

BANDAÏ NAMCO - UX/UI REDESIGN OF GAME PAGES



➤ CONTEXT AND ISSUES

Bandai Namco Entertainment Europe (BNEE) is a major player in the videogame sector.

The game pages were no longer suitable for Bandai Namco because they were not engaging and immersive enough. It was also performance (links to shopping platforms) that pushed to rethink ergonomics and design.

Bandai Namco called upon SQLI's UX/UI teams to rethink the entire game pages.

➤ RESULTS

Built on a CMS fed by a set of data coming from a PIM, the main constraint of BNEE was based on the modularity of the game page design. Indeed, the objective was that each block could be adapted to the different key stages of a game's evolution (announcement, teasing, launch, etc...) as well as to the graphic constraints linked to the licenses.



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➤ OUR SUPPORT

- UX/UI/Customer co-design workshop (presentation of a benchmark, reflection on technical constraints, realization of sketches)
- SEO support and validation to ensure a semantic approach optimized for SEO
- Redesign of the game page and numerous modules in order to better adapt to the scalability of the content on the BNEE website.
- Mobile first approach and desktop declination
- Realization of an animated prototype with Principle
- Creation of a style guide, guaranteeing design consistency and quality during the development phase.

N.B The pages are not yet live, integration realized by another agency.

