



UI/UX Case Study – Hardik Pandya Player Profile (Game-Themed Redesign)

Assignment for Hitwicket - Design + Documentation
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[Figma WorkSpace Link](#)

1. Executive Summary

The Problem: ESPN Cricinfo has currently an unsatisfactory player profile pages which are data intensive but with a high cognitive load. It is a design that is unanimous and overloaded with content, which does not give any emotion as in modern gaming interfaces.

The Idea: Hitwicket asked to be redesigned and adapted on the basis of an AAA game (such as Marvel Rivals and DOTA 2). The task was to design a dull and un interactive statistical page into an interactive Hero Dashboard that makes the experience game-based without the need to compromise data readability and availability.

2. Heuristic Evaluation (The “Why?”)

I had examined the existing state of the market (ESPN Cricinfo) before starting redesigning it and noted the essential UX friction areas:

- **High Cognitive Load:** The amount of information is very dense; all data points have visual equality, and it is hard to scan them.
- **Lack of Visual Hierarchy:** There is no separation between Bio, career records and recent activity.
- **Low Engagement:** The design is strictly informational (flat), without a story or the impact on an individual to the player.
- **Poor Interaction Cost:** The users are forced to scroll a long way to get summary statistics.

3. Strategic Design Liberty and Universal Principles.

I took the style of Player as a Playable Character. I did not only treat Hardik Pandya as an athlete, but also as a Hero Unit in an RPG.

Core Design Pillars:

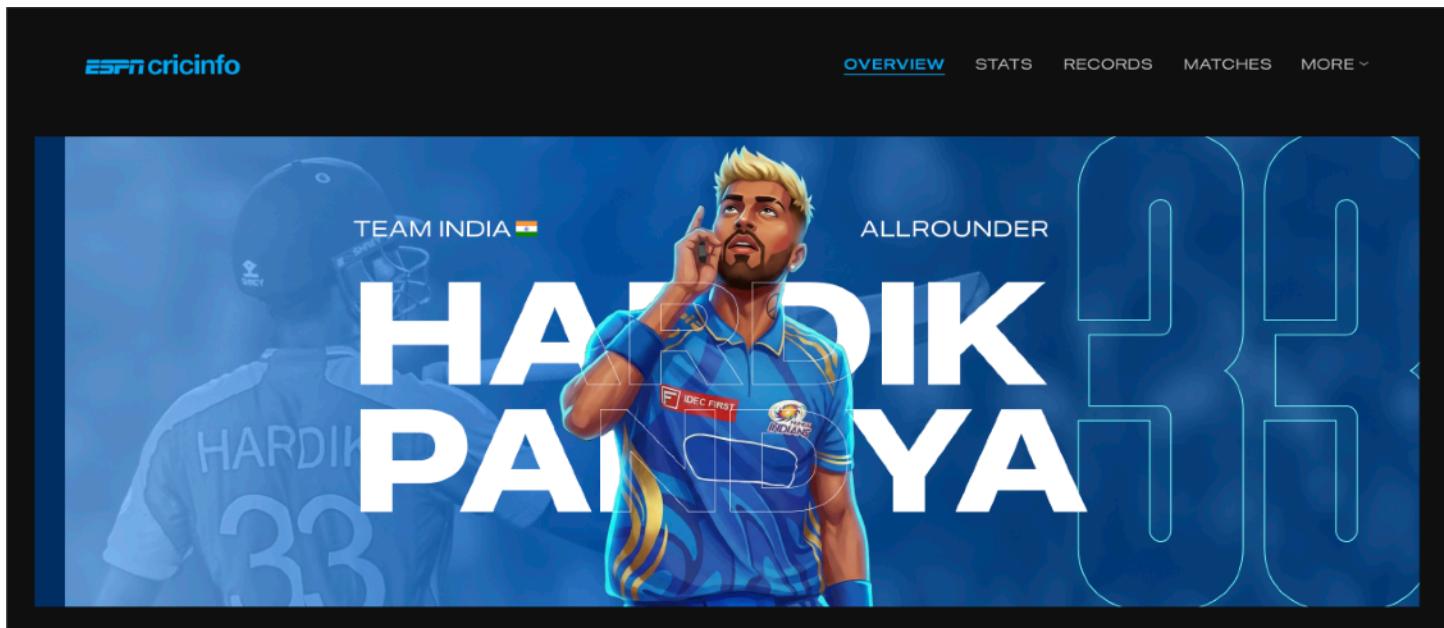
- **Gamification:** The application of game functionality (badges, progress bars, attribute ratings) to present real world information.
- **Visual Storytelling:** Visual storytelling involves the telling of a story using an animated image.
- **Modular Information Architecture:** It is the grouping of dense data in digestible cards so as to enhance scan-ability.

4. Design Solutions

A. The "Hero" Identity Section

To get attention of the users at once (the Hook), I substituted the conventional header with the vibrant and highly effective banner.

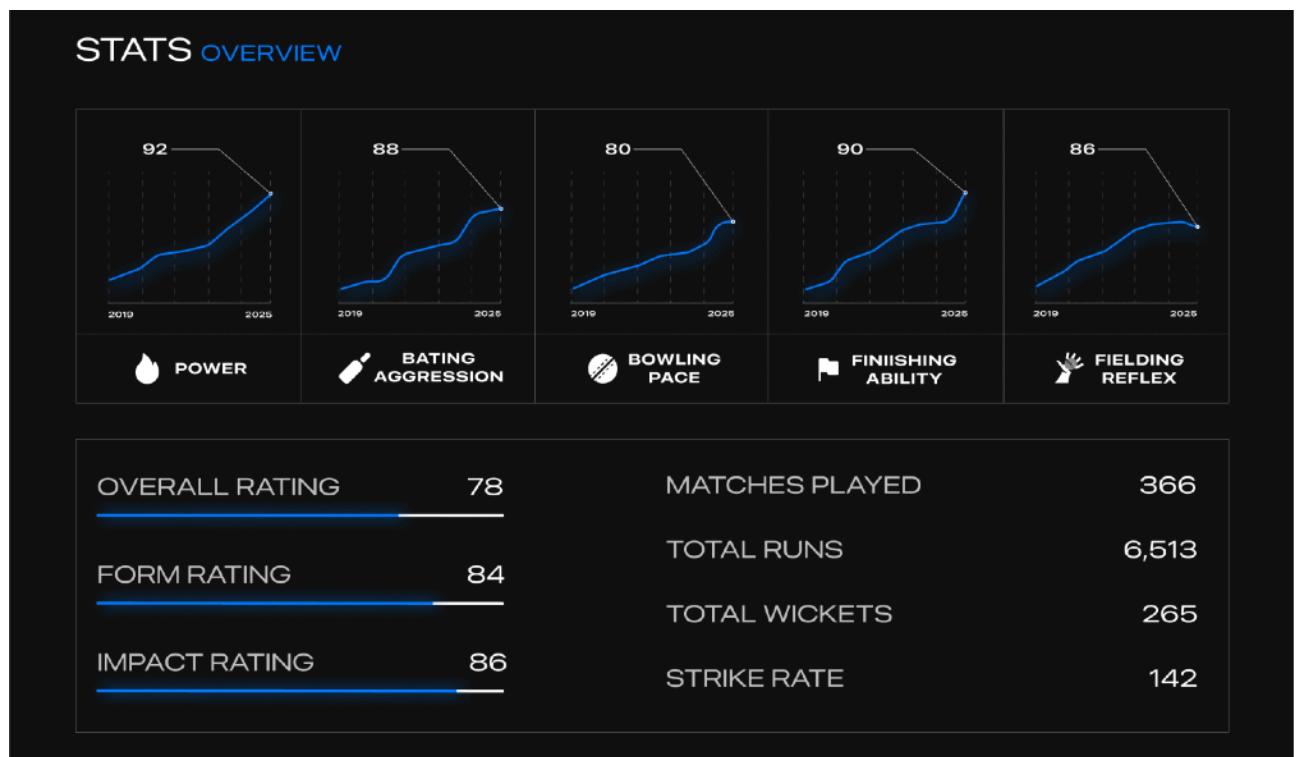
- **Visual Anchor:** An animation of Hardik Pandya (made with similar design animation style used by Hitwicket for their players), which is huge in size and its top-over overlay is realistic.
- **Typography:** 128pt font style with stroke styling was used so that the name of the player would be dominant but readable in the graphic background.
- **UX Result:** Immediate system status and emotional attachment is defined.



B. Visualization of Data (Attributes)

I did not use raw tables, instead converting statistics of cricket to Game Attributes, to reflect the mental model of a video game to the user.

- **Attribute Graphs:** I developed a line graph (Points vs. Time) to display such attributes as Power, Batting Aggression, and Bowling Pace.
- **Progress Bars:** Horizontal bars that are used to present the overall rating, form and impact in which the animation is used to attract attention when loading.
- **Diagonal Cards:** Produced modern and diagonal component cards of Fielding, Batting and Bowling ratings to disrupt the grid to bring some dynamism to it.



C. Dynamics: Information Architecture: Modular and Carousel Systems.

- **The Issue:** In the initial design, users had to scroll long vertical tables in order to find various formats (Test, ODI, T20).

The Solution:

- **Carousel Pattern:** I used a horizontal carousel where the user can change to the ODI Mode, T20 Mode etc.
- **Visual clues:** Each mode will have a different background (e.g., variations of jerseys) so that the format is instantly given a context of what one can see.

Output: radical decrease in vertical scrolling and clutter.

DETAILED STATS

BATTING / FIELDING

← | →

ODI MODE

MAT	94
INNs	68
RUNS	1904
Avg	32.82
BF	1717

TEST MODE

MAT	11
INNs	18
RUNS	532
Avg	31.29
BF	720

T20 MODE

MAT	120
INNs	94
RUNS	1860
Avg	27.35
BF	1319

BALLING

← | →

ODI MODE

MAT	94
INNs	88
BALLS	3460
WKTS	91
Avg	35.50

TEST MODE

MAT	11
INNs	19
BALLS	937
WKTS	17
Avg	31.05

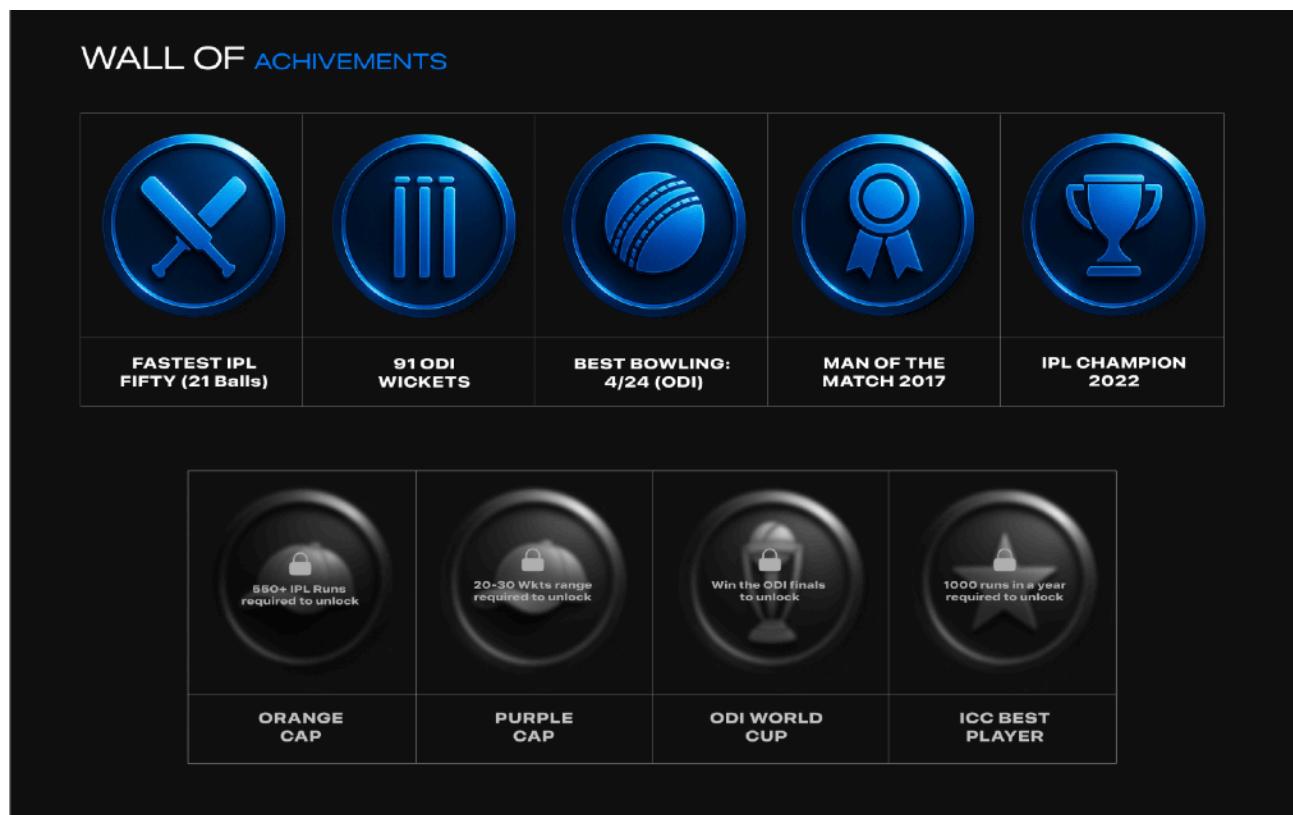
T20 MODE

MAT	120
INNs	108
BALLS	1901
WKTS	98
Avg	26.58

D. The Wall of Achievements (Gamification).

I redesigned the awards section in a badge system of Lock vs. Unlocked.

- **Unlocked Badges:** Visible in dual-tone blue to indicate the completion (e.g. IPL Champion 2022).
- **Locked Badges:** These badges appear in grey including an icon of a lock. When one hovers over them, it showcases the exact requirements to be met in order to unlock them (e.g., “1000 runs required”).
- **Psychological Driver:** This is based on the Goal Gradient Effect, where fans will be encouraged to follow the progress of players.



E. Biography and Narrative.

- **Cognitive Load Reduction:** The biography presented on the original profile was in the form of a wall of text. I cut this down to a brief overview as a page with a "Read More" button (Progressive Disclosure), so that one can only see all the history one is interested in doing so.

- **Visual Hierarchy:** I have included a section, which is Teams Played With, with the help of a glass-morphism pane. This is one of the strengths of his franchise history (Mumbai Indians, Gujarat Titans) being displayed on screen instead of being obscured in text.

BIOGRAPHY

DATE OF BIRTH **OCTOBER 11, 95** PLAYING ROLE **ALL ROUNDER**

Allrounder **Hardik Pandya's** calling cards brisk seam bowling and powerful ball-striking marked by the ability to hit sixes from the first ball. Hardik, who plays his domestic cricket for Baroda, first caught the eye with an unbeaten 31-ball 61 for Mumbai Indians against Kolkata Knight Riders in the 2015 IPL. That began a long association with Mumbai, where he won four trophies and gained acclaim as a formidable finisher.

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TEAMS PLAYED WITH  TEAM INDIA  MUMBAI INDIANS  GUJRAT TITANS  BARODA

F. Recent Matches & News

- **Horizontal Scanning:** I substituted the vertical match table by the horizontal layout of cards. This shows the 4 latest games, thus performance will not require a lot of vertical scrolling to be read (Bat/Bowl scores, Opponent, Date).
- **Card Architecture:** Every match card applies flag iconography along with clear typography to divide the “Location” and the "Match ID" with the main statistics to enhance the signal to noise ratio.

RECENT MATCHES OF **HARDIK PANDYA**

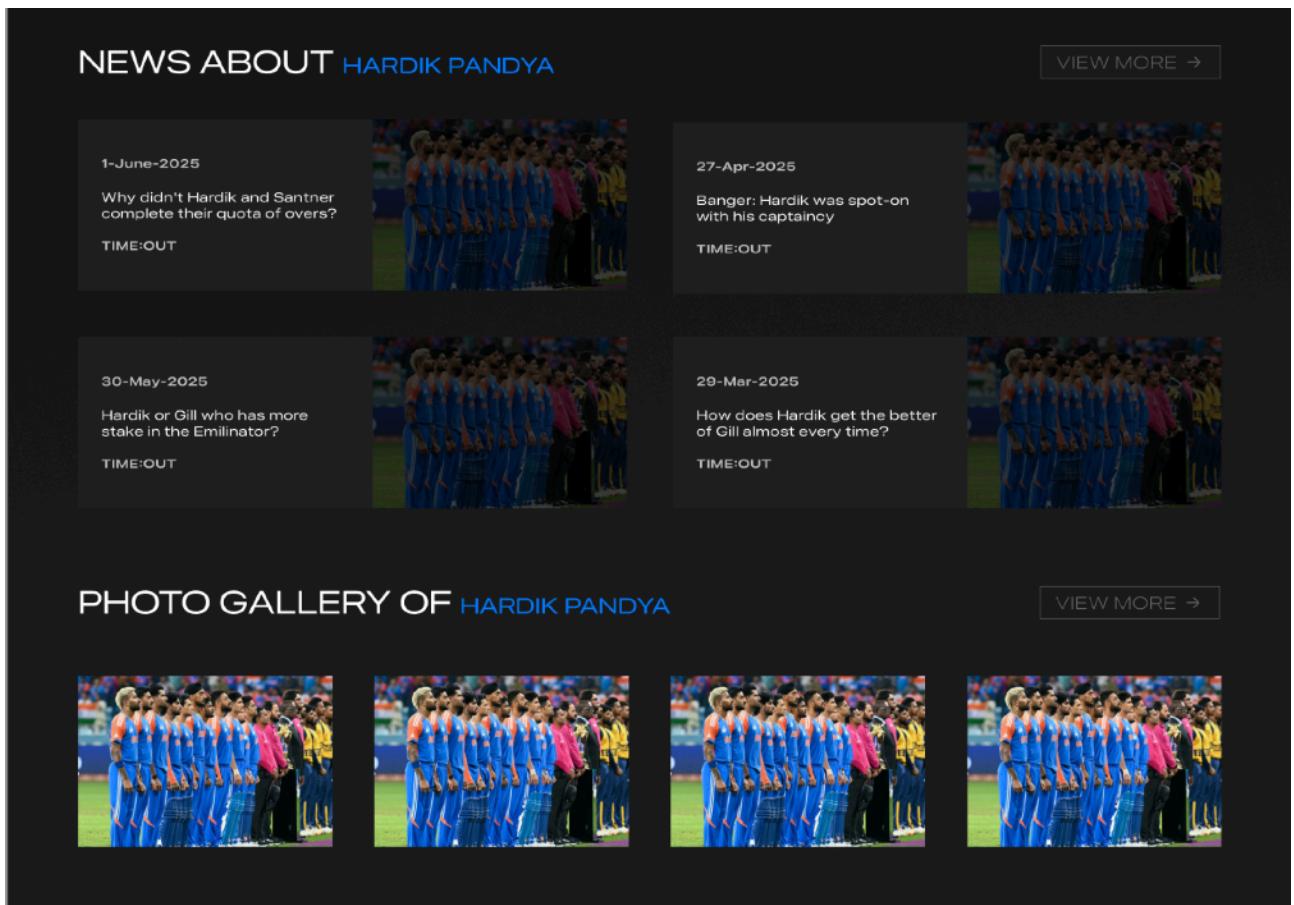
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26-Sep-2025 India vs Sri Lanka T20I # 3476 Dubai (DICS) BAT: 2 BOWL: 1/7	 V/S 	24-Sep-2025 India vs Bangladesh T20I # 3470 Dubai (DICS) BAT: 38 BOWL: 0/14	 V/S 
21-Sep-2025 India vs Pakistan T20I # 3468 Dubai (DICS) BAT: 7* BOWL: 1/29	 V/S 	19-Sep-2025 India vs Oman T20I # 3465 Abu Dhabi BAT: 1 BOWL: 1/26	 V/S 

G. News & Gallery Layout

I changed the vertical stack layout to a horizontal card layout of the News and Recent Matches sections.

- **Card UI:** The matches themselves are represented as a self-isolated card with only the necessary information (Opponent, Date, Location, Bat/Bowl score).
- **Scannability:** 4 headlines or matches can be viewed by users without having to scroll a lot.



5. Visual Design System

A. Color Palette:

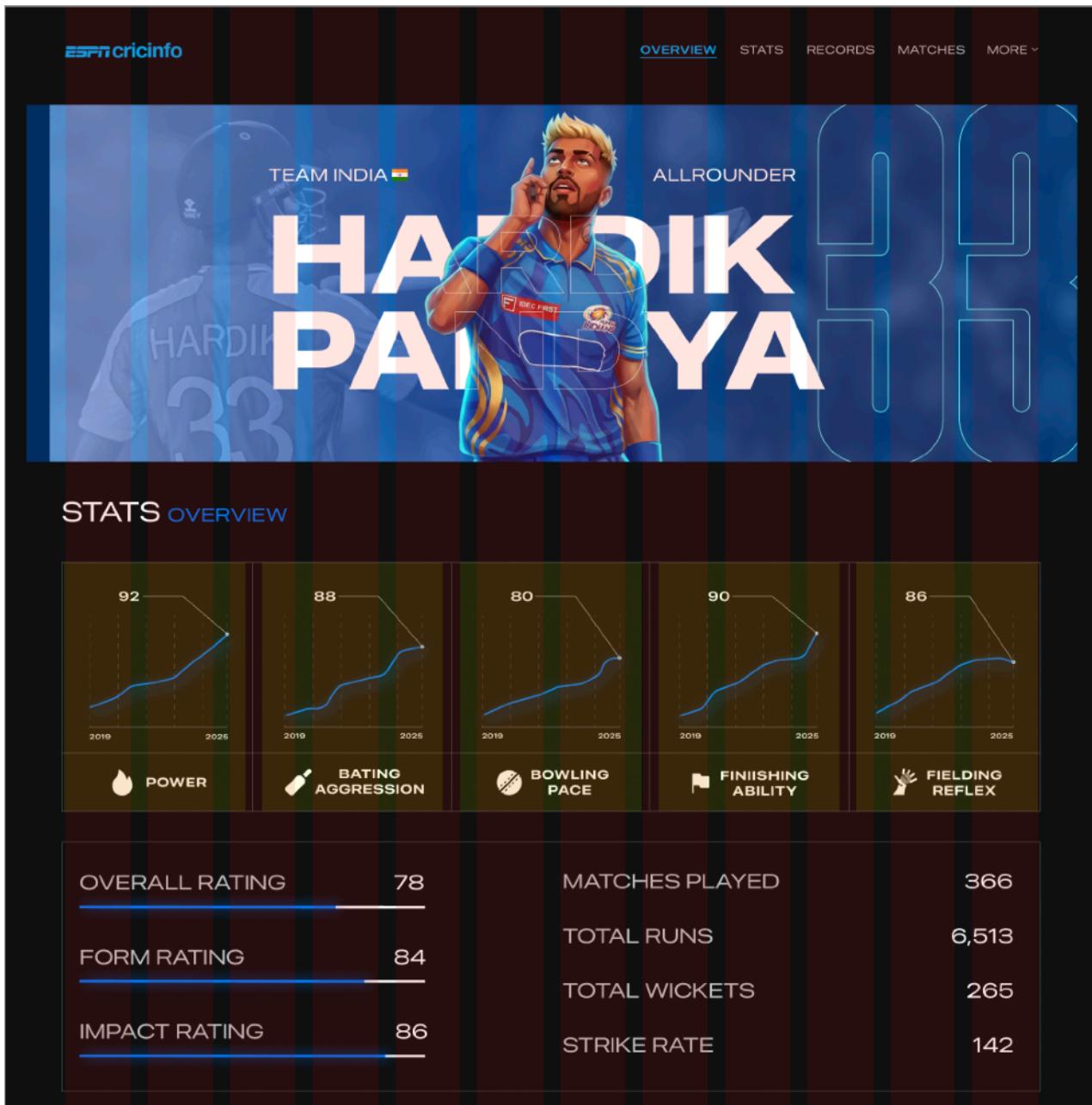
Accent: inactive states/low values: Electric Blue (#007BFF).

Text: #FFFFFF (White primary readability).

Sub-text: C3C3C3 (Grey secondary info in order to decrease the noise).

B. Layout & Spacing Strategy:

- **The Core Structure:** I utilized a standard 12-column grid with 70px margins for the main content areas as I wanted to give user a immersive UI (Stats, News, Biography). This ensures that dense data remains aligned, scannable, and structurally consistent.
- **The Hero Exception (Immersive Layout):** For the Hero Banner, I intentionally "broke the grid" to utilize a full-bleed layout. By extending the visuals beyond the standard 70px margins, I created a cinematic, immersive introduction that distinguishes the "Player Persona" from the "Statistical Data" below.



C. Visual Balance & Focal Points:

- **The Center Stage Strategy (Diagonal Stats Cards):** I deliberately kept the two outer diagonal segments text-free, utilizing them as Atmospheric Anchors. These segments

feature dynamic imagery of the player to maintain the immersive game feel, acting as visual bookends.

- **Cognitive Load Management:** By restricting data to the central three cards, I direct the user's focus immediately to the core statistics (Fielding, Batting, Bowling) without creating visual noise or distraction at the peripherals.

D.Iconography & Visual Semantics:

Dual Coding Strategy: I paired every statistical attribute (e.g., Power, Pace, Reflex) with a relevant icon (more like a game themed). This reduces cognitive load by allowing users to recognize data points visually before reading the text label.

Thematic Consistency: The icons were styled with the same aesthetic as the rest of the UI to maintain immersion while functioning as quick visual anchors.

Typography: SF Pro (Expanded) - selected due to its digital-focused and modern nature.



6. Interaction Design & Prototyping.

The brief demanded a full experience of the game AAA and this was not achievable with the use of static screens. High-fidelity prototyping of Figma was used to achieve the sense of a dynamic character dashboard.

A. Progressive Disclosure (The Hover Strategy)

Micro-interactions were also applied by me to counter information overload by obscuring detailed information until the user requests it explicitly.

- **Diagonal Attribute Cards:** The cards in their default state pay attention to visual immersion (player imagery). When a mouse is hovered, there is a State Change, which overlays the image with a rich set of metrics (e.g., Strike Rate, Economy).
- **Locked Achievements:** Achievement badges are interacted with the use of a tool-tip. Passing the cursor on a locked badge will show the unlocking requirements.

B. Motion Design & Feedback

- **Hero Animation:** I animated the figure of the main character in the Hero Banner to breathe and move marginally. This eliminates the feeling of the page being static and resembles the Idle Animations in the character selection-screen of a video game.

- **Information Visualization Loading:** The horizontal bars of stat (Overall Rating, Form, Impact) are not displayed immediately. I tested them using a fill and delay effect.
- **UX Rational:** This motion attracts the attention of the user to the numbers that are the most important on the page right after loading the page, and this creates a clear visual prioritization.

6. Table of Comparison.

Aspect	ESPN Original (Current)	Hitwicket Redesign (Proposed)
Visual Hierarchy	Weak; flat structure	Strong; guided by scale & contrast
Data Readability	Dense tables	Graphical cards & charts
User Engagement	Low; passive reading	High; interactive RPG-style elements
Theme	Informational/Static	Cinematic & Gaming-inspired
Interaction	Static scrolling	Modular, expandable, hover-reveal