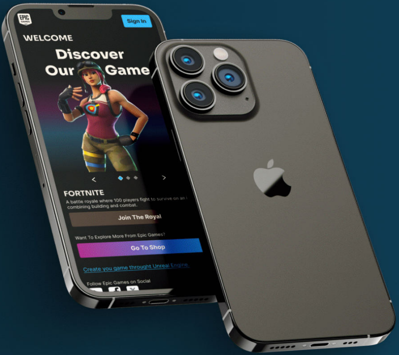
REIMAGINING A GAMING PLATFORM: UX/UI REDESIGN

2 month | UX/UI Designer

Chiara Chiroli **2025** **INDEPENDENT PROJECT**


EPIC GAMES
Sign In
WELCOME
Discover Our Game
FORTNITE
Join The Royal
Want To Explore More From Epic Games?
Go To Shop
Create you game throught Unreal Engine.
Follow Epic Games on Social

A battle royale where 100 players fight to survive on an i combining building and combat.

Epic Games Store is a digital platform that allows users to purchase, download, and manage video games across multiple devices. While it has gained significant popularity—thanks to frequent promotions and exclusive titles—the user experience faces some challenges.

Challenges faced by Users

- **Confusing navigation:** I introduced a new menu to enable faster navigation between features.
- **Game cover cards too big:** I redesigned the cards to allow users to see more content at a glance.
- **Missing features on the webpage:** Users wanted to manage their Library from mobile, so I adapted the original Launcher flow to make this feature available on mobile devices.
- **Lack of engagement:** By applying UI principles, I defined a new, more engaging design.

PROJECT STEPS

Research

I conducted research and user interview about Epic's platform **to identify areas for improvement.**

- **User interviews**
- **Persona creation**
- **Opportunity identification**

UX Design

To improve the use of the platform, I reassessed some choices, aiming to maintain as many key elements as possible.

The ultimate goal was to simplify navigation between pages.

- **Idea generation**
- **User flow mapping**
- **Wireframe development**

UI Design

The main intention was to give character to the page and **improving the consistency.**

Additionally, **typography** and **colors** were reassessed without straying too far from the original concept.

Style guide which includes below elements:

- **Moodboards**
- **Colors**
- **Typography**
- **Icons**
- **UI elements**
- **Final UI**

Final Handover

Since the page is available on different devices, the design was initially created for mobile to improve the experience.

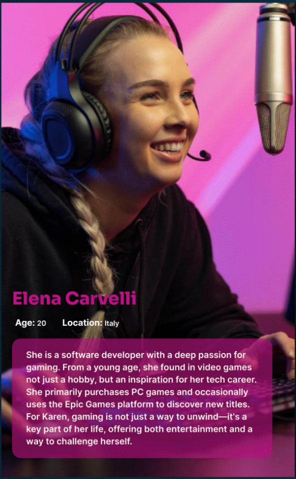
Then I developed breakpoints for tablet and desktop as well.

- **Mobile final screen design**
- **Responsive design**
- **Prototype creation**

RESEARCH

USER PERSONA

Based on my research, I analyzed and organized all the goals, needs, and pain points of the target users. From this, I developed **a User Persona named Elena**, who represents **not only the ideal user but also the key tasks they aim to accomplish. This approach** allowed me to design detailed user flows that serve as the foundation for my wireframes and prototype, **ensuring a user-centered and seamless experience.**



Elena Carvelli

Age: 20 **Location:** Italy

She is a software developer with a deep passion for gaming. From a young age, she found in video games not just a hobby, but an inspiration for her tech career. She primarily purchases PC games and occasionally uses the Epic Games platform to discover new titles. For Karen, gaming is not just a way to unwind—it's a key part of her life, offering both entertainment and a way to challenge herself.

GOALS & NEEDS

- **Discover Discounts and Free Games Easily:** She checks for weekly free games and discounts but wants a better system to surface these deals.
- **Quickly Access Personal Content:** Like Wishlist or Library
- **Desires smoother navigation**, smaller and more organized blocks, and more aesthetic appeal.
- **Find New Games Efficiently:** thanks to a search bar and filters.
- **Simplify In-Game Purchases**

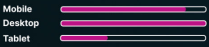
TASK

- **Redeem Free Weekly game from browser**
- **Check for discounts or special offers on games of interest.**
- **Filter Out to Find New Games**
- **Viewing Game Details**

PAIN POINTS

- **Disorganized Navigation:** Finds the website's navigation frustrating due to poor layout organization, and missing key elements (e.g., Library which is available on the desktop launcher).
- **Overwhelming Visual Design:** The large blocks on mobile made the pages unappealing, the black color was appretiated but the palette feels anonymous.
- **Poor Filtering and Search Features:** Struggles to use filter, which is essential for discovering new games.

