Kutlu Çanlıoğlu | Portfolio

Which Customer Outcomes do we target?

1. F90: Get information about content…that is more relevant and complete.

2. F9100: Compare content alternatives. More quickly and in more relevant ways

3. F70: Be aware of changes in content availability…with more relevance and timeliness.

4. W20: Start watching content once I've found it …more quickly

5. C20: Have a set of capabilities...that are more complete and seamless.

6. F10: Get a general sense of the service and what it offers…more quickly and accurately.

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