ABSTRACT

APPLICATION DESIGN (UI/UX) GAME PRODUCT MARKETPLACE

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In this technological era, human needs are not only limited to clothing and food. The need for games or what is commonly referred to as games is loved by all people from children, teenagers to adults. Games are used to eliminate boredom in everyday life. So we need a marketplace that supports the needs of gaming equipment such as mice, keyboards, headphones, microphones and other gaming equipment. For this reason, an idea was created to create a ui/ux marketplace design that sells especially equipment for supporting gaming needs. The application is called xcom. In this application, there are several features such as displaying gaming product brands, displaying gaming mouse products, and many other features. This xcom application design project takes 6 weeks with a group or team that has been determined by a facilitator consisting of a team from product management and a team of ui/ux designers. This xcom application was tested on several users who have a hobby of playing games through prototypes through figma tools with the usability testing method. The test was carried out for 3 times starting from sprint 1, namely low fidelity design testing, then continued in sprint 2 with high fidelity design testing, and finally in sprint 3, which was the addition of several features in high fidelity design. The xcom application consists of 2 platform versions, namely the mobile version and the website version.

Keywords : *Application, Game, Marketplace, UI/UX, Usability Testing, Prototype*