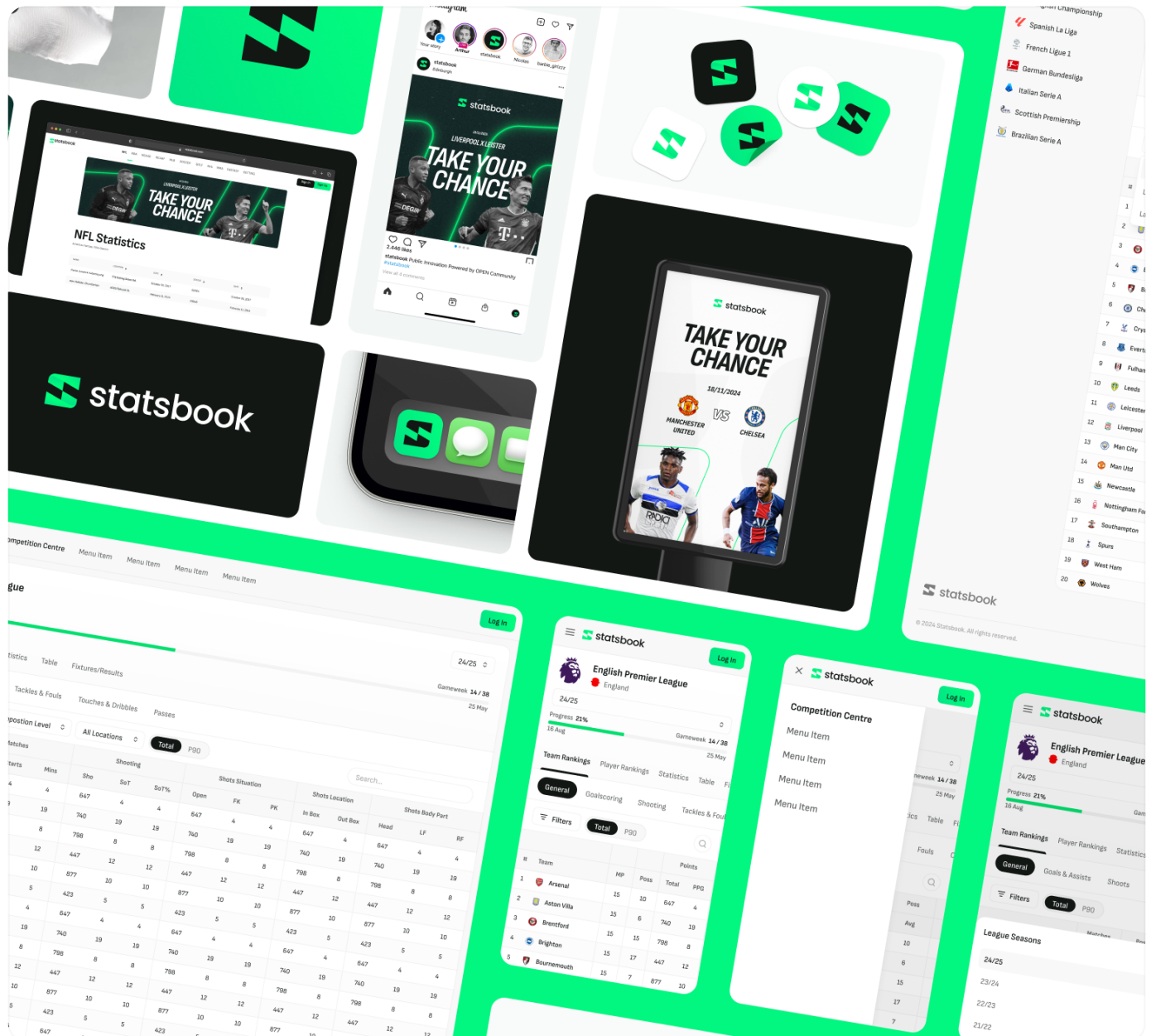


Statsbook

Client: Fanwave Digital

Role: Product Designer

Duration: 2024



1. Background

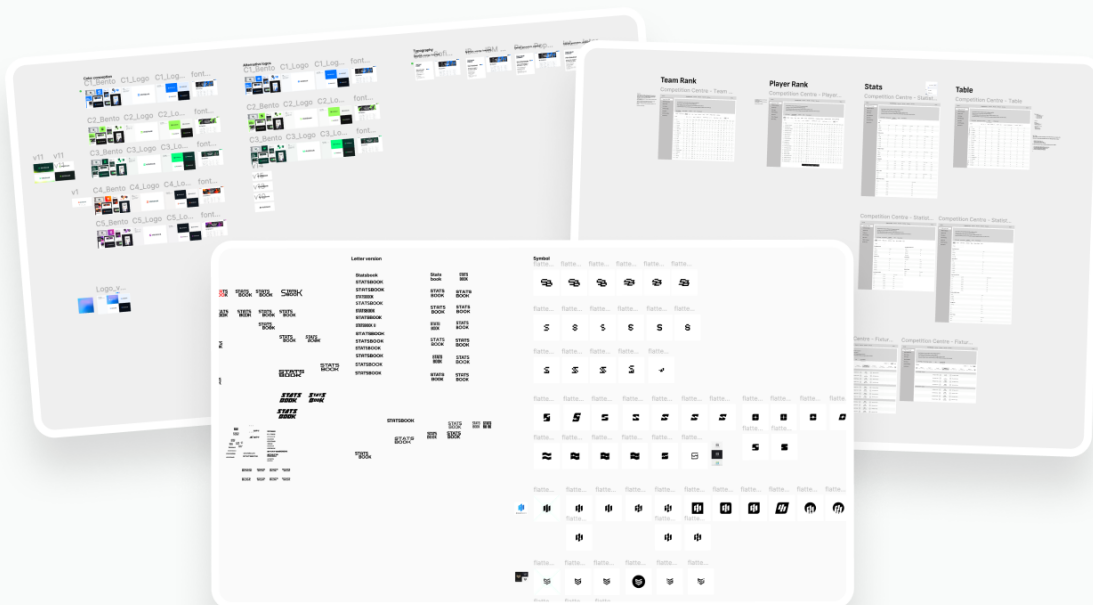
Statsbook is a football statistics web application providing in-depth data across major leagues. The platform enables users to explore teams, players, and competitions through rankings, tables, and match analytics, with a strong focus on data clarity and accessibility.

2. Brief & Objectives

- Create a complete brand identity, including logo, typography, color palette, and visual style
- Design an MVP of the main web application screens
- Build a reusable UI kit with design tokens
- Ensure responsive behavior across desktop and mobile devices

3. Process & Approach C1 P2 S3 K3

- Conducted market research across football statistics and analytics platforms
- Defined brand positioning and brand voice together with the client
- Explored multiple logo and visual language concepts and produced a concise brand guide
- Ran stakeholder workshops to define product goals, constraints, and priorities
- Designed wireframes for key product screens, followed by high-fidelity UI designs
- Built a UI kit from scratch, including iconography, typography, color tokens, and components
- Prepared designs for handoff, enabling further development by the client's engineering team



Snapshots from the branding research process and early interface wireframes

4. Challenges & Solutions C1 P2 S2 K3

A. Translating Data-Driven Sports Analytics into a Clear Brand Identity

Challenge:

