



ANI RATE

TEAM 4

INTRODUCTION



Fashing Chen



Che Wei Wang

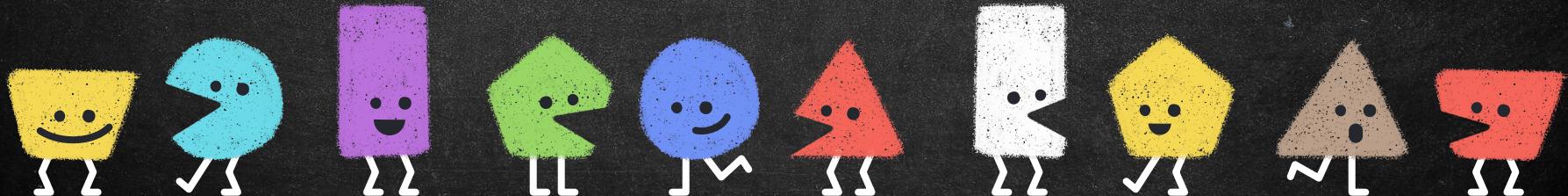


Yu-Wei Chang



En-Huei Wu

Project domain: Rating system
Target Audience: ACGN fans



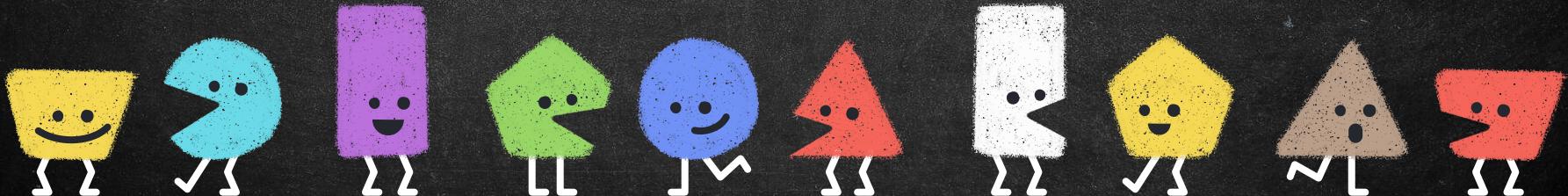
AniRate

Rate Any Anime

Having trouble finding the next anime to watch?

We present AniRate, a **rating & recommendation** app which

- Gives you all the **anime ratings** from the community
- Selects **filters** to find the best from your desired type of anime
- Shows **detailed information** about ones of your interest
- Gives **personal recommendation** according to past activities
- Allows you to **comment** and interact with other users



INITIAL SKETCHES

<Original>
According
to
rational
design
principle

G : graphic
V : Video
N : Name
a : author
r : rating

T: tags
C: comment

M: multi media

(e) drop reaction

P: peek
reviewer

information

The screenshot shows the main interface of the AniRate app. At the top, there's a large button labeled 'Main.' with a checkmark icon. Below it is a section titled 'AniRate' with two sub-options: 'Ads' and 'Date'. There are also two large buttons labeled 'Hot Tags' and 'Recent'. At the bottom, there are three icons: a gear for settings, a house for home, and a speech bubble.

```

graph TD
    Task2[Task 2] --> Gs[Gs]
    Task2 --> Vs[Vs]
    Gs --> N_a[N-a]
    Gs --> r1[r1, # T1, #]
    Vs --> T1[T1]
    Vs --> T2[T2]
    N_a --> T3[T3]
    r1 --> T3
    T1 --> T3
    T2 --> T3
    T3 --> Description[Description]
  
```

<Receipt>
to pay
at desk

↗ Ref > Main
 refer to
 pronoun
 ren
 ↗ Gs
 ↗ ~~中國語~~
 ↗ G
 ↗ Sub
 ↗ Sub
 ↗ Q
 ↗ K
 ↗ Q