DEVICES USAGE



OPPORTUNITIES & PROJECT OBJECTIVES

By examining the research and integrating it with the user persona and usability heuristics, I have defined a **set of objectives to improve both the user experience and the design of Epic Games.**

This redesign project aims to improve the platform's usability and aesthetics, **focusing on creating a responsive experience that makes the site more accessible and engaging for a global audience.**

Based on my user research, the **main OPPORTUNITIES were:**

1. **A lack of hierarchy.**
2. **Outdated design patterns and trends.**
3. **A lack of consistency, especially in some headers and buttons.**
4. **The need for a more engaging design—users mentioned that the layout and design felt too anonymous.**
5. **The need for smoother navigation to enhance the user experience.**

PROJECT OBJECTIVES

Gamers need a way to easily identify key content, such as promotions and new games, because the Epic Games Store interface lacks clear visual hierarchy and does not adapt in particular well to mobile devices, though our persona Elena uses more on desktop. This leads to confusion and frustration. The project thus starts from the mobile to solve the issues addressed by the persona's pain points.

ESCAPE ACADEMY

UX DESIGN

IDEAS & USER FLOWS

So, based on the identified opportunities, **I brainstormed several ideas** that became the foundation for the User Flows. These flows can be divided into **two main parts:**

IDEAS FOR VISUAL

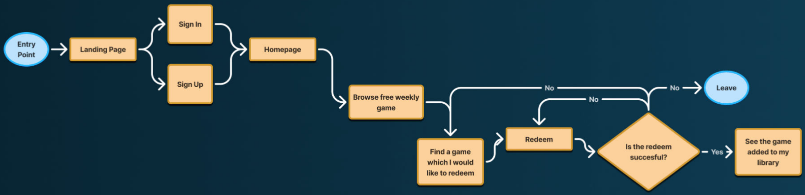
IDEAS FOR FLOWS

- Change the layout to make it clearer in terms of element hierarchy.
- Think about a new colour palette to give some personality.
- Add and create some icons, think about the typography.
- Remove the big cards for the display of the games.

- Some task, but easy flows
- Designed to enhance usability by addressing additional needs, improving engagement, and providing seamless navigation.
- Ensuring a smooth and intuitive experience.

Flow 1 : DISCOVERING FREE GAMES

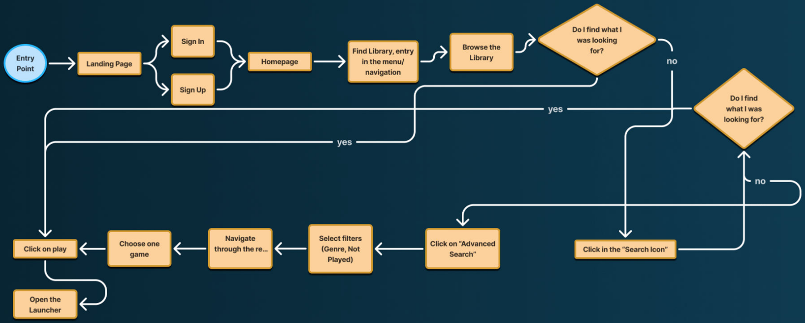
- Free games are a great feature for users, so the first improvement aims to provide a faster way to discover them, making the weekly game entry visible on the homepage.



Entry Point
Landing Page
Sign In
Sign Up
Homepage
Browse free weekly game
Find a game which I would like to redeem
Redeem
Is the redeem succesful?
No
No
No
Leave
Yes
See the game added to my library

Flow 2: ACCESSING & USING THE LIBRARY

- The library is a missing feature on the webpage. Thanks to the new menu organization, the library will now be available.
- The biggest improvement here is to integrate sub-menus in different pages into one single menu accessible across page for smoother navigation.
- The intent is to replicate the same structure as the current Launcher on the desktop.



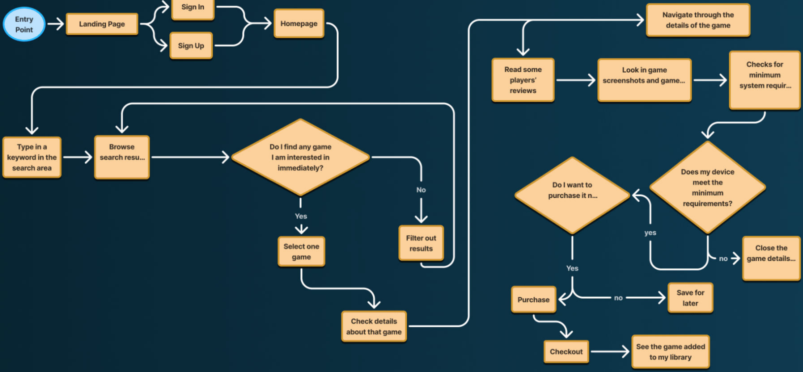
Entry Point
Landing Page
Sign In
Sign Up
Homepage
Find Library, entry in the menu/ navigation
Browse the Library
Do I find what I was looking for?
no
yes
yes
Do I find what I was looking for?
no
Click in the "Search Icon"
Click on "Advanced Search"
Select filters (Genre, Not Played)
Navigate through the re...
Choose one game
Click on play
Open the Launcher

Flow 3: SEARCHING FOR A GAME

- The combination of search and filter features, instead of having them on separate pages, will allow users to easily access games.

