

Loadout: A Seamless E-commerce Experience for Competitive Gamers

Alok Ranjan Singh

Project overview



The product:

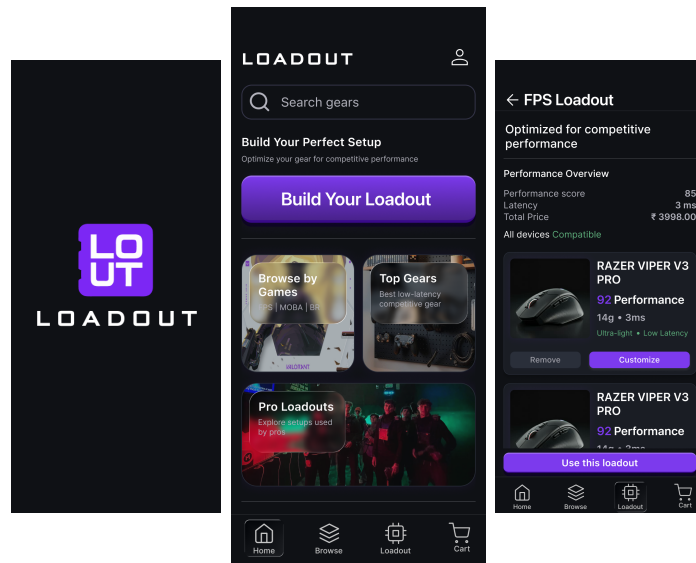
Loadout helps gamers build their perfect setup by discovering and buying the right gear. The app and website offer a fast, personalized experience for gamers who value both performance and style.



Project duration:

Timeline: March 2026 – June 2026

Duration: 4 months



Project overview



The problem:

Competitive gamers struggle to purchase gaming peripherals online because most e-commerce platforms prioritize marketing over performance data, lack trusted reviews, and do not support meaningful comparison or setup compatibility—resulting in poor purchase decisions and frustration.



The goal:

To design a performance-focused e-commerce experience that helps competitive gamers confidently discover, compare, and purchase gaming gear using reliable performance data, trusted reviews, and setup-based guidance.

Project overview



My role:

UX Designer (End-to-End)

Project context:

This was a self-initiated portfolio project completed individually, with research based on secondary sources and informal peers feedback.



Responsibilities:

User research (competitive analysis, secondary research).
Persona definition and problem framing.
Information architecture and user flows.
Wire framing, UI design and prototyping.
Usability testing and iterations.

Understanding the user

- User research
- Personas
- Problem statements

User research: summary



To understand how gamers purchase gaming gear online, I conducted secondary research through competitive analysis of major e-commerce platforms, gaming brand websites, performance review platforms, and online gaming communities.

The research explored different gamer segments including casual gamers, competitive gamers, streamers, and mobile gamers. While each group has unique needs, competitive gamers experience the highest friction due to their reliance on performance-driven equipment and data-based decision making.

Across platforms, recurring issues included overwhelming product options, marketing-heavy descriptions, unreliable reviews, and limited comparison tools. These insights led to focusing the project on designing a performance-first experience tailored to competitive gamers.

User research: pain points (Competitive gamers)

1

Lack of performance-based comparison

Difficult to compare critical specs like latency, weight, sensor type, and polling rate across products.

2

Marketing-heavy product pages

Product descriptions focus on branding and buzzwords rather than measurable performance data.

3

Unreliable reviews

Difficulty trusting ratings due to fake or biased reviews.

4

Research fragmentation

Forced to switch between e-commerce sites, YouTube reviews, and community forums before making a decision.

User research: pain points (Competitive gamers)

5

No setup-building
guidance

No structured way to build
and verify compatibility of
a complete gaming setup
(mouse, keyboard,
headset, etc.).

6

Price vs performance
confusion

Hard to determine
whether a higher price
actually results in better
competitive performance.

Persona: Aditya Verma “Blaze”

Problem statement:

As a professional esports player, Aditya needs reliable, benchmark-backed performance data when purchasing gear, because existing platforms prioritize marketing over measurable metrics—putting his competitive performance at risk.

Age: 21

Hometown: Mumbai

Occupation: Professional Esports
Player (FPS)

Background:

Competes in national and international tournaments. His performance directly affects sponsorships, rankings, and contracts.

