

FANZATY ESPORTS PLATFORM

WWW.FANZATY.NET

A GCC tournament platform where gamers sign up, compete, climb leaderboards and win rewards – redesigned for web, iOS, Android and the operator admin panel.

[CLICK HERE](#)[CLICK HERE](#)

ROLE

Lead UX / UI

SURFACES

Web · Mobile · Admin Panel

LOCALES

English · Arabic

CLIENT

Ibrahim Noah

YEAR

2024-2026

01 — PROJECT OVERVIEW

AN ESPORTS ARENA BUILT FOR THE GCC GAMING GENERATION

Fanzaty brings players, organisers and admins together through tournaments, 1v1 duels, clan battles, leaderboards, a coin wallet and a rewards system. The work covers information architecture, a shared design system, and detailed flows across three platforms in English and Arabic (RTL).

VISION

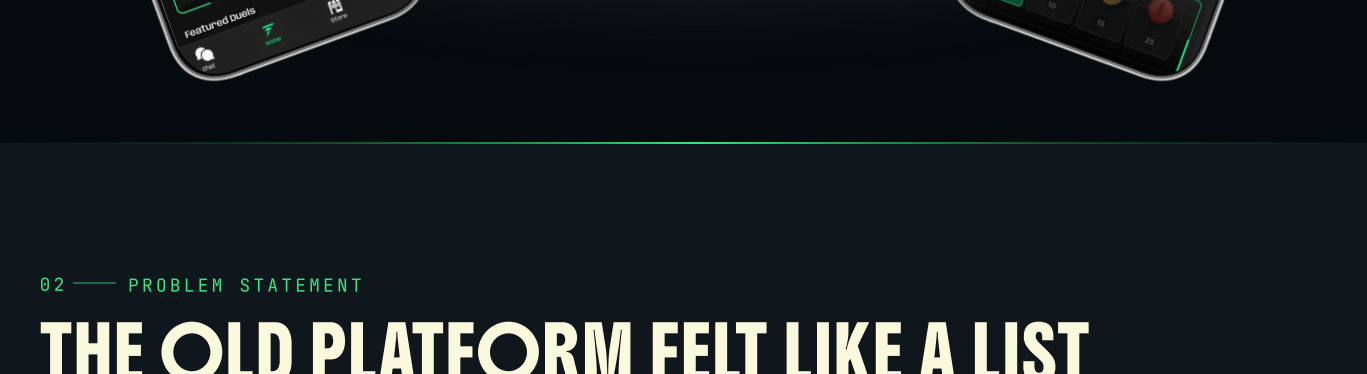
One place where every gamer can find a fair match, quickly.

INDUSTRY

Competitive esports across MENA – FC25, PUBG, Fortnite, Valorant.

MY ROLE

Research, IA, user flows, UI, design system, prototyping.



02 — PROBLEM STATEMENT

THE OLD PLATFORM FELT LIKE A LIST OF FEATURES, NOT A PLACE TO PLAY

Players would get confused trying to join a duel. Organisers couldn't track tournaments easily. Rewards were hidden somewhere. And the Arabic flows were so inconsistent that half the users didn't trust the platform.

Navigation overload

Core actions buried behind deep menus.

Operator friction

Admins had to manage tournaments through a flat list with only search to help them.

Weak hierarchy

Tournaments, duels and rewards all looked the same – nothing stood out.

No engagement loop

There was no visible progress or streaks to make users want to come back.

RTL gaps

Arabic layouts were mirrored unevenly – some screens looked broken.

03 — SOLUTION STRATEGY

REBUILD AROUND THREE LOOPS PLAY PROGRESS BELONG

The information architecture was simplified into four sections based on what users actually want: Home, Duels, Tournaments, You. Every screen now ties back to one of the three loops.

Play

Game-first home – one tap to start a duel or tournament – play –> next match in two taps.