Flow 4: VIEWING GAME DETAILS

- Add some players' reviews about a game, by taking those from communities.
- Reorganize the layout and content in the homepage and the "game details", allowing users to browse and grab the details quickly.



Entry Point

Landing Page

Sign In

Sign Up

Homepage

Type in a keyword in the search area

Browse search resu...

Do I find any game I am interested in immediately?

No

Filter out results

Yes

Select one game

Check details about that game

Navigate through the details of the game

Read some players' reviews

Look in game screenshots and game...

Checks for minimum system requir...

Does my device meet the minimum requirements?

no

Close the game details...

yes

Do I want to purchase it n...

Yes

Purchase

no

Save for later

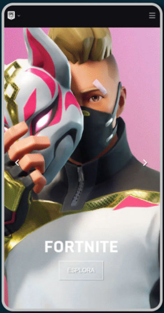
Checkout

See the game added to my library

WIREFRAMES DEVELOPMENT

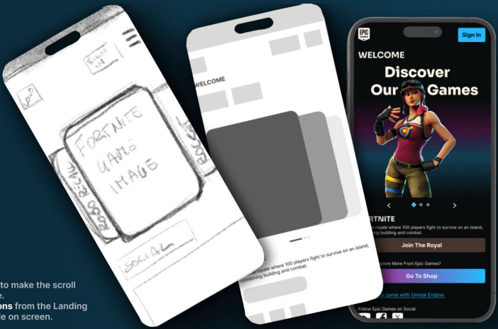
Where did it start?

Epic Games' Page

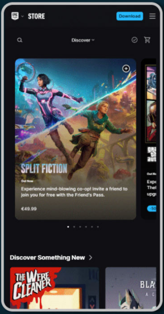

FORTNITE
ESPLORA

What did it lead to?

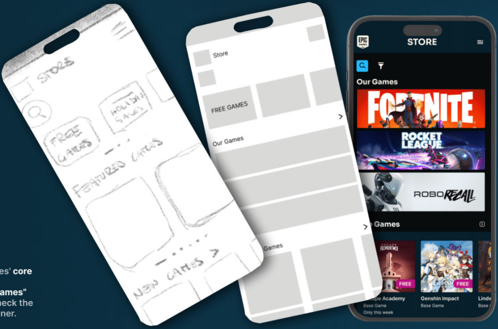
Redesign Pages


SIGN IN
FORTNITE GAME IMAGE
ROBO RECALL
ROCKET
SOCIAL
WELCOME
Sign In
WELCOME
Discover Our Games
RTNITE
Join The Royal
Go To Shop
Follow Epic Games on Social

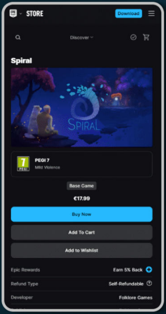
- I **resized the cards** to make the scroll arrows more visible.
- All navigation **buttons** from the Landing Page are now visible on screen.


STORE
Download
Discover
SPLIT FICTION
Out Now
€49.99
Discover Something New
THE WERE CLEANER

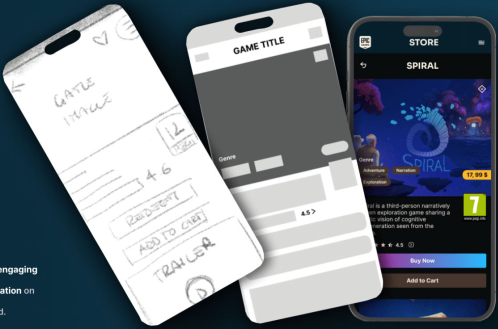
Experience mind-blowing co-op! Invite a friend to join you for free with the Friend's Pass.


STORE
FREE GAMES
HOLIDAY SALES
FEATURED GAMES
NEW GAMES
Store
FREE GAMES
Our Games
Games
STORE
Our Games
FORTNITE
ROCKET LEAGUE
ROBORECALL
Games
FREE
FREE
Genshin Impact
Base Game
Only this week

- Focused on Epic Games' **core product.**
- **Moved up the "Free Games"** section to let users check the weekly free game sooner.