Goals:

- Use tournament-grade, proven performance gear
- Eliminate hardware-related inconsistencies
- Maintain competitive edge at millisecond precision

Frustrations:

- Lack of standardized performance benchmarks across products
- Marketing-heavy pages instead of measurable latency data
- No neutral platform comparing brands objectively
- Risk of switching gear close to tournaments

Persona: Ritvik “Riot” Malhotra

Problem statement:

As an aspiring professional gamer, Ritvik needs a way to evaluate whether expensive gaming gear provides real performance improvement, because current e-commerce platforms lack transparent performance comparisons and value-based insights.

Age: 22

Hometown: Delhi NCR

Occupation: Semi-Professional
FPS Player / Content
Creator

Background:

Competes in local tournaments and streams gameplay. Not fully sponsored yet. Invests carefully in upgrades.

Goals:

- Upgrade gear strategically to improve performance.
- Get pro-level equipment within a reasonable budget.
- Compare performance gains before investing.

Frustrations:

- Hard to know if premium gear actually improves gameplay.
- No price-to-performance clarity.
- Must research across YouTube and Reddit before purchase.
- Overwhelmed by similar high-end options.

Persona: Karan Singh

Problem statement:

As a competitive college gamer, Karan needs affordable, performance-optimized gear backed by trustworthy data, because existing platforms fail to clearly differentiate between marketing claims and actual competitive value.

Background:

Participates in college tournaments and online competitions. Limited budget but performance-driven mindset.

Goals:

- Build a competitive setup within budget.
- Buy gear that improves reaction time without overspending.
- Avoid wasting money on marketing hype.

Frustrations:

- Budget gear has unreliable reviews.
- Difficult to identify “best value for performance” products.
- No clear comparison between mid-range and premium gear.
- Fear of making wrong purchase decisions.

Age: 19

Hometown: Jaipur

Occupation: College Student &
Competitive FPS
Player

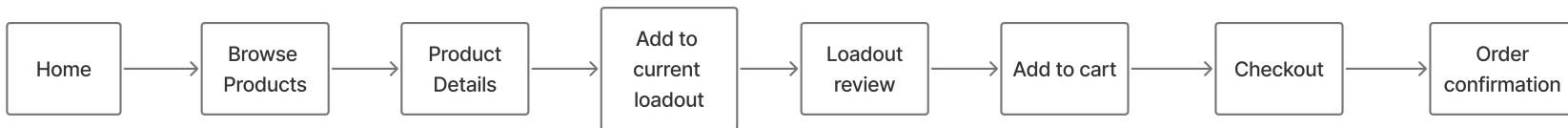
Pain points :

- Uncertainty about whether performance issues are skill-related or caused by outdated gear.
- Lack of clear, standardized performance data (latency, sensor accuracy, weight) across products.
- No structured way to compare products side-by-side based on competitive performance metrics.
- Fear of investing in expensive gear without proof it will improve performance.
- No reliable way to measure whether the new equipment actually improved gameplay.

User Flows for loadout

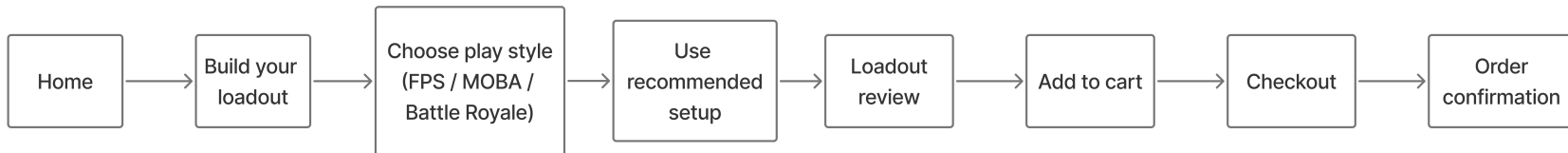
Purchase a Product

For users who already know what gear they want.



