Myanimelist

App Redesign

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Overview

MyAnimeList is a website with a large anime and manga database and community. Users can create personalized lists of anime/manga they have seen. This allows them to organize and track what titles they've seen, what they're currently watching, what they plan to watch and more. Users have profiles and can interact with other members of the community.

Design Process

Discover
User Interviews

Define
User Journey
User Personas
Ideation

Design
Wireframes
User Flows
UI Design
Style Guide

Develop
Interactive Prototype

The Problem

This website can greatly benefit from having an app version. It would make it more convenient for users to update their lists. However, no official app exists. The unofficial apps that do exist are clunky, confusing to navigate, and visually unappealing.

Target Users

People who watch anime/read manga often, and would be interested in keeping track of what they are watching.

Research and Insights

User Interviews

I conducted user interviews with three people who I thought would consider using this app. They all had heard of the website, but don't use it on a consistent basis. During the interview I was able to find out why they don't already use it, and what would convince them to use the app version.

Key Quotes

These are some key quotes I gathered from my interviews that will be valuable when moving forward into the design stage

- "*It would help me remember what I was watching ,but I need to be reminded to use the app*" - Jonathan
- "*Integration with google calendar would be cool. It would lead me to opening the app more*" -Jonathan
- "*Wouldn't necessarily impact how much I consume, but it would help me feel more organized*" - Jay
- "*I like that the website shows what the anime seasons are. This is something I would want to see in the app*" - Daniele
- "*Seeing progression motivates me to get on it and finish it more quickly*" - Daniele
- "*I like the friend feature, I would use it for recommendations*" - Jay

User Personas

I created user personas based on the people I interviewed. I highlight their needs and pain points when it comes to watching anime

Jay G.

AGE	22
JOB	Restuarant Host
STATUS	Single
SCHOOL	N/A

ABOUT

Jay is an aspiring voice actor. His dream is to work in the animation industry. Jay is an outgoing guy always looking to make new friends. In his free time he loves to watch a lot of anime and read manga that inspires him. He often loses track of what he's watching and/or reading

PERSONALITY

THINKING — FEELING

ORGANIZED — MESSY

SHY — OUTGOING

PRODUCTIVE — LAID-BACK

NEEDS

- A simple way to keep track of all the anime he's watching
- A place to go to for new reccomendations

FRUSTRATIONS

- Apps that currently exist for this have a very clunky UI
- No easy way to track his progress with specific shows

Daniele H.

AGE	21
JOB	Full-Time Student
STATUS	Single
SCHOOL	Hunter College

ABOUT

Daniele is currently a senior working towards her degree in Anthropolgy. She is empathetic and loves learning about people. In her free time she likes to paint and draw, amongst other crafts. She is also a fan of anime and likes to watch when she has the time.

PERSONALITY

THINKING — FEELING

ORGANIZED — MESSY

SHY — OUTGOING

PRODUCTIVE — LAID-BACK

NEEDS

- A place to easily find new shows and read reviews
- A way to remember what she last saw

FRUSTRATIONS

- She's not often motivated to watch new anime unless suggested to her
- She goes long periods of time be-tween shows so she often forgets what she was watching

Jonathan L.

AGE	24
JOB	Exhibit Experience
STATUS	Single
SCHOOL	Hunter College

ABOUT

Jonathan is working towards his degree in Biology and currently works part-time at a science museum. He's driven and passionate about his goals. He's quite busy most of the time, but when he has free time likes to watch anime and play games that motivate him.

PERSONALITY

THINKING — FEELING

ORGANIZED — MESSY

SHY — OUTGOING

PRODUCTIVE — LAID-BACK

NEEDS

- Somewhere he can find new shows that fit his tastes
- A way to track what he's watching

FRUSTRATIONS

- He often forgets what he's watching due to his busy lifestyle
- Doesn't always have the time to search for new shows

Ideation

How Might We?

The following are a list of questions that I want to consider when re-designing the MyAnimeList app:

HMW encourage users to consistently use the app?

HMW motivate users to keep a record of anime/manga they are watching?

HMW make it easy for users to discover new titles?

HMW create an experience that is seamless and fun to use?

