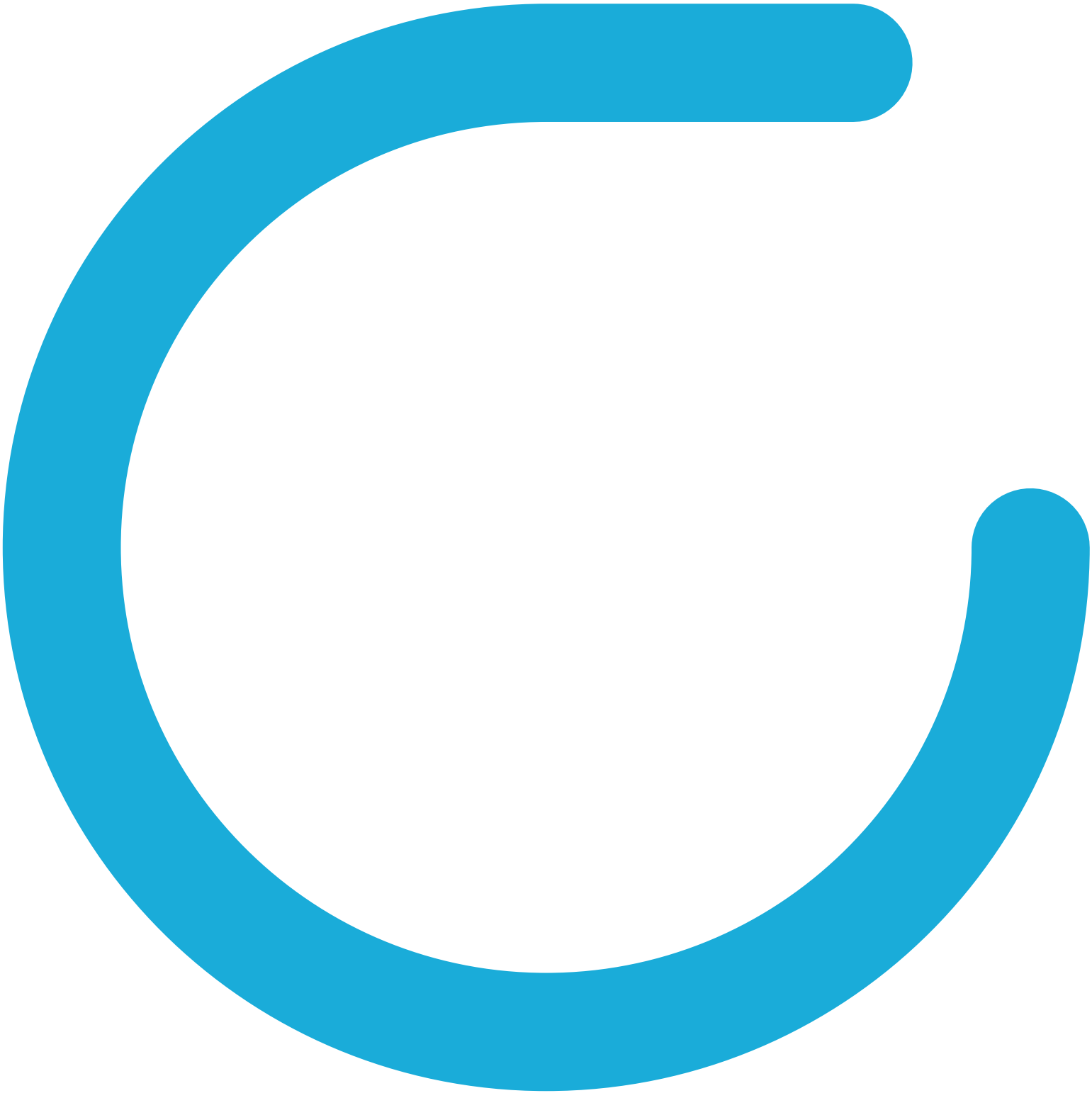


Layout

Scale factor

Input methods

Device / Screen size



Personalisation algorithms

Tech - Swift, TAPS, TDS

Layers of Symphony

1. One global stylesheet

Changes made by one engineering team rolls out

to all pages, across mobile and desktop

2. From 23 font sizes to 6

Reduce micro decisions and deliver clear, accessible

information hierarchy for customers

3. From 73 colours to 14

Reduce micro decisions and ensure coherency across clients