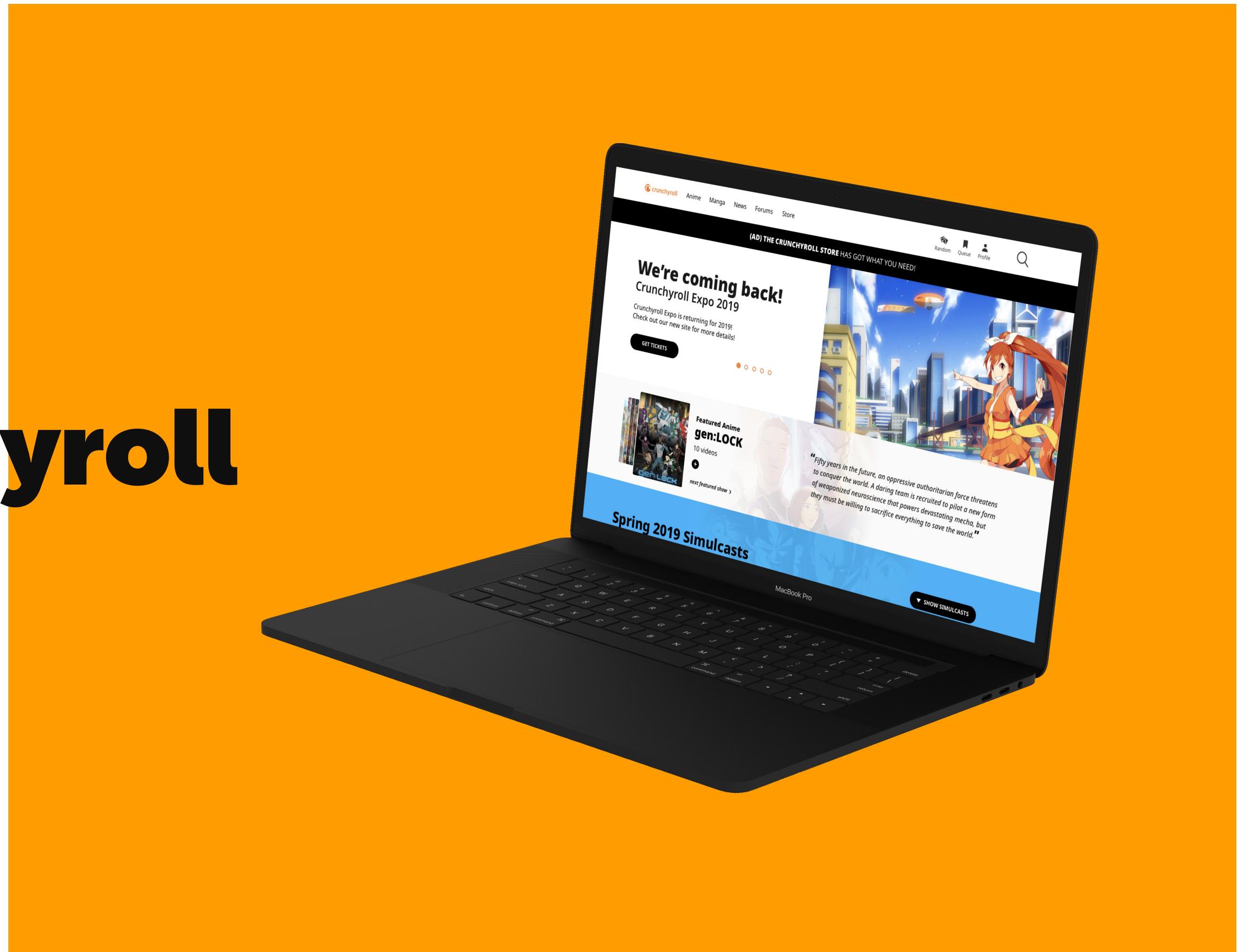


crunchyroll

website redesign



ABSTRACT

How can crunchyroll be redesigned to better serve its audience?

I have targeted areas within the crunchyroll experience that could be improved upon in flow, interaction, and appearance in order to improve the pre- and post-watching experience. I will walk you through my process starting with research on website and its users.

MY ROLE

user research, wireframing, visual design, and interaction design

DURATION

Spring 2016 (initial)
March - May 2019 (revised)

TOOLS

paper, adobe xd, sketch, invision studio

LINKS

[visit invision prototype](#) (2019)



crunchyroll.com as of early March 2019

PROBLEM

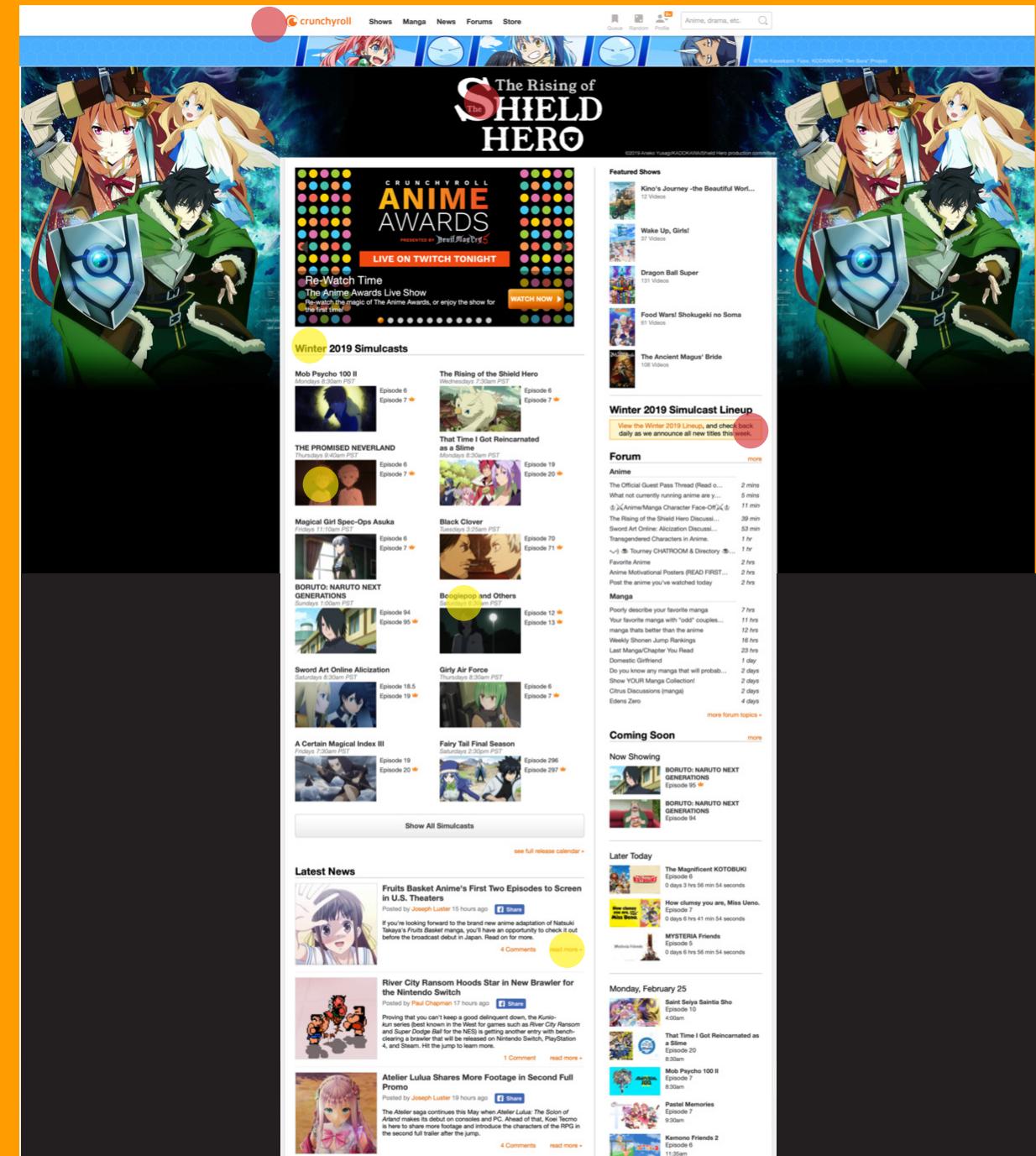
A usability evaluation reveals multiple areas for improvement. (1/2)

usability ●

- Navigation doesn't travel with scroll
- Requires a lot of scrolling to reach top
- Content is tightly packed on the page
- Related content not in close proximity
- Advertisements don't have CTAs

accessibility ●

- Needs more text alternatives to non-text content (e.g. images, videos)
- Not fully keyboard accessible
- Headings and labels use similar sizing
- Repetitive naming of text links
- Instances of very low color contrast
- Doesn't have a site map

