





Kutlu Canlıoğlu | Portfolio



Amazon Video Redsign

1. Customers are not finding sufficient information on the storefront to perform Positive Conversion Actions, resulting in pogo sticking to the Detail Page

2. Customers need different information about titles, depending on their relationship with them: Entitlement, previous engagement, recommendations for them, etc.

3. Customers find it difficult to understand our CX across clients due to the inconsistent experience

4. Customers are confused by the different entitlement options

What customer problems we are addressing?

1. Customers are not finding sufficient information on the storefront to perform Positive Conversion Actions, resulting in pogo sticking to the Detail Page
2. Customers need different information about titles, depending on their relationship with them: Entitlement, previous engagement, recommendations for them, etc.
3. Customers find it difficult to understand our CX across clients due to the inconsistent experience
4. Customers are confused by the different entitlement options

Which Customer Outcomes do we target?

