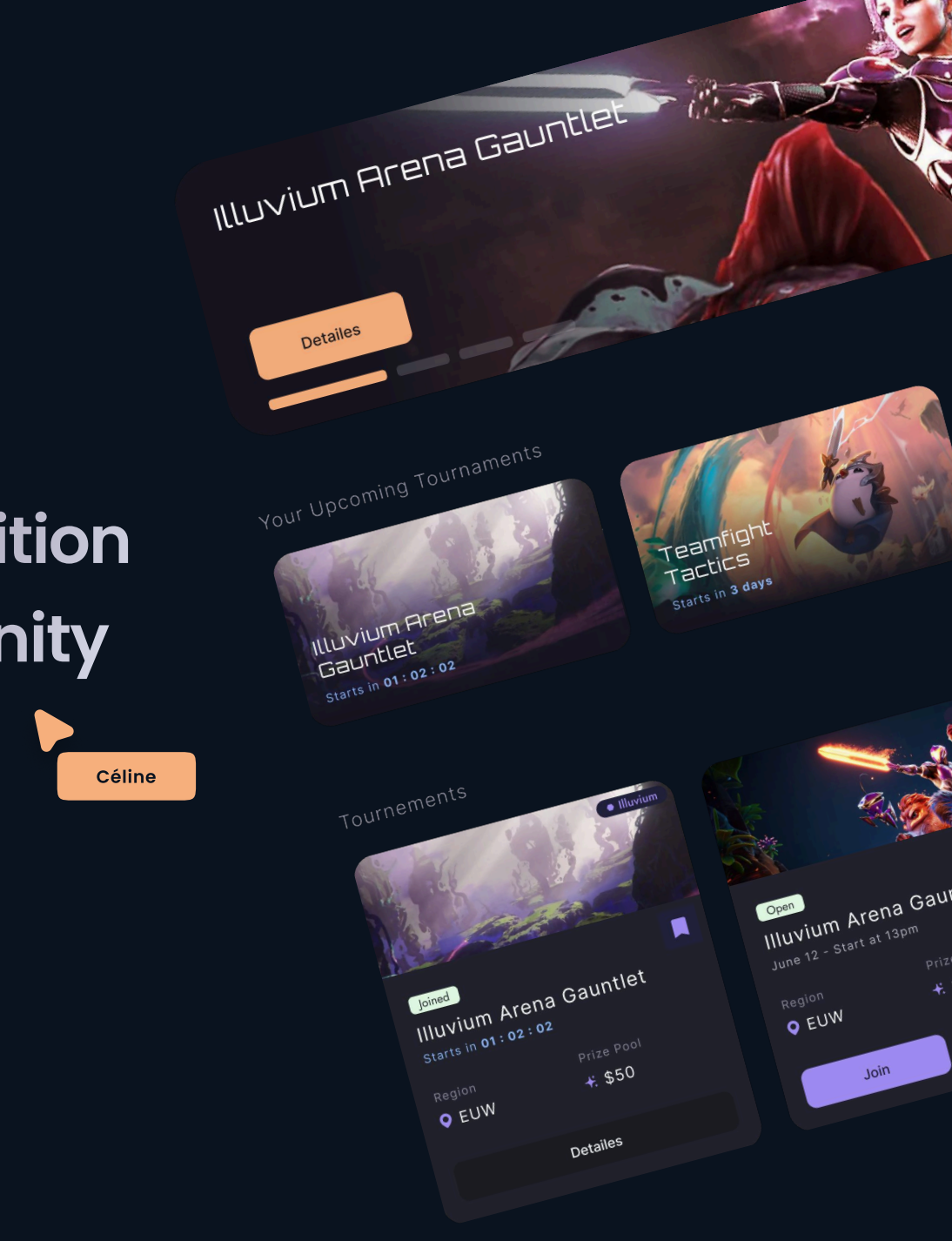
Dreamers Esports

UX Case Study

Where competition meets community

June 2025 - July 2025



What is Dreamers Esport ?

Dreamers Esports is a next-gen competitive gaming platform designed to bring back the fun, social connection, and accessibility that many players feel are missing in today's esports experiences.

The current version is a Minimum Viable Product (MVP) focused on core functionalities. It is designed to evolve based on user testing, user feedbacks and future scaling.

Main Objectives & Goals

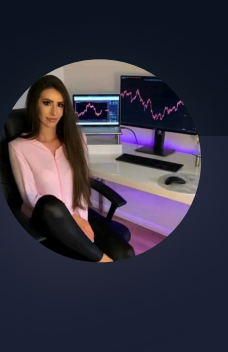
- Encourage progression and personal growth through tournaments and coaching
- Make competitive gaming accessible and fun again
- Integrate modern technologies (AI, Web3, gamification) in a non-intrusive way
- Foster a community-led governance system

Key Challenges

→ Providing onboarding for both casual players and power users

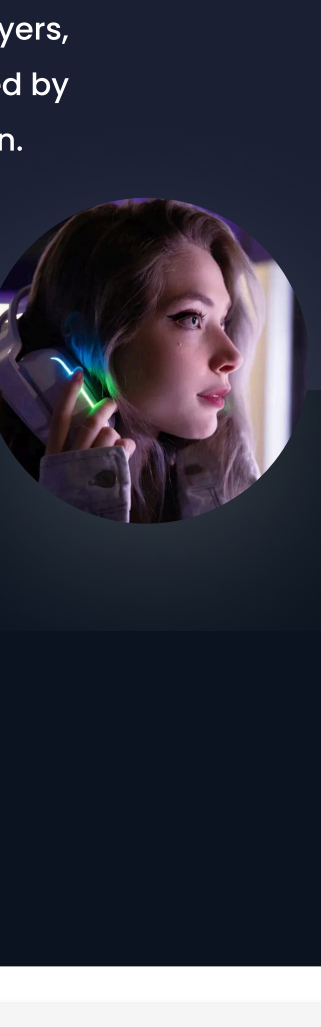
→ Structuring multiple tournament types with very different rules and logic

→ Making Web3 integration understandable and optional



Product Users

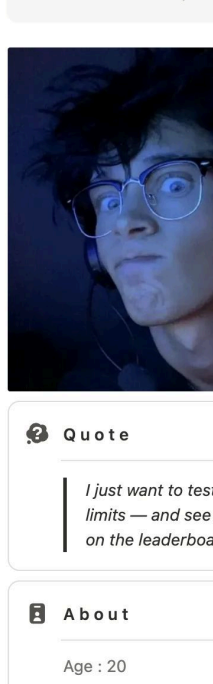
Our community brings together casual players, competitive gamers, and Web3 users united by their love for games and fair competition.



User Persona

Gamer Gary -The Core Competitor

Gary is a passionate gamer who dedicates several hours a day to both casual and competitive play. He thrives on fast-paced, high-skill environments and enjoys climbing ladders, entering tournaments, and flexing his skills. Comfortable with all things digital, Gary navigates esports platforms with ease and is always on the lookout for competitive scene.



Quote

I just want to test my limits — and see my name on the leaderboard.

About

Age : 20
Pronoms : Hi/Him
Job : University Student

Goals

- Sharpen his skills and get better every day
- Win tournaments and gain visibility
- Join a team
- Be respected in the esports community and maybe get noticed by orgs.
- Eventually earn prizes/money

Frustrations

- Losing time on buggy or poorly organized tournaments
- Lack of clear rules or fair matchmaking
- Feeling like skills aren't rewarded or noticed

Needs

- Easy and intuitive tournament UX
- Clearly communicated rules and reward structures
- Transparent matchmaking and fair ladders
- A consistent and competitive player base
- Motivation systems that reward grind and mastery

Favorites Games

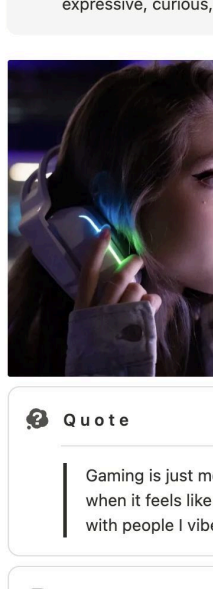
- League of Legends
- Rocket League
- Valorant

Knowlages / Skill lvl

Gaming : ✧✧✧✧✧
Competitive gaming : ✧✧✧✧✧
Crypto & Web3: ✧ ✧
Social Engagement : ✧✧✧

Gen Z Zoe - The social Casual

Zoe grew up on TikTok, Discord, and Roblox. While she's not a hardcore gamer, she loves fun, community-based games and jumping into events with friends. She's expressive, curious, and motivated by social interaction more than leaderboards.



Quote

Gaming is just more fun when it feels like a party with people I vibe with.

About

Age : 16
Pronoms : She/Her
Job : High School Student

Goals

- Connect and chill with people who share her interests
- Participate in fun, low-pressure events
- Collect cool cosmetic rewards to express her identity
- Feel welcome and included, even as a casual player

Frustrations

- Cold, ultra-competitive environments with high skill barriers
- Feeling overwhelmed or ignored in big communities
- Platforms that feel outdated

Write, press 'space' for AI, '/' for commands...

Needs

- A super smooth and welcoming onboarding experience
- Low-barrier events with social or creative elements
- Stylish UI and fun visual feedback (emotes, cosmetics, badges)
- A lively and safe social space where she feels at home
- Opportunities to express herself through, avatars, or player profiles

Favorites Games

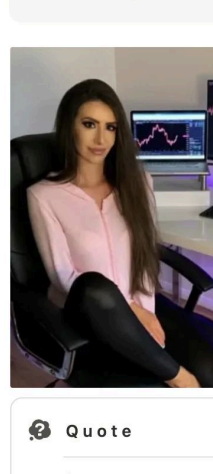
- Roblox
- *Among Us*
- Animal Crossing
- Minecraft

Knowlages / Skill lvl

Gaming : ✧✧✧✧
Competitive gaming : ✧✧
Crypto & Web3: ✧
Social Engagement : ✧✧✧✧✧

Blockchain Bella – The Crypto Gamer

Bella is deeply immersed in the Web3 world. She spends her time exploring blockchain-based games, trading NFT assets, and staying up to date with the latest in decentralized tech. Active on Twitter/X and Discord, she's always on the lookout for innovative projects that balance fun, ownership, and transparency. Smart and selective, Bella doesn't fall for hype — she's looking for ecosystems that actually *work*.



Quote

If it's fun, fair, and frictionless, I'm in."

About

Age : 30
Pronoms : She/Her
Job : Full-Stack Developer

Goals

- Play games that integrate blockchain in meaningful ways
- Earn and own meaningful digital assets (NFTs, tokens, skins)
- Support projects that align with decentralization values
- Find a fun, competitive game that respects ownership

Frustrations

- Pay-to-win models
- Vague or misleading tokenomics
- Platforms that aren't mobile-friendly or lack wallet compatibility
- Centralized control that contradicts the values of Web3

Needs

- Transparent and fair earning mechanics
- Seamless, clear and secure wallet integrations
- Competitive modes that reward skill, not just money
- Tools to easily share and promote her experience
- Active, respectful community

Favorites Games

- Illuvium
- Star Atlas
- Axie Infinity

Knowlages / Skill lvl

Gaming : ✧✧✧✧
Competitive gaming : ✧✧✧
Crypto & Web3: ✧✧✧✧✧
Social Engagement : ✧✧✧✧

Main User Needs

→ Smooth and accessible UX for all profiles

→ Strong, fun and fair competitive systems

→ Rewarding experiences for different play styles

Features & Functionalities

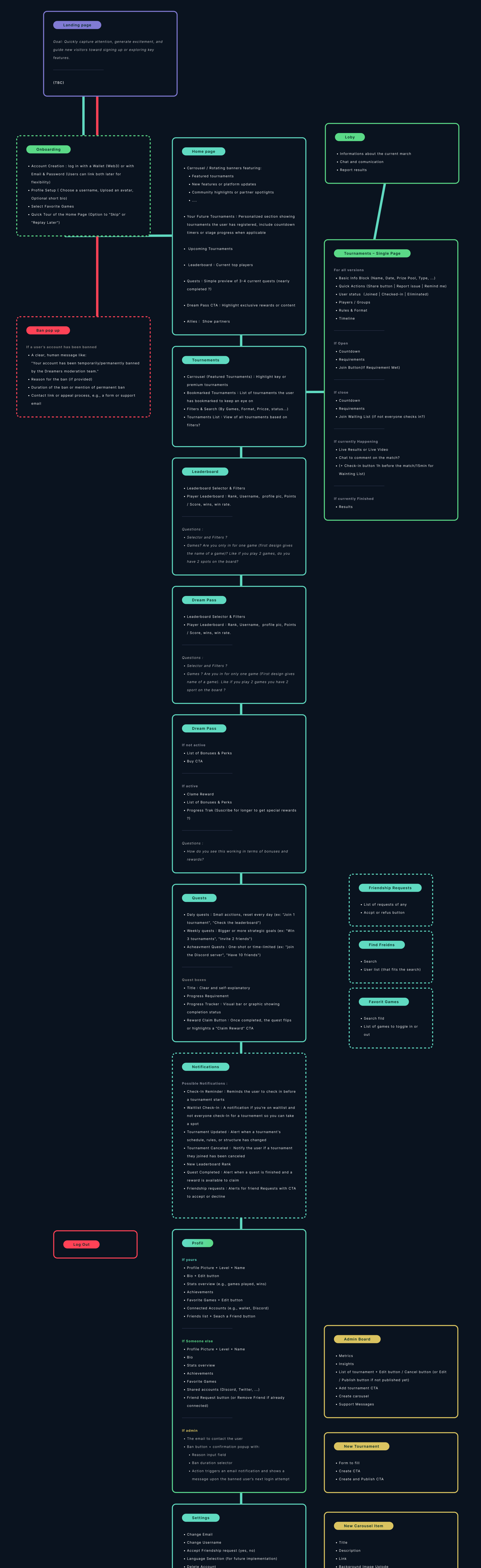
To resolve user needs

Smart matchmaking

Focus on accecibility

Multiple Reward systems

Website Map



Landing page

Goal: Quickly capture attention, generate excitement, and guide new visitors toward signing up or exploring key features.

(TBC)

Onboarding

- Account Creation : log in with a Wallet (Web3) or with Email & Password (Users can link both later for flexibility)
- Profile Setup (Choose a username, Upload an avatar, Optional short bio)
- Select Favorite Games
- Quick Tour of the Home Page (Option to "Skip" or "Replay Later")

Ban pop up

If a user's account has been banned

- A clear, human message like: "Your account has been temporarily/permanently banned by the Dreamers moderation team."
- Reason for the ban (if provided)
- Duration of the ban or mention of permanent ban
- Contact link or appeal process, e.g., a form or support email

Log Out

Home page

- Carrousel / Rotating banners featuring:
  - Featured tournaments
  - New features or platform updates
  - Community highlights or partner spotlights
  - .....
- Your Future Tournaments : Personalized section showing tournaments the user has registered, include countdown timers or stage progress when applicable
- Upcoming Tournaments
- Leaderboard : Current top players
- Quests : Simple preview of 3-4 current quests (nearly completed ?)
- Dream Pass CTA : Highlight exclusive rewards or content
- Allies : Show partners

Tournements

- Carrousel (Featured Tournaments) : Highlight key or premium tournaments
- Bookmarked Tournaments : List of tournaments the user has bookmarked to keep an eye on
- Filters & Search (By Games, Format, Pricze, status...)
- Tournaments List : View of all tournaments based on filters?

Leaderboard

- Leaderboard Selector & Filters
- Player Leaderboard : Rank, Username, profile pic, Points / Score, wins, win rate.

Questions :

- *Selector and Filters ?*
- *Games? Are you only in for one game (first design gives the name of a game)? Like if you play 2 games, do you have 2 spots on the board?*

Dream Pass

- Leaderboard Selector & Filters
- Player Leaderboard : Rank, Username, profile pic, Points / Score, wins, win rate.

Questions :

- *Selector and Filters ?*
- *Games ? Are you in for only one game (First design gives name of a game). Like if you play 2 games you have 2 sport on the board ?*

Dream Pass

If not active

- List of Bonuses & Perks
- Buy CTA

If active

- Clame Reward
- List of Bonuses & Perks
- Progress Trak (Suscribe for longer to get special rewards ?)

Questions :

- *How do you see this working in terms of bonuses and rewards?*

Quests

- Daly quests : Small acctions, reset every day (ex: "Join 1 tournament", "Check the leaderboard")
- Weekly quests : Bigger or more strategic goals (ex: "Win 3 tournaments", "Invite 2 friends")
- Acheavment Quests : One-shot or time-limited (ex: "join the Discord server", "Have 10 friends")

Quest boxes

- Title : Clear and self-explanatory
- Progress Requirement
- Progress Tracker : Visual bar or graphic showing completion status
- Reward Claim Button : Once completed, the quest flips or highlights a "Claim Reward" CTA

Notifications

Possible Notifications :

- Check-In Reminder : Reminds the user to check in before a tournament starts
- Waitlist Check-In : A notification if you're on waitlist and not everyone check-In for a tournement so you can take a spot
- Tournament Updated : Alert when a tournament's schedule, rules, or structure has changed
- Tournament Canceled : Notify the user if a tournament they joined has been canceled
- New Leaderboard Rank
- Quest Completed : Alert when a quest is finished and a reward is available to claim
- Friendship requests : Alerts for friend Requests with CTA to accept or decline

Profil

If yours

- Profile Picture + Level + Name
- Bio + Edit button
- Stats overview (e.g., games played, wins)
- Achievements
- Favorite Games + Edit button
- Connected Accounts (e.g., wallet, Discord)
- Friends list + Seach a Friend button

If Someone else

- Profile Picture + Level + Name
- Bio
- Stats overview
- Achievements
- Favorite Games
- Shared accounts (Discord, Twitter, ...)
- Friend Request button (or Remove Friend if already connected)

If admin

- The email to contact the user
- Ban button + confirmation popup with:
  - Reason input field
  - Ban duration selector
  - Action triggers an email notification and shows a message upon the banned user's next login attempt

Settings

- Change Email
- Change Username
- Accept Friendship request (yes, no)
- Language Selection (for future implementation)
- Delete Account
- Export Data (TBD)

Loby

- Informations about the current march
- Chat and comunication
- Report results

Tournaments – Single Page

For all versions

- Basic Info Block (Name, Date, Prize Pool, Type, ...)
- Quick Actions (Share button | Report issue | Remind me)
- User status (Joined | Checked-in | Eliminated)
- Players / Groups
- Rules & Format
- Timeline

If Open

- Countdown
- Requirements
- Join Button(If Requirement Met)

If close

- Countdown
- Requirements
- Join Waiting List (if not everyone check in?)

If currently Happening

- Live Results or Live Video
- Chat to comment on the match?
- (+ Check-in button 1h before the match/15min for Waiting List)

If currently Finished

- Results

Friendship Requests

- List of requests of any
- Accpt or refus button

Find Freidns

- Search
- User list (that fits the search)

Favorit Games

- Search fild
- List of games to toggle in or out

Admin Board

- Metrics
- Insights
- List of tournament + Edit button / Cancel button (or Edit / Publish button if not published yet)
- Add tournament CTA
- Create carousel
- Support Messages

New Tournament

- Form to fill
- Create CTA
- Create and Publish CTA

New Carousel Item

- Title
- Description
- Link
- Background Image Uplode
- Home Page / Tournement / Both

Screens

Dreamers Esports

Join tournaments. Become a legend.

Esport made simple, accessible, and rewarding.

Dreamers Esports is the ultimate platform for gamers who want more than just matchmaking. Join **fun**, **accessible** tournaments. Climb the Dream Ladder and **earn money**.

Create an account

Email: Enter your email address
Password: Create a strong password
Confirm Password: Confirm your password

You already have an account ? sign in.

More about you

Uplode your profil Picture (optional)
UserName: Choose your username
Pronouns: e.g. she/her, he/him, they/them
About you (optional): Share your vibe, your favorite games or just say hi!

June 2025 Leaderboard

Need help? Let's get this sorted.

Something went wrong? Whether it's a match issue, a profile problem, or a bug, we're here to help. Fill out the form below and our team will get back to you as soon as possible.

Subject / Topic: What's your issue about?
Email: Enter your email address so we can reach you
Discibe your issue: Share your vibe, your favorite games or just say hi!

You need urgent help ? Ask the community on our Discord

Thank You For Watching