

Subject: First Draft Overview

Dear Sophie,

Thank you for the opportunity to work with you! I'm really excited to hear your thoughts on our first draft.

Here's the main direction we took:

We aimed for a bright and colorful theme that reflects the vibrant atmosphere of your store and the sense of hope and excitement that comes with anime. We also incorporated your passion for sharing new series by adding a section where users can discover and discuss new anime - through both our *AniGen* recommendation tool and the community forums. These features help us stand out from competitors, encourage users to return, and naturally, support sales growth.

Lastly, our unique manga panel–inspired background design ties everything together. It not only sets us apart visually but also captures the same creative energy and spirit that defines your store.

Let me know if you have any changes you'd like us to make.

Best regards,

Will Comerford, Georgan Jobin