





Kutlu Canlıoğlu | Portfolio

Cardinals - Focus



Amazon Video Redsign











Messaging extra information



279



IMDb 9.5

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Messaging (e.g. Start your 30 Day Free Trial)



More details and seasons



+ Watchlist

↓ Download

▶ Trailer

1. Title



Additional information at Focustate

2. Customer ratings

3. Synopsis (What is it about?)

1. Start playback



Actions at Focus state

2. Initiate download

3. Add to watchlist

4. Watch trailer

5. Buybox winner (for untitled content)

Card Carousels - Focus

The mini details view provides further information to help customers make engagement decisions and act on them. It offers the following additional information and actions:

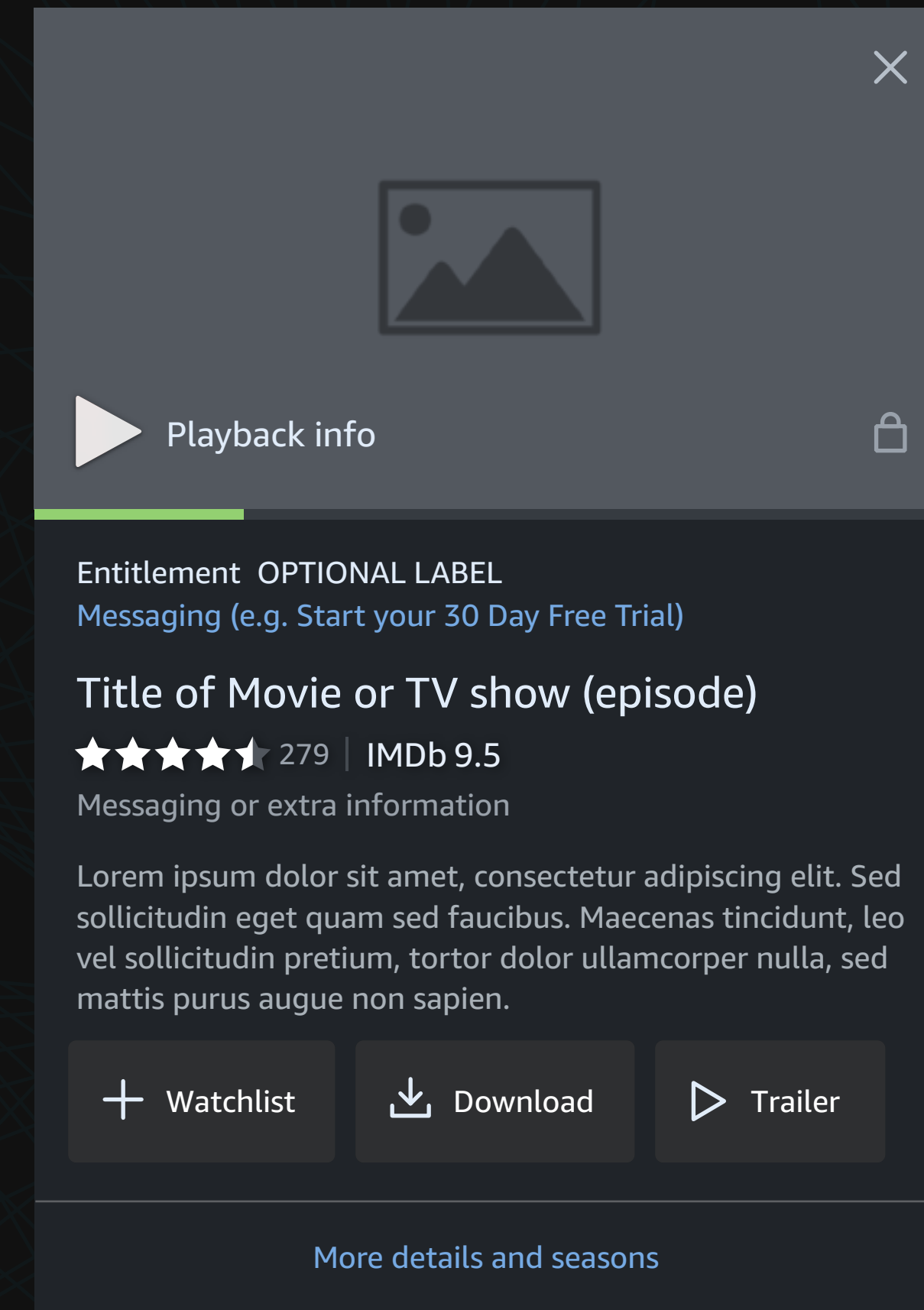
Additional information at Focus state

1. Title
2. Customer ratings
3. Synopsis (What is it about?)

Actions at Focus state

1. Start playback
2. Initiate download
3. Add to watchlist
4. Watch trailer
5. Buybox winner (for unentitled content)

Mini Detail



Card Carousels - Deep dive

The full details view provides customers with the most complete set of data, and actions

Full Details

Entitlement

Movie or TV Series title

★★★★★ 279 | IMDb 9.5

Messaging or extra information

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+ Watchlist

Download

Trailer

More Purchase Options

Cast

First name
Last name

First name
Last name

First name
Last name

First name
Last name

First name
Last name

First name
Last name

Fir
La

Customers also Watched