LAUNCHING MVP FOR ANIME OTT PLATFORM IN INDIA

PM School Case Challenge

By

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PROBLEM STATEMENT

As Product Manager of an Anime OTT platform, I have to launch a MVP which ensure that it becomes go-to platform for anime fans in India for new and existing anime fans, taking into account the below pointers:

Pain points of users not solved by Crunchyroll

Competitor advantage strategy

Monetizing the features

Go-to-Market Plan

MARKET FOR ANIME STREAMING

- Global Anime Market Size – USB 28.61 Billion in 2022

- CAGR – 9.8% from 2023 to 2030

- India is the 2nd largest anime market in world after US

- Crunchyroll is the monopoly in the market

- 40% of the Crunchyroll audience belongs to 18 to 24 age group; 35% belongs to 25 to 34 age group

- Crunchyroll male to female gender distribution is 2:1

- Crunchyroll gets 75% social media traffic from youtube

- It comprises of a large catalogue of Animes, Mangas and merchandises

- Its special features are simulcast, multi subtitle offerings and multi types of devices support

- It conducts cosplay, awards and expos to engagement the audience throughout the year

USER JOURNEY MAPPING

Discovery	Registration and onboarding	Browse content	Content Selection and Watching Anime	Engagement and Interaction	Personalization and Account Management
• Awareness: User becomes aware of the existence of Anime OTT platform through ads, social media, word of mouth and online searches	• Sign-Up: The User Creates an account by providing necessary information such as name, email and password	• Home Screen: Users land on the home screen, which displays featured, popular, or recommended anime titles	• Anime Detail Page and Watchlist: When a user selects a specific anime title, they will be shown all details about it. Watchlist for easy access	• User Ratings and Reviews: Users can rate anime titles and leave reviews • Community Interaction: Engage in discussions, forums	• Recommendations: Platform offers personalized recommendations based on viewing history • Customization: On language, subtitle
• Platform access: The user can access the platform through a website or mobile app	• Onboarding Tutorial: For new users, platform may offer a tutorial or guided tour to introduce them to key features	• Browse and search: Users can explore the anime library by genre, category, release date or use the search bar to find specific titles	• Player Screen and Episode Selection: Users can start watching anime episodes with a player and can navigate through episodes and seasons	• Sharing: Users can share their favorite anime and episodes on social media	• Profile: Users can View and edit their profile information and profile pictures • Subscription: If applicable, users can manage their subscription plan

USER JOURNEY MAPPING

USER PERSONA

1) Johnny

- Age: 12, Male, Single
- High school student
- Income: Pocket money from parents
- Favourite Anime Genre: Shonen, Adventure
- Consumption: Watches 20 hours of anime per week on free platforms with ads
- Spending on Anime: Buys occasional manga and small figurines
- Engages in discussions, fan art sharing on social media and anime forums

Goals & Motivations:
- Connect with like-minded fans
- Explore new anime titles

Pain Points:
- Limited funds for merchandise
- Annoyed by excessive ads on free platform

USER PERSONA

2) **Dhivya**

- Age: 28, Female, Married

- Software Engineer

- **Income:** 24 lpa

- **Favourite Anime Genre**: Seinen, Sci-Fi

- **Consumption**: Watches 10 hours of anime per week on premium subscription to ad-free platform

- **Spending on Anime**: Collects Blu-rays, limited edition merchandise

- Follows Anime influencers on social media, attends conventions and cosplays

Goals & Motivations:

- Relive nostalgia and explore new series

- Support anime industry through legal means

Pain Points:

- Limited time for anime due to work

- Desires more exclusive merchandise

https://stablediffusionweb.com

USER PERSONA

3) Sai

- Age: 40, Male, Married with children
- Small business owner
- Income: comfortable
- Favourite Anime Genre: Mecha, Fantasy
- Consumption: Watches 5 hours of anime per week on multiple subscription platforms
- Spending on Anime: Collects rare memorabilia
- Active in local anime clubs and online forums; organizes anime screening events

Goals & Motivations:

- Share anime passion with children
- Own an extensive anime collection

Pain Points:

- Difficulty finding vintage merchandise
- Limited time due to family responsibilities

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SUGGESTIONS 1 – LOGIN SCREEN

- Login Screen of the OTT platform can be made to be family centric with parental controls.

- Home Page needs to have Trending Anime & Mangas based on the local region.