Task 1

W G S

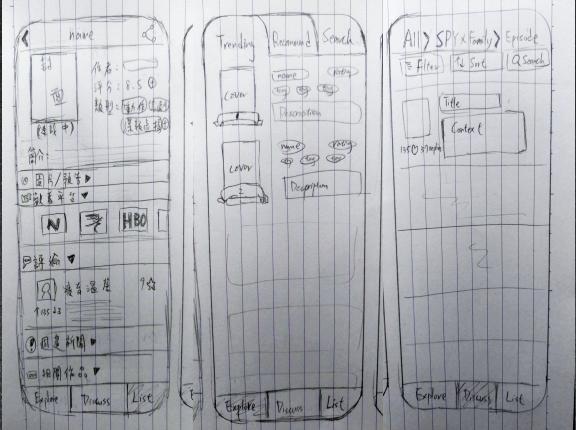
(S)

Description

G G (G)

Task 3

- 15 Circle N
- A Sub ✓
- B = ✓
- C = ✓
- D = ✓



AnRate ()

Hot

N - N - N

Lukewarm

T₁, T₂, T₃, T₄, T₅ ()

G a Description

N -

AnRate ()

Cold

N - N - N

author & description

()

()

()

()

stats &

casts

AmRate = $\frac{V_L \cdot G_S}{N}$

AmRate = $\frac{V_L \cdot G_S}{N}$

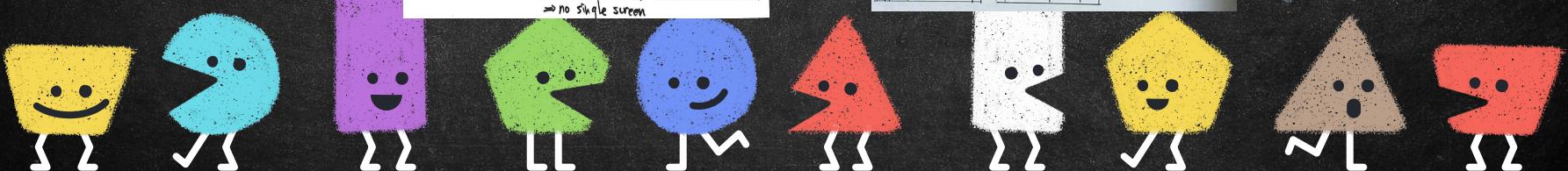
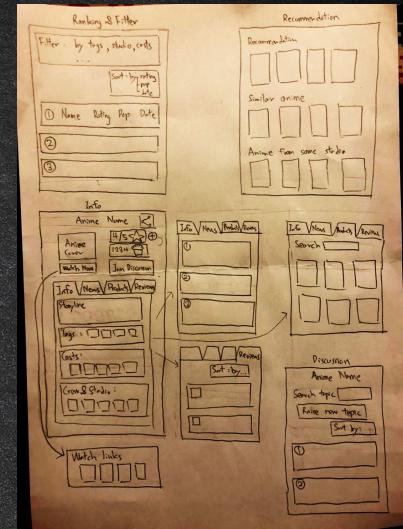
Recommendation:

G	G	G
N	N	N
Since you like A:		
G	G	G
N	N	N
Since you like B:		
[]	[]	[]

News:

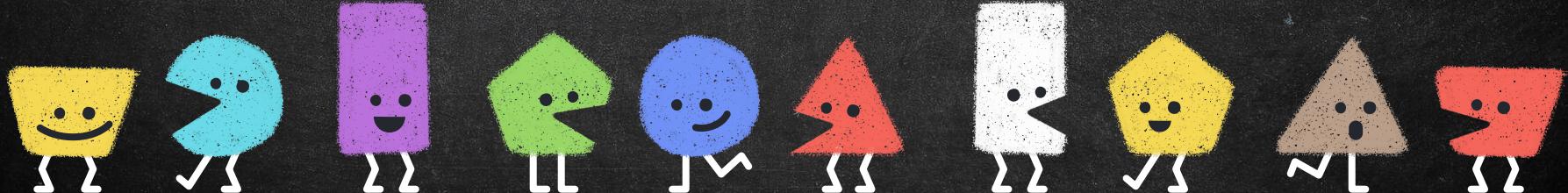
G	news 1
G	news 2

④ AniRate()
N —
Episodes:
G r —
Synopsis
⑤ Create & complete
No. of comments: XX
⑥ r —
c —
⑦ Comments:

