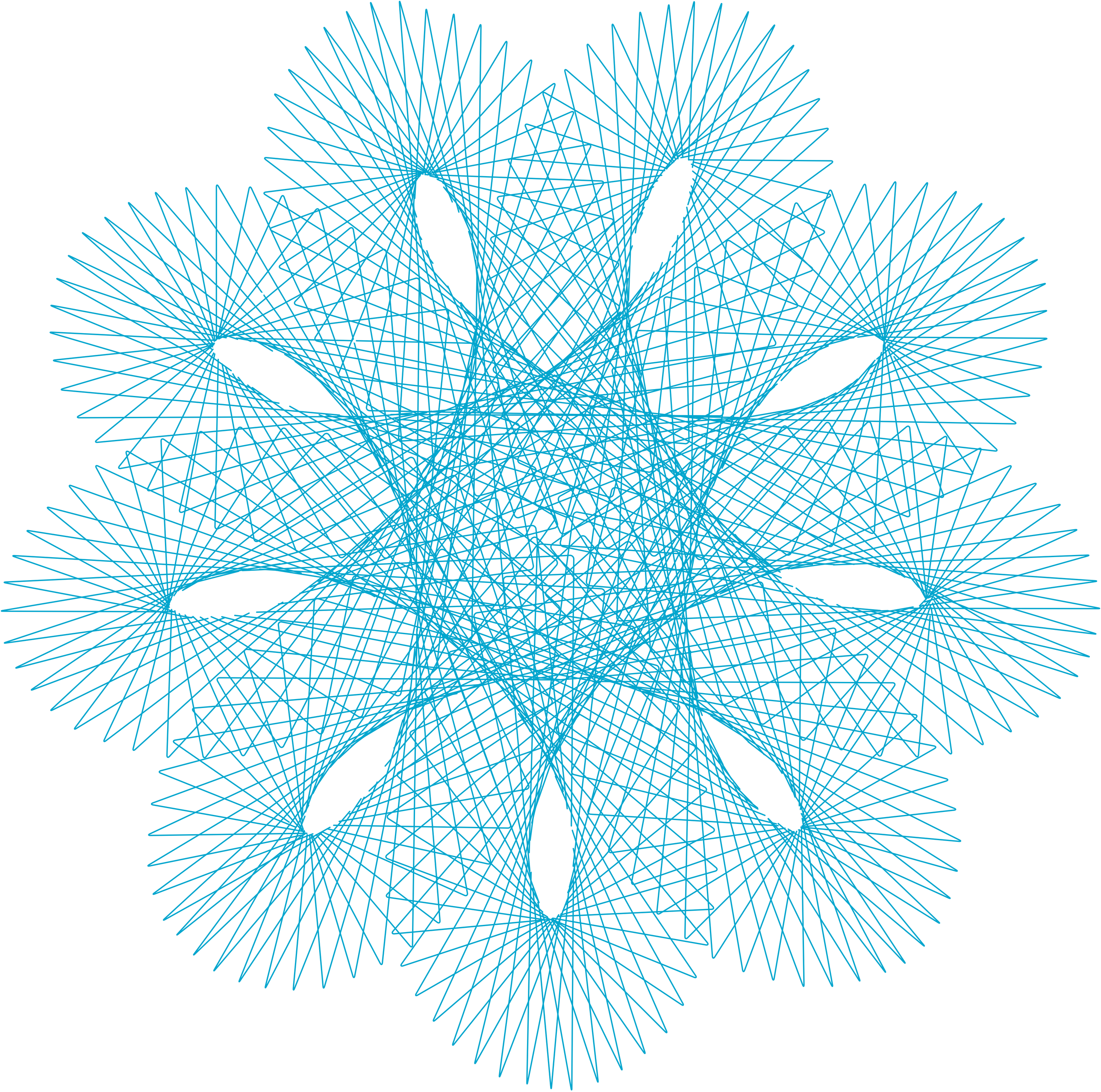