- Metrics are No of daily logins, No of Child logins accessed, Call to action on Trending section / No of other call to action.
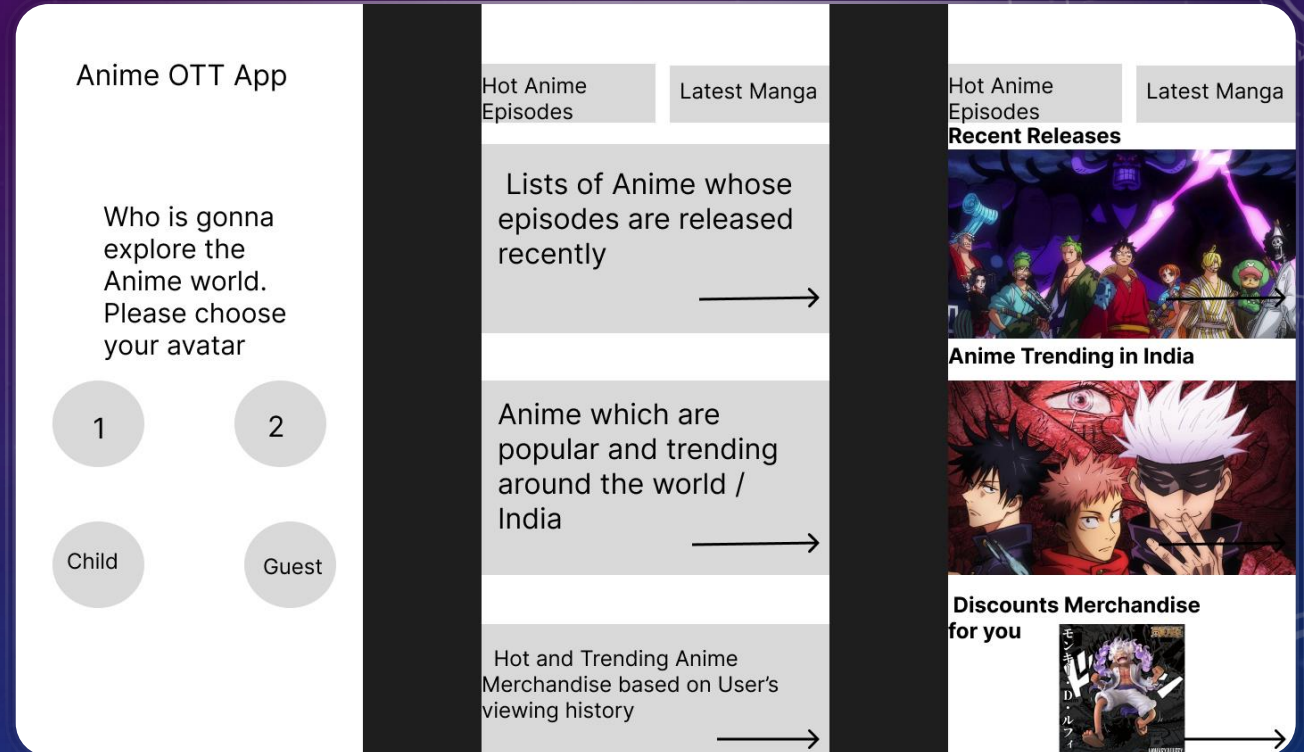
SUGGESTIONS 2 – FAVOURITE FEATURES

- Under User settings, a favourite feature can be added to save their favourite episodes and manga chapters from any anime. This is apart from Interested or watch later feature.

- Metrics are no of episodes added as fav per month, no of engagement to the added fav episodes.

Profile → Favorites

User can add their favorite episodes from any anime to revisit their nostalgia.
This is also available to Manga releases episodes