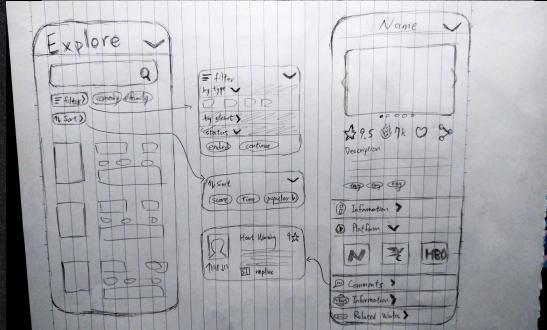
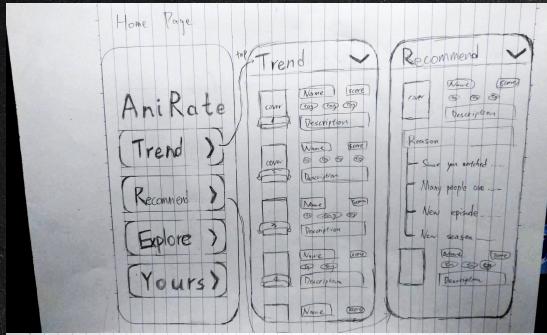


COMBINE GOOD FEATURES

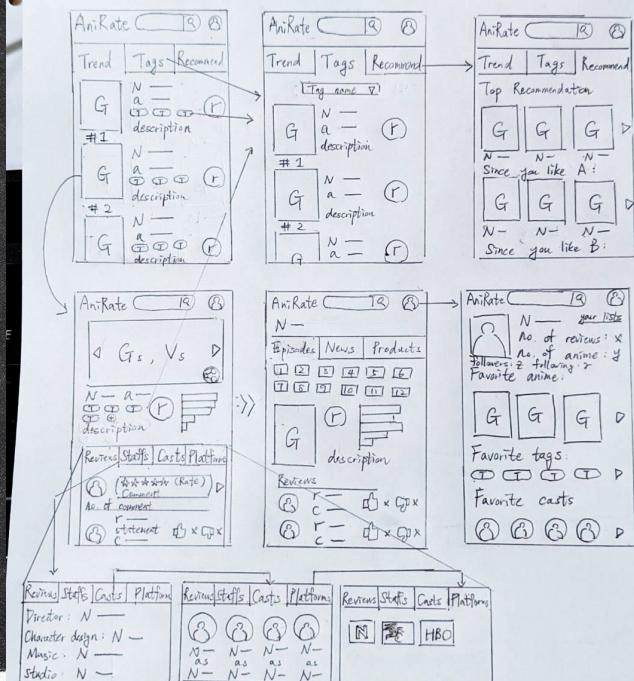
- Tabs and Folds provides cleaner panel layout
- Image & video reel provides better preview than single-image thumbnail
- Thesis-sentence required reviews help readers extract information easier



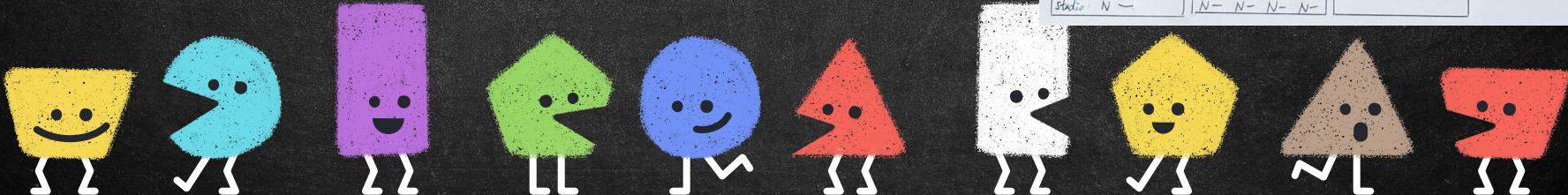
TOP 2 DESIGN WIREFRAMES



← FOLD VERSION



TAB VERSION →



DESIGN SELECTION RATIONALE



FOLD VERSION

- **Pros:**
 - Capable of showing more information in one page
 - **Anime-focused**, keep only simple information
- **Cons:**
 - Hard to navigate between different panels