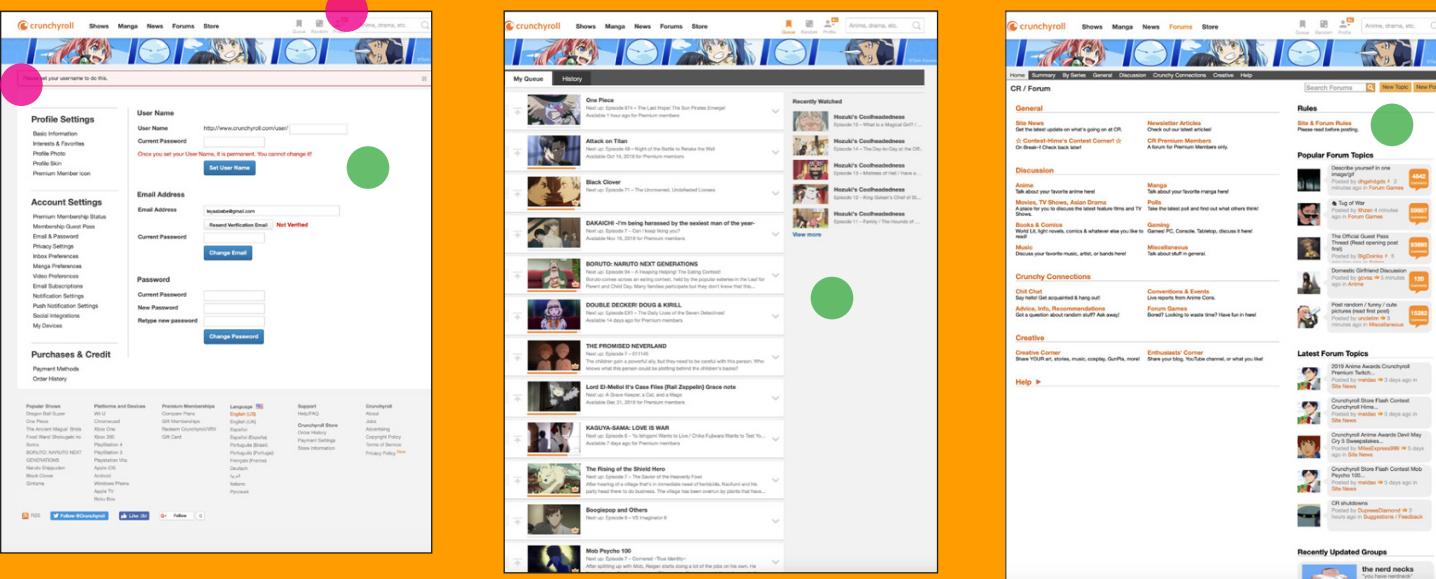


PROBLEM

A usability evaluation reveals multiple areas for improvement. (2/2)

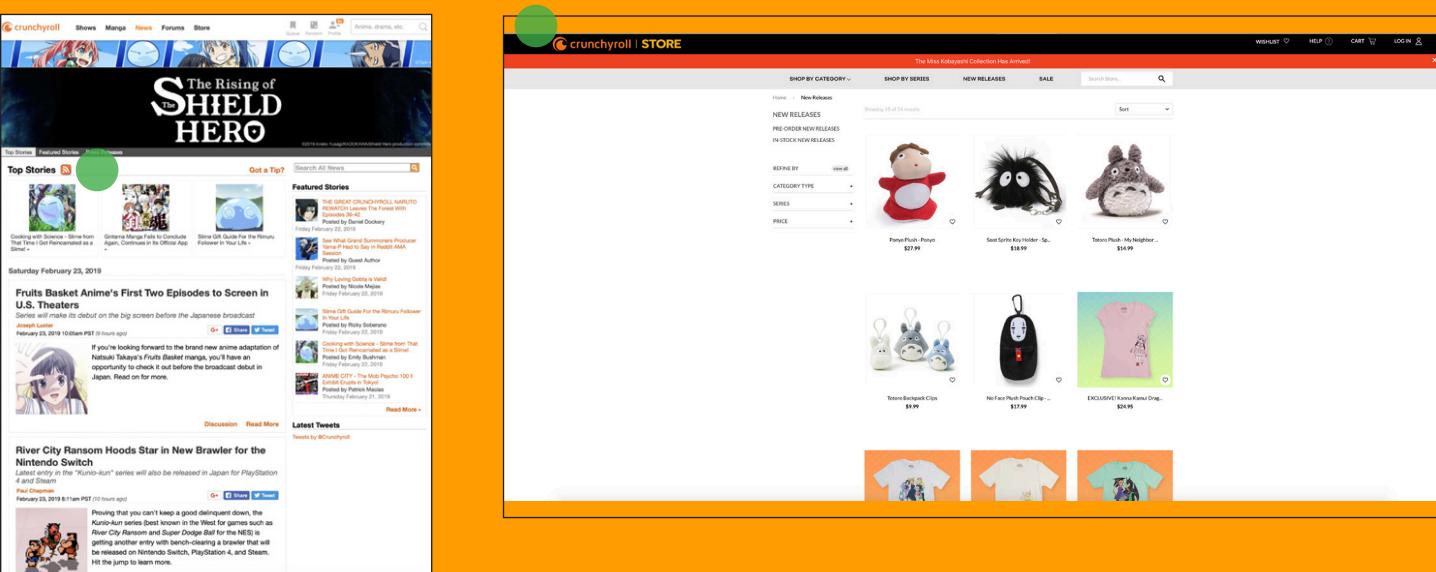
functionality

- There are broken and misnamed links
- Site crashes frequently on web, mobile, and other platforms



presentation

- Branding, layout, and text styling is fairly consistent on all pages except: forums, store, premium, log in, random, individual videos, search results, platforms and devices, and about.

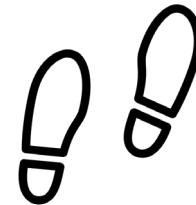


PROBLEM

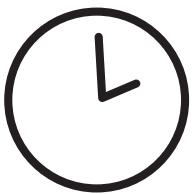
A high visitor count butts heads with a poor bounce rate; Home and search are the most visited pages.

I found statistics on how users behave when they visit crunchyroll as of January 2019. Even though the number of visitors is on the rise and for all the content offered, nearly half of those visitors immediately leave and the average amount of pages click through nears 4.

The United States make up 42.3% of traffic on crunchyroll and is the main country of focus in this redesign. Traffic usually comes directly from the site at 65.59% with search second at 22.23%.



82.19 million
total visits in Jan 2019



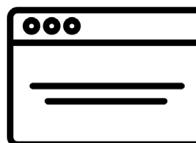
11 minutes
average visit duration



3.67 pages
visited per visit



42.26% of visitors
bounce rate



65.59% of traffic
is spent on the homepage



42.3% of visitors
are in the U.S.

Many channels exist to stream anime; so, why choose crunchyroll over them? What's unique?

Users seek out websites that provide some convenience in watching anime. How that is perceived varies from:

- being able to download episodes,
- to watch episodes for free but with advertisements,
- or to watch episodes without advertisements but for a fee.

To help users decide whether paying for membership is worth it, they often consider the convenience along with other features provided by the service. The table to the right gives an overview of features offered by CR and competitors.

feature analysis between crunchyroll and competitors

	crunchyroll	funimation	kissanime	netflix
anime
manga	.			
random	.		.	
blog	.	.		
guides			.	
trending			.	.
schedule	.	.		
moods			.	
games			.	
news	.		.	
forum	.	.		
event			.	
store	.	.		
queue

USER GENERATED FEEDBACK

CR users regularly post on the internal forums and on social media about their issues with the platform.

Using Twitter's search, I found that CR is being tweeted about practically around the clock due to its global reach. Here I show users discussing issues with functionality.

On the bottom right are excerpts of a CR forum thread about potential UI improvements its users want to see. Each user in this thread expresses frustration and also suggestions on what exactly they'd like to see added or improved.

The image shows a Twitter thread from January 2019. The first four tweets are from users Nieto Hokage, lego big brain, E. Lewis, and Douglas Coote. The fifth tweet is a reply to a user named 'Twitch VS The World' with a suggestion for a 'NEXT EPISODE' button. The sixth tweet is a reply to a user with a list of 9 UI-related complaints. The tweets include profile pictures, timestamps, and engagement metrics like likes and replies. The Twitter logo is visible at the bottom right of the thread.

Nieto Hokage · 1h
@Crunchyroll yo you guys gotta fix your phone apps it freezes it skips its like all over the place.

lego big brain · 2h
once you use [crunchyroll](#) instead of kissanime you can never really go back 😂

E. Lewis · 2h
Replying to @HeatStroke202 @MARVELOUS_Jack and 2 others
I think you can watch it on Funimation for free (subs only), but you have to watch adds. I have a subscription, but I use [Crunchyroll](#) for One Piece because the app works better.

Douglas Coote · 2h
It looks like [@Crunchyroll](#) is down. The Apple TV app won't play any vids (authorization errors), and the iOS app only plays video subs. I wish they'd update their Twitter account. Ppl ha it all day.

Add ability to hide dubbed videos of certain languages. I have no interest in German/Spanish/Russian/etc. dubbed episodes of a show. The UI clutter in both the recently uploaded episodes and show page is unattractive and clunky to use.

