



# Anime Soaps



The First Anime Soap Loot Box!





# What's to Come...



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## INTRODUCTION

Can't put on a show with an intro!

03

## Design

Lets See the Website!

02

## ANALYSIS

REAL data collected from users of our website!

04

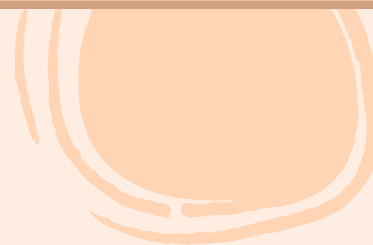
## Feedback

How We got feedback!

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## Conclusion

The Ending!



# INTRODUCTION

Can't put on a show with an intro!



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# OUR TEAM



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Usability Tester



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Project Manager



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Design Lead



Elijah Simonvil  
Research Lead

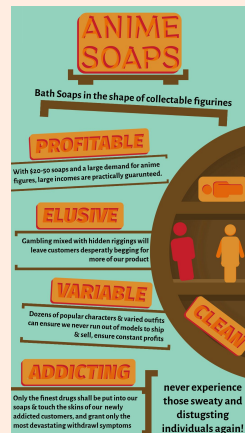
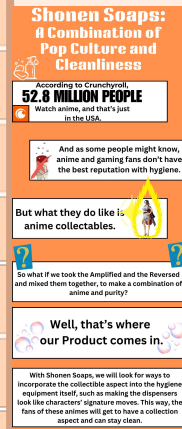


Calvin Duffer  
Prototype  
Developer



# The Inspiration

These are the Infographics our Idea came from, they clearly lay out the audience for these items as Okatus, who need to shower more.





“I’d buy it!”

- Cortland's GF

Custom, collectible boxes for  
each of our products





02

# ANALYSIS

REAL data collected from users of our website!



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# STRATEGY



276.2 million  
Americans used bar  
soap in the year  
2020.

**Users**



**Rise**

This figure was  
projected to increase  
to 282.58 million in  
the current year of  
2024.

Over 15 million  
people are  
subscribed to the  
anime exclusive  
streaming service,  
Crunchyroll, as of  
this year

**Interest**

**Characters**

Most popular anime  
characters of 2024:  
Goku, Naruto  
Uzumaki, Kakashi  
Hatake, Saitama,  
Roy Mustang, Ichigo  
Kurosaki, Ken  
Kaneki, Spike  
Spiegel, Light  
Yagami, Lelouch  
Lamperouge





# Design



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# Our Online Shop



HEY ITS ME GOKU!!

AnimeSoaps Website





## OUR PRICES



**\$4.98**

Bar of anime soap

- Box included
- Custom model

**ONE-TIME**

**\$3.48/mo**

Baka plan

- 2 bars of soap
- Early access

**BASIC**

**\$9.98/mo**

Sugoi plan

- Custom bar of your choice + 5
- Discord perms

**PREMIUM**



# S.O.A.P. SALES STRATEGY



## Science

Cutting edge  
technology and  
craftsmanship

1st

## Offer

Our prices blow  
away the  
competition!

2nd

## Patent

Eliminate the  
competition!

4th

## Attract

Alluring models  
and value

3rd





04

# Feedback

How We got feedback!



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## Customer Feedback



**Daily+**  
Showers more  
often than once  
a day.

35%

**Weekly**  
Use it once a  
week

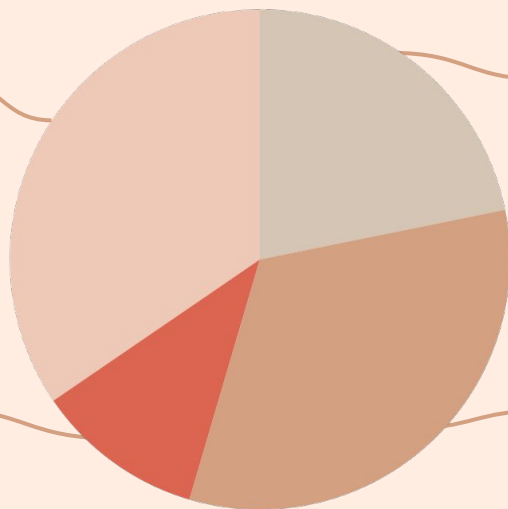
22%

**Never**  
Never showers

10%

**Daily**  
Use it daily

33%





## Popular Characters

The Characters that were most requested by the people!  
(They could select more than 1 that's why % don't equal 100)

Gojo

33%

Goku

44%

Light

33%





# CONCLUSIONS

The Ending!



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## Wrap Up



The infographic gave us the idea of the lootbox format

Infographic



Research

The research of how many americans use bar soap, and how many fans of anime there is in America showed a possible audience.

The Website was a fun, and interesting process to create, that we think is both fun, and appealing to the direct audience.

Website

Impact

We hope that our product influences people to buy, and use soap more often, while having a fun twist on what we are giving them.





# THANKS!



Do you have any questions?

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