

Fukurou.com

Project Workbook

Desiree' Singreen

Brand Website Purpose Statement

Fukurou.com provides Japanese writing learning tools for people who are interested in a fun, engaging environment to supplement their home or school studies. We offer writing lessons based on the order Japanese students learn in their home country. This is done in a way that helps our users feel comfortable and reduces the stress that comes from too many rules and perceived writing difficulties. Our forum community is available answer any specific questions that users may have or give support anytime.

Increase Impact on Business Benefit

(Customer Loyalty, Traffic Increase, Donations, Business Profit, Inventory Control, etc.)

Term	Goal	Desirability	Obtainability	Total
1st year	10,000 unique visitors	4	2	6
2nd year	50,000 unique visitors	3	3	6
3rd year	5,000+ unique visitors	3	3	6
1st year	Add searchable dictionary	5	4	9
2nd year	Coordinate lessons w/ popular textbooks	3	2	5
3rd year	Coordinate lessons w/ JSL textbooks	4	2	6

Operation Efficiency

(Easy Info Access, Effective Business Process with Sponsors, Improve P2P connections)

Term	Goal	Desirability	Obtainability	Total
1st year	Register 50 unique users	5	4	9
2nd year	Register 1,000 unique users	4	3	7
3rd year	Register 5,000+ unique users	4	2	6
1st year	Work w/ Dallas Japanese Association	4	4	8
2nd year	Collaborate w/ Kemushichan (YouTube)	5	4	9
3rd year	Develop writing schools in other languages	4	2	6

Brand Awareness

(Raise Market Share, Social Community, Promotions, Sharing, Charity connection)

Term	Goal	Desirability	Obtainability	Total
1st year	Complete 1 st -6 th grade Kanji (1006 characters)	5	5	10
2nd year	Complete 1 st half secondary school kanji (565 characters)	5	4	9
3rd year	Complete 2 nd half secondary school kanji (565 characters)	5	4	9
1st year	1,000 Practice PDF downloads	4	3	7
2nd year	5,000 Practice PDF downloads	3	2	5
3rd year	20,000+ Practice PDF downloads	3	2	5

Demographic: Lily

<ul style="list-style-type: none">Story (6 lifestyle motivations to use website- be specific):<ul style="list-style-type: none">Needs help with her JSL lessonsTakes conversational Japanese classes 1/weekLacks time to delve into grammar rulesWants to obtain reading and writing fluencyNeeds study tips outside classWants to learn stroke order and word usage	<ul style="list-style-type: none">Demographic (industry data: age, geographic location, occupation, annual income, marital status, children, etc.):<ul style="list-style-type: none">25Born in Hong Kong, Lives in Los Angeles, CABiomedical Engineer\$50,000+SingleNo childrenTravels on business often
<ul style="list-style-type: none">6 Goals (of what to accomplish on the business website):<ul style="list-style-type: none">Learn to read and write HiraganaLearn to read and write KatakanaLearn to read and write most useful KanjiLearn how to communicate with Japanese clientsSupplement lessons learned in Japanese classLearn to read business cards and notes form Japanese clients	<ul style="list-style-type: none">6 Needs (motivations user building website business relationship):<ul style="list-style-type: none">Pronunciation of charactersDefinition of KanjiStroke order of charactersCommunity help with questionsSocial sharing of informationConstant updates to keep her interest

Stokely, Sonja B. "Fluency in a Foreign Language Can Translate into a World of Professional Possibilities." Black Enterprise 30.10 (2000): 126-29. Print.

Knowles, Deborah, Terry Mughan, and Lester Lloyd-Reason. "Foreign Language Use among Decision-makers of Successfully Internationalized SMEs: Questioning the Language-training Paradigm." Journal of Small Business and Enterprise Development 13.4 (2006): 620-41. Print.

Jones, Roger. "Languages: Ignorance Is Fatal." Director 47.8 (1994): 72. Print.



