Otakurino

Project Proposal

An ultimate one-stop app for anime and manga fans, offering streaming, manga reading, and merch integration all in one place.

Group Members

Team Lead:
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Members:
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Course

CSIS 3375-001 : UX Design in Web & Mobile App

Git: [Otakurino](#)

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Introduction

Anime and manga continue to grow in popularity worldwide, with the global anime market valued at approximately *$34.26 billion in 2024* and projected to reach *$60.27 billion by 2030*, growing at a *CAGR of 9.8% from 2025 to 2030*. According to *Grand View Research*, this growth is driven by increasing global demand, the expansion of streaming platforms, and the rising popularity of anime-related merchandise.

Streaming services and digital manga platforms have significantly contributed to this expansion. As of August 2024, *Crunchyroll surpassed 15 million paid subscribers*, reflecting the increasing number of dedicated anime fans worldwide, as reported by *The Wrap*. Additionally, manga sales in the U.S. experienced a *160% increase from 2020 to 2021*, reaching *24.4 million units sold* in NPD-tracked accounts. *ICv2* attributes this surge to the growing accessibility of digital and physical manga distribution. Despite this rapid expansion, fans often struggle with a fragmented experience, switching between multiple platforms to access anime, manga, and related merchandise.

Otakurino addresses this issue by introducing a pause-to-explore feature inspired by Amazon Prime Video's *X-Ray*, tailored specifically for anime and manga enthusiasts. When users pause an anime episode, the platform provides real-time information on characters, voice actors, licensed merchandise, and official music videos. If paused during an opening or ending theme, users can access details about the artist, studio, and production team, enhancing their appreciation of the creative process. For manga readers, *Otakurino* integrates an anime-manga synchronization system, mapping episodes to their corresponding chapters, arcs, and volumes.

Unlike traditional anime streaming services that focus solely on content consumption, *Otakurino* is the first all-in-one ecosystem that combines anime streaming, manga reading, and merchandise discovery in a single platform. This approach eliminates the need for fans to manually search for related content and purchase options across multiple websites. Additionally, *Otakurino* introduces a YouTube-style chapter system, allowing users to track exactly where an anime episode aligns with its manga source. Future expansions include watch parties, live discussions, and social media integration, providing a more engaging community-driven experience.

By bridging the gap between anime and manga while integrating real-time discovery and direct purchasing, *Otakurino* offers a transformative experience for fans. Instead of passively watching or reading, users can instantly access relevant information and merchandise with a single pause, creating a deeper and more immersive engagement. As anime and manga continue to expand globally,

Otakurino sets a new industry standard for interactive and seamless fandom engagement, making it an essential platform for enthusiasts worldwide.

Background Research

The anime and manga industry is supported by various digital platforms that serve as competitors and sources of inspiration for *Otakurino*. These platforms either focus on anime streaming, manga reading, or merchandise discovery, but none provide an integrated experience that seamlessly connects all three aspects.

Market Competitor Apps

Several platforms currently serve anime and manga enthusiasts, though they primarily focus on one aspect of the experience.

- *Crunchyroll* and *Funimation* are leading anime streaming services, offering extensive libraries of licensed content. While they provide high-quality streaming, they lack manga integration and real-time content exploration features.
- *Shonen Jump App* and *MANGA Plus* offer official digital manga reading platforms but operate separately from anime streaming services, making it difficult for users to transition between formats.
- *MyAnimeList (MAL)* provides a community-driven platform for tracking anime and manga progress, but it does not offer direct streaming, reading, or merchandise integration.

While these platforms dominate their respective areas, they do not offer a unified solution where fans can seamlessly interact with anime, manga, and merchandise in a single ecosystem.

Market Inspiration Apps

Otakurino takes inspiration from platforms that enhance media engagement through innovative discovery features.

- *Amazon Prime Video's X-Ray* feature, which allows users to pause and view details about actors, trivia, and production insights, serves as a foundational inspiration for *Otakurino's* pause-to-explore functionality.
- *Spotify and Apple Music* offer seamless integration of artist profiles, lyrics, and music discovery, which influenced the idea of providing real-time information on anime opening and ending themes.
- *YouTube's chapter system* also plays a role in shaping *Otakurino's* anime-manga synchronization, allowing users to track episode-to-manga chapter alignments.

