Otakurino

Final Report

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

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

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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.

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.

Requirements Gathering

Purpose or Objectives for Requirements Gathering User Study

Purpose

The purpose of requirements gathering user study is to understand the needs, preferences, and behaviors of anime and manga enthusiasts to design *Otakurino* as the ultimate one-stop platform. By conducting this study, we aim to collect insights on content consumption habits, platform expectations, and purchasing behaviors to ensure a seamless and engaging user experience.

Main Objective

To identify and analyze user needs, expectations, and pain points related to anime streaming, manga reading, and merchandise shopping to develop a comprehensive and user-friendly platform.

Specific Objectives

This study aims to understand how anime and manga fans watch, read, and shop so we can build *Otakurino* in a way that fits their needs. By looking at their habits, challenges, and preferences, we can make sure the platform is easy to use and brings everything together in one place.

The specific objectives are as follows:

- Understand how often users watch anime and read manga, which platforms they use, and what devices they prefer for content consumption.
- Examine the difficulties users face when switching between multiple platforms and tracking their anime and manga progress.
- Investigate how users find new anime and manga and assess their willingness to pay for subscription services, including their current spending and pricing expectations.
- Analyze the types of anime-related merchandise users purchase, their preferred shopping platforms, and any difficulties they encounter in finding official or licensed products.
- Determine user interest in a platform that combines anime streaming, manga reading, and merchandise shopping, as well as the importance of social interactions such as online discussions, watch parties, and instant messaging.

Choice of user study and user sample

To gather insights on anime and manga consumption habits, platform usage, and user frustrations, the team selected a survey-based study as the most effective method. This approach allows for the collection of structured and controlled responses, making it easier to identify trends and patterns in user behavior. A survey format was chosen due to its efficiency in reaching a broad audience and its ability to generate quantifiable data for analysis.

The survey will primarily focus on college-aged students since they make up a large portion of the anime and manga community and are the most accessible within the team's network. However, to gain a broader perspective, the study will also consider responses from fans of all ages. This approach ensures a more diverse range of insights, helping to capture different habits and preferences across various groups.

To gain a clearer understanding of user behavior, respondents will be grouped based on their level of engagement, whether they primarily watch anime, read manga, or do both. This categorization will allow the team to compare experiences, highlight common issues, and explore opportunities for an all-in-one platform that caters to different types of fans.

The survey primarily consisted of Likert scale questions, yes-or-no questions, and multiple-choice questions, with an open-ended question at the end. Key areas covered includes the following:

- Frequency of anime and manga consumption
- Preferred platforms and devices
- Content discovery habits
- Subscription costs and willingness to pay
- Challenges with using multiple platforms
- Interest in community engagement, such as online discussions and social features
- Merchandise purchasing habits
- Interest in an all-in-one anime/manga platform

By covering these aspects, the team aimed to gather comprehensive insights into user behaviors and challenges, ultimately informing the design and features of the application to enhance user experience.

Draft of the User Study or Interview

This survey aims to understand how anime and manga fans engage with different platforms and any challenges they face. The survey should take no more than 10 minutes to complete.

Do you watch anime or read manga? *(Select one)*

- Yes, I watch anime and read manga
- Yes, I watch anime only
- Yes, I read manga only
- No, I do not watch anime or read manga

If "No" is selected, survey will end with this message:
"Thank you for your time! This survey is intended for those who engage with anime or manga."

Questions

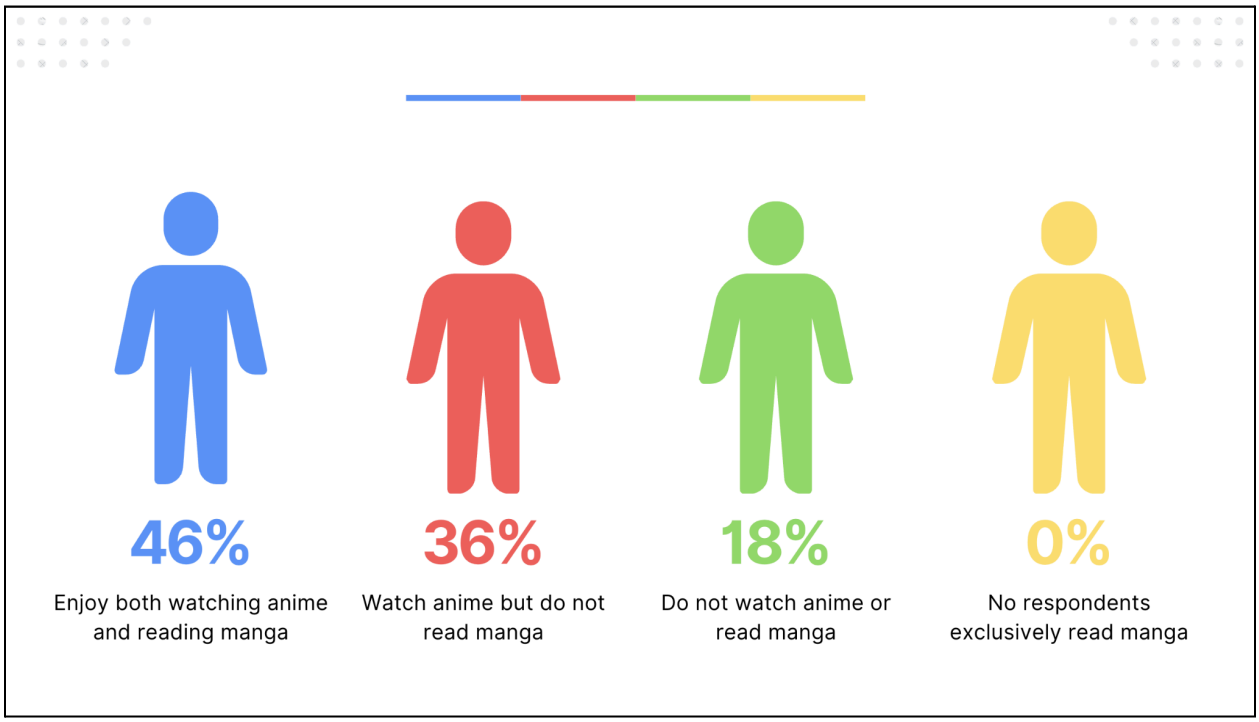
1. How often do you watch anime? (*Select one*)
    - Never
    - Rarely
    - Sometimes
    - Often
    - Always
2. How often do you read manga? (*Select one*)
    - Never
    - Rarely
    - Sometimes
    - Often
    - Always
3. Where do you usually watch anime? (*Select all that apply*)
    - Crunchyroll
    - Netflix
    - Hulu
    - Funimation
    - Disney+
    - Other
4. Where do you usually read manga? (*Select all that apply*)
    - Shonen Jump
    - Manga Plus
    - MangaDex
    - ComiXology

    - Webtoon
    - Other
5. What device do you primarily use to watch anime? (*Select all that apply*)
    - Smartphone
    - Tablet
    - Laptop/Desktop
    - Smart TV
    - Gaming Console
    - Other
6. What device do you primarily use to read manga? (*Select all that apply*)
    - Smartphone
    - Tablet/e-Reader
    - Laptop/Desktop
    - Other
7. How do you usually discover new anime/manga? (*Select all that apply*)
    - Social media (Twitter, Reddit, etc.)
    - Word of mouth/recommendations
    - Review websites (MyAnimeList, MangaDex, etc)
    - Streaming platform recommendations
    - Other
8. How much do you pay monthly for anime streaming subscriptions? (*Select one*)
    - Less than $5
    - $5 - $10
    - $11 - $15
    - More than $15
    - I do not pay for a subscription
9. How much do you pay monthly for manga reading subscriptions? (*Select one*)
    - Less than $2
    - $2 - $5
    - More than $5
    - I do not pay for a subscription
10. How often do you find yourself switching between different platforms to access anime, manga, and related content?
    - Never
    - Rarely
    - Sometimes
    - Often
    - Always
11. (If picked multiple in #3 / #4) Do you sometimes find it difficult to remember where you left off when switching between different anime or manga platforms?

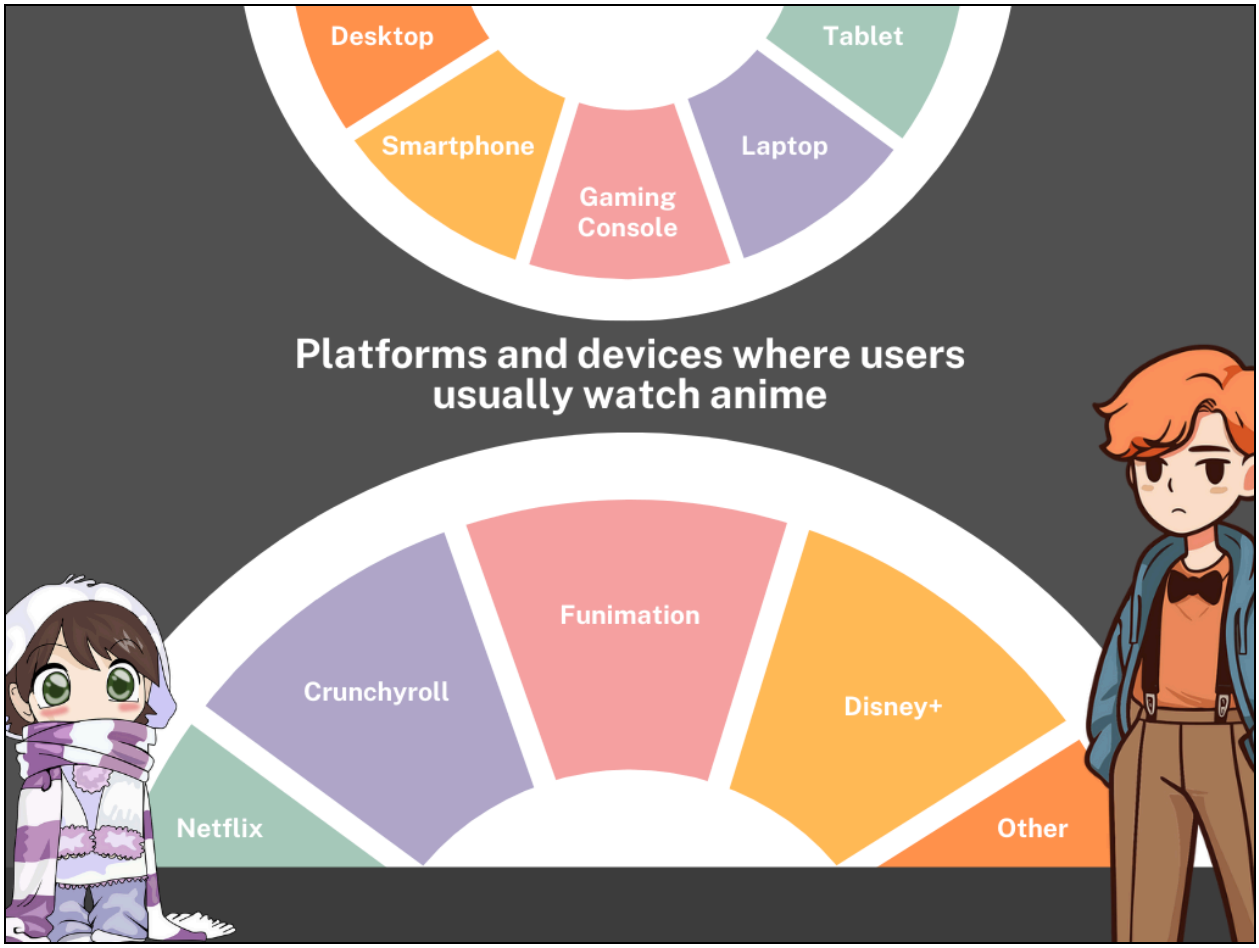
    - Yes
    - No
12. What is the most frustrating part about using multiple platforms for anime and manga? (Select one)
    - Finding where to legally watch or read content
    - Remembering which platform has what series
    - Keeping track of my progress across different platforms
    - Finding official merchandise
    - Other
13. Do you search for additional information while watching anime or reading manga?
    - Yes
    - No
14. What kind of information do you typically look up while watching anime or reading manga? (*Select all that apply*)
    - Character details
    - Voice actors
    - Theme songs & artists
    - Merchandise availability
    - Studio & production details
    - Anime adaptation
    - Creator's other works
    - Other recommended works in the same genre
    - Other
15. How do you keep track of where an anime episode aligns with its manga counterpart? (*Select one*)
    - I don't track it
    - I look it up online
    - I use a tracking app
    - I rely on recommendations from others
16. How important is community interaction (e.g. watch parties, discussions) in your anime/manga experience?
    - Not important at all
    - Slightly important
    - Moderately important
    - Very important
    - Extremely important
17. How often do you participate in online discussions or forums about anime or manga? (Select one)
    - Regularly
    - Occasionally
    - Rarely

    - Never
18. If anime and manga platforms included features like real-time discussions or reaction sharing, how likely would you be to use them?
    - Not likely at all
    - Slightly likely
    - Moderately likely
    - Very likely
    - Extremely likely
19. Do you purchase anime-related merchandise? (*Select one*)
    - Yes
    - No
20. What type of anime merchandise do you typically purchase? (*Select all that apply*)
    - Figures & collectibles
    - Posters & wall art
    - Clothing & accessories
    - Blu-rays & DVDs
    - Other
21. Where do you usually buy anime-related merchandise? (*Select all that apply*)
    - Online stores
    - Physical stores
    - I don't buy anime-related merchandise
22. How often do you find it difficult to locate official or licensed anime merchandise?
    - Never
    - Rarely
    - Sometimes
    - Often
    - Always
23. Would you be interested in a single app that combines anime streaming, manga reading, and merchandise shopping rather than using multiple services? (*Select one*)
    - Interested
    - Somewhat interested
    - Not interested
24. Is there anything else you'd like to share about your experience with anime, manga, or related platforms?