Posted 1/15/19, Edited 24 days ago [Reply](#) [Quote](#)

3005 cr points
Message: [Message](#)
31 / M
Offline

Permalink [Permalink](#) [Email](#) [Print](#) [Copy](#)

Twitch VS The World · 1/13/19, Edited 1/13/19 [Reply](#) [Quote](#)
HOW ABOUT A NEXT EPISODE BUTTON IN THE PLAYER? Every other streaming site has it.. Also, REMOVE OR RELOCATE the hover popups on the episode list under the video, they block you from clicking the actual videos.. the UI is so bad it hurts sometimes. Still like the site a lot, just please. lol

21036 cr points
Message: [Message](#)
Online

Permalink [Permalink](#) [Email](#) [Print](#) [Copy](#)

No Image · 1/24/19, Edited 1/24/19 [Reply](#) [Quote](#)
⚠ A Major Problem i have Experienced and continue to experience with the Discussion Postings on the Anime Episodes pages, is
1) Reloading pages breaks the Load more Button,
2) You must Reload to make multiple Postings
3) You Must Reload to See Replies
4) Reloading Causes Anime to begin playing again
5) The Discussion system feels clunky and difficult to use
6) you are not notified when a user replies to a posting you have made, there is no option to be notified.
7) You are limited to less than the length of a Text Message 244 characters ! That should be extended to at least 500 characters
8) formatting such as the enter button does not work !! you cannot make your message easier to read without Wasting Valuable Character Limits !!!
9) Messages Are Posted By Recently Posted Only and the Thumbs Up Has No Relevance on Where a Message Is Placed, the higher Ranked Messages should Stay Near the Top, at Least the top 2-3 comments and any relevant postings Such as if the top ranking is a Reply then what it is in Reply to should be shown with it !!

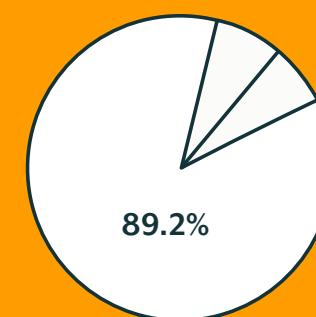
7327 cr points
Message: [Message](#)
35 / M
Offline

crunchyroll

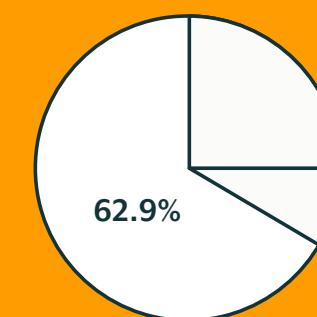
Survey results placed Netflix at 31% and sites for pirated content at 35% (e.g. Kissanime) as major competitors.

To better understand how people watch anime and what they expect from those websites in regards to features, I conducted a survey through google forms to learn more.

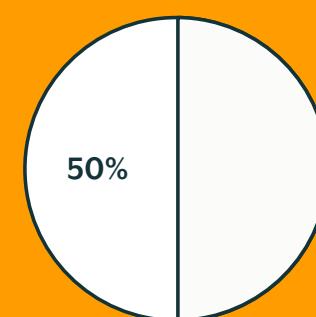
The survey is still open, but as of April 25th, respondents were mainly millennials, female, students, living in the United States, and have received a graduate education. A majority do watch anime and uses sites that weren't all expected; of those sites written in, collectively they made up 18% of preferred viewing.



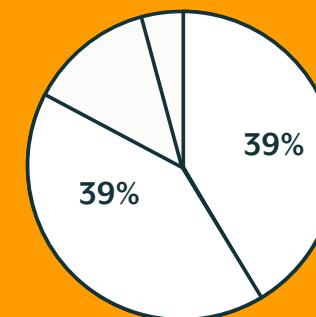
Age
18-29 years old



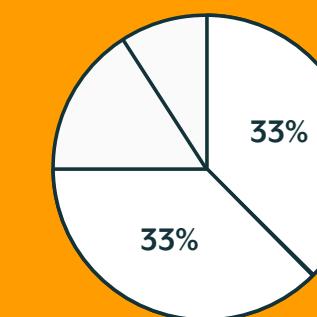
Gender
Female



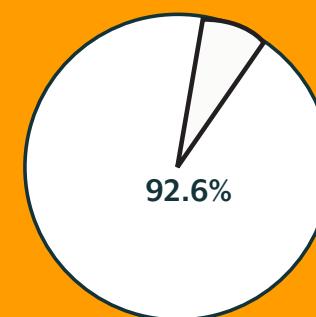
Occupation
Student



Location
CA/US



Education
Masters



Watch anime?
Yes

CR users are divided among *Premium* and *Normal* members; this redesign focuses on those who use CR regularly.

Why watch CR as a Premium member? 

- To watch episodes without advertisements
- To watch anime ahead of others
- To get discounts to events and merchandise
- To help the platform because of its mission
- All of the Normal member benefits included

Why watch CR as a Normal member?

- Visual appeal is better than most competitors
- Ability to interact with the community
- More anime, manga, anime news, events, etc., offered than competitors
- Accessible across many devices and languages

PERSONA ONE

Meet Snow, a 26-year-old who has been a Premium member for 5 years.

PAINT POINT

There aren't many ways to rearrange my queue so I can make it more useful to me. I go to an external site, MyAnimeList.net, to create lists of shows that I'm into.

MOTIVATIONS

- Joined CR for its quality videos and frequent new releases
- Checks CR regularly for new anime, posting/commenting occasionally on videos and interesting forum posts

BASIC

- Male
- Bachelor Degree
- Comfortable with web, mobile, tablets, and tvs



“I've decided to give some suggestions for possible features & changes that as a user I feel would make the site nicer/ easier to use. Feel free to add your own suggestions or give fair critique.”

—taken from actual CR user

PERSONA ONE

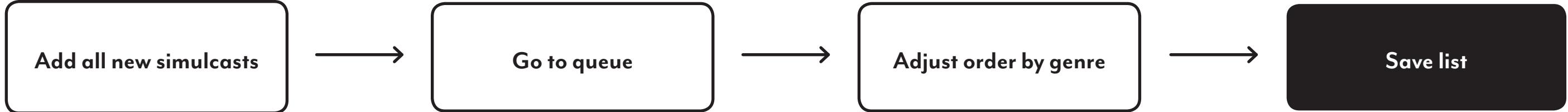
Snow maps out the steps he would need to take in order to organize his queue.



steps	Add new season anime to queue	Organize queue	Organize using filter	Organize using lists
action	select season simulcast anime	go to queue and adjust order	no such function	no such function
pain points	no add to queue link/icon available; you have to visit an individual episode, add to queue from there, then return to the homepage to repeat the process for however many anime you'd like to watch	<ul style="list-style-type: none">can only manually move shows up and down listuses FIFO instead of LIFOwhen queue is long, there's no option to go back to top	not available	not available
opportunities	adding an option to add directly to queue for each video on any page an option to add every anime on the simulcast directly to your queue	<ul style="list-style-type: none">changing the order that videos are added will make it more usefulincluding a back to top will limit how annoyed a user might getmanually moving shows into various layouts versus a dropdown might make it more enjoyable	if a user doesn't want to manually adjust their queue, they can reorganize by genre	if filters are not enough, users can create their own lists to organize shows made from manually moving around shows and/or hiding them

PERSONA ONE

Snow searches for, adds, and organizes shows in his queue.



PERSONA ONE

Snow searches for, adds, and organizes shows in his queue.



1. Add all new simulcasts

The wireframe shows the Crunchyroll homepage. At the top is an 'Advertisement Call to Action' section with a placeholder for 'Show title...' and a note about finding information online. Below it is the 'Featured Anime' section with a placeholder for 'Show title...'. The main content area is titled '[SEASON] Simulcasts' and contains two sections: 'New' and 'Continuing'. Each section lists several anime titles with their episode counts and release dates. Buttons for 'Add all to queue' are present in both sections. At the bottom is the '[ANIME NEWS]' section with an article placeholder for 'Article Title...' and a note about using search engines.

2. Go to queue

The wireframe shows the 'My Queue' screen. It features a search bar at the top with a placeholder for 'type the name of your custom list here'. Below the search bar is a sorting menu with options: A-Z, NEWEST, OLDEST, and RECENTLY WATCHED. The main area displays a grid of episode cards. Each card includes the episode title ('Anime show title goes here line 2 if necessary'), the next episode ('Next up: Episode #'), and a detailed description of the episode's content. Navigation arrows on the left and right sides allow for scrolling through the queue.

3. Adjust order by genre

The wireframe shows the 'My Queue' screen with a 'Sort by' dropdown menu at the top. The 'GENRE' option is selected. The main area displays a grid of episode cards, each with its title, next episode, and description. The 'Genre' filter has changed the list to show episodes from specific genres.

4. Save list

The wireframe shows the 'My Queue' screen with a 'Sort by' dropdown menu at the top. The 'GENRE' option is still selected. The main area displays a grid of episode cards, each with its title, next episode, and description. A new list has been created, as indicated by the placeholder 'genre' in the search bar and the newly sorted list of episodes.

PERSONA TWO

Meet Bunny, an 18-year-old who has been a Normal member for 2 years.

PAINT POINT

I would like to interact on the forums from mobile more often but it not being responsive is a hassle; I respond on mobile only when there's time. Otherwise, I chat from my laptop.

MOTIVATIONS

- Joined CR for its content and community
- Regularly receives new achievements for engaging in the forum and other site wide activities
- Shares self-written crime drama blog with CR community

BIO

- Female
- High school, some college
- Comfortable with web, mobile, tablets, and tvs



/// [The forums are] always fun to come around and see what's been dropped seasonal wise, even off season, including what's new in the forums. and thanks to the recent purchase of a fire stick I no longer have to sit online to watch CR I can watch it on TV."