- E-commerce platforms like *Good Smile Company*, which specialize in anime merchandise, to integrate official licensed products directly within the platform.
- *Rave*, a watch party app that enables users to stream content together in real-time. By integrating a similar watch party function, *Otakurino* fosters a more interactive community-driven experience, allowing anime fans to watch episodes together, engage in live discussions, and share reactions—all within the platform.

By combining the best aspects of these platforms, *Otakurino* offers a unique, all-in-one experience that bridges the gap between anime, manga, and merchandising, providing fans with an interactive and immersive way to engage with their favorite series.

PACT Framework

People

- Anime and Manga fans (*Otakus*), who enjoy watching anime, reading manga, and purchasing related merchandise.

Activities

- Streaming anime episodes.
- Reading manga chapters and volumes.
- Exploring and purchasing anime/manga merchandise
- Customizing user profiles
- Engaging with other users (for discussions or watch parties).
- Hosting or joining watch parties for shared viewing experiences
- Rating and sharing the anime/manga series users are reading/watching.
- Discovering other works by voice actors, studios, or artists involved in the anime.
- Subscribing to premium plans or upgrading the subscription for additional features.

Context

- Users want the convenience of finding anime adaptations of their favorite manga series in one place.
- The app provides a centralized location for users to easily find related merchandise (figures, shirts, etc.).
- Linking manga chapters and anime episodes allows users to track exactly where they are in the series.
- Users can discover other works by voice actors, studios, or artists, providing a richer context for the content they consume.
- The social context enables users to watch anime together with friends, chat, and share their experiences in real-time.
- Personalized recommendations and sharing allow users to see and share what their friends are watching or reading, based on their ratings.

Technologies

- Pause-to-Explore ("*X-Ray*") feature, showing real-time information on voice actors, studios, artists, and other anime.manga details when an episode is

paused.

- Anime-Manga Synchronization ("*Chapters*"), linking anime episodes to corresponding manga chapters/volumes.
- Manga reader system for browsing chapters and volumes.
- E-commerce integration, allowing users to browse and purchase merchandise.
- Watch party and live chat feature, for shared viewing experiences.
- Customizable user profiles
- Subscription system for accessing premium content, exclusive anime/manga, ad-free experience, etc.

Value Proposition

Anime and manga fans often face the challenge of navigating multiple platforms just to watch, read, and find official merchandise. **Otakurino** makes it easy by seamlessly integrating anime streaming, manga reading, and merchandise discovery into one unified experience, available anytime and anywhere. With our unique pause-to-explore feature, users can instantly access real-time information on characters, voice actors, and licensed merchandise, enhancing their engagement and appreciation of the content. Our watch party feature allows fans to enjoy anime together in real time, creating a more interactive and social experience. By eliminating the need to switch between services, *Otakurino* provides a more immersive and convenient platform for fans to deeply connect with the anime and manga they love.

Project Contract

This Team Agreement Contract ("Agreement") is made and entered into as of 9th February 2025, by and between the following team members:

- 300389376 | Diego II Pinlac
- 300369479 | Reiben Lucero
- 300380547 | Yaolong Liu

Hereinafter collectively referred to as the "*Team*".

I.   Purpose of the Contract

The purpose of this Agreement is to establish clear expectations for collaboration, communication, and responsibilities among team members for the successful development of the **Otakurino** project.

II.   Meetings

The team agrees to hold regular meetings at the following schedule:

Day	Time	Duration	Notes
Wednesday	12:00 PM - 12:30 PM	30 mins	Weekly progress update
Thursday	12:30 PM - 01:00 PM	30 mins	Task review and planning

- Attendance is expected for all meetings. If a member cannot attend, they must notify the team in advance.
- Meetings will start promptly and follow an agenda covering updates, task distribution, and issues resolution.

III.   Communication

- All updates, questions, and concerns will be communicated via the team's WhatsApp group chat.
- Team members are expected to check messages regularly and respond promptly.
- Important discussions and decisions will be documented in the chat for reference.

IV.   Progress Tracking

- Each member is responsible for regularly updating their progress on assigned tasks.
- The team will upload progress reports and updates the Git repository consistently.
- Any blockers or challenges must be communicated immediately so the team can provide support.

V.   Responsibilities and Accountability

- Each team member is expected to complete their assigned tasks on time and with quality.
- If any member is unable to complete a task, they must inform the team and propose a solution.
- Constructive feedback and open discussions are encouraged to improve collaboration.