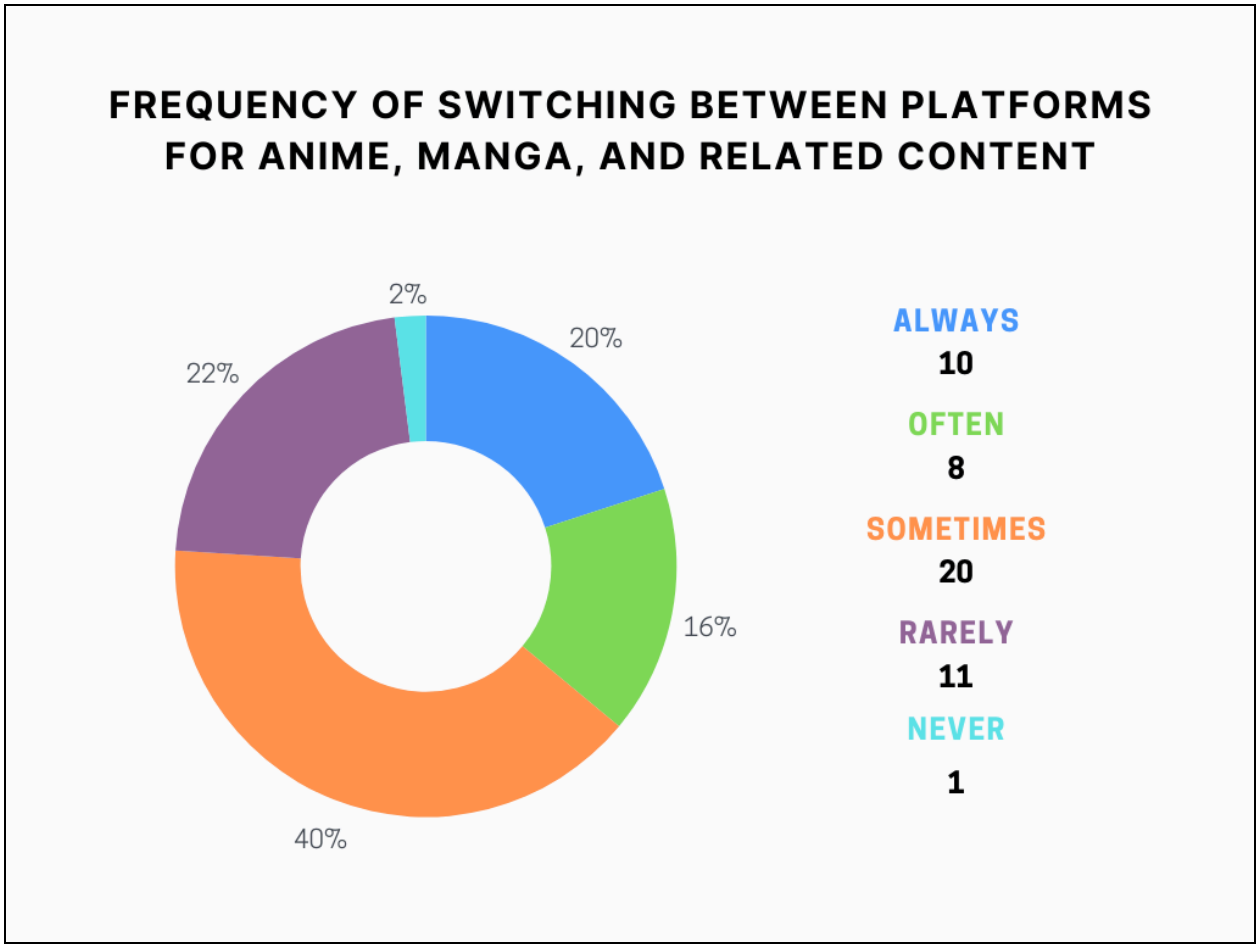
Data Visualization and Analysis



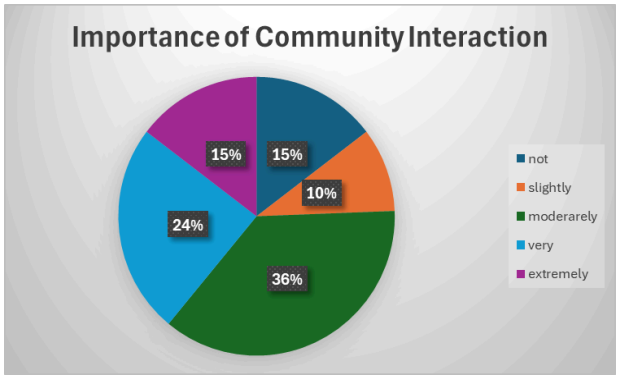
Out of 50 respondents, nearly half (**46%**) love both anime and manga, while another **36%** stick to just watching anime. This tells us that anime is the main gateway people get into this world of entertainment. Interestingly, **0%** of respondents exclusively read manga which means that every manga reader also watches anime. This shows that people who read manga are usually anime fans first, rather than the other way around. At the same time, **18%** of respondents haven't explored anime or manga yet, showing there's still room to introduce new audiences to these forms of entertainment. Understanding these trends helps content creators and platforms find fresh ways to engage people and create experiences that draw even more fans into the community.

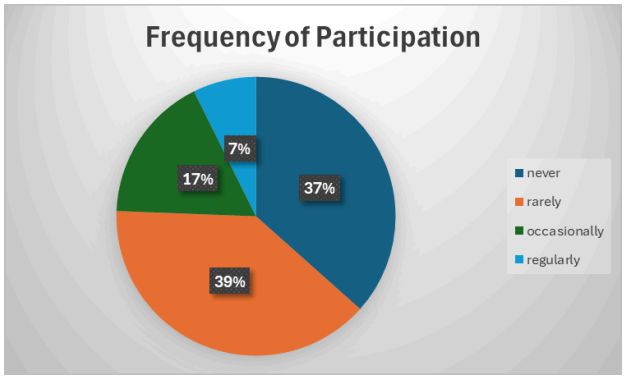


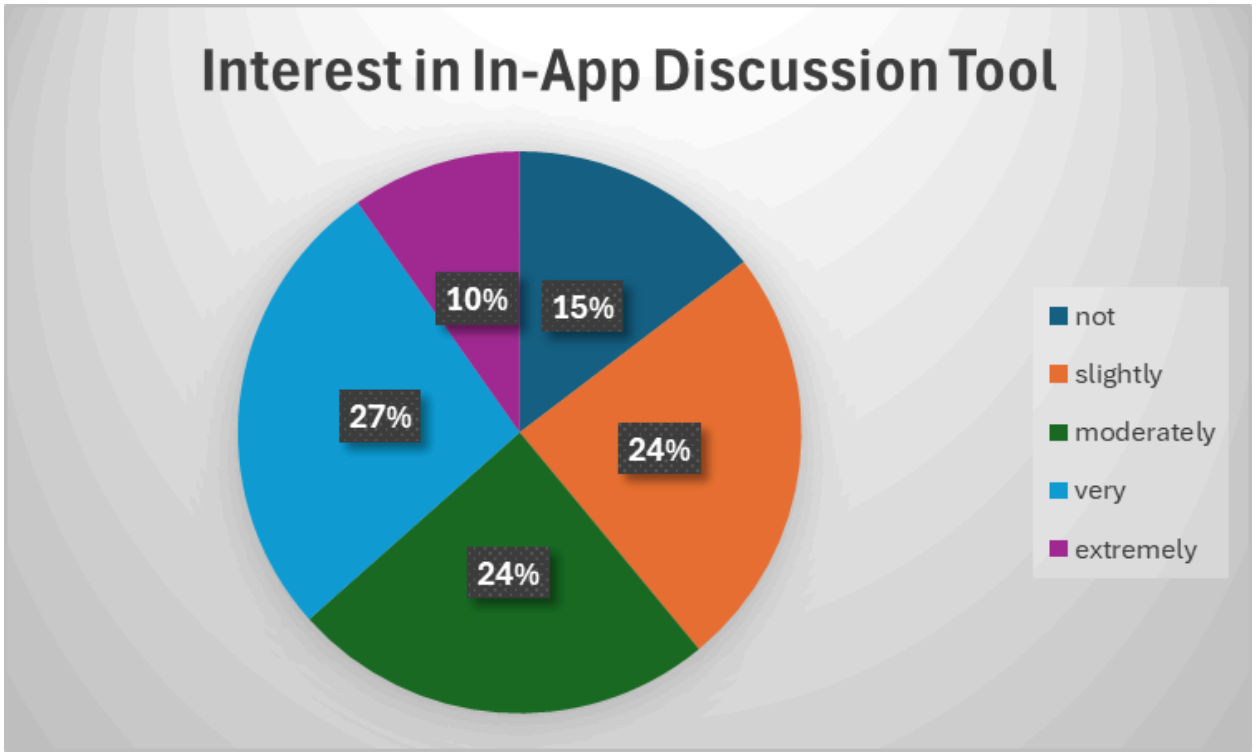
This visual breaks down where and how people are watching anime. At the top, it shows the different devices being used (*smartphones, desktops, laptops, tablets,* and *even gaming consoles*) proving that anime is accessible pretty much anywhere. Below that, the most popular streaming platforms stand out, with ***Crunchyroll***, ***Funimation***, ***Netflix***, and ***Disney+*** leading the way. The *'Other'* section hints at people finding alternatives beyond the big names.



A lot of anime and manga fans constantly jump between different platforms just to keep up with their favorite content. Based on the data, **more than half** of the respondents switch platforms at least sometimes, with **20%** doing it all the time and **16%** often. Only a small fraction (**2%**) never switch at all. This just shows how scattered the experience can be, and it makes a strong case for an all-in-one platform that brings everything together in one place, making it easier and more seamless for fans to enjoy what they love.







The data suggest that while a majority of users (75%) value community interaction, actual participation is low, with 76% rarely or never engaging. Interest in an in-app discussion tool is moderate (51% very or moderately interested), indicating potential but also hesitation. Notably, major streaming platforms like Netflix, Amazon Prime Video, and Crunchyroll lack built-in discussion boards, leading users to external platforms like Reddit and MyAnimeList for engagement. This suggests an opportunity to integrate discussions seamlessly within an app, reducing fragmentation. To encourage participation, features like easy browsing, notifications for relevant topics, and gamification could help, alongside better UI/UX and content-driven prompts.

Insights from the Results

The survey shows that most respondents engage with anime first, but since no one exclusively reads manga, it's possible that manga readers also started with anime before getting into reading. However, some may have started with manga and later picked up anime. There are also people who haven't explored anime or manga yet, which means there's still an opportunity to introduce them to it.

People watch anime on different devices, like phones, laptops, and even gaming consoles, showing how accessible it is. But a big issue is that fans have to switch between platforms to find what they want. Feedback highlights frustrations like annoying ads, missing titles due to licensing issues, and the difficulty of finding legal sites. Some end up pirating because it's easier. Another common problem is that anime and manga platforms are separate, making access less convenient. Low-quality videos and bad user experience also ruin the experience for many. Overall, Otaku want a single platform where they can easily watch anime and read manga without these hassles.

Requirements Generation

Personas and Scenarios

Alex

- Age 21
- University student, studying computer science
- Introverted but social with close friends, thoughtful, determined but struggles with consistency
- Loves watching anime and TV shows, especially those with deep storytelling
- Passionate about sports like basketball and swimming but has recently lost motivation
- Enjoys spending time with friends but often prefers the comfort of home
- Wants to return to his active lifestyle but keeps postponing it
- Feels productive once he starts studying but struggles with procrastination
- Looking for ways to regain motivation and maintain a healthy balance between work and relaxation

User Story

- Alex enjoys anime and TV shows as a way to relax after intense coding sessions.
- He's very active in sports, playing basketball, swimming, and occasionally joining weekend runs with friends.
- Ever since he lost his dog, he's struggled with motivation, often skipping sports and choosing to stay home instead.
- Staying at home feels comforting, but he sometimes worries he's losing balance between his active lifestyle and downtime.
- He loves spending time with friends, whether playing sports or just hanging out, but lately, he's been less social.
- He tells himself he'll watch only one episode, but sometimes that turns into an entire afternoon of binge-watching.
- He enjoys anime with deep storytelling, often finding inspiration and emotional connection through the characters.
- He's been thinking about getting back into sports, not just for fitness but to clear his mind, but he keeps pushing it to "tomorrow."
- When he's focused, he's incredibly productive in his studies, but getting started is the hardest part.
- He wants to find a better balance between his studies, hobbies, and social life while still making time for the things he loves.

Michael

- Mid 30s
- Well-paying job as a nurse, but works all the time
- Anime-only
    - Only watches the bigger/more popular series
    - Favorites series is One Piece
- Buys merch
- Goes to conventions regularly
- Married, no kids
- 2 dogs
- A bit of a gamer
- Also interested in other geek/nerd pop culture
    - Star wars
    - Lego
- Other likes
    - Cars
    - Food
    - Shoes
    - Trading cards

User Story

- He buys most of his anime stuffs from conventions and brick-and-mortars as he likes seeing/experiencing them first before buying
- Only usually able to do so during select weekends
- Most recent convention is just this past weekend (ECCC), where he bought shirts
- He even goes to smaller conventions just to see what they have
- Usually only prefers watching anime, but will rarely read big articles about the series he's watching like reading ahead just to be up to date as anime can lag way behind the manga
- Slightly prefers dubbed version vs subbed version
- Usually just gets recommended (by word of mouth or by streaming platforms) what anime to watch and what anime is currently popular/garnering a lot of attention
- He doesn't really care much about other things like the anime studio, op/ed songs, artists involved, etc.
- Follows anime collabs with other brands, most recently was the Lakers x One Piece collab just last week
- He has put up some merch display around his house
- He has other collectibles such as signed pieces and shoe collabs

- He would always try to get exclusive things such as brand collabs, funko pops, etc
- He would sometimes pay over retail for other things such as trading card game booster packs/boxes, would even tell his brother to check around his area if there are any available at retail price
- He also sometimes sells his exclusive items

Pichael

- Early-30s
- Unemployed computing science student
- Mostly a manga reader, but watches anime if really interested
    - All-time favorites: Fullmetal Alchemist and Naruto
    - Current favorites: Jujutsu Kaisen, Kaiju No. 8, Sakamoto Days
- Lives alone
- Mostly buys minimal/small merch
- Not really into social media
- A huge gamer
- Also interested in other geek/nerd pop culture
- Other likes
    - Cars
    - Food
    - Shoes
    - Sewing

User Story

- Mostly read manga even if the series has an on-going anime adaptation.
- Only watches the anime adaptation if it's his current favorite, if the studio is good and/or the animation has good reviews
- Prefers to read manga digitally on mobile device as physical manga can take up a lot of space
- Took up sewing as a hobby and has made a couple pieces inspired by some of the series he has interest in
- When he does watch anime, he uses some other pirating website, but pays a subscription for reading manga online
- Usually only follows more popular series on Shonen Jump (manga publishing entity), and lesser popular series on Manga Dex
- Looks up other series in the same genre and other series done by the creator

- Looks up animation studio and would sometimes base interest on studio reviews
- Looks up op/ed songs if they catch his ears and the artists' other works as he does listen to Japanese pop music from time to time
- If an unheard series catches his attention, he would start reading the manga series before/after watching the show
- Has/buys very little merch, some shirt/outerwear but mostly small things like lanyards and keychains
- He rarely goes to conventions, and only to big events • Follows brand collaborations
- Prefers subbed version vs dubbed

JiaXing

- Age: 36
- Job: An accountant
- Spare time: Game and workout streamer
- Like to record everything around him
- Has two children, living in Luxembourg
- Followed a lot of storytelling, game designer and movie/ cartoon recap channels in YouTube
- Likes 90s Cartoon (Saint Seiya & Transformers)

User Story

- After a layoff at 2 years old, he used half a year to find his current job. Workout and Anim helped him to release pressure and anxiety in the hard time.
- He often watches animation with his children, but the content for children on mainstream platforms is too low-age. He hopes that the "family mode" of the app can recommend classic old animations for the whole family while filtering out adult elements.
- As a streamer, he needs to quickly obtain GIFs of famous anime scenes/classic lines as live broadcast materials, but the existing tools have low retrieval efficiency and involve copyright risks.
- As his child is learning French and Luxembourgish, he tends to choose an app that supports switching between multiple language subtitles/dubbings, which not only satisfies his own nostalgic needs for Chinese, but also helps cultivate his child's language skills.
- I often find it difficult to trace the original works of my favorite YouTube commentary videos, so I want the App's "IP Universe Map" function to

automatically link the animation, comics, games, and peripheral product information streams of the same IP.