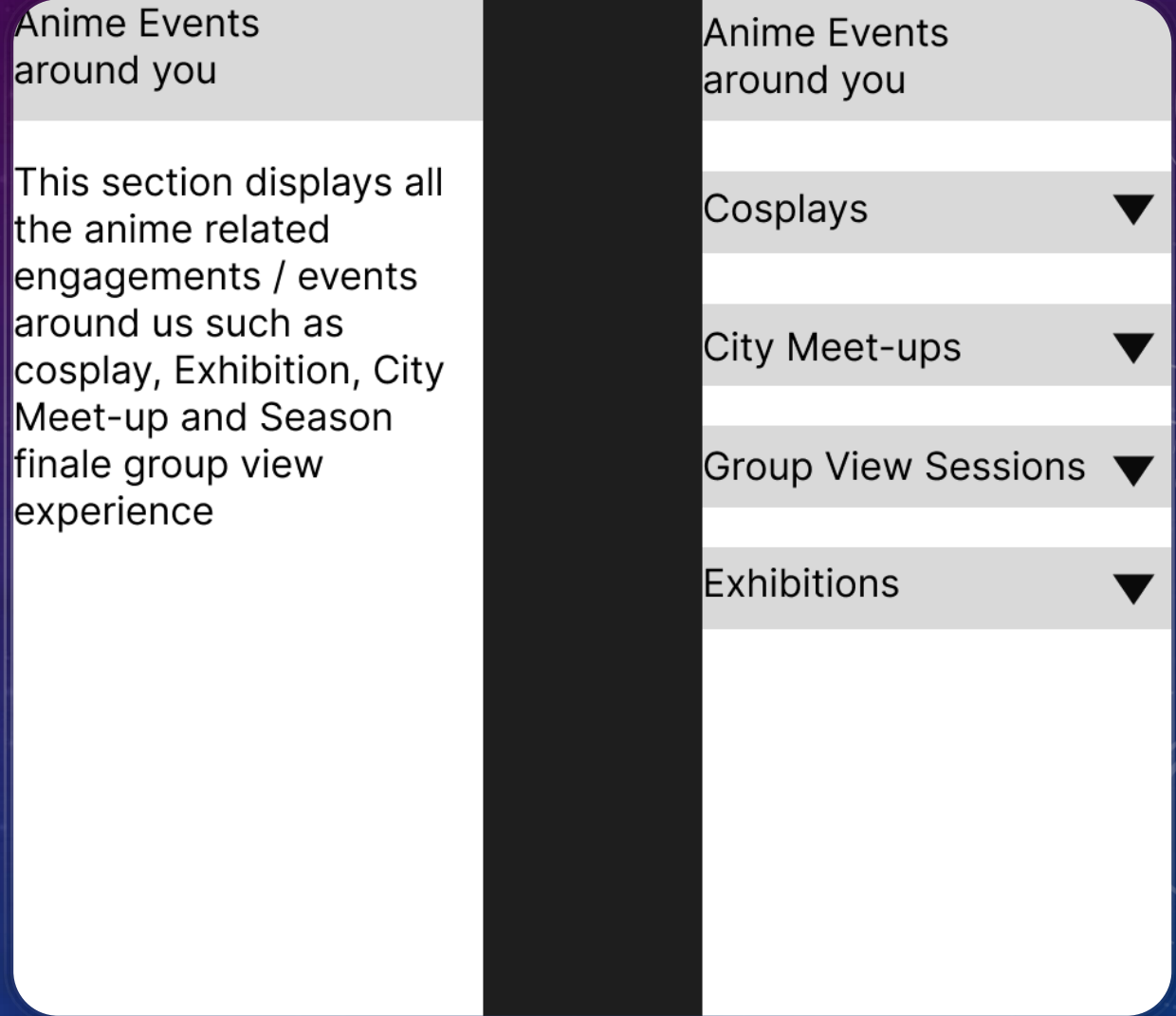Profile → Favorites

Anime Section

One Piece

Naruto

Manga Section

SUGGESTIONS 3 – EVENTS FEATURE

- A Event feature will display all anime related events happening locally.

- Metrics can be No of interactions in the various events tabs in a month.

Anime Events around you

This section displays all the anime related engagements / events around us such as cosplay, Exhibition, City Meet-up and Season finale group view experience

Anime Events around you

Cosplays ▼

City Meet-ups ▼

Group View Sessions ▼

Exhibitions ▼

SUGGESTIONS 4 – ANIME TOKEN SYSTEM

- Token system similar to karma points like Reddit

- Metrics can be no of purchases happened with the available tokens

Exclusive Discounts for subscribed Users for Anime merchandises

Anime Tokens will be automatically generated for the Users based on amount of time spend on the app, comments, Social Media Shares and other submissions on the platform.

In term this Anime token can be used to buy a discount on Exclusive Merchandises

Exclusive Discounts for subscribed Users for Anime merchandises

Total No of Token Available

No of Token from Watching content

No of Token from Social Media shares

GO-TO-MARKET PLAN

User Research and Testing:

- Perform user research to validate the product idea & feature usage
- Launch the app to few people via social media anime groups to perform the beta testing

Education:

- Promotion emails showcasing the app working to invite people to carry out the free trail

Increase entrances:

- Add "Download App" button on website & blog posts related to Anime contents
- Majorly focus on YouTube videos showcasing the anime world

Partnership and collaborations:

- Partner with local influencers who specialize in entertainments to promote reach and credibility

App store Optimization:

- Optimize the app store listing properly

Performance review:

- Monitor App adoption rate and feature conversion, collect user feedback & any errors for improvements

THANKS !