Progress

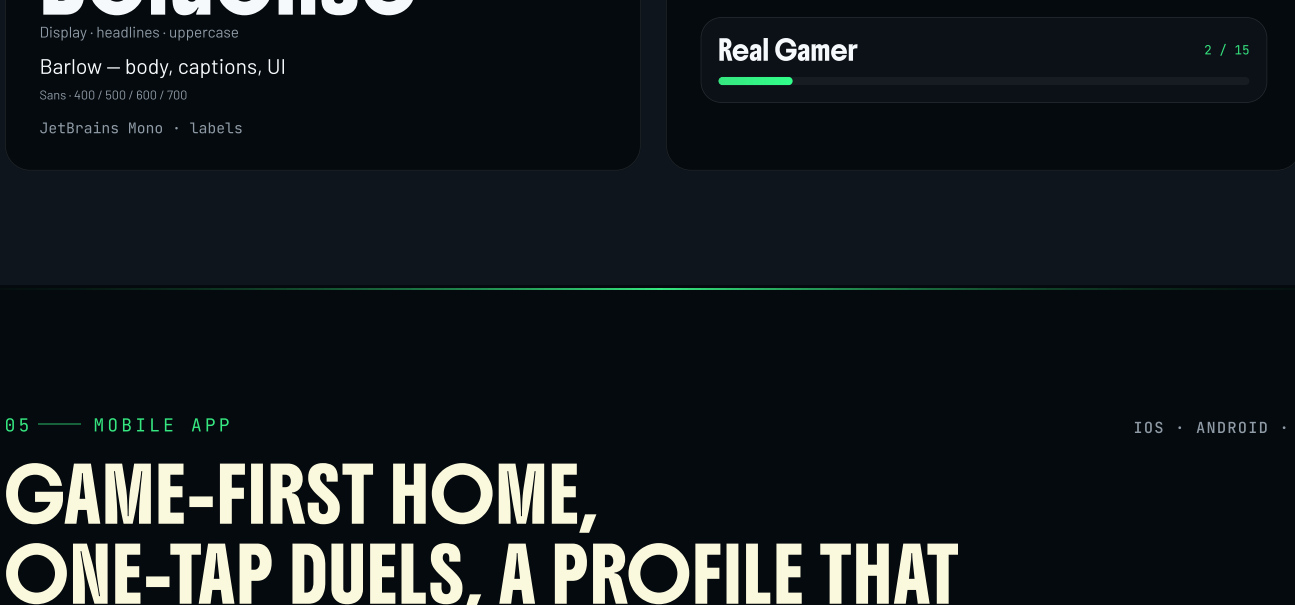
Coins, streaks and reward progress are shown on every screen so users always know where they stand.

Belong

Clans, leaderboards and group chats. Players can see themselves and their crew in one place.

04 — DESIGN SYSTEM

NEON GREEN ANCHORS THE BRAND. ONE TOKEN SET, THREE SURFACES



05 — MOBILE APP

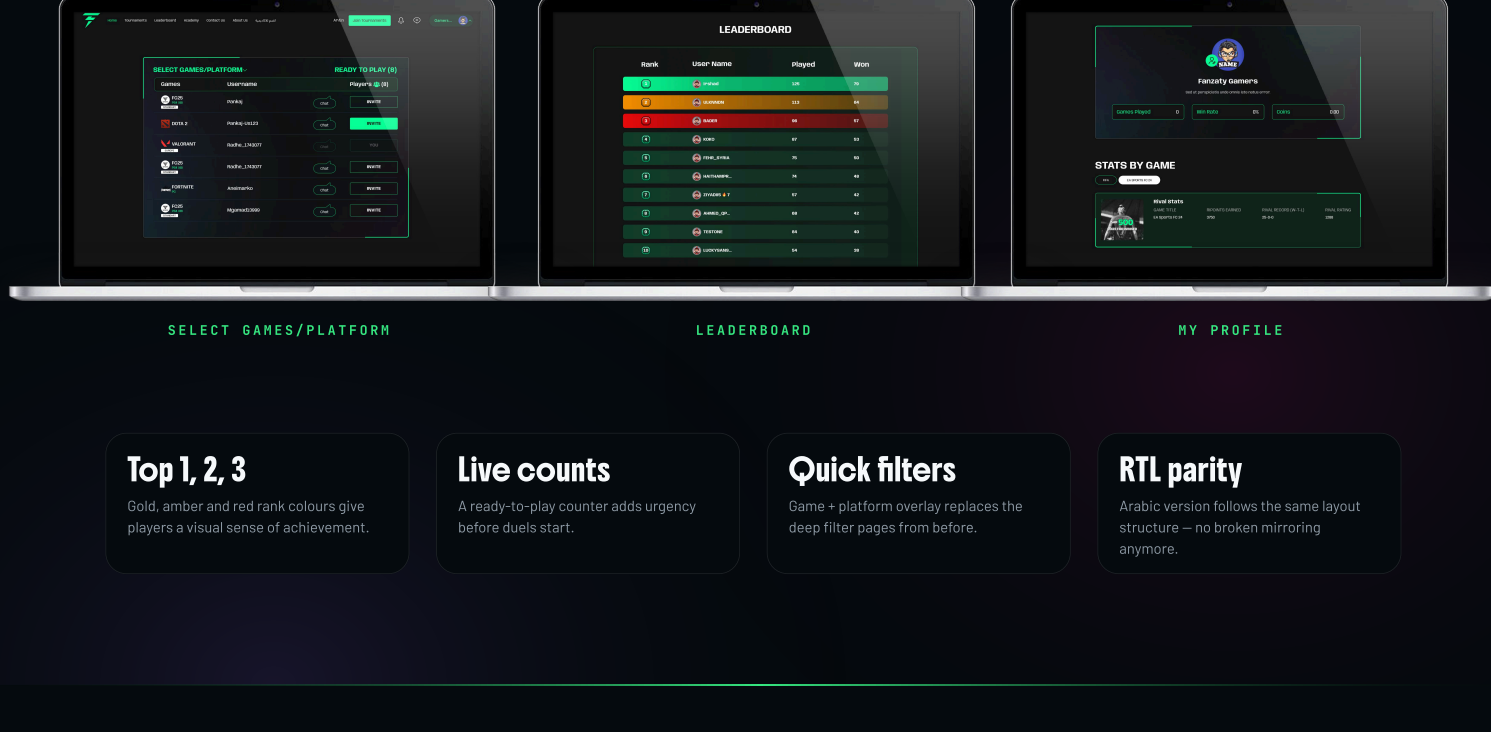
iOS · ANDROID · RTL

GAME-FIRST HOME, ONE-TAP DUELS, A PROFILE THAT EARNS ITS SPACE



06 — WEB PLATFORM

THE WEB BECOMES THE STAGE LEADERBOARDS, DUEL LOBBIES AND TOURNAMENT DISCOVERY



Top 1, 2, 3

Gold, amber and red rank colours give players a visual sense of achievement.

Live counts

A ready-to-play counter adds urgency before duels start.

Quick filters

Game + platform overlay replaces the deep filter pages from before.

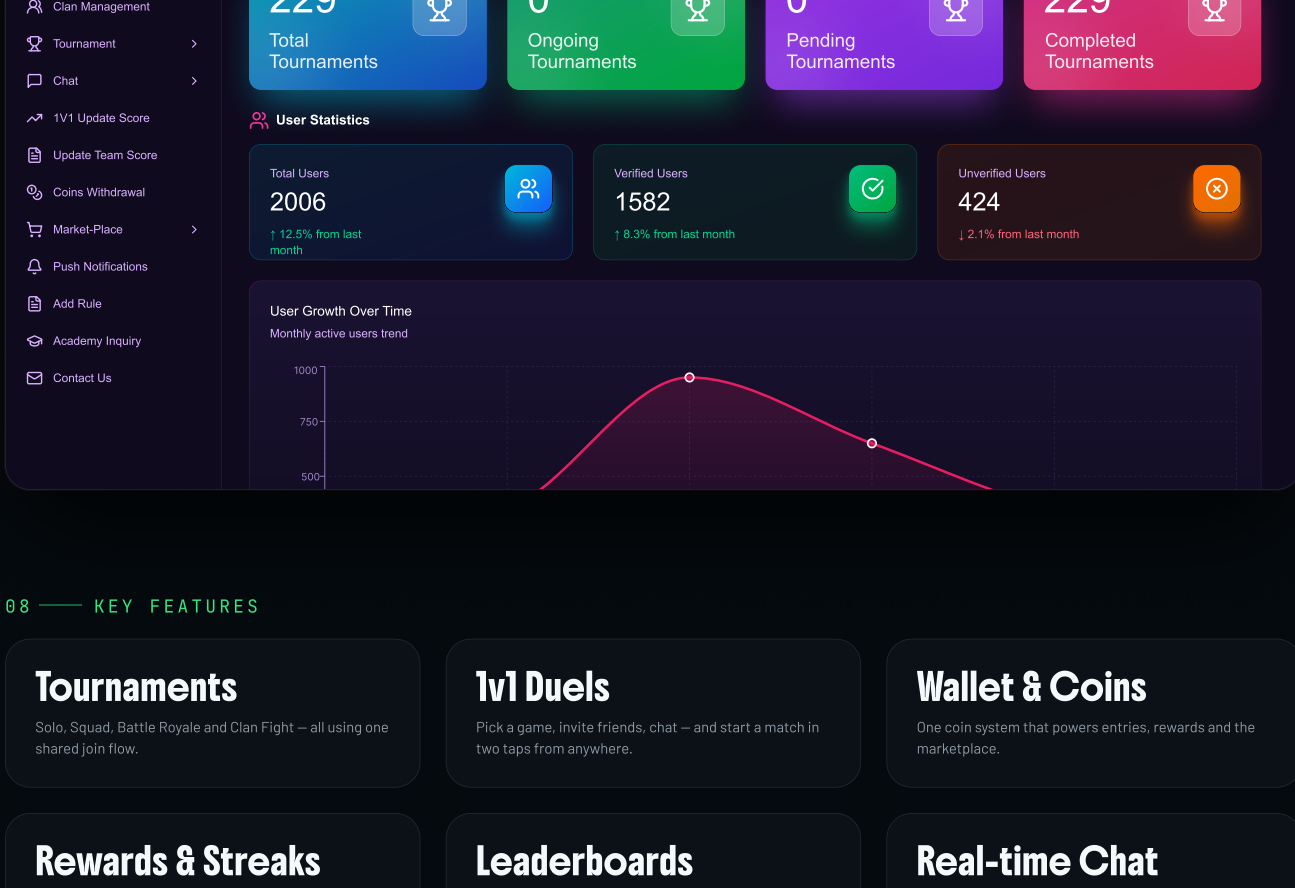
RTL parity

Arabic version follows the same layout structure – no broken mirroring anymore.

07 — ADMIN PANEL

OPERATORS RUN THE LEAGUE THEY NEED CLARITY AT A GLANCE

KPI cards, active user trends and a sidebar grouped by intent – built for moderators who handle hundreds of tournaments at once.



08 — KEY FEATURES

Tournaments

Solo, Squad, Battle Royale and Clan Fight – all using one shared join flow.

1v1 Duels

Pick a game, invite friends, chat – and start a match in two taps from anywhere.

Wallet & Coins

One coin system that powers entries, rewards and the marketplace.

Rewards & Streaks

Progress is visible everywhere. When users earn something, the moment feels worth it.

Leaderboards

Top 5 ranks get gradient colours. Weekly resets keep players coming back to climb again.

Real-time Chat

One tap to chat from any player row – whether it's duels, clans or tournaments.

11 — BUSINESS IMPACT

NUMBERS THAT MOVED AFTER LAUNCH PLAY, RETURN, WIN

+38%

Daily active users

+52%

Tournament joins

+27%

7-day retention

-46%

Time to first match

12 — RESULTS & REFLECTIONS

A PLATFORM THAT FINALLY FEELS LIKE A COMPETITIVE ARENA

The redesign went live across web, iOS, Android and admin in phases. Organisers started setting up tournaments 3x faster. Players told us in chat that the app finally felt like it was made for them.

Design system that scales

One token set covers 3 platforms, 2 languages, dark mode and RTL.

Player-first IA

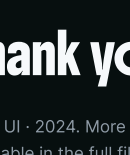
Navigation went from 14 entries down to 4 clear sections.

Operator clarity

A KPI-first admin panel replaced the old search-only console.

What I'd do next

A tournament builder for organisers and a clan-level rewards layer for teams.



Thank you!

Fanzaty case study · UX / UI · 2024. More screens, flows and process details available in the full file on request.

Fanzaty © 2026 · A Web+Apps+Admin Panel Design Case Study