





Kutlu Canlıoğlu | Portfolio

Customer Insights



Amazon Video Redsign





























card hover

1. Cover Art is necessary but not enough
on its own

2. Age ratings are really important for
parents

3. Time commitment required is important

4. Customers do not feel adequately warned
when a title is going to leave Prime

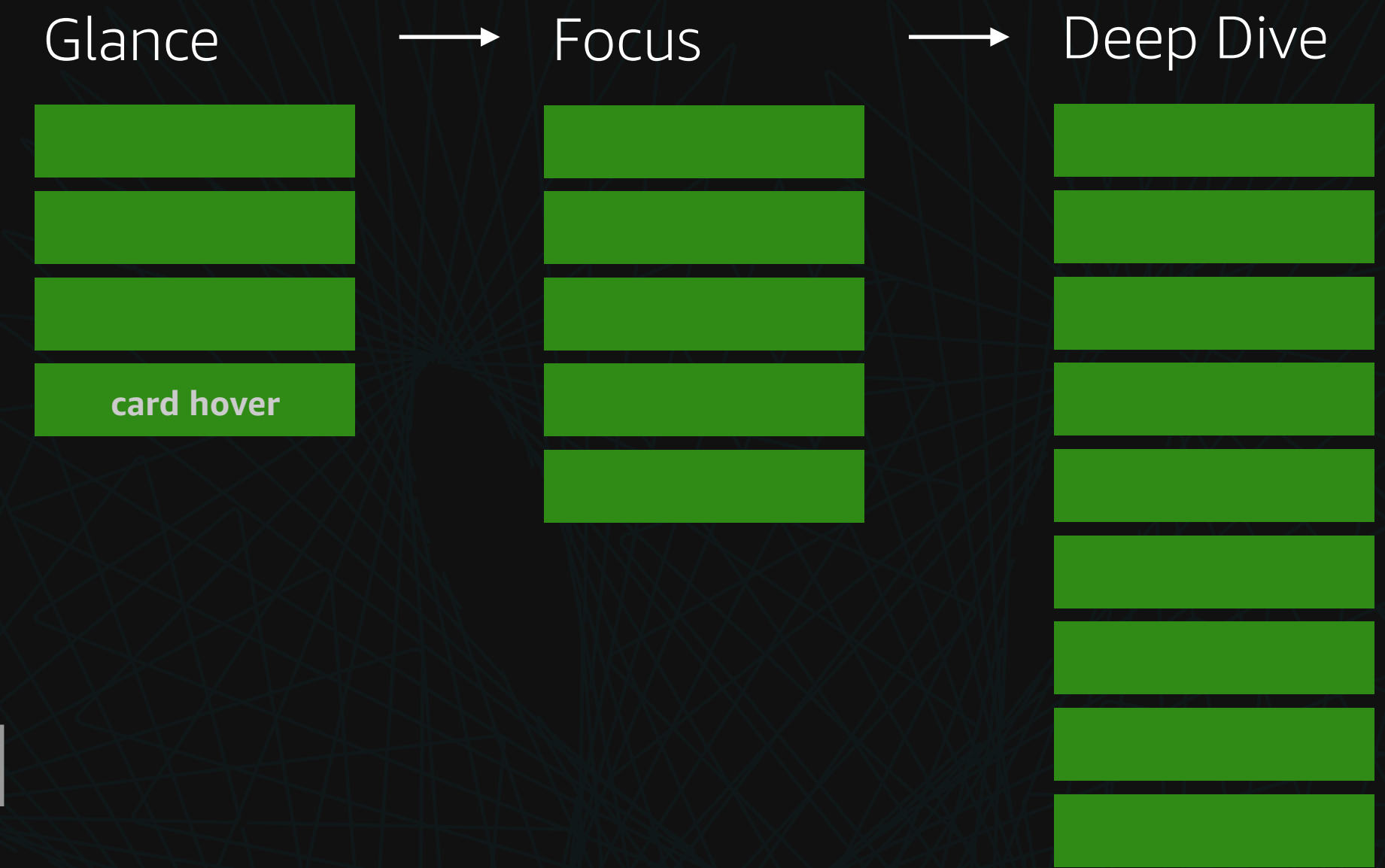
5. Customers look at number of stars and
the count of reviews

6. Synopsis is important

7. Price should be shown. Customers feel tricked when SD is hidden

Customer Insights

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2. Age ratings are really important for parents
3. Time commitment required is important
4. Customers do not feel adequately warned when a title is going to leave Prime
5. Customers look at number of stars and the count of reviews
6. Synopsis in full is important
7. Price should be shown. Customers feel tricked when SD is hidden



Glance State

Card