Possible Ideas

These are possible ideas I've come up with for the app redesign based on my "how might we" questions:

-Customizable reminders

-Reward system for using the app consistently

-A home feed with suggestions based on what you have on your list

-Discover page to find new genres/see what's currently popular

-Calendar feature with an option to integrate into Google Calendars

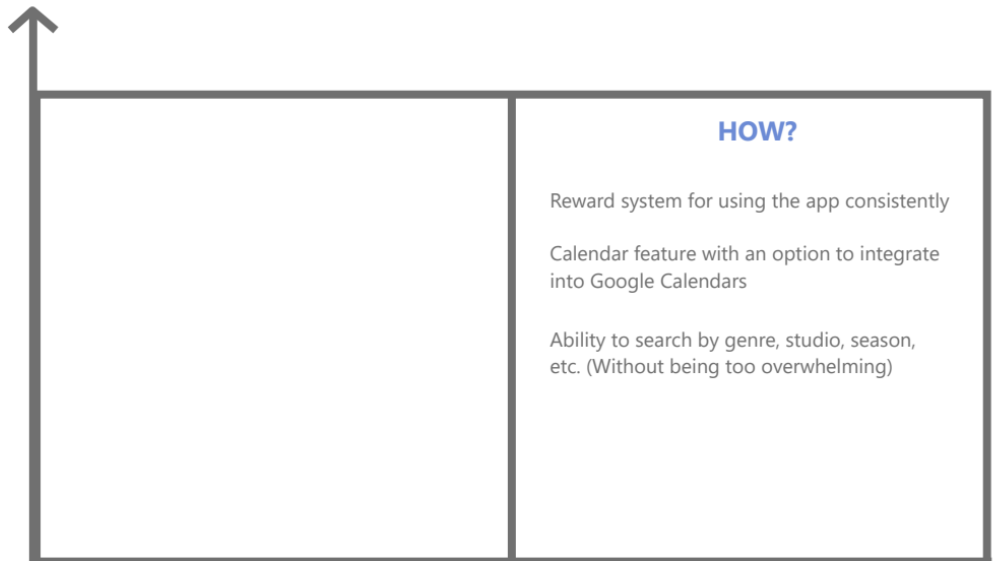
-A widget so you can easily update without having to go into the app

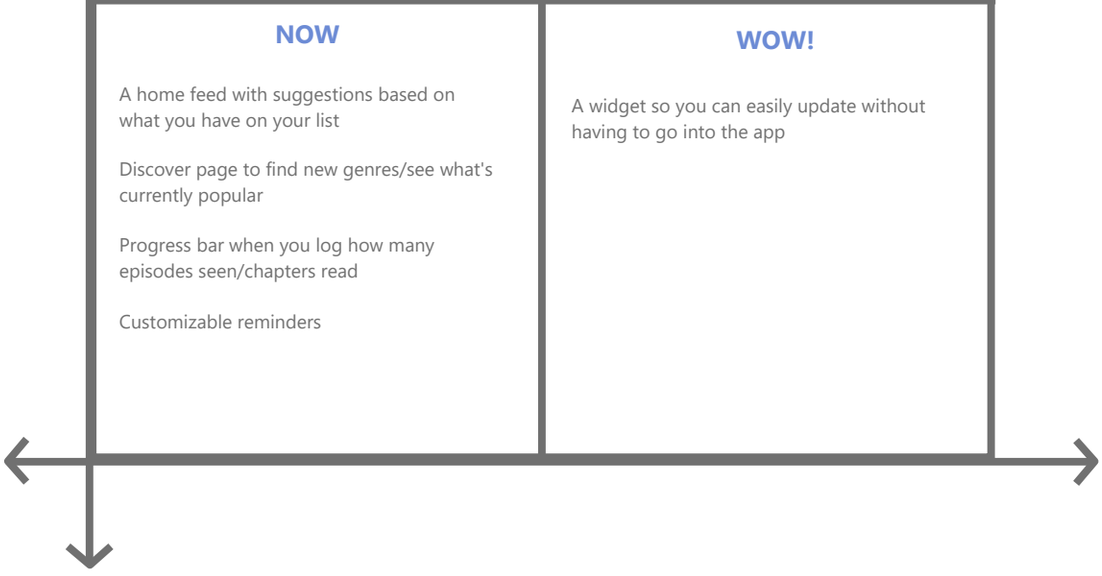
-Progress bar when you log how many episodes seen/chapters read

-Ability to search by genre, studio, season, etc. (Without being too overwhelming)