Demographic: Holly

- **Story** (6 lifestyle motivations to use website- be specific):
 - Takes Japanese 101 class in college
 - Takes conversational Japanese classes 1/week
 - Asian Studies Major
 - Wants to study abroad in Japan
 - Wants to be able to talk with friends online
 - Interested in modern Japanese culture

- **Demographic** (industry data: age, geographic location, occupation, annual income, marital status, children, etc.):
 - 18
 - University of Kentucky student
 - Works part-time at Starbucks
 - >\$10,000
 - Single
 - No children

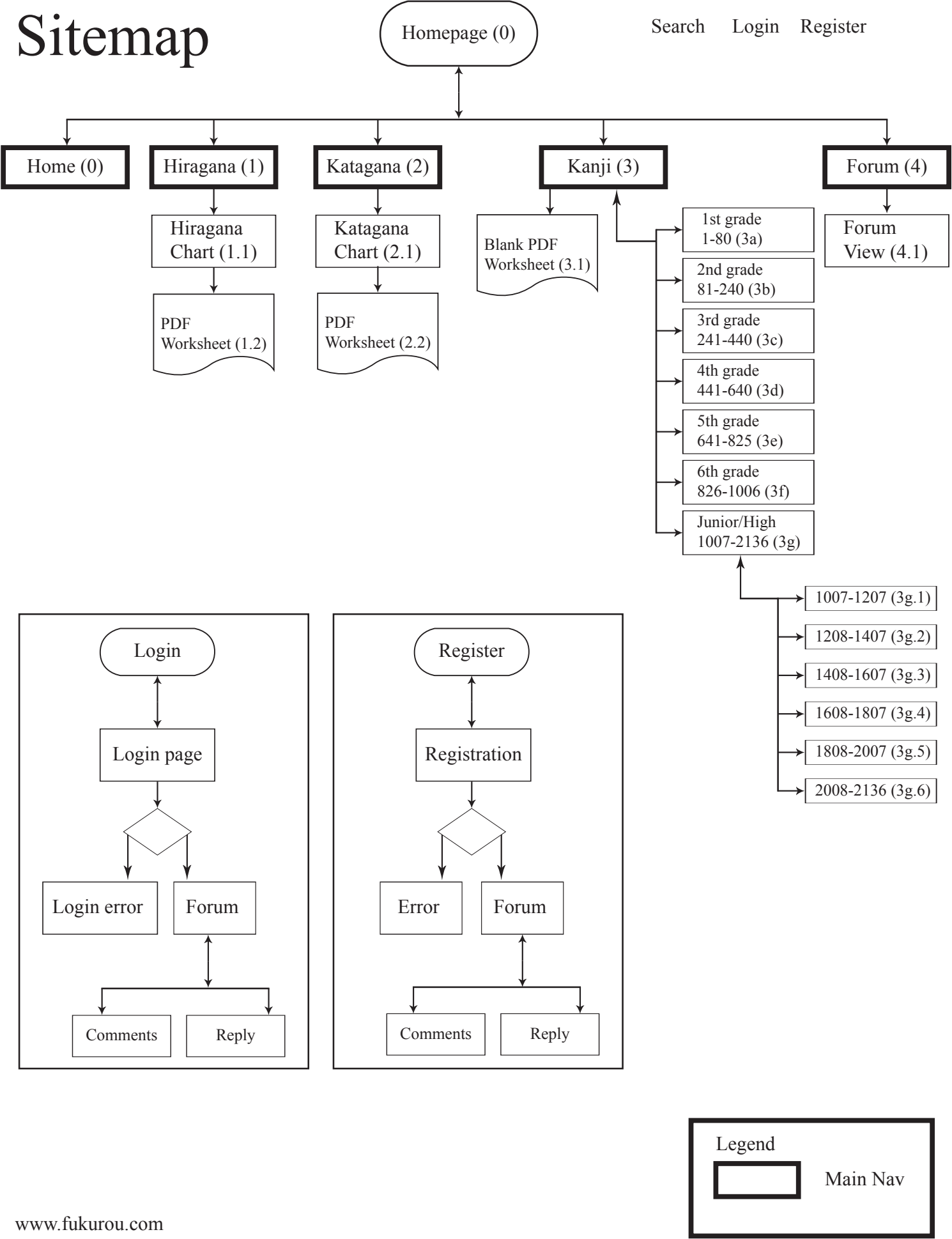
- **6 Goals** (of what to accomplish on the business website):
 - Needs tips for practice
 - Needs people to talk to and practice
 - Wants to learn how to write Kanji
 - Wants to learn how to read quickly
 - Needs structured lessons

