





Katalin Gádai Portfolio

Navigation pattern container A

Amazon Video Systems

# 1. Conflicting text cases

All caps (iOS, Kindle Fire), Capitalised (PV.com, 3PLR)

## 2. Different selected item styles

Orange underline (iOS, Kindle Fire), No underline (PV.com, 3PLR)

3. Varied logo use  
No logo(iOS, 3PLR) No logo, name in plain text (Kindle Fire), Logo (PV.com)

# 4. Conflicting nomenclature

Your watchlist (web), Watchlist (Kindle Fire, iOS)  
Library (iOS), Video Library (**PV.com**), Your Video Library (Kindle Fire)

5. Different location for secondary navigation

Under the primary nav (PV.com), under the hero carousel (iOS and Android)

# 6. Different order for content type tabs

Movies | TV Shows vs. TV Shows | Movies



**Navigation**

conflicting cases.

capitalised (PV.com, SPDR) and Abcaps (iShares).

2. Different styles selected item styles

Kindergartener (Pv. com 3PLR) und Kinderline (ios Kinderline (fire) und Kindergarten (ios Kinderline (fire))



3. varied uses

4.0 conflicting nomenclature

KindleFireWatchlist(kindleFire,watchlist(yourweb))

VideoLibrary(Pv.com), your video library (ios) (kindlefire)

5. Differentiation for secondary navigation on different locations

under the primary nasal (and A. condroidei), and under the parousel (and S. v. comatus).

6.Different types of tabs for different content.

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