How, Wow, Now Matrix

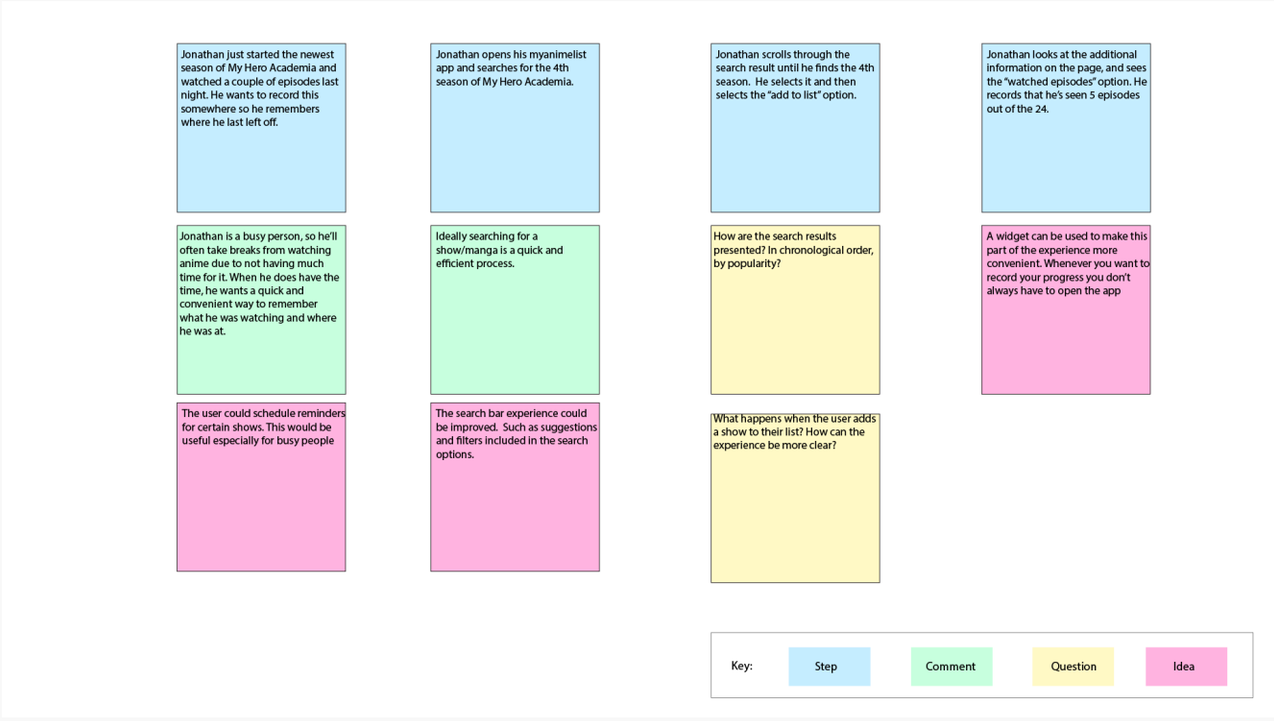
This is how I would categorize the above ideas based on the How, Now, and Wow! matrix:





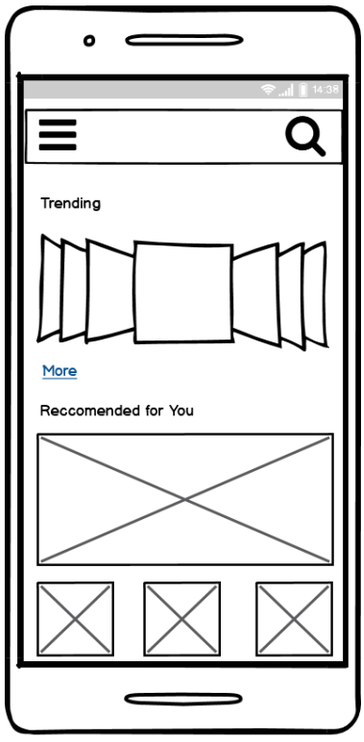
User Journey

This is a narrative example of a user journey. In this user journey, I used my friend Jonathan as an example, and his experience using the unofficial MAL Client app.

