





Kutlu Canlıoğlu | Portfolio

Content Discovery Tenets



Amazon Video Redesign - Content Discovery

1. Progressive Disclosure

We offer the best set of data tailored to customer frame-of-mind (intent) at each step of their journey, balancing the need for information and the need not to be overwhelmed with data.

2. Accessibility

We focus on the mainstream customers' needs, making sure edge-case needs are met through no more than one interaction.

3. Data driven

UX decisions will be informed by customer data from existing experiences across our clients as well as from discovery and validation customer research

4. Immediately feasible, yet future facing

We will not rely on unsupported personalization mechanisms to solve the immediate problem, but will offer solutions that make use of these mechanisms to inform tech design of personalization systems for the future

5. Coherent and device optimised

We will design for all clients to be consistent, unless we identify a clear difference in customer intent on any given client/platform

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