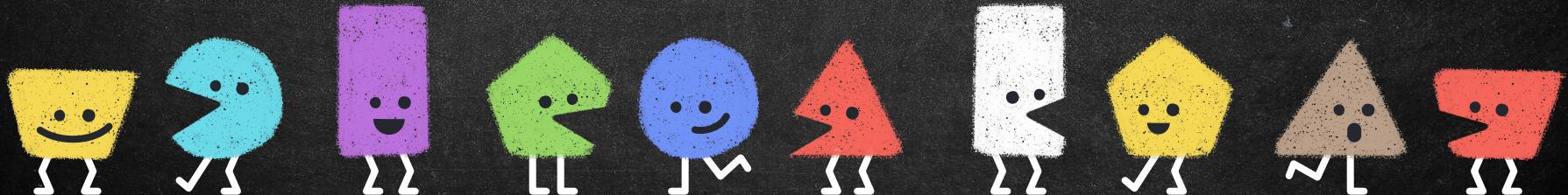
TAB VERSION

- **Pros:**
 - Easy **one-tap navigation** to other panels
- **Cons:**
 - Having too many tabs causes multiple main pages for single anime

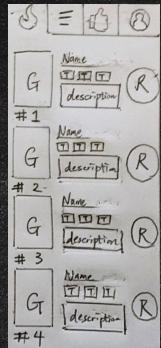


DESIGN SELECTION RATIONALE – MORE DETAILS

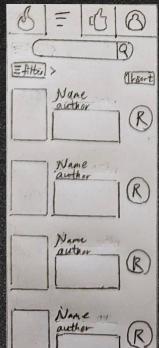
- Global searching bar? (from Tab ver.)
 - No
- Visualized rating? (from Tab ver.)
 - Yes
- General filter, not only filtered by tag? (from Fold ver.)
 - Yes
- Comment for every episode is needed? (from Tab ver.)
- Tab at bottom or on top?
→ Let user decide!



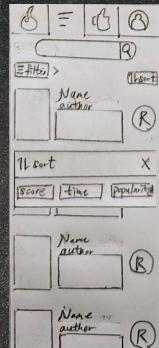
LOW-FI PROTOTYPE STRUCTURE



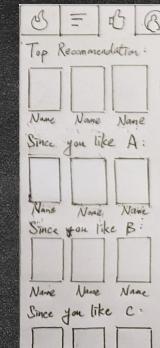
Trending



Filter



Recommendation



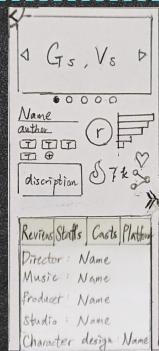
Personal Profile



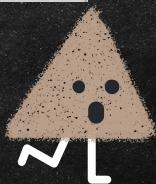
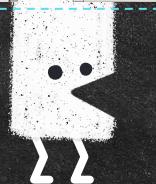
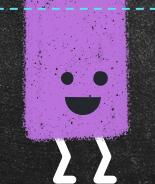
AniRate
Rate your
Anime

start

Home
Screen



Anime
&
Information



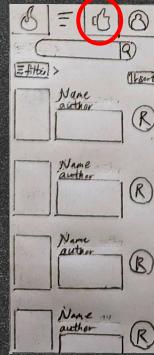
LOW-FI PROTOTYPE STRUCTURE: HOME SCREEN



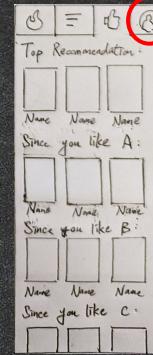
Home Screen



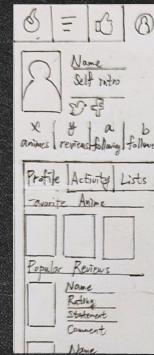
Trending



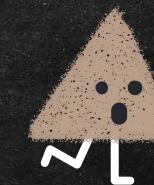
Filter



Recommendation



Personal Profile

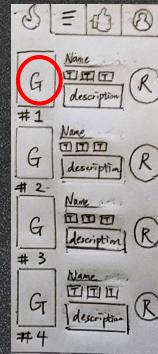


TASK FLOW 1 – VIEW RATING AND INFORMATION

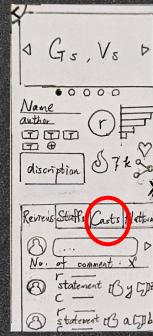
Task Description: Find the casts of the current trending #1 anime.



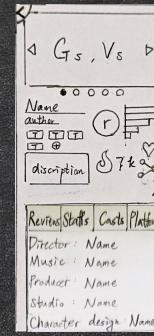
Home Screen



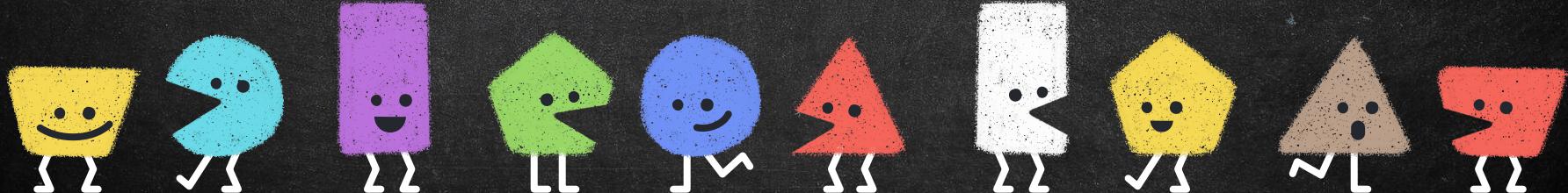
Trending



Anime Profile

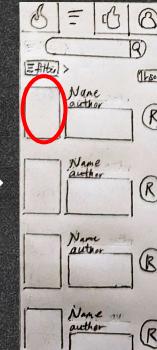
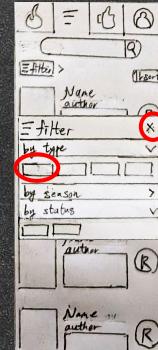
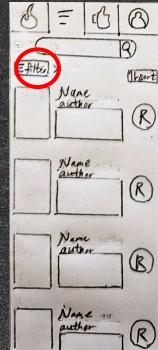
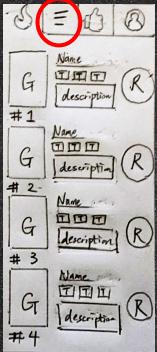


Anime Casts



TASK FLOW 2 – PERSONALIZED RECOMMENDATION

Task Description: Find an anime your interested with type “school comedy”, and find a platform to watch it.



Home Screen

Trending

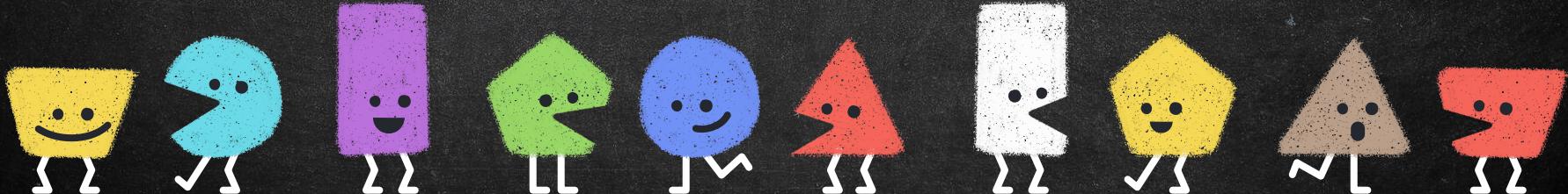
Filter

Filter
“school comedy”

Filter

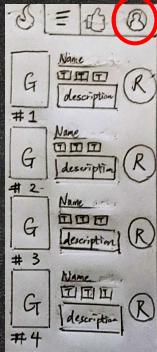
Anime
Profile

Anime
Platforms

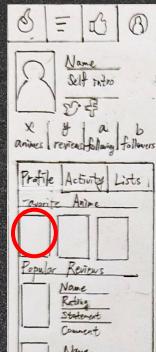


TASK FLOW 3 – COMMENT & DISCUSSION

Task Description: Leave a comment on the 6th episode of your favorite anime



Trending



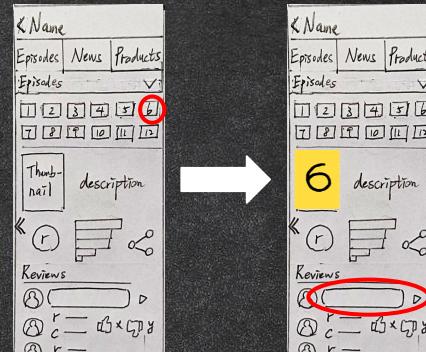
Personal
Profile



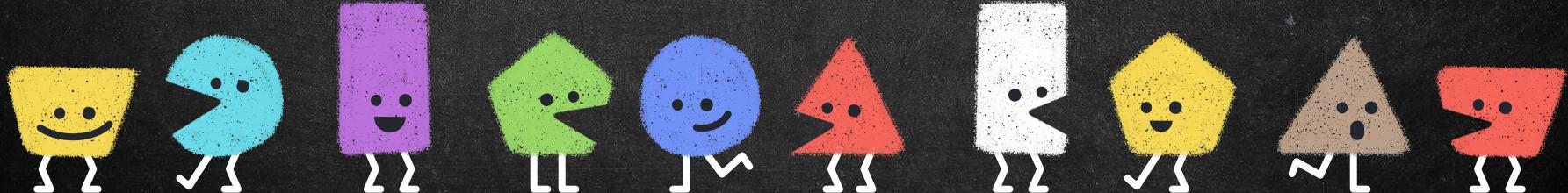
Anime
Profile



Anime
Profile
(right)
6th
episode



Anime
Episode
6th
episode
Comment



EXPERIMENTAL ROLES



Fashing Chen
Observer



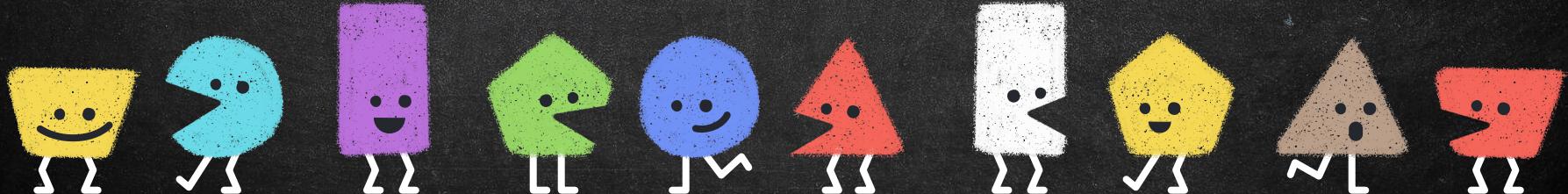
Che Wei Wang
Computer



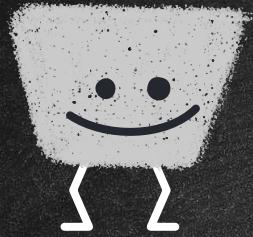
Yu-Wei Chang
Observer



En-Huei Wu
Facilitator

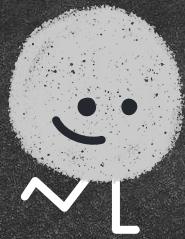


EXPERIMENTAL PARTICIPANTS



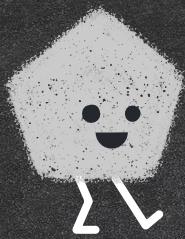
#1

Light ACG fan



#2

Light ACG fan



#3

Heavy ACG fan



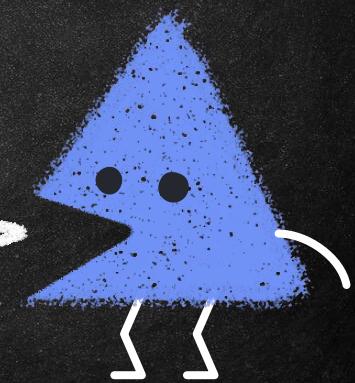
#4

Heavy ACG fan



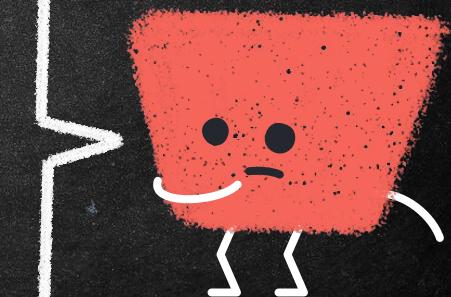
EXPERIMENTAL WORKFLOW

- Describe what kind of app AniRate is
- Let user to explore by themselves (1 min)
- Task 1 - View Rating and Information
- Task 2 - Personalized Recommendation
- Task 3 - Comment & Discussion
- Q & A



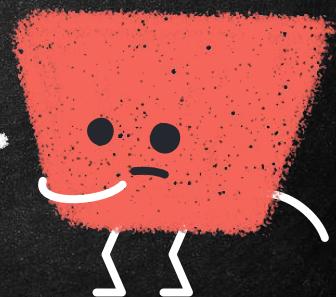
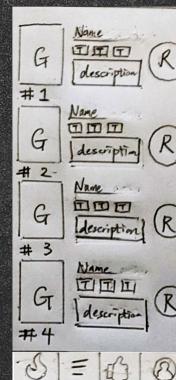
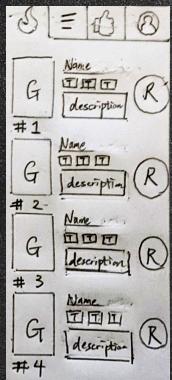
EXPERIMENTAL RESULTS: SEVERITY

Participant #	Task 1 RATINGS	Task 2	Task 3
1	0 (no problem)	0	2 (minor usability problem)
2	0	0	2
3	0	0	1 (cosmetic problem)
4	0	0	2



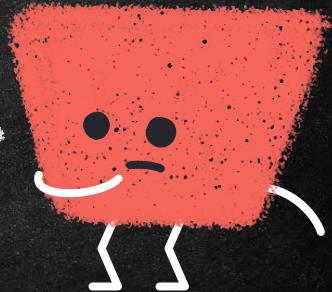
EXPERIMENTAL RESULTS: FEEDBACK

- Participant #1 & #2 thought that the idea of having comments for every episode is amazing
- Bottom-tab version is preferred by participant #1, #3 and #4, due to convenience



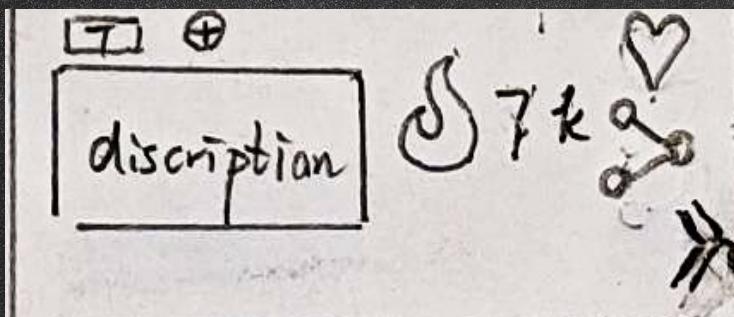
EXPERIMENTAL RESULTS: FEEDBACK

- More features suggested to implement
 - number of likes, rating for casts/staffs, signup button, list sharing
- All participants had trouble finding the slide page, need to create a better hint/interaction



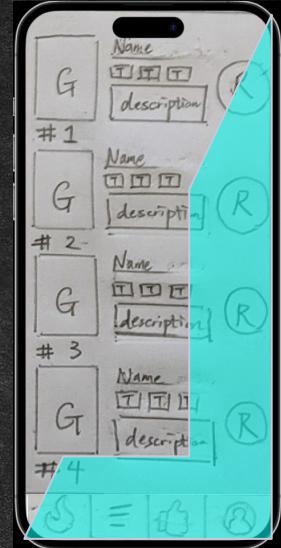
SUGGESTED UI CHANGES

- Some UI icons need to be reorganized/redesign
(participant #1 reflected that the center of anime profile is quite **messy**)



SUGGESTED UI CHANGES

- User may prefer a long page than different pages, maybe we can provide different UI layout for users to decide
- Redesign the space so that most buttons are within reach(e.g. **J-shaped** area for right-hand user)



SUMMARY

- Participants overall didn't have serious problems when performing the task, and like the interface
- Participants like sophisticated features, but prefer succinct interface
- Interaction should be within user's reach
- Interaction and hints should be intuitive

