UI/UX Design – E-Sport Arena Community Website

Platform All-in-One untuk Turnamen, Merchandise, dan Komunitas E-Sport

https://bit.ly/Arena_UIUX

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Ahmad Burhan

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LEVEL UP YOUR GAME. JOIN THE ARENA.

TEMPAT
BERKUMPUL
PARA JUARA

Gabung bersama ribuan gamers dan pecinta e-sport lainnya. Ikuti turnamen, workshop, dan dapatkan merchandise eksklusif hanya di E-Sport Arena Community!
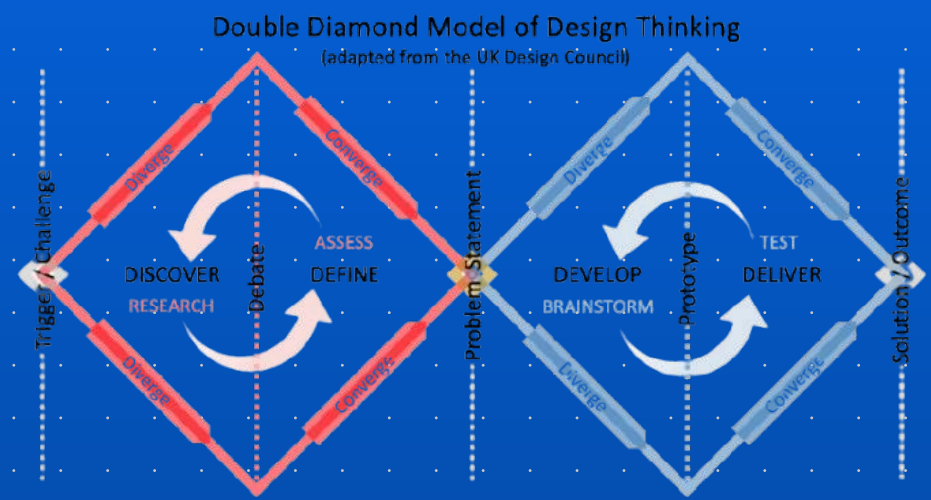
Get Started

Executive Summary

The E-Sport Arena Community website platform was designed from the ground up to be an integrated digital platform for the e-sports community, combining event ticket purchasing, merchandise sales, and a community interaction space in one modern and responsive system. Until now, community activities were still carried out manually through Google Forms, which were impractical and not scalable. Using the Double Diamond approach, the design process began with user research and information architecture design, and then developed an interface prototype.
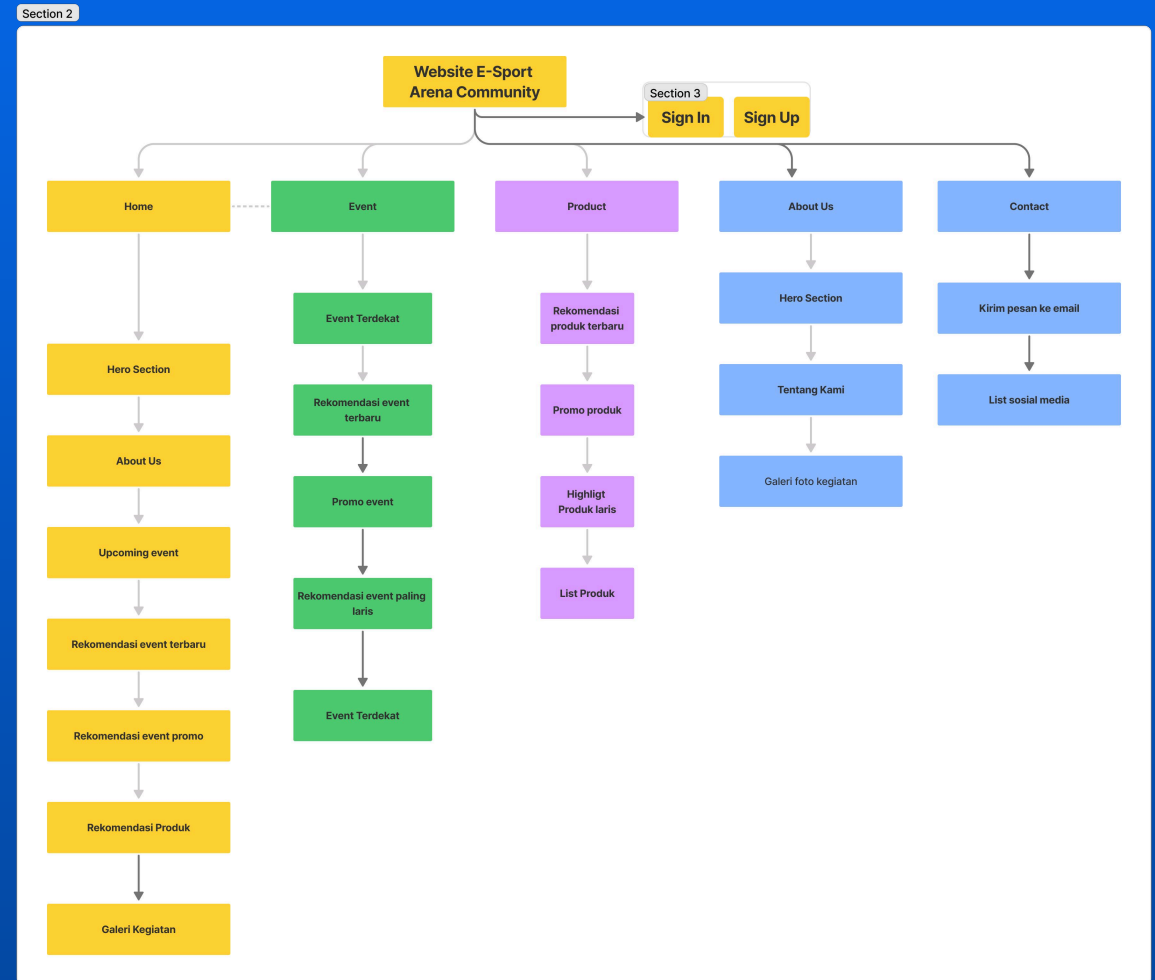
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Design Process

The design of this platform follows the Double Diamond Design Framework approach, which divides the design process into four main stages: Discover, Define, Develop, and Deliver.

Double Diamond Model of Design Thinking
(adapted from the UK Design Council)

Information Architechture

Information Architecture is the process of composing and organizing content in a structured manner so that users can easily find information, understand navigation flows, and have an efficient and enjoyable experience.

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UI Guidelines

Typography

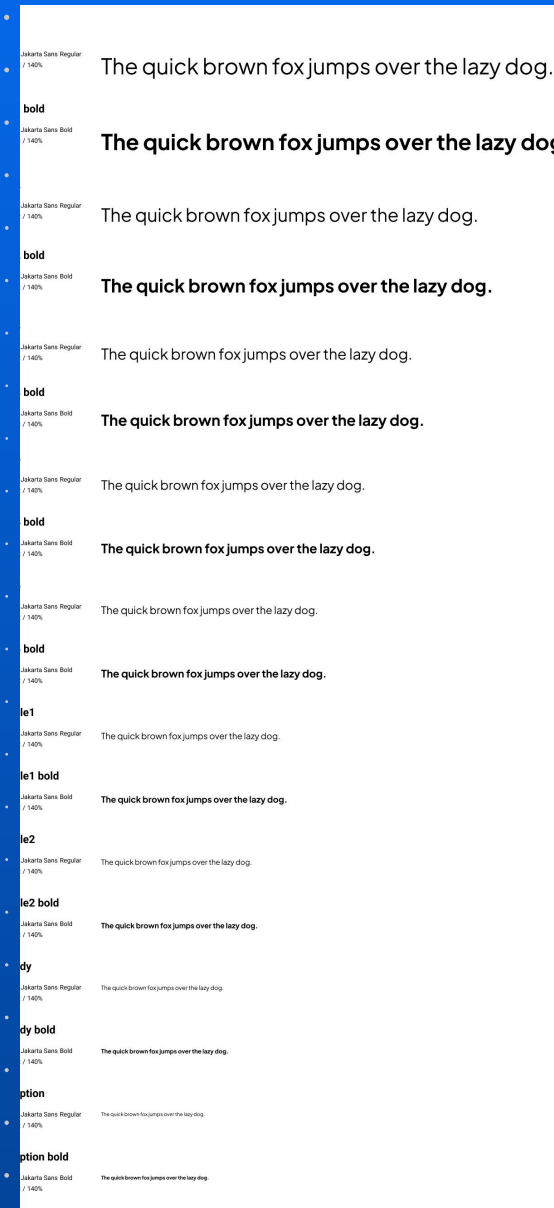Color Pallete

Layout Grid

Komponen UI

Typography

Plus Jakarta Sans
AaBbCcDd

Plus Jakarta Sans adalah tipografi sans-serif modern yang dirancang untuk merepresentasikan semangat kota Jakarta yang dinamis, inklusif, dan progresif. Dengan desain yang bersih dan fleksibel, font ini memberikan kesan profesional sekaligus humanis.

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Jakarta Sans Regular / 140%	The quick brown fox jumps over the lazy dog.	
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Color Palette

Primary Color

#00142e

Warna #00142e adalah biru tua yang sangat gelap dengan kesan elegan, misterius, dan profesional, mencerminkan stabilitas, kepercayaan, serta kedalaman seperti lautan malam yang tenang.

Primary

Sample	Name	Hex	RGB
17.10 AAA AAA / 1.23	primary-50	#e6e8ea	rgb(230, 232, 234)
10.28 AAA AAA / 2.04	primary-100	#b0b6be	rgb(176, 182, 190)
6.75 AAA AA / 3.11 AA	primary-200	#8a939f	rgb(138, 147, 159)
3.37 AA / 6.23 AAA AA	primary-300	#546273	rgb(84, 98, 115)
2.08 / 10.07 AAA AAA	primary-400	#334358	rgb(51, 67, 88)
1.14 / 18.43 AAA AAA	primary-500	#00142e	rgb(0, 20, 46)
1.12 / 18.75 AAA AAA	primary-600	#00122a	rgb(0, 18, 42)
1.08 / 19.36 AAA AAA	primary-700	#000e21	rgb(0, 14, 33)
1.06 / 19.78 AAA AAA	primary-800	#000b19	rgb(0, 11, 25)
1.04 / 20.11 AAA AAA	primary-900	#000813	rgb(0, 8, 19)

Color Palette

Secondary Color
#dd7900

Warna #dd7900 adalah oranye tua yang hangat dan energik, memancarkan kesan semangat, optimisme, serta kreativitas. Warna ini juga melambangkan keberanian dan kehangatan, sekaligus memberi nuansa yang kuat dan berani untuk menarik perhatian.
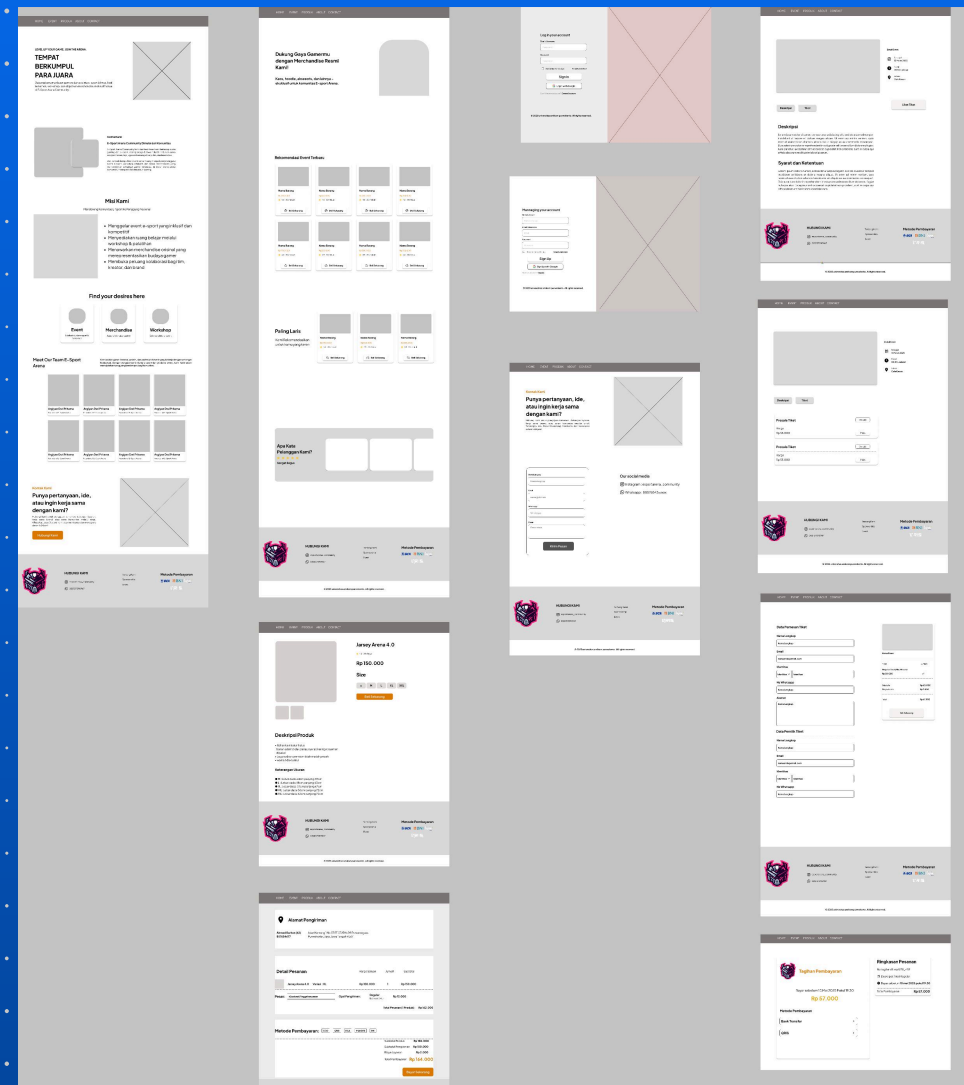
Secondary

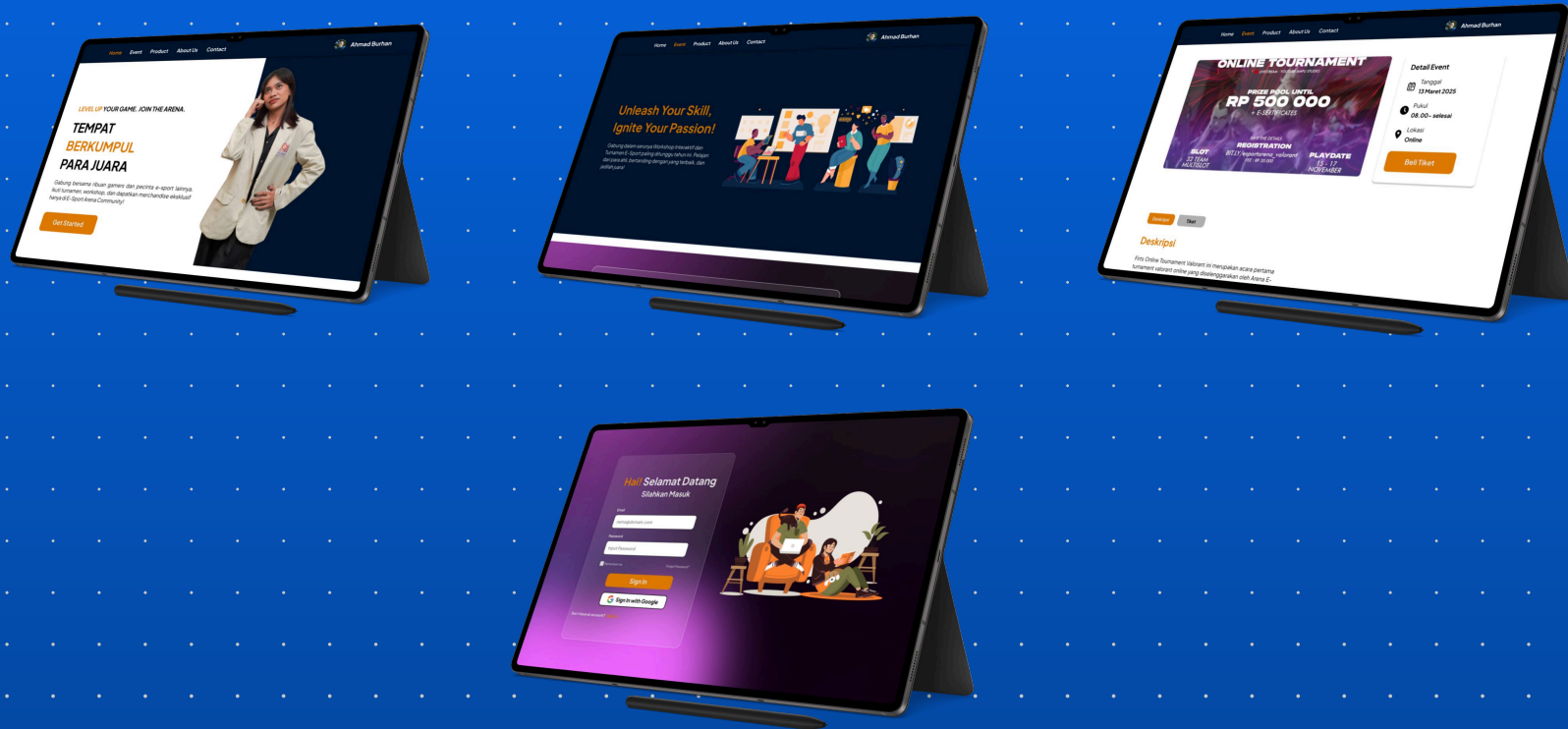|	Color	Details
18.98 AAA AAA / 1.11		secondary-50 #fcf2e6 rgb(252, 242, 230)
14.99 AAA AAA / 1.40		secondary-100 #f4d5b0 rgb(244, 213, 176)
12.67 AAA AAA / 1.66		secondary-200 #efc18a rgb(239, 193, 138)
9.94 AAA AAA / 2.11		secondary-300 #e8a554 rgb(232, 165, 84)
8.58 AAA AAA / 2.45		secondary-400 #e49433 rgb(228, 148, 51)
6.81 AAA AA / 3.08		secondary-500 #dd7900 rgb(221, 121, 0)
5.71 AAA AA / 3.68 AA		secondary-600 #c96e00 rgb(201, 110, 0)
3.76 AA / 5.58 AAA AA		secondary-700 #9d5600 rgb(157, 86, 0)
2.63 / 7.98 AAA AAA		secondary-800 #7a4300 rgb(122, 67, 0)
1.94 / 10.83 AAA AAA		secondary-900 #5d3300 rgb(93, 51, 0)

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Wireframe Low-fidelity

In this Low-fidelity Wireframe there is an initial design in the process of creating the E-Sport Arena Community Website Design.

Wireframe High-fidelity

THANK YOU

I believe great design is born from strong collaboration. If you're looking for a creative partner who can help bring your vision to life, let's start a conversation!

Contact me

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PORTFOLIO WEBSITE

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