





# Kutlu Canlıoğlu | Portfolio

High-level ~~UX~~ ambitions



*find*

The new iPlayer.....



ipLayer Redesign





*discover*

*personal  
recommendations*

*onward journeys*

# High-level UX ambitions

## The new iPlayer...

- ...❖ Simplifies *finding* of content for those 60% of our users who come knowing what they are after
- ...❖ Continues to delight audiences by helping them *discover* the breadth of BBC content
- ...❖ Gets to know users *personally* to offer relevant *recommendations* consistently across platforms
- ...❖ Offers diverse *onward journeys* wherever the entry point may be; from the home screen, playback screens, or programme information pages

# Early wireframes