Recommended Loadout

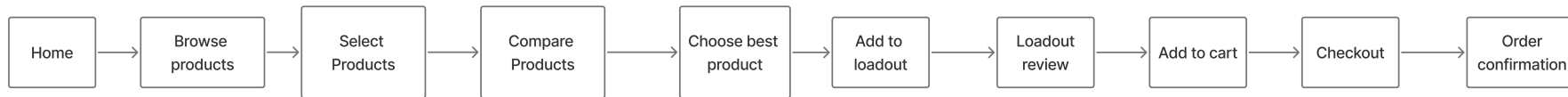
For users who want quick performance-optimized suggestions.



User Flows for loadout

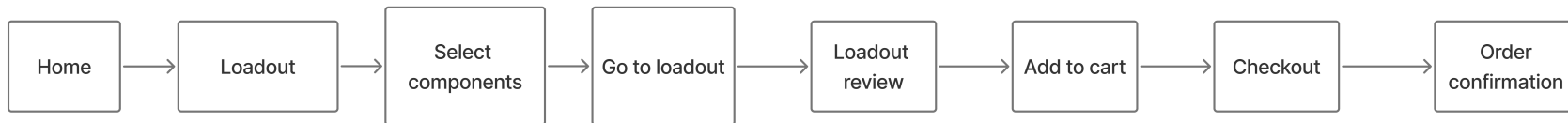
Compare

For users evaluating multiple products before making a decision.



Build Setup Manually

For users who want complete control over their gaming setup.



Digital wireframes

Exploring layout structure and user pathways before moving to high-fidelity designs.

Homescreen

Build Your Loadout

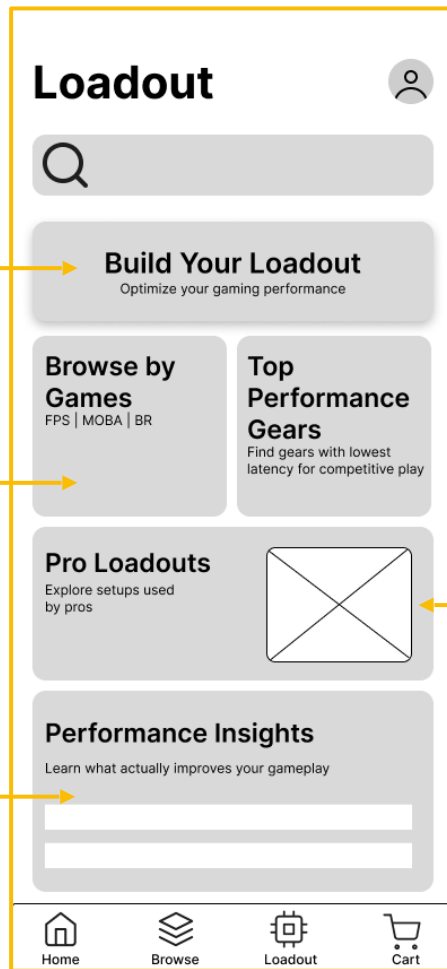
Primary entry point for creating a performance-focused setup.

Browse by Games

Helps users discover gear based on their preferred game genre.

Performance Insights

Learn what improves gaming performance.



Pro Loadouts

Explore setups inspired by competitive gamers.

Digital wireframes

A central workspace where users can review, customize, and optimize their gaming setup before making a purchase.

Loadout Builder

Performance Overview

Summarizes key setup metrics before purchase.

Customize

Replace products without losing progress.

Use This Loadout

Confirms the setup and continues the purchase journey.

← FPS Loadout

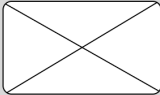
Optimized for competitive performance

Performance Overview

Performance score	85
Latency	3 ms
Total Price	₹ 3998.00

All devices Compatible

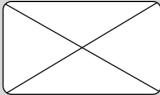
Mouse



Customize

Remove

Keyboard



Customize

Remove

Use This Loadout

Device Cards

Consolidates all selected peripherals in one place.

Digital wireframes

Users can replace peripherals while preserving the rest of their setup, reducing friction during decision-making.

Loadout Customization

Current Selection

Review the currently selected peripheral.

Compare

Evaluate alternatives side-by-side before switching.

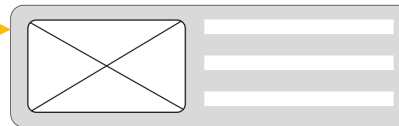
← Editing Mouse

Choose Your Mouse

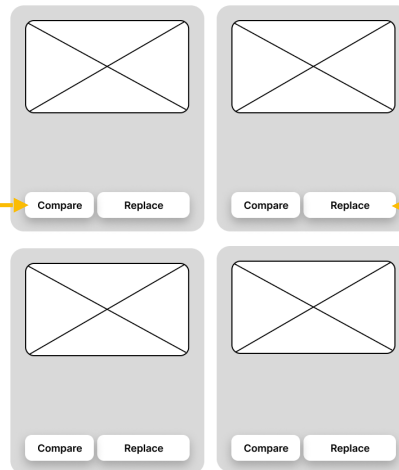
Optimized for FPS gameplay

FPS optimized

Current selection



Other high-performance options



Performance Tag

Recommendations tailored to gameplay preferences.

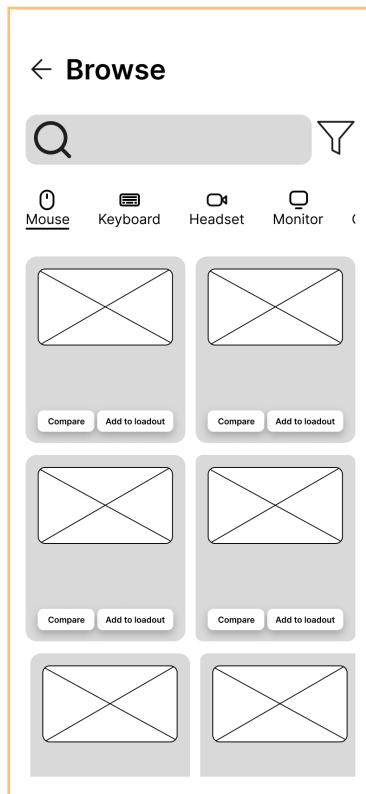
Replace

Swap products without rebuilding the loadout.

Digital wireframes

Browse

Discover products through search and category-based exploration.

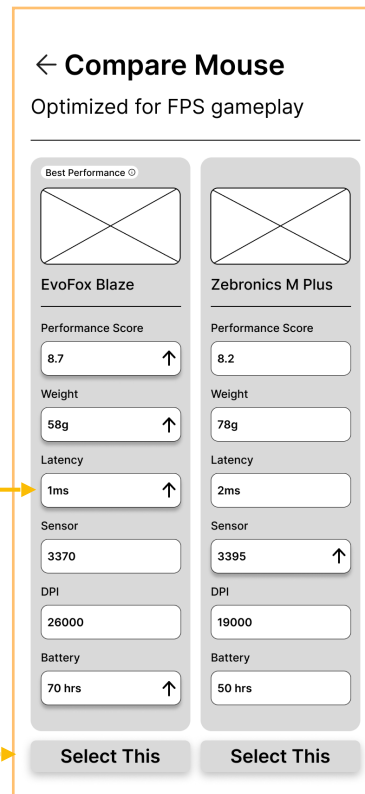


Compare

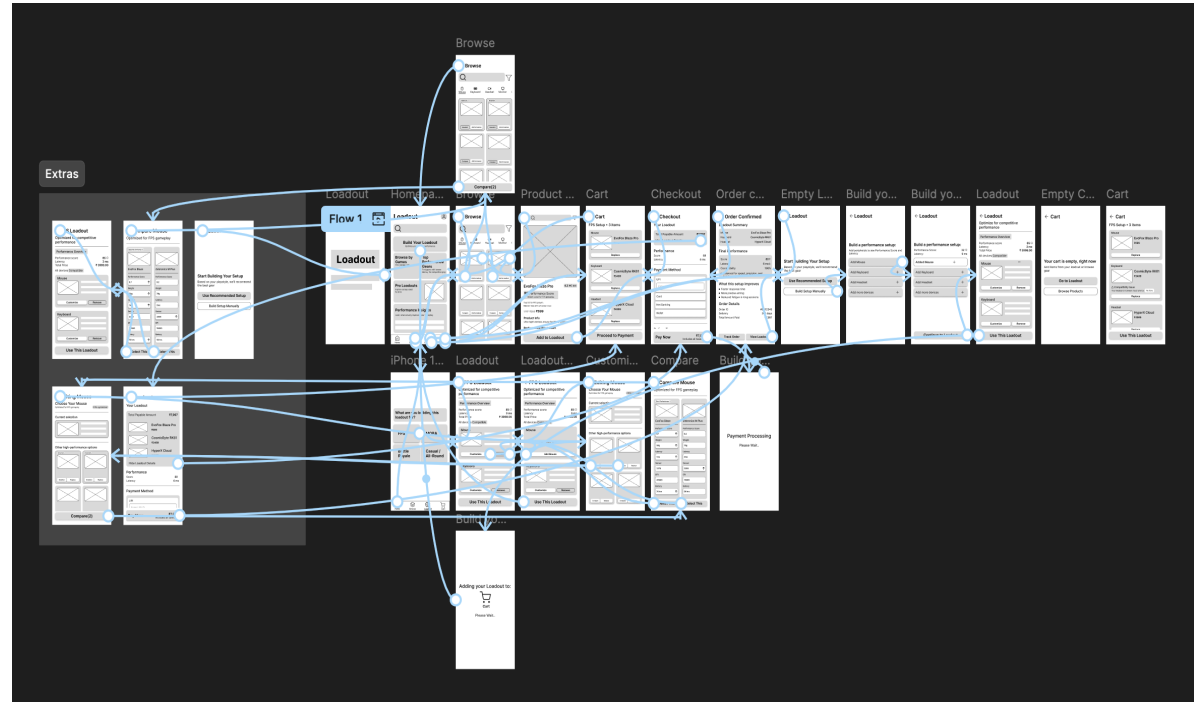
Compare key performance metrics side-by-side.

Highlight differences in latency, weight, and connectivity.

Save the preferred product to loadout



Low-fidelity prototype

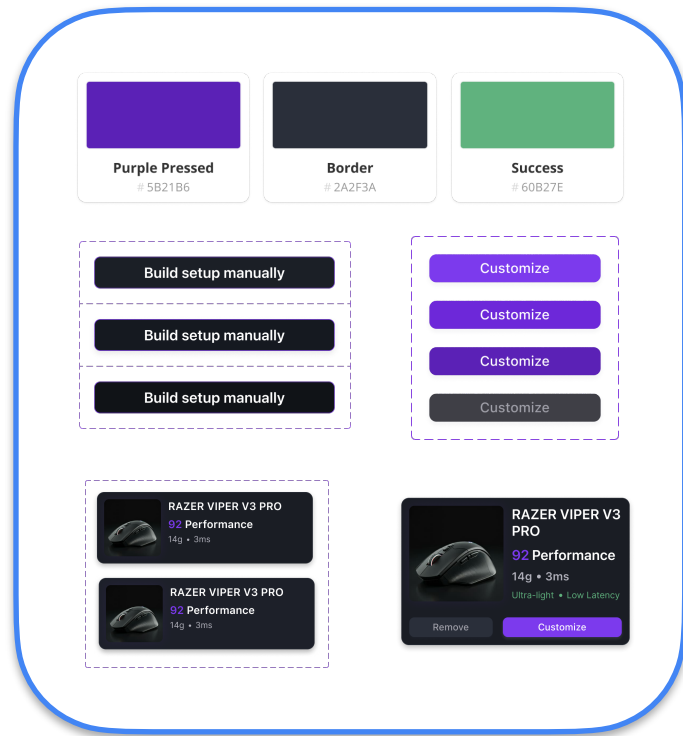


Refining the design

- Design system
- High-fidelity prototype
- Accessibility

Design System

To ensure consistency and scalability across the product, a design system was created covering branding, colors, typography, components, and interaction patterns.



Brand Identity & Colors

The visual identity combines a dark gaming-focused interface with a bold purple accent to highlight key actions and improve visual hierarchy.

Logo System

The Loadout logo combines a compact gaming-inspired mark with a bold wordmark, creating a recognizable identity that reflects performance, precision, and competitive play.



Primary Logo
Used Across Splash Screens, Main Menu, Scoreboards, And Branding.

Logo breakdown



Logo mark
A Compact Geometric Monogram Built From The Letters 'LO', 'UT', And 'P'.
Purple Gradient
Represents Performance, Innovation, And Competitive Gaming.

LOADOUT

Wordmark **Font style: Science Gothic**
A Clean, Upper-case Wordmark Designed For Clarity And Strong Recognition.

Logo Variations



Full logo



Icon only



Monochrome

Colors System

A performance-focused palette designed for competitive gaming experience.

Brand Colors



Neutrals



Other Colors



Typography & Icons

SF Pro and Inter was selected for readability and information density, while a consistent outline icon style improves recognition across the interface.

Typography

A typography system focused on readability, hierarchy, and fast information scanning across competitive gaming workflows.

Plain text

Text Style

Font Size

Line Height

Loadout

Sf pro / semibold / H1

28px

Page Titles (Loadout)

Performance Insights

Sf pro / semibold / H2

22px

Section Headings

Razer Viper V3 Pro

Sf pro / semibold / H3

18px

Card Titles

Optimize your gear for competitive performance.

Inter / regular / body

14px

Descriptions

Add to Loadout

Sf pro / medium / Caption

15px

Buttons & Tags

14g • 3ms

Inter / Regular / Caption

12px

Metrics & Metadata

Iconography

Simple outline icons were used to maintain clarity, consistency, and visual hierarchy across the interface.

Navigation

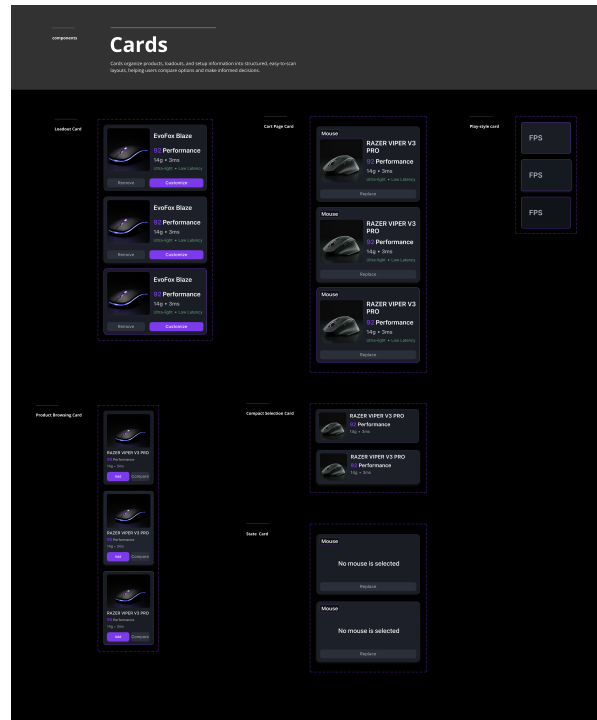
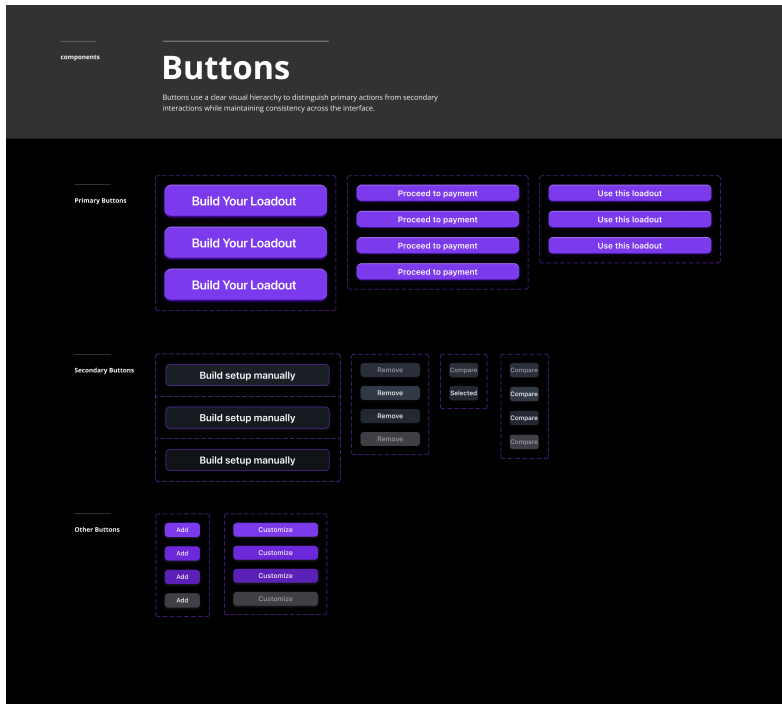


Action

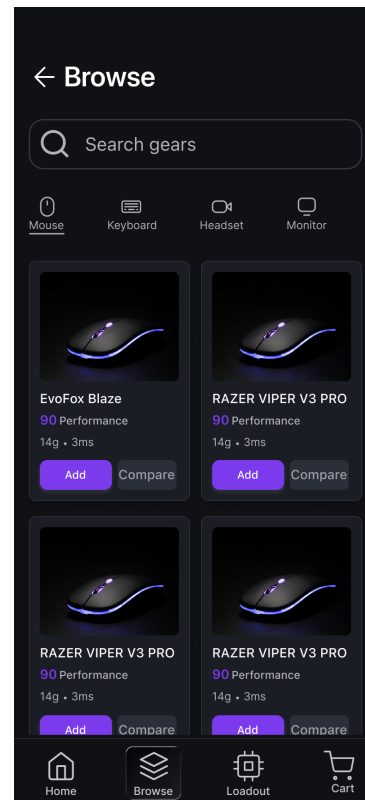
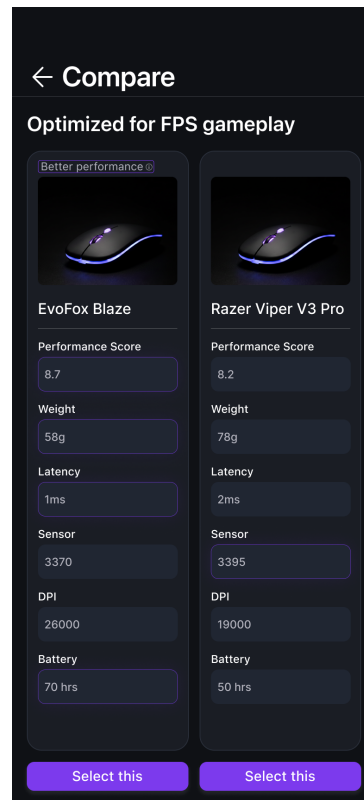
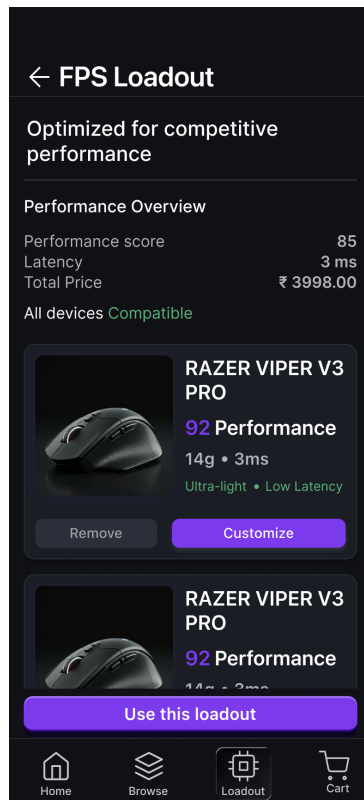
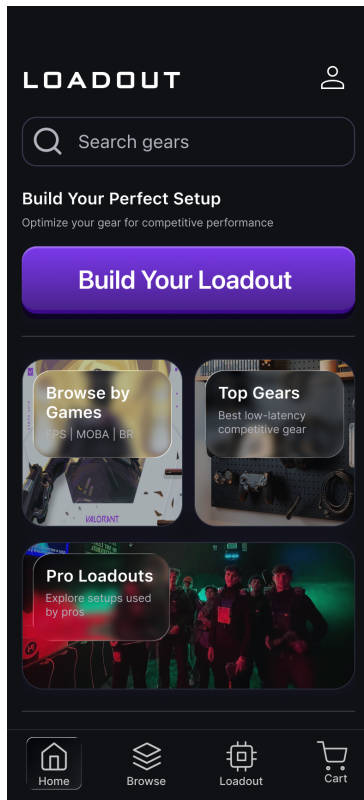


Interactive Components

A scalable component system was created to maintain consistency across product discovery, comparison, setup, customization, and checkout.

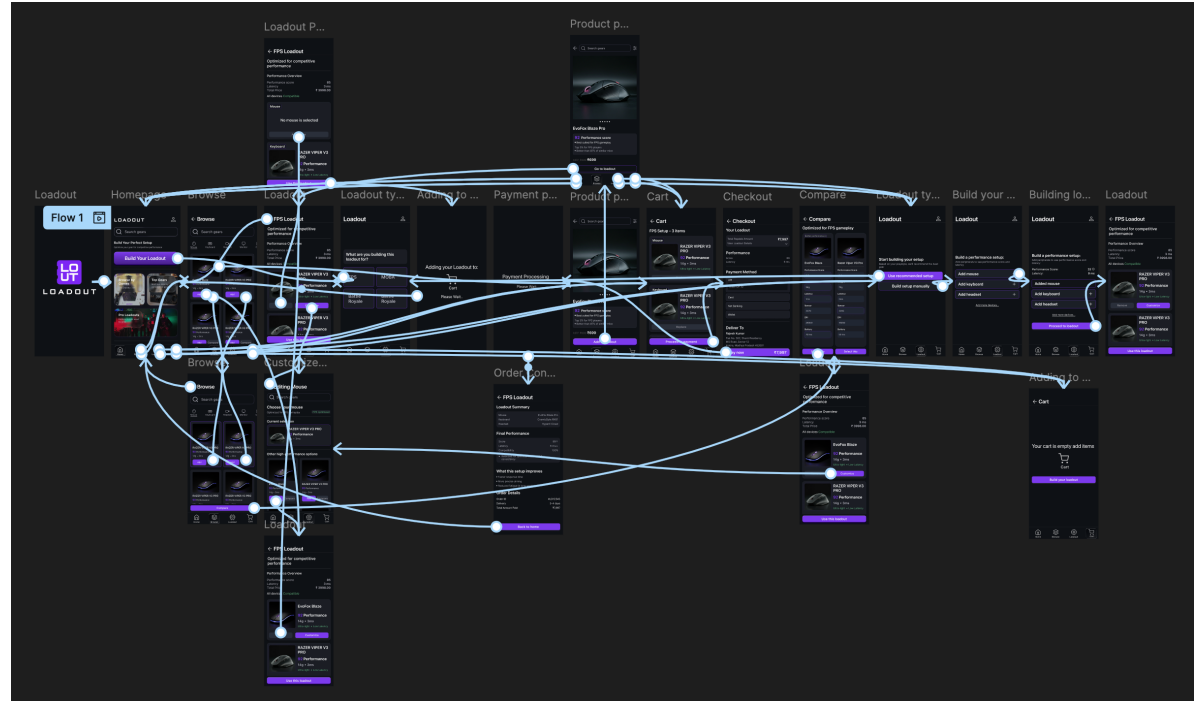


Mockups



Link to lofi prototype: [Click here](#)

Link to lofi prototype: [Click here](#)



Accessibility considerations

1

Performance metrics, product details, and actions were prioritized visually to help users make faster decisions.

2

Reusable patterns and predictable navigation reduce cognitive load throughout the browsing and loadout-building experience.

3

High-contrast colors, clear typography, and sufficient spacing improve readability across different viewing conditions.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Simplified the gaming setup selection process through guided recommendations, comparison tools, and customizable loadouts.



What I learned:

Improved my skills in UX problem solving, information architecture, component-based design systems, and mobile interface design.

Next steps

1

Refine component behavior, spacing, and visual hierarchy to create a more polished and cohesive experience.

2

Evaluate key journeys through testing and simplify interactions where users experience decision fatigue.

3

Introduce smarter setup recommendations based on user preferences and performance requirements.

Let's connect!



Thank you for reviewing my work. I'm always open to feedback, collaboration, and new opportunities to learn and grow as a designer.

Alok Ranjan Singh
UX/UI Designer

Email:
alokranjansingh2704@gmail.com

Thank you!