- Luxembourg lacks anime communities and offline activities. He is eager to connect with like-minded people around the world through the app, participate in real-time barrage comments or challenges, and make up for the loneliness in reality.
- The resources of old anime such as "Saint Seiya" and "Transformers" are scattered on different platforms. He needs a one-stop App to aggregate classic works + derivative analysis (such as character archaeology and voice actor interviews).
- Influenced by Luxembourg's environmental protection concept, he resists physical peripheral consumption, but longs for the App's "Virtual Medal Hall" function, which allows him to unlock a 3D animated figure showroom by viewing achievements, satisfying his desire to collect and facilitating live broadcasts.
- Inspired by the game commentary channel on YouTube, he was eager to use the AI remix tool directly in the App to combine classic animation clips with live fitness footage to generate "hot training remixes" that could be created and disseminated without the need for professional editing skills.

Requirements Generation

- Customizable Profiles so users can tailor their experience based on their interests.
- Favorite Tracking for anime, manga, studios, and genres to keep everything organized.
- Parental Controls to ensure family-friendly content when needed.
- Multi-Language Support with subtitle and dubbing options for a seamless viewing experience.
- AI-Powered Recommendations that suggest anime and manga based on what users enjoy.
- Filtering & Categorization to help users find exactly what they're looking for.
- Time Management Tools to set reminders and track screen time for better balance.
- Auto-Save Progress so users can easily pick up where they left off.
- Trending Section highlighting what's popular right now in anime, manga, and characters.
- "IP (Intellectual Property) Universe Map" that connects anime, manga, games, and merchandise in one place.

- Convention & Event Listings to keep users updated on upcoming anime-related events.
- Live Discussions & Watch Parties to create shared viewing experiences.
- Messaging & Community Forums to connect with friends and other fans.
- Follow & Add Friends for a more social experience within the app.
- Social Media Sharing to post favorite moments directly to platforms like Facebook and Instagram.
- Subtitle & Dubbing Syncing to match preferred language settings.
- Notifications & Alerts for new episodes, manga chapters, and unfinished series.
- Advanced Search & Filters for easy browsing and discovery.
- Flexible Subscription Options to fit different budgets.
- Direct Shopping Links for official anime/manga merchandise.
- Studio, Creator, and VA Info so users can explore more works by their favorite creators.
- Virtual Collectibles & Achievements (like a "Virtual Medal Hall") to unlock 3D figures based on activity.

Synthesis of Requirements Gathering and Generation

Based on the generated requirements, users mostly want an all-in-one platform where they can watch anime, read manga, and interact with the community without switching between multiple apps. They value customizable profiles to track their favorite series and genres, along with notifications to keep up with new episodes, manga releases, and unfinished content.

Social interaction is a key aspect, as seen in the demand for live discussions, watch parties, direct messaging, forums, and a networking feature that lets users add or follow friends. This highlights how anime and manga are not just solo experiences but shared interests that fans want to talk about in real time.

AI-powered recommendations based on user activity, favorite genres, and emotions show that personalization is important. Users also want content filtering, parental controls, and time monitoring to ensure a safe and manageable experience, making the platform suitable for different age groups.

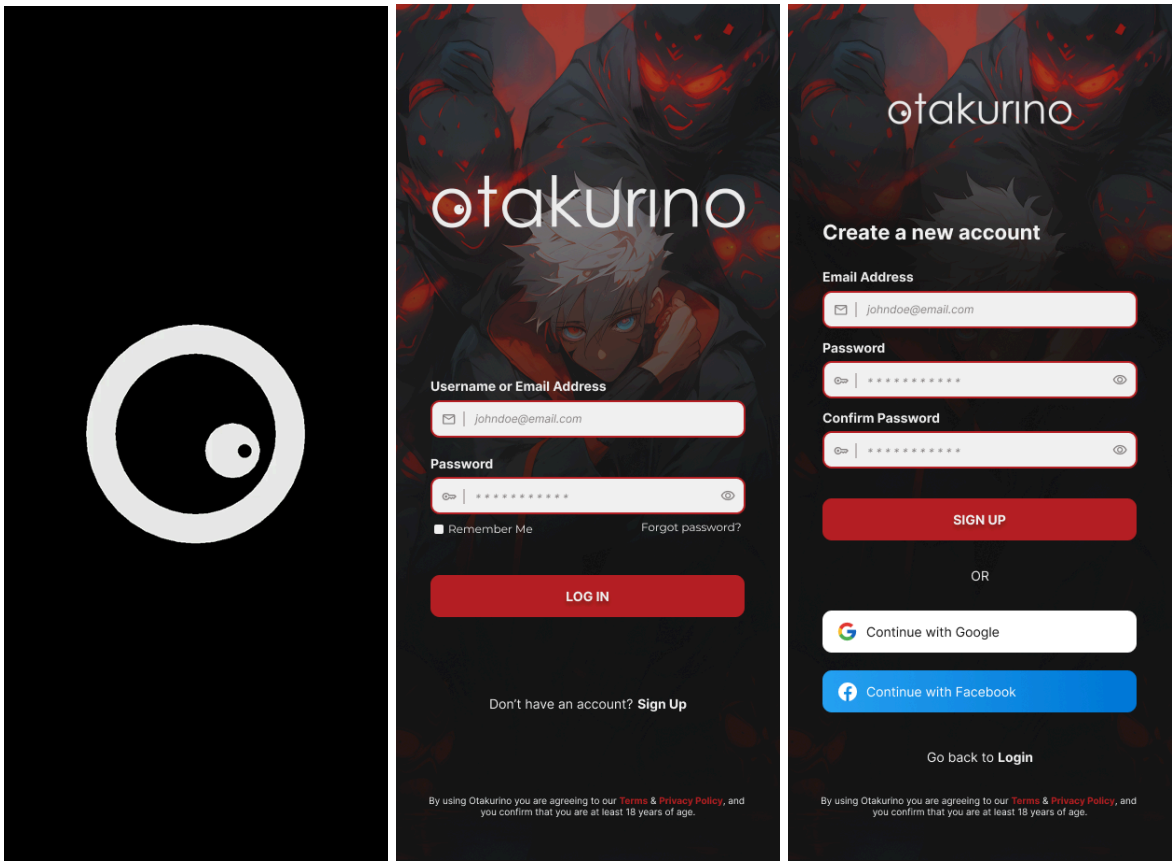
Language accessibility is another major concern, with users wanting content to sync with their preferred subtitles or dubbing. The mention of budget-friendly subscription options suggests that affordability is a big factor in choosing a platform.

Beyond just anime and manga, users also want real-time trending content, updates on anime-related events, direct links to official merchandise, and an easy way to explore works from studios, authors, and characters. The ability to share streams on social media shows how anime culture thrives in online spaces.

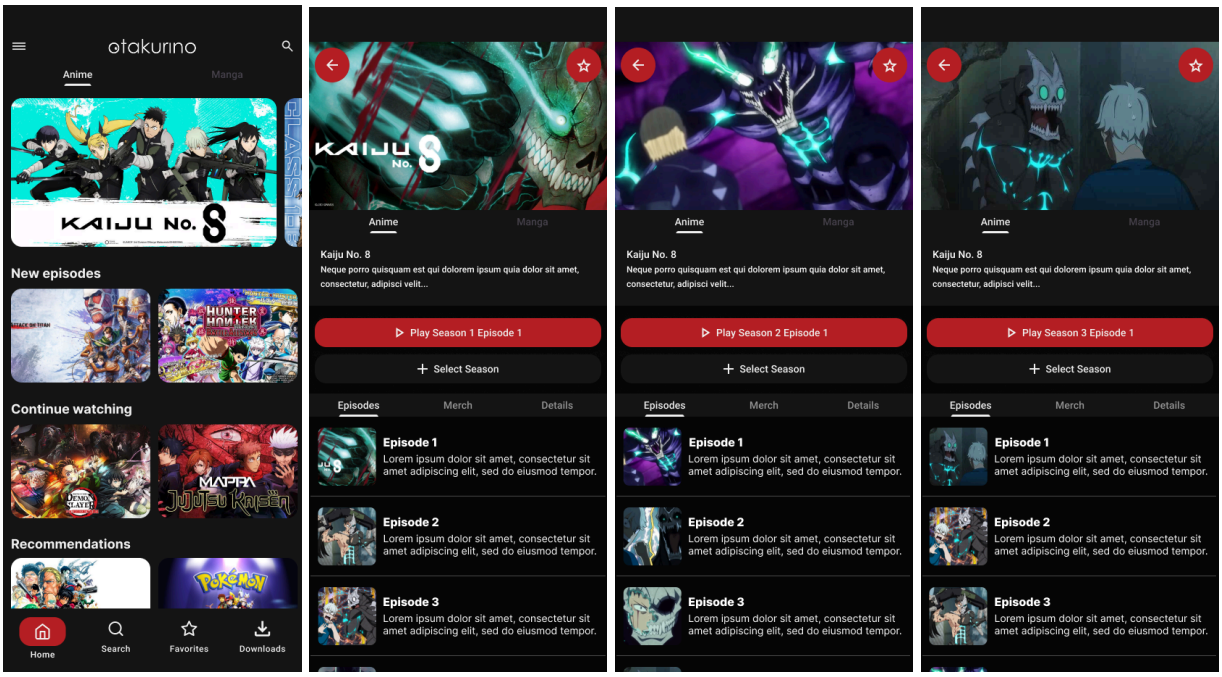
Overall, these requirements reflect the need for a **one-stop platform** that not only provides content but also enhances the user experience through accessibility, social engagement, and personalization.

Design

Login and Registration



Home (Anime)


otakurino
Anime
Manga
KAIJU No. 8
New episodes
Continue watching
Recommendations
Home
Search
Favorites
Downloads
Kaiju No. 8
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Play Season 1 Episode 1
Play Season 2 Episode 1
Play Season 3 Episode 1
Select Season
Episodes
Merch
Details
Episode 1
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Episode 2
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Episode 3
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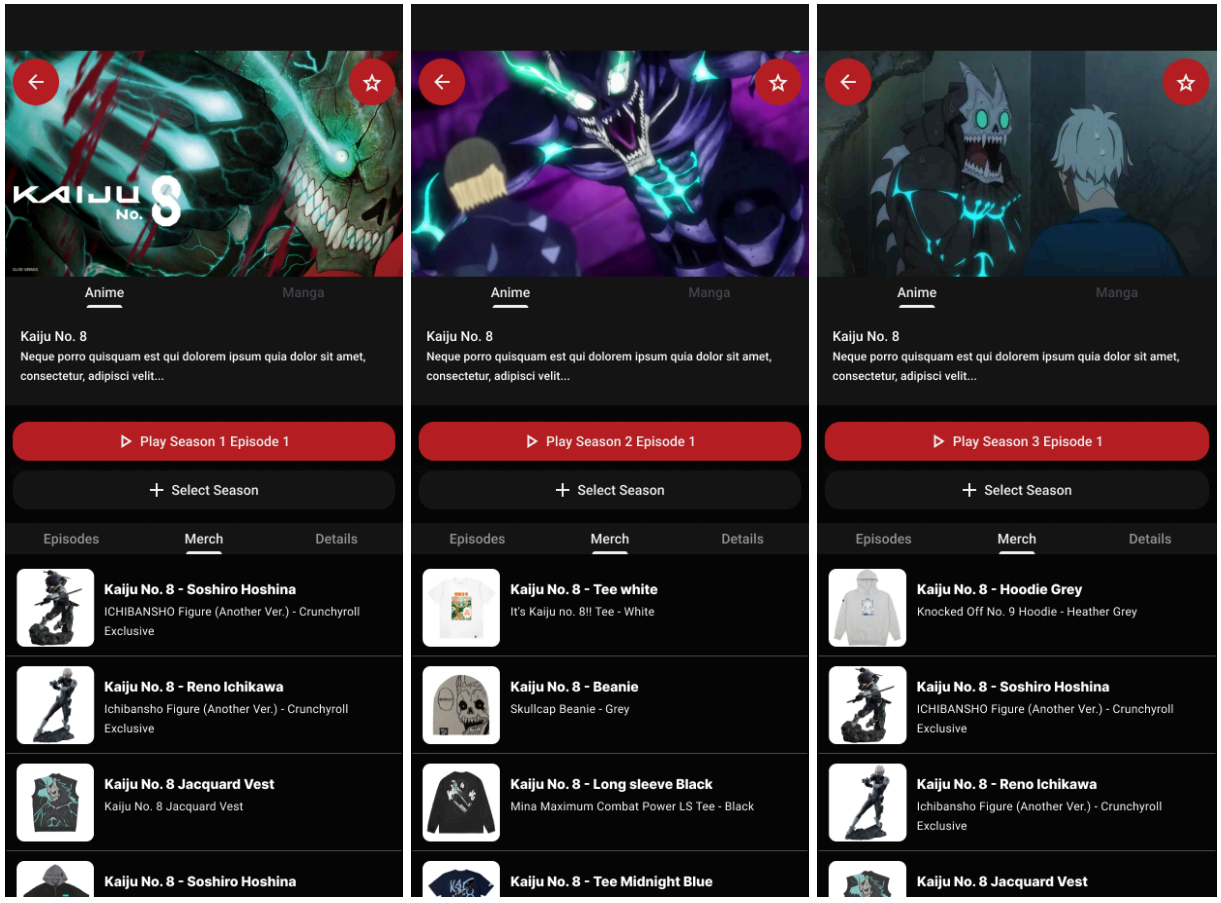
Anime
Manga
Kaiju No. 8
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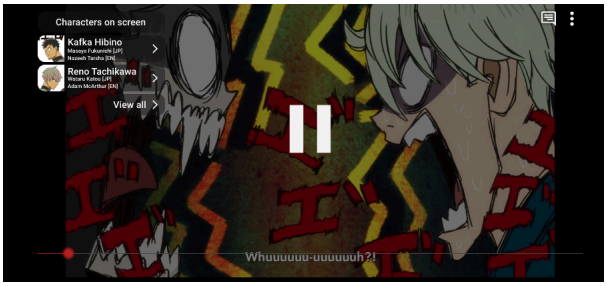
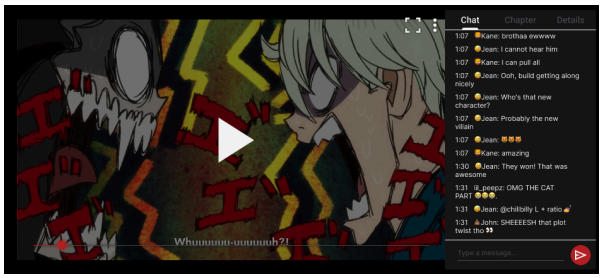
Play Season 1 Episode 1
Play Season 2 Episode 1
Play Season 3 Episode 1
Select Season
Episodes
Merch
Details
Kaiju No. 8 - Soshiro Hoshina
ICHIBANSHO Figure (Another Ver.) - Crunchyroll Exclusive
Kaiju No. 8 - Reno Ichikawa
Ichibansho Figure (Another Ver.) - Crunchyroll Exclusive
Kaiju No. 8 Jacquard Vest
Kaiju No. 8 Jacquard Vest
Kaiju No. 8 - Soshiro Hoshina
Kaiju No. 8 - Tee white
It's Kaiju no. 8!! Tee - White
Kaiju No. 8 - Beanie
Skullcap Beanie - Grey
Kaiju No. 8 - Long sleeve Black
Mina Maximum Combat Power LS Tee - Black
Kaiju No. 8 - Tee Midnight Blue
Kaiju No. 8 - Hoodie Grey
Knocked Off No. 9 Hoodie - Heather Grey
Kaiju No. 8 - Soshiro Hoshina
ICHIBANSHO Figure (Another Ver.) - Crunchyroll Exclusive
Kaiju No. 8 - Reno Ichikawa
Ichibansho Figure (Another Ver.) - Crunchyroll Exclusive
Kaiju No. 8 Jacquard Vest