VI.   Conflict Resolution

- Any disagreements will be discussed professionally among the team.
- If necessary, an internal vote will be conducted to resolve disputes.
- If a serious issue arises, the team may seek guidance from a mentor or instructor.

VII.   Agreement and Signatures

By signing below, all team members acknowledge and agree to abide by the terms outlined in this Agreement.

Team Member	Signature	Date
Diego II Pinlac		Feb 09, 2025

Reiben Lucero		Feb 09, 2025
Yaolong Liu		Feb 09, 2025

Optional Preliminary list of Features

Core Features

- **Anime Streaming**
  Provides access to a library of anime series and movies in high-definition, supporting subbed and dubbed versions. Users can adjust playback settings such as resolution, subtitles, and playback speed.

- **Manga Reading**
  Includes a digital manga reader with multiple viewing modes: left-to-right, right-to-left, and vertical scrolling. Features such as bookmarking, panel zoom, and text size adjustment enhance the reading experience.

- **Pause-to-Explore ("*X-Ray*" feature)**
  Displays real-time information when an anime episode is paused, including character names, voice actors, animation studio, theme song details, and links to official merchandise. Pausing during an opening or ending credits provides additional insights about the production team.

- **Anime-Manga Synchronization ("Chapters" feature)**
  Connects anime episodes to their corresponding manga chapters, arcs, and volumes, allowing users to track their progression and switch between formats without manually searching for references.

- **Profile Customization**
  Provides options to personalize user profiles with avatars, bios, and preferred themes. Users can display their watch history, reading progress, and favorite series.

Additional Features

- **Watch Party with Live Chat**
  Allows users to watch anime together with synchronized playback. A chat feature enables real-time discussions, reactions, and engagement while watching.

- **Social Media Integration**

Provides direct sharing of anime moments, manga panels, and watchlists to social platforms such as Twitter, Instagram, and Discord. One-click sharing allows users to recommend content to friends.

Work Date/Hours logs for student (or each team member)

300389376 | Diego Pinlac II (*DiegoP_ProgressReport1*)

Date	Number of Hours	Description of Work Done
Jan 16, 2025	0.5	I organized a meeting with my group to discuss our upcoming deliverables for the coming weeks. During the discussion, we agreed on the following timeline: ● **19th January** - Each member must submit **three project ideas** on their own and submit them on our group chat. Since we have three members, this will result in a total of **nine ideas**. ● **20th January** - As a group, we will review all nine ideas and select the **three best proposals** to present to our professor. ● **22nd January** - We will book an appointment with Priya to discuss the three selected proposals.

Jan 18, 2025	1.5	I did some research on potential project ideas for our group. Based on my findings, here are the projects I came up with:
		● Mental Health Companion App
		  ○ This app functions like a personal therapist, but with AI. It can detect and understand human emotions and feelings, adapting to the user's current situation and providing relevant support.
		● Personal Nutritionist and Meal Planner
		  ○ This app tracks health records and other important data. It can create meal plans based on the user's specific goals, whether they want to lose

		weight, gain muscle, or maintain a healthy lifestyle. ● AllyConnect 　○ An app that connects people in need of help with those who can offer it. For example: if someone is struggling with a task or needs assistance (like visually impaired users), they can instantly be paired with someone ready to guide them in real-time. The app is focused on providing immediate help and support.
Jan 19, 2025	0.5	I finalized the project ideas I came up with and submitted it to the group.
Jan 20, 2025	0.5	I created a poll on our group chat with all the project ideas each member suggested. I set the deadline for the poll to close by 8pm on the same day to determine which project ideas received the most votes. The result were as follows: ● Manga/Anime/Merch store app (**Otakurino**) ● Flight Time Killer app (**FlightBuddy**) ● Personal Nutritionist and Meal Planner app aka (**Nutriwise**)
Jan 21, 2025	0.5	Emailed Priya to ask about her availability on January 22nd to discuss our projects. I also created a short one-slide presentation summarizing the three projects we came up with in preparation for our meeting with Priya.
Jan 22, 2025	1	We had a Zoom appointment with Priya to discuss our project proposals. After the meeting, we held a separate discussion to evaluate Priya's feedback and decide which project to pursue. In the end, we chose *Otakurino*.
Jan 23, 2025	1	I created a draft of our project proposal and shared it with the group in our group

			chat.
Feb 05, 2025	1		I did the following: ● Created a GitHub repository and a document outlining the basics of GitHub commands. Shared it with the team as a reference for using GitHub. ● Created a Progress Report template that we will use as a team throughout the semester. ● Edited the Project Proposal template by adding all necessary content based on Priya's requirements. I also asked the team to fill out the document. ● Discussed the process on how we will be working as a team on this course. (e.g. How to use and what to do on github, filling out the document, advising them about the progress report, etc.)
Feb 08, 2025	2		I edited what the team put on the project proposal document such as the following: ● Added some statistics on the Description. (Making it into Introduction instead of a Description) ● Did my own research to support the teams input in the Description, and Background Research ● Changed a little bit on the PACT framework
Feb 09, 2025	3		Finalizing the project proposal document ● Revised the Introduction and Background Research. Added some references (see *Closing and References* for more details.) ● Did some indepth research about Context in PACT Framework as I'm still confused on how to create this part ● Revised Value Proposition ● Created a Contract ● Added detailed description of the

		features of the app ● Compiled all the Progress report of the team

300369479 | Reiben Lucero (*ReibenL_ProgressReport1*)

Date	Number of Hours	Description of Work Done
Jan 09, 2025	1	Initial research on app ideas: ● App description/functions ● App market/demographic ● App name ● AppUI ● App inspirations Initially came up with manga/anime app.
Jan 16, 2025	0.5	Set up group with members. Appointed Diego as Team Lead.

Jan 19, 2025	1	Researched and proposed 3 app ideas to group members:
		● Manga/anime streaming and merch store
		  ○ All-in-one app for all things anime (watch, read, buy)
		● Cooking recipe app
		  ○ A simple cooking recipe app
		● Car enthusiast/collector app
		  ○ Essentially works like every other e-commerce app, but connects vehicles, die-casts and other merch

Jan 20, 2025	0.5	Brief discussion with group members about choosing top 3 apps to propose as our main app
Jan 22, 2025	1	Brief meeting with group right before presenting our 3 ideas to the professor via Zoom meeting. Ended up choosing the manga/anime app and calling it **Otakurino**.
Feb 6, 2025	0.5	Initial research on app competitors and inspirations.
Feb 7, 2025	1	Further research:

		- Brief description - Background research - PACT framework - Value proposition
Feb 8, 2025	1	Further research and documentation revision.

300380547 | Yaolong Liu (*YaolongL_ProgressReport1*)

Date	Number of Hours	Description of Work Done
Jan 16, 2025	0.5	Group meeting: - Three ideas for each teammate (9 for all) before the end of 19th; - Pick the top three ideas in the next meeting; - Book an appointment with Priya on 22nd.
Jan 17, 2025	1	Checked the variable latest apps for idea gathering. - Idea1: AR app, could use the data from google map to locate a user's current position and give any restraints in around. User could search any place then the app could navigate the path. The key different with other apps are: The building size will show on the screen; the navigation arrow with different colors by distance; block the traffic jam path. - Idea2: Flight Time Killer, a app will take 5G storage based on user's interest to pre-download films, cartoon, e-books to kill the time when user in air with no WIFI and born flight entertainment. Just input how long is the flight will take, use random suggestion or user manually choose.
Jan 18, 2025	0.5	Idea3: Toxic bibliography, an app list all the toxic animal, insect and all the symptoms which help user positioning the risk in a short time.

		For example: Snake -> Color -> Shape -> which venom (give solution if it can be solved in home, if not give the nearest hospital phone call)
Jan 19, 2025	0.25	Shared ideas in group chat.
Jan 20, 2025	0.5	Voted the nine ideas. • Manga app (Otakurino) • Flight Time Killer app (FlightBuddy) • Personal Nutritionist and Meal Planner app (Nutriwise)
Jan 22, 2025	1	Zoom meeting with Priya and got feedback for each idea. Compared with FlightBuddy (lack of competitive and practicality with other flight apps) and Nutriwise (need more knowledge for family apps), Otakurino has more entertainment and development elements. So, we decided to make it as our decision.

Closing and References

This section acknowledges any individuals or institutions that contributed to the development of this project. It also provides a list of references used throughout the proposal, ensuring proper citation of relevant literature, industry reports, and sources that support our research and analysis.

References:

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