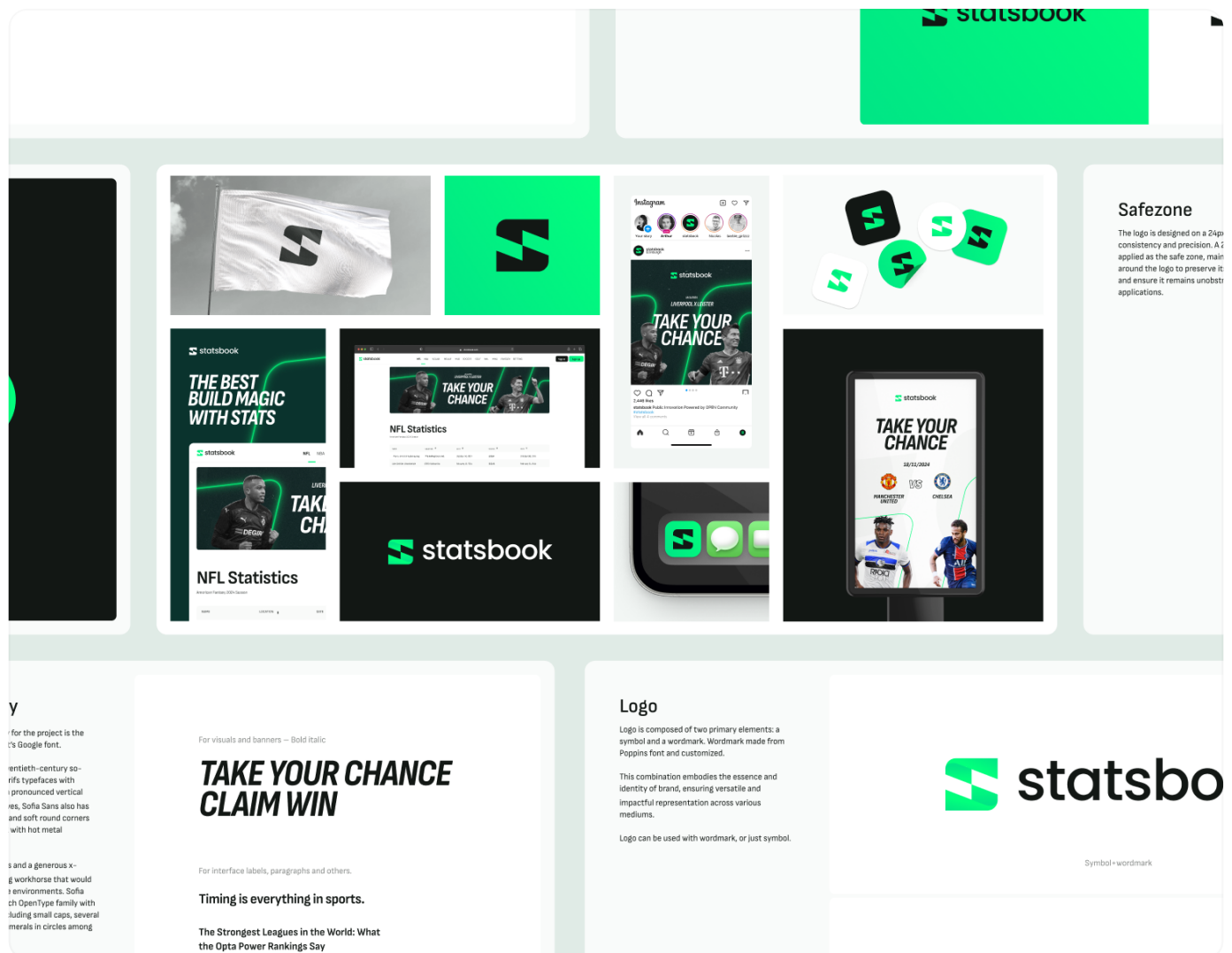
Create a logo and visual identity that reflects statistics, data, and football culture, while remaining modern, scalable, and recognisable as a digital product.

Solution:

Developed a symbol and visual language inspired by charts, motion, and structured data, combined with a strong sports aesthetic. The branding balanced analytical precision with the emotional energy of football.

Result:

The branding was adopted by the client for product positioning and public communication, including social media presence.



A. Translating Data-Driven Sports Analytics into a Clear Brand Identity



Logo concept combining data structures, chart dynamics, and football symbolism into a single, minimal mark.



Logo construction and safe-zone system ensuring consistency, scalability, and correct usage across interfaces.

B. Designing Data-Heavy Interfaces for Desktop and Mobile

Challenge:

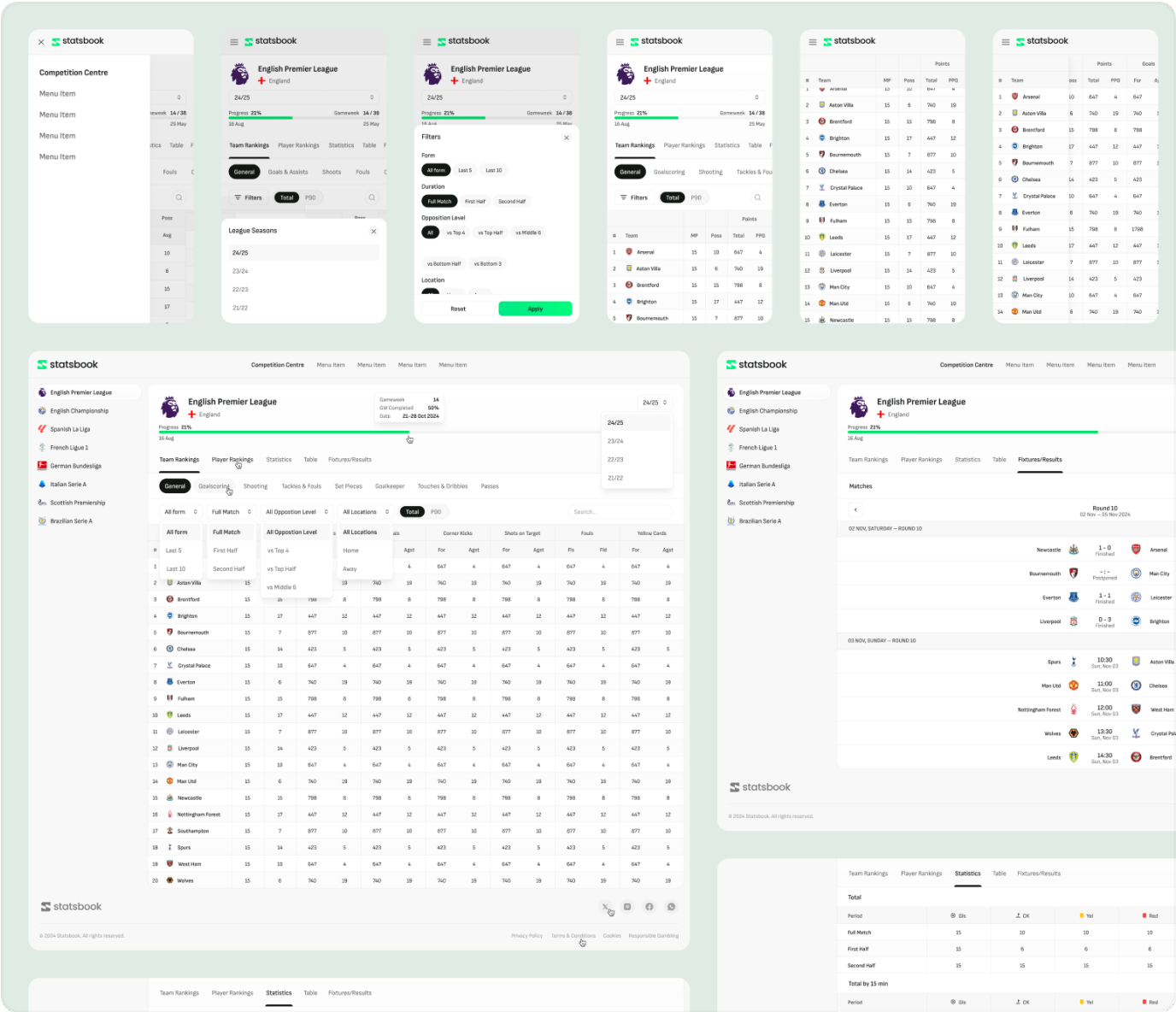
Present large volumes of statistical data in tables while keeping the interface readable, scannable, and usable - especially on mobile devices.

Solution:

Designed responsive tables, clear visual hierarchies, and flexible filtering patterns. The layout adapted across screen sizes while preserving clarity and allowing users to quickly compare teams, players, and matches.

Result:

The responsive table system and filtering logic reduced visual overload and made complex statistics readable on both desktop and mobile, supporting confident user exploration and future feature expansion.



B. Designing Data-Heavy Interfaces for Desktop and Mobile

Token-based UI kit with typography, color system, and components connected via variables for seamless developer handoff.

Radix

Typography

A single typography scale to be applied across all breakpoints

Sofra Sans
Semicondensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @#\$%^&*!]

Agreement note: "Rad" styles should be reserved for branding (H1-H2), other styles should be used for the majority of informational copy (body, lists, etc. elements)

SCALE

7xl
The quick brown fox jumps over the lazy dog.

6xl
The quick brown fox jumps over the lazy dog.

5xl
The quick brown fox jumps over the lazy dog.

4xl
The quick brown fox jumps over the lazy dog.

3xl
The quick brown fox jumps over the lazy dog.

2xl
The quick brown fox jumps over the lazy dog.

1xl
The quick brown fox jumps over the lazy dog.

WEIGHT

800 ExtraBold

700 Bold

600 Semibold

500 Medium

400 Regular

TRANSFORM

normal case

capitalize

lowercase

UPPERCASE

DECORATION

no underline

line-through

underline

Icons

Line & Fill icons from the Unifont

Slicing
Icons 100% used in following pages
1. Page 1 (Home)
2. Page 2 (About)
3. Page 3 (Contact)
4. Page 4 (Privacy)
5. Page 5 (Terms)

Line Icons

Solid Icons

Other Icons

Radix

The custom palette was generated by the Radix colour system

Primitive Tokens

Radix Tokens are color properties used within our design. They are global values that are referenced by Semantic Component Tokens. Each token is a color value that can be used to style components and is a global value that is shared across all components.

UI

PALETTE

RED

ORANGE

GREEN

BLUE

GREY

WHITE

BