Myanimelist

App Design

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Overview

MyAnimeList is a website with a large anime and manga database and community. Users can create personalized lists of animes/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

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Ideation

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Style Guide

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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 mange 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.

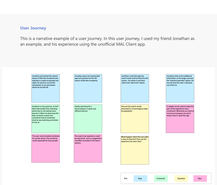
Key Quotes

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"* - Ivy
- *"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"* - Ivy

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



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?

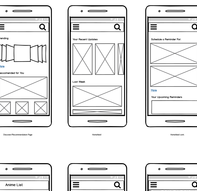
Possible Ideas

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

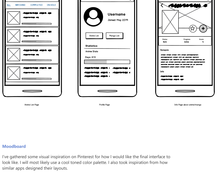
How, Wow, Now Matrix

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

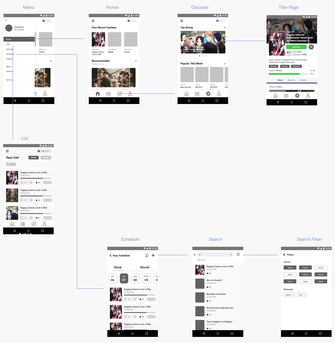


User Journey

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.

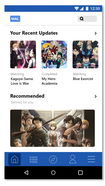

Jonathan is a friend of mine who I know watches anime and reads manga. He watches anime with friends and alone, and reads manga alone. He often shares his favorite anime and manga with friends.

Mid-Fi Wireframes



Final UI

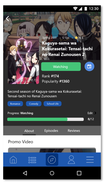
Home



I have made a few changes for the final UI. I decided to go with just a bottom bar navigation to make things less confusing. This is the home screen, which shows you information such as updates you have recently made, recommendations based on what you've seen, as well as updates from friends you are following.

Discover

Title Page



Top Airing

You can find new anime/manga through the discover page. This page has sections such as top airing animes, popular titles for the week, titles based on season, and more. When you go to an anime or manga's page, the app presents key information about the title. Here it shows you more information such as the synopsis, its rank/popularity, episode info, reviews, etc. There are a few actions you can take on this page. This example screen shows what it would look like if someone were already watching. However, if it is not on their list already, the green button would instead prompt them to add to their list. To the right is a button that allows you to add the title to your schedule.

List

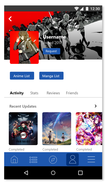
Search

Search Filter

Your list page allows you to track all of your anime/manga, and is the main feature of the app. Here you can view either you anime or manga list. You can sort each list by choosing to view all titles, titles you are watching, have completed, dropped, on hold, or plan to watch. You can easily edit the amount of episodes you have seen using the button on the bottom of each entry. There is also a progress bar for a visual display of how much you've seen. This encourages user to complete what they are watching and stay on track. You have the option to search for titles within your list as well

More Options Menu

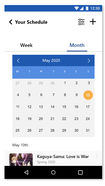
Friend Page



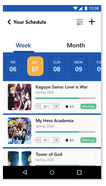
Friend Stats

I have chosen to store secondary features such as viewing your friends list in the hamburger menu option. When you tap on hamburger menu it will show you all the navigation options in the app. When viewing someone's profile, you can request to follow them. The option to view their lists depends on if they have made them public or not. This example user has made their lists public. You can also view a user's recent activity, stats, reviews they have written and people they are following.

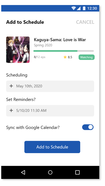
Schedule Calendar View



Schedule Week View



Add to Schedule



The schedule feature allows users to create their own schedule for watching anime or reading manga. This well help them to stay on track along with using the list. You can view your schedule in a monthly format or weekly format. To add to the schedule you tap the plus button on top right. This will lead to new screen where you enter which days you want to watch a title and if you want to set a reminder. There is also the option to sync this schedule to google calendar.

Notification

Notification screen for a scheduled reminder. This will lead to users opening the app more.

The End!