STORE
Download
Discover
Spiral
SPIRAL
PEGI 7
Mild Violence
Base Game
€17.99
Buy Now
Add To Cart
Add to Wishlist

Epic Rewards Earn 5% Back
Refund Type Self-Refundable
Developer Folklore Games


GAME IMAGE
12
4.6
REDEEM
ADD TO CART
TRAILER
GAME TITLE
Genre
4.5 >
STORE
SPIRAL
Genre
Adventure
Narration
Exploration
17,99 $
7
www.pegi.info
4.5
Buy Now
Add to Cart

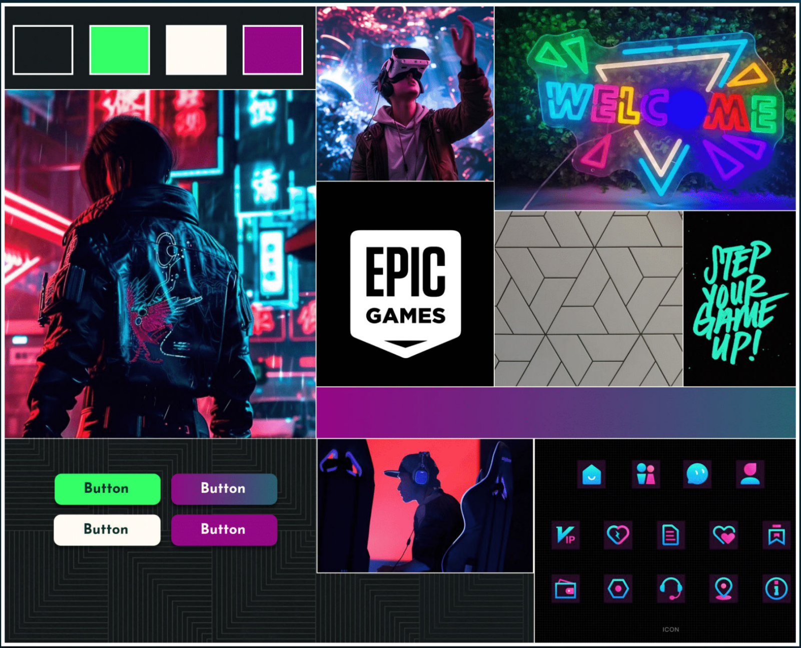
- Implemented a **more engaging layout.**
- Provided **more information** on screen sooner.
- **Review** ratio displayed.

UI DESIGN

MOODBOARD

To maintain consistency throughout the project, I developed a mood board, which provided me with valuable insights on how to approach the UI redesign.

BOLD **POWERFUL** **FUTURISTIC** **VIBRANT COLORS**


EPIC
GAMES
WELCOME
STEP YOUR GAME UP!
Button
Button
Button
Button
ICON

COLORS

ORIGINAL COLOR PALETTE

Thanks to user interviews, it emerged that Epic Games' style felt rather **anonymous and lacking in character.**

HEX: #101014
RGB: 16 16 20

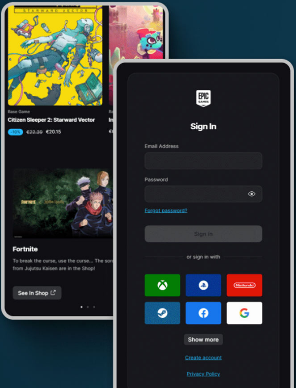
HEX: #26BBFF
RGB: 38 187 255

HEX: #FFFFFF26
RGB: 255 255 255
14.9%

HEX: #FFFFFF
RGB: 255 255 255

HEX: #FFFFFFA6
RGB: 255 255 255
65.1%

HEX: #000000
RGB: 0 0 0


STARWARD VECTOR
EPIC GAMES
-10%
See In Shop
Show more

Base Game

Citizen Sleeper 2: Starward Vector

~~€22.39~~ €20.15

Fortnite

To break the curse, use the curse... The sor
from Jujutsu Kaisen are in the Shop!

Sign In

Email Address

Password

Forgot password?

Sign in

or sign in with

Create account

Privacy Policy

NEW COLOR PALETTE

I aimed to create a **color palette which combined the original light blue and the mood board that I developed.** I created a lot of colors palette, but in the end many were too different from the original style.

Black Hole
HEX: #090C0D
RGB: 9, 12, 13

Star Yellow
HEX: #FFB926
RGB: 255,185,38

Electric Blue
Dark Blue
HEX: #26BBFF
RGB: 38, 187, 255

HEX: #071F2B
RGB: 7, 31, 43

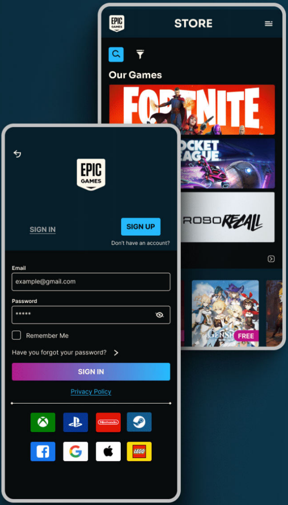
Cyber
Gradient
Epic Games Electric Blue combined with Vibrant Pink