Characters on screen
Kafka Hibino
Reno Tachikawa
View all
Whuuuuuu-uuuuuuh?!

Chat
Chapter
Details
Voice Cast:
Kafka Hibino
Reno Tachikawa
Mina Ashiro
Kikoru Shinomiya
Soshiro Hoshina
Studio:
Production I.G
Opening Theme:
Whuuuuuu-uuuuuuh?!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Chapter
Details
Whuuuuuu-uuuuuuh?!

Chat
Chapter
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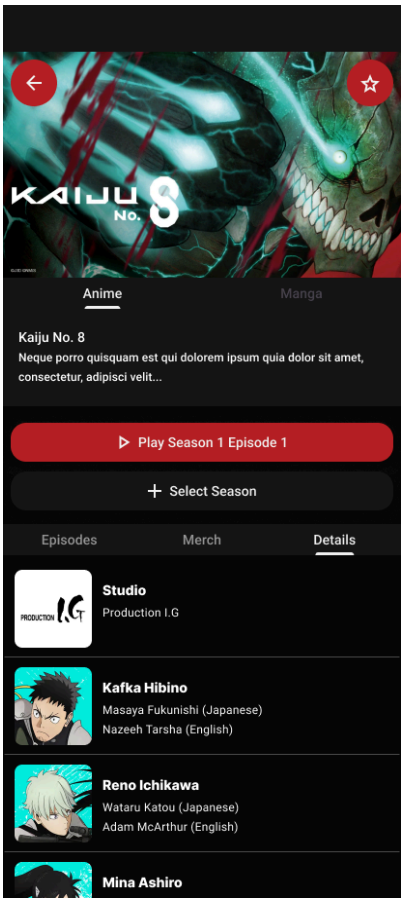
Whuuuuuu-uuuuuuh?!


KAIJU No. 8
Anime
Manga
Kaiju No. 8
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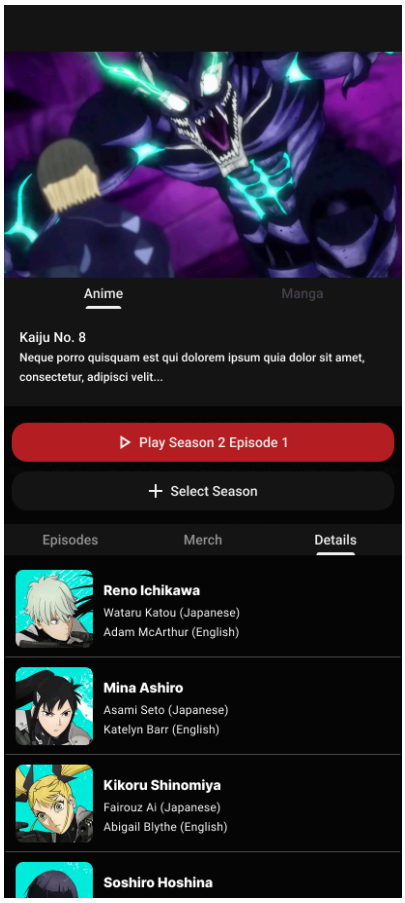
Play Season 1 Episode 1
Select Season
Episodes
Merch
Details
Studio
Production I.G
Kafka Hibino
Masaya Fukunishi (Japanese)
Nazeeh Tarsha (English)
Reno Ichikawa
Wataru Katou (Japanese)
Adam McArthur (English)
Mina Ashiro


Anime
Manga
Kaiju No. 8
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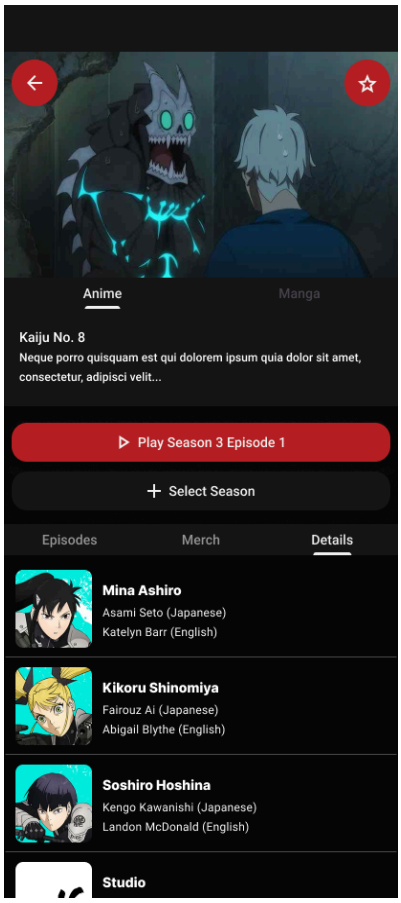
Play Season 2 Episode 1
Select Season
Episodes
Merch
Details
Reno Ichikawa
Wataru Katou (Japanese)
Adam McArthur (English)
Mina Ashiro
Asami Seto (Japanese)
Katelyn Barr (English)
Kikoru Shinomiya
Fairouz Ai (Japanese)
Abigail Blythe (English)
Soshiro Hoshina


Anime
Manga
Kaiju No. 8
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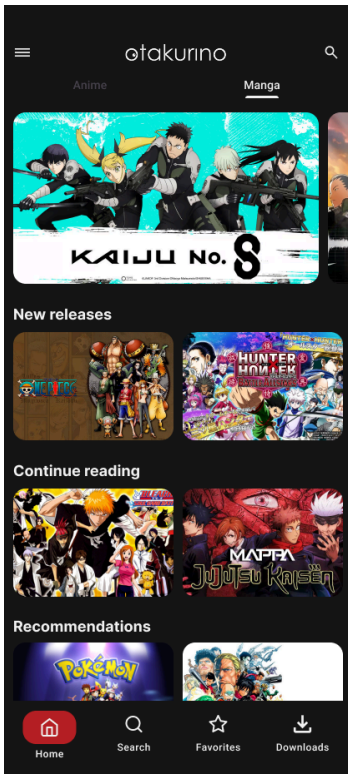
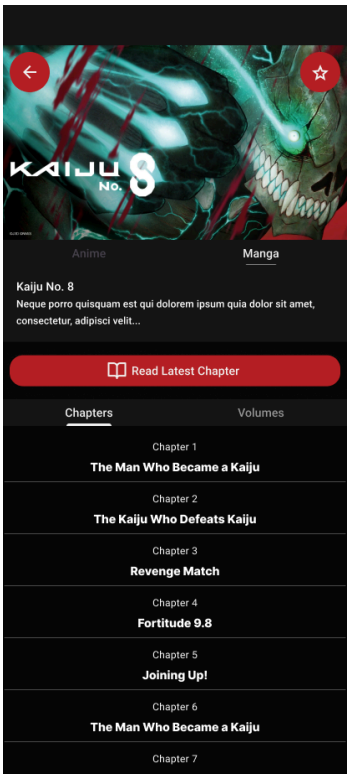
Play Season 3 Episode 1
Select Season
Episodes
Merch
Details
Mina Ashiro
Asami Seto (Japanese)
Katelyn Barr (English)
Kikoru Shinomiya
Fairouz Ai (Japanese)
Abigail Blythe (English)
Soshiro Hoshina
Kengo Kawanishi (Japanese)
Landon McDonald (English)
Studio

Home(Manga)


otakurino
Anime
Manga
KAIJU No. 8
New releases
Continue reading
Recommendations
Home
Search
Favorites
Downloads


KAIJU No. 8
Anime
Manga
Kaiju No. 8
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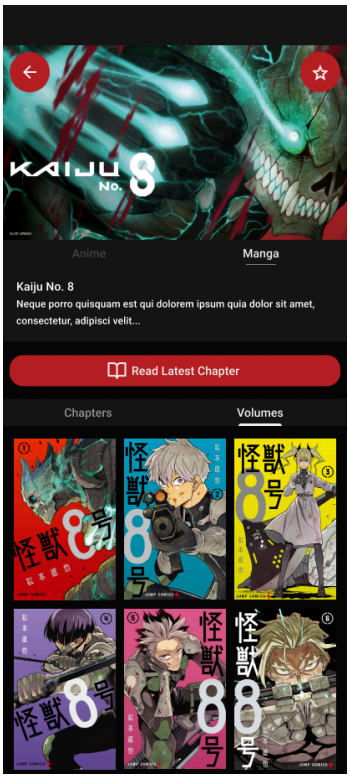
Read Latest Chapter
Chapters
Volumes
Chapter 1
The Man Who Became a Kaiju
Chapter 2
The Kaiju Who Defeats Kaiju
Chapter 3
Revenge Match
Chapter 4
Fortitude 9.8
Chapter 5
Joining Up!
Chapter 6
The Man Who Became a Kaiju
Chapter 7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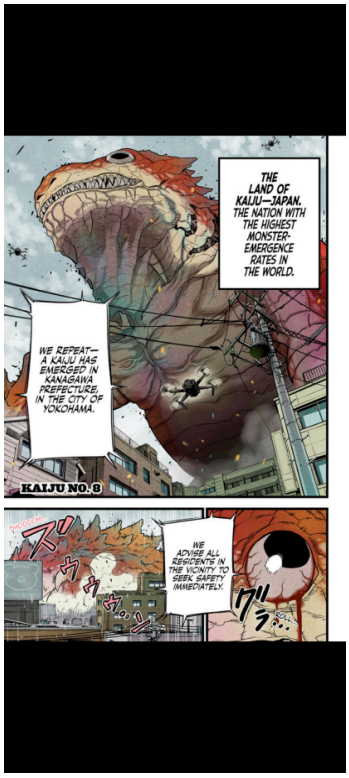
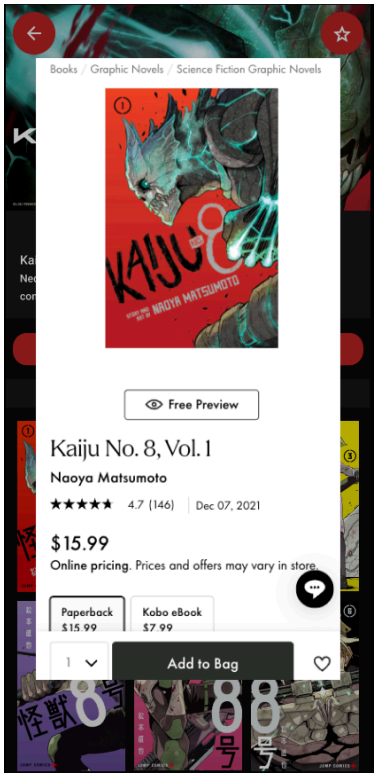
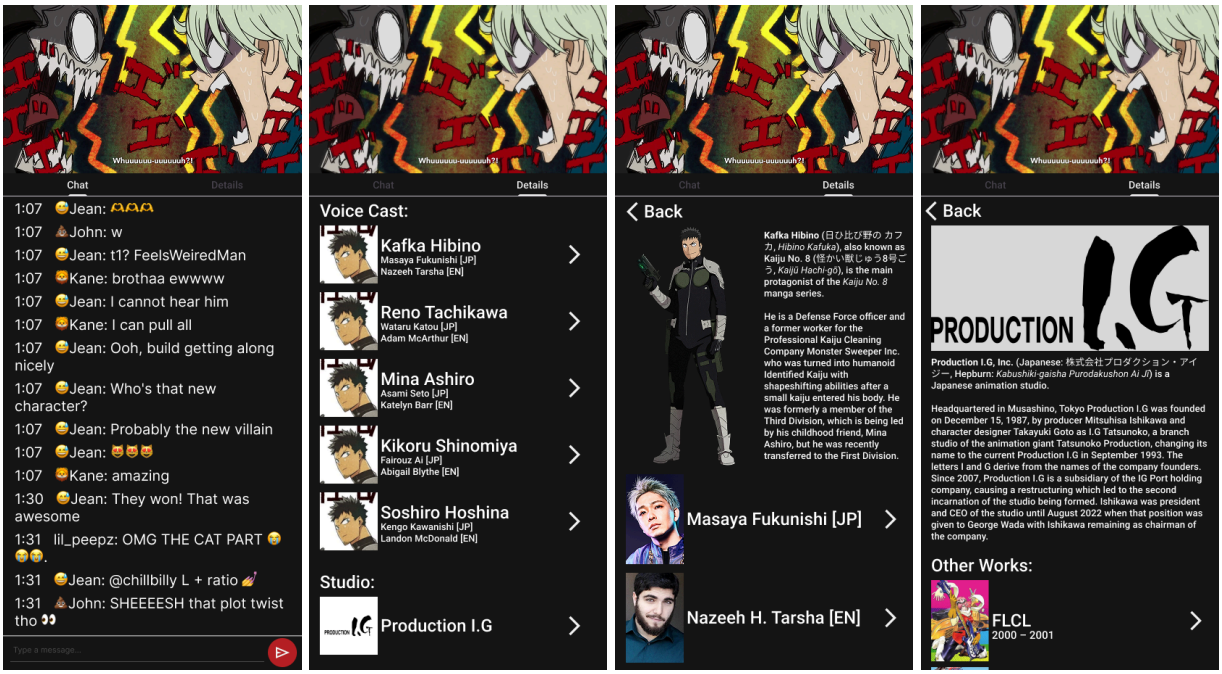
Read Latest Chapter
Chapters
Volumes


THE LAND OF KAIJU—JAPAN. THE NATION WITH THE HIGHEST MONSTER-EMERGENCE RATES IN THE WORLD.
WE REPEAT—A KAIJU HAS EMERGED IN KANAGAWA PREFECTURE, IN THE CITY OF YOKOHAMA.
KAIJU NO. 8
WE ADVISE ALL RESIDENTS IN THE VICINITY TO SEEK SAFETY IMMEDIATELY.


