

Crunchyroll

Research Debrief

With the three (3) user interviews and seventeen (14) survey responses we were able to gather information and get a better understanding of users and their experiences with Crunchyroll, shopping for anime merchandise, and using the mobile app. Participants ages range from 13 through 40.

Findings

All participants use various devices to access Crunchyroll

- 10 out of 17 participants use a computer.
- 9 out of 17 participants use a TV.
- 5 out of 17 participants use a phone.
- 5 out of 17 participants use a tablet.
- 2 out of 17 participants use a console (PS4 and PS5).

All participants found out about Crunchyroll through various ways

- 10 out of 17 participants found out through friends, family, and/or colleagues.
- 5 out of 17 participants found out through an event, convention, or expo.
- 5 out of 17 participants found out through social media.
- 4 out of 17 participants found out through an online ad.
- 3 out of 17 participants found out through YouTube.
- 1 out of 17 participants found out through a web search (Google).

Needs & Wants

Features When Shopping

- 14 out of 17 participants like clear product photos
- 13 out of 7 participants like product descriptions.
- 12 out of 7 participants like reviews.
- 10 out of 7 participants like sizing options/size guides.
- 6 out of 7 participants like filter options.
- 4 out of 7 participants like order history.
- 5 out of 7 participants like favorites/wishlists.
- 2 out of 7 participants like recommendations.
- 2 out of 7 participants like categories.
- 1 out of 7 participants like inventory trackers (in-stock and/or close to selling out)

Motivations

Other Shops & Websites

- 4 out of 17 participants like to shop on Etsy.
- 3 out of 17 participants like to shop on AmiAmi.
- 3 out of 17 participants like to shop on Amazon..
- 2 out of 17 participants like to shop on Hot Topic.
- 2 out of 17 participants like to shop on BoxLunch.

Shopping Frequency for Anime Merchandise

- 4 out of 17 participants buy once a month.
- 7 out of 17 participants every few months.
- 5 out of 17 participants buy once a year.

Shopping for Merchandise from the Crunchyroll Store

- 4 out of 17 participants never visit the store
- 3 out of 17 participants purchased items from the store
 - 2 participants purchased figures
 - 1 participant purchased a sweater

Watching Anime on Crunchyroll

- 3 out of 17 participants use it multiple times a week.
- 3 out of 17 participants use it once a week.
- 3 out of 17 participants use it several times a month.
- 6 out of 17 participants use it once a month
- 1 out of 17 participants use it every few months.
- 1 out of 17 participants used to use it before moving to Japan.

Frustrations

Multiple Filter Options Not Available

- 2 out of 17 participants didn't like that they couldn't select multiple filter options

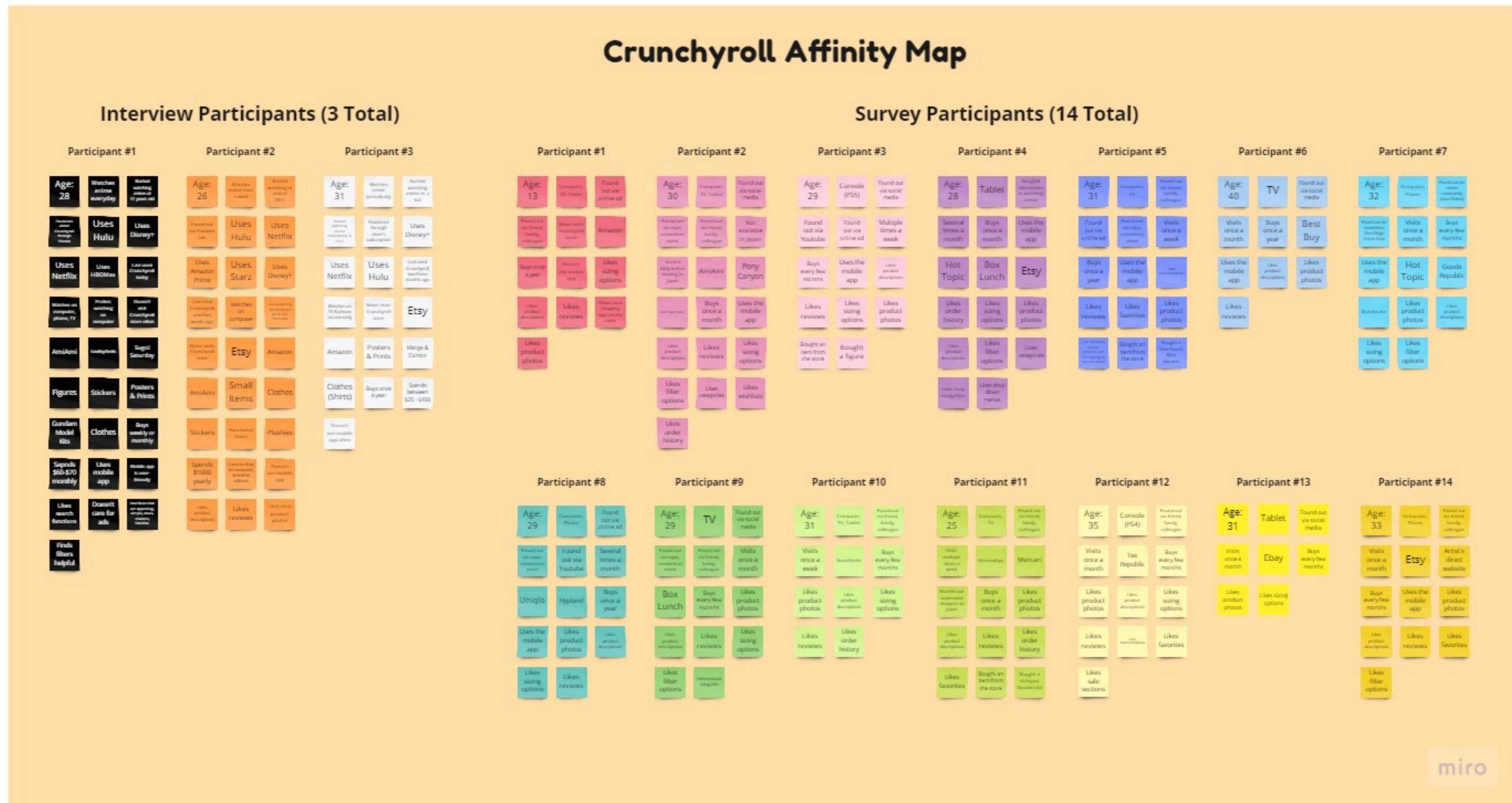
Doesn't Care For Ads

- 1 out of 17 participants said they don't care for ads

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Sticky notes of participants from user interviews and user survey compiled via Miro:



Stick notes sorted by categories:



miro