

COMPETITIVE ANALYSIS + RESEARCH



Competitors	Price 1-5	Users	Usability	Free Option	Known For
Crunchyroll	\$\$	15 million	4/5	X	Anime Streaming
Manga Reader	\$\$\$	1.65 million	3/5	Х	Japanese Manga
Webtoon	\$\$\$	85.6 million	4/5	0	Korean Manhwas
VIZ	\$\$	35 million	2/5	Х	Japanese Manga

Overall there are 137 million users across all platforms with the average subscription being 10 dollars a month or 5 dollars a week. Only Webtoon has a free option however you have to wait long to access chapters or selctive webstoons that are free, some of the webtoon require you to purchase each episode. Ganbatte Otaku (GO) would be a free to use application that would allow user to choose to purchase a subscription. The usability of each application is pretty straightforward however all of them are very genre specific, meaning you can only choose one genre for filtering. GO will allow users to effectiviely choose multiple genres at once for more specific searches. For instance, a user can choose, romance, action and comedy to narrow the scope farther than just choosing a broad genre like just romance or comedy.

The application will also guide it's users to the most affordable and legal option for watching anime, reading manga and webtoons. This application won't be a streaming service but more of a search helper and organizer so a user doesn't have to go through multiple subscriptions or streaming services to find what they want to read or watch, and can create their own read or watch list. The application will also have a chat service to communicate with other Otaku's to discuss and share. There isn't an application like this one (based off what I could find) however the competitors are still there because there are streaming services and applications that provide the actual content. My application will be more focused on the community and making new connections while finding something to watch or read.

TARGET MARKET



DEMOGRAHPIC

Age: 15-40 yo Gender Neutral Income: 15,000 +

GEOGRAPHIC

English Speaking Countries

PSYCHOGRAPHIC

Has free time (Minimum 1-2 hours a day)
Considers themselves an Otaku
Likes to find people with the same interests

BEHAVIORAL

Basic Technical Skill
Considers watching Anime to be a hobby
Considers reading Manga or Webtoons
(manhwas) to be a hobby

IDEATION

ORGANIZE

DISCOVER

ACCESSIBILITY

HOBBY

COMMUNITY

SOCIALIZE

OTAKU



NAME GENERATION

OtakUnite

JFinder

Truck-Kun

Sugoi Seeker

Kakkoi

Ikuze GO

Ganbatte Otaku (GO)

KAKKOI = COOL

IKUZE = LET'S GO

SUGOI = AMAZING

GANBATTE = GOOD LUCK

TRUCK-KUN = IS AN ONGOING

JOKE IN THE OTAKU COMMUNITY





FONT CHOICES

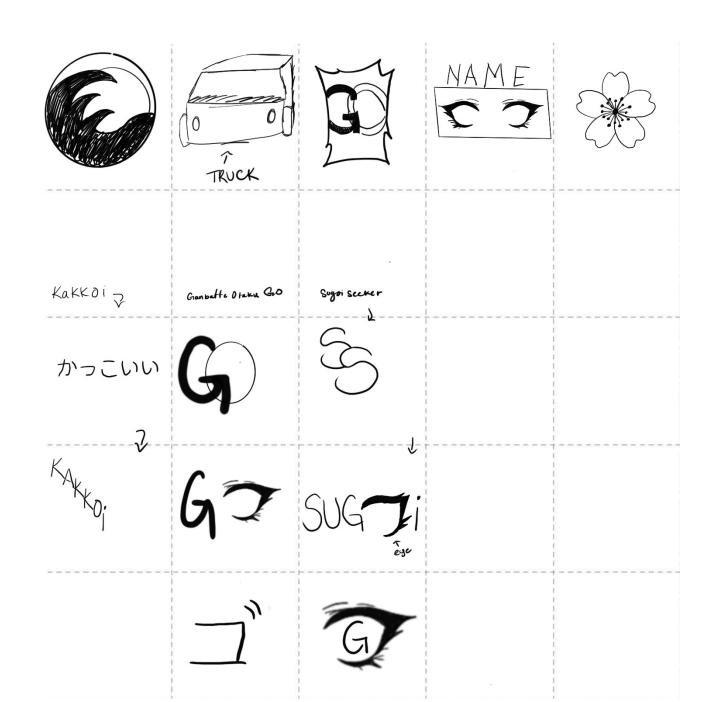
PLATELET **ZUBILO** SHRUNKENHEAD BB BEELZEBRUSH FIGHT TO THE FINISH BB CC MEANWHILE

FINALIZED BRAND NAME & FONT

GANBATTE OTAKU GO

CCMEANWHILE

LOGO SKETCHES







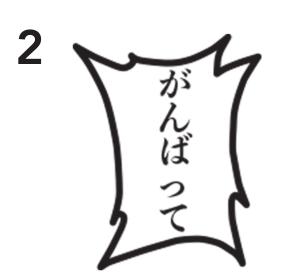




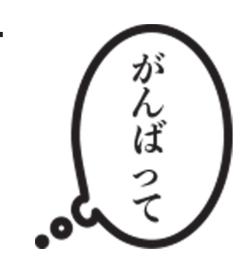
VECTORIZED LOGOS

BLACK AND WHITE



















COLOR SCHEME

#FBF2DC #DDA76D #B44F34 C: 13.06 % C: 1.13 % C: 21.7 % M: 79.66 % M: 36.42 % M: 3.29 % Y: 87.53 % Y: 64.25 % Y: 14.2 % K: 0 % K: 0 % K: 11.14 % #FFFFFF #000000

FINAL VECTORIZED LOGO COLOR



"I watch anime and read mangas during my free time but I always forget what I've seen."

JESSIKA REED

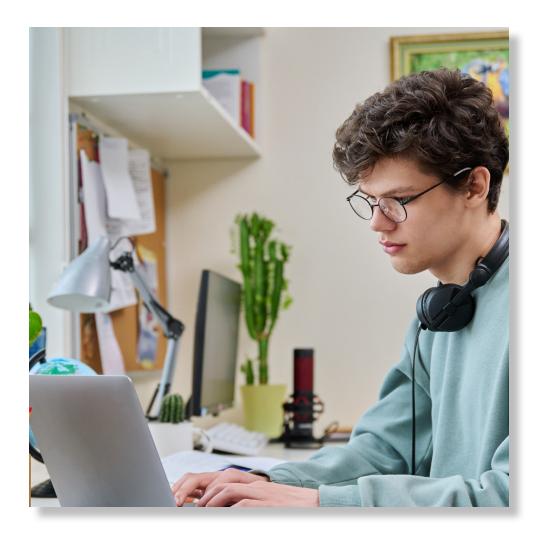
Age: 33

Occupation : Owns a Coffee Shop Location : Boston, Massachusetts

Favorite Applications: Manga Reader, Crunchyroll **Personality**: Personable, Spontaneous, Organized

After Jessika started her own business she got into the habit of organized everything from taxes to her pantry. She tends to be a forgetful person so she likes to stay organized and keep track of the activities she does throughout the day including the shows she's wathed.

Jessika wants to find new shows and reading material but always forgets the names and wishes there was somewhere she could keep track of what shes read and watched.



"I watch anime during my free time but I wish I had someone to talk to about it."

JACK MCNEIL

Age: 15

Occupation : High School Student

Location : Chester, England

Favorite Application : Crunchyroll

Personality: Introvert, Imaginative, Funny

Jack lives in a small town in England and hasn't been able to make friends who share his love for anime. He wants to be able to find people he can talk to about his love for the Japanese culture.

Jack introvertedness tends to inhibit him from making small talk to find out if anyone around him is into the same things he is. He hopes to study abroad in Japan to study the language and be an interpreter when he graduates.



"I just love to read and have been into Manga's since I was a teenager. I have recently gotten into Manhwas but I am quickly running out of stories I want to read."

KELLY ANDERSON

Age : 24

Occupation : Graphic Designer Location : San Diego, California Favorite Application : Webtoon

Personality: Outgoing, Organized, Avid Reader

Kelly moved to San Diego in 2020 to pursue her career in graphic design. She loves reading expecially manga and webtoons. She typically finishes a story a day becuase once she starts reading she can't stop.

Kelly wants to find new stories but hates having to go through multiple different application to search them out. She wants one place to go and find material to read.

SWOT ANALYSIS

STRENGTH

Instead of having to go to different platforms it can all be in one. Updating it's users about weekly translated mangas or where to find and purchase them along with being the middle man people can order through, and knowing when an anime is about to be serialized or updated.

WEAKNESS

Won't be able to see the episode or digitized book because we won't own the rights. All content will have a list of accessable applications and platforms to access the Manga, Webtoon and animes along with merchandise. The only merchandise available through the application will be the GANBATTE OTAKU (GO) merchandise.

OPPORTUNITIES

Making it easy to find out and where to access translated stories or subtitled episode without having to dig through a bunch of different websites or applications.

THREATS

Crunchyroll, Webtoon, Lehzin, Manga Reader, Netflix, Hulu.

Along with platforms that just provide the content right away there may be some who don't mind scrolling through different platforms to find something new to watch. GO's biggest threat is that the application won't have the actual materials consumers using the application may be looking for.

DEFINE THE PROBLEM...

THE INTERACTIVE SOLUTION

The application for GO will be an on the go way for otakus to be able to access different suggested animes, webtoons and mangas no matter where they are. The application will also have a way for users to communicate with each other and expand their social circles. The messaging system will include different group chats, private messaging and updates involving news, new shows, events, sales and updated comics the users choose to see by favoriting ongoings works.

THE PHYSICAL SOLUTION

The merchandise for GO will allow people who have the same interests connect in real life without the need to seek them out online. Similarly, to how people complement and begin in conversation over each other's cosplays or merch they wear to represent their favorite shows GO merchandise will do the same because it will all be wearable.

THE ONLINE SOLUTION

The website will have a more detailed layout to provide more information in one go rather than having to navigate like one would with the application.



DIAGRAM

Interactive Solution

- Application w/ a chatting feature!

- Nanigation

- Search + Discover

o shopping (GO) merchandise

o lists + saved works (anime, manga)

webtoon

GO

TIII

2. Online Solution
- more detailed layout
from the home page

100
News Todays sales
Top 5 Anime Top 5 Websoon
TIP 6 Mangas TOP 1 1 1 1 1 1 1 +



3. Physical Solution

- merenandise world

- create real world

connections

(50)

(40)

(4)

(50)

(4)

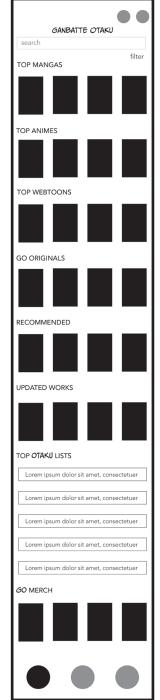
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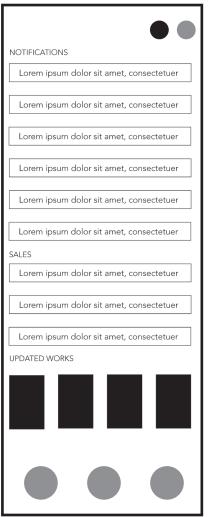
WIREFRAMES + LAYOUT

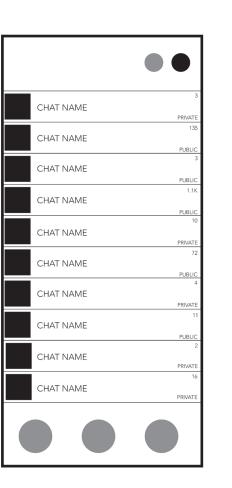
APPLICATION









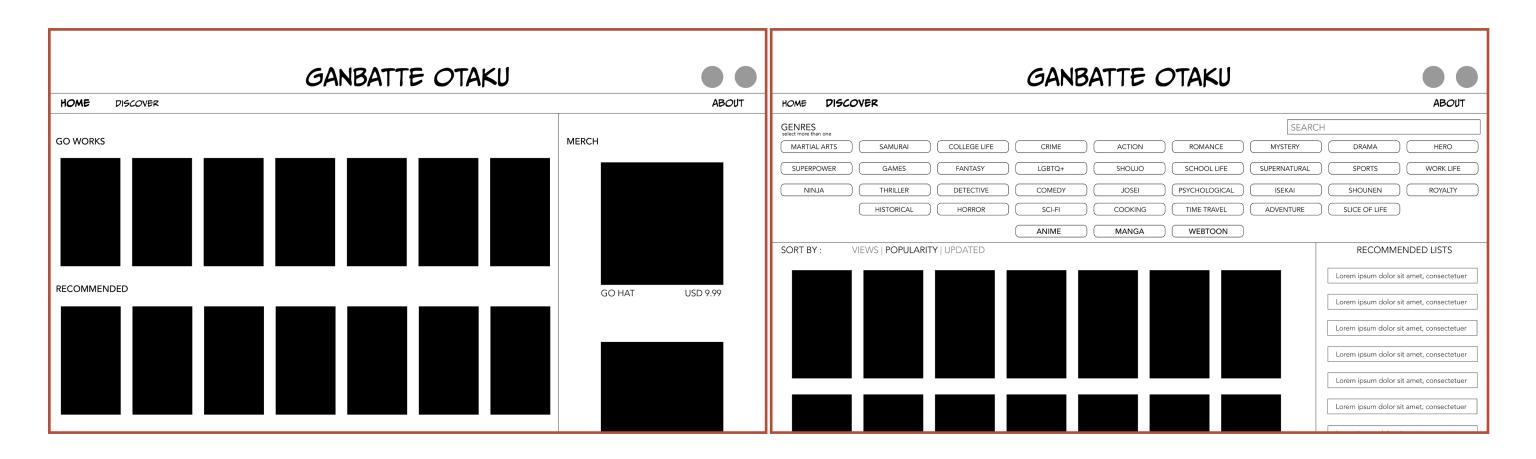




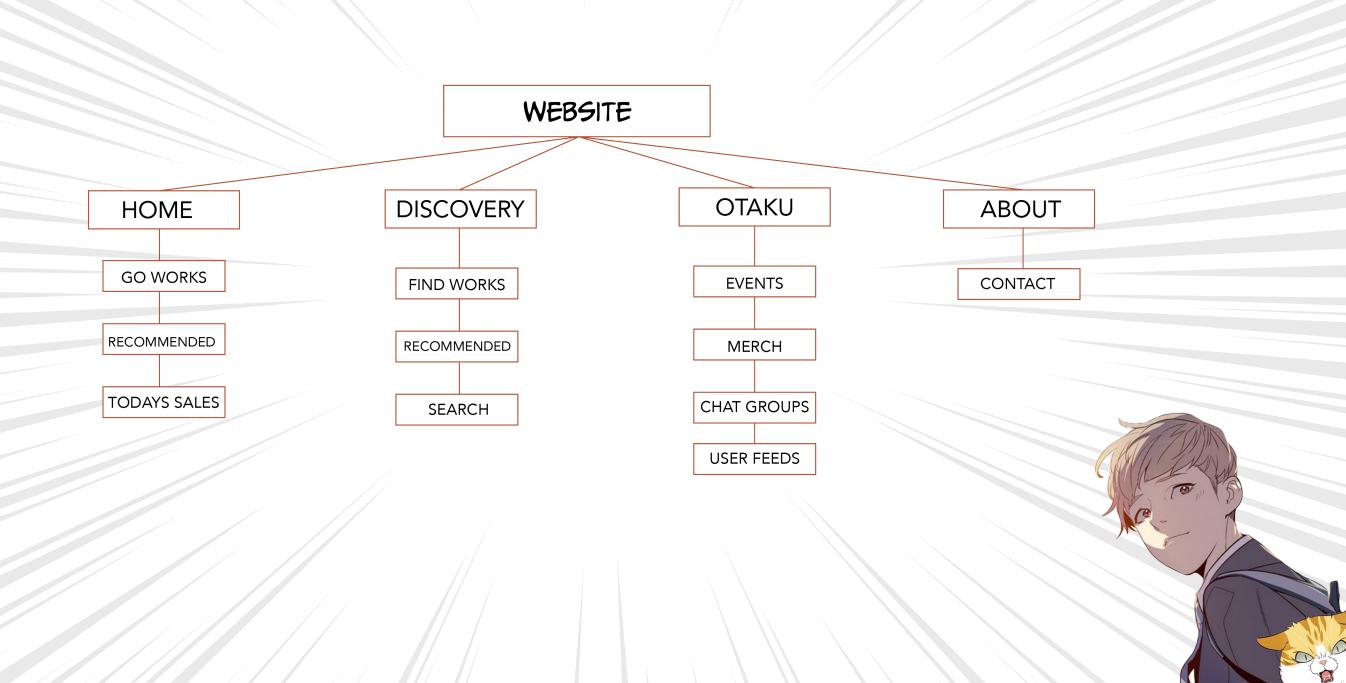


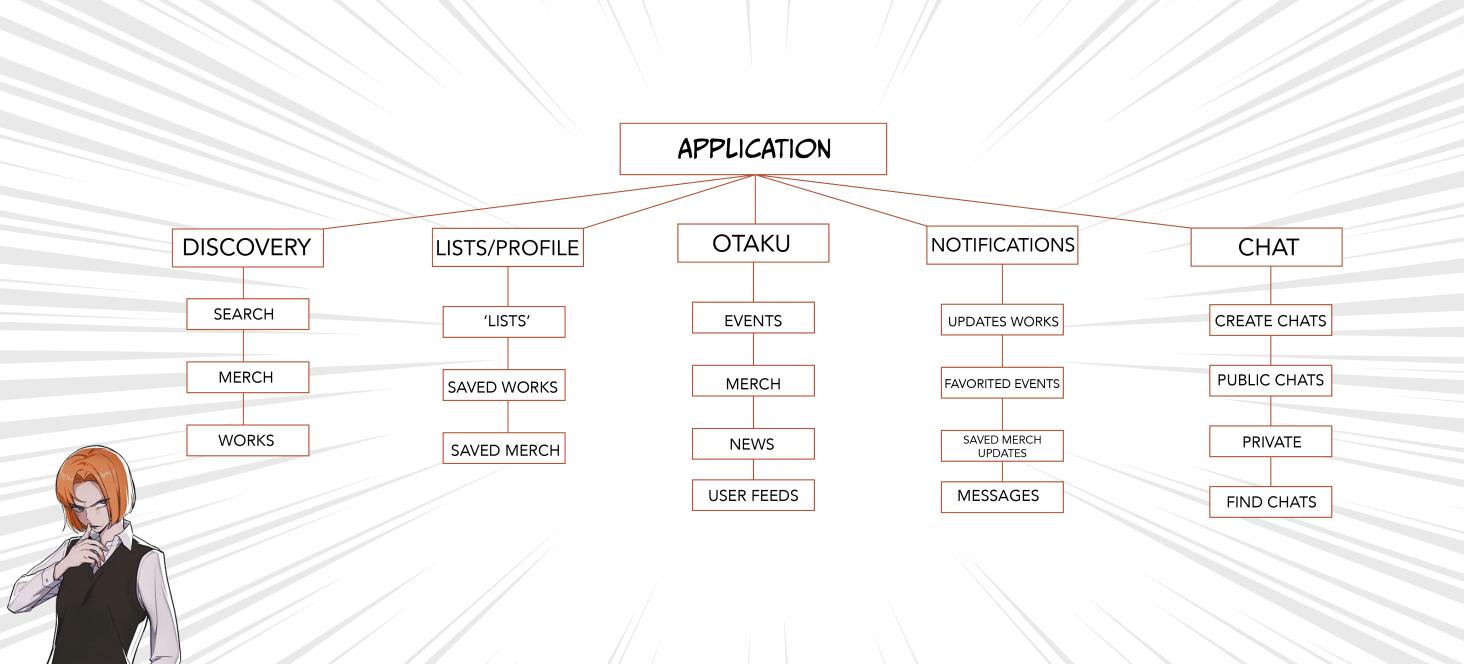
WIREFRAMES + LAYOUT





IA MAP





TASK FLOW

CREATE A LIST WEBSITE







HOME

FIND CHATS

CHAT

SEARCH

JOIN



FIND WORKS APPLICATION

HOME

DISCOVERY

SEARCH

SCROLL

CLICK TAG(S)

CLICK GO

SYSTEM OF ICONOGRAPHY







News/Events





Shopping/Merch





Discovery/Search





The red icons are what it looks like when the user is click on that page

ASSETS

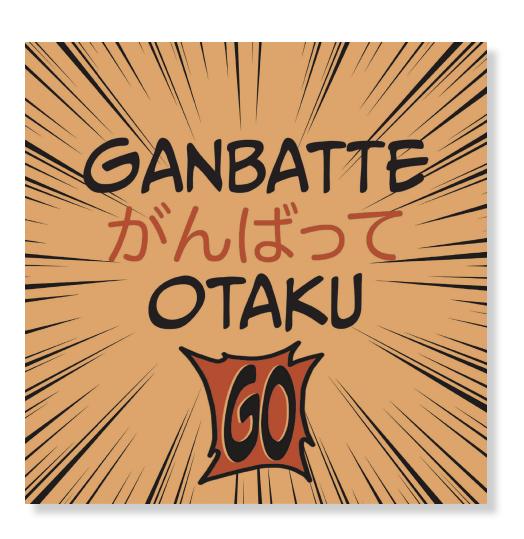






This is some 'merch' for the GO application and website. Since my application will also be used as a second-party seller, a lot of other images for merchandise that is not from GO will be taken from there websites with links for the user to buy it themselves.

ADVERTISEMENTS

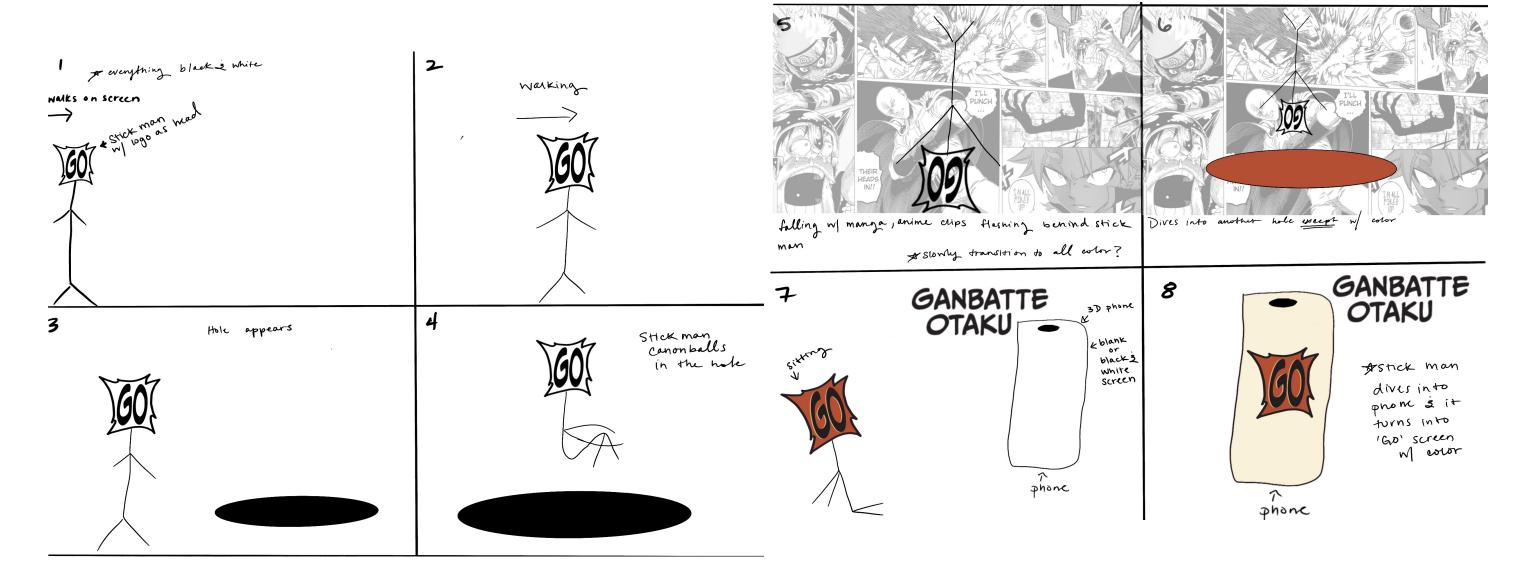


I tried to reflect my PDF into my advertisements





MOTION GRAPHIC STORYBOARD



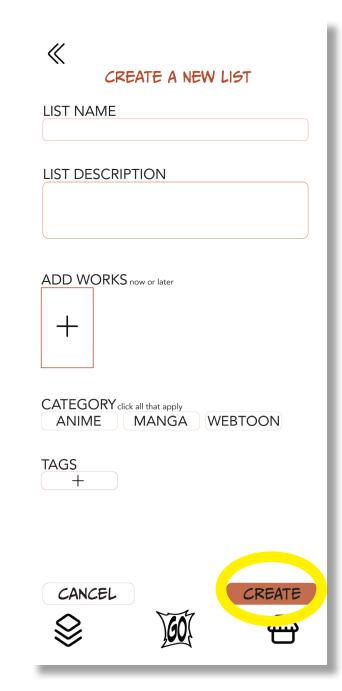
USER FLOW OF JESSIKA

APPLICATION









HIGH-FIDELITY PROTOTYPES APPLICATION

not yet complete







OTAKU MERCH







OTAKU EVENTS

COSPLAY EVEN IN NEW YORK – FREE

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COMICON CANCELLED?