Vibrant Pink
HEX: #BD0F83
RGB: 189, 15, 131

Wood Brown
HEX: #46362D
RGB: 70, 54, 45

Moon White
Lunar Spot
HEX: #FFF8EC
RGB: 255, 248, 236

HEX: #84827D
RGB: 130, 132, 125


STORE
Our Games
FORTNITE
ROCKET LEAGUE
ROBO RECALL
FREE
EPIC GAMES
SIGN IN
SIGN UP
Don't have an account?
SIGN IN
Privacy Policy

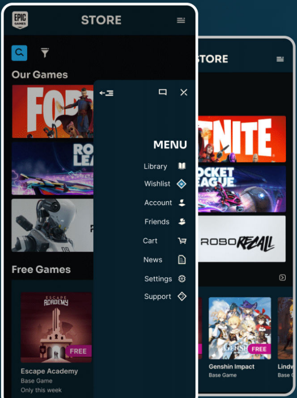
Email
example@gmail.com
Password
*****
☐ Remember Me
Have you forgot your password? >

ICONS

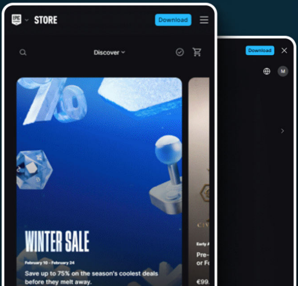
BIGGER ICONS

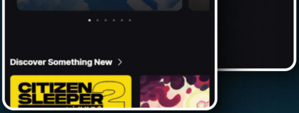
SMALLER ICONS

MY DESIGN

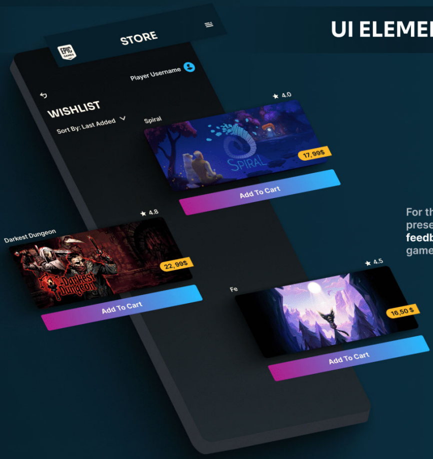

STORE
Our Games
MENU
Library
Wishlist
Account
Friends
Cart
News
Settings
Support
Free Games
FREE
Escape Academy
Base Game
Only this week
STORE
ROCKET LEAGUE
ROBO RECALL
FREE
Genshin Impact
Base Game

CURRENT

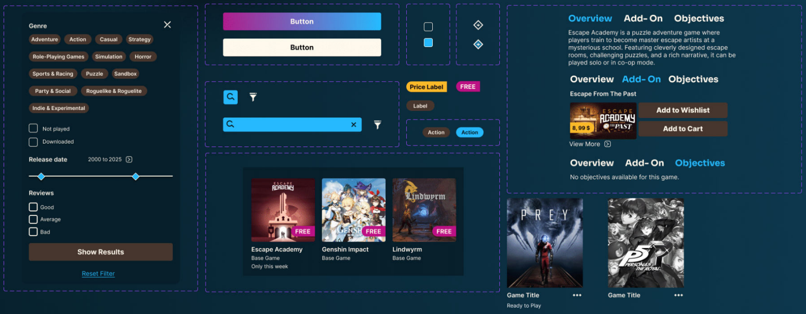

STORE
Download
Discover
WINTER SALE
February 10 - February 24
Save up to 75% on the season's coolest deals before they melt away.
€99.
Download
M


Discover Something New
CITIZEN SLEEPER 2

UI ELEMENTS


STORE
Player Username
WISHLIST
Sort By: Last Added
Spiral
★ 4.0
17,99$
Add To Cart
Darkest Dungeon
★ 4.8
22,99$
Add To Cart
Fe
★ 4.5
16,50 $
Add To Cart

For this project, the UI elements are varied. Aside from the icons I previously presented, **I have designed various buttons, cards, and on-screen user feedback elements** (such as switching between instances when adding a game to favorites).

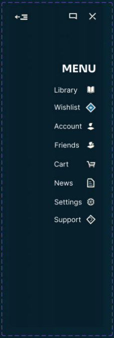

Genre
Adventure
Action
Casual
Strategy
Role-Playing Games
Simulation
Horror
Sports & Racing
Puzzle
Sandbox
Party & Social
Roguelike & Roguelite
Indie & Experimental
☐ Not played
☐ Downloaded
Release date
2000 to 2025
Reviews
☐ Good
☐ Average
☐ Bad
Show Results
Reset Filter
Button
Button
☐
☑
Price Label
FREE
Label
Action
Action
Escape Academy
Base Game
Only this week
FREE
Genshin Impact
Base Game
FREE
Lindwyrm
Base Game
FREE
Overview
Add- On
Objectives

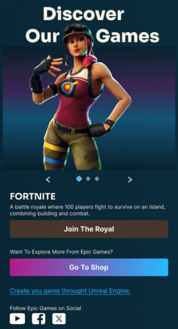
Escape Academy is a puzzle adventure game where players train to become master escape artists at a mysterious school. Featuring cleverly designed escape rooms, challenging puzzles, and a rich narrative, it can be played solo or in co-op mode.

Overview
Add- On
Objectives
Escape From The Past
8,99 $
Add to Wishlist
Add to Cart
View More
Overview
Add- On
Objectives

No objectives available for this game.

PREY
Game Title
Ready to Play
Game Title

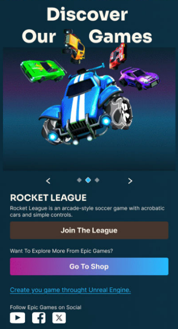

MENU
Library
Wishlist
Account
Friends
Cart
News
Settings
Support


Discover
Our Games
<
>
Join The Royal
Go To Shop
Create you game throught Unreal Engine.
Follow Epic Games on Social

FORTNITE

A battle royale where 100 players fight to survive on an island, combining building and combat.

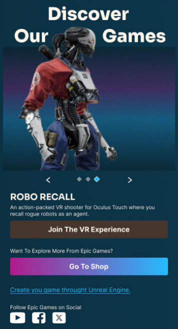
Want To Explore More From Epic Games?


Discover
Our Games
<
>
Join The League
Go To Shop
Create you game throught Unreal Engine.
Follow Epic Games on Social

ROCKET LEAGUE

Rocket League is an arcade-style soccer game with acrobatic cars and simple controls.

Want To Explore More From Epic Games?


Discover
Our Games
<
>
Join The VR Experience
Go To Shop
Create you game throught Unreal Engine.
Follow Epic Games on Social

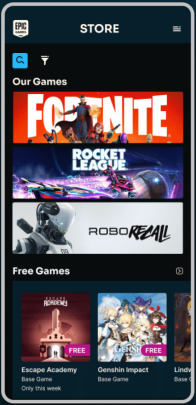
ROBO RECALL

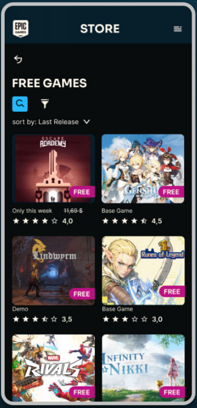
An action-packed VR shooter for Oculus Touch where you recall rogue robots as an agent.

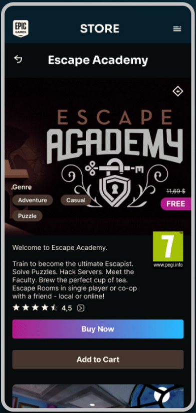
Want To Explore More From Epic Games?

FINAL UI

DISCOVERING FREE GAMES

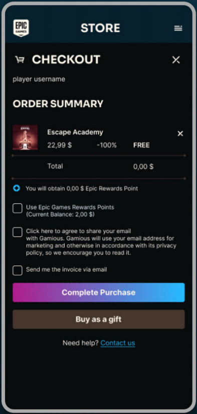

EPIC GAMES
STORE
Our Games
FORTNITE
ROCKET LEAGUE
ROBO RECALL
Free Games
ESCAPE ACADEMY
FREE
GENSHIN
FREE
Escape Academy
Base Game
Only this week
Genshin Impact
Base Game
Lindv
Base (


EPIC GAMES
STORE
FREE GAMES
sort by: Last Release
ESCAPE ACADEMY
FREE
Only this week
~~11,69 $~~
★ ★ ★ ★ ☆ 4,0
GENSHIN
FREE
Base Game
★ ★ ★ ★ ⯪ 4,5
Lindwyrm
FREE
Demo
★ ★ ⯪ ☆ 3,5
Runes of Legend
FREE
Base Game
★ ★ ★ ☆ ☆ 3,0
MARVEL RIVALS
FREE
INFINITY NIKKI
FREE


STORE
Escape Academy
ESCAPE ACADEMY
Genre
Adventure
Casual
Puzzle
11,60 $
FREE
7
www.pegi.info
4,5
Buy Now
Add to Cart

Welcome to Escape Academy.

Train to become the ultimate Escapist. Solve Puzzles. Hack Servers. Meet the Faculty. Brew the perfect cup of tea. Escape Rooms in single player or co-op with a friend - local or online!


STORE
CHECKOUT
player username
ORDER SUMMARY

Escape Academy		
22,99 $	-100%	FREE
Total		0,00 $

● You will obtain 0,00 $ Epic Rewards Point

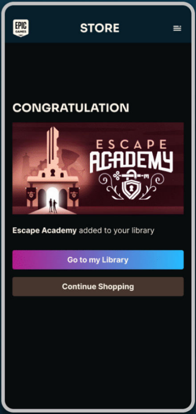
☐ Use Epic Games Rewards Points (Current Balance: 2,00 $)

☐ Click here to agree to share your email with Gamious. Gamious will use your email address for marketing and otherwise in accordance with its privacy policy, so we encourage you to read it.

☐ Send me the invoice via email

Complete Purchase
Buy as a gift

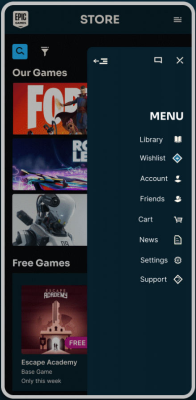
Need help? Contact us


STORE
CONGRATULATION
ESCAPE ACADEMY

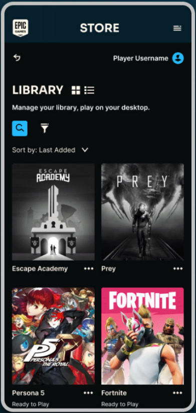
Escape Academy added to your library

Go to my Library
Continue Shopping

ACCESSING & USING THE LIBRARY


STORE
Our Games
Free Games
FREE
MENU
Library
Wishlist
Account
Friends
Cart
News
Settings
Support

Escape Academy
Base Game
Only this week


STORE
Player Username
LIBRARY

Manage your library, play on your desktop.

Sort by: Last Added

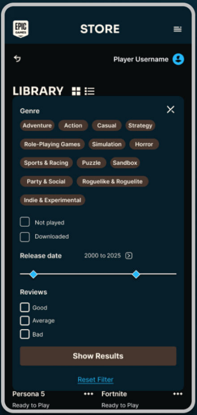
ESCAPE ACADEMY
PREY
FORTNITE
P5 PERSONA5 THE ROYAL

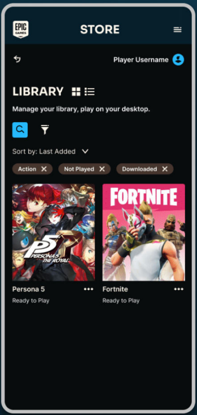
Escape Academy

Prey

Persona 5
Ready to Play

Fortnite
Ready to Play


STORE
Player Username
LIBRARY
Genre
Adventure
Action
Casual
Strategy
Role-Playing Games
Simulation
Horror
Sports & Racing
Puzzle
Sandbox
Party & Social
Roguelike & Roguelite
Indie & Experimental
☐ Not played
☐ Downloaded
Release date
2000 to 2025
Reviews
☐ Good
☐ Average
☐ Bad
Show Results
Reset Filter
Persona 5
Ready to Play
Fortnite
Ready to Play

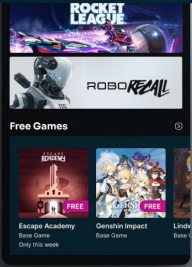

STORE
Player Username
LIBRARY

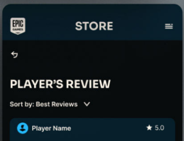
Manage your library, play on your desktop.

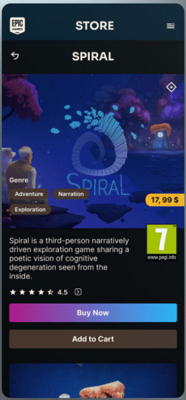
Sort by: Last Added
Action
Not Played
Downloaded
Persona 5
Ready to Play
Fortnite
Ready to Play

FINAL HANDOVER

MOBILE FINAL SCREEN DESIGN

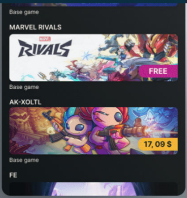

Free Games
FREE
FREE
Escape Academy
Base Game
Only this week
Genshin Impact
Base Game

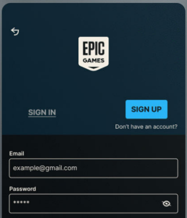

STORE
PLAYER'S REVIEW
Sort by: Best Reviews
Player Name
5.0


STORE
SPIRAL
Genre
Adventure
Narration
Exploration
17,99 $
www.pegi.info

Spiral is a third-person narratively driven exploration game sharing a poetic vision of cognitive degeneration seen from the inside.

4.5
Buy Now
Add to Cart


Base game
MARVEL RIVALS
FREE
Base game
AK-XOLTL
17,09 $
Base game
FE


EPIC GAMES
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SIGN UP
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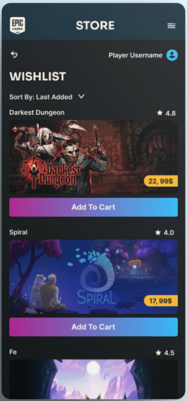
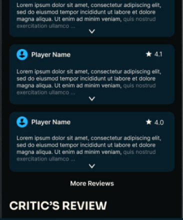
Email
Password

Email: example@gmail.com

Password: *****


STORE
Player Username
WISHLIST
Sort By: Last Added
Darkest Dungeon
4.8
22, 99$
Add To Cart
Spiral
4.0
17,99$
Add To Cart
Fe
4.5