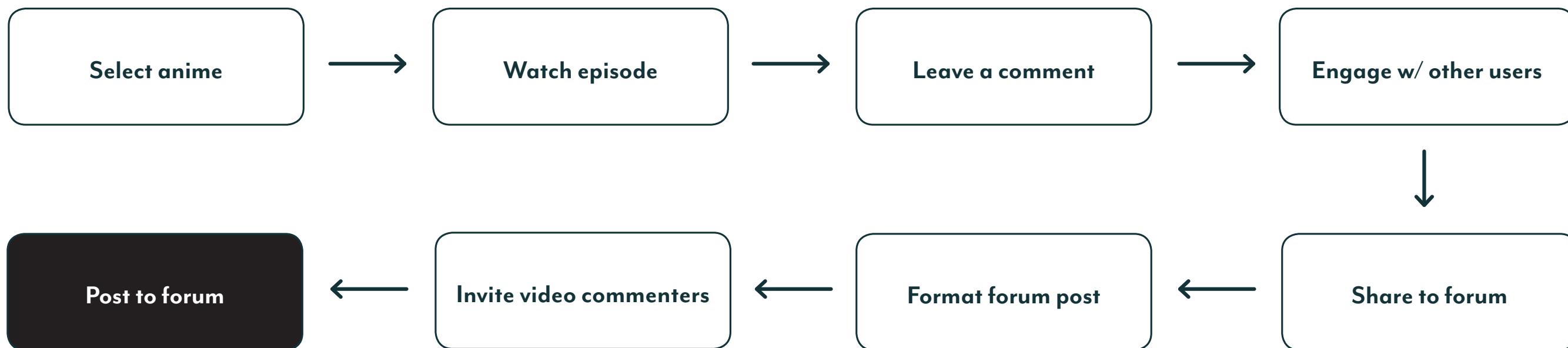
—taken from actual CR user

Bunny maps out steps she'd need to take in order to chat about an anime with CR users.



steps	Watch an episode of [anime]	Discuss it in the comments	Take the topic to the forum
action	select any anime from the homepage	post a comment	no such function
pain points	which should you choose? one featured in the carousel? part of the simulcasts? featured shows? previous dates? all new anime? Naruto Shippuden?	<ul style="list-style-type: none"> only 240 characters allowed removed comments are still visible as blank placeholders comments thumbed down in the negative are hidden, why? thumbs up/down and report icons don't look like they are no-image avatars don't have the same shape as normal ones 	manually copy post, go to forums, new post topic, and paste; will have to post the link to the topic in the original message under the video
opportunities	to make clearer the purpose of sections, placing related content in closer proximity, and downsizing repetitive sections	<ul style="list-style-type: none"> notify users when others reply or up/down vote their comment increasing max character limit, enforcing a min character limit removing comments completely from responses and contact those immediately affected by taken down post use better quality icons make no-image avatars square 	if a user feels like they want to give their topic more room, they can autopopulate a forum post with their original comment and auto-notify those who respond that they can join the thread

Bunny discusses anime with others on a video and in the forum.



PERSONA TWO

Bunny discusses anime with others on a video and in the forum.



1. Select an anime

The wireframe shows a landing page with a large play button in the center. To the left is a sidebar with 'Advertisement Call to Action' and 'Featured Anime' sections. Below is a 'Simulcasts' section with a grid of anime icons and episode details.

2. Watch an episode

The wireframe shows an episode player window with a play button, volume controls, and a progress bar. To the right is a sidebar titled 'Other Adventure Shows' with show cards.

3. Write comment

The wireframe shows a comment section with three posts from different users. Each post includes a profile picture, username, date/time, and a reply button. A header note discusses Cicero's work.

4. Post comment

The wireframe shows a new comment form with fields for 'Username' and 'Date / Time'. It includes a 'comment' button and a note about Cicero's work at the top.

5. Engage with other users

The wireframe shows a comment thread where users are replying to each other. A specific reply is highlighted with a red box.

6. Share to forum

The wireframe shows a comment with a red box around a 'share to forum' link at the bottom right.

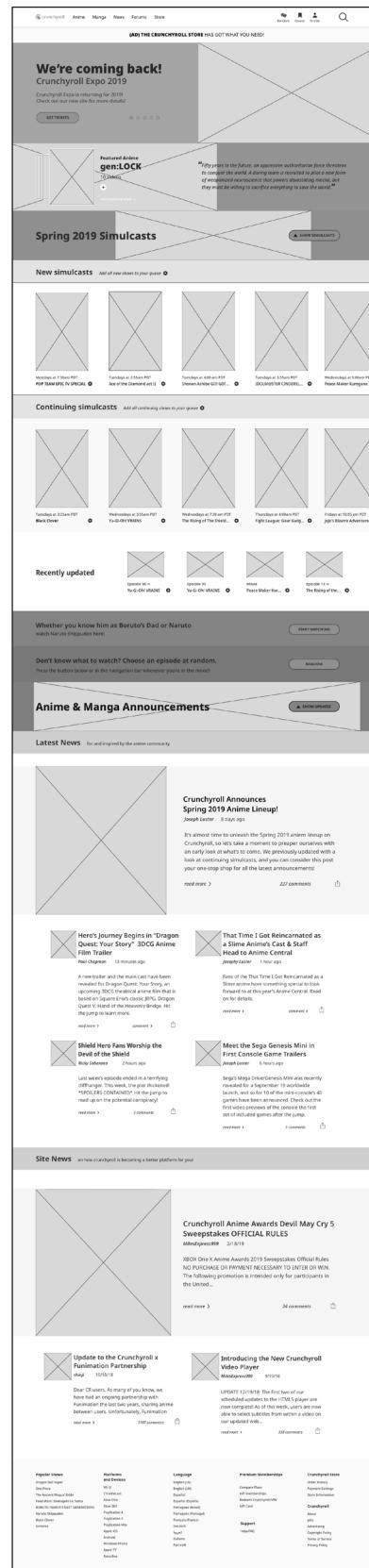
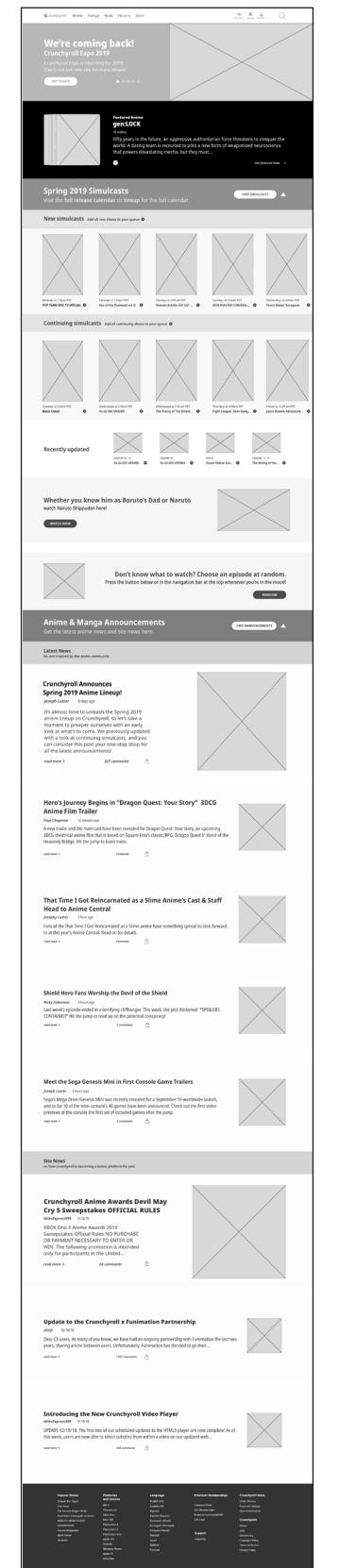
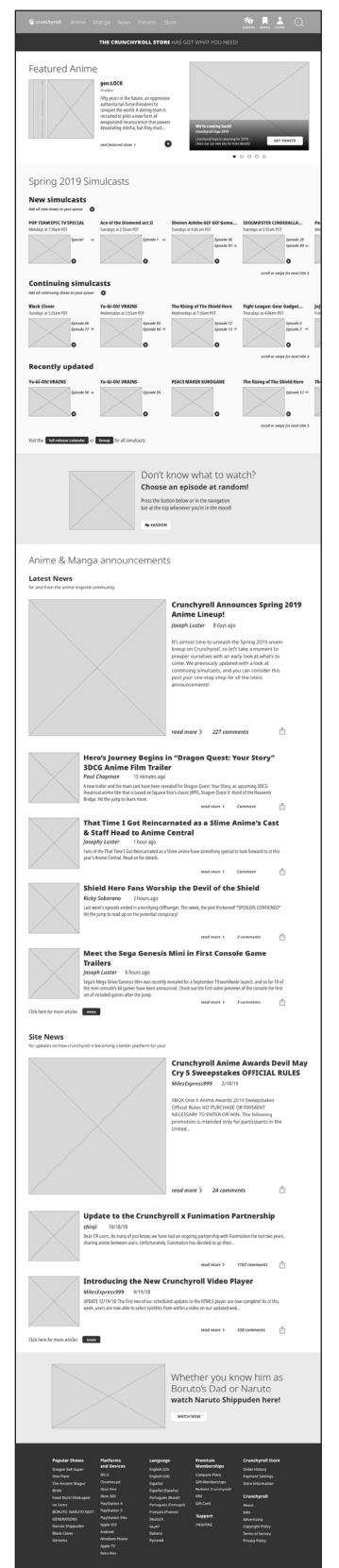
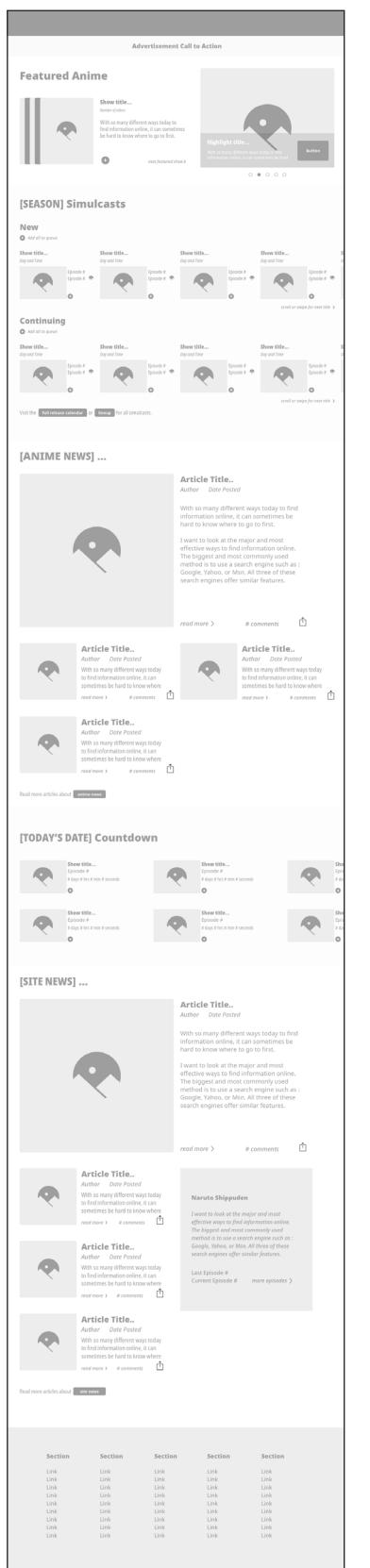
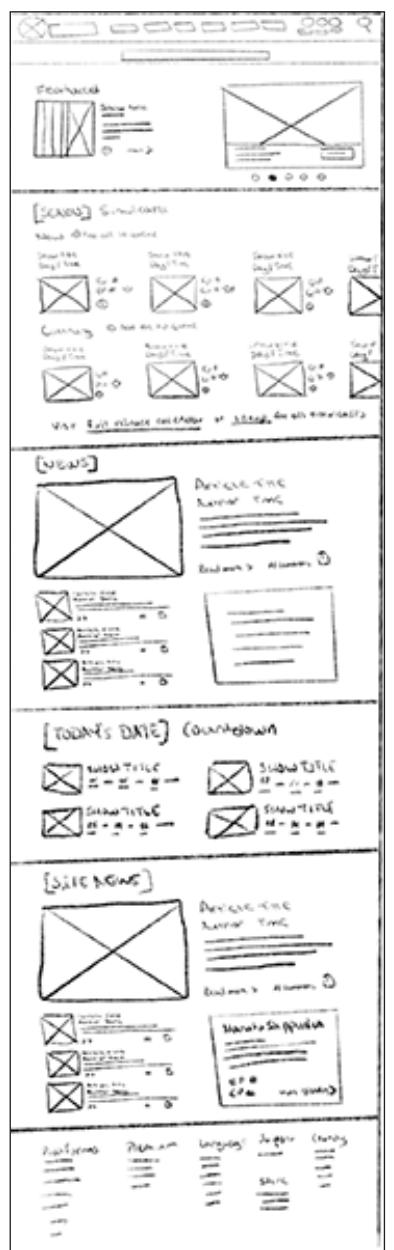
7. Format post / Invite commenters