- **6 Needs** (motivations user building website business relationship):
 - Colorful layout w/ simple interface
 - Definition of Kanji
 - Stroke order of characters
 - Community help with questions
 - Social sharing of information
 - Constant updates to keep her interest

Demographic: Brian

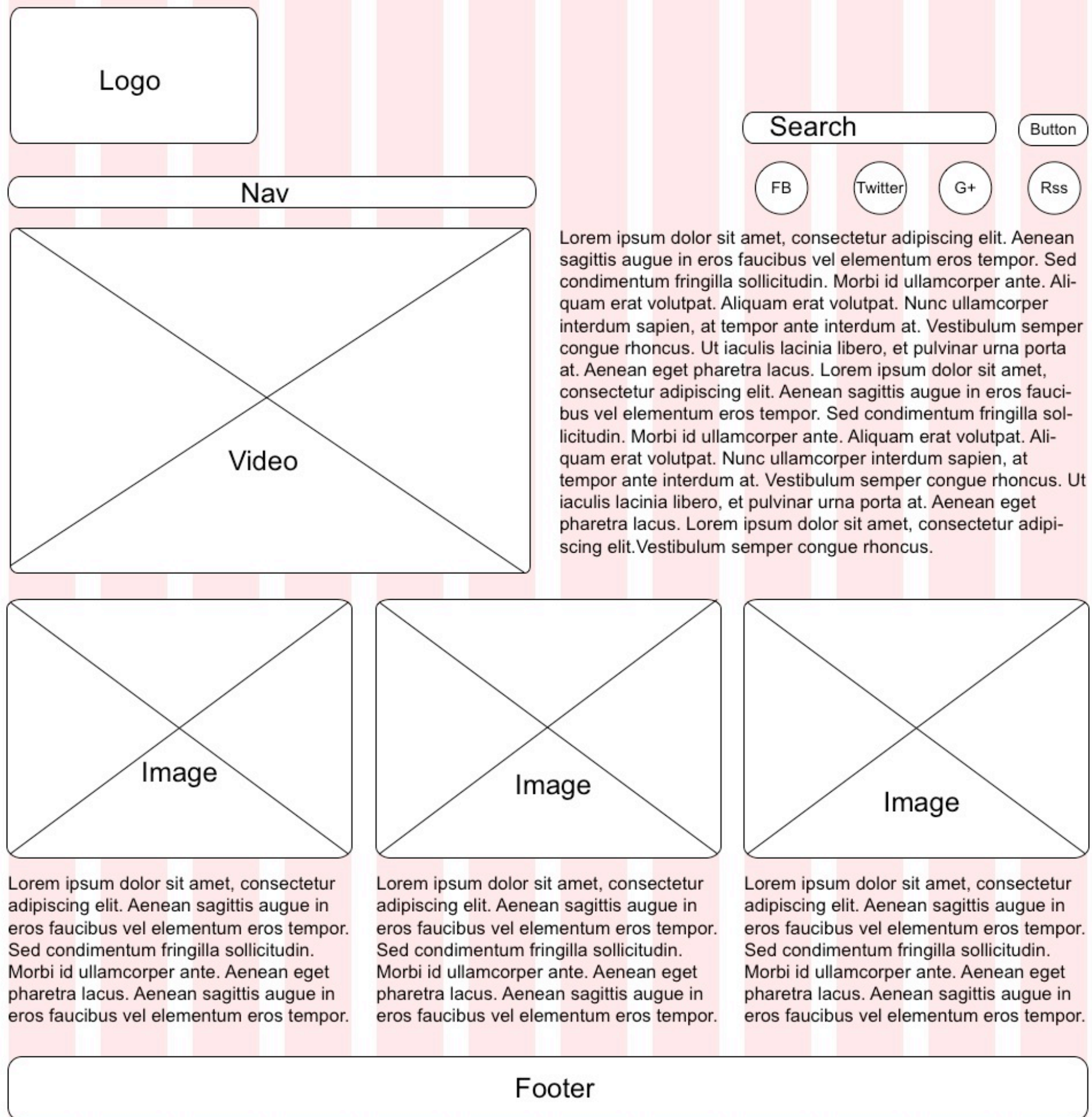
<ul style="list-style-type: none">Story (6 lifestyle motivations to use website- be specific):<ul style="list-style-type: none">Married to a Japanese nativeLate in career, has time for outside activitiesNeeds to speak and read more formal JapaneseLoves Japanese movies, history and cultureWants to be able to talk to his wife more in her native languageWants to go to Japan without needing his wife to translate	<ul style="list-style-type: none">Demographic (industry data: age, geographic location, occupation, annual income, marital status, children, etc.):<ul style="list-style-type: none">53Lives in Houston, TXProject Manager/ Retired Navy\$100,000+Married3 childrenMaster’s degree
<ul style="list-style-type: none">6 Goals (of what to accomplish on the business website):<ul style="list-style-type: none">Learn to read and write HiraganaLearn to read and write KatakanaLearn to read and write most useful KanjiLearn how to communicate with Japanese clientsSupplement lessons learned in Japanese classLearn to read business cards and notes form Japanese clients	<ul style="list-style-type: none">6 Needs (motivations user building website business relationship):<ul style="list-style-type: none">Pronunciation of charactersDefinition of KanjiStroke order of charactersNot overly cartoonish design (needs seriousness)Searchable wordsConsistent navigation and larger font size

Sitemap



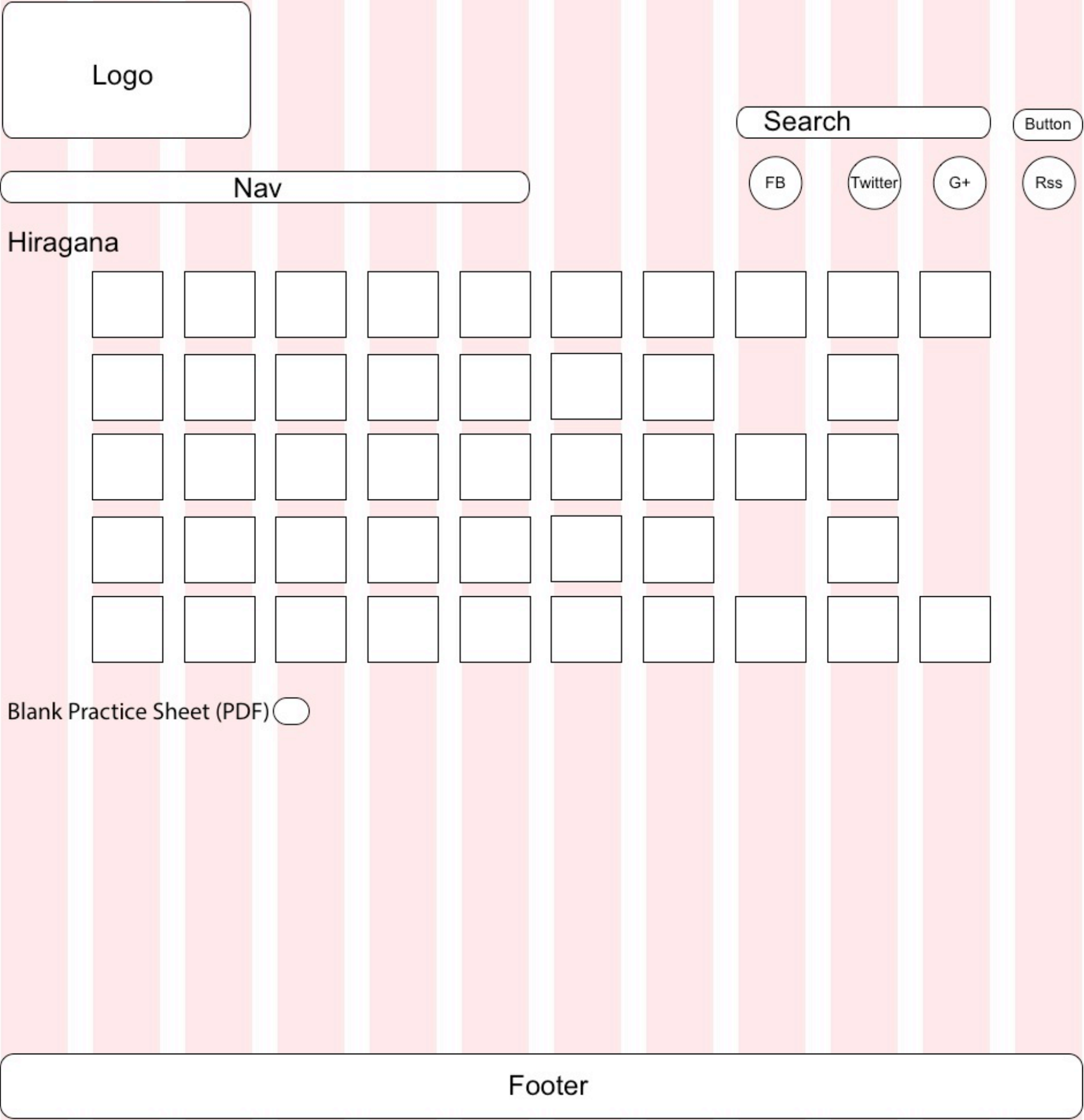
(Page ID: 0.0) Homepage Wireframe Notations:

1. Logo
2. Navigation
3. Welcome Video
4. Search bar
5. Social media
6. Welcome message
7. Image
8. Hiragana intro
9. Image
10. Katakana intro
11. Image
12. Kanji intro
13. Footer



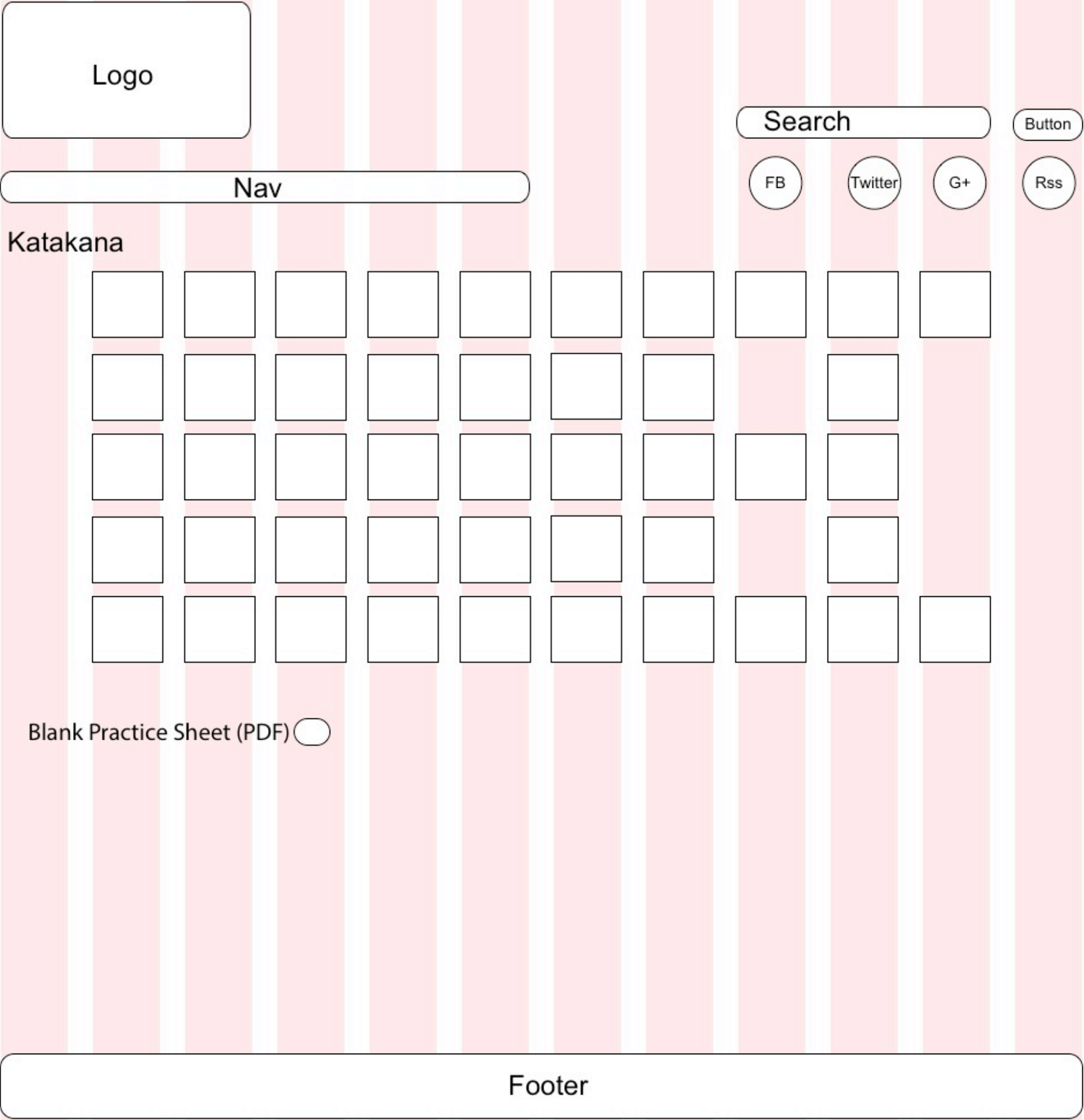
(Page ID: 1.1) Hiragana
Wireframe Notations:

- 1. Logo
- 2. Navigation
- 3. Search Bar
- 4. Social Media
- 5. Hiragana Chart
- 6.PDF Practice Sheet
- 7. Footer



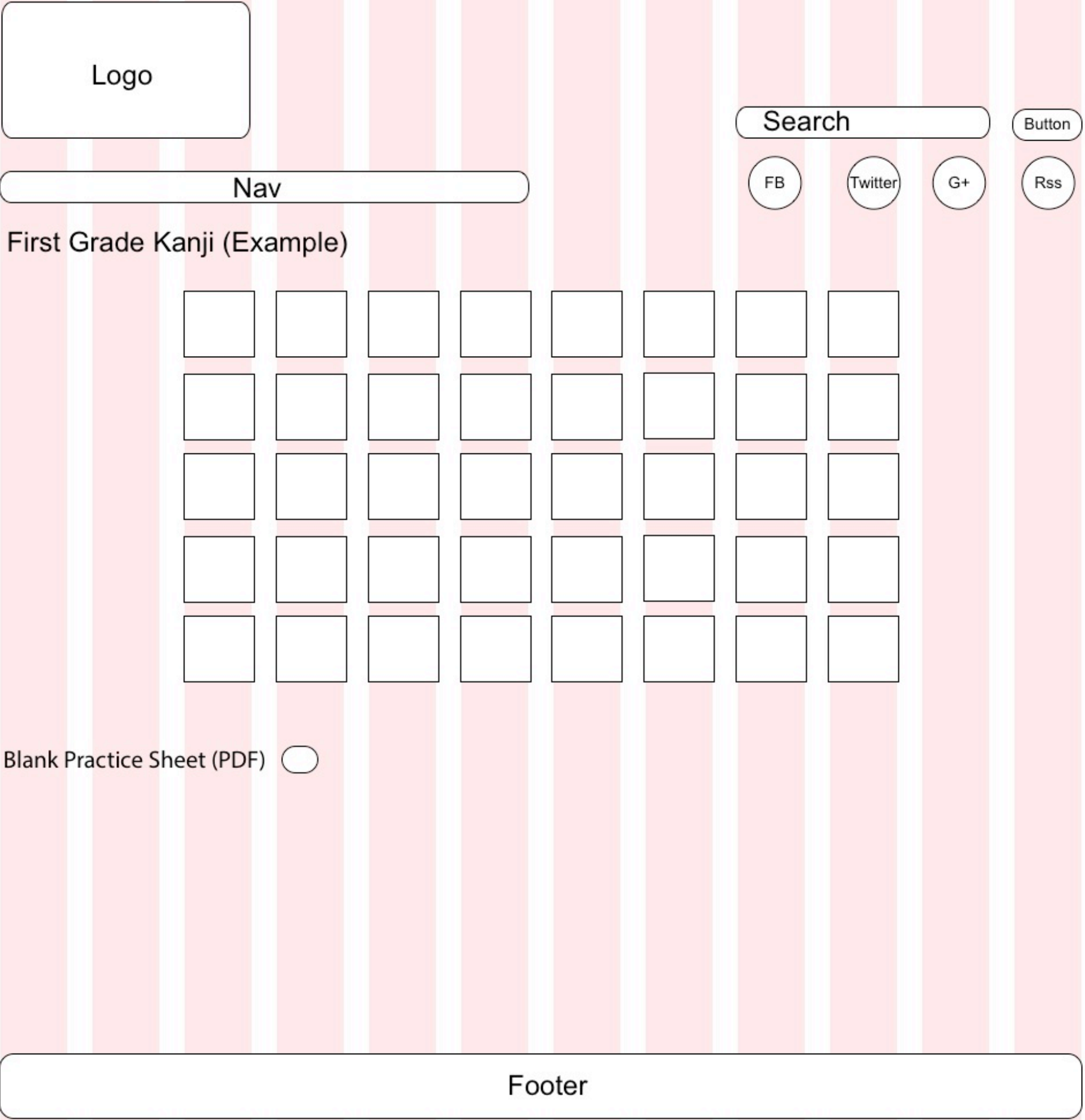
(Page ID: 2.1) Katakana
Wireframe Notations:

- 1. Logo
- 2. Navigation
- 3. Search Bar
- 4. Social Media
- 5. Katakana Chart
- 6.PDF Practice Sheet
- 7. Footer



