



find

The new iPlayer.....

Kutlu Canlıoğlu | Portfolio

iPloverRedesign



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