The wireframe shows a 'New Forum Topic' form with fields for 'Category', 'Title', 'Description', and a checkbox for 'Invite video commenters to thread'. A note at the bottom discusses Cicero's work.

8. Post to forum

The wireframe shows a forum topic list with several entries from 'Crunchyroll moderator'. Each entry includes a 'Mod' column, 'Topics' column, 'Replies' column, 'Author' column, and 'Last post' column.

Homepage



ROUND 0

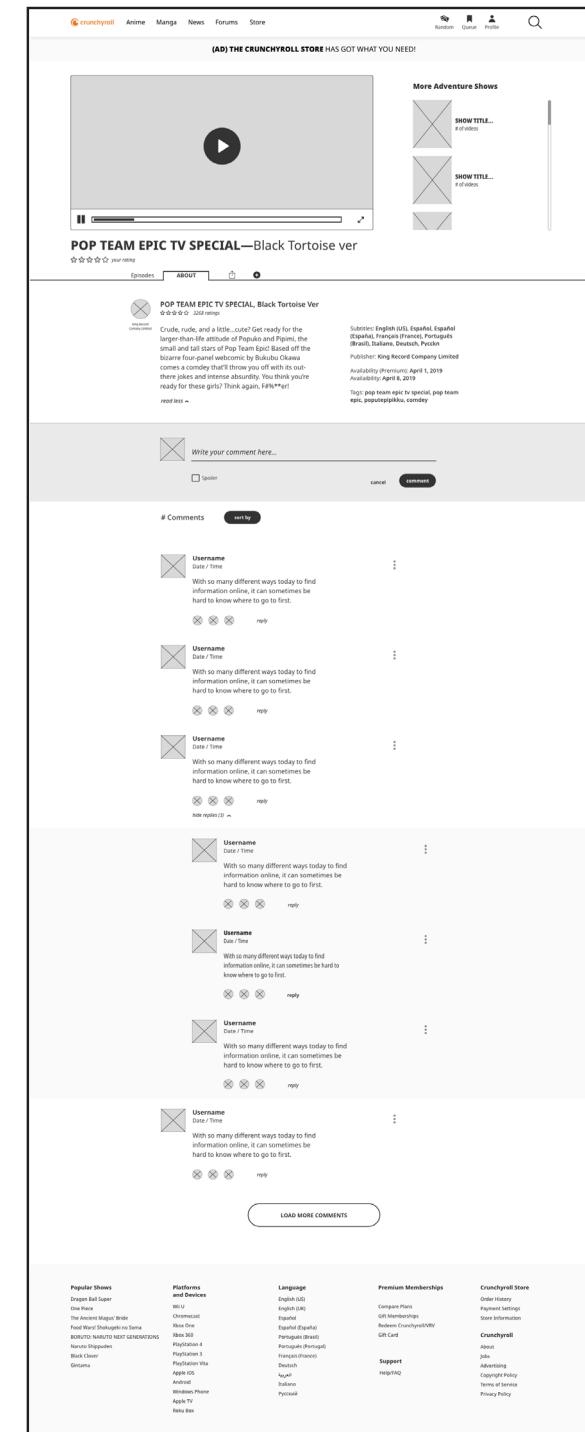
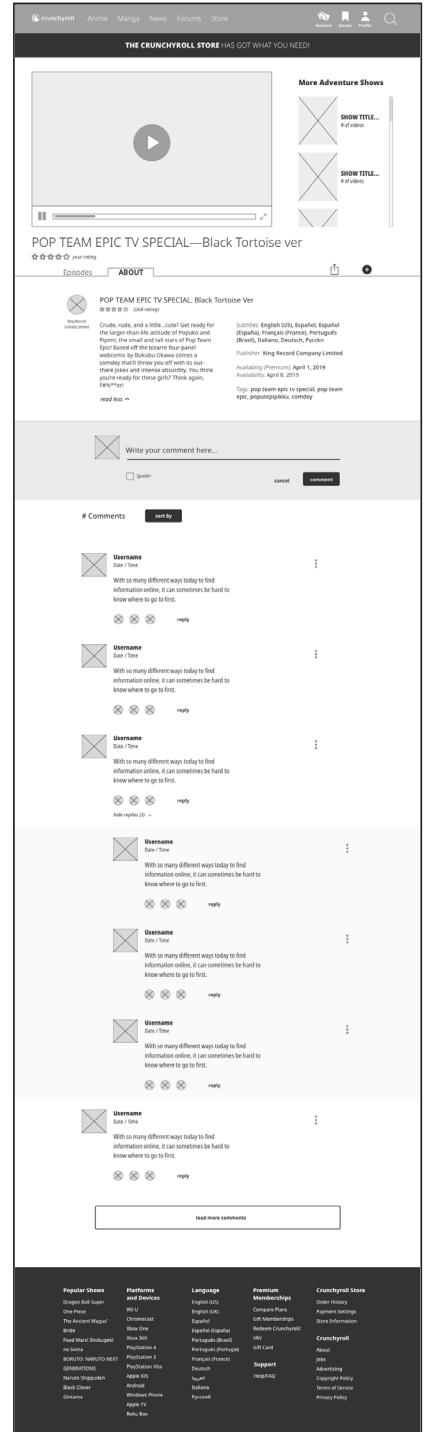
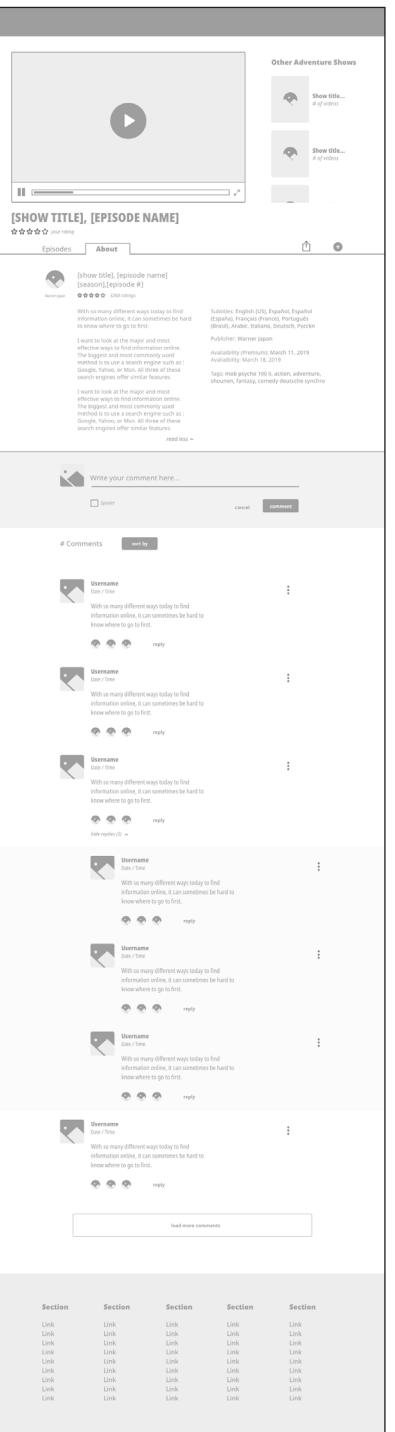
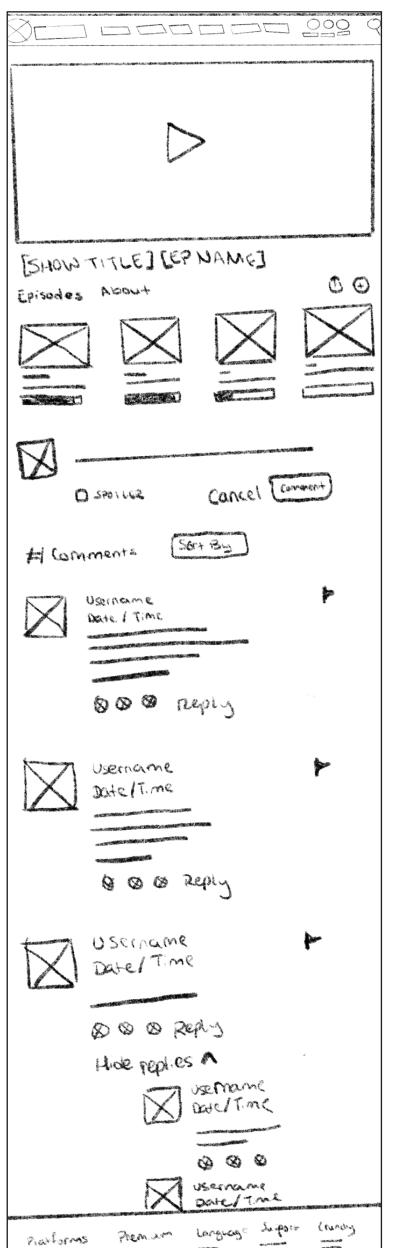
ROUND 1

