

ANIME

HUB

By Algelis Pastor

Creative Brief:

### Creative Brief (Final)

**Client-** Funimation

**Purpose of site-** To provide people suggestions of the best anime around that fits to certain specifics of your liking.

**Measurable Goals-** This website's goal consist of giving people, either old or young, the perfect animes in which fits their interests from gory anime, funny, perverted, scary, etc.

**Target Audience-** We have no certain target audience as anime is really for anyone. But we certainly want to target people in which havent gotten to know any animes or are looking for one to watch.

**Content-** The site will include lists of anime depending on their genre and will also include a description of those animes and what they are about.

**Functionalities-** Viewers will be allowed to browse through different genres of anime through a navigation bar on the top of the main home page and any other sub pages.

**Supported Platforms-** This site will be supported on iphones, tablets, and pc's of course.

**Style-** The site will look clear with a dash of color as anime in Japan is known to have many colors included in their anime covers and much more.

Personas:

### Jeff- 23 Marketer from New York, NY



*"Personality to a man is what perfume is to a flower"*

#### Personal Background

Likes to watch dragon ball z since a kid; Into working out and playing sports with friends; Likes to play video games like Mortal Kombat, Tekken, etc.; Of Hispanic descent.

#### More About (add name)

##### Motivators

To Find new anime to watch

##### Goals

Find an anime in which would entertain them in the meantime.

##### Needs

Recommendations to anime depending on the genre to their liking.

#### Engagement & Activities

Personal Computer: Dell laptop

Internet Usage: Usually goes on YouTube, Checks his Gmail most of the time

Mobile: iPhone

Social Networking: Pretty Good

Television Shows: Lost, Breaking Bad, Dragon ball z

Magazines: Time Magazine

#### Scenario

Jeff comes home from work at 5 five o'clock in the afternoon, call his friends to see if they want to hang out but they are all busy. He Already went to the gym before work so he can't go again. He then decides to just stay home and watch some dragon ball z. Though the problem is, he has watched every episode of dragon ball already so he decides to watch a new anime, but the problem is he doesn't know what to watch. Thats when he decides to go to Anime hub, in order to find anime with preferences to his liking.

**Andrew- 19, College student from New York, NY**

*"There Is nothing permanent except change."*

**Personal Background**

Likes to watch tv shows mostly; interested into anime but never got the chance to try it; Likes to work out and draw

**More About (add name)****Motivators**

To find an anime in which to start with.

**Goals**

To find an anime to start with.

**Needs**

To find an anime in which he would to start with. Also wants to join the anime community.

**Engagement & Activities**

**Personal Computer:**Dell

**Internet Usage:**Netflix, Youtube,

**Mobile:**Samsung

**Social Networking:** Uses Facebook

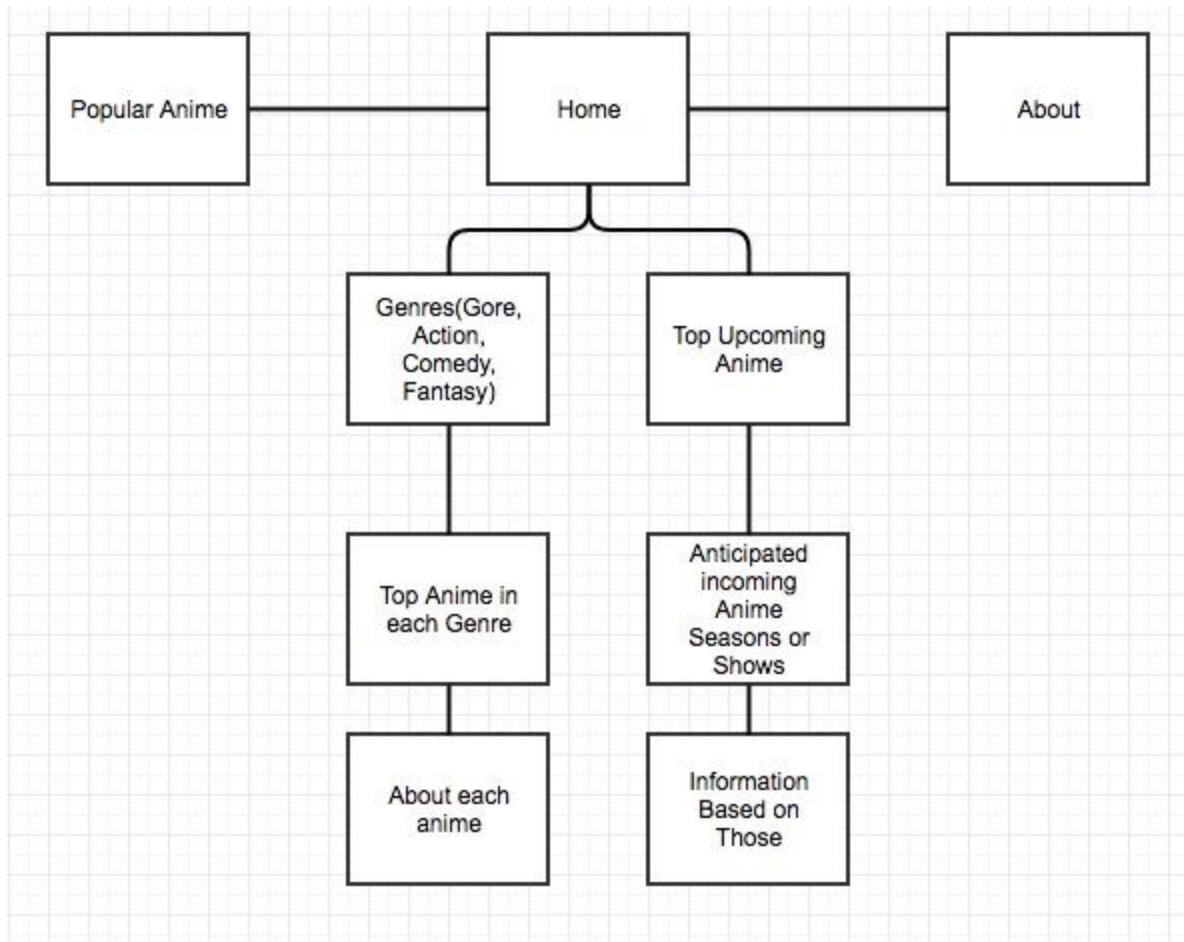
**Television Shows:** Teen Titans, Lost, The Punisher

**Magazines:** The Time

**Scenario**

Andrew just came home from college at BMCC. He realizes he has a lot of homework and so he tries to finish it. In the middle of it though, he decides to take a break and tries to watch something. He realized though that he has caught up on all the shows he has watched, and so he decides to finally give anime a try. He doesn't know where to start so he decides to go to [AnimeHub.com](http://AnimeHub.com) to find an anime to start with. He decides to go to the link saying "Popular Anime" on the top of the page and finds an anime called Dragon Ball Z. He decides to watch that and is automatically hooked.

Site Map:



Axure Prototype:

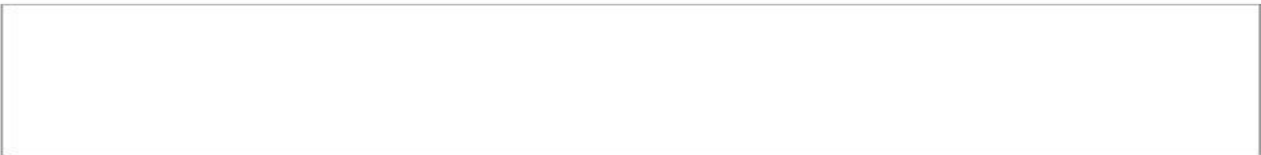
# AnimeHub

<a href="#">Home</a>	<a href="#">Top Upcoming Anime</a>	<b>Genre</b>
		<a href="#">Gore</a>
		<a href="#">Action</a>
		<a href="#">Comedy</a>
		<a href="#">Fantasy</a>

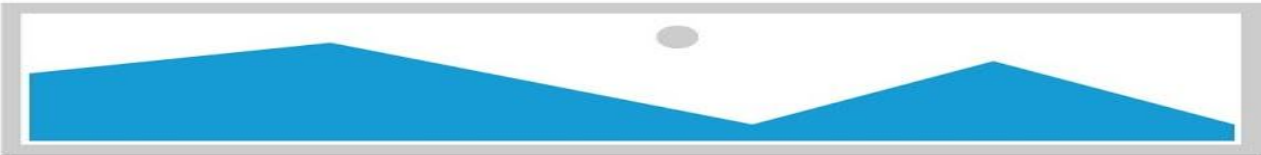
Welcome to Anime Hub!

Can't Find an Anime in Which You Can Start With? Try Looking Through Our Recomendations of the Best Anime in Each Genre!

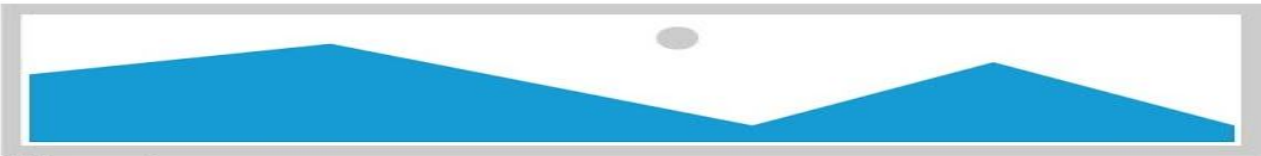
## About



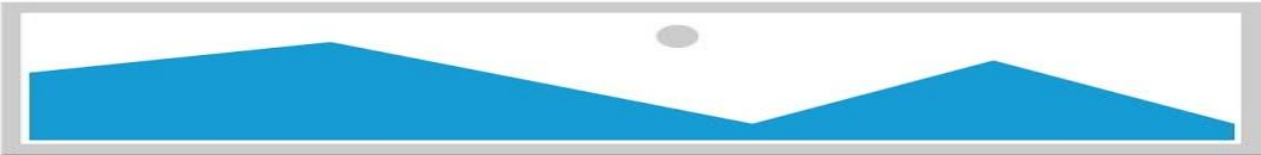
## Popular Anime



About



About



About

Sketches:

# AnimeHub

Home

Top Upcoming

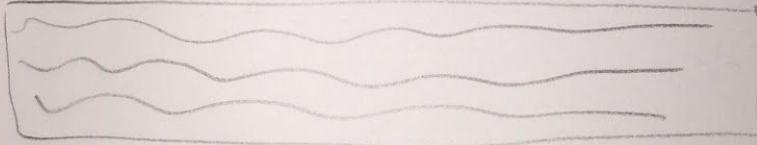
Genres

~~Genre~~  
~~Action~~  
~~Comedy~~  
~~Fantasy~~

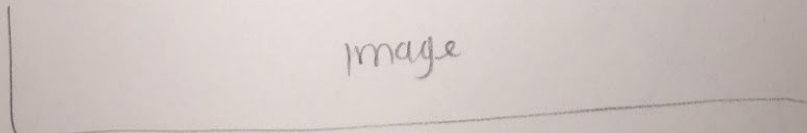
Welcome to AnimeHub!

Can't find an anime to start with? Check here

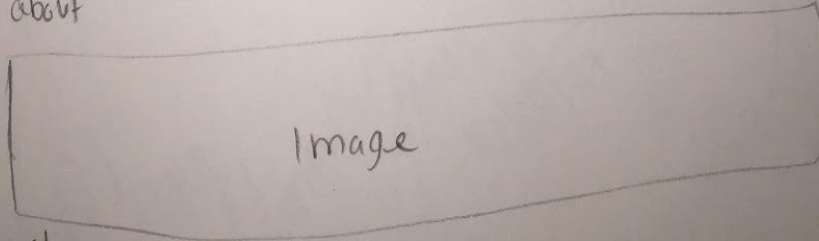
About



Popular Anime



about



about

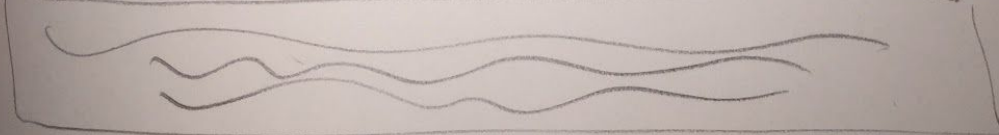
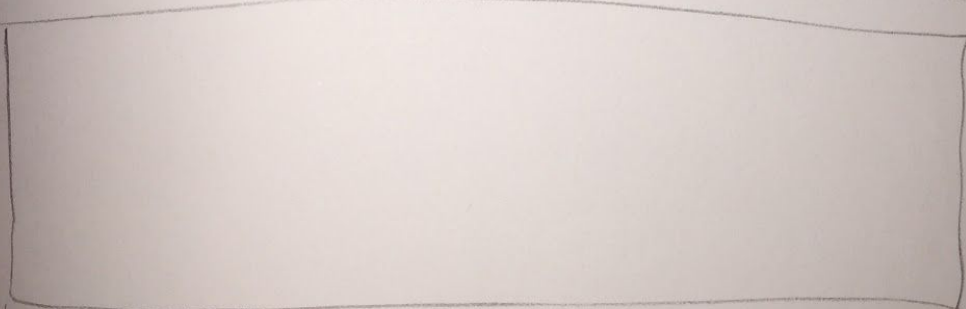
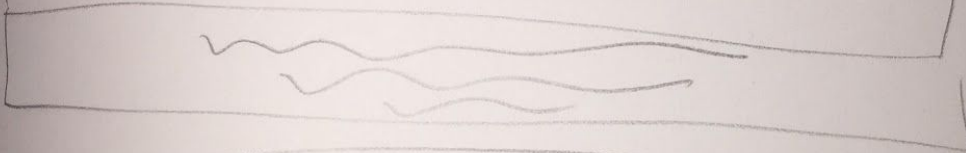
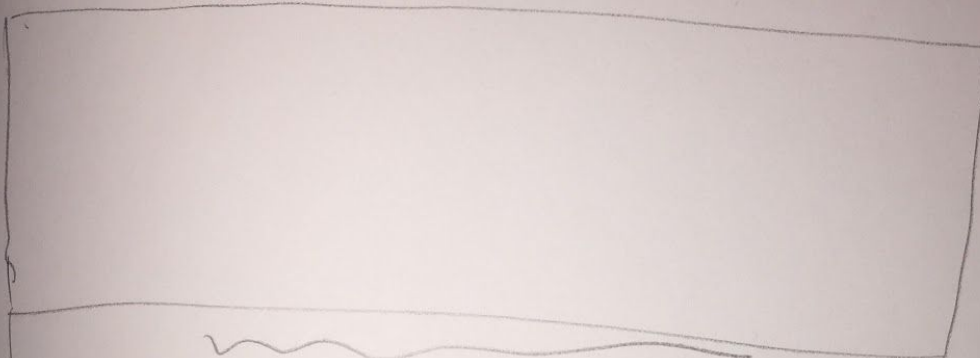


# Anime Hub

Home

Genres

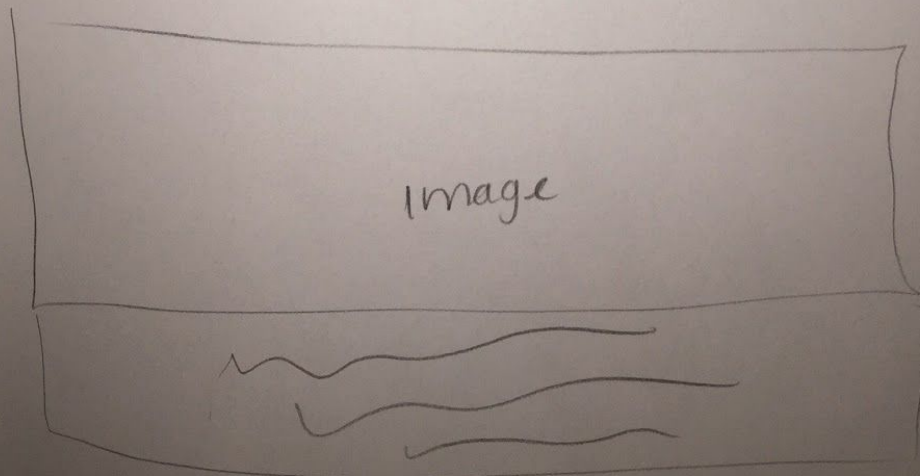
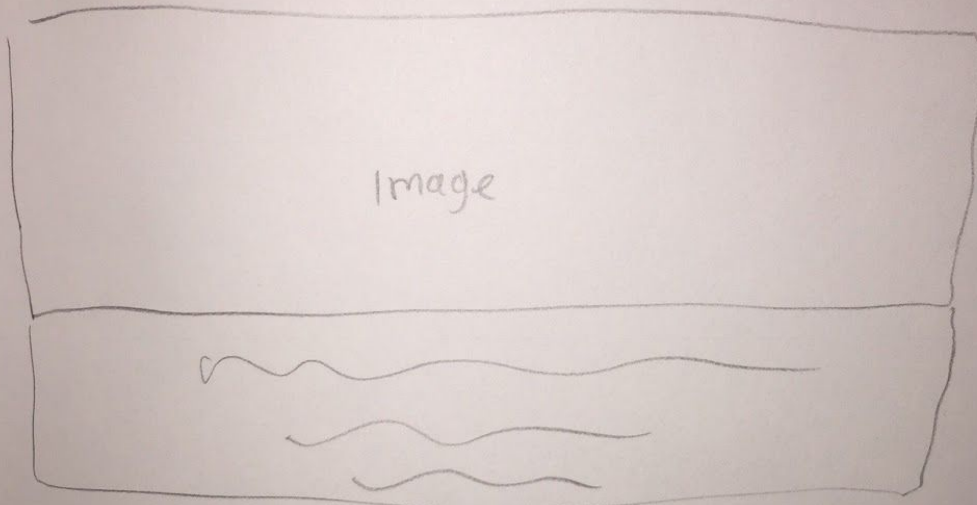
Upcoming  
Anime



# Anime Mob

Home	Top Incoming Anime	Genre
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Top Gore / Bloody



URL:

<https://algelis184.github.io/mmp200/Final/Project%203%20MMP200/Project%203%20MMP200/index.html>