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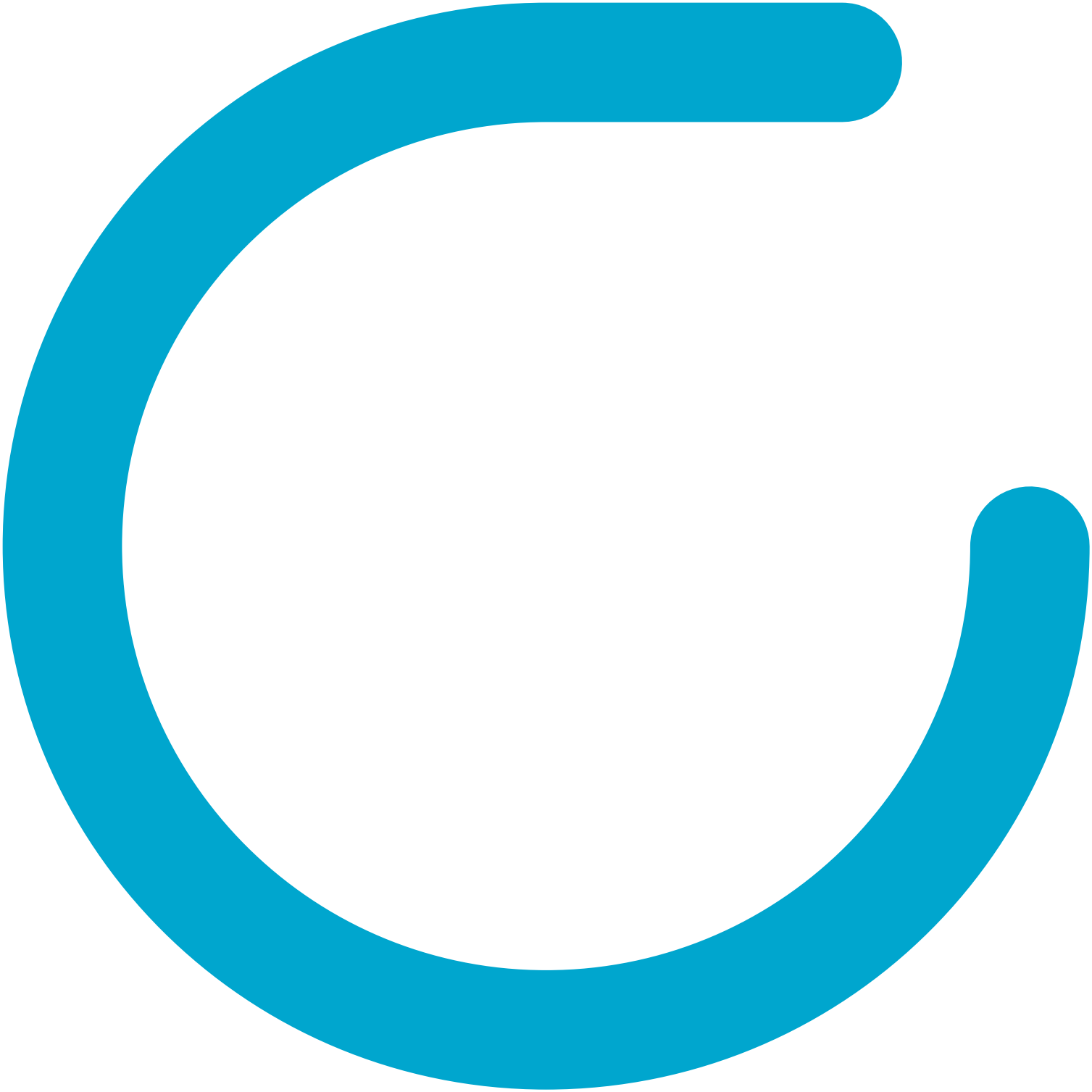