Player Name
★ 4.1
Player Name
★ 4.0
More Reviews

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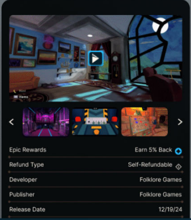
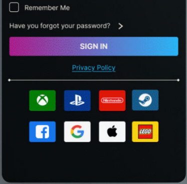
CRITIC'S REVIEW



Epic Rewards	Earn 5% Back
Refund Type	Self-Refundable
Developer	Folklore Games
Publisher	Folklore Games
Release Date	12/19/24



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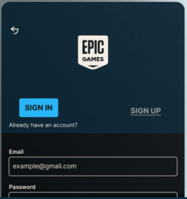
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SIGN UP

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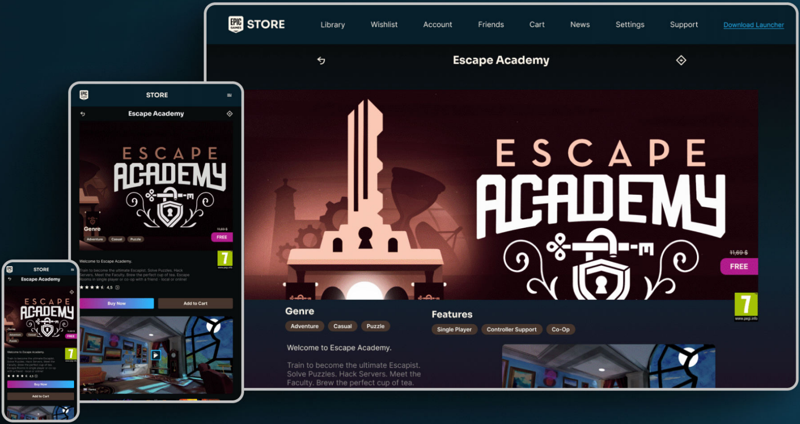
Email: example@gmail.com

Password

RESPONSIVE DESIGN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Support
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ESCAPE
ACADEMY
~~11,69 $~~
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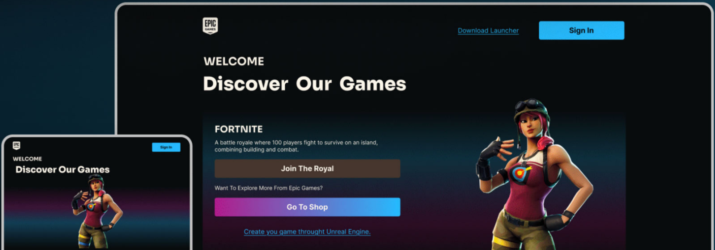
Genre: Adventure, Casual, Puzzle

Features: Single Player, Controller Support, Co-Op

Welcome to Escape Academy.

Train to become the ultimate Escapist. Solve Puzzles. Hack Servers. Meet the Faculty. Brew the perfect cup of tea.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FORTNITE

A battle royale where 100 players fight to survive on an island, combining building and combat.

Join The Royal

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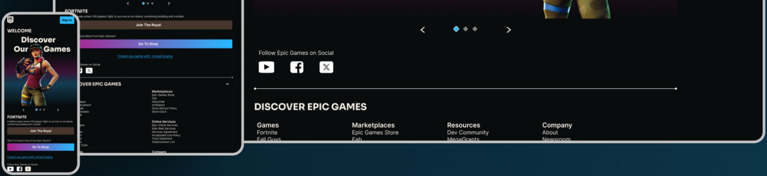
Create you game throught Unreal Engine.


Sign In
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Discover Our Games
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A battle royale where 100 players fight to survive on an island, combining building and combat.
Join The Royal
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ArtStation
Store Refund Policy
Store EULA
Online Services
Epic Online Services
Kids Web Services
Services Agreement
Acceptable Use Policy
Trust Statement
Subprocessor List
Company
Games
Fortnite
Fall Guys
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MegaGrants
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Learning & Next Steps

I've learned so much from this redesign, and looking back, it has been an incredibly instructive experience. From a UX perspective, the original website includes many features tailored to gamers' needs, and ensuring everything worked seamlessly was a real challenge. From a UI perspective, it was an amazing opportunity to refine my skills, especially in grids, colors, and various Figma functionalities, such as autolayout and animations. I'm aware that this is just the beginning of my journey, and I can't wait to further develop my eye for detail and artistic sensibility.

To make the project even more better I plan to do the below works:

Current Version Improvement

- Conduct usability tests with real potential users.
- Perform user validation test to approve if usability issues have been solved.
- Enhance animations and transitions between pages to have better user engagement.

Project Expansion

- After the existing features have been iterated well for development, additional analyze of user flows such as "Friends" feature on the menu or more will be executed.
- Develop mid-fidelity wireframes for these new features, in particular of “Friends”, the initial mid-fi wireframe of which I have already created.

Disclaimer:

This is an independent, unofficial project, and nothing presented here should be considered official.
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