

Proposal for Anime Alarm Dolls

Project Team Members

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If your group has six members, the sixth is responsible for the appendix.

1. Executive Summary (Overview)

- Our product is the best tool for waking up
 - Name: Anime Alarm Dolls
 - What it do: it is a really annoying alarm
 - Target audience: people who can't wake up easily
- It solves and puts lots of money into the economy
- Being really annoying and expensive

Anime Alarm Dolls - an alarm for anime lovers to wake up to their favorite anime's newest episodes(need vip to turn specific shows off or on).

Our product solves oversleeping, but also helps people who spend a lot of money on anime figures improve their lives. (and makes us money)

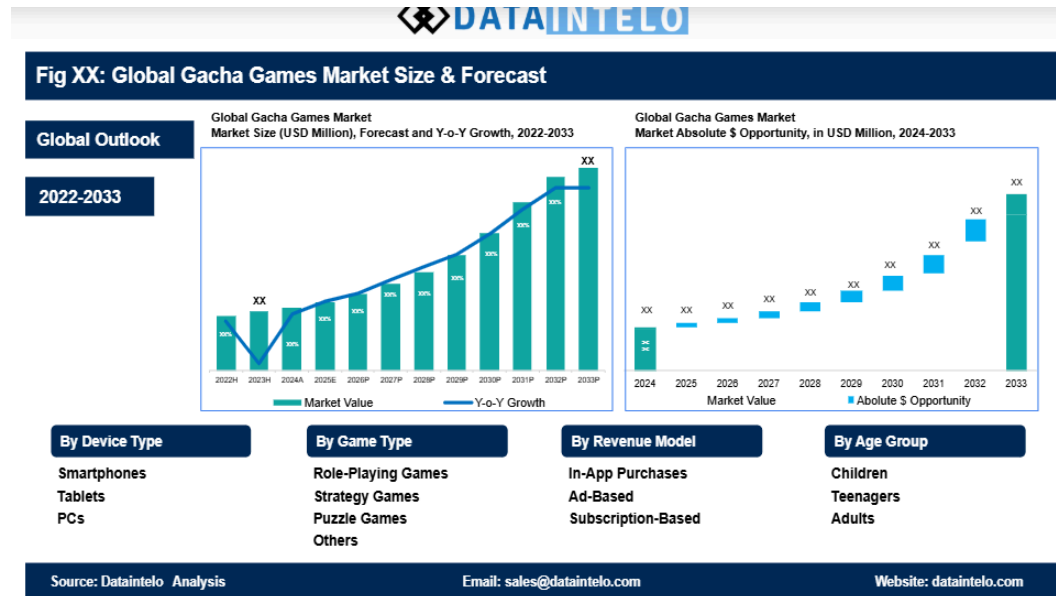
One big draw is that we use high quality designs and materials for our products. It helps get people hype for new shows

2. Market Research and Need Justification

Our target audience are otakus, weebs, anime fans, and so on and so forth. Do you know how much is spent on gacha/anime games per year? Billions. Billions of dollars are spent. While a lot of that might just be 10 or 20 dollars from everyone, there is a certain collection of people within these spaces that will rambunctiously spend money with no limit, hundreds, thousands, tens of thousands, and higher on a singular game. These consumers, labeled 'whales', are the buyers where the biggest capital is going to come from. Motivation for spending with these players is for the love of a series, but usually it's also the characters. With only so much merchandise our company provides a service to make customizable dolls for them which isn't found easy outside of Asia.

Who are we marketing to?

- Weebs/Otakus/NEETs/ Hikikomori
- Specifically want the big spenders
 - gacha whales



- <https://revenue.ennead.cc/#::~text=Revenue%20Snapshot,Compared%20to%20last%20month> website for purchase data on gacha games, constant update, and different countries
- people who make impulsive big buys
- Collectors
- Hard to find quality products outside of Asia
 - No foreign website and translating bs
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The other main function of our dolls comes in their alarm system. They'll have an incorporated speaker linked to an alarm system that can be used for a variety of features: Obviously there's an alarm for waking up that comes with a limited selection for noises and a rumble feature if you hug your plushies at night. Upgrading lets you customize more sounds and other options. For example you'll also be notified when new episodes come out for your favorite shows.

Ups of the alarm system:

- Variety of features to customize alarms and wake ups
 - Different sound alerts
 - Rumble feature
 - Completely customizable for higher tier members
- Not only a morning alarm but new episode releases, dailies reset, resources full (gacha games)

- A survey in 2024 shows that almost 80% of employees at a workplace used some sort of alarms to wake up. (<https://eachnight.com/sleep-studies/wake-up-call>)
 - This could be applied to a wider workforce since younger people tend to use technology to assist themselves more on the daily
- Pre-teens to teens spend money more on things they like/want instead of worrying about other things

Our target audience anime/gacha fans also tend to be very detached from relationships in life, maybe only have a few confidants they can confide. Getting up in the morning for these people can be tough, they are very self aware of how they are viewed by society, but when they need to get up in the morning, being greeted by your favorite character(s) is the motivation they really need. Do it for them.

3. Features and Functionality

Anime Dolls:

Normal user -

- get limited dolls options (CAN NOT CUSTOMIZE)
- Alarm auto set for new episode drops

VIP \$60 annually -

- Allows to have limited options of customize
- 30% Discount on all accessories
- Can upload few sound recordings as alarm
- AAD Battlepass
- daily mission resets/refilled resources for gacha games

SUPER VIP \$120 annually -

- Can upload anime character images on website for customized dolls
- Gains 3 free dolls clothes
- Can unlimited uploads sound recording as alarm
- 15% off for the first customized dolls (monthly)
- Addition rewards for AAD Battlepass
- Faster daily mission resets
- 30% off for 5 accessories each month
- Collabing with companies for exclusive deals in games for subscribers

For website design:

Features -

1. A story list with every popular anime dolls on the main page
2. A page for accessories
3. Shows VIP page
 - a. (limited options for customize)
4. Shows SVIP page
 - a. (upload image of your favorite character with descriptions, can choose multiple size in opinions and the texture of hair for the doll)
5. Alarm pages
 - a. Wake you up when your anime release a new episode
 - b. Upload the more records for your dolls

UX Design -

1. Search tab on top
2. Account settings
3. Separate bars for non VIP, VIP, and SVIP
4. Individual selection bar for alarm page

UI Design -

1. Soft colors used
2. Organized layout for each features
3. Maintain the elements of "Anime"

Technological innovations: Alarms inside the of the doll

Search

Q

Anime

Alarm

Gatch

Pass


VIP

SVIP


Cart

Sign in


TRENDING ANIMES!



Kaiju No. 8



Frieren: Beyond Journey's End



Dan Da Dan

Search

Q

Anime

Alarm

Gatch

Pass

VIP

SVIP

Cart

Sign in

Upload Image




Notes:

#JJK

#Frieren

#...



4. Anticipating Challenges and Counterarguments

MAIN POINTS:

- gooner/otaku bait
 - That's the point
- Heavily monetized
 - Make back on subscriptions from whales
- Expensive
 - Higher quality and innovative features compared to market prices

How well would this really sell? Well at least for our American and larger Western audience we provide an option that you can buy for cheaper without having to buy from overseas, not paying for shipping, not having to buy with a different currency, or having to scan through websites in languages you don't know and don't want to read shitty translations for. It's mostly a thing for convenience. As pointed out earlier as well, we're targeting a smaller niche that has more potential customers.

But modern monetization would turn people off. Once again we don't need every user paying the highest price, we can sell base models at a lower price because when we get the bigger payouts on subscriptions it offsets the loss. We also know that our audience is familiar with what they're getting into, they'll be much less hesitant to pay for stuff, especially whales.

So I call it base models 'lower prices' but they still would cost more than just paying for a normal plushie. But you see, the quality of material we use and the included cost of the speakers and extra features, it really looks like you're getting the bang for your buck for maybe a bit more than the average price.

5. Conclusion and Recommendations

The problem? People oversleeping. The solution? Anime alarm dolls. It would make people more social, they'll have less money, and they'll wake up on time. I think this product would be great at helping us make money.

Appendix (for groups with six members)

- Additional data, charts, or research materials can be included here to support the proposal.

