

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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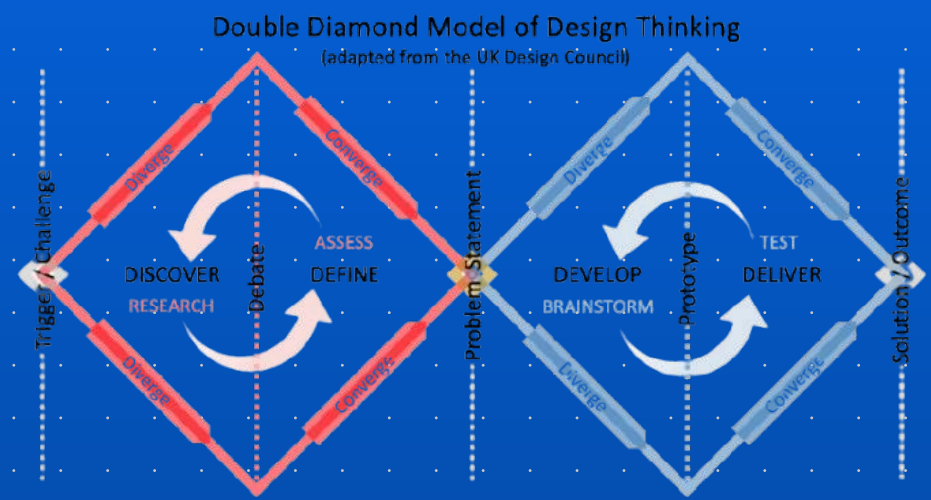


Executive Summary

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.

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.

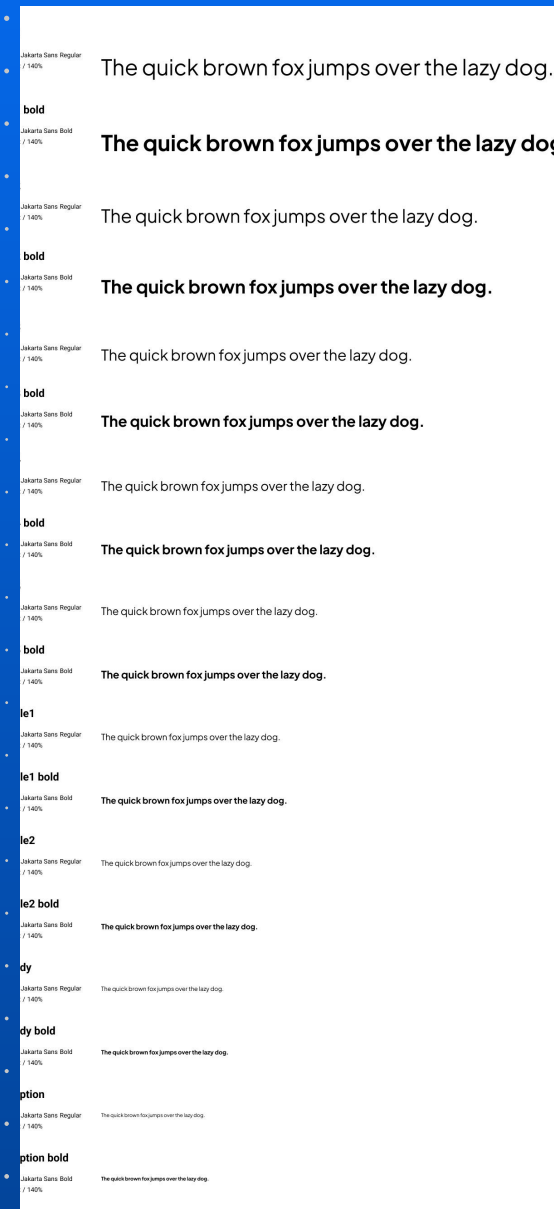


Typography

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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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

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

Color Palette

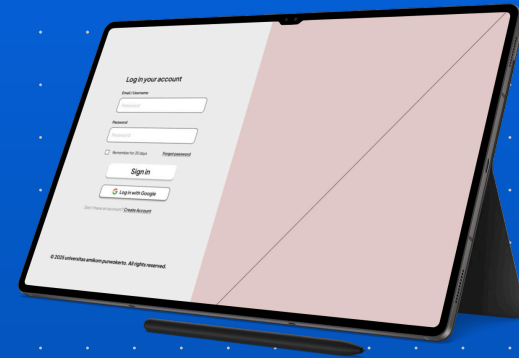
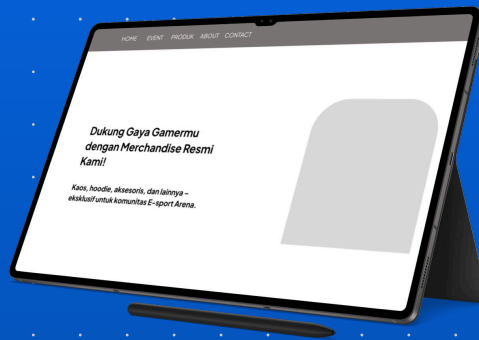
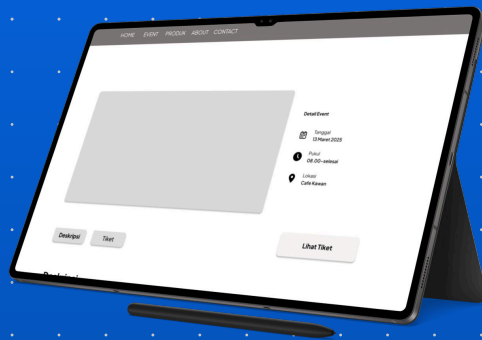
Secondary Color #dd7900

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.

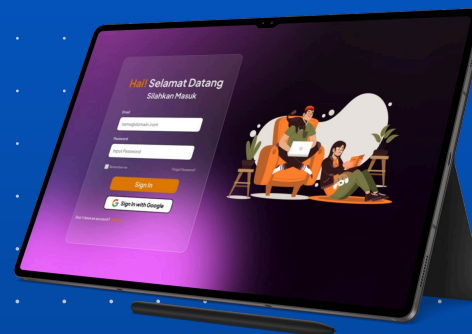
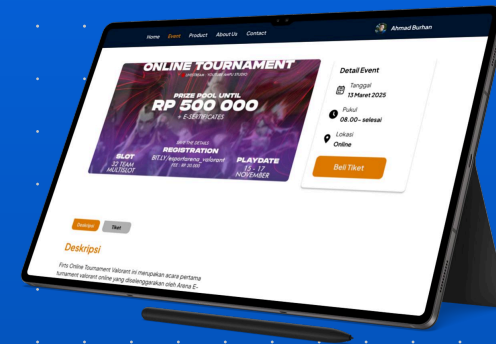
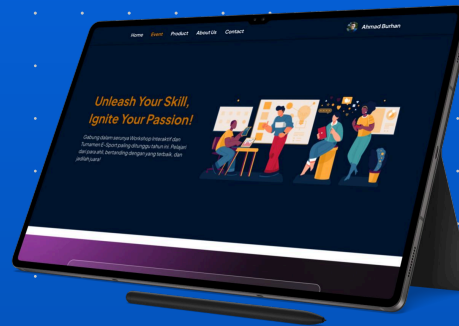
Secondary

● 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)

Wireframe Low-fidelity



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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