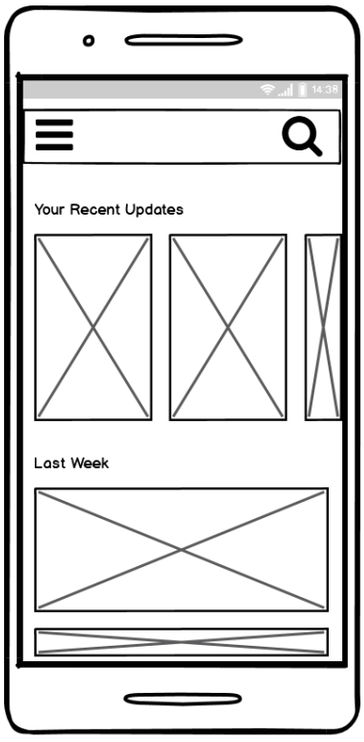


Wireframes

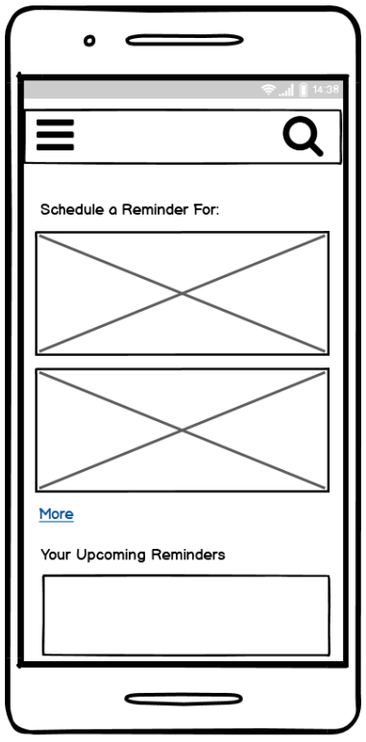
These are the first lo-fi wireframes that I've created for the MyAnimeList app. I designed for a few key screens: the homefeed, profile page, list page, discover/recommendations, and the anime/mange information page. These are the primary screens users would be interacting with. Based on the insights from my interviews, I took away extra pages that people were not really interested in using.



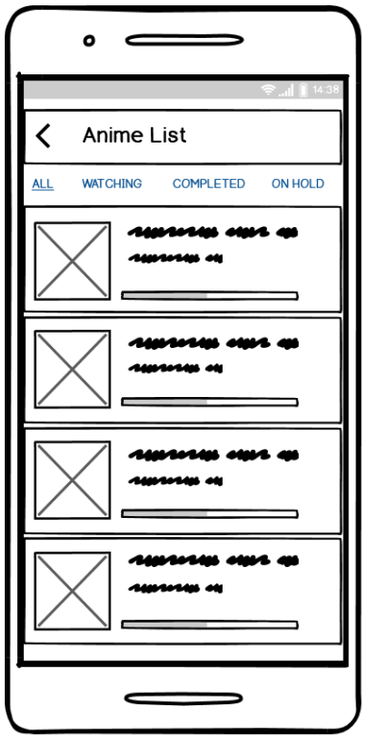
Discover/Recommendation Page



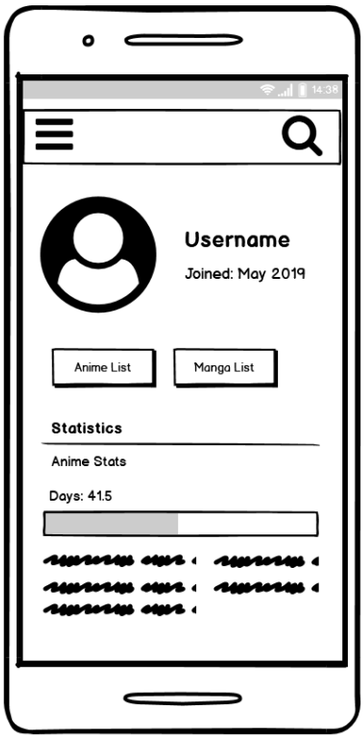
Homefeed



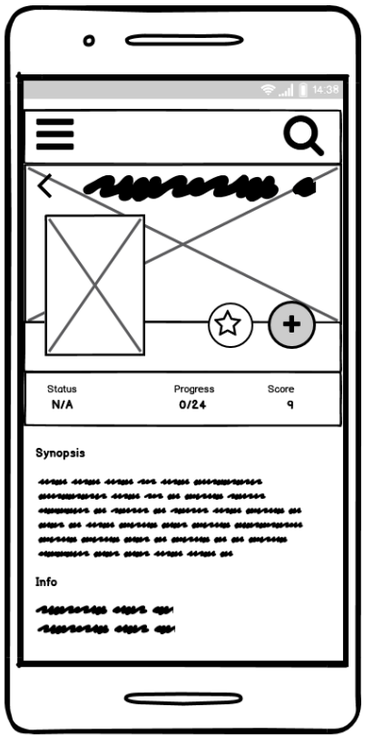
Homefeed cont.