ROUND 2

ROUND 3

ROUND 4

Video Comments



ROUND 0

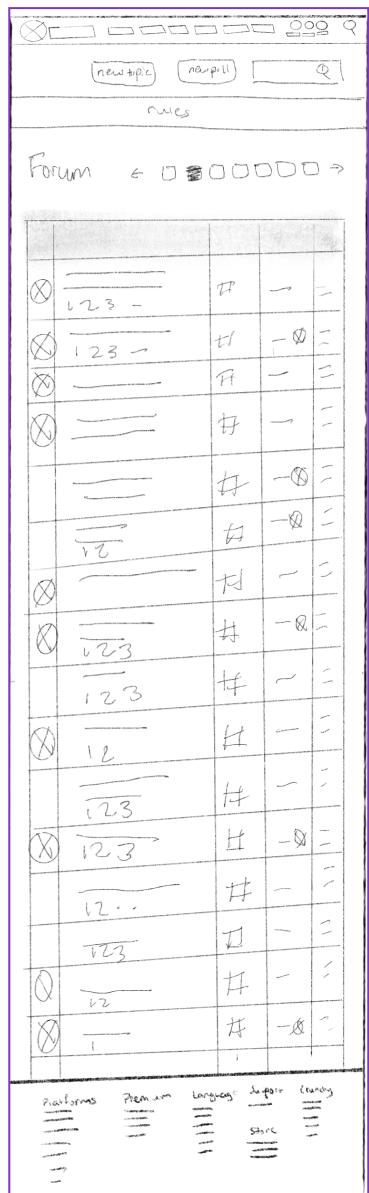
ROUND 1

ROUND 2

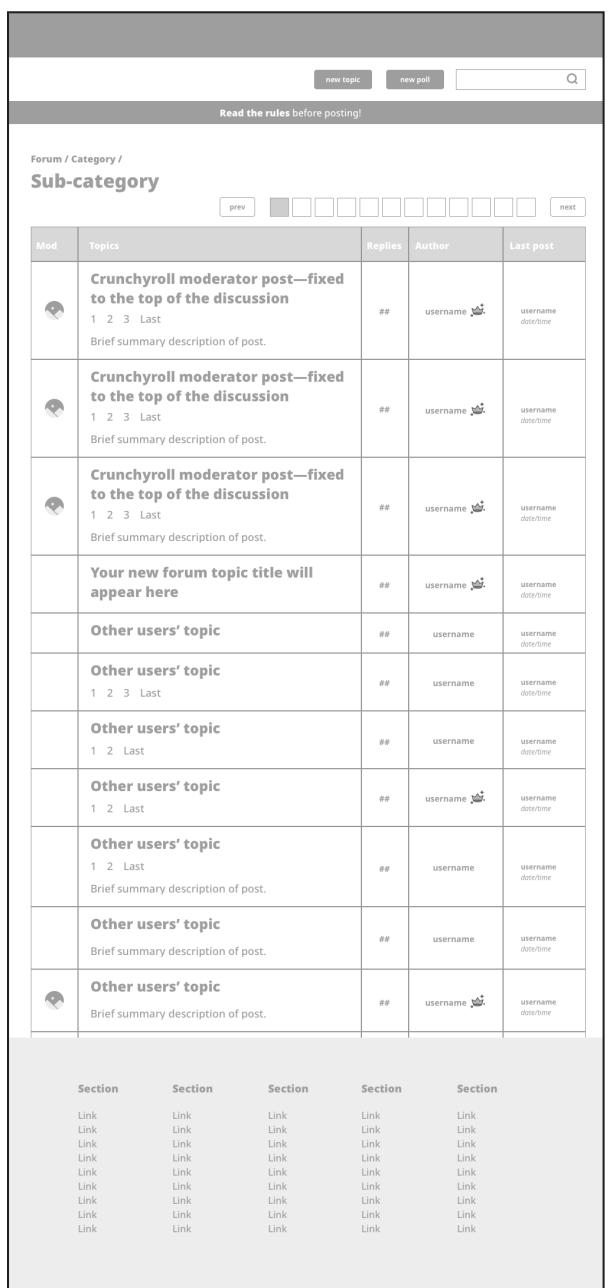
ROUND 3

WIREFRAMES

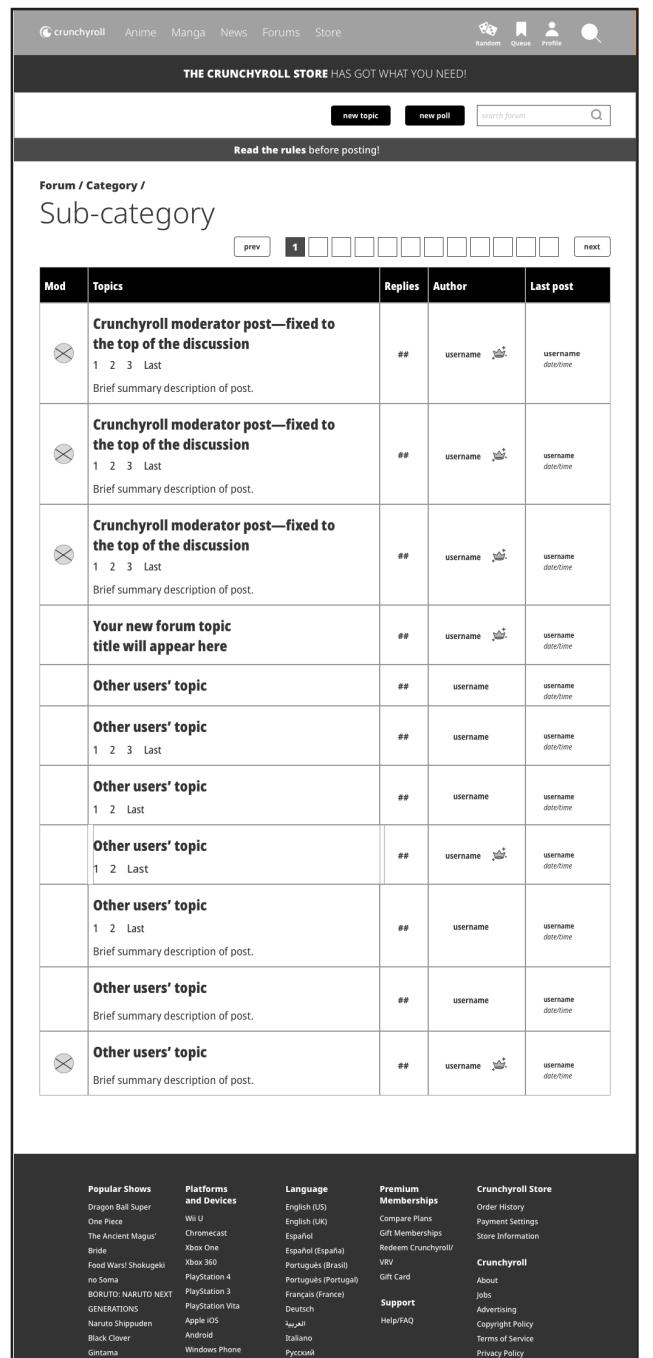
Forum



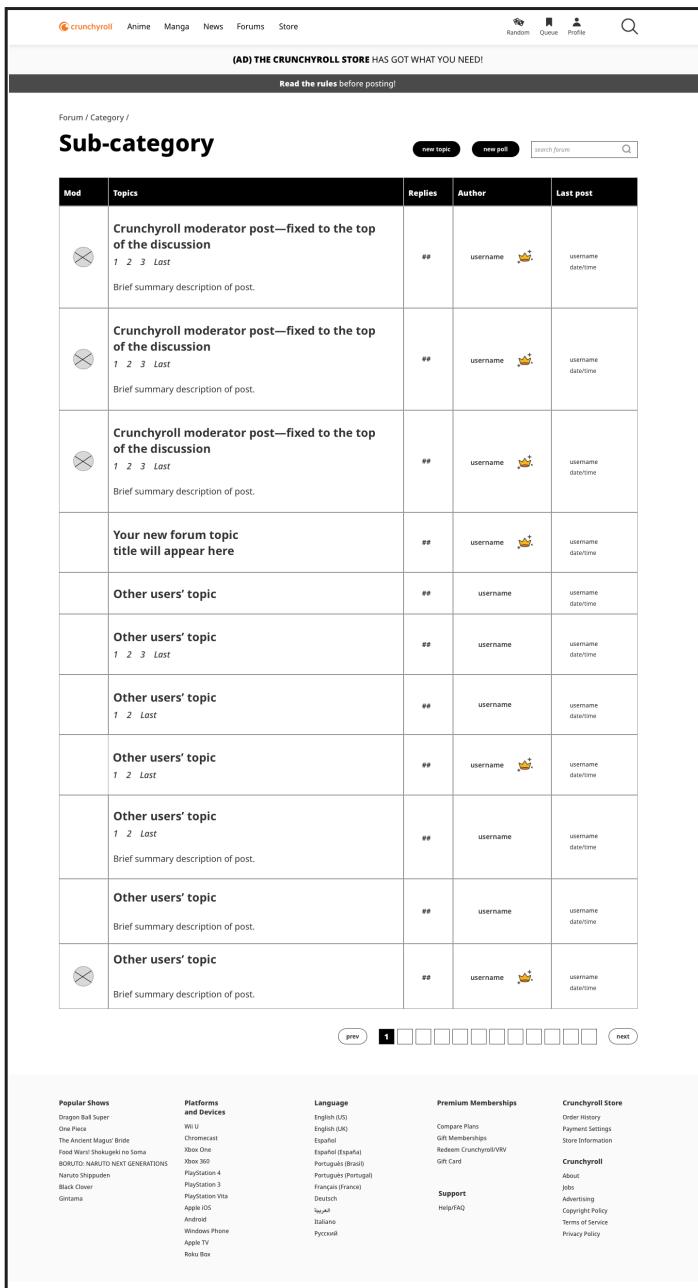
ROUND 0



ROUND 1

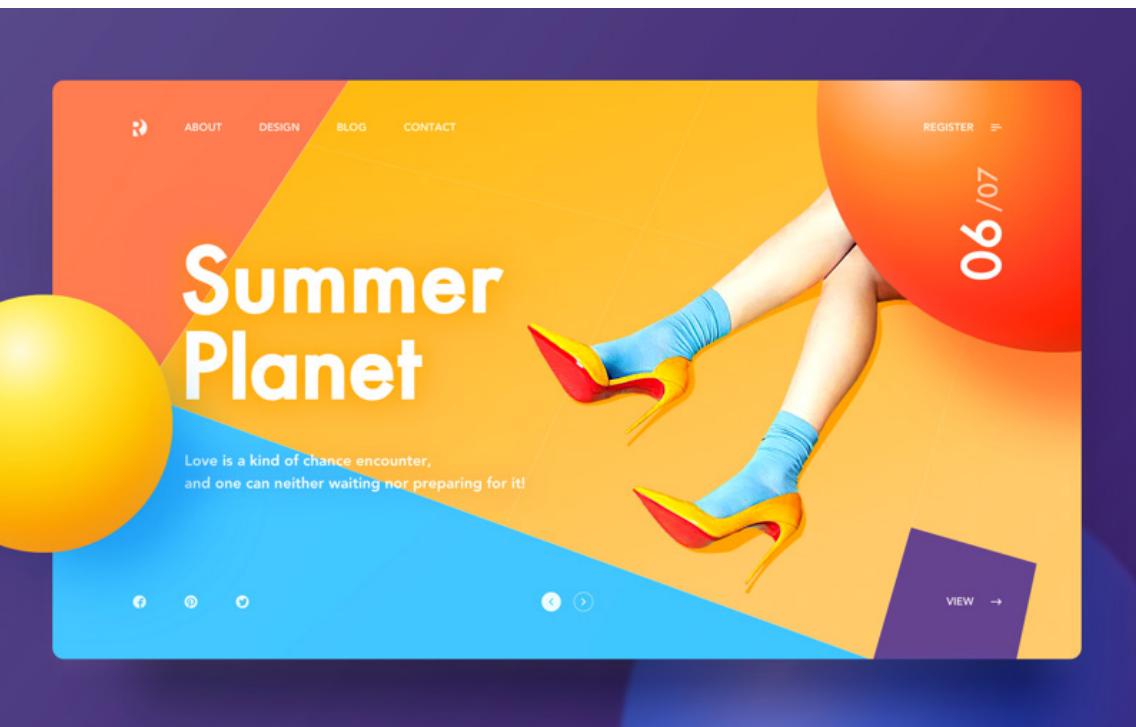
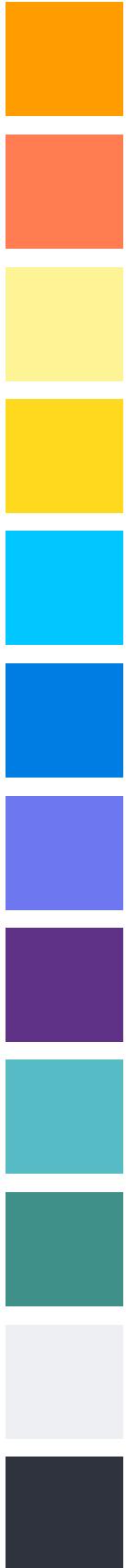


ROUND 2



ROUND 3

Where I drew inspiration for type and color.

Rules on type, color, buttons, and links

Noto Sans is a font family developed by Google that aims to support all languages with a harmonious look and feel.

Headline 1

Headline 2

