KURABU

THESIS PRESENTATION

The research behind the brand

WHAT IS ANIME?

A style of animation originating in japan that is characterized by strong characters, action-filled plots and colorful images often with romantic, fantastic or futuristic themes.

HOW POPULAR IS IT?

So popular that after a nearly decade long hiatus, Toonami (the only anime dedicated block of programming on US cable TV) returned to a Saturday night slot airing new series.
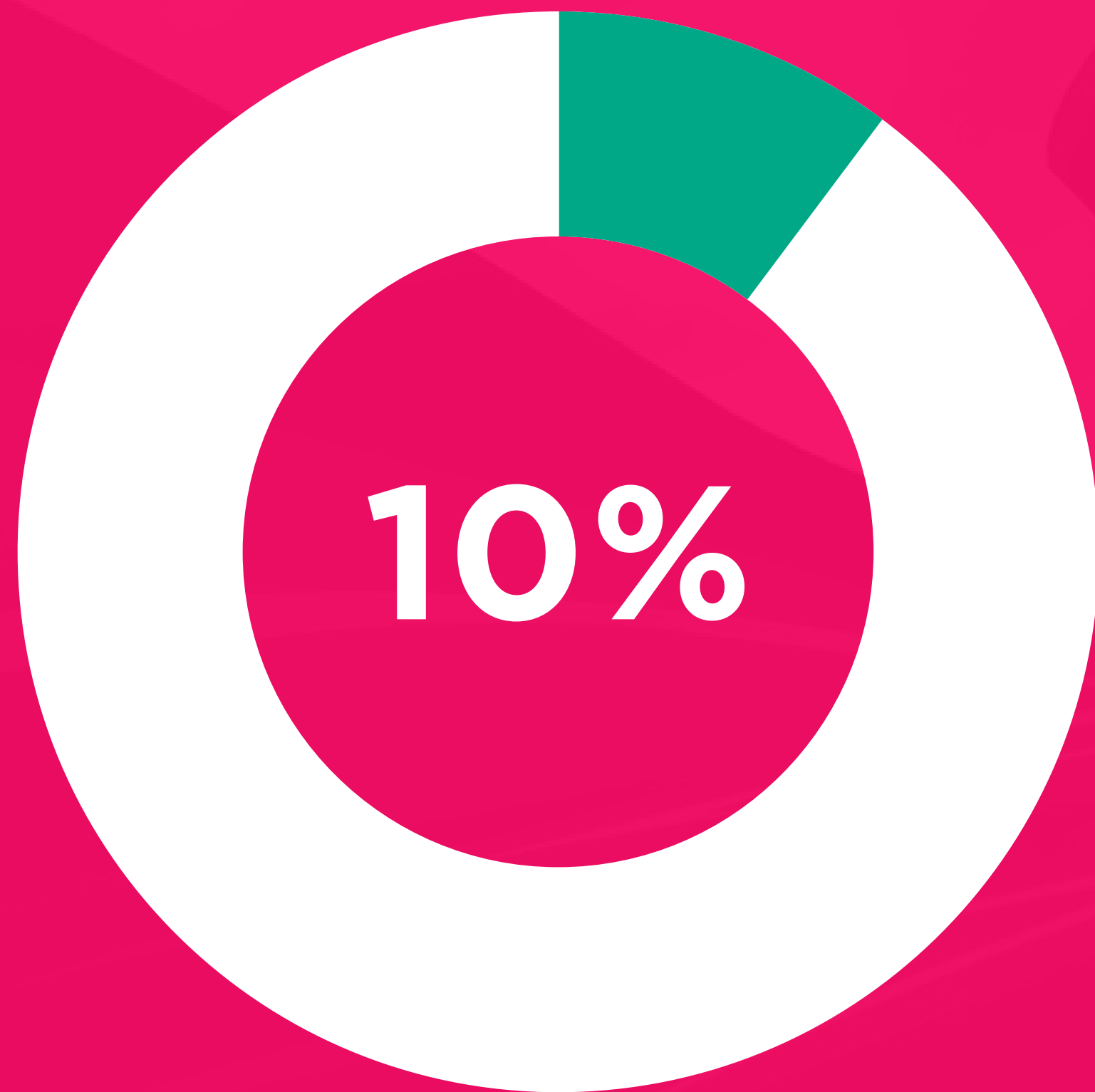
WHAT ARE THE PROBLEMS?
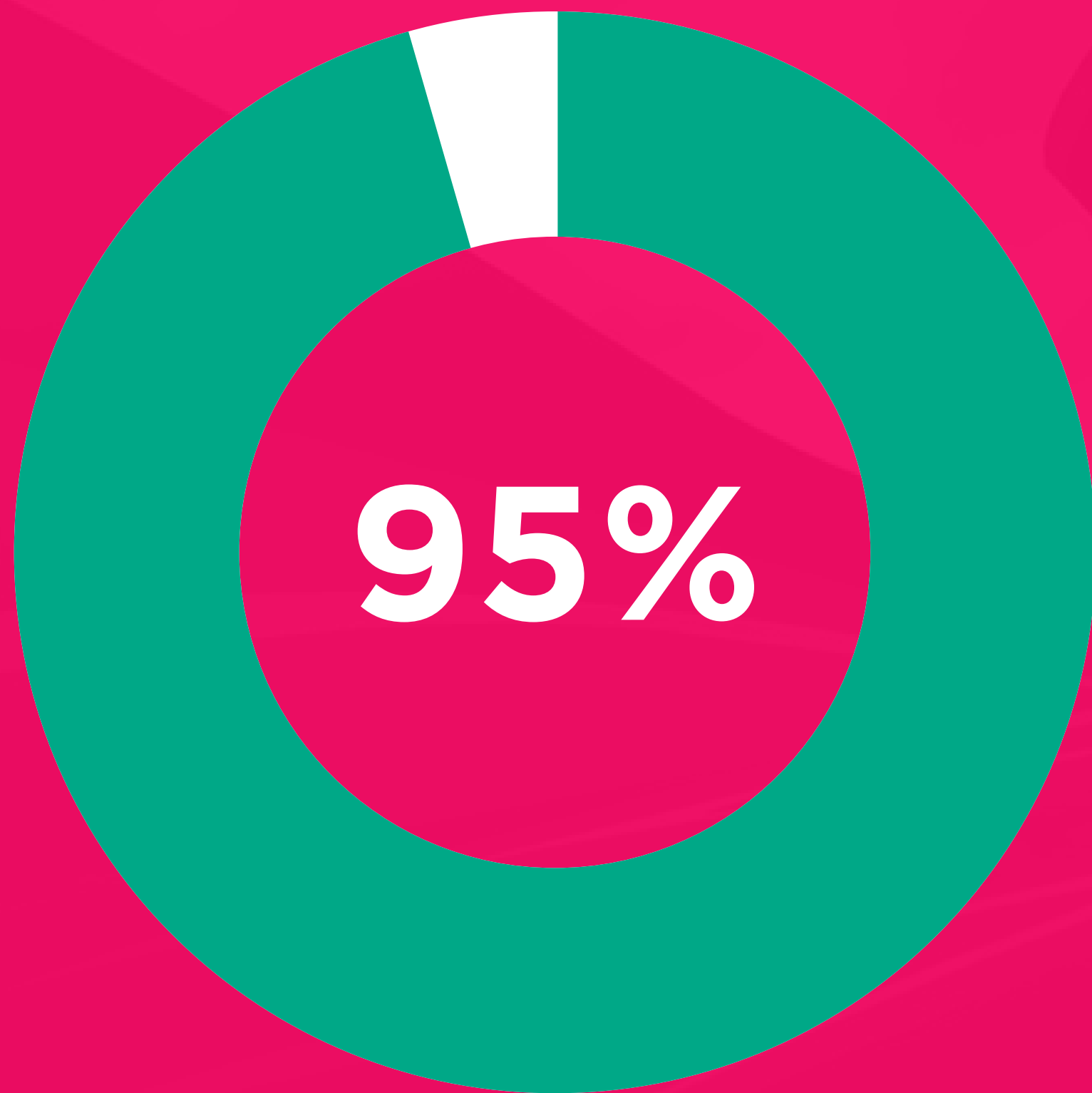
A: Lack of quality anime content available legally.

