Crunchyroll Homepage Redesign

Reducing cognitive load through personalization and content prioritization.

Project Overview

Crunchyroll's homepage presents a large volume of content with limited personalization, resulting in repetitive sections and excessive scrolling. This project focuses on improving content discovery through personalization.

The Problem

Users must scroll through irrelevant genres and duplicated anime to find content they want to watch. This leads to frustration and slows down decision-making.

User & Context

The primary user watches shounen, seinen, and supernatural anime. They open Crunchyroll with the intent to quickly find something to watch, not to browse unrelated genres.

Goals

- Reduce excessive scrolling
- Surface relevant content immediately
- Improve clarity and organization of the homepage

Design Solution

I redesigned the homepage using personalized content tabs filtered by viewing history. This structure allows users to access relevant content without navigating through unrelated sections.

Homepage Structure

- Recommended: Personalized anime suggestions
- Continue Watching: In-progress shows
- New Releases: New content within preferred genres

Outcome & Learnings

The redesigned homepage enables users to find anime more efficiently with reduced cognitive load. This project reinforced the value of personalization and content prioritization.

Key Learnings:
- Personalization improves efficiency
- Reducing content can improve discoverability
- Clear information architecture supports faster decision-making