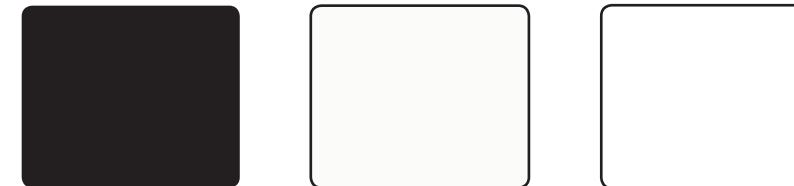
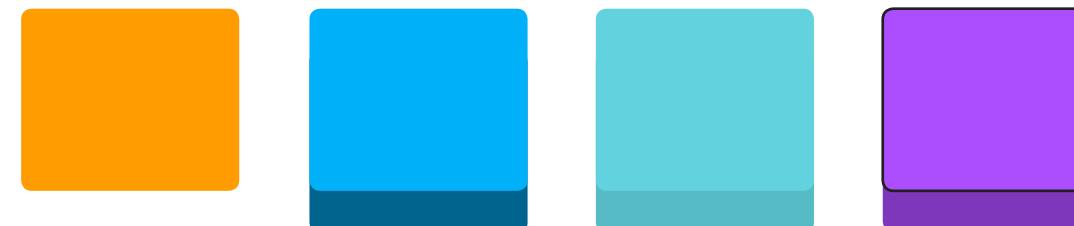
Headline 3

Subheader

Body

Color Palette

Derived from current brand and moodboard



Buttons

Colors are interchangeable, blue is primary



Links

Paired w/ text of opposite weight

Read more

Read more

Homepage

The homepage features a large banner at the top with the text "We're coming back! Crunchyroll Expo 2019". Below it, there's a "Featured Anime" section for "gen:LOCK" with a thumbnail and a summary. A "Spring 2019 Simulcasts" section follows, with a "RANDOM" button. The "Crunchyroll News" section is at the bottom with a "SHOW UPDATES" button.