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DEMON SLAYER MOVIE THIS WINTER

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JUJUTSU KAISEN SEASON 3 - NOT YET DATED

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GO MERCH















GANBATTE OTAKU

OTAKU MERCH







OTAKU EVENTS

COSPLAY EVEN IN NEW YORK - FREE

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COMICON CANCELLED?

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U.S. ANIME CONVENTIONs – 2025 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquum erat volutpat. Ut wisi einim ad minim veniam, quis nostrud exerci tation

OTAKU NEWS

WEBTOON ADAPTATIONS ON THE RISE

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DEMON SLAYER MOVIE THIS WINTER

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JUJUTSU KAISEN SEASON 3 - NOT YET DATED

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GO MERCH



















GANBATTE OTAKU

Discover/Search/Author/Title/Lists

⇌

YOUR LISTS

ISEKAI ANIMES

SCHOOL LIFE MYSTERIES

ROMANCE WEBTOONS

OTAKU LISTS

ROMANCE THRILLER MANGAS

OP MC

BADASS FEMALE LEADS

TIME TRAVELING MC'S

SCHOOL LIFE COMEDIES

HORROR GORE SHORT STORIES

GO LISTS

TOP ARTISTS OF 2025

TOP 30 ANIMES OF 2020

MOST POPULAR – ALL TIME

RECOMMENDED FOR EVERYONE

STUDIO GHIBLI MOVIES

THE BIG THREE – ALL CONTENT











GANBATTE OTAKU

 \Box +

YOUR LISTS

ISEKAI ANIMES

SCHOOL LIFE MYSTERIES

ROMANCE WEBTOONS

FAVORITE ANIMES

WEBTOON ADAPTATIONS

MANGAS THAT MADE ME THINK

YOUR WATCHED









YOUR READ







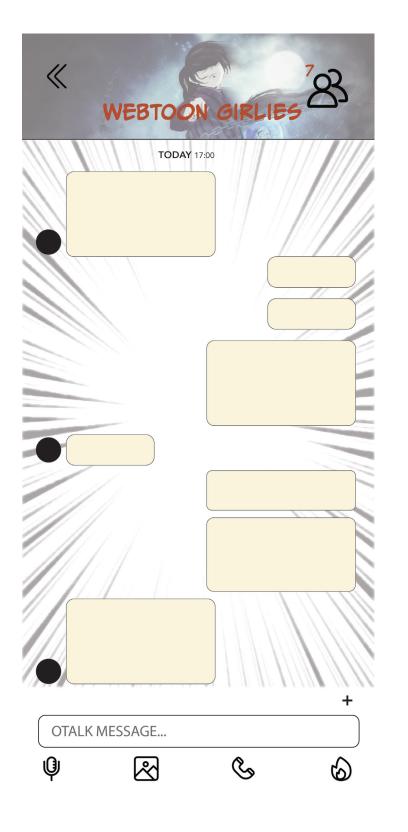








«							
CREATE A NEW LIST							
LIST NAME							
LIST DESCRIPTION							
ADD WORKS now or later							
CATEGORY click all that apply ANIME MANGA WEBTOON							
TAGS +							
CANCEL CREATE							



HIGH-FIDELITY PROTOTYPES WEBSITE

not yet complete – still working on the content but I am still liking the layout. I just have to collect for content to fill the webpage.





HOME DISCOVER SHOP ABOUT

GO WORKS











GO MERCH



GO HOODIE

USD 39.99



not yet complete – still working on the content but I am still liking the layout. I am trying to apply more negative space.

GANBATTE OTAKU DISCOVER **ABOUT** GENRES select more than SEARCH MARTIAL ARTS SAMURAI COLLEGE LIFE CRIME **ACTION** ROMANCE MYSTERY DRAMA HERO SUPERPOWER **GAMES** FANTASY LGBTQ+ SHOUJO SCHOOL LIFE SUPERNATURAL **SPORTS** WORK LIFE NINJA THRILLER DETECTIVE COMEDY PSYCHOLOGICAL ISEKAI SHOUNEN ROYALTY JOSEI HISTORICAL HORROR COOKING TIME TRAVEL SLICE OF LIFE ANIME MANGA WEBTOON **ADAPTATIONS** SORT BY: VIEWS | **POPULARITY** | UPDATED RECOMMENDED LISTS Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetue Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer