



A gaming community site.

Made by: Kommidi Amulya.

# What is Playa?

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Playa is a community platform for gamers and gaming enthusiasts. Playa helps people share their thoughts about games, make online friends with people of similar interests, find games in a particular niche, know more about gaming, esports, etc.

# Why Playa?



Playa's main focus while building a community is to ensure it's inclusive and accessible for everyone with different backgrounds and interests. From action adventure to puzzle games, from MOBA(Multiplayer online battle arena) to indie chill games we got you covered with tons of helpful reviews from your peers.

# How Playa started?

Growing up I was always into video games. Be it GTA or dress up barbie games, I've played them all but I always found it hard to make friends or discuss my interests amongst people. My love for video games kept increasing when I got my hands on my dad's PlayStation 2. Passionate to share my views and eager to try different things and one fine day when I sat down to ideate projects for my case study, I suddenly got the idea about Playa. So, here we are 😊.

# Opportunity.

To make it simple Playa is collection of things with endless possibilities for showing your views and thoughts about gaming/video games. As a fellow gaming enthusiast I hate to say it but gaming community can be really toxic towards women and people with disabilities and people from different communities, background and Playa aims to eradicating it while providing the ability to express their opinions freely and respectfully.

# Problems

- 1. Cluttered UI.
- 2. Limited scope for personalization.
- 3. Users can't engage with one another.
- 4. Issues with Reviewing system.
- 5. People are finding it hard to share their thoughts.

# Solutions

- 1. Make clean and easy to navigate UI.
- 2. Let users customize their profile.
- 3. Chats, Group Chats, Discussion forums.
- 4. Provide star rating and descriptive reviews.
- 5. Users can add personal notes.

# Tools

1. Figma



2. FigJam



3. Notion



# Design Process

1. Research & Analysis.
2. Concept Development.
3. Wireframing & Prototyping.
4. User Testing.
5. Design Iteration.
6. Visual Design.

# Empathy Map

He wants to play new games but doesn't know if people who played them like them?

He wants to share his gaming journey and opinions online.

He thinks it would be fun to have a community of friends who's into gaming.

He wonders what's going on in the gaming community

## Says

Tries his best to keep up to date with latest gaming news and updates!

He's constantly on search for different gaming forums online.

He feels unheard because nobody around him knows what he likes and dislikes.

He feels like he doesn't have anyone to play the games he likes together.

## Arvind

## Does

## Feels



# User Persona



## Maya

Intern at Apparel company

“ Being a woman who loves gaming during her free time it gets scary whenever somebody is being really creepy online.”

**Age:** 21.

**Education:** Undergrad at NIFT, Hyderabad.

**Hobbies:** Gaming, Cooking, Painting.



### User Goals/Needs:

1. Expecting to have a community which is safe and respectable for women and welcoming for everyone.
2. Hoping to have good game recommendations and wants to document her own reviews.



### Pain Points:

1. When the platform feels very limited and isn't fun to use for everyone.
2. When the Visual Design of the website isn't what it's promised to be.



### Frustration:

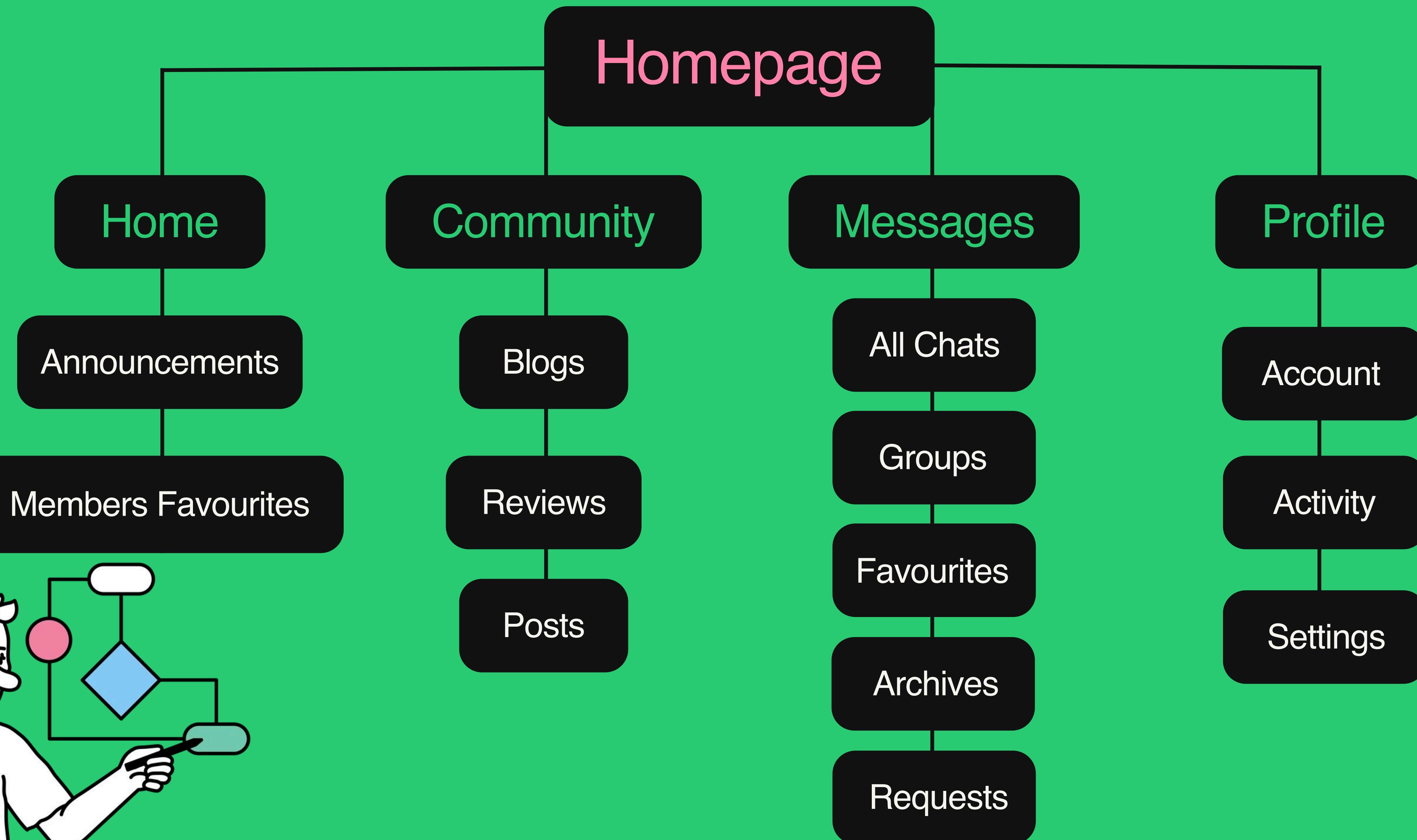
1. User gets annoyed when there's very few communities for different genres of gaming.
2. When the content that's there in platforms aren't moderated and is not safe to consume.



### Motivation:

1. Gaming and learning more about gaming helps Maya energised after a long day of work.
2. She is always eager to try new platform which promises great potential.

# Information Architecture



# Typo graphy

Gambarino  

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Helvetica

# Gambarino



Aa

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abcdefghijklmnopqrstuvwxyz

1234567890

# Helvetica

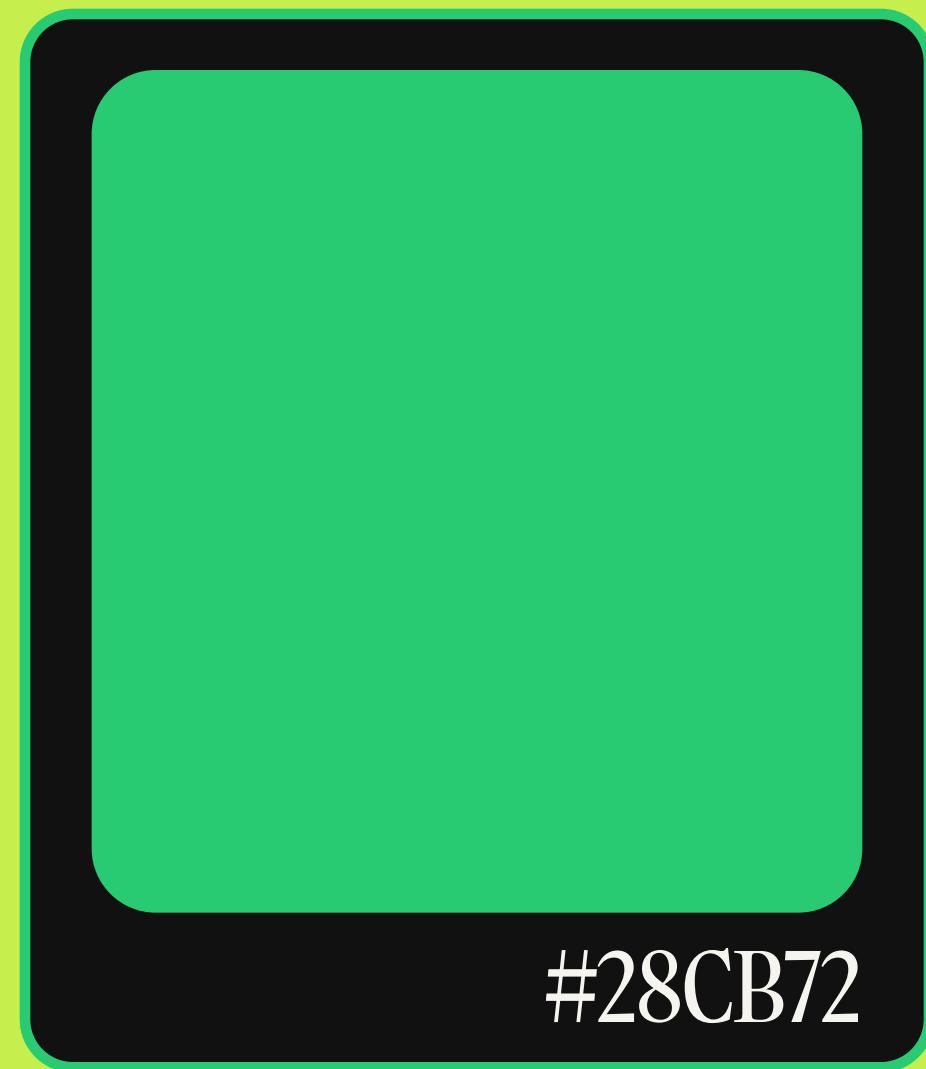


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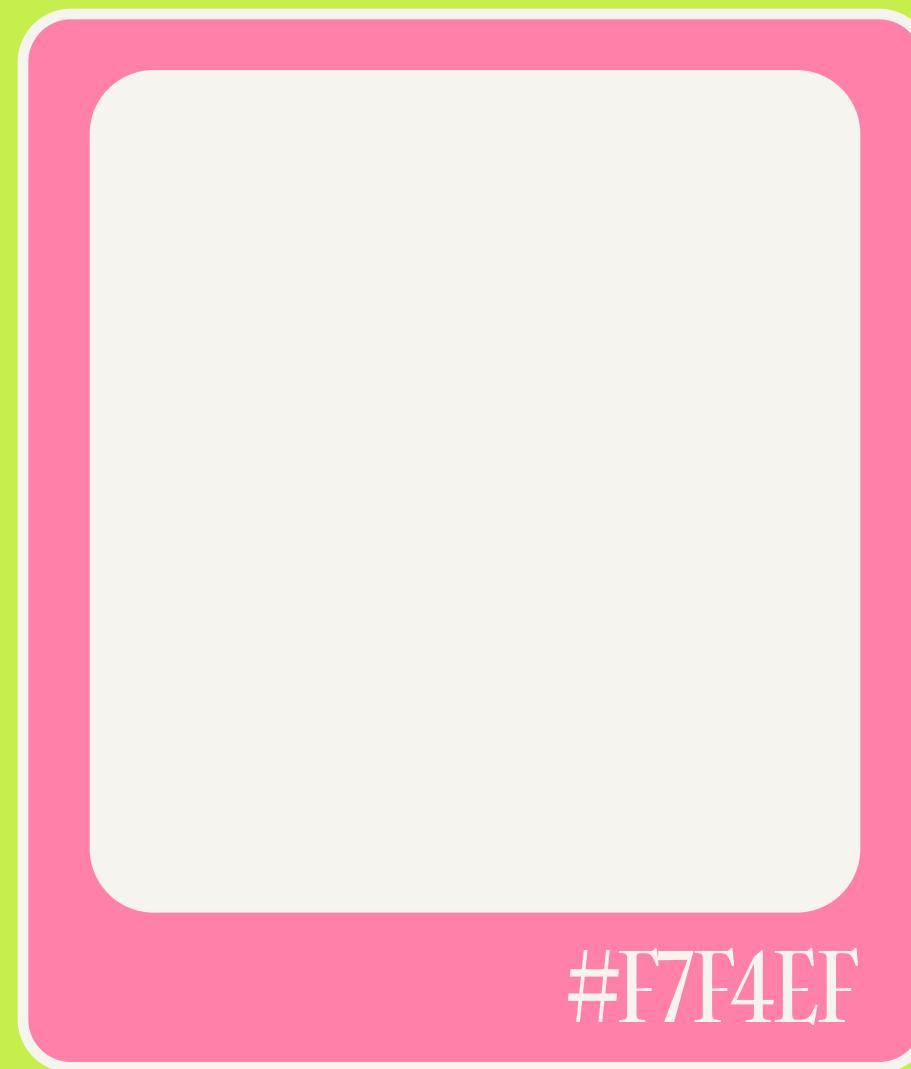
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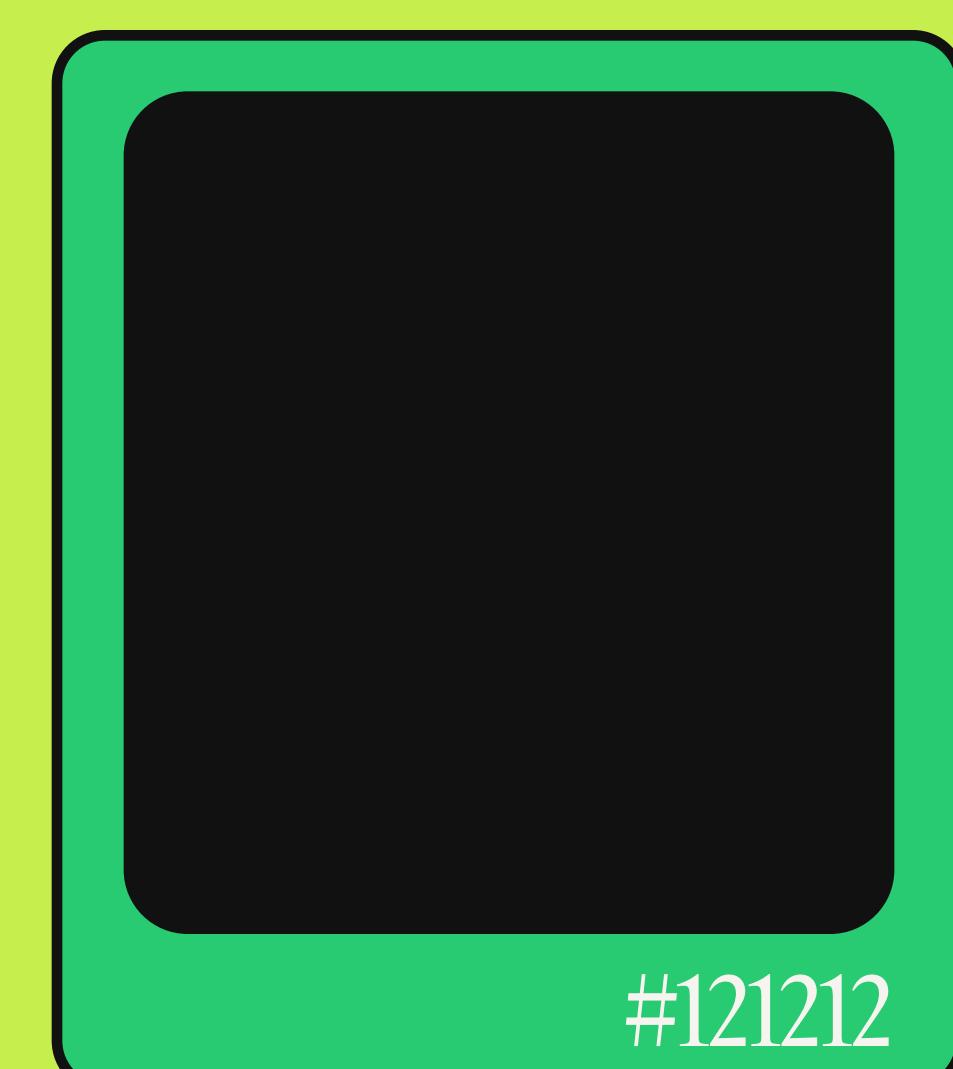
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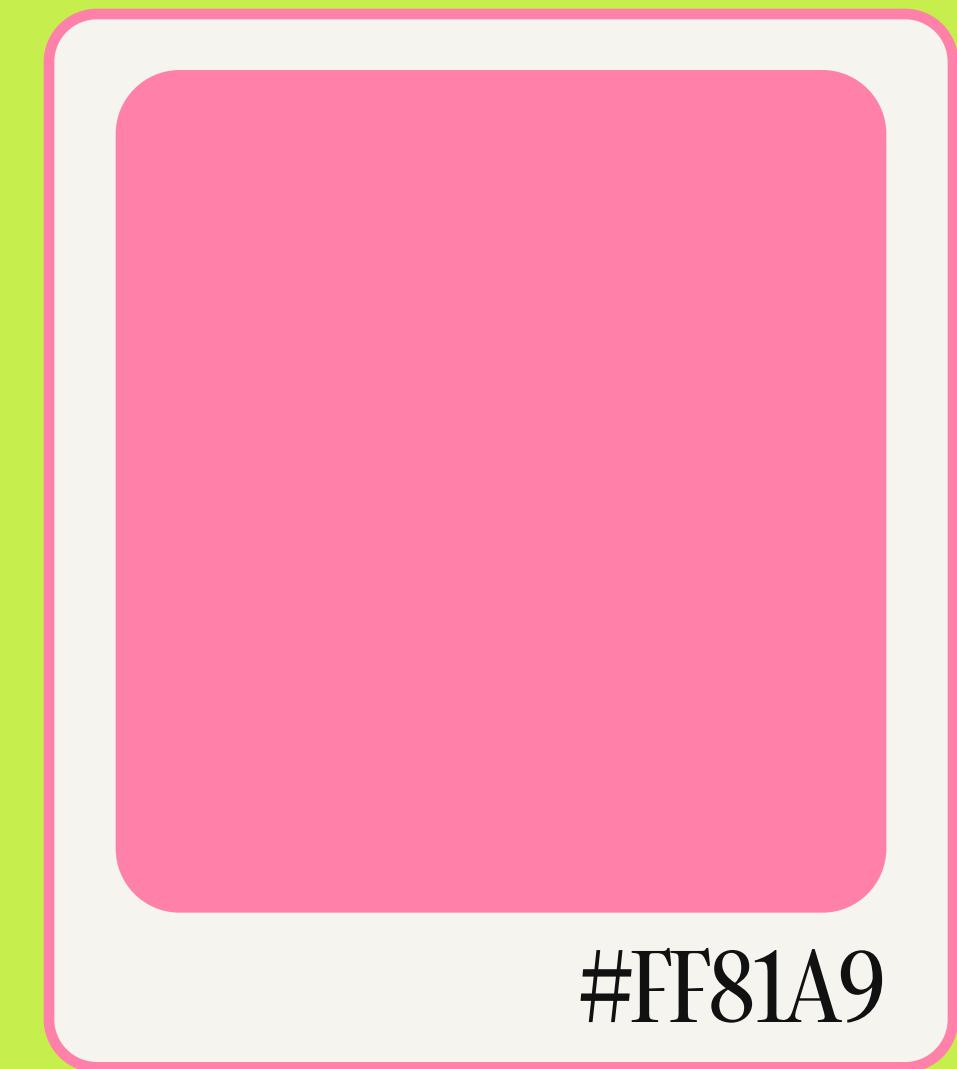
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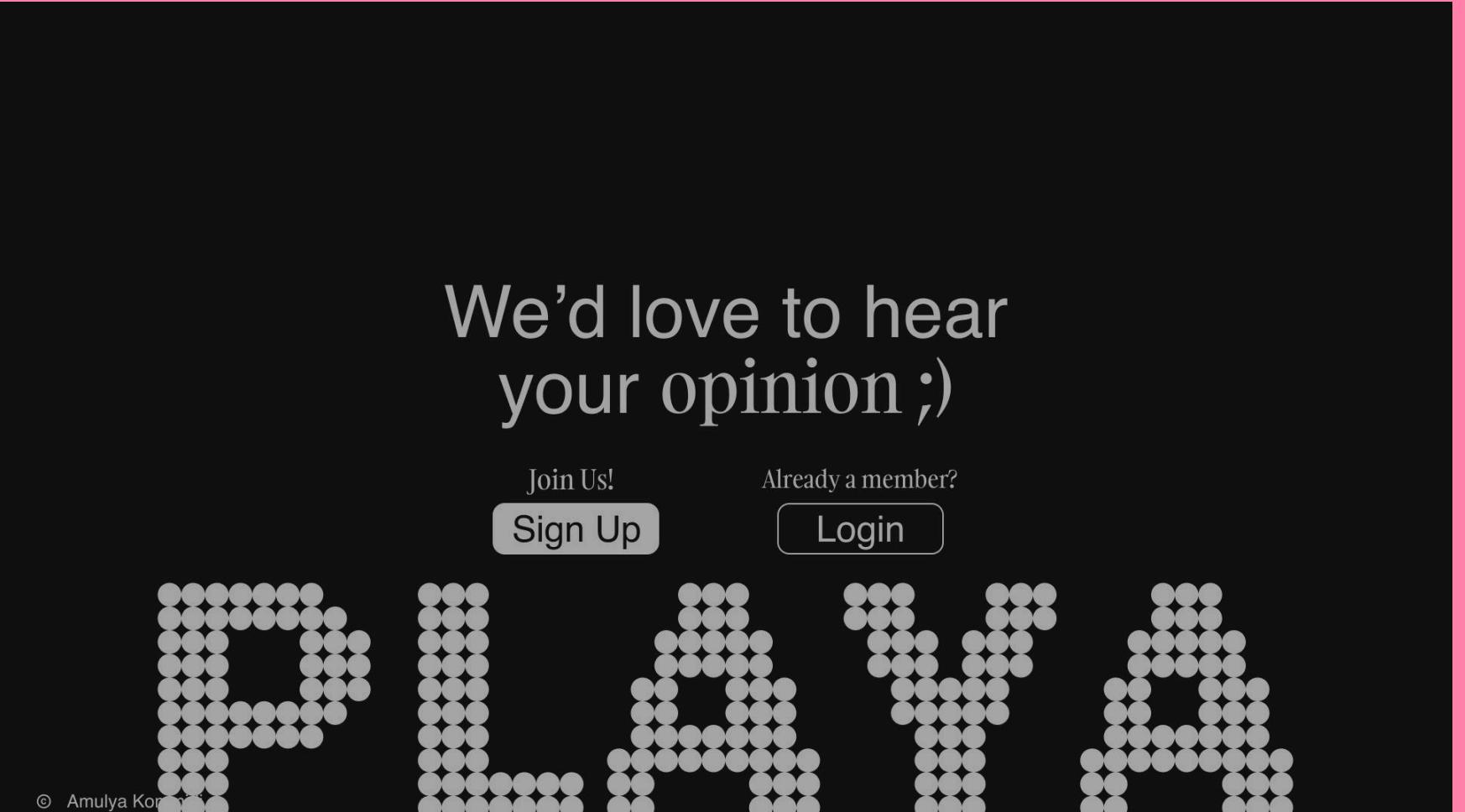


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Colors



This wireframe shows a news feed section titled 'What Playas are loving'. It includes five placeholder cards for posts. Below it is a 'Latest News' section. The first news item is from 'DreamPlayz Gaming Co' about an E-Sports event in Mumbai. The second news item is from 'JigJagjam' about Candy Land Wonderland. At the bottom are navigation icons for home, search, and user profile.

This wireframe shows a detailed view of a post by 'Camomonti\_135' with a rating of 4/5. The post content is partially visible. Below it is another post by 'Nanigogo20' and a third by 'Amulyasnotes'. At the bottom is a navigation bar with icons for home, search, and user profile.

# Wireframes

PLAYA

Sign Up

A community for  
gaming enthusiasts.

Reviews, Communities, Latest Updates  
all about gaming in one platform.

Scroll Down ↓



Search

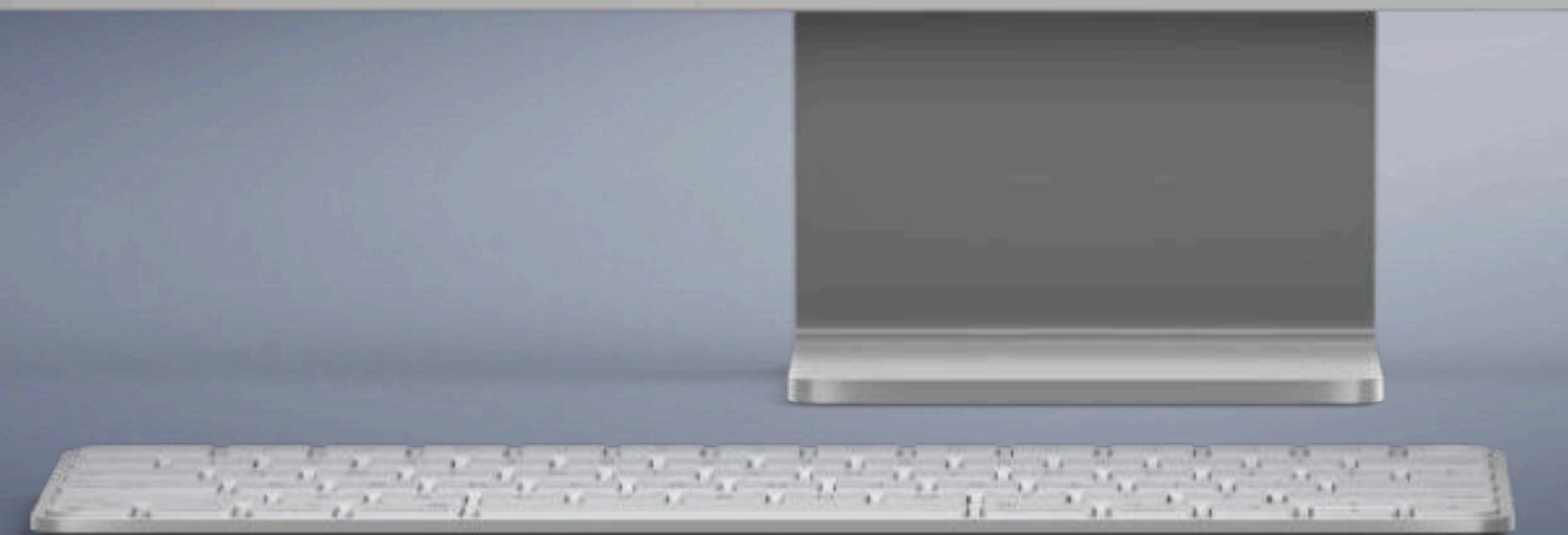
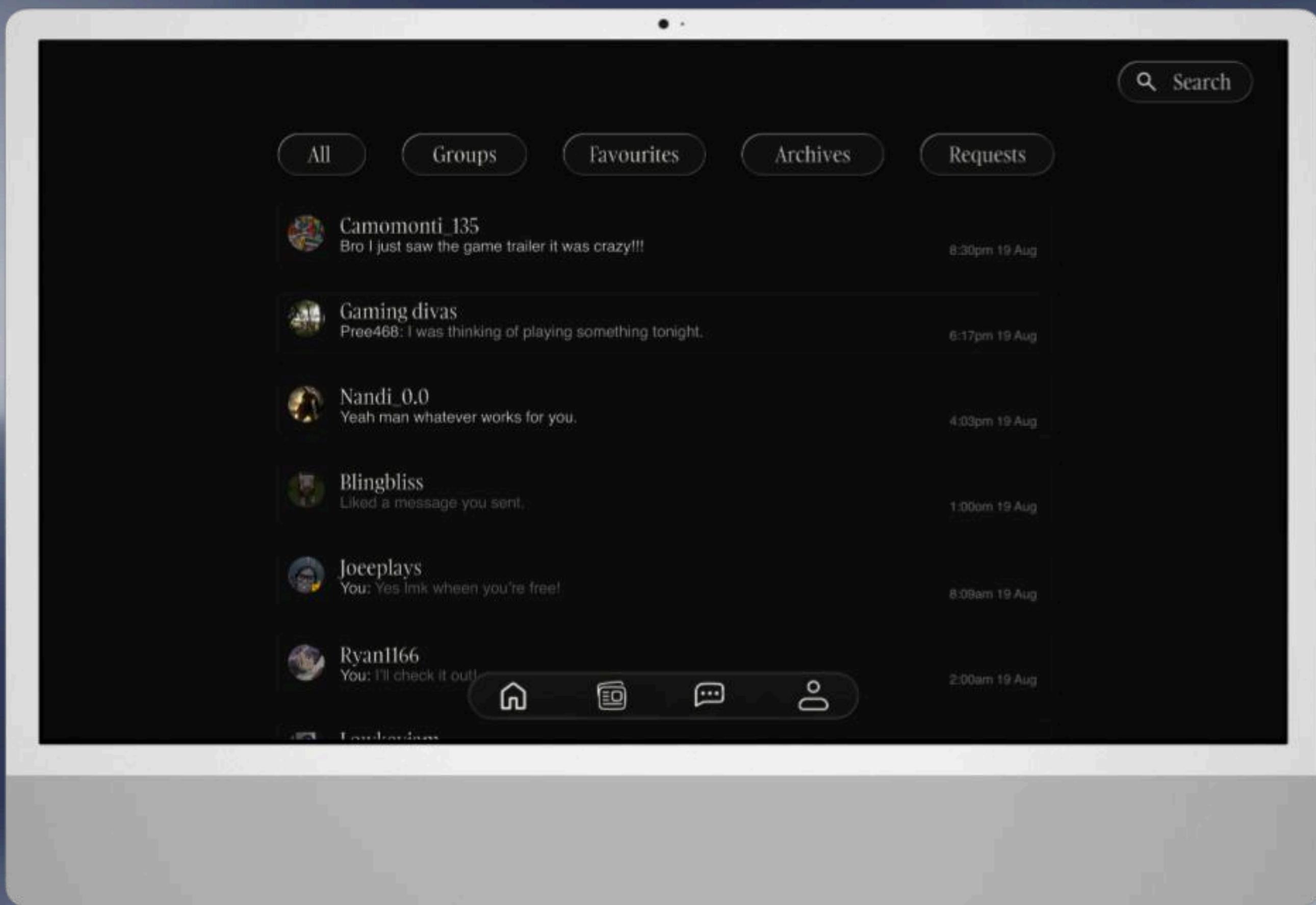
Camomonti\_135

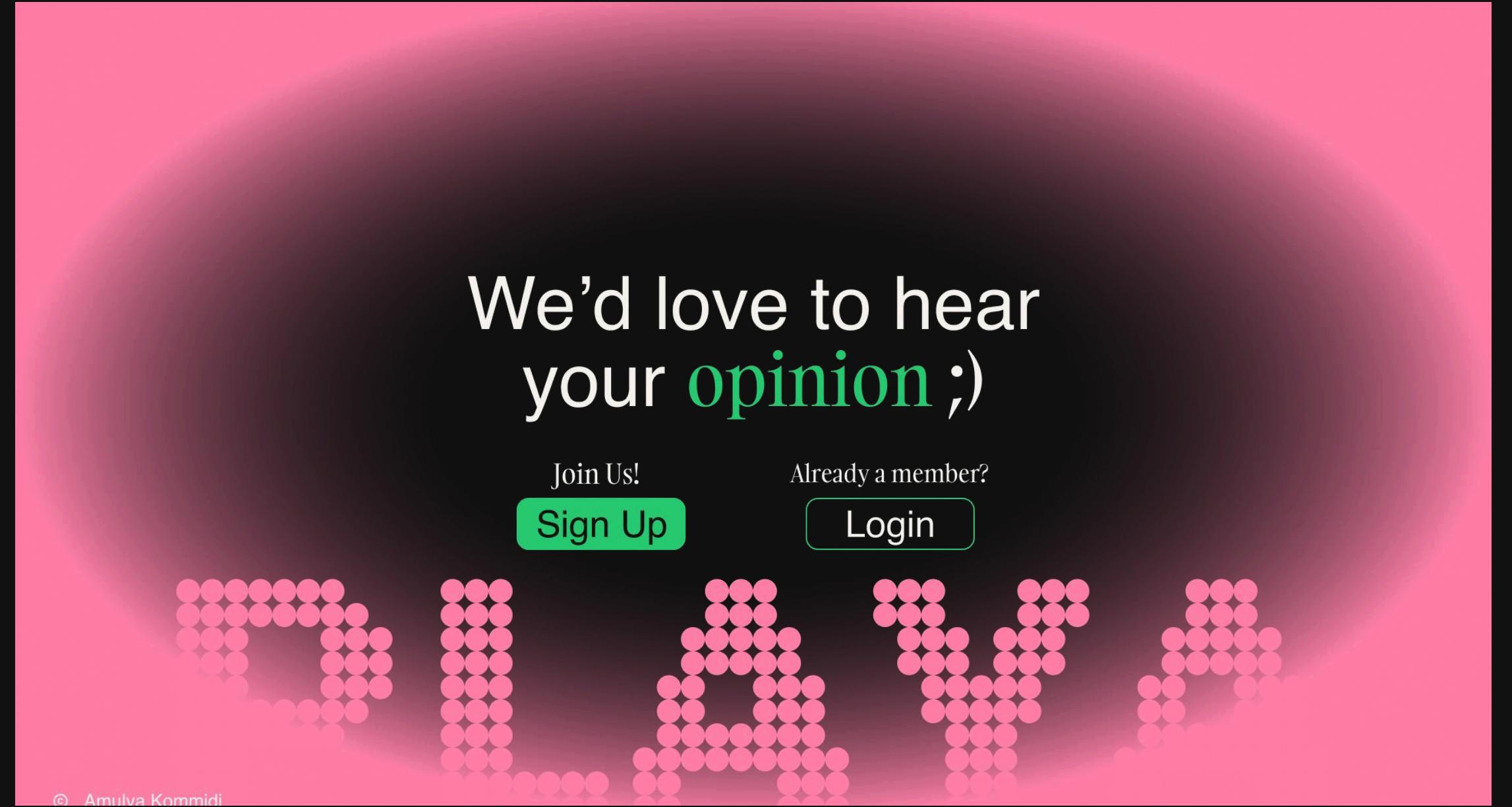


★ 4/5

Just finished The Wild at Heart and I'm OBSESSED. The art is stunning, the music is dreamy, and exploring with those tiny Spritelings was pure magic. It's like a cozy mix of Pikmin and a storybook come to life. Please play this hidden gem and you'll fall in love instantly! ...readmore.

··· 19 Aug  
↪ ↻ ↻ ↻





What Playas are loving



Search

Latest News

DreamDayz Gaming Co  
Surprise Surprise! This years E-Sports event will be held in Mumbai on 18 October at 8pm.  
We are excited to announce that this years event is going to be bigger than ever with the season finale taking place in New York with a grand pool prize of \$500,000. Get your gears up...[readmore](#)

JigJagJam  
We are thrilled to announce that Candy Land Wonderland is available on App Store.  
Candyland Wonderland is an exciting adventure game that happens in a... you guessed it! Candy Land. Explore the world, fight off candy monsters, swim through chocolate river and...[readmore](#)

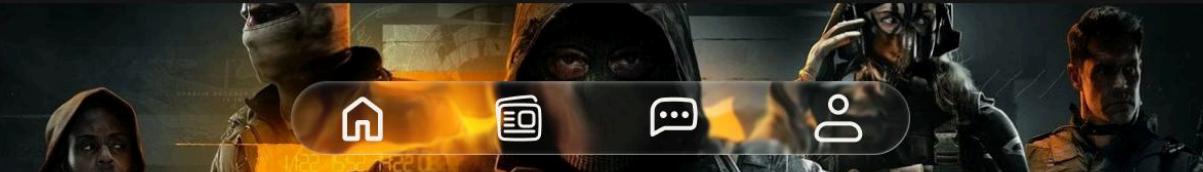


Camomonti\_135



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Nanigogo20  
Mortal Kombat is straight up insane. A full on adrenaline rush from the moment you hit "Fight!" The combat is slick and brutal. Pulling off combos and Fatalities feels like pure power, and every punch lands with weight. The visuals? Chef's kiss. The characters? Icon...[readmore](#)

Amulyasnotes  




Search

All Groups Favourites Archives Requests

Camomonti\_135 Bro I just saw the game trailer it was crazy!!! 8:30pm 19 Aug

Gaming divas Pree468: I was thinking of playing something tonight. 6:17pm 19 Aug

Nandi\_0.0 Yeah man whatever works for you. 4:03pm 19 Aug

Blingbliss Liked a message you sent. 1:00am 19 Aug

joeplays You: Yes lmk when you're free! 8:09am 19 Aug

Ryan1166 You: I'll check it out! 2:00am 19 Aug

we got you covered.

Home Groups Favourites Archives Requests

Log Out

Thank  
you.

