

UI/UX DESIGN

CONCEPT

2025

Best Way

MASTERS OF TACTICAL REALISM



INNA KRAVCHENKO

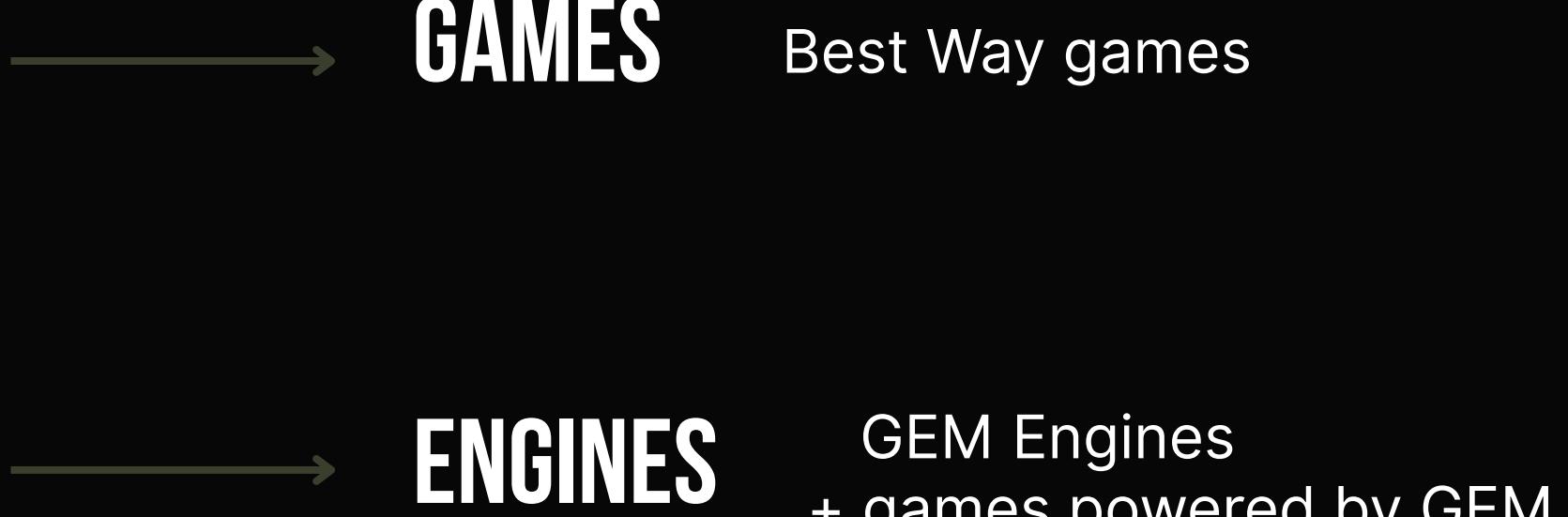
ABOUT COMPANY

Best Way is a Ukrainian game development company best known for its work in the real-time tactical strategy genre.

Here are a few key points:

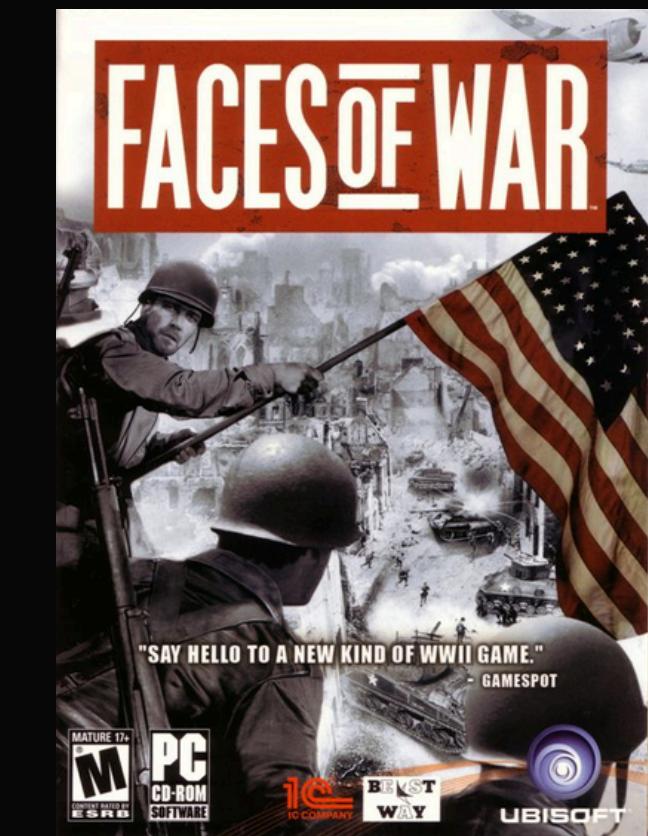
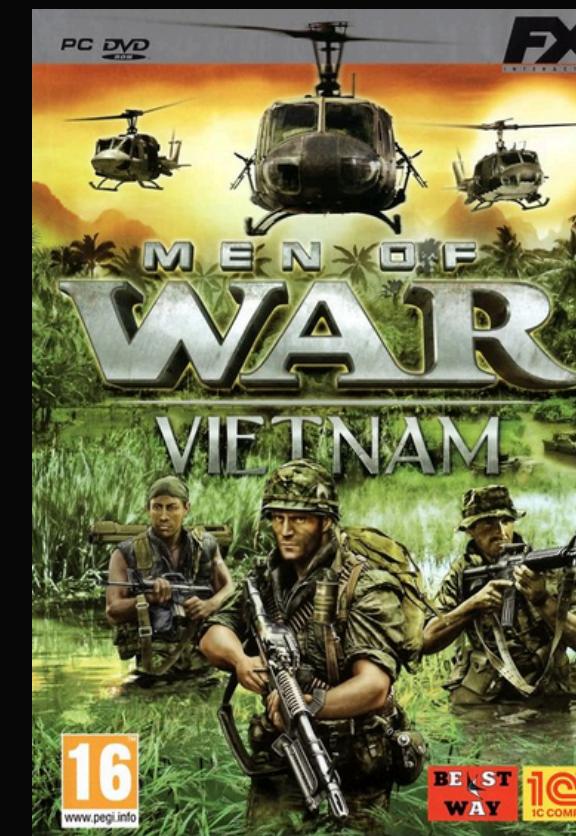
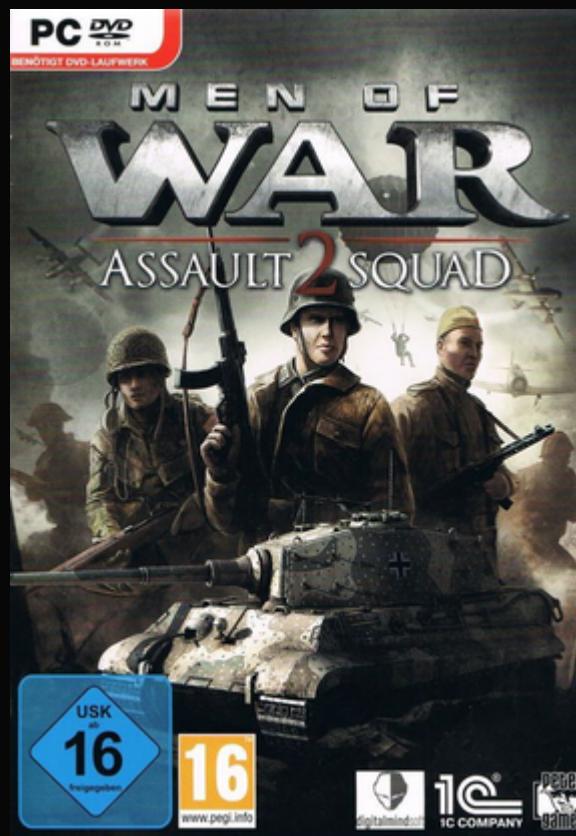
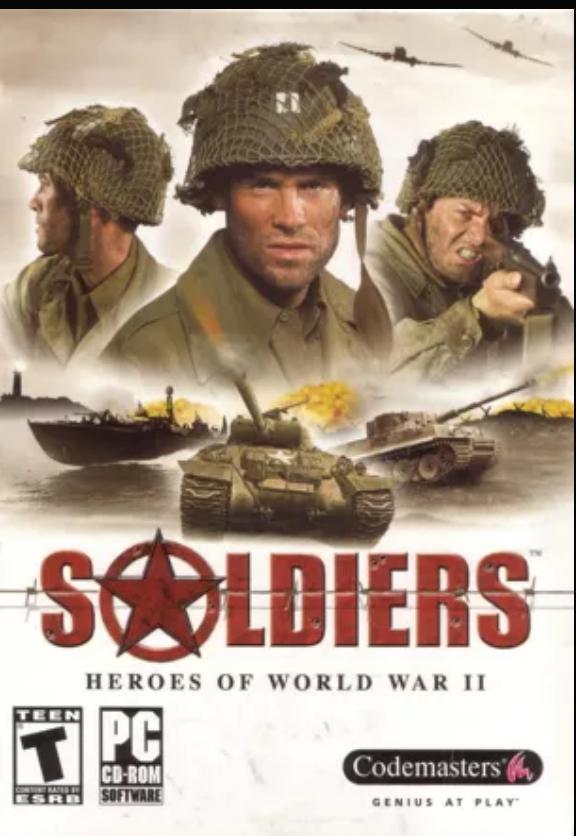
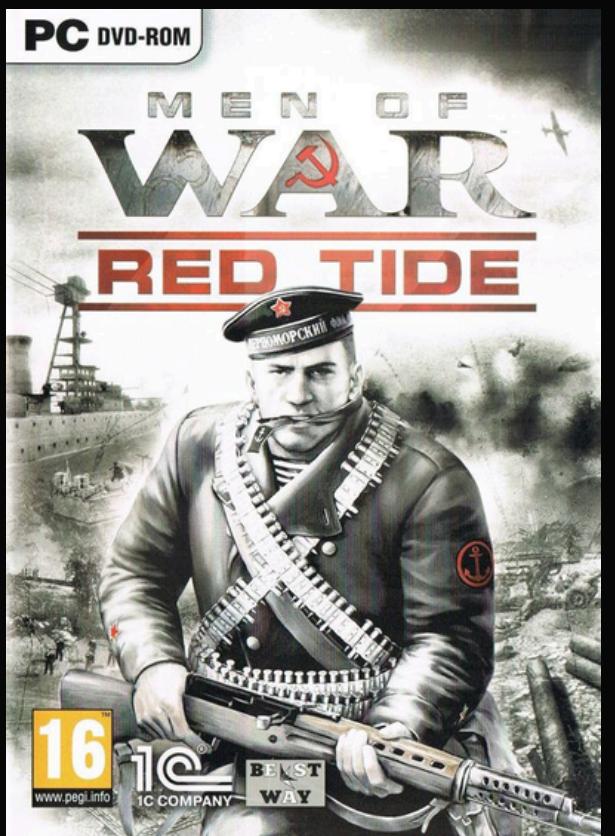
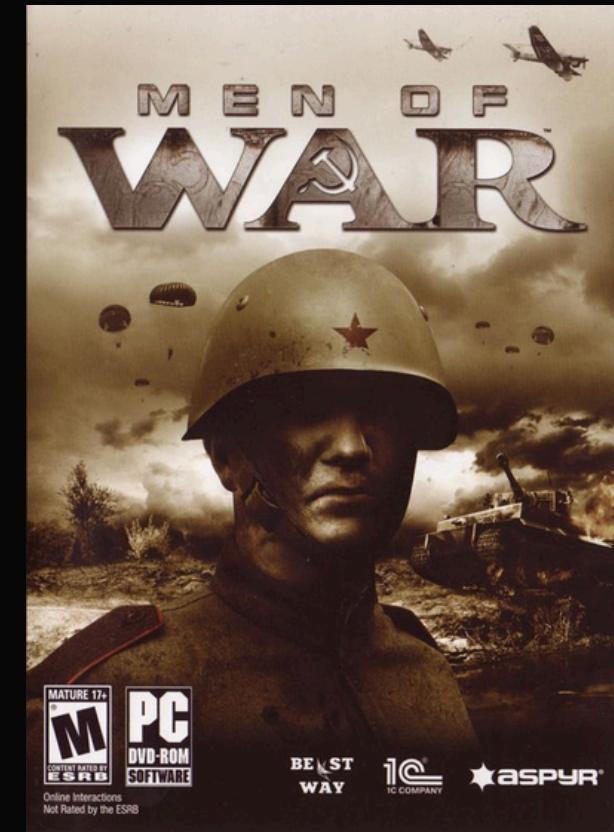
- **Specialization:** Realistic, tactical military strategy games with deep unit control and battlefield simulation.
- **Signature Engine:** They developed the GEM engine, optimized for destructible environments, line of sight, and detailed soldier/vehicle mechanics.

THE MAIN TARGET IS SHOW KEY ASPECTS OF THE ACTIVITY

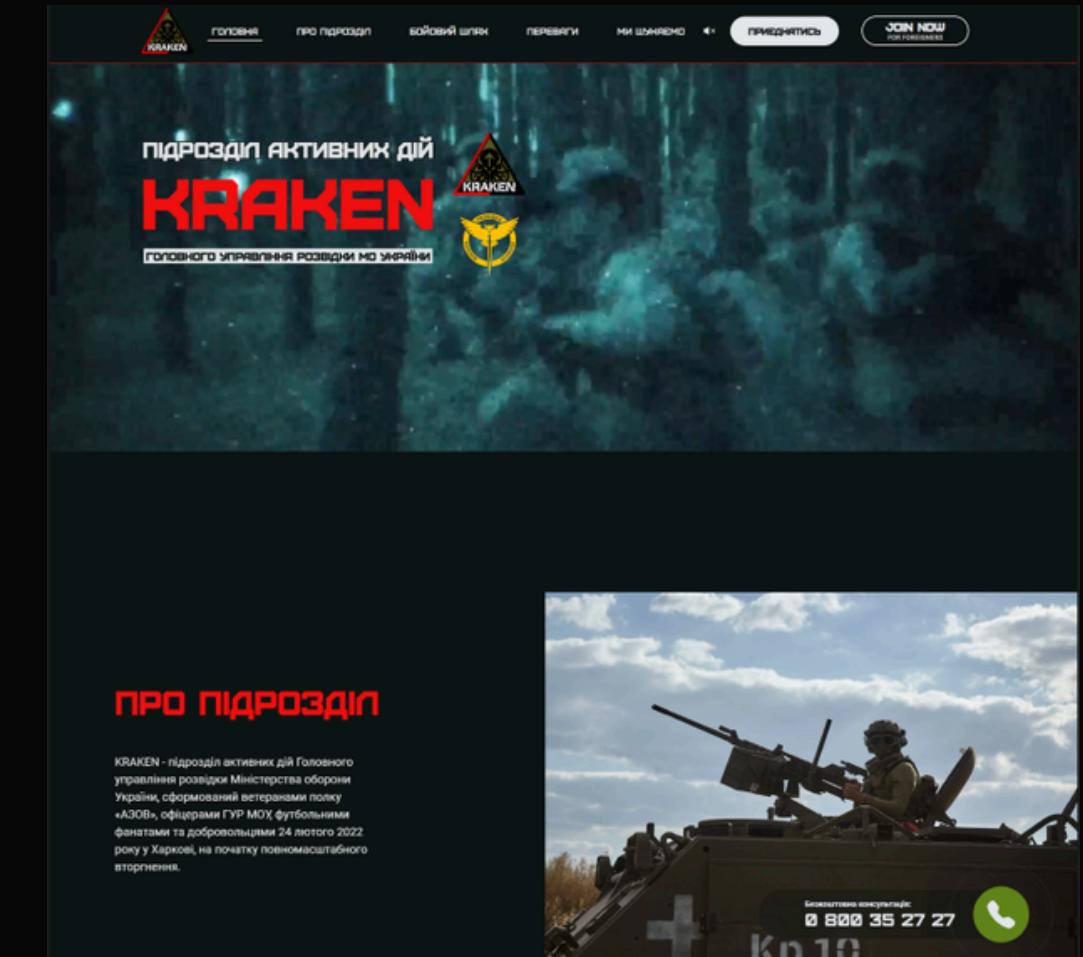
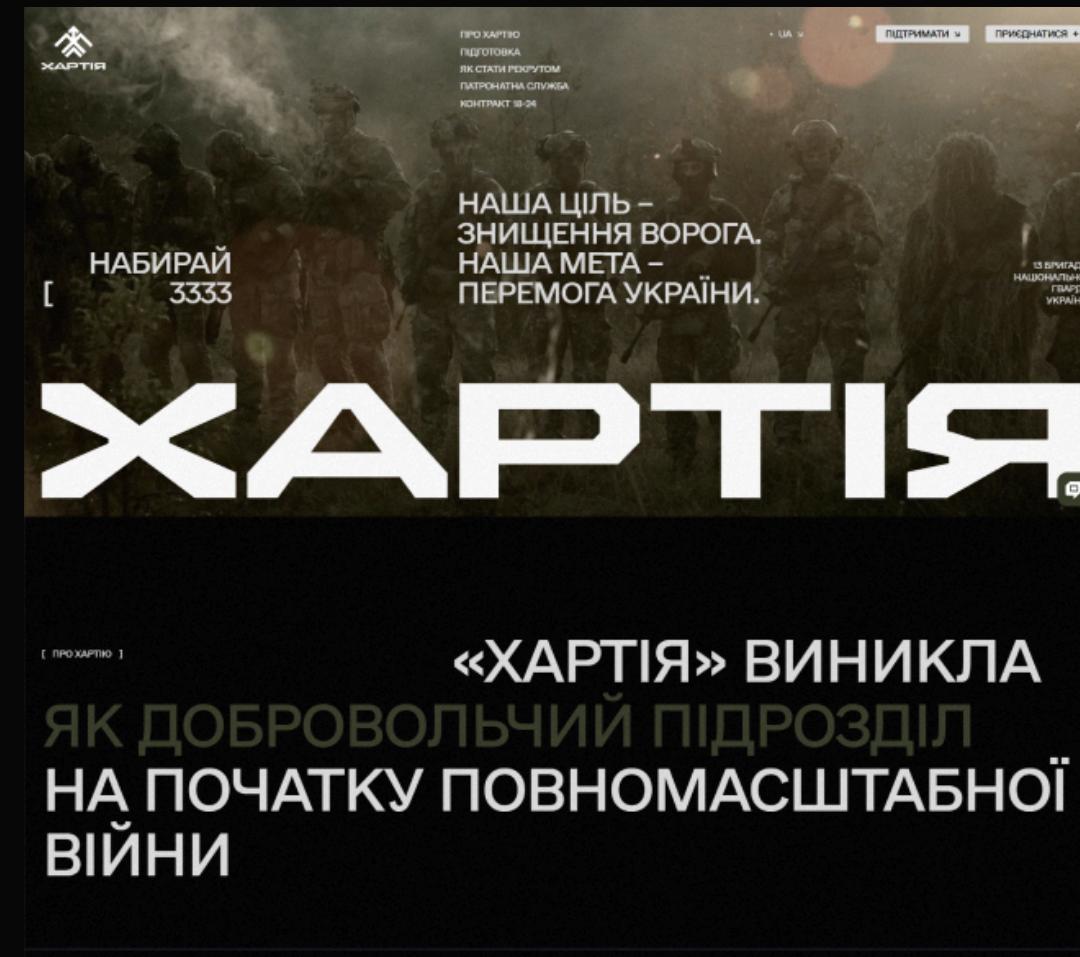
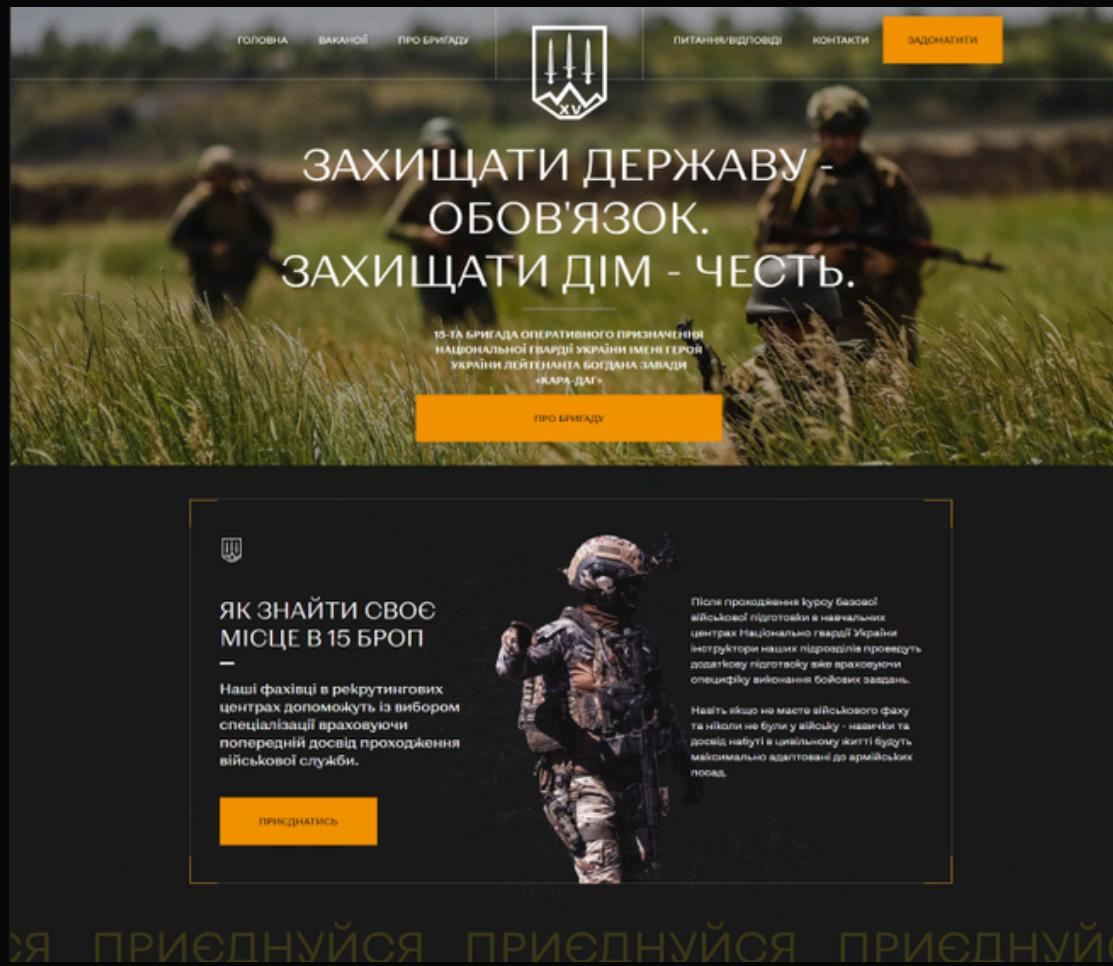


GAMES ARE CHARACTERIZED BY

- Authentic World War II settings
- Highly detailed tactical combat
- Emphasis on realism and military strategy
- Consistent visual style rooted in war history and immersive battlefield storytelling



INSPIRED BY MILITARY WEB SITES



<https://karadag.army>

<https://www.khartiia.org/>

<https://krkn.army/>

COMMON DESIGN POINTS:

- Dark background
- Grounded, military aesthetic

- Desaturated hero image
- Large, bold typography

WHY THE MILITARY-INSPIRED AESTHETIC?

1. Thematic Consistency

Best Way's entire portfolio centers on military history, strategy, and war simulation.

2. Emotional Resonance

The gritty textures, muted colors, and bold red accents evoke urgency, discipline, and tactical precision — key emotions associated with RTS gameplay.

3. Audience Alignment

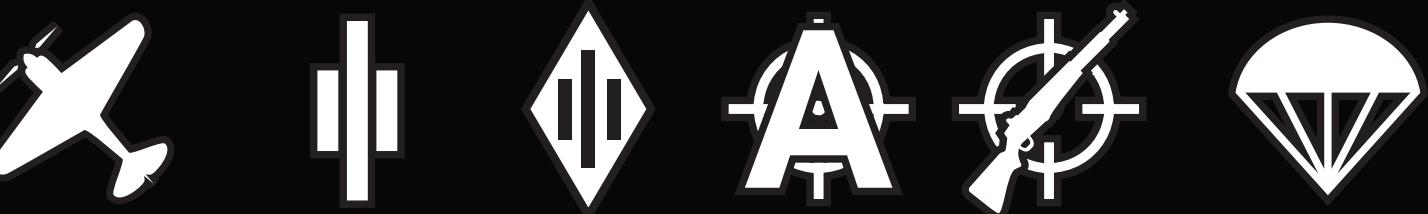
Players of Best Way games are typically fans of war history, realism, and military hardware.

4. Brand Continuity

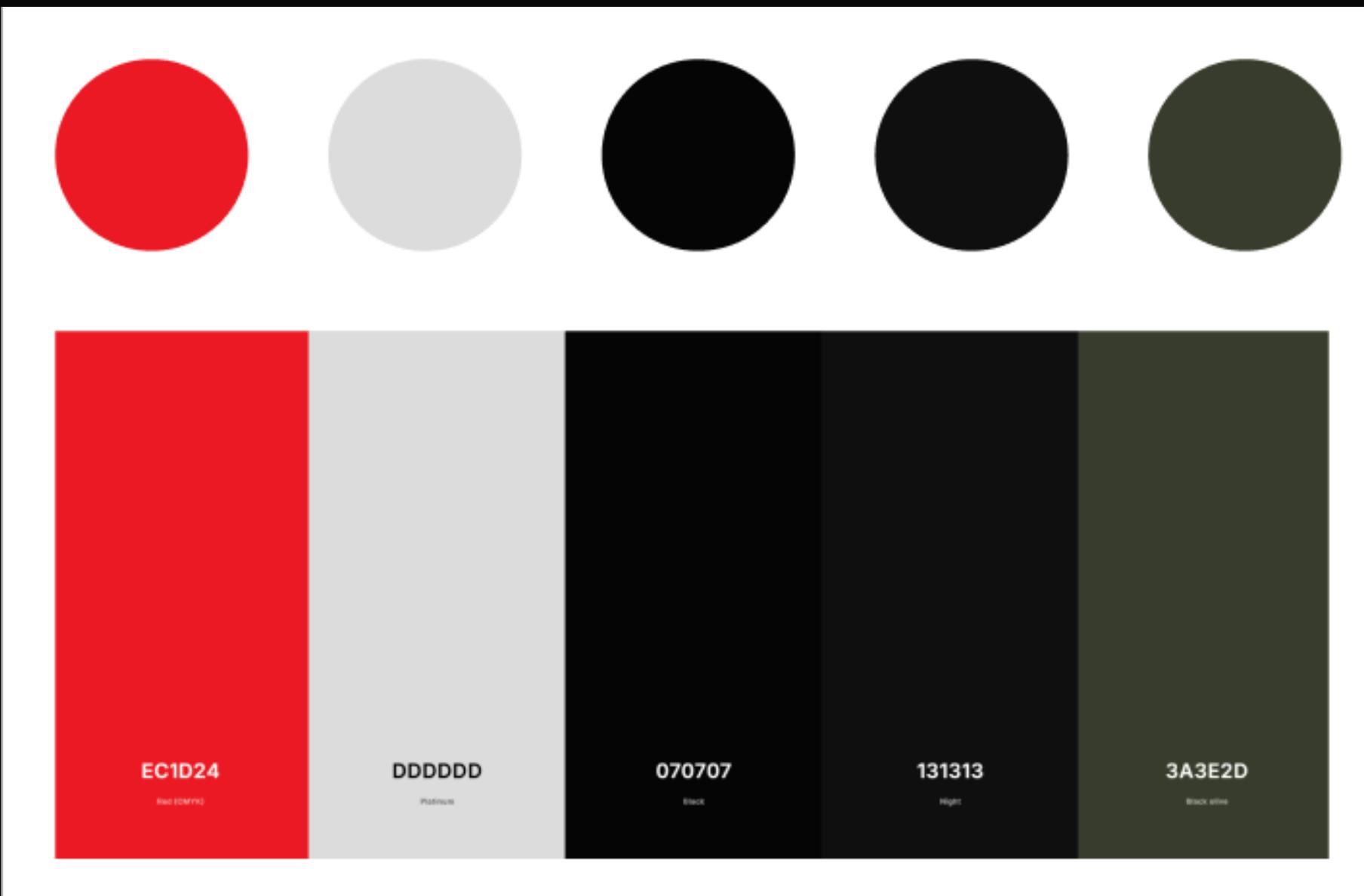
From game box art to in-game UI, Best Way consistently leans into a military visual language.

A military design visually reinforces the subject matter of their games and technology.

From game box art to in-game UI, Best Way consistently leans into a military visual language. Extending this into web design ensures brand coherence across platforms.



THEME COLOURS



The rule 60–30–10

#EC1D24

10% The red from the logo is applied to make the accent or call to action

#070707

60% dark background

#131313

60% Night dark color emphasizes discipline and purposefulness

#DDDDDD

metal, platinum gray for text

#3A3E2D

30% Olive for tactical, military feel



TYPOGRAPHY

Perfect for tactical feel

HEADINGS:

BEBAS NEUE

Why: Tall, bold, all-caps. Feels military and commanding. Perfect for titles and for hero section

This pairing gives users visual strength and clarity - ideal for a strategy-focused studio with cinematic flair.

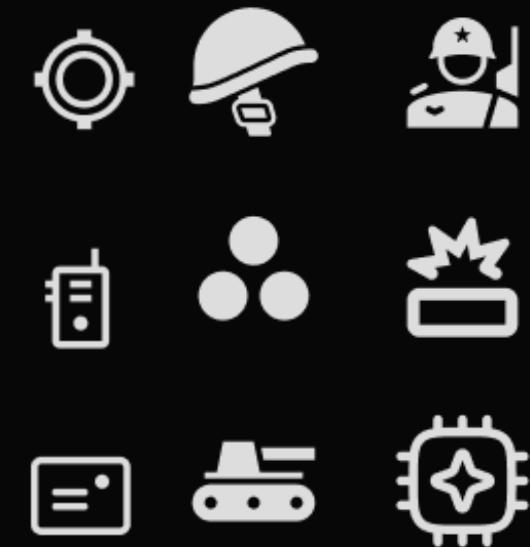
Body Text & UI:

Inter

Why: Clean, modern, extremely readable. Works well for descriptions, buttons, menus, and paragraphs

ICONS:

Military inspired

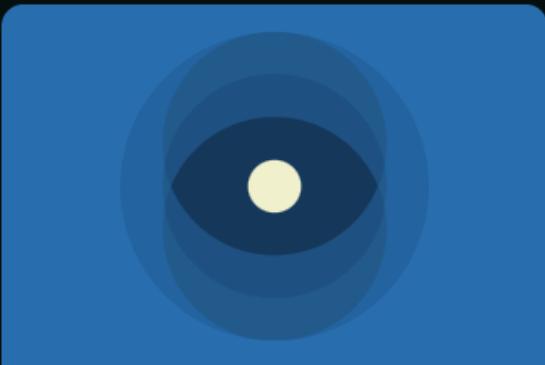


DESIGN ON DESKTOP/TABLET DEVICE



The design concept blends military-inspired aesthetics with modern UX principles, capturing Best Way's legacy in real-time strategy games while staying accessible and engaging for today's users.

UX DESIGN BASED ON LAWS OF UX



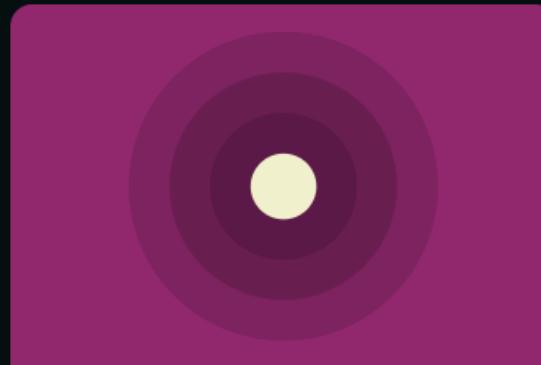
Cognitive Bias

A systematic error of thinking or rationality in judgment that influence our perception of the world and our decision-making ability.



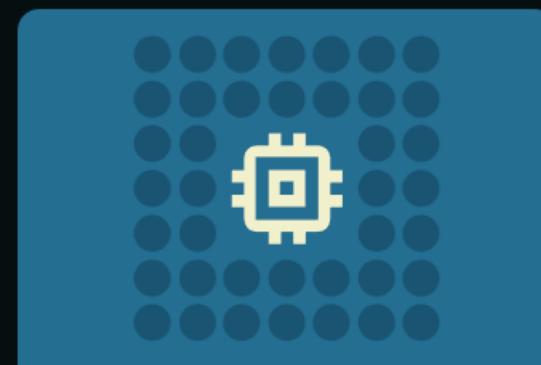
Cognitive Load

The amount of mental resources needed to understand and interact with an interface.



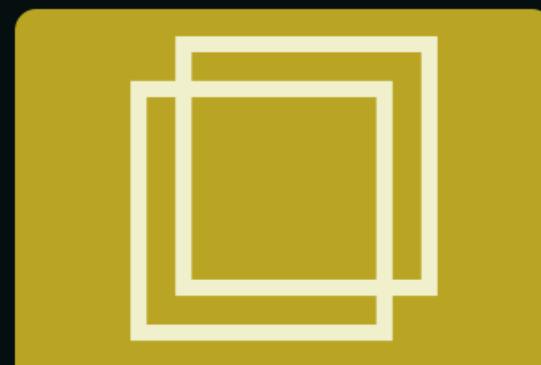
Doherty Threshold

Productivity soars when a computer and its users interact at a pace (<400ms) that ensures that neither has to wait on the other.



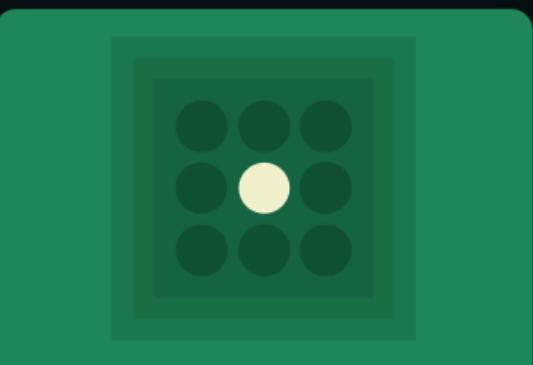
Hick's Law

The time it takes to make a decision increases with the number and complexity of choices.



Jakob's Law

Users spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know.



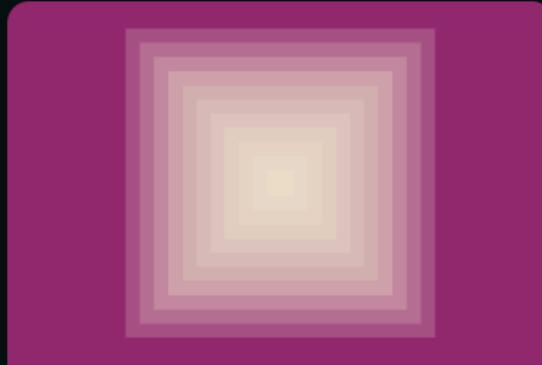
Law of Common Region

Elements tend to be perceived into groups if they are sharing an area with a clearly defined boundary.



Fitts's Law

The time to acquire a target is a function of the distance to and size of the target.



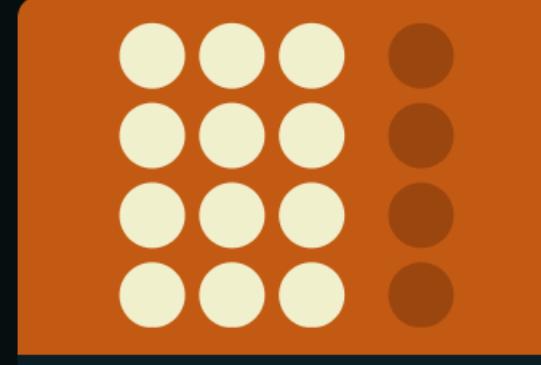
Flow

The mental state in which a person performing some activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity.



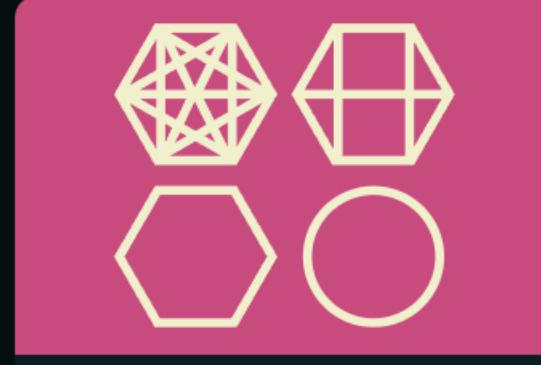
Goal-Gradient Effect

The tendency to approach a goal increases with proximity to the goal.



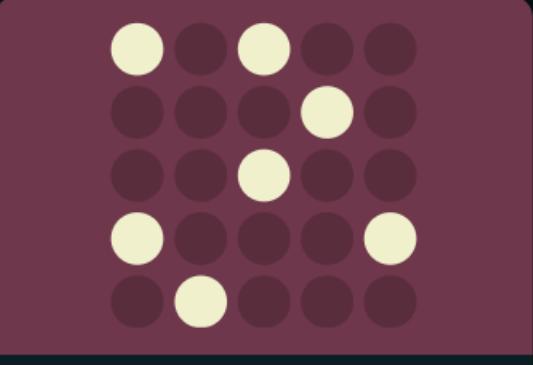
Law of Proximity

Objects that are near, or proximate to each other, tend to be grouped together.



Law of Prägnanz

People will perceive and interpret ambiguous or complex images as the simplest form possible, because it is the interpretation that requires the least cognitive effort of us.



Law of Similarity

The human eye tends to perceive similar elements as a complete picture, shape, or group, even if those elements are separated.