Books / Graphic Novels / Science Fiction Graphic Novels
KAIJU 8
NAOYA MATSUMOTO
Free Preview
Kaiju No. 8, Vol. 1
Naoya Matsumoto
4.7 (146)
Dec 07, 2021
$15.99
Online pricing. Prices and offers may vary in store.
Paperback
$15.99
Kobo eBook
$7.99
Add to Bag

Portrait Mode



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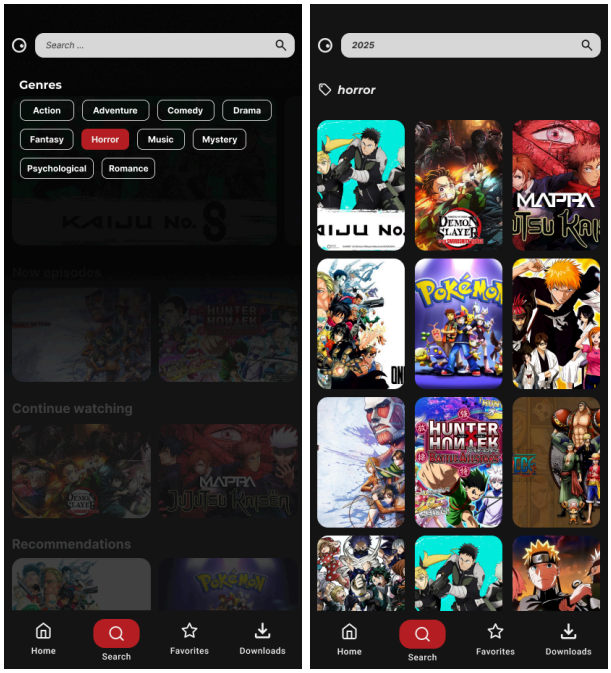
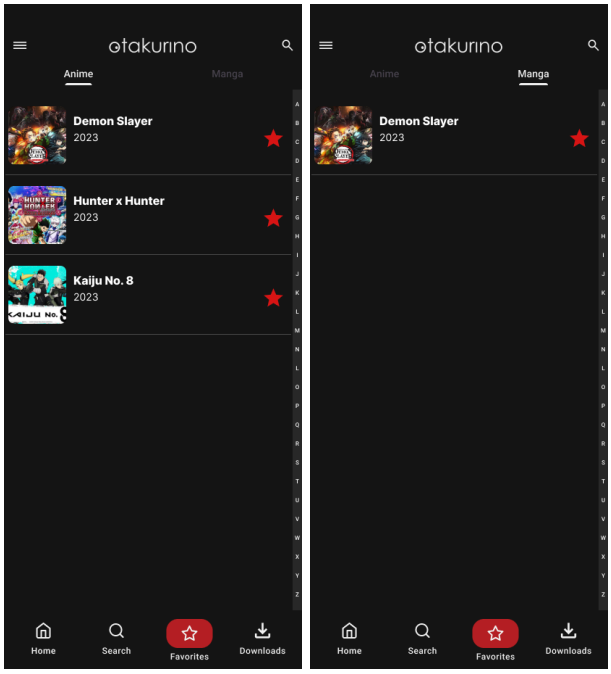
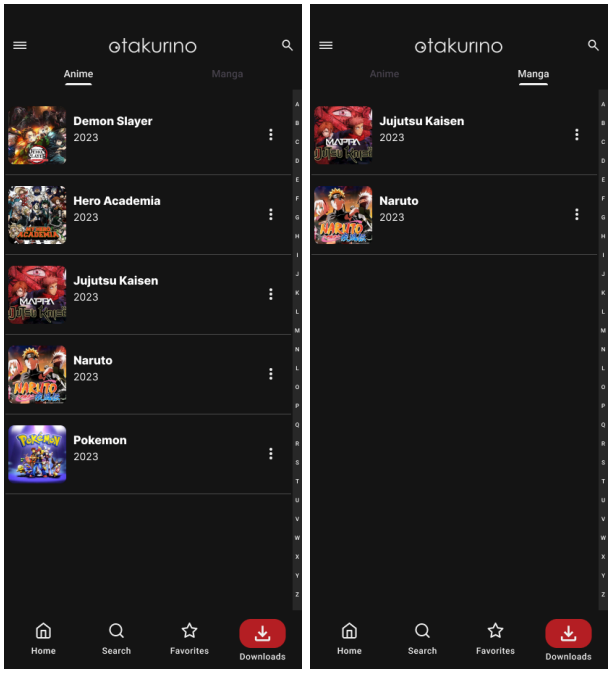


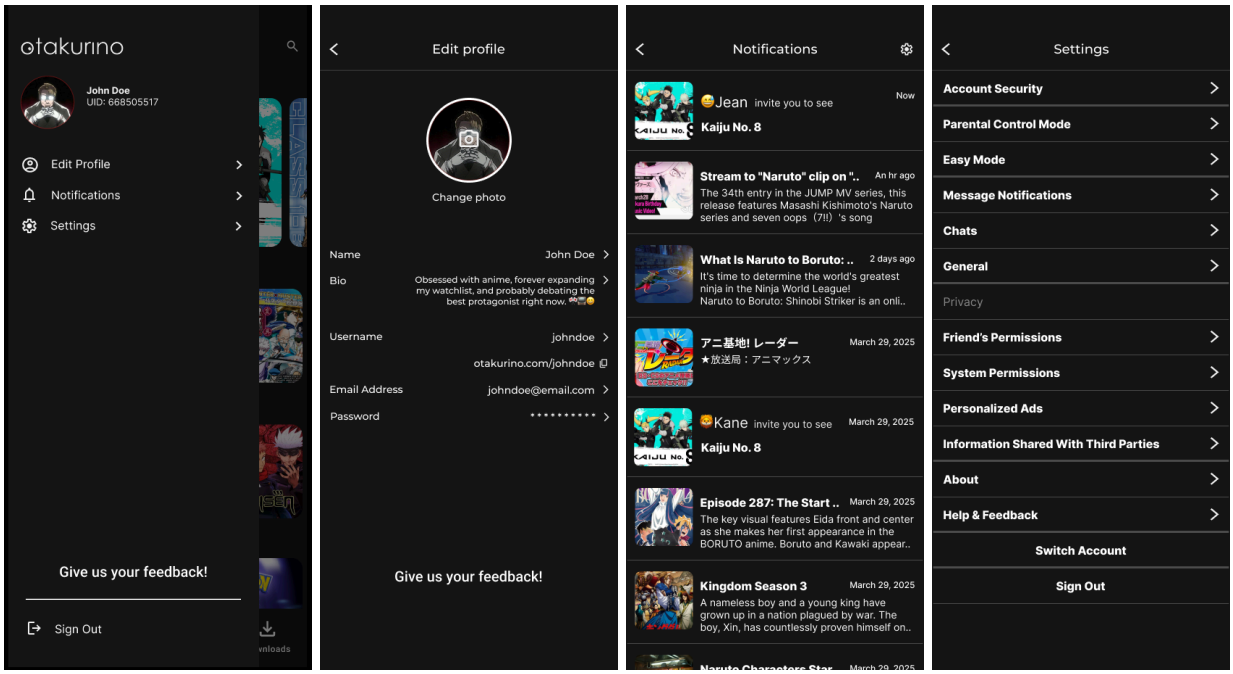
Favorites

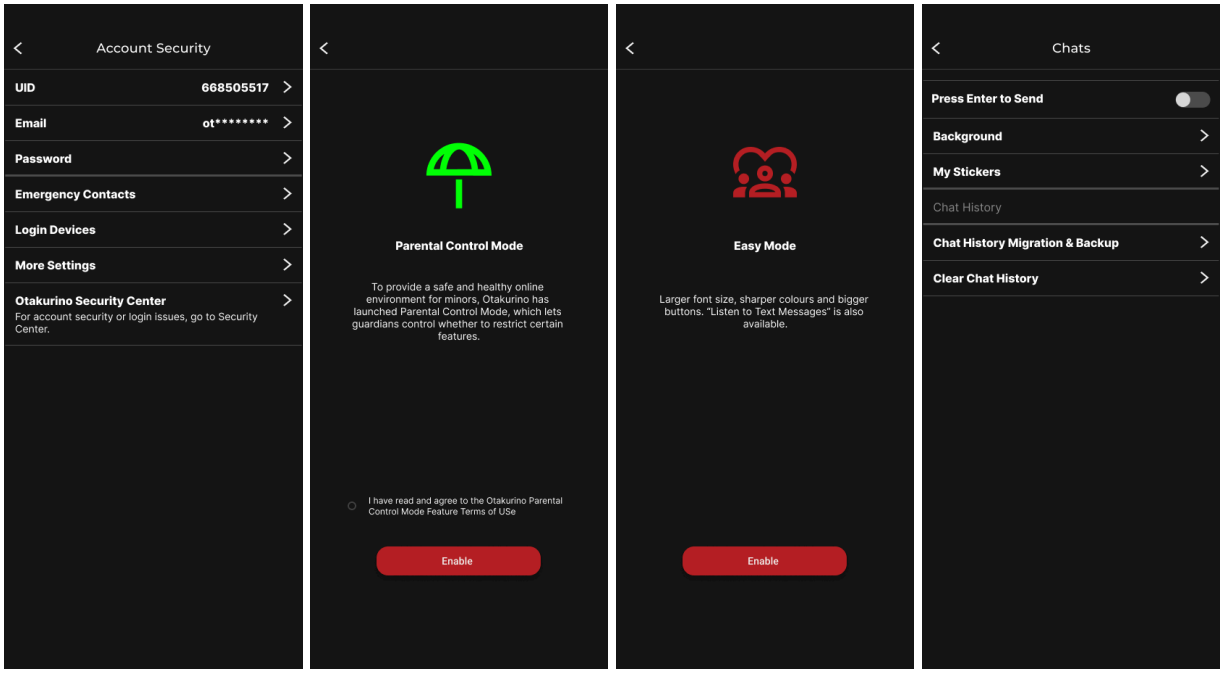


Downloads



Profile, Notifications, Settings





User Journey Map

	AWARENESS & DISCOVERY	EXPLORING & BROWSING	ENGAGING	SUBSCRIPTION & RETENTION	LOYALTY
THOUGHTS / EMOTIONS	Frustrated with navigating multiple streaming platforms to find anime	Relieved at seeing all anime content centralized in one place	Satisfied with a seamless viewing experience without switching apps	Willing to pay for convenience and exclusive content	Enjoys discovering new features and content over time Becomes a loyal user due to the app's convenience and value
ACTIONS	• Learns about Otakurino through anime communities and social media. • Downloads the app out of curiosity, hoping for simplified experience	• Browses recommended anime • Uses filters to find specific anime/manga. • Reads brief summaries and reviews before deciding what to watch	• Starts watching anime episodes directly through Otakurino • Uses features like autoplay, and subtitles	• Subscribes to access additional content and features • Sets notifications for new episodes or exclusive releases	• Shares watchlists and anime insights with friends • Continues to renew the subscription for uninterrupted access
TOUCHPOINTS	• Social media / Anime communities • Word-of-mouth recommendations	• Home page • Search bar & filters • User reviews	• Video player and streaming options • Episode progress tracking • Community discussions	• Subscription plans & upgrade prompts • Payment & account settings • Notifications & exclusive content updates	• Personalized watchlists & recommendations • Community forums & social media engagement
ACHIEVEMENTS	• Successfully installs Otakurino • Created an account and customizes preferences based on favorite anime series	• Finds desirable anime efficiently. • Add anime/manga to favorites	• Watches favorite anime without the need for multiple subscriptions • Discovers new series effortlessly through curated recommendations	• Gains unlimited access to anime in one platform • Stays updated on new releases and exclusive series	• Develops a long-term habit of using Otakurino for all anime needs • Recommends the app to fellow anime enthusiasts

User-based Prototype Evaluation

Purpose or objectives for Prototype Evaluation User Study

Purpose

The purpose of this prototype evaluation is to assess the overall user experience when interacting with our Otakurino app prototype. Although the current version is a non-functional prototype, our goal is to gather both qualitative and quantitative feedback from users regarding the app's usability, intuitiveness, and the clarity and design of its key features. This feedback will be critical in identifying areas for improvement and guiding future iterations of the app's design and functionality. Ultimately, we want to ensure that Otakurino offers a smooth, reliable, and enjoyable experience that users find engaging and worth returning to.

Main Objective

The main objective of the study is to observe how users interact with the prototype — from navigating through screens to discovering and using its core features. We aim to validate whether the concept of Otakurino as an "all-in-one platform for all things anime" is clearly communicated through the current design. In particular, we want to know if users find the interface visually appealing, the features intuitive, and the overall experience aligned with their needs and expectations.

Specific objectives

1. Navigation:
    a. Determine whether users can easily move through different screens and access the features they need.
2. App Design and Aesthetics
    a. Understand how users perceive the app's layout, color scheme, icons, and overall visual style.
3. App Usability / Intuitiveness
    a. Evaluate how quickly and easily users understand how to use the app without extensive guidance or tutorials.
4. Core Features Evaluation
    a. Gather user impressions of key features, such as:
        i. Pause-to-Explore
        ii. Merchandise Discovery
        iii. Favorites System
        iv. Downloads for Offline Viewing

        v. Watch Party with Chat
5. Content Switching
    a. Assess how seamless and intuitive the process is for switching contents between anime episodes and corresponding manga chapters.
6. Merch Integration
    a. Determine whether users find the merchandise discovery tool useful, relevant, and convenient.
7. Social Features
    a. Explore user interest in community-oriented features such as Watch Parties and in-app chat.
8. Data Relevance
    a. Identify which types of information (e.g., character bios, voice actors, merchandise links, theme song details) are most interesting or valuable to users during pause-to-explore moments.
9. Feedback and Suggestions
    a. Collect general comments, feature requests, and suggestions from users to inform future improvements.