B: No place to get together and socialize outside of conventions.

C: An decreasing number of 'new fans' getting involved.

10%

STATISTICS

Out of 3000+ series that have been made to date only about 300 of them are available in the US legally.

95%

STATISTICS

While 95% of fans use streaming apps to watch anime, over 50% admitted to downloading illegal videos of series not licensed in the US.
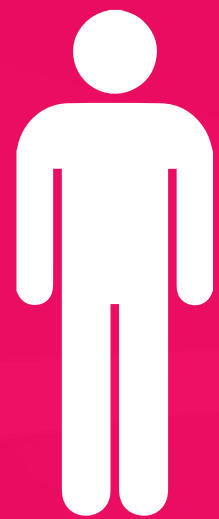
Facebook 100%
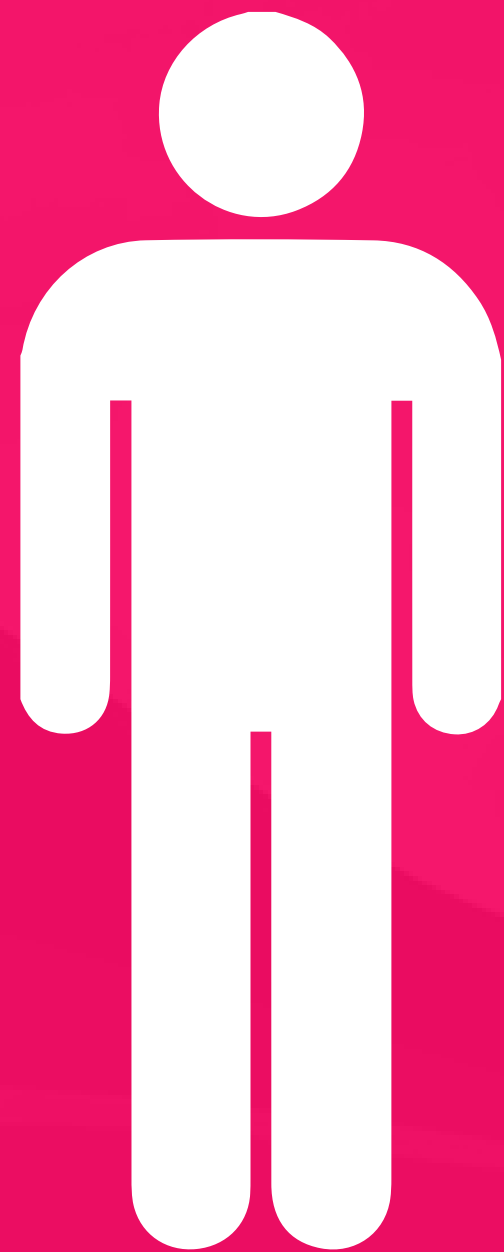
Twitter 25%

YOUTUBE 65%

Other 20%

STATISTICS

Outside of conventions, most anime fans rely on social media to stay in touch because there isn't a place for them to meet and socialize.

30% **70%**

STATISTICS
There is a decreasing number of fans getting into anime with only 30% of the fan base being in the 15–19 age group.

THE ANIME COMMUNITY

A: Beginners who only watch sparingly or have just started.

B: Intermediates who watch anime frequently and like mainstream titles.

C: Advanced fans who seek high quality videos and rarer titles.

TARGET AUDIENCE

Kurabu offers something for each level of fan, but puts a high focus on connecting beginner and advanced fans and encouraging all fans to connect with each other, share content and spread the word.

SOLUTIONS

A: Expand and invigorate the anime community.

B: Inspire fans to connect with each other.

C: Empower fans to spread the word about anime.

PROPOSED DELIVERABLES

A: Brand and Identity / Visual System.

B: Restaurant and Theater specifically for anime fans.

C: A feature rich streaming service / social network hybrid.

D: An anime promotional kit.

BRAND AND IDENTITY

A: Logo, Typography and Color Palette

B: Stationery Kit

C: Branding Guidelines

RESTAURANT AND THEATER

A: Uniforms and Receipt pads

B: Dinner, Dessert and Drink Menus

C: To-Go Boxes and Chopstick Covers

D: Activity Cards and Drink Coasters

E: Interior and Exterior Signage

KURABUONLINE

A: iPad prototype of feature rich streaming service.

B: Website with Info, Schedule, Menu, E-Shop, Blog and Contact.

PROMOTIONAL KIT

A: Printed and digital advertisements.

B: Art Quality Posters.

C: Jelly Bracelet, T-Shirt, Pin, Phone Case, Sticker, Lanyards and Totebag.

PROTOTYPE ELEMENTS 01

A: Large database of anime content.

B: Recommendations based on viewing history.

C: The ability to track and categorize series.

D: Ratings and reviews from other users.

PROTOTYPE ELEMENTS 02

E: Sharing content with other users.

F: Enhanced communications with other users.

G: Achievements and leveling systems.

H: Watch anime as a community.

USER TESTING GOALS

A: Ascertain which features were more or less important.

B: Gauge response time when faced with tasks.

C: Identify usability and readability concerns.

D: Get feedback on the visual elements of the prototype.

TESTING RESULTS 01

"It does look really nice, but honestly, I wouldn't use a lot of these features. Is there an unpaid versions that's a little more simple? I wouldn't mind if it had ads like Hulu."—Tester 01

TESTING RESULTS 02

"The chat thing makes a lot of sense, but since this is just for mobile devices I can't really see how it would work on a console or a TV."—Tester 02

TESTING RESULTS 03

"I don't care how much it costs as long as I feel like I'm getting my money's worth. Like this looks great and it's all great in theory, but how is the video going to look?"—Tester 05

TESTING RESULTS 04

"This would great for the truck. I don't have a lot of room when I drive, but it would be great to take my anime with me and be able to chat with people about it too. What about data? Would there be lower res videos available to cut down on the data usage?"—Tester 10

PROTOTYPE CHANGES

A: Change initial light background to dark.

B: Increase the size of buttons and other interactive elements.

C: Adjust chatroom and messaging interface.

D: Change user setting controls.