NextRound

UI/UX Design

2025

Welcome to Next Round –
Whether you're here to fight or to
follow, we've built a space for
you.

Get Started

Project Overview

NextRound is a networking platform for amateur and undercover boxers. It was designed as a supportive space where fighters can showcase their skills, grow their following, and connect with fans and promoters.

Problem

Boxers below the top tier strugle to build visibility and grow a fanbase, while fans interested in real rising talent have no easy way to discover or follow fighters beyond the mainstream.

Solution

NextRound is a networking platform for amateur and undercover boxers. It was designed as a supportive space where fighters can showcase their skills, grow their following, and connect with fans and promoters.
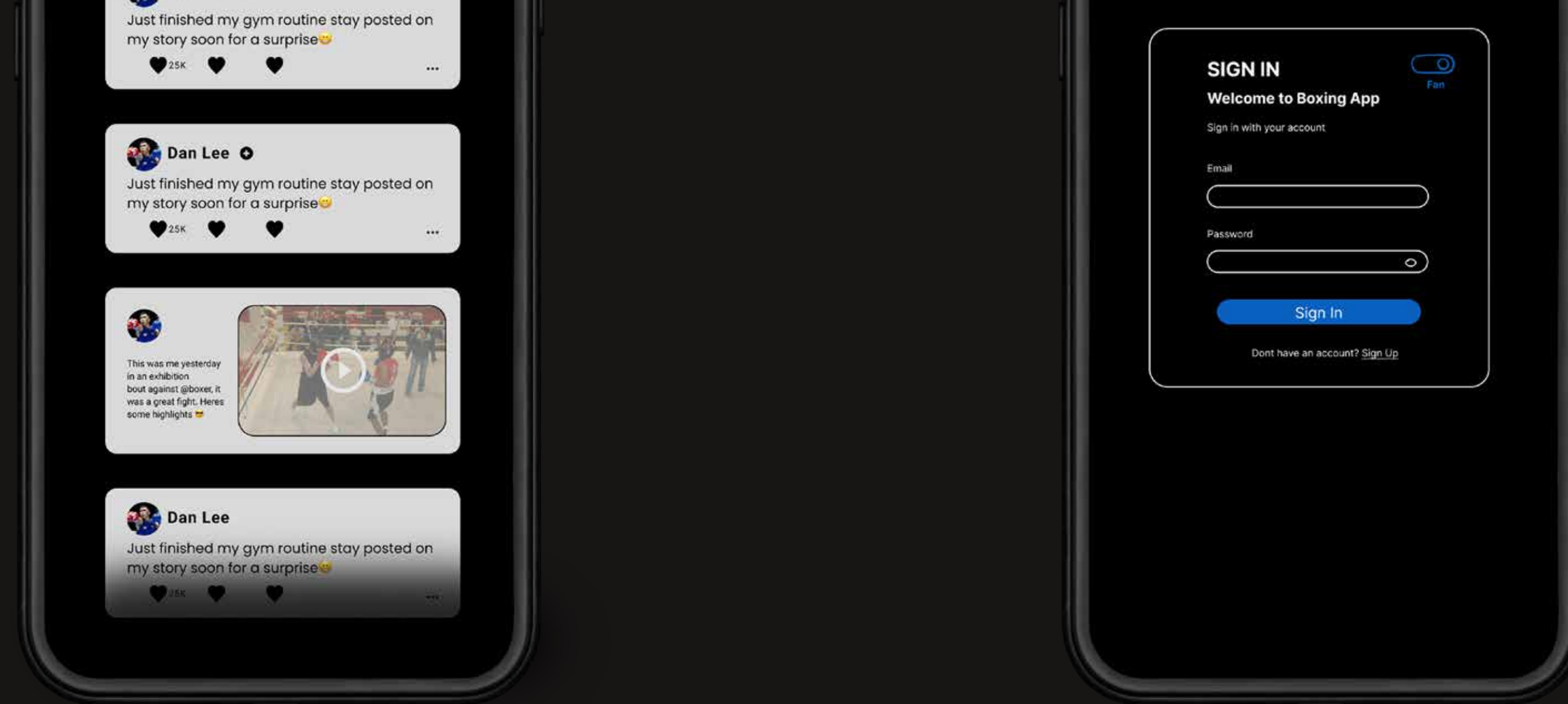
Design process

Following the Design Thinking methodology, i conducted interviews and secondary research to undeerstand boxers journeys , their social media usage and also their thought process while posting content. This ensured a user - centered, empathetic design process from start to finish.

✦ DISCOVER PHASE ✦

Competitive Analysis

Before starting the design process for NextRound, I explored how boxers currently use mainstream social media platforms like Instagram, TikTok, and Twitter (X). These apps are their main stage for visibility, networking, and fan engagement. However, I found recurring pain points that often work against boxers' goals and dilute their
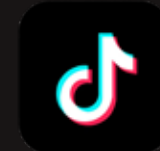
After reviewing these platforms, analyzing boxer activity, and studying user pain points, I identified the most common issues:

▪ Algorithm-driven distractions — feeds push trending content, leading users away from boxing-focused goals.

▪ Inconsistent visibility — boxers' posts are buried by lifestyle, meme, or unrelated trending content.

▪ Overstimulating UI — endless scrolling fragments attention and reduces focus on meaningful boxing updates.

▪ Lack of dedicated discovery tools — fans can't easily find or follow up-and-coming fighters without heavy searching.

▪ No direct support system — limited ways for fans to back fighters outside of likes, comments, and shares.

I interviewed **12 individuals** (both over the phone and in person) to understand and connect with their emotional state and their opinions on the industry and this current problem.

These conversations helped me **explore real pain points and emotional habits that users deal with within their everyday lives.**

Here are a few sample questions i asked:

1. *How do you currently promote your fights or training?*

2. *What do you wish more people knew about your journey?*

3. *Have you ever felt overlooked, even when you were performing well?*

4. *What frustrates you the most about online platforms right now?*

5. *How do you find new boxers to follow?*

6. *How do you use social media to help your career?*

Key insights from the Interviews

- Theres no reliable platform or process for amateur boxers to promote thmeselves consistently - it feels like a gamble]
- Boxers journeys are not seen enough and people do not know the extent of their stories
- Most fans struggle to stay focused on boxing content because general platforms constantly show unrelated content - the algorithm is too broad
- Most boxer feel unsupported or unequipped to themselves even when they have the skill or story to stand out

✦ DEFINE PHASE ✦

PERSONA 1

Darnell Johnson-Myers

25 years old

Amateur Boxer

Pain Points

• Feels lost in the noise of
  Instagram and TikTok where
  content isn't boxing-focused.

• Struggles to keep fans
  updated—posts get buried in
  unrelated content.

• No dedicated platform for
  showcasing boxing stats and
  fight history.

• Finds it difficult to monetize his
  journey without being at pro level.

Goals

• Gain visibility and attract
  promoters/sponsors.

• Build a loyal fanbase online.

• Share fight highlights and training
  updates.

• Find supportive communities of
  other fighters.

PERSONA 2

Sarah Hernandes Lopez

Boxing Fan   Spanish Teacher

22 years old

Pain Points

- Social media feeds are too broad — hard to find just boxing content.

- Misses fight updates because they get lost in algorithm-driven feeds.

- No simple way to support fighters financially or emotionally outside ticket sales.

- Feels disconnected from the boxing community outside of big events.

Goals

- Stay updated on her favorite fighters' journeys.

- Discover up-and-coming boxers before they go pro.

- Support fighters directly through merch, donations, or exclusive content.

- Engage with a community of boxing fans.

IDEATE PHASE

User Flow - Boxer

Start

Have an acoount? — yes → Sign In → Home Screen → Upload - Post, Fight Highlights Stories → View Fan Engagement → DO YOU WANT TO FOLLOW FELLOW BOXERS ?
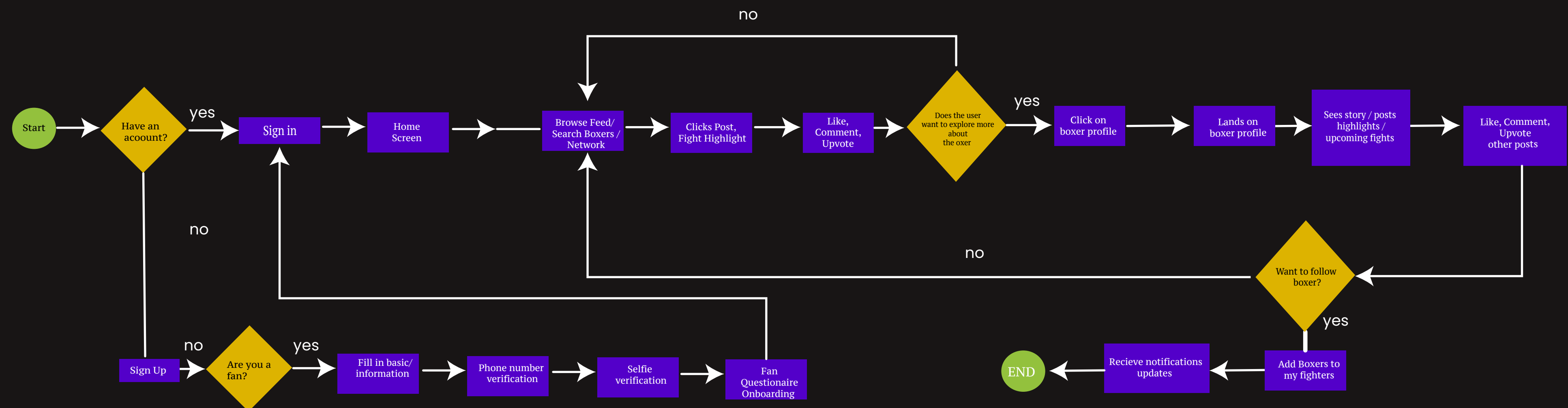
Have an acoount? — no → Sign Up — no → Are you a boxer? — yes → Fill in basic/ Boxer information → Phone number verification → Selfie verification → Boxer Questionaire Onboarding → Set up Boxer profile

DO YOU WANT TO FOLLOW FELLOW BOXERS ? — no → Browse Feed/ Search Boxers / Network → Clicks Post, Fight Highlight → Like, Comment, Upvote → Want to follow boxer?

Want to follow boxer? — no → Browse Feed/ Search Boxers / Network

Want to follow boxer? — yes → Add Boxer to My Fighters → Compete Daily trivia → Do you have an upcoming fight?

Do you have an upcoming fight? — yes → Promote fight → Recieve Notifications Updates (upcoming fights, stories, posts)

Do you have an upcoming fight? — no → Recieve Notifications Updates (upcoming fights, stories, posts)

Recieve Notifications Updates (upcoming fights, stories, posts) → End

User Flow - Fan

Start

Have an acount?

yes → Sign in → Home Screen → Browse Feed/ Search Boxers / Network → Clicks Post, Fight Highlight → Like, Comment, Upvote → Does the user want to explore more about the oxer

no → Sign Up

Are you a fan?

no

yes → Fill in basic/ information → Phone number verification → Selfie verification → Fan Questionaire Onboarding

Does the user want to explore more about the oxer

no →

yes → Click on boxer profile → Lands on boxer profile → Sees story / posts highlights / upcoming fights → Like, Comment, Upvote other posts

Want to follow boxer?

no →

yes → Add Boxers to my fighters → Recieve notifications updates → END

Wireframes - Final Design
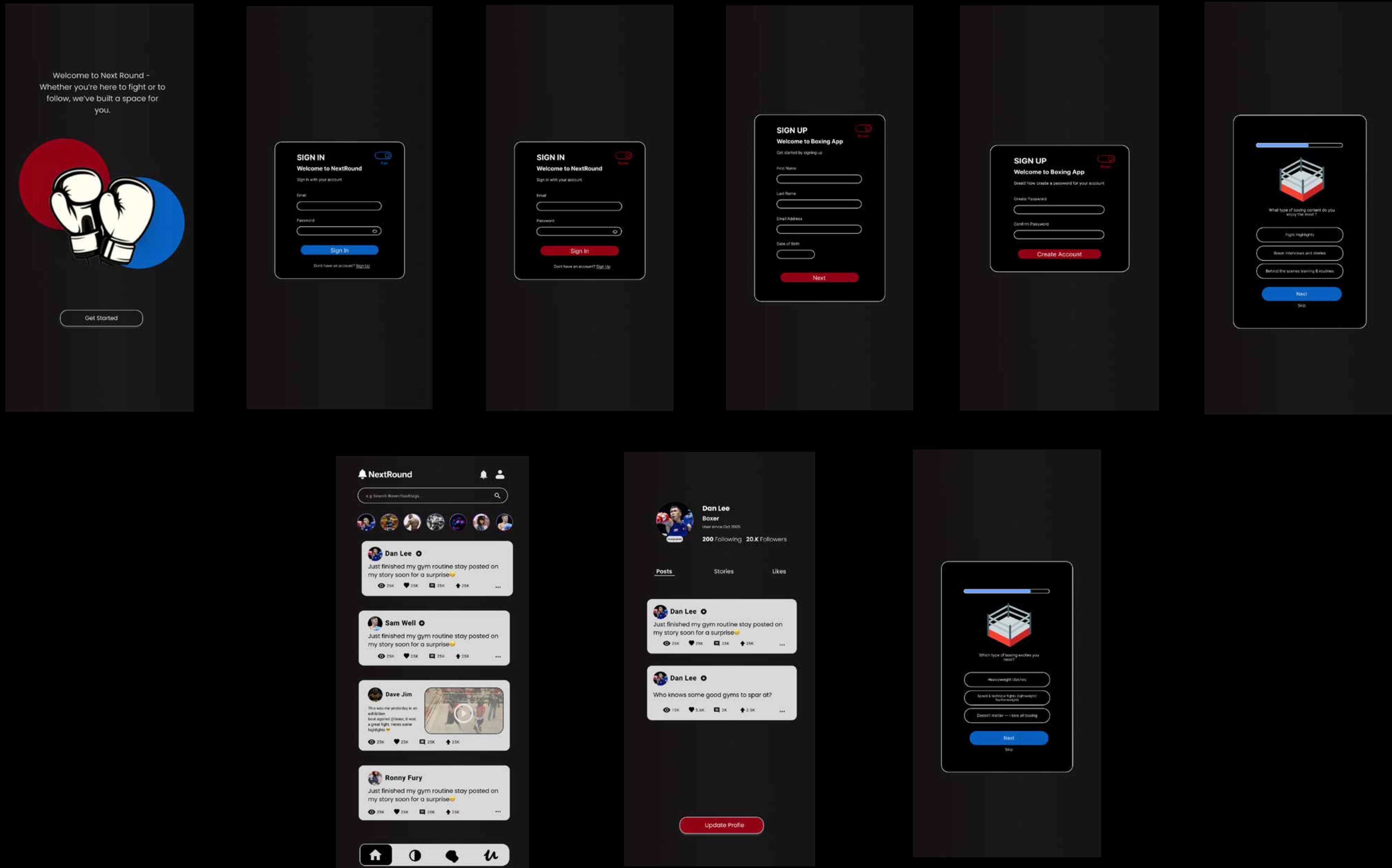
Information Architecture

Open App

↓

Welcome Screen

Log In   Sign Up

↓

Onboarding

Home Screen

Explore   Community   Notifications   Profile

Categories   Messages   Follow   Content

Search   Groups   Likes   Language

                                    Comments   Feedback

                                    Fight Reminders   Settings

                                                           Log Out
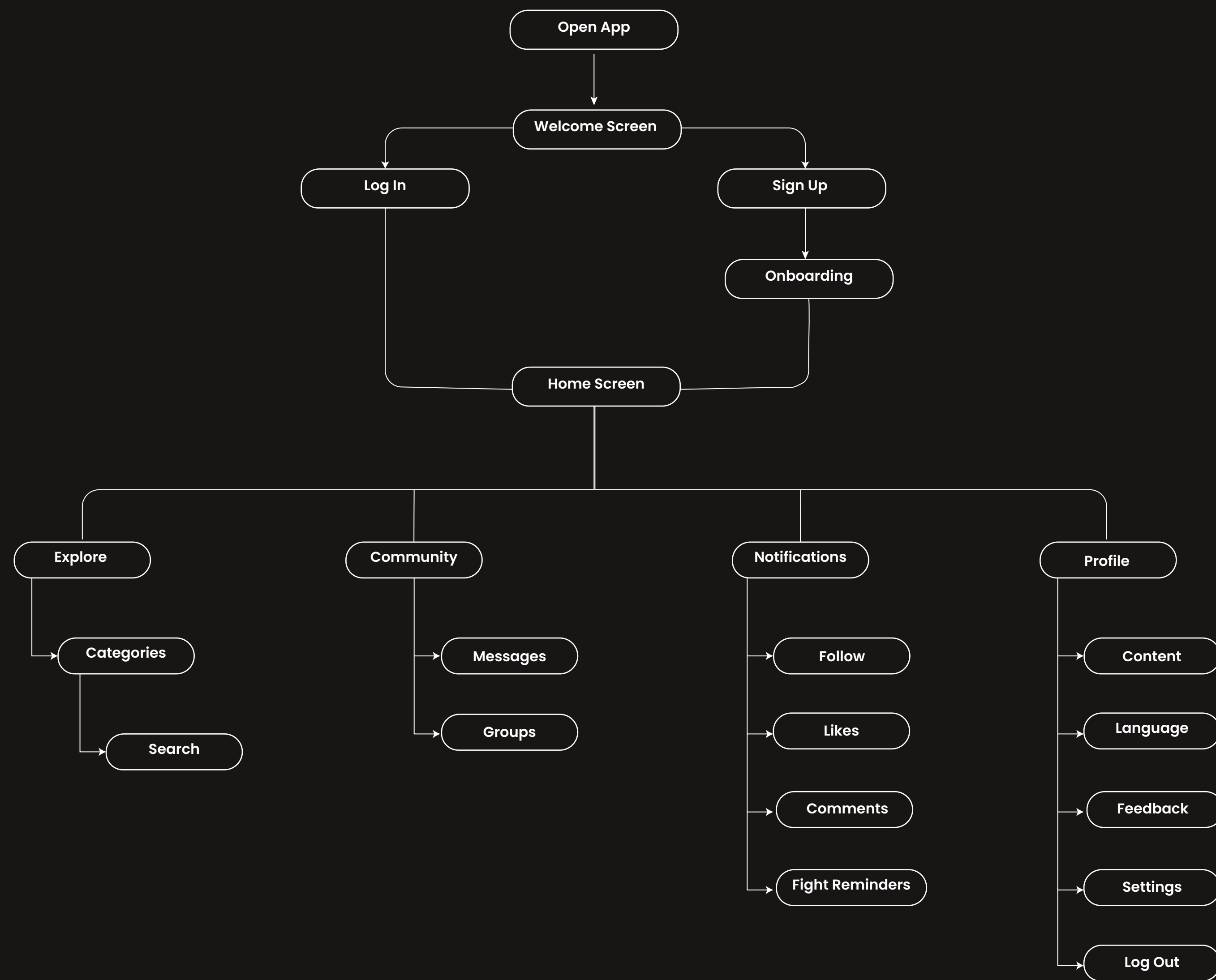
I carefully selected a color palette that reflects both dignity and support while staying true to the significant boxing colors of red and blue. These choices not only enhance the app's visual appeal but also ensure readability and foster an engaging, user-friendly experience.
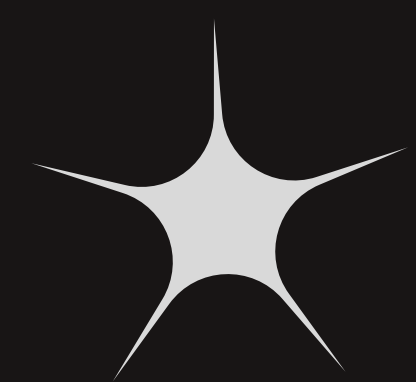
Poppins

Aa
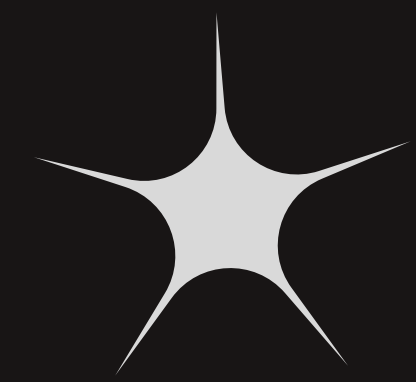
Light **Medium** **Bold**

#0961C0

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#D9D9D9

REFLECTIONS

Challenges

• This was my first time designing a mobile boxing fan platform, which came with both excitement and challenges.

• I had to balance visual creativity with usability, ensuring the app was not only appealing but also easy to navigate.

• There were moments where aligning design choices with user expectations felt overwhelming, but testing and feedback helped me improve.

• Time management and prioritization were crucial, especially when deciding which features to refine within my given timeframe.

What I have learnt

• I learned how to balance strong visual identity with usability, making sure the app stayed both engaging and easy to use.

• Through feedback and iteration, I understood the importance of refining my ideas instead of sticking with my first draft.

• I became more confident using new design tools that helped me streamline my workflow and present cleaner mockups.

• This project taught me how to structure content more clearly, making information easier for users to follow.