



CASE STUDY 02

Gaming & Entertainment Experience

Players Are Required To Think Several Steps Ahead. Success In Action Games Is Often Determined By Reflexes And Skill-Based Gameplay. Arcade Games Are Known For Their Easy To Learn, Hard To Master Mechanics. MMO Games Are Set In Vast, Persistent Online Worlds That Continue To Exist And Evolve Even When The Player Logs Off.

Scope at a Glance

Industry

Gaming & Entertainment

Role

UI/UX Designer & Digital Product Designer

Duration

Self-Initiated Portfolio Projects

Tools

Wix Studio, Power BI, HTML, CSS, JavaScript
Fundamentals

Platforms

Desktop & Mobile Web

PROJECTS INCLUDED

1

Elite Play Gaming Experience

Wix Studio · Live Project

2

Netflix Content Analytics Experience

Power BI · Data Visualisation

USER JOURNEY

How Users Engage with Gaming & Entertainment Platforms



DESIGN CHALLENGES ADDRESSED

- Content overload & poor discovery
- Low engagement & short sessions
- Weak information hierarchy
- Poor mobile gaming experience
- Data complexity in dashboards

Problems This Case Study Solves



Content Overload

CHALLENGE

Large game libraries overwhelm users without clear filtering or structure.

SOLUTION

Genre tags, platform filters, and structured navigation surface the right content instantly.



Discoverability

CHALLENGE

Users struggle to find relevant games or content without strong categorisation.

SOLUTION

Category sidebar, search bar, and latest games grid put any content within 2 clicks.



Engagement Retention

CHALLENGE

Platforms must keep users browsing – weak layouts drive early exit.

SOLUTION

Video hero banners, featured game cards, and blog posts create multiple engagement hooks.



Multi-Platform Audiences

CHALLENGE

PC, Xbox, and PlayStation users expect platform-specific content views.

SOLUTION

Dedicated platform tabs filter the entire experience per ecosystem – zero friction.



Dashboard Complexity

CHALLENGE


Large datasets are hard to interpret without a clear visual hierarchy.

SOLUTION

KPI row, mixed chart types, and brand colour palette make Netflix data immediately readable.

Elite Play Gaming Experience

[Live: arunankarunawathar.wixstudio.com/my-site-1](https://www.wixstudio.com/my-site-1)




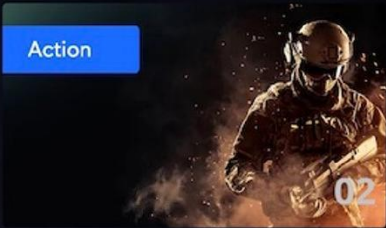
Strategy

01

TACTICAL AND STRATEGIC THINKING

Players Are Required To Think Several Steps Ahead, Much Like In Chess Or Real-World Military Planning. Strategy Games .

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Action

02

REFLEXES AND SKILL-BASED CHALLENGES

Success In Action Games Is Often Determined By The Player's Reflexes And Skills .

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



Arcade

03

SIMPLE AND INTUITIVE GAMEPLAY

Arcade Games Are Known For Their Easy-To-Understand Controls And Gameplay Mechanics.

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MMO

04

PERSISTENT ONLINE WORLDS

MMO Games Are Set In Vast, Persistent Online Worlds That Continue To Exist And Evolve Even When The Player Logs Off

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Homepage – Hero Banner · Platform Nav (PC/PS5/Xbox) · Latest Games Grid · Blog & Video Sections

KEY FEATURES

Hero Video Banner

Platform Selector
(PC/PS5/Xbox)

Genre-Tagged Game Cards

Blog & Video Sections

Search & Shop

1 Dark Immersive Theme

Full dark UI replicates gaming atmosphere and reduces eye strain.

2 Platform-First Navigation

PC/PS5/Xbox tabs filter instantly to user's ecosystem.


3 Genre-Tagged Cards

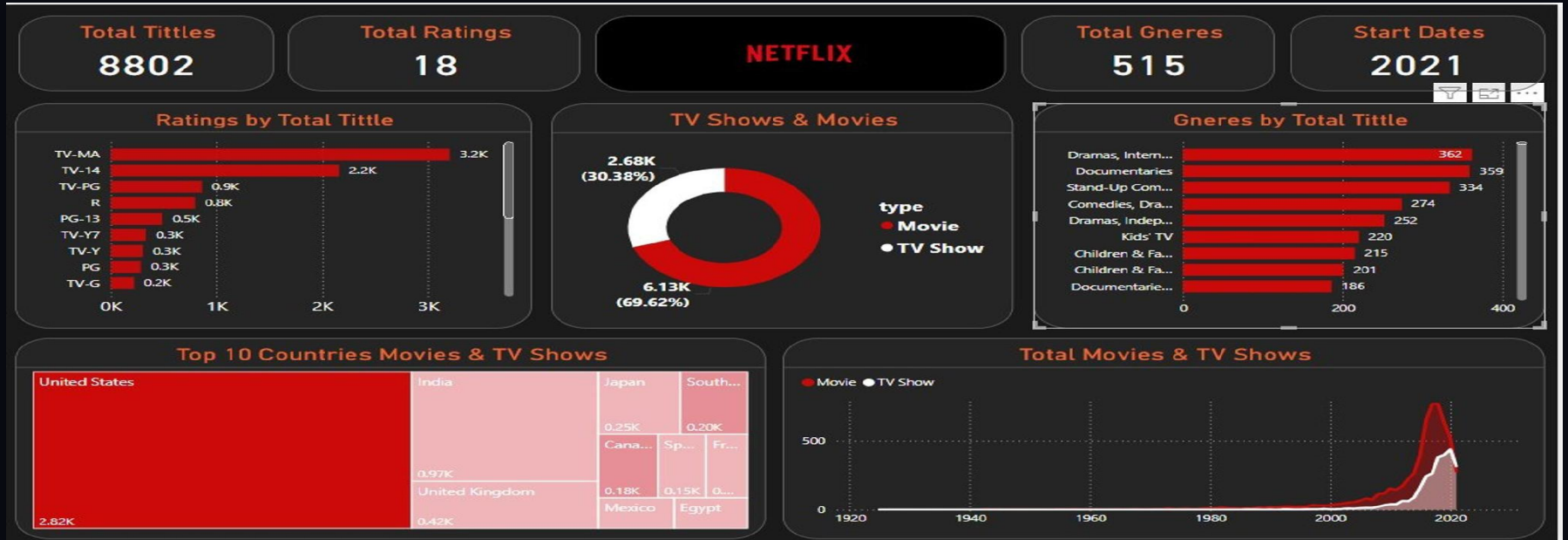
Strategy/Action/Arcade badges enable rapid content discovery.

4 Multi-Content Homepage

Games, posts, videos and shop surfaced from one scroll.

Netflix Content Analytics Experience

 Built in Power BI · Data Visualisation & Dashboard UX



Dashboard — KPI Cards · Ratings Bar Chart · Content Doughnut · Genre Rankings · Country Treemap · Timeline Chart

KEY FEATURES

KPI Summary Cards

Ratings Bar Chart

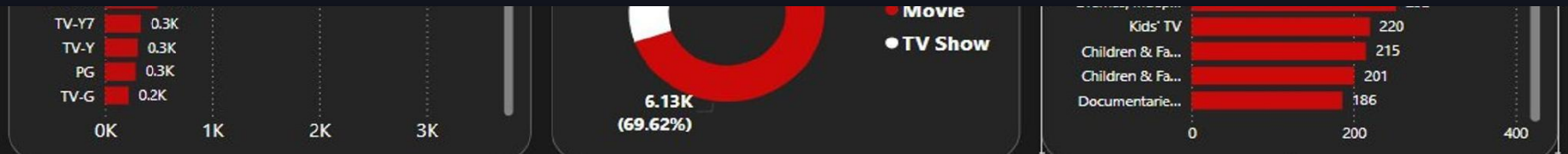
Content Split Doughnut

Genre Rankings

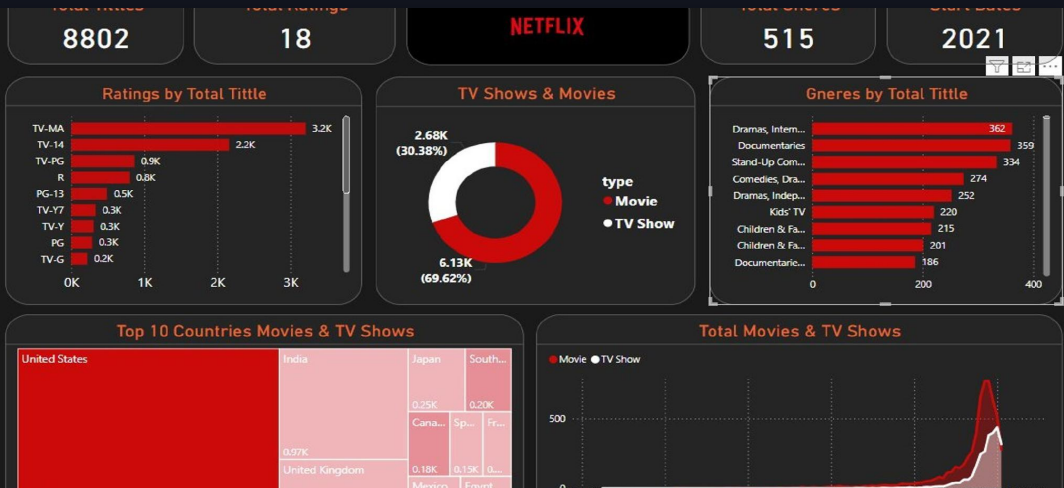
Country Treemap

Historical Timeline

Netflix Content Analytics · Dashboard Sections & Design Decisions



KPI Summary — 8,802 Titles · 18 Ratings · 515 Genres · Since 2021



Ratings · Content Split · Genre Rankings · Country Distribution · Historical Trend

DESIGN DECISIONS

D1 4-KPI Top Row

Instant summary: 8,802 titles, 18 ratings, 515 genres — scannable in 2 seconds.

