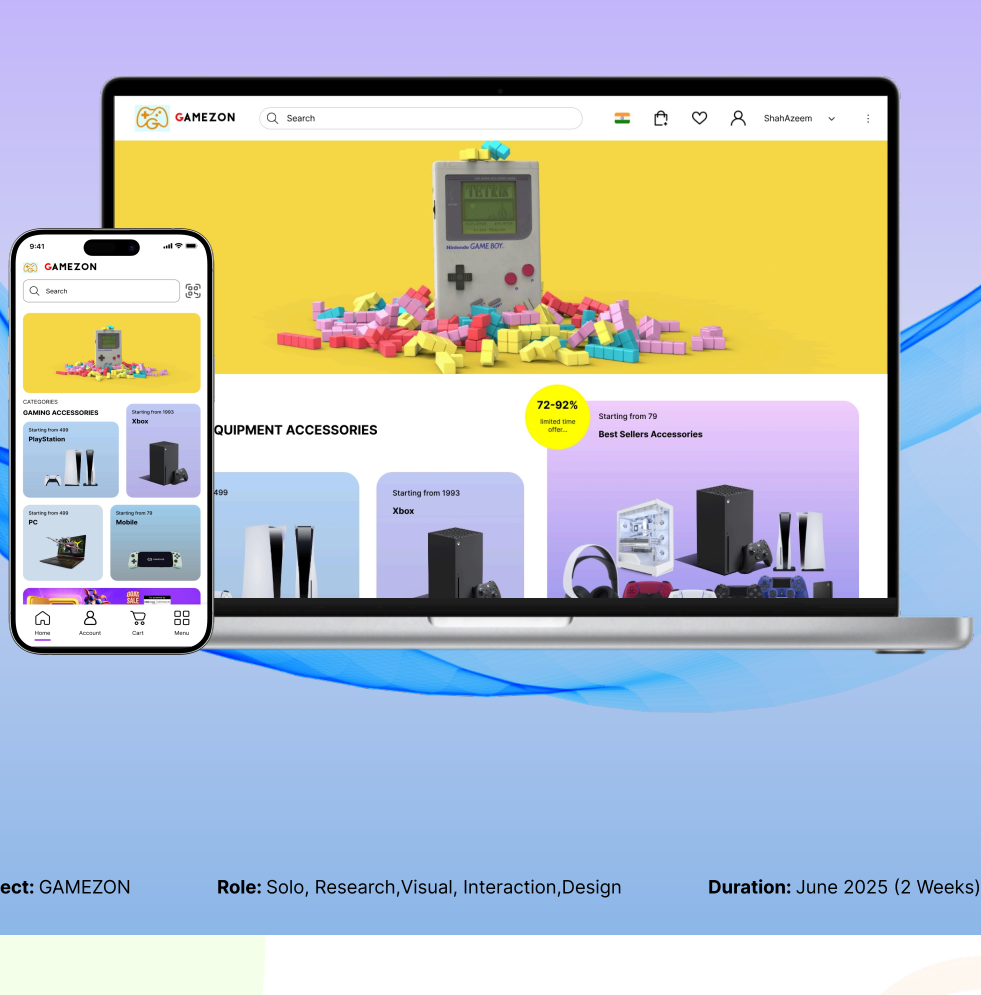
GAMEZON

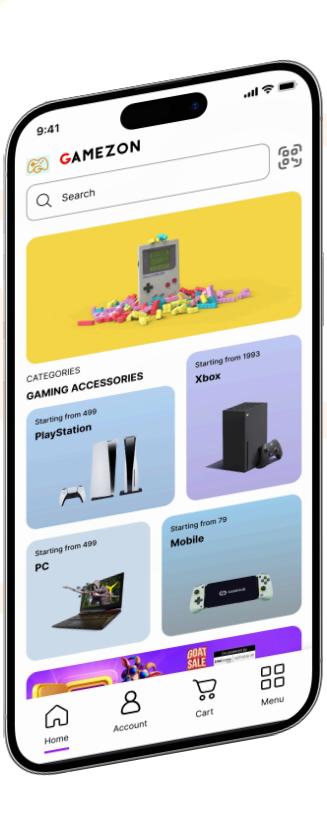


Project: GAMEZON **Role:** Solo, Research,Visual, Interaction,Design **Duration:** June 2025 (2 Weeks)

ABOUT PROJECT

We Provide eCommerce, Gaming equipment for gamers on *Gamezon.*

Gamezon is a online platform which provides gaming equipment for gamers. Do you want to buy equipment for your gaming setup? users can select equipment of their choice according to their, type, low-high cost, rating etc. in one place.



GAMEZON

Gamezon is a online platform which provides gaming equipment for gamers.

Project Name	Year
All In One Gaming Accessories Ecommerce Platfrom	2025

PROBLEM

Gamers face difficulty finding all gaming products (like consoles, mulitple devices accessories, and parts) in one place. They often jump between multiple websites to find verified, compatible, and high-quality gear. The cluttered UI, and unclear availability also hurts the shopping experience, etc.

Problem challange before *Gamezon*

SOLUTION

We find the best Solution *Gamezon.*

Gamezon is a one-stop eCommerce platform for gamers to easily browse, compare, and purchase gaming consoles, accessories, and gear. It offers:

- A clean UI with gaming-themed visuals
- Category-based product discovery (e.g., PC, Mobile, Console, Accessories)
- Wishlist and cart functionality
- Visual product previews, ratings, and specs

Design Process

From Discover to Prototype and UI design, we crafted every details to turn Gamezon's vision into a real product.

Design Process of *Gamezon*

Discover
- Qualitative Research
- Quantitative Research
- Competitor Analysis

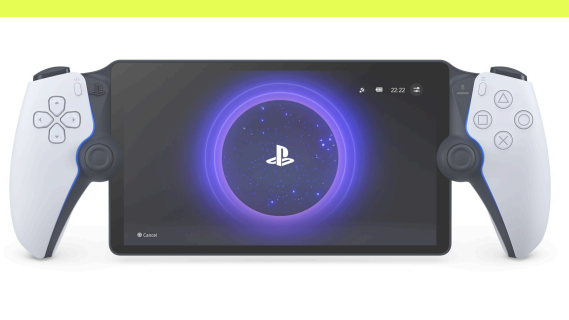
Define
- Affinity Diagramming
- User Persona
- Empathy Mapping
- User Story
- User Journey Map

Ideate
- How Might we(HMW)
- Crazy Eight
- User Flow
- Information Architecture

Design
- UI Styling
- Wireframes
- Prototype

Test
- Usability Test

70% of users abandon carts due to bad UX or unexpected costs.
🛒 Top reasons: complex checkout, hidden fees, poor navigation.
— Source: Baymard Institute



The global gaming accessories market is expected to reach $18.2 billion by 2030."
— Source: Market Research Future (2024)

Mobile commerce is projected to account for 62% of total eCommerce sales in 2024."
— Source: Statista (2024)

QUALITATIVE RESEARCH

Qualitative Research of *Gamezon*

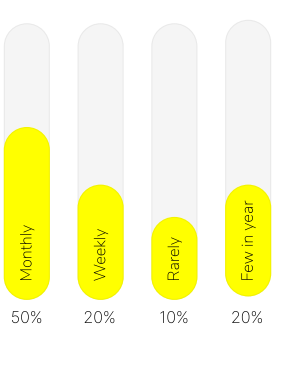
I have interviewed about 1 - 2 users to recognize the pattern and process they have in order and purchase gaming accessories. These people were asked the following questions :

1. How do you usually shop for gaming accessories?
2. What frustrates you the most when you buy gaming accessories online?
3. Which website have pc, console and android gaming accessories?
4. How important is a mobile-friendly experience when shopping?
5. How do you feel about the checkout process on most eCommerce platforms?
6. Do you prefer to browse by category (e.g., consoles, PC accessories) or search directly?
7. Have you ever abandoned a cart? What made you leave without buying?
8. Do you care about dark/light themes or UI design when using eCommerce apps?
9. If you could redesign your favorite eCommerce site, what would you change?
10. Do you usually shop on your phone or desktop? Why?

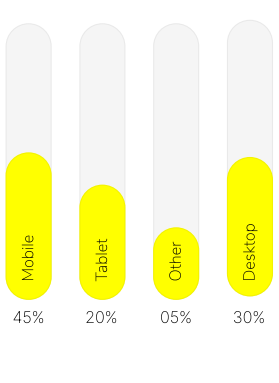
QUANTITATIVE RESEARCH

Design Process of *Gamezon*

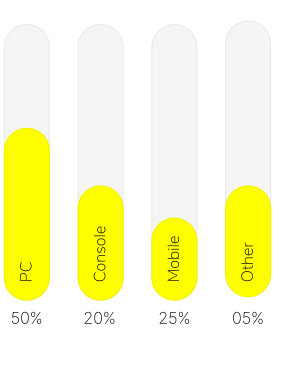
How often do you shop for gaming accessories online?



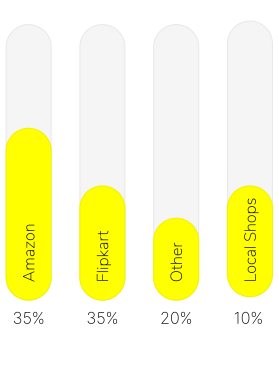
Which device do you use most for online shopping?



Which types of gaming accessories do you shop for most often?

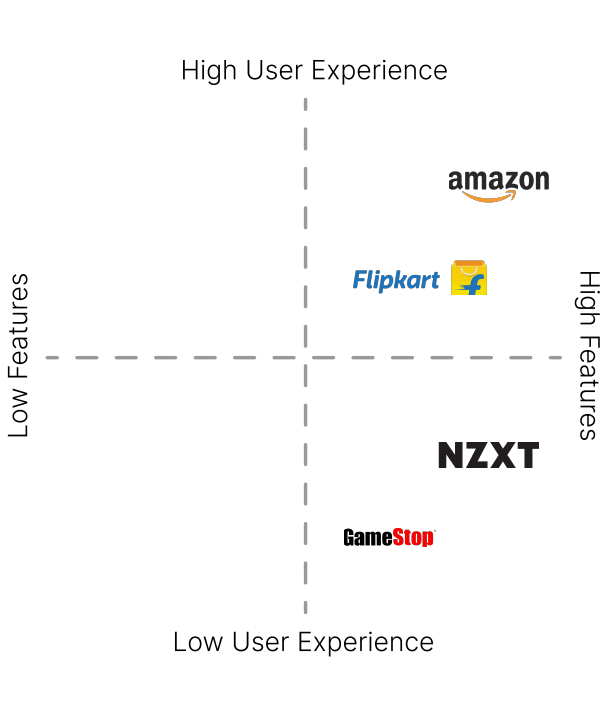


Which platform do you mostly use to buy gaming gear?



COMPETITOR ANALYSIS

Competitor Analysis of *Gamezon*



Company	Comopetitor type	User Experience	Visual Layout	Features Offered	Payment Process
amazon	Indirect	Excellent	It uses Amazon Ember sans-serif, arial font with box layout that features and simple white color	Apart buying Gaming Accessories, it provides all product with wide range of catefories	Remember users payment information and preferred orders so as to make purchasing with tracking order
Flipkart	Indirect	Excellent	It uses Roboto, Google Sans-Serif font with custom grid layout white color	Apart buying Gaming Accessories, it provides all product with wide range of catefories	Remember users payment information and preferred orders so as to make purchasing with tracking order
GameStop	Direct	Bad	It uses Helvetica Neu, Arial, Open Sans, sans-serif font with box layout white color	Buy only gaming accessories of pc, console, ps-4-5 not offered mobile gaming accessories	Easy and secured payment is provided with tracking order
NZXT	Direct	Good	It uses Proxima Nova, Montserrat, sans-serif font with box layout white color	Buy only gaming accessories of pc, console, ps-4-5 with custom cpu build and also offered refurbished gaming PCs but not offered mobile gaming accessories	Easy and secured payment

AFFINITY DIAGRAM

The Affinity Diagramming is a method which can help us to gather larger amount data an to organize them into groups.

Affinity Diagramming of *Gamezon*

Frustrationt
- Mobile accessories not available
- Less filters to select the product according to their needs
- Order tracking not available
- Mobile gaming product not available in all platfomr

Needs & Wantst
- Want a filters to filter out the product of choice
- Want to buy mobile gaming accessories
- Want a Order tracking option in all platform
- Easy and quick sign in process

Motivation
- Product should be delivered on time
- To give variety of mobile, pc, console - gaming accessories
- To give product in affordable price

USER PERSONA

Detailed overview of user *Profile.*

User Story

As a Game Lover, I wan to buy different devices accessories at one platform so that they will provide me a best experience.

Frustrations
- Don't get variety in mobile accessories at once place
- Mostly platform have larger variety of pc, console accessories not mobile
- Products are not delivered ont ime

Goals
- Needs to know every details of product before buying
- Shop from a decent variety of product from platform
- Want to get a good product after delivered

Mohd shaad
Pharmacy Student

EMPATHY MAP

Empathy *Mapping.*

Says
- Should get variety of gaming accessories products to choose from
- Want delivered in good condition

Thinks
- More images should be shown
- Will I get a return policy if the product is not good or fault when delivered

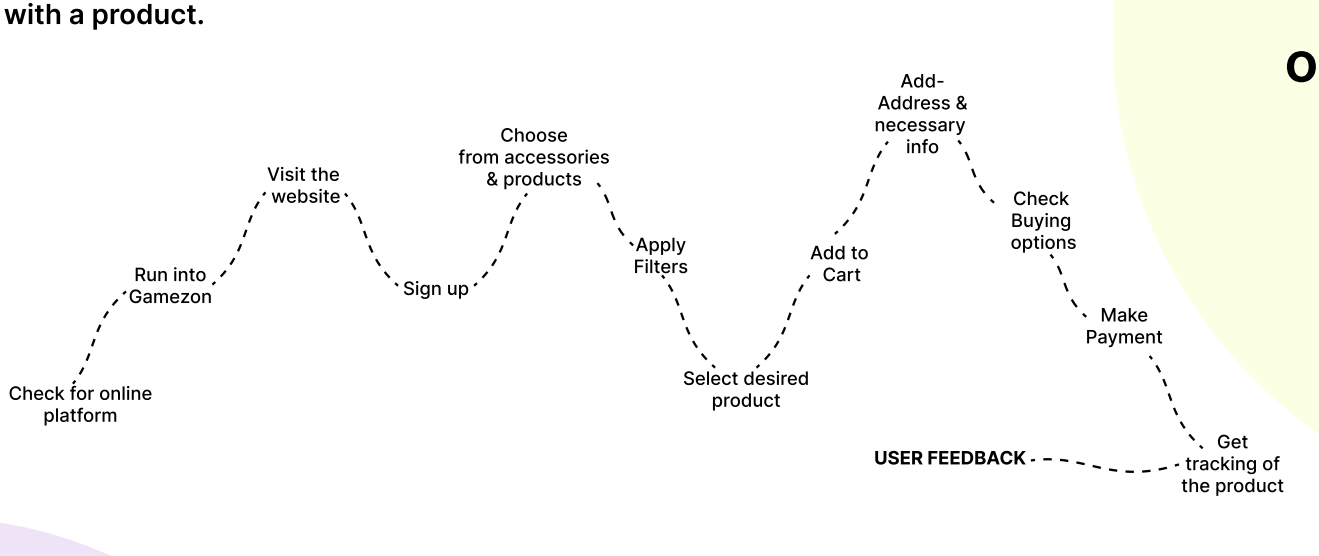
Does
- Searching a lot for mobile gaming accessories.
- Searching for different device accessories while buying products.

Feels
- Will the product be same when delivered as wen seen in photos
- Want more options of of gaming accessories to select from

USER JOURNEY MAP

User Journey Map of *Gamezon*

User Journey Map is the series of experience a uses has while interacting with a product.


Check for online platform
Run into Gamezon
Visit the website
Sign up
Choose from accessories & products
Apply Filters
Select desired product
Add to Cart
Add-Address & necessary info
Check Buying options
Make Payment
Get tracking of the product
USER FEEDBACK

IDEATE

How Might We (HMW)

HMW is use to explore a bunch of ideas with collaborative efforts which are possible solution and not the only solution.

How Might We make customers aware of our website?
By running social media campaign or Google ads on the same genre of applications.

How Might We provide as a store in all aspects?
By providing a vast variety of Plants, Planters, Soil & Fertilizers and Gardening tools.

How Might We provides user their desired ?
By running social media campaign or Google ads on the same genre of applications.

How Might We build trust in customers to buy?
By providing product's details and care needed for it along with customers review.

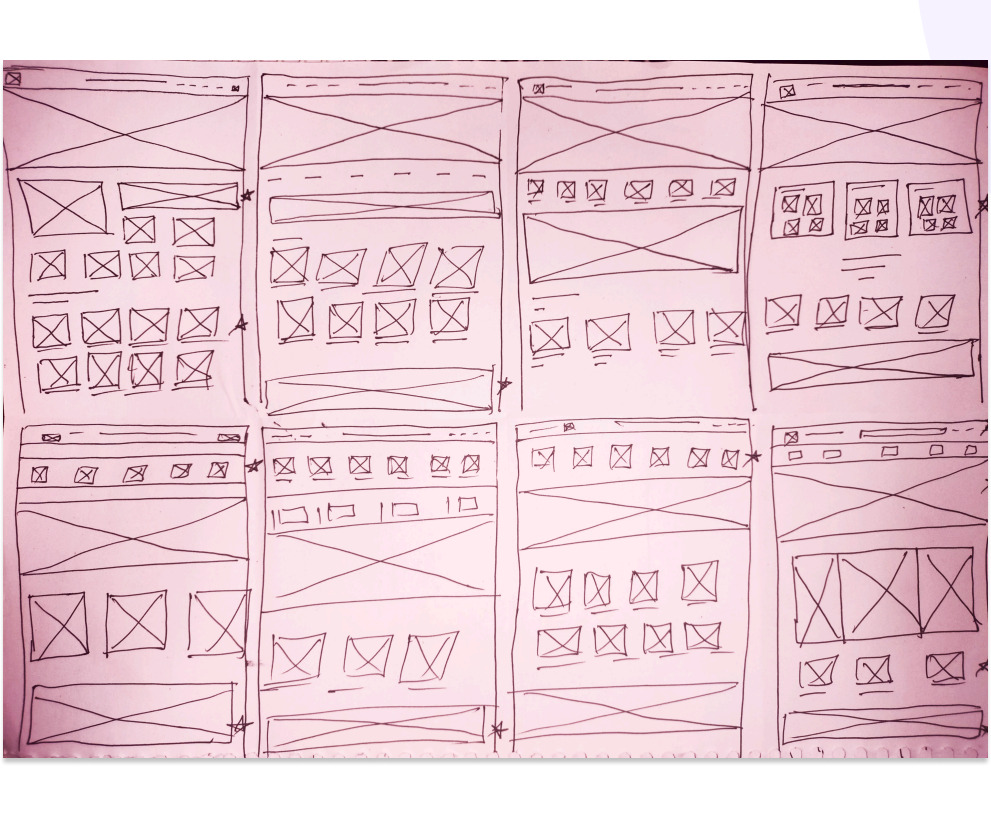
How Might reduce complexity of the website?
By providing easy and simple design of the website as much as possible.

How Might We make website available for mobile users?
By making the website responsive and designing for all viewports from big screens to small screens.

CRAZY EIGHT

Crazy *Eight*

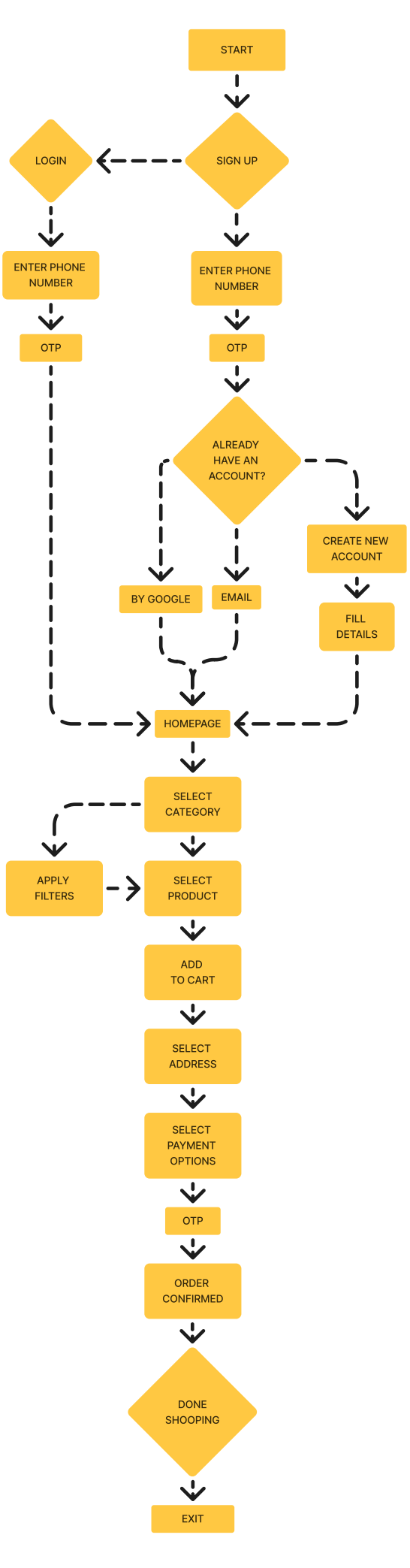
Crazy Eights let you note down different ideas, compare those ideas and narrow down the list of ideas before moving on with the best solutions.



USER FLOW

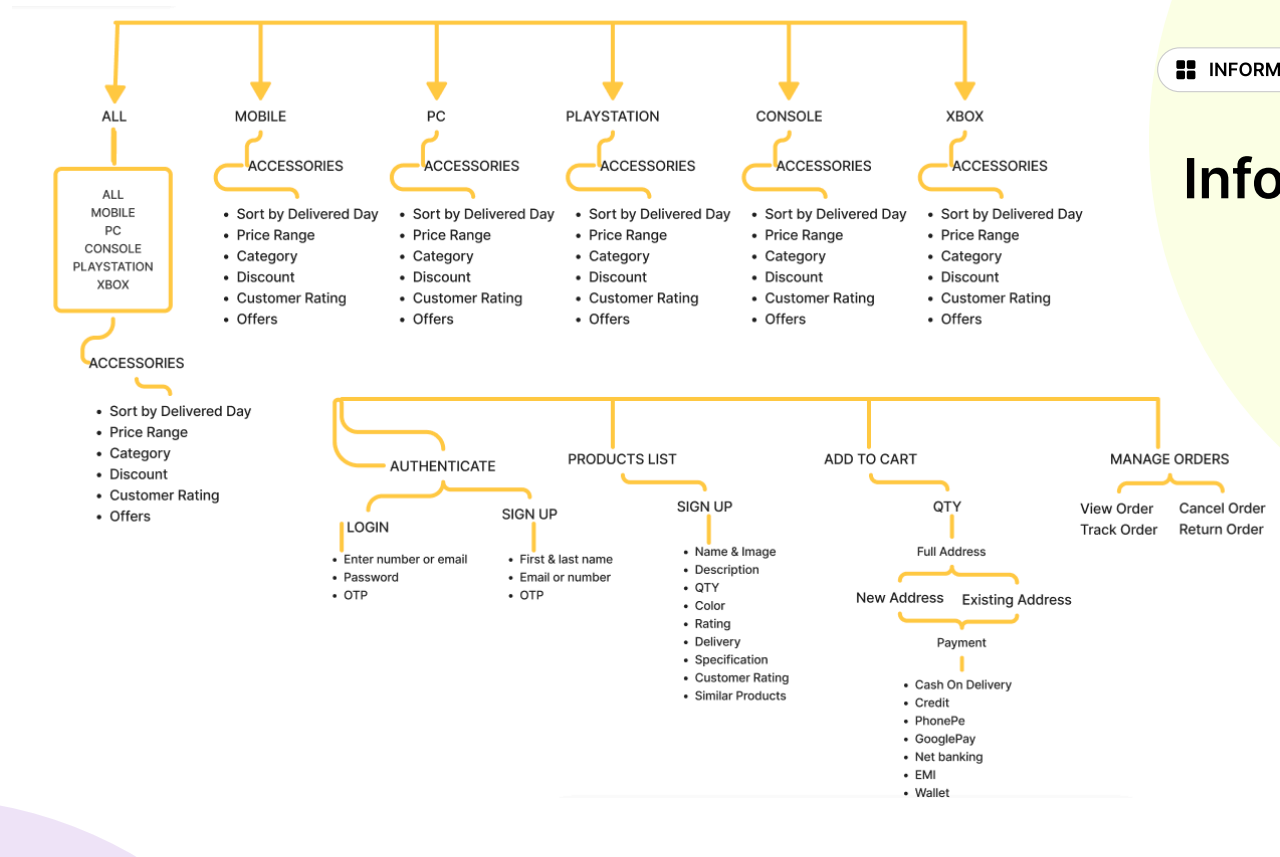
User *Flow*

It is a path taken by typical use on an app or website, so that they can complete task from start to finish.


START
SIGN UP
LOGIN
ENTER PHONE NUMBER
OTP
ENTER PHONE NUMBER
OTP
ALREADY HAVE AN ACCOUNT?
BY GOOGLE
EMAIL
CREATE NEW ACCOUNT
FILL DETAILS
HOMEPAGE
SELECT CATEGORY
APPLY FILTERS
SELECT PRODUCT
ADD TO CART
SELECT ADDRESS
SELECT PAYMENT OPTIONS
OTP
ORDER CONFIRMED
DONE SHOOPING
EXIT

INFORMATION ARCHITECTURE

Information *Architecture*


ALL
MOBILE
PC
PLAYSTATION
CONSOLE
XBOX
ALL MOBILE PC CONSOLE PLAYSTATION XBOX
ACCESSORIES
Sort by Delivered Day
Price Range
Category
Discount
Customer Rating
Offers
AUTHENTICATE
LOGIN
Enter number or email
Password
OTP
SIGN UP
First & last name
Email or number
OTP
PRODUCTS LIST
SIGN UP
Name & Image
Description
QTY
Color
Rating
Delivery
Specification
Customer Rating
Similar Products
ADD TO CART
QTY
Full Address
New Address
Existing Address
Payment
Cash On Delivery
Credit
PhonePe
GooglePay
Net banking
EMI
Wallet
MANAGE ORDERS
View Order
Track Order
Cancel Order
Return Order

Design

UI *Styling*

Logo

G

GAMEZON

TYPOGRAPHY

Typography

Font Family
ANTRASTE

A

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Font Family
Nunito Sans

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

COLORS

Colors

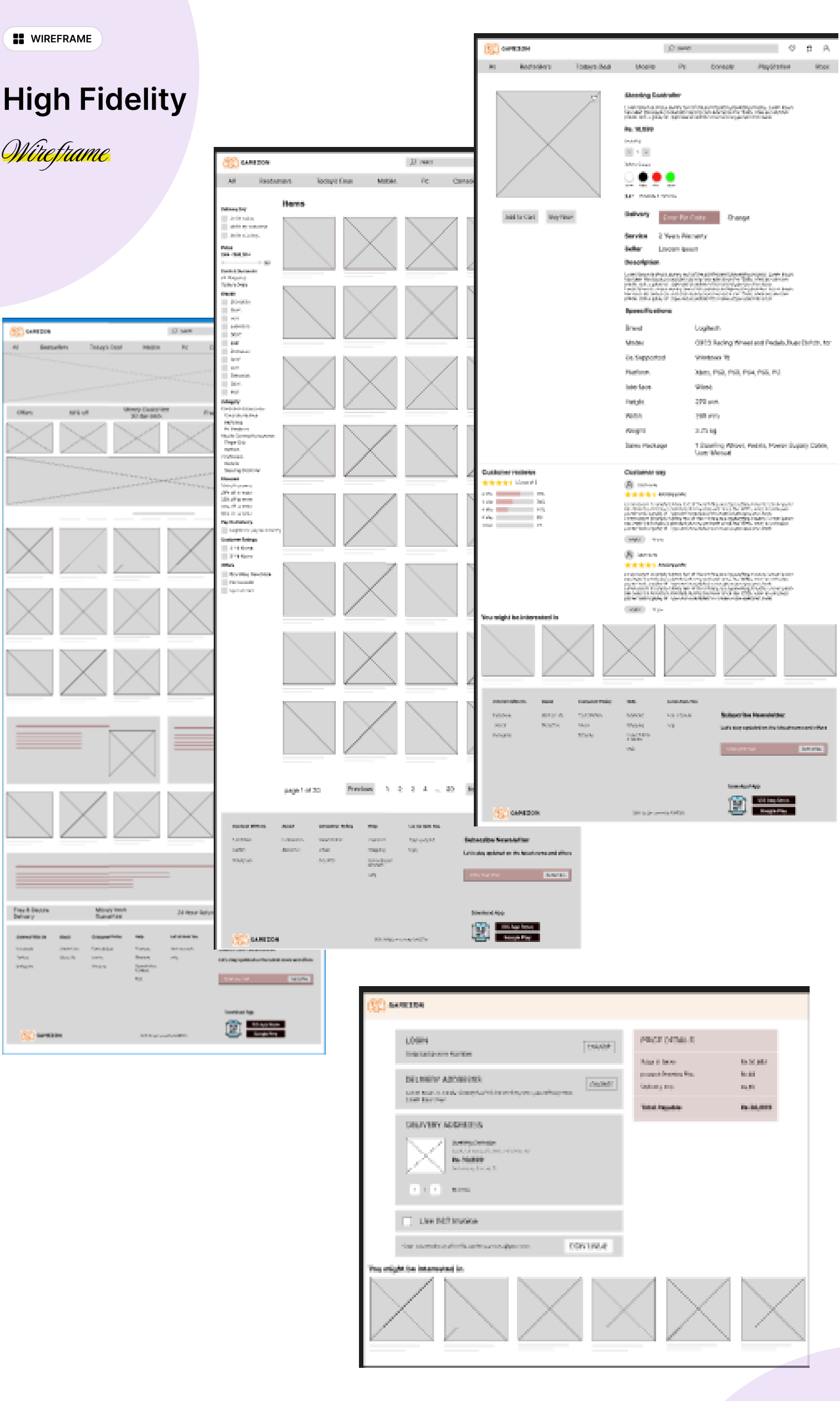
9CBEEA
92A9FF
FFFF00
E7FE55
F8ECFF
FF941D
5E732F
FFC943
FFE4E4
FBFFE4
6D93F4

ICONS

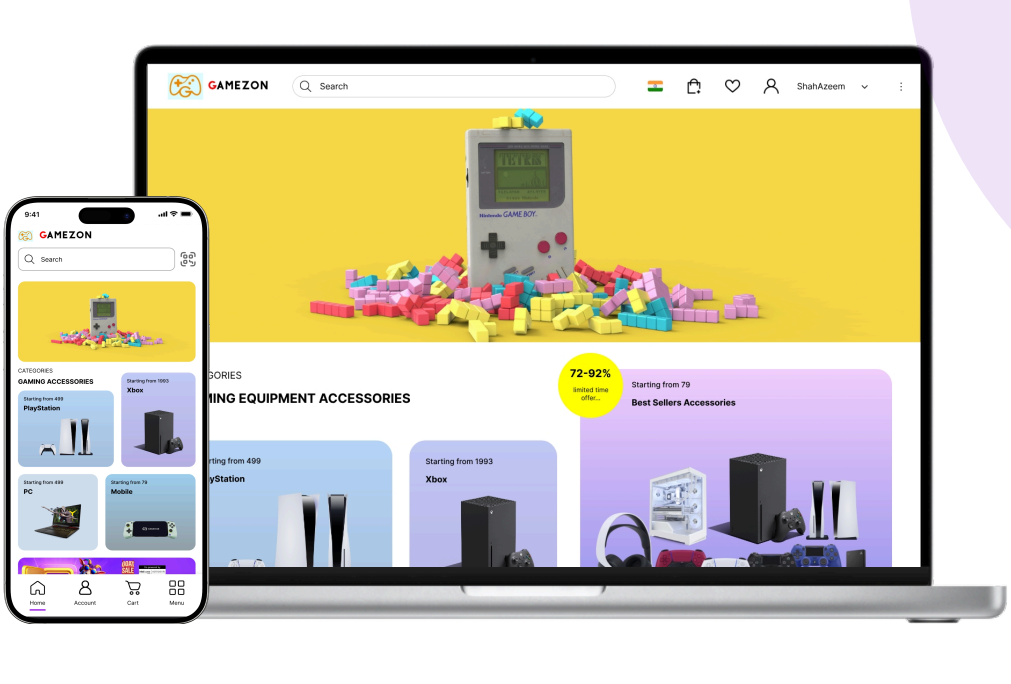
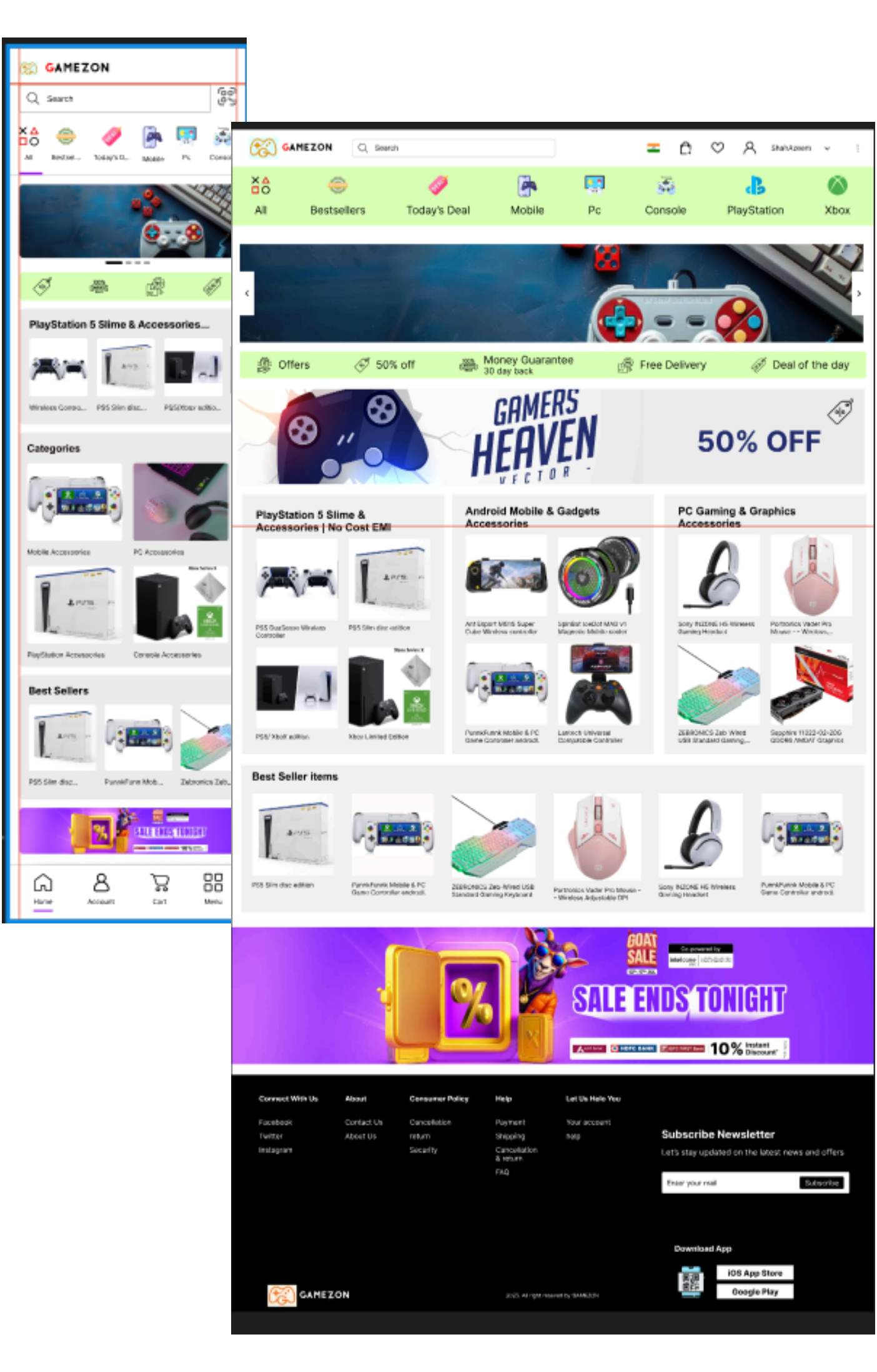
Iconography

WIREFRAME

High Fidelity *Wireframe*



PROTOTYPE

Prototyping