Choice of user study and user sample

For this prototype evaluation user study, we conducted a survey that mirrors the structure of our previous user research, while intentionally selecting a different set of participants. Although these individuals were not part of the initial requirements-gathering phase, they still fall within the same target demographic. This choice was made to reduce bias and obtain fresh, uninfluenced feedback that reflects genuine first-time user experiences.

We also chose to avoid task-based instructions in order to observe natural user behavior. By minimizing influence or control over how participants explored the prototype, we aimed to capture more authentic insights into the app's usability, visual design, intuitiveness, and feature discoverability. This approach allowed us to better understand how our intended audience engages with the Otakurino prototype in an organic and unbiased way, while still aligning with their expectations and needs.

Draft of the User Study or Interview

This survey aims to evaluate the usability, design, and overall experience of our mobile app prototype. Your feedback will help us refine the navigation, layout, and features to enhance user satisfaction. The survey should take no more than 10 minutes to complete.

How to Navigate the App

1. Access the Prototype: Open the prototype using the provided link.
2. Interact with Clickable Elements: Click anywhere on the screen to see which elements are interactive.
3. Navigate Between Screens: Click buttons or menu items to move between different screens and features.
4. Answer the Question Below: Your feedback will help us improve the app and create a better experience for users!

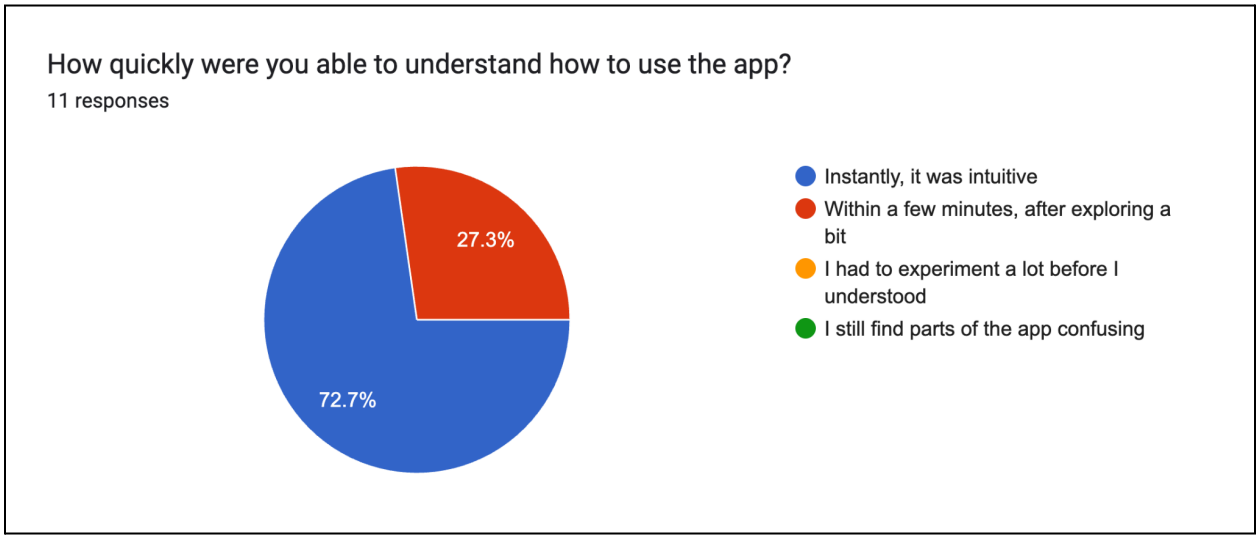
Note: This is just a prototype, which means not everything should be expected to be fully functional. The goal is to showcase the concept and design.

Questions

1. How easy was it to browse and navigate the app?
    - Very easy
    - Easy
    - Neutral
    - Difficult
    - Very difficult
2. How visually appealing do you find the app's design and overall aesthetic?
    - Very appealing
    - Appealing
    - Neutral
    - Unappealing
    - Very unappealing
3. How quickly were you able to understand how to use the app?
    - Instantly, it was intuitive
    - Within a few minutes, after exploring a bit
    - I had to experiment a lot before I understood
    - I still find parts of the app confusing
4. Rate the usefulness of the following features (Not useful - Very useful)
    - Pause-to-explore feature
    - Merchandise discovery

    - Add to favorites
    - Download for offline viewing
    - Watch party with chat
5. How seamless was the experience switching between anime streaming and manga reading?
    - Very seamless
    - Somewhat seamless
    - Neutral
    - A bit clunky
    - Very clunky
6. Did you find the merchandise discovery feature convenient and relevant?
    - Yes, very convenient
    - Somewhat useful
    - Neutral
    - Not really useful
    - No, I wouldn’t use it
7. How do you feel about the ability to chat with friends while watching anime together?
    - I love it, it enhances the experience
    - It's a nice feature, but not essential
    - I don’t find it necessary
    - I prefer watching alone without chatting
8. Which type of information provided during the pause-to-explore feature do you find most helpful?
    - Character details (names, background info)
    - Voice actors (cast details)
    - Licensed merchandise (figures, posters, apparel)
    - Music information (opening/ending themes, artists)
    - Production details (studio, director, staff)
    - None, I don’t find this feature useful
9. What other changes or improvements would you suggest to make the app better?
10. Any other comments or suggestions?

Data Visualization and Analysis



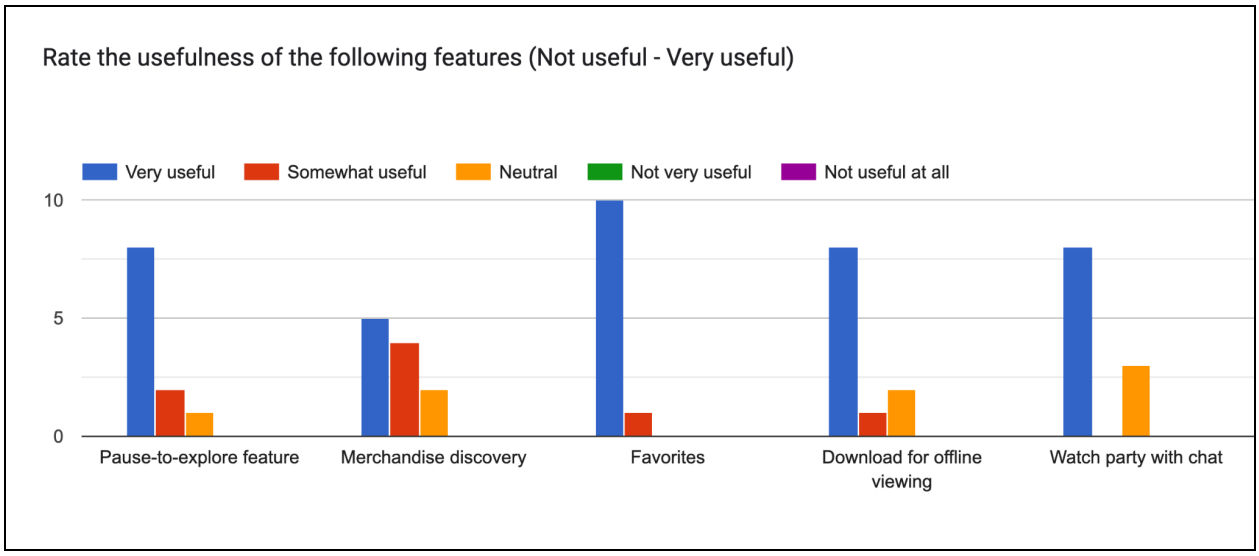
One of the questions in our survey aimed to evaluate how quickly users were able to understand how to use the app. We asked participants: "*How quickly were you able to understand how to use the app?*" A total of 11 people responded to this question.

As shown in the pie chart, the majority of respondents (***72.7%***), said they understood the app instantly, describing it as intuitive. This is a strong indicator that the app has a user-friendly interface and is easy to navigate for first-time users.

On the other hand, ***27.3%*** of users said they were able to understand the app within a few minutes after exploring a bit, which still suggests a generally positive user experience, even if it required a short learning curve.

Notably, none of the respondents selected the options "*I had to experiment a lot before I understood*" or "*I still find parts of the app confusing.*" This further supports the idea that the app's design is effective in guiding users naturally.

This result highlights the success of the app's user interface and onboarding experience, which is an important factor in overall user satisfaction.



Another section of our survey asked users to rate the usefulness of specific features in the app, on a scale ranging from *"Not useful at all"* to *"Very useful."*

The bar chart above displays the users' ratings across five features:

1. **Pause-to-explore feature**
   This feature received a strong positive response, with most users rating it as Very useful. A few users found it *Somewhat useful* or *Neutral*, while almost no one rated it negatively.

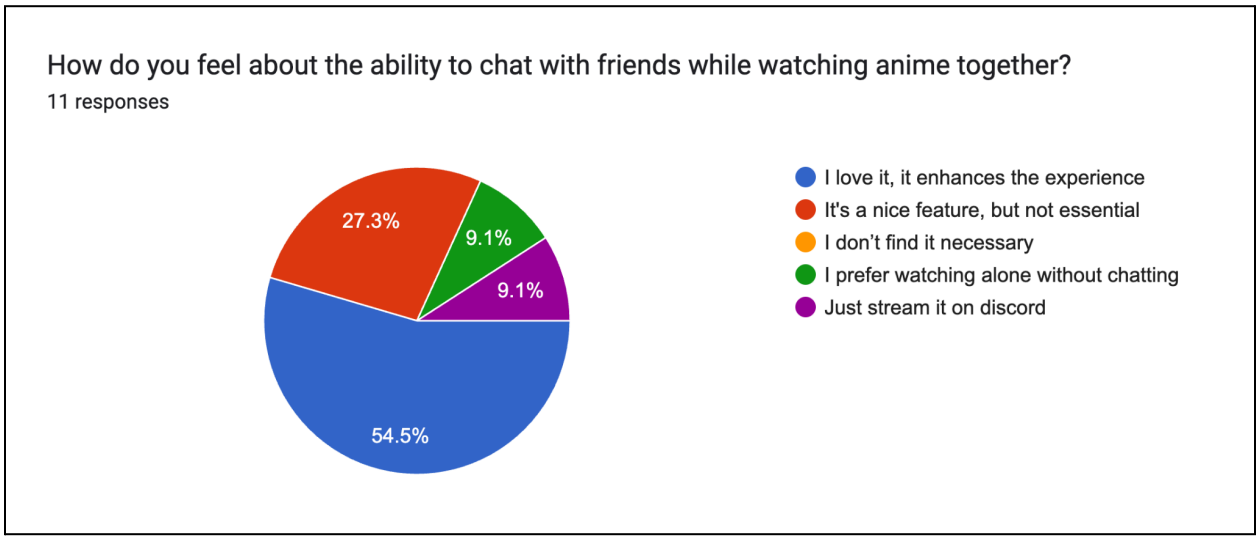
2. **Merchandise discovery**
   This feature had more mixed feedback. While some users rated it as Very useful or Somewhat useful, a significant portion responded with *Neutral*, suggesting this feature may not be as impactful or essential for all users.

3. **Favorites**
   The Favorites feature stood out as the most well-received, with the highest number of "Very useful" ratings and almost no negative responses. This indicates that users highly value the ability to save and easily access their preferred content.

4. **Download for offline viewing**
   This feature was also rated positively, though not as strongly as Favorites. The majority found it Very useful, while a few chose *Somewhat useful* or *Neutral*. This shows that while it's not essential for everyone, it adds significant value for many users.

5. **Watch party with chat**
   This feature received mostly Very useful and *Neutral* ratings, with a few people in the *Somewhat useful* category. This suggests that while it's appreciated, its appeal might be more niche or dependent on user habits.

Overall, the survey results show that features which support personalization and convenience (like Favorites and Downloading for offline use) are rated the highest in usefulness. Features that are more exploratory or social in nature tend to have more varied opinions, indicating potential room for improvement or better onboarding for those features.



To understand how users feel about social interaction features, we asked: "*How do you feel about the ability to chat with friends while watching anime together?*" This question received 11 responses, and the results are shown in the pie chart above.

Over half of the respondents (***54.5%***) answered that they love it and feel it enhances the experience, showing strong support for this social feature. This suggests that the ability to chat while watching adds value to the app for many users, likely by making the experience more fun and interactive.

27.3% of users said it's a nice feature, but not essential, indicating that while they appreciate the option, it's not a must-have for them. This group sees it as a bonus rather than a necessity.

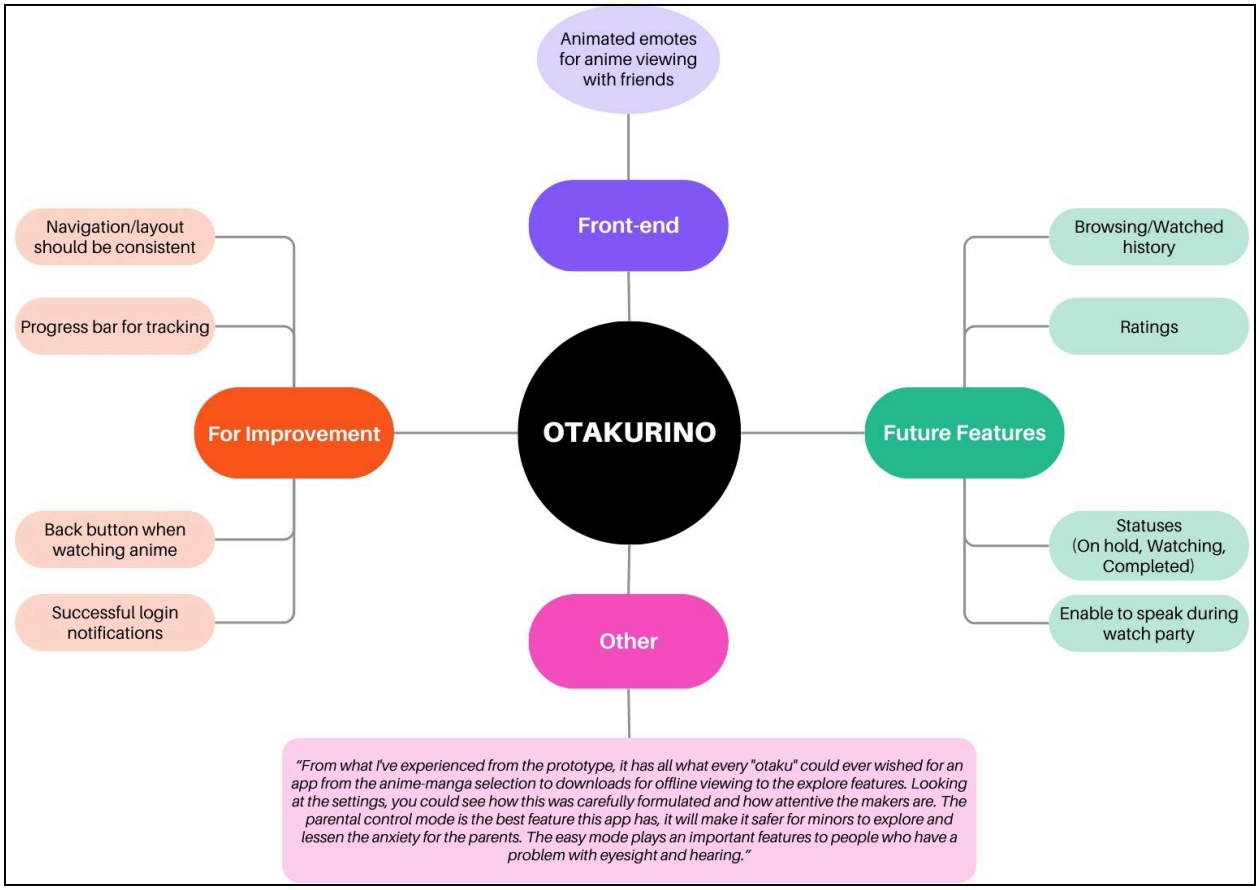
The remaining responses were more neutral or negative:

- 9.1% said to just steam it on discord, and

- Another 9.1% said they prefer watching alone without chatting

These responses suggest that while the chat feature is well-liked by the majority, there's also a segment of users who either don't use it or prefer alternative ways of co-watching anime.

In summary, the data shows that the chat feature is widely appreciated, but its value varies depending on individual user preferences. It's a great optional feature to include, especially for those who enjoy communal viewing experiences.



Finally, we compiled and categorized the responses from our respondents into four key areas: *For Improvement*, *Front-End*, *Future Features*, and *Other insights*. The visual mind map above highlights the various points raised during the feedback process.

1. **For Improvement**

   Respondents pointed out several areas that need refinement to improve the user experience:

- Navigation/Layout Consistency: Users expressed a need for a more uniform and predictable interface to enhance usability.
- Progress Bar: A progress bar feature was requested to help users keep track of their viewing progress within the anime.
- Back Button: When watching anime, a back button was noted as missing, which affected navigation flow.
- Login Notifications: Adding a notification to confirm successful logins was suggested to provide better feedback during sign-in.

2. Front-End

One engaging idea was introduced under this category:

- Animated Emotes: To make anime viewing with friends more fun, users recommended implementing animated emoticons that can be used during shared watch sessions.

3. Future Features

Several valuable suggestions were made regarding features users would love to see in upcoming versions:

- Browsing/Watched History: Tracking what has been viewed or explored.
- Ratings System: Allowing users to rate anime content.
- Statuses: Adding status tags such as “On hold,” “Watching,” or “Completed” to organize watch lists.
- Voice Feature: Enabling users to speak during watch parties to enhance interaction.

4. Other (User Sentiments)

A detailed written feedback from one of the respondents summarized the overall positive reception:

"*From what I’ve experienced from the prototype, it has all that every 'otaku' could ever wish for... The parental control mode is the best feature this app has. It will make it safer for minors to explore and lessen the anxiety for the parents. The easy mode plays an important role for users with eyesight and hearing difficulties.*”

Insights from the Results

The survey results indicate that *Otakurino* is generally well-received, with users finding the app intuitive and easy to navigate, most understood how to use it instantly or within minutes. Features focused on personalization and convenience, such as Favorites and offline downloads, were rated the most useful, while social and exploratory features like merchandise discovery and watch party chat received more mixed feedback. The chat function, in particular, is appreciated by many but not essential for all users, highlighting the importance of making it optional. Suggestions for improvement include adding a progress bar, a back button during playback, consistent layout, and login notifications. Users also proposed new features like status tracking, browsing history, ratings, and voice chat. Overall, the feedback reflects a positive sentiment, especially regarding the app's accessibility and inclusive design.

Changes to the design based on Prototype Evaluation

Based on the feedback gathered during the prototype evaluation, we made several key adjustments to improve the overall user experience. One of the major changes was improving navigation and layout consistency, ensuring that users can move through the app with a more direct and intuitive flow. We also added a progress bar for both manga reading and anime watching, allowing users to easily track their progress.

Additionally, we noted that some of the features users requested—such as the back button during anime playback—were already part of the app but may not have been clearly visible or accessible. These elements have now been refined to ensure better usability and visibility.

Conclusion

Throughout this project, we realized how much a one-stop app for anime and manga can really help fans, especially those who are tired of jumping between different platforms just to enjoy their favorite content.

Our goal was to create something that brings everything together in one place, making the experience smoother and more enjoyable. With features like watch parties, favorites, and offline downloads, we aimed to make the app not just convenient but also fun and user-friendly.

One of the most important steps we took was conducting a survey. It gave us a lot of useful feedback and showed us how people actually use the app and what they care about the most. Instead of just guessing what users might want, we were able to hear directly from them and use their suggestions to improve the overall design. It also helped us identify areas that needed fixing or tweaking, like adding a progress bar and making the navigation more consistent.

At the same time, we also learned that not all feedback can be applied exactly the way users suggest. People have different preferences, and sometimes those ideas don’t really fit with good design practices or the flow of the app. So we had to find a balance between giving users what they want and keeping the app easy to use and visually clean. Overall , this experience taught us a lot about listening to users, thinking critically about design, and making decisions that improve both function and experience.

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

300389376 | Diego Pinlac II (*DiegoP_ProgressReport2*)

Date	Number of Hours	Description of Work Done

March 06, 2025	0.5	Had a team meeting to plan out our next sprint and make sure everyone's on the same page about what needs to be done. We set the following deadlines:
		• March 9
		  ○ We're creating Personas and User Stories from scratch
		  ○ Made sure they're realistic and properly structured.
		• March 11
		  ○ exchange the work among the team, then generate the functional requirements.
		  ○ deadline of submission within the group
		• March 16 - submission of requirement gathering

March 08, 2025	0.5	Gathered information for persona and story creation
		• I contacted one of my friend to gather insights for the persona
		• Asked him the following:
		  ○ Age
		  ○ Program of study
		  ○ Hobbies
		  ○ Family background
		  ○ Pets
		  ○ Daily activities
		  ○ Spare time activities
		  ○ Any struggles in life
		  ○ How he copes with challenges
		  ○ Sports
		  ○ Academic performance
		  ○ Social life

March 09, 2025	0.5	Creation of User Persona and Story ● Used all the information gathered from Alex to create a detailed persona and user story, focusing on personality, habits, struggles, coping mechanisms, and motivations. (*See **Alex** in Requirements Generation section for details*) Informed the group to analyze the persona and user story and generate requirements based on them. Assigned the tasks:: Diego - Yaolong and Reiben's 2nd persona Reiben - Diego's persona Yaolong - Reiben's 1st and 2nd persona. Set the submission deadline for March 11, 2025 at 11:59pm
March 10, 2025	0.5	Analyzed the persona created by Yaolong and generated requirements based on it. *(See details below.)* **JiaXing** **Persona analysis** ● Family man ● Creative ● Fitness-oriented ● Confident ● Balances work, parenting, and content creation ● Motivated ● Likes to connect to people ● Loves gaming ● Must be good in math ● Family oriented ● Likes to watch cartoon/anime with hid kid **Requirements** ● Family mode feature that recommends classic cartoon/anime

		suitable for both adults and children, and filters out explicit content. ● Instant GIF creation that is copyright-friendly ● Supports multiple languages ● Syncs subtitles and dubbing based on users preferred language ● Automatically links content to the original works (Anime, comics, games, merchandise) ● Social connections, and communities ● One stop app that has everything he needs (classic works, merchandise, shows, characters, actors, etc) ● Rewards, achievements ● Integrated with AI to recommends shows based on users activity
March 11, 2025	0.5	Analyzed the 2nd persona created by Reiben and generated requirements based on it. *(See details below.)* **Pichael** **Persona analysis** ● Otaku ● Loves reading than watching ● Likes to listen to pop music ● Independent, enjoys personal space ● Anime merch collector ● Hardcore gamer ● Creative ● Pays for manga subscription but pirates anime ● Got lots of hobbies (gaming, sewing) **Requirements** ● All-in-one library. Has anime and manga from different platforms ● Designed for reading and watching on mobile

		• Integrated with AI that recommends manga and anime based on favorite genres • Music finder • Connects manga, anime, related works based, and merchandise to original works • Convention/event tracker • Supports multiple language • Syncs subtitles and dubbing based on users preferred language • Suggests legal ways to access anime/manga. • Budget friendly subscriptions Submitted it to the group as soon as I finished generating the requirements.
March 12, 2025	0.5	Had a quick huddle with the group to go over how the task went and discuss the personas and requirements we generated. We went over each persona in detail and analyzed whether the requirements we came up with made sense for the app. Some of the things we discussed are the following: • Each team member explained the personas they worked on, including their background, struggles, behaviors, etc. • Each of us also discussed the generated requirements and reviewed whether they accurately reflected the persons' needs. • We went over the features we were considering for the app, making sure they aligned with the generated requirements. Some features didn't seem as useful, while we also identified new ones that could be beneficial. Ended the huddle and told them we will be having a meeting again tomorrow

		(*March 13*) after the class to discuss our next steps.
March 13, 2025	0.5	Had a quick huddle after the class to discuss our next sprint. We discussed the following: ● Creation of the Requirements Document and compiled everything we worked on the past few days including: ○ Survey questions ○ Results of survey in visual presentation ○ User persona and stories ○ Generated requirements ● Prototyping using Figma ○ Creating a new project and sharing it to everyone including Priya ○ Discussed what to include in the figma project ■ Mood board ■ Branding ● Font ● Border ● Colors ■ Application screens ■ Icons ■ Design inspirations
March 14, 2025	2	Creation of the Requirements Document ● I created the template and shared it to everyone for them to add their inputs ● Assigned the following tasks to the members: ○ Diego ■ Results of Survey in visual presentation ■ Data analysis and Insights ○ Reiben ■ Objectives ■ Choice of user study ○ Yaolong ■ Drafts of user study ■ Compilation of User

		Persona ■ Generated Requirements Created a new Figma project and added everyone as collaborators ● Added section for the following: ○ Branding ○ Icons ○ Resources ○ Mood Board ○ Design Inspirations
March 16, 2025	1	Finalizing the Requirements Document ● Revised the Objectives section ○ Expanded and separated objects to Purpose, Main and Specific Object instead of just Main Objective to provide more clarity and structure. ● Revised Requirements Generation section. ○ Reviewed all listed requirements and removed redundancies ○ Combined similar bullet points ● Proofread the document to see if there are any remaining errors. Shared figma project to Priya, pushed all the updated documents to our Repo and submitted the Requirements Document on BlackBoard.
March 20, 2025	0.5	● meeting/planning for next deliverables ○ Prototyping ○ Mood board ○ User journey map ○ Navigation (map) (optional) - planning to do if we have enough time ● Delegated tasks to team members ○ Yaolong ■ Creation of logo ■ Login

		■ registration ■ Profile ■ settings (preference, etc.) ■ Animation (if we have enough time) ○ Reiben ■ list of anime ■ list of manga ■ single pages ○ Diego ■ onboarding pages ■ navigations ■ Drawers ■ compilation of everything ■ documentation
March 21, 2025	4	I started drafting the final report document, and compiling all the past documents and putting it into the final report. I also designed the mood board, and user journey map that fits the concept of our project. Additionally, I began working on the Figma prototype with the following updates: ● Compiled all the current screens made by my other team mates into a separated page (*Final Prototype. See figma for more info*) in figma and started revising it. ○ Made login and registration look more minimal and professional, added background image to make it feel more anime theme ● Created drawer for editing the profile, notifications, and settings for easy access ● Revised Reiben's work at home page and used real anime cover photos ● Modified search page and added additional screen of how it will look

		like when user interacted with it ● Applied connections between screens and tested it using the Figma Preview feature Assisted my team mates with their assigned tasks.
March 22, 2025	0.5	I assisted Reiben with his concern about switching the device from portrait to landscape mode by researching how to achieve it. We haven't implemented it yet, as we are still figuring out how to integrate it properly, especially considering the video player in our app.
March 23, 2025	2	Further improved the design drafted by my other teammates (*from the Draft page to Final Prototype page*) ● Modified home page, ensuring the image sizes are all the same, font-size, and alignment for consistency. ● Improved the bottom navigation, added some design to show which page the user is currently in. ● Anime Seasons frames ○ I changed all the placeholder images and used an actual anime image instead ○ Adjusted the font size, alignment, and changed the layout of the items in the episode tab. (thumbnail beside the descriptions of each episode.) ○ Created overlay for each Seasons (Seasons 1 to 3) to make the prototype more interactive. ○ Added interactions/flow per screen.
March 24, 2025	2	Further improved the design drafted by my other teammates (*from the Draft page*

		to Final Prototype page)
		
		● Anime Merch frames
		  ○ I changed all the placeholder images and used an actual merch image instead. Ensuring that the layout is consistent with the Episodes tab.
		  ○ Adjusted the font size, alignment, and changed the layout of the items in the episode tab. (thumbnail beside the descriptions of each merch.)
		  ○ Created overlay for each Seasons (Seasons 1 to 3) to make the prototype more interactive.
		  ○ Added interactions/flow per screen.
		● Anime Details frames
		  ○ Used actual images of the characters instead of using placeholder images.
		  ○ Created overlay for each Seasons (Seasons 1 to 3) to make the prototype more interactive.
		  ○ Asked for Reibens help in regard to the flow of these elements.

March 26, 2025	1.5	Gave yaolong some design inspiration on what to do on the watch party UI. Manga Frames ● Ensure the layout is consistent with Anime but content and elements should be related to Manga ● Changed the buttons and fixed the icons used. ● Adding actual titles of the Chapters ● Fixed the vertical scroll of the screen on preview.

		• Added interactions/flow per screen.

March 27, 2025	2	Search page
		• Used actual photos of the anime instead of using placeholder images.
		• Fixed the layout and transition/flow
		• Adjusted the search field, and icons used.
		Favorites page
		• Added an items for favorite anime and manga
		• Layout:
		  ○ Thumbnail on the left
		  ○ Title and year beside the image
		  ○ Star icon on the right most of each row
		  ○ Added A-Z on the scrollbar to make it easy to scroll in case there's a lot of items
		Download page
		• Added an items for downloaded anime and manga
		• Layout:
		  ○ Thumbnail on the left
		  ○ Title and year beside the image
		  ○ Triple dots on the right most of each row
		  ○ Added A-Z on the scrollbar to make it easy to scroll in case there's a lot of items

March 28, 2025	0.5	Instructed Yaolong what needs to be done on the onboarding animation
March 31, 2025	1.5	Started drafting the survey questions. (See *Draft of the User Study or Interview* for reference)
April 1, 2025	0.5	Published the survey form and started

		giving it to people.
April 2, 2025	2	• Received feedback from someone that the bottom navigation isn't visible on their device. • Debugged this and fixed the layout of the prototype to make it visible regardless of the device the respondents are using. Tested it on different devices. • Reviewed some of the feedback and discussed it over to the team
April 4, 2025	3	Started changing the prototype based on the users feedback. • Fixed the navigations and flow of the prototype • Added some overlay on some of the pages (Merch and volume page) Had a meeting, discussing how we will be presenting the project. Did a mock up presentation to ensure that everyone will have a chance to talk and cover the major features of the app Discussed what will be our plan afterwards • Document making
April 5, 2025	0.5	Assigned and informed the team on which part of the document they will do
April 8, 2025	3	Working on putting content on the document • Data visualization • Insights of the Results • Changes to the design • Conclusions • Work logs Finalizing the document, checking for

		some grammatical errors, rephrasing some paragraphs Submission of Final Project Report

Summary

I managed my group and made sure we stayed on track with our tasks throughout the project. I organized team meetings to plan out our sprints, set deadlines, and delegated tasks to ensure everyone knew exactly what they were responsible for. I also gathered information for our user personas by reaching out to a friend and asking detailed questions to make sure the personas were realistic. Afterward, I created and analyzed the personas, which helped me generate functional requirements for our project. I also took charge of creating the Requirements Document, setting up the template, assigning sections to everyone, and making revisions where needed. I cleaned up the objectives section, removed redundant points, and proofread everything before submitting.

For the design, I set up our Figma project, added everyone as collaborators, and organized sections for branding, design inspirations, and UI components. I ensured the project was well-structured for easy collaboration. As the project progressed, I finalized all the designs on Figma, working on the Final page, while asking teammates to work on the Draft page. I made several revisions and moved designs from the Draft to the Final page, ensuring the final result was polished and aligned with our goals.

In addition to the design work, I helped my teammates with any issues or concerns they had along the way. I also assigned tasks to each teammate for the sections of the Final Project report (Documentation) they would work on. I was responsible for compiling everything and making sure it was properly documented. I also took care of creating and visualizing the data from the survey results to ensure it was presented clearly.

I assigned tasks to each team member based on their responsibilities.

- Yaolong
    - Creation of logo
    - Login
    - registration
    - Profile
    - settings (preference, etc.)
    - Animation
- Reiben

    - list of anime
    - list of manga
    - single pages
    - Video players
    - Manga reader
- Diego
    - onboarding pages
    - navigations
    - Drawers
    - Finalizing draft designs moving to Final page on Figma
    - compilation of everything
    - Documentation

For visual representation of what we did, you may visit our Prototype (*Figma*)

300369479 | Reiben Lucero (*ReibenL_ProgressReport2*)

Date	Number of Hours	Description of Work Done
March 06	0.5	The group had a small discussion to plan out upcoming deadlines regarding requirements gathering and generation: • March 9: Individually create a persona and a scenario for this persona • March 10: Exchange personas and scenarios then generate requirements based on them • March 11: Submit generated requirements to group • March 12: Compile and analyze requirements generated from exchanged personas and scenarios • March 14-16: Work on the requirements documentation with divided/designated parts to cover

March 08	0.5	Created a persona and user stories based mostly on my brother using the examples used in class, it covered:
		• Age
		• Work
		• Interests
		• Hobbies
		• Habits
		• Recent activities
		• Some topics regarding anime/manga:
		  ○ Favorite series
		  ○ Merchandise purchase habits
		  ○ Anime vs Manga
		  ○ Information lookup

March 09	0.5	Decided to create a second persona with user stories based mostly on a close friend of mine. The coverage of the persona and user stories are basically the same as the one I made based on my brother.
March 10	0.5	I was given Diego's created persona and scenario to analyze. Using the exercise done in class, I attempted to generate some kind of personality traits, what the

		persona might be like, what they like, and what requirements they'd potentially need when using our app. My findings conclude: ● The person is introverted, but wants to be more outgoing ● The person is a homebody, but wants to be more active ● The person has recently been in a slump as a result of losing their pet ● Here are a few requirements that the person might need from our app: ○ Alert system they've been on the app for too long ○ Some function to limit content consumption ○ Personalized recommendations ○ Ability to filter through different anime ○ Ability to chat with friends and others, maybe connect with strangers ○ Maybe some form of watch party and other social engagement system like forums/discussion boards ○ A clean UI/UX to reduce distractions ○ And more (as listed in Generated Requirements document) After finishing the requirements generation, I then submitted and showed it to my group the following day.
March 12	0.5	Quick team discussion to review completed tasks of analyzing the personas, scenarios and requirements generated making sure that they were aligned / relevant regarding our app. Some points discussed were: ● Persona and scenario explanations ● Reviewed and refined generated requirements ● Evaluated app features after compiling the requirements,

		identifying necessary adjustments and maybe potentially add new features
March 13	0.5	Another quick team discussion after class regarding our next upcoming tasks to finish our documentation. We discussed compiling all our user stories, requirements generated and user study findings/results. We had also discussed starting the Figma prototype which will include, but not limited to: ● Initial setup ● Mood board, branding, fonts, borders, colors, and maybe a sketchboard ● App screens, icons, UI/UX design inspirations These points will set the foundation for next steps for the documentation and for the final presentation.
March 14	1.5	Diego divided and distributed parts of the documentation for us to individually work on. I was tasked to provide analysis of our user study and how it may impact the requirements gathered and generated. Here are some key points I have provided in those parts: ● Analyzed the purpose and objectives of a user study for effective requirements gathering ● Outlined our study's goals, expected results, and key insights we aim to collect ● Defined the study type, target audience, and areas covered in the survey ● Provided the draft for our user study/survey questions for data collection ● Explored UI/UX design concepts with initial work in Figma
March 16	0.5	Did some quick finalizations: ● Finalized some key aspects of our user study and requirements

		• Added a few charts and analysis for data visualization • Provided a little bit more insights into requirements gathering / generation • Finalized my work log
March 21	3	I've started working on the wireframing and prototyping process in Figma. Since I'm learning as I go, it took a bit of time to get comfortable with the tools. This is where most of my time was spent, looking up guides and such on how to do things. I first began by sketching out some initial ideas—focusing on how I want the app to look and how users would move through it. The main focus was designing the core screens and setting up navigation using a bottom navigation bar. I also added screen connections based on the ones Yaolong created to ensure everything flows properly. The screens I worked on include: • Anime/Manga Home • Anime/Manga Search • Anime/Manga Favorites • Anime/Manga Detail
March 22	1	I continued testing and refining the prototype for the final version. This round focused on adding a few more screens and integrating transitions and basic animations to improve the flow and feel of the app.

		Newly added elements include: ● Video content screens ● Video play/pause overlays
March 23	1	I made further adjustments by modifying the play/pause overlays for better clarity and usability. I also added the "X-Ray" feature, which displays additional information about characters, voice actors, and studios when video playback is paused. Finally, I wrapped up by finalizing the work progress report and updating the work log.
March 24	1	Made some quick revisions to the video player screens: ● Turning them into overlays instead of separate screens/pages ● While also connecting other prototype interactions ● Added initial drafts for manga content list and page reader with overlay
March 25	3	Continued work on anime/manga selection screens: ● Added season selection overlay ● Merch tab with merch list ● Details tab with list of cast and studio ● Manga chapter selection tab ● Volumes tab with grid view of available manga volumes Also added screenshots of other mobile competitor apps I've been using as inspirations/references.

March 27	3	Had a small discussion with the group about our progress and what we could add/polish to the prototype at the time: ● Revised how the video player overlay looked and how information is displayed ● Added a way to exit the player (context menu) ● Revised Yaolong's chat function ● Created the 'Theater Mode' screens for chat and details tabs Honestly, most of my time was spent going back and forth redoing and undoing some of my design decisions.
March 28	2	Continued to polish the video player: ● Changed the still image to better relay the information from 'Pause-to-Explore' feature ● Polished the context menu options and prototype interactions ● Added overlays for Theater Mode ● A few minor revisions to the player overlay
March 30	1	Continued polishing and adding more content into the details tab of Theatre Mode screens and prototype interactions.
March 31	3	Continued polishing and adding more content into the details tab of Portrait Mode screens: ● Overlay and prototype interactions ● Details list (studio, cast, opening/ending songs) ● Detailed info on voice actor ● Detailed info on studio and other works

April 3	.5	Quickly added a draft of 'Read-along' feature in the Theater Mode. I honestly forgot that we had promised this feature and did not create it until after the user study had been conducted.
April 4	2	Polished 'Read-along' feature by adding actual chapter pages of the series. Fixed prototype interactions. More polishing of the chat functions (corrected how it should display text and how it should scroll).
April 6	1	Filled in prototype evaluation user study sections: ● Purpose of Prototype Evaluation ● Main Objectives ● Specific Objectives ● Choice of User Study and User Sample
April 7	1	Just fixed a few interactions, added the actual manga chapter pages to better reflect functionality. Also used the history version history to check and measure time spent working for the progress report for our final report. Updated my summary for finalization.

Summary

Over the past month, I contributed to requirements gathering, persona creation, and user study analysis, while also learning and applying Figma to build and refine our prototype. I developed user personas, generated feature requirements, and helped analyze survey data to inform our design. In Figma, I created and connected key screens, designed the video player with Pause-to-Explore, added manga reading features, and polished UI interactions—learning the tool as I went. I also finalized my work log and helped prepare documentation for the final report and presentation.

300380547 | Yaolong Liu (*YaolongL_ProgressReport2*)

Date	Number of Hours	Description of Work Done
March 06, 2025	0.5	Team planning for the milestones for the next step – Personas and Requirement. • Mar 9, make Persona from each person; • Mar 11, make Requirements in a meeting;
March 08, 2025	2	Connected two of my friends to gather their cartoon and animation behaviors. • The first one (my former colleague) likes cartoons but not that fit for a Persona interview. What his favor is does not match as a common user. He uses illegal websites. • The second one (my deskmate in highschool) is a streamer: 1. Made note in message with him: what his hobby and what app and website he uses to watch manga and anime. Live style and some trivial matters. 2. I tracked his bilibili channel to get what he usually watches, which other channels he is following, and what his routine he shared online. https://space.bilibili.com/687229726?spm_id_from=333.1387.fans.user_card.click Then, summarize his background into the persona document and think about how our anime/cartoon app may be useful for him.
Mar 10, 2025	1.5	Analyzed two personas created by Reiben and generated requirements based on it. *(See details below.)*

		Persona 1 - Persona analysis 1. Not young in age 2. busy (nurse, works all the time) 3. Middle class (Well-paying) 4. Specific audience 5. Collector 6. Animal friendly 7. Tracking hot spots 8. traditional fan 9. fashion 10. Insiders 11. physical buyer 12. Pay carefully 13. Only free in weekends 14. Only Anim no cartoon 15. real person feedback (prefers dubbed version vs subbed version) 16. not pursue brand 17. like Collector's Edition 18. Moderate sharing **Persona 2 - Persona analysis** 1. Still young 2. lack of money 3. both anime and manga, famous Japanese follower 4. solo, has more free time 5. Limited Collection 6. One man army 7. Game Master 8. prepare original design first 9. live in small place or minimalists 10. Strong hands-on ability 11. Curiosity in some illegal resources 12. exploration 13. brand important 14. like reading **Requirements** 1. Login/ Registration 2. Recommended nearby activities/GPS 3. Hobby Record 4. Subtitle Audio Selection 5. Interesting Tracking 6. Online-shopping + Physical store navigation 7. Studio news

		8. Second-hand market & Limited Edition 9. Multi-user immersive interactive design 10. Deep Search (maybe illegal resource but in a temp way) 11. hands-on tutorial 12. Class the users by payment
March 13, 2025	0.5	Team planning for the next step: ● Requirements Document ● Make a Figma project for app's prototype
March 14, 2025	2	Go through all of the requirements and combine them together for what our app needs. In Figma, made some prototype: ● Searched for some useful moodboards for our app, and collected color ideas. ● Found potential Logo font online. ● Used Krita to make Logo ● Made the Login pages
March 16, 2025	0.5	Report time log. Check update.
March 20, 2025	1	Team planning for what we do before this weekend: ● Mood board ● User float ● Prototype of the sliders Learn Figma for pages navigation: https://www.youtube.com/watch?v=ezldKx-jPag&list=LL&index=5&t=2802s (in the front 40mins)
March 21, 2025	4	Searched the other good design references to get ideas and inspiration. Made the pages in Figma: ● Onboarding ● Registration

		• Login • Account • Profile • Settings • Forgot Password Remade the logo
March 23, 2025	1.5	Learned the rest of the former tutor and learnt two quick scrolling tutors. https://www.youtube.com/watch?v=E30j6_rdDFY https://www.youtube.com/watch?v=6lSvKk7lTI0 Tested the constraints to match different sizes. The animation logo design was planned to use 3D animation software to make it.
March 25, 2025	1	Made the mesh and blended its shape editor for the Logo in Maya. Made the prototype for the animation.
March 27, 2025	1.5	Polished the animation from eyeball closing-first to opening-first. Changed the time period from 2 to 5 seconds.
March 31, 2025	1.5	Made the chat windows (horizontal and vertical) and its content.
April 2, 2025	2.5	Made the pages of: • Notifications, Settings, • AccountSecurity, • ParentalControlMode,

		• EasyMode, • MessageNotifications, • Chats, • General
April 4, 2025	1	Logo animation speed polished from 5 to 2.5 seconds.
April 6, 2025	1	Polished the content of Notifications for presentation.
April 8, 2025	1.5	Polished the navigation between Notifications. Screenshots for each page for final document.

Summary

In these months, I supported my teammates as much as I could. They have so many good ideas that share with me examples how the ideas work in other apps. Then, I did the Login, Registration and Settings. With my background as an artist, a novel logo could highlight our app. I put some days of effort into it. I Really enjoy the time of learning figma, sharing ideas and making ux with an effective team.

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.

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