D2 Dark Red Brand Theme

Netflix palette throughout: reinforces brand context and aids chart readability.

D3 Mixed Chart Types

Bar, doughnut, treemap, line — each chosen for the specific data shape it represents.

EXPECTED IMPACT

✓ Instant data comprehension

✓ Faster decision-making

✓ Clear content strategy insights

✓ Scalable dashboard pattern

How Information is Organised Across Both Platforms

ELITE PLAY GAMING EXPERIENCE

Navigation Features · Blogs · Games · Gallery · Shop · Contact

Hero Zone Rotating video banner · Featured game highlight

Platform Hub PC · PS5 · Xbox — filtered game libraries

Discovery Latest Games Grid — genre-tagged cards

Content Latest Posts · Video section · Sidebar search

Commerce Shop integration · User login/account

NETFLIX ANALYTICS EXPERIENCE

KPI Bar Total Titles · Ratings · Genres · Start Date

Ratings Horizontal bar chart — TV-MA to TV-G breakdown

Content Doughnut — 69.6% Movies vs 30.4% TV Shows

Genre Rank Top genres — Dramas, Documentaries, Comedy

Geography Treemap — US dominant, India, Japan, UK, others

Timeline Area chart — content growth 1920 to 2020+

Design Thinking in Practice

01

Engagement Design

- Immersive dark aesthetics
- Genre & platform filtering
- Video-first hero content
- Minimal cognitive load

02

Content Architecture

- Logical content hierarchy
- Multi-section single page
- Search & sidebar surfacing
- Clear CTA pathways

03

Data Visualisation

- Right chart for each dataset
- Brand-consistent palette
- KPI-first hierarchy
- Comparative visual layouts

04

Responsive Design

- Mobile-first gaming views
- Fluid grid systems
- Touch-friendly navigation
- Consistent cross-device UX

EXPECTED UX IMPACT

✓ Deeper user engagement

✓ Faster content discovery

✓ Clearer data insights

✓ Stronger brand immersion

✓ Reduced cognitive load

Competencies Across This Case Study

UX Skills

- Content Architecture
- User Engagement Design
- Information Hierarchy
- Dashboard UX
- Mobile-First Design
- UX Problem Solving

UI / Visual

- Dark UI Design
- Data Visualisation
- Gaming Aesthetics
- Brand-Consistent Design
- Card & Grid Layouts
- Typography Systems

Technical

- Wix Studio
- Power BI
- HTML5 / CSS3
- JavaScript Fundamentals
- Figma
- Canva

What This Portfolio Proves to Recruiters



Content Discovery

Users locate games, genres, and content faster through structured navigation and categorisation.



User Engagement

Video banners, featured games, and content sections encourage longer browsing sessions.



Information Architecture

Clear content grouping reduces cognitive overload and improves overall platform usability.



Dashboard Insights

Netflix dashboard enables faster content analysis through KPI-driven visualisation.



Brand Experience

Consistent visual identity strengthens immersion and recognition across the gaming portal.



Responsive Design

Gaming and entertainment experiences remain fully usable across desktop and mobile devices.

Access the Work

Elite Play Gaming Experience

arunankarunawathar.wixstudio.com/my-site-1

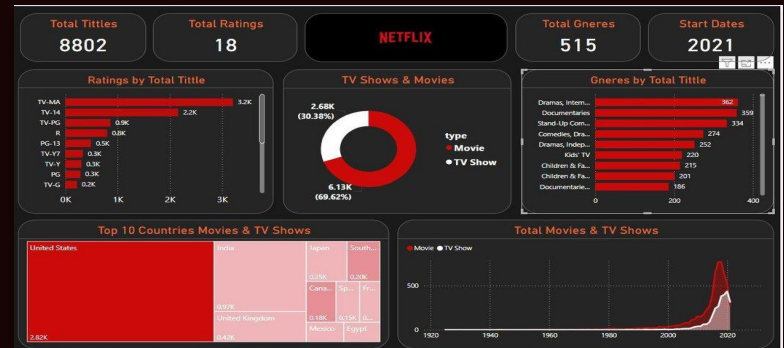


SCAN ME

Platform: Wix Studio · Status: Live & Active

Netflix Content Analytics Experience

Built as a dashboard UX and data visualisation project using Power BI.



POWER BI PROJECT · CASE STUDY SCREENSHOTS ABOVE

Platform: Power BI · Type: Data Visualisation Dashboard

RECRUITER TAKEAWAY

Gaming & Entertainment Experience

UI/UX Designer · Digital Product Designer · Content Architecture & Dashboard Design

This case study demonstrates the ability to design engaging content experiences across gaming portals and data dashboards – combining content architecture, engagement-driven UI, data visualisation, and responsive design.

PORTFOLIO HIGHLIGHTS

✓ Gaming Industry
UX

✓ Entertainment
Content Design

✓ Dashboard Design

✓ Data Visualisation

✓ Responsive Web
Design

✓ Content
Architecture

Elite Play Gaming Experience · Netflix Content Analytics Experience · Case Study 02