Anime List Page



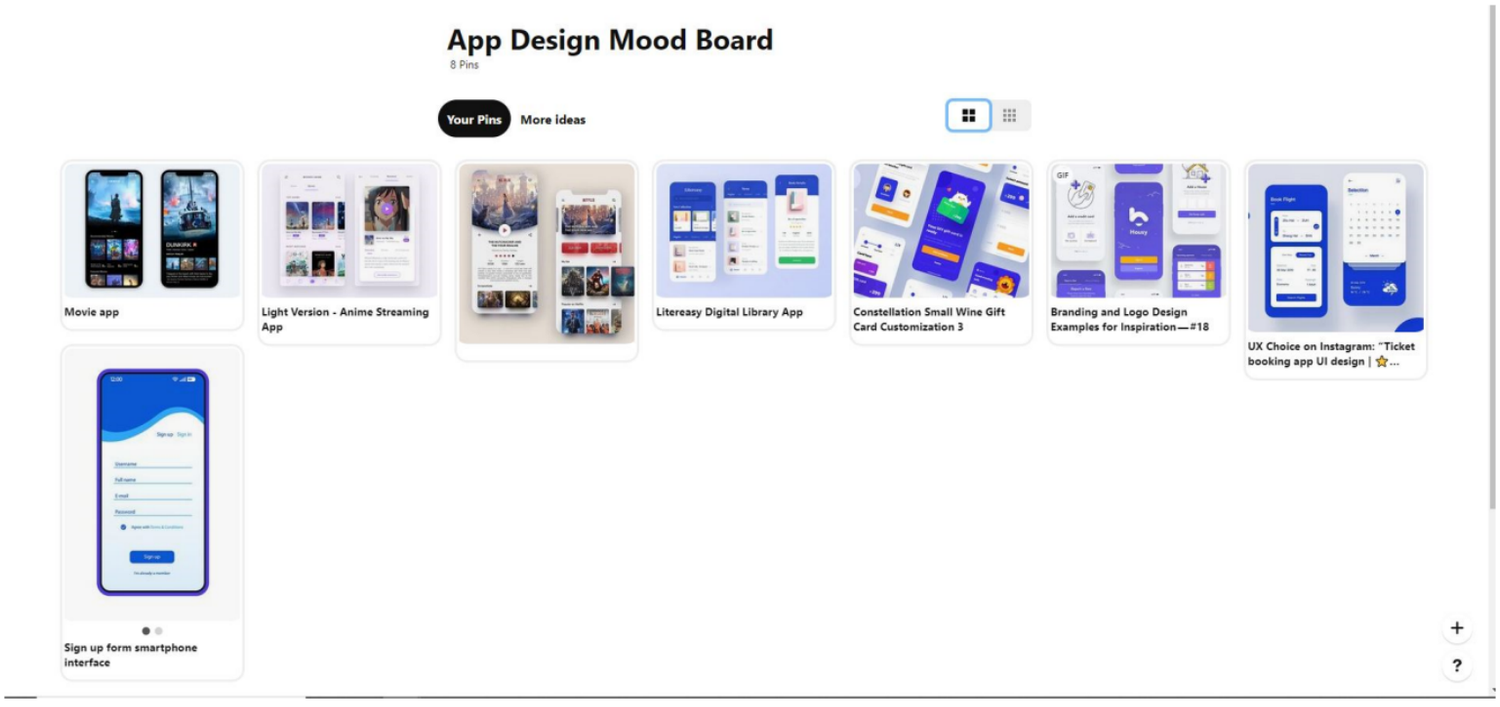
Profile Page



Info Page about anime/manga

Moodboard

I've gathered some visual inspiration on Pinterest for how I would like the final interface to look like. I will most likely use a cool toned color palette. I also took inspiration from how similar apps designed their layouts.


App Design Mood Board
8 Pins
Your Pins
More ideas
Movie app
Light Version - Anime Streaming App
Litereasy Digital Library App
Constellation Small Wine Gift Card Customization 3
Branding and Logo Design Examples for Inspiration—#18
UX Choice on Instagram: "Ticket booking app UI design | ⭐...
Sign up form smartphone interface

The End!