Popular Shows:

- Dragon Ball Super
- One Piece
- The Ancient Magus' Bride
- Food Wars! Shokugeki no Soma
- BORUTO: NARUTO NEXT GENERATIONS
- Naruto Shippuden
- Black Clover
- Gintama

Platforms and Devices:

- Wii U
- Chromecast
- Xbox One
- Xbox 360
- PlayStation 4
- PlayStation 3
- PlayStation Vita
- Apple iOS
- Android
- Windows Phone
- Apple TV
- Roku Box

Language:

- English (US)
- English (UK)
- Español
- Español (España)
- Português (Brasil)
- Português (Portugal)
- Français (France)
- Deutsch
- Italiano
- Русский

Premium Memberships:

- Compare Plans
- Gift Memberships
- Redeem Crunchyroll/VRV
- Gift Card

Crunchyroll Store:

- Order History
- Payment Settings
- Store Information

Crunchyroll:

- About
- Jobs
- Advertising
- Copyright Policy
- Terms of Service
- Privacy Policy

Support:

- Help/FAQ

The expanded homepage includes a "We're coming back! Crunchyroll Expo 2019" section with a "GET TICKETS" button. It features a "Spring 2019 Simulcasts" section with thumbnails for various shows like POP TEAM EPIC, Ace of the Diamond, Shonen Ashibe, IDOLM@STER CINDERELLA GIRLS, and Peace Maker Kurogane. Below that is a "Continuing simulcasts" section with thumbnails for Black Clover, Yu-Gi-Oh! VRVANS, The Rising of the Shield Hero, and JoJo's Bizarre Adventure.

Recently updated:

- Episode 94 - Yu-Gi-Oh! VRVANS
- Episode 95 - Yu-Gi-Oh! VRVANS
- Movie - Peace Maker Kure... (Thumbnail)
- Episode 13 - The Rising of the... (Thumbnail)

Crunchyroll Announces Spring 2019 Anime Lineup!

It's almost time to unleash the Spring 2019 anime lineup on Crunchyroll, so let's take a moment to prepare ourselves with an early look at what's to come. We previously updated with a look at continuing simulcasts, and you can consider this post your one-stop shop for all the latest announcements!

read more > 227 comments >

Site News:

Crunchyroll Anime Awards Devil May Cry 5 Sweepstakes OFFICIAL RULES

FORZA Horizon 4, FORZA Motorsport 7, and a XBOX One S console are up for grabs in the Crunchyroll Anime Awards 2019 Sweepstakes! To enter, simply purchase a participating Crunchyroll membership or gift card between 12/19/18 and 1/18/19.

read more > 24 comments >

Spring 2019 Anime Lineup:

Joseph Luster 8 days ago

It's almost time to unleash the Spring 2019 anime lineup on Crunchyroll, so let's take a moment to prepare ourselves with an early look at what's to come. We previously updated with a look at continuing simulcasts, and you can consider this post your one-stop shop for all the latest announcements!

read more > 227 comments >

Hero's Journey Begins in "Dragon Quest: Your Story" 3DCG Anime Film Trailer

Paul Chapman 13 minutes ago

A new trailer and the main cast have been revealed for Dragon Quest: Your Story, an upcoming 3DCG theatrical anime film that is based on Square Enix's classic JRPG, Dragon Quest V: Hand of the Heavenly Bridge. Hit the jump to learn more!

read more > comment >

Shield Hero Fans Worship the Devil of the Shield

Ricky Soberano 2 hours ago

Last week's episode ended in a terrifying cliffhanger. This week, the plot thickened! *SPOILERS CONTAINED* Hit the jump to read up on the potential conspiracy!

read more > 3 comments >

Meet the Sega Genesis Mini in First Console Game Trailers

Joseph Luster 6 hours ago

Sega's Mega Drive/Genesis Mini was recently revealed for a September 19 worldwide launch, and so far 10 of the mini-console's 40 games have been announced. Check out the first set of included games after the jump.

read more > 3 comments >

Update to the Crunchyroll x Funimation Partnership

shegi 10/18/18

Dear CR users, As many of you know, we have had an ongoing partnership with Funimation the last two years, sharing anime between users. Unfortunately, Funimation has decided to go their...

read more > 1187 comments >

Introducing the New Crunchyroll Video Player

MilesExpress999 9/19/18

UPDATE 12/19/18: The first two of our scheduled updates to the HTML5 player are now complete! As of this week, users are now able to select subtitles from within a video on our updated web...

read more > 338 comments >

CLOSED

EXPANDED

Video Comments

The screenshot shows a video player interface for 'POP TEAM EPIC TV SPECIAL—Black Tortoise ver'. At the top, there's a navigation bar with links for 'Random', 'Queue', 'Profile', and a search icon. Below the video frame, there's a 'More Comedy Shows' section featuring 'Gintama' and 'Hayate the Combat Butler'. The main content area displays the video frame with two characters, Popuko and Pipimi, looking surprised. Below the video frame, there's a title card for the show. The bottom section contains a comment input field with placeholder text 'Write your comment here...', a 'Spoiler' checkbox, and 'CLEAR' and 'COMMENT' buttons. A footer bar at the bottom includes a '24 comments' link, 'sort by' dropdown (set to 'RECENT'), and 'TOP' link.

The screenshot shows a comment section on the same video page. It features a series of user posts with profile pictures, usernames, and timestamps. Each post includes a reply button. The posts are identical, reading: 'With so many different ways today to find information online, it can sometimes be hard to know where to go first.' Below the comments, there's a 'LOAD MORE COMMENTS' button. At the very bottom of the page, there's a footer navigation bar with links for 'Popular Shows', 'Platforms and Devices', 'Language', 'Premium Memberships', 'Crunchyroll Store', 'Support', and various language options like English (US), English (UK), Español, etc.

Forum

The screenshot shows the Crunchyroll forum interface. At the top, there's a navigation bar with links for Crunchyroll, Anime, Manga, News, Forums, and Store. Below the navigation is a search bar and user profile icons. A prominent black banner across the top says "(AD) THE CRUNCHYROLL STORE HAS GOT WHAT YOU NEED!" Below this, a teal header bar says "Read the rules before posting!". The main content area is titled "Forum / Discussion / Anime". It features a "NEW TOPIC" and "NEW POLL" button, a search bar, and a "search forum" link. A table lists various forum topics:

Mod	Topics	Replies	Author	Last post
	FEBRUARY 2017 UPDATE: PSA - Show Discussion and other Anime Forum Threads	1	loreen	4/7/18 loreen
	The Official Guest Pass Thread (Read opening post first) 1 2 3 Last Have guest passes to spare? Need one to try out our awesome features?	98339	starry	19 minutes ago PredatorVapor
	CR's English Dubbed Anime 1 2 3 Last Since many people asked	943	alexwithcandy	one day ago KingBrowser
	Show Discussion Index 1 2 3 Last Index of current and past season main discussion thread	410	loreen	12 days ago loreen
	Favorite Anime 1 2 3 Last Post your favorites!	32918	shinji	2 days ago Iwant2BayLeaf
	Missing anime / short queues / why can't I see...? 1 2 Last Bunch of questions, hopefully I can answer	24	MakotoKamui	23 days ago kimjimbei
	The Helpful Fox Senko-san Discussion 1 2 3 Last Spring 109, Sewayaki Kitsune no Senko-san	154	Bakaneer	8 seconds ago XxDarkSasuxX
	❖Anime/Manga Character Face-Off❖ 1 2 3 Last Year Round Tourney	12431	Weaver92	10 minutes ago Hatsya
	The Rising of the Shield Hero Discussion 1 2 3 Last	3289	stark700	17 minutes ago heysteve24

This screenshot shows the same forum interface as the previous one, but with a different set of topics listed. The topics are:

- The Rising of the Shield Hero Discussion** (3289 posts, last by stark700, 17 minutes ago)
- Tourney CHATROOM & Directory •••** (151115 posts, last by Ballot_Bot, 24 minutes ago)
- Demon Slayer: Kimetsu no Yaiba Discussion** (210 posts, last by stark700, 27 minutes ago)
- Things you hate about Anime...** (59 posts, last by stigler, 56 minutes ago)

At the bottom, there are navigation links for "PREV" and "NEXT", and a page number indicator showing pages 1 through 12. The footer contains links for Popular Shows, Platforms and Devices, Language, Premium Memberships, and Crunchyroll Store.