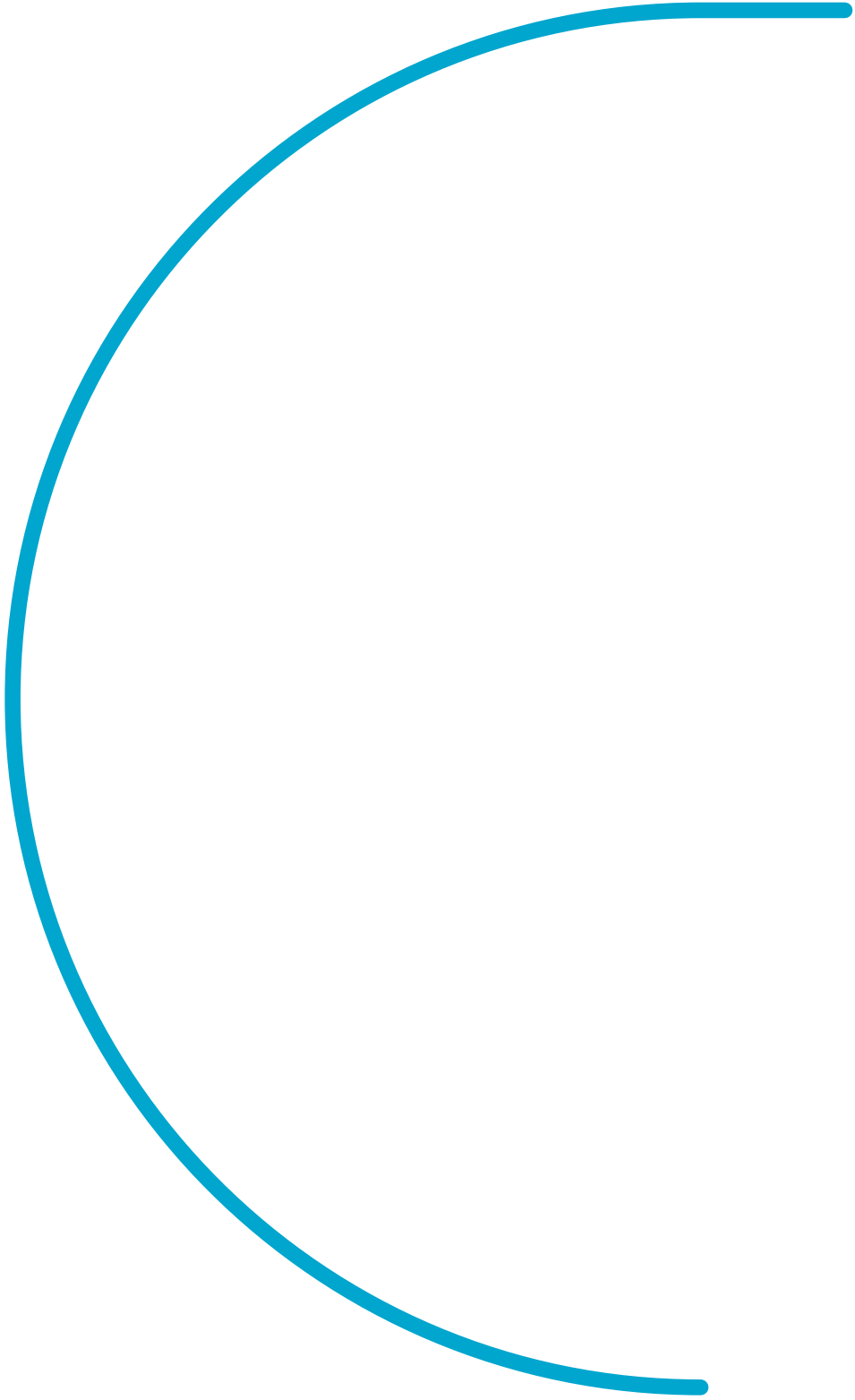