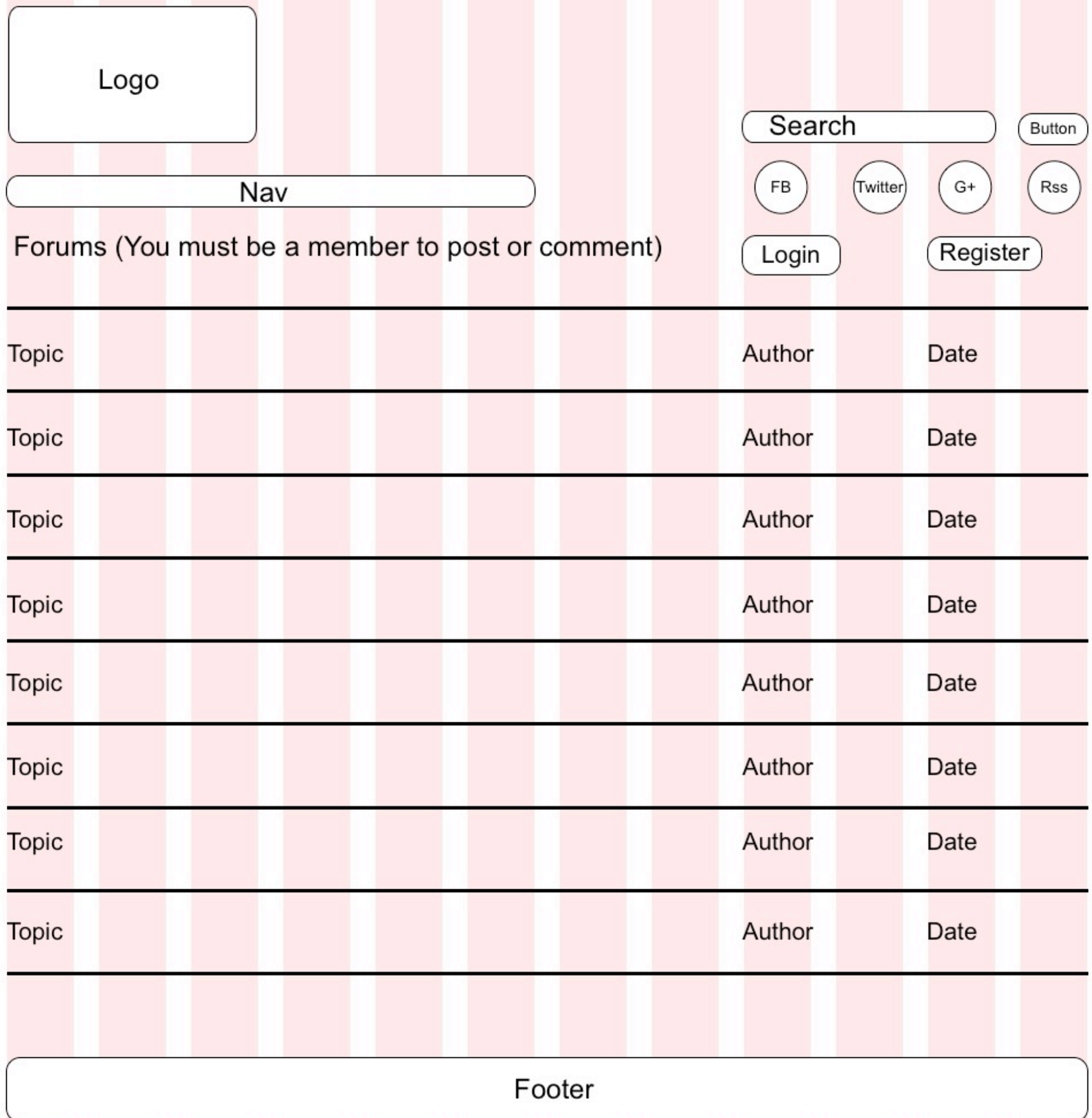
(Page ID: 3.1) Kanji
Wireframe Notations:

- 1. Logo
- 2. Navigation
- 3. Search Bar
- 4. Social Media
- 5. Kanji Chart
- 6.PDF Practice Sheet
- 7. Footer



(Page ID: 4.1) Forum Wireframe Notations:

1. Logo
2. Navigation
3. Search Bar
4. Social Media
5. Login
6. Register
7. Forum posts
8. Footer





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Hiragana (ひらがな)

(Hover over each character to view pronunciation, click for stroke order)

Base Sounds

あ

い

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Voiced So

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Blank Practice Sheet (PDF)



Kanji (1-80)

(Click for stroke order and definition)

人	一	二	三	日	四	五	六
七	八	九	十	円	百	千	万
月	明	曜	火	水	木	金	土
本	大	小	中	風	雨	下	上
川	山	田	畑	刀	分	切	国
寺	時	間	生	年	以	前	後
午	先	今	入	出	口	目	耳
手	足	身	休	体	自	見	聞
取	言	語	行	来	方	東	西
北	南	左	右	当	石	物	事

[Blank Practice Sheet \(PDF\)](#) 



Forums (You must be a member to post or comment)

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Here is a post/question/topic	Sunni Bear Comment	01 - 01 -2030 Replies: 10
Here is a post/question/topic	Sunni Bear Comment	01 - 01 -2030 Replies: 10
Here is a post/question/topic	Sunni Bear Comment	01 - 01 -2030 Replies: 10
Here is a post/question/topic	Sunni Bear Comment	01 - 01 -2030 Replies: 10
Here is a post/question/topic	Sunni Bear Comment	01 - 01 -2030 Replies: 10
Here is a post/question/topic	Sunni Bear Comment	01 - 01 -2030 Replies: 10
Here is a post/question/topic	Sunni Bear Comment	01 - 01 -2030 Replies: 10
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