**Task 3**

Ideate any 2 new features to increase the user acquisition or user engagement for Amazon Prime Video. Also, make wireframes for them using Balsamiq and show the flow of these wireframes (create detailed and clean wireframes)

How to submit: Describe feature and export your wireframes in .PNG format to paste here

Feature 1

One of the features that Amazon Prime Video doesn’t have but can increase the user engagement is clearer genre description. Movies are classified based on classic genres but sometime movies are of mixed genre and this helps people to choose the particular type of film they wish to watch. For example whenever you open Netflix and click on more info on a show or a movie in addition to cast and genre there is one more field ‘This show is’ caring, witty, romantic /inspirational etc.

Feature 2

Another feature would be organized and customized catalogue where your favourite genre or most watched genre movies are recommended.