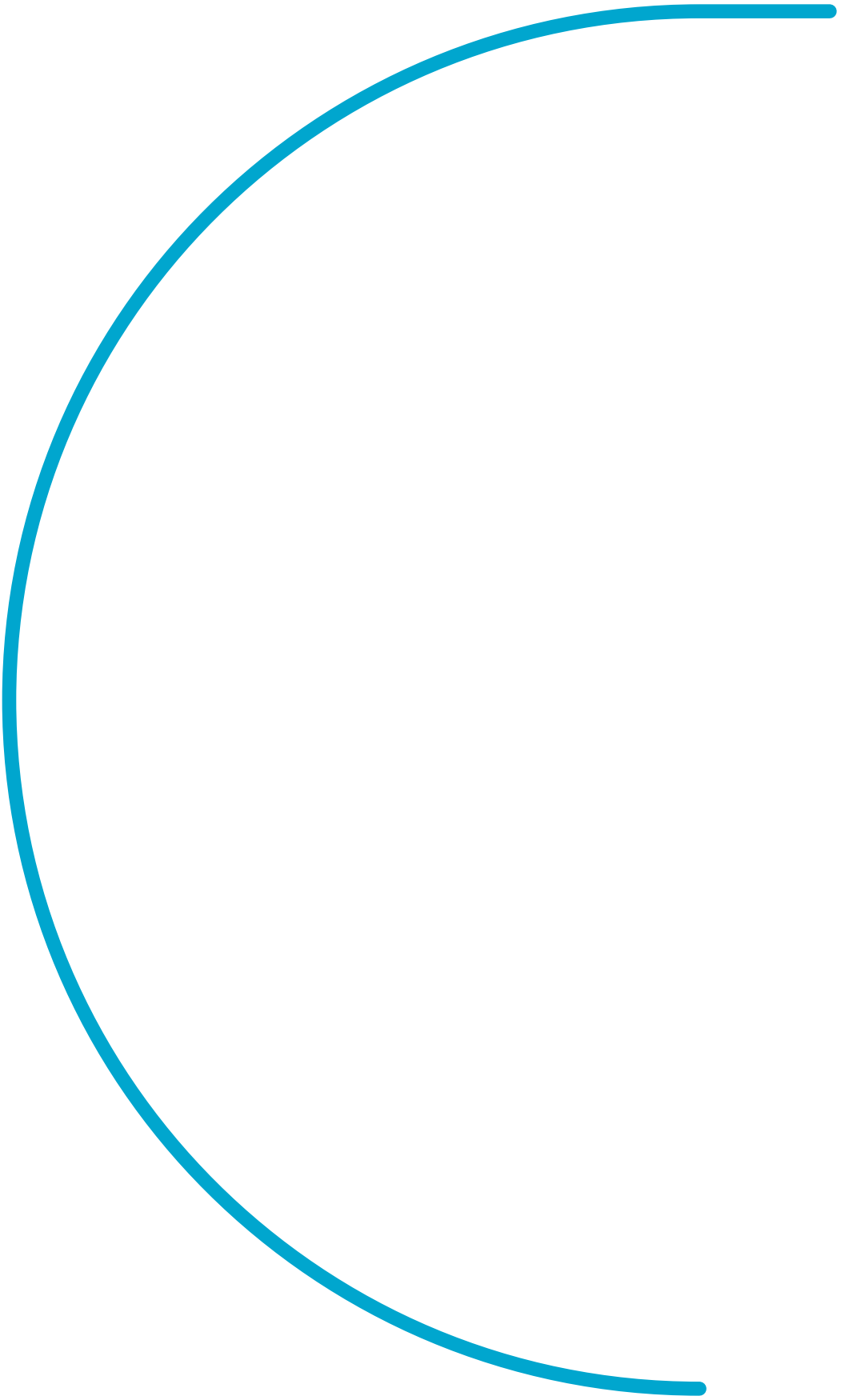
Layers of Symphony

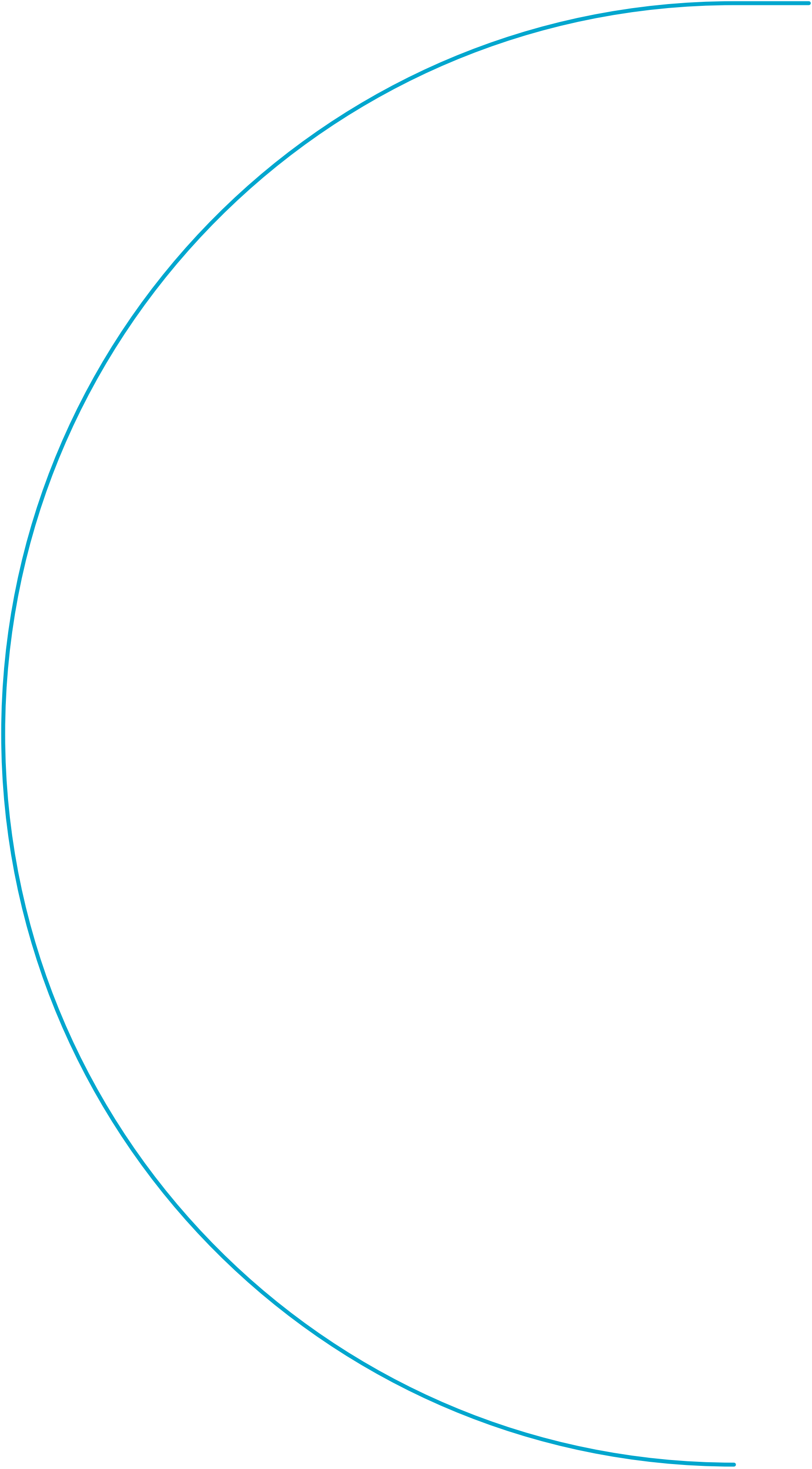
Layout - Baseline grid

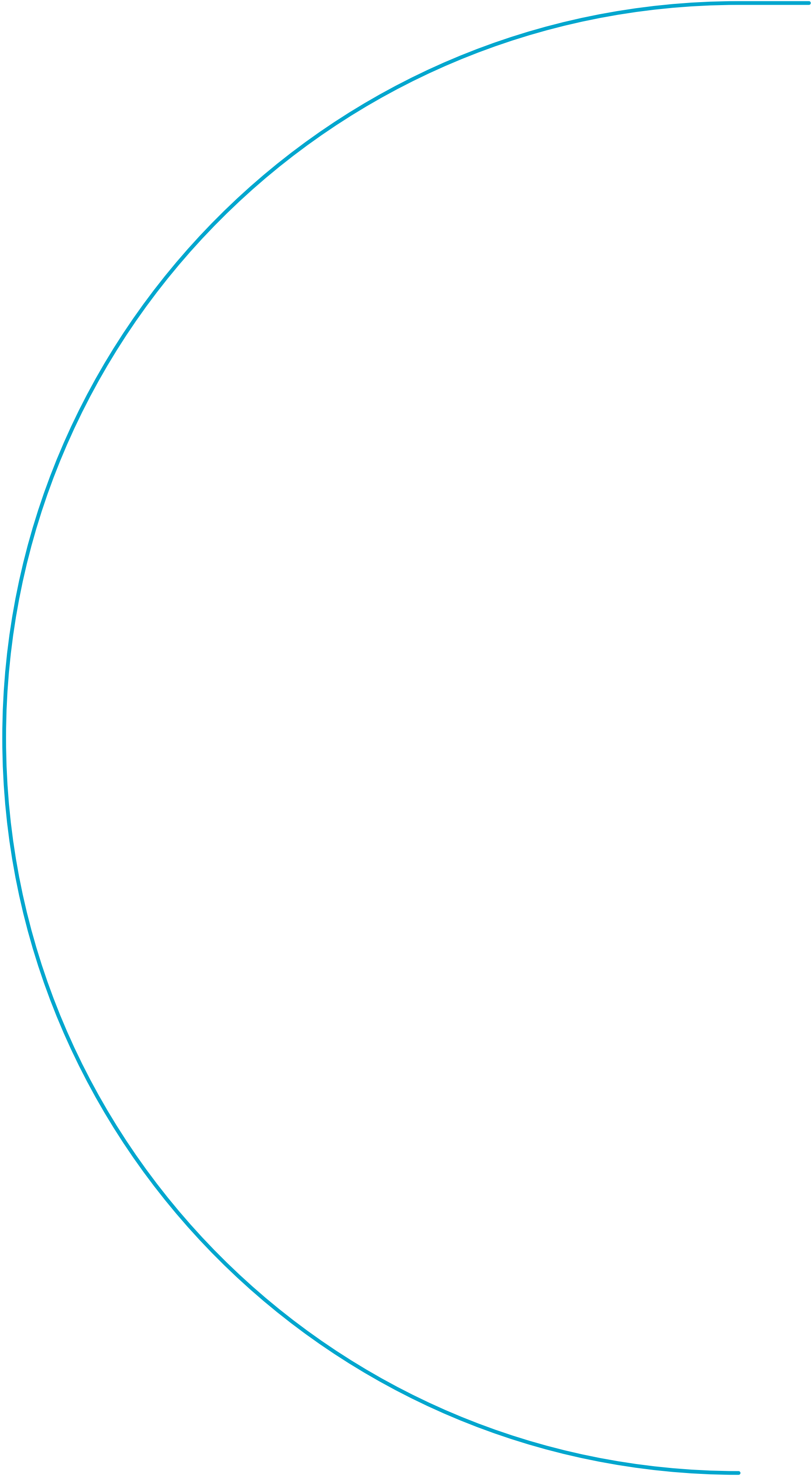
Amazon Video UX System

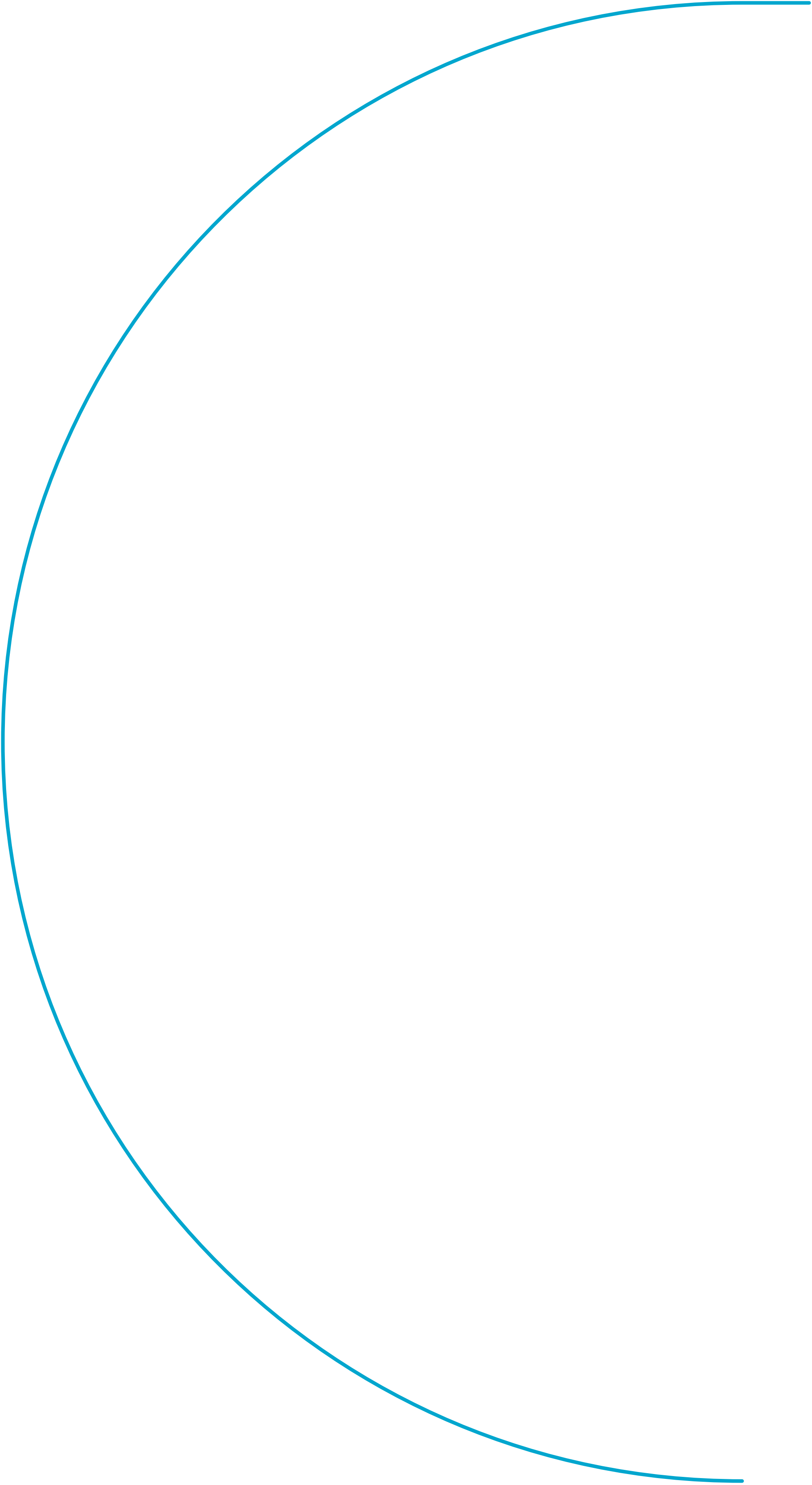












Personalisation algorithms

Tech - Swift, TAPS, TDS

Device / Screen size

Input methods

Scale factor

Layout

Typography

Colour

Tone of voice

Iconography

Imagery

Motion

Sound

UI Components

Interaction patterns

User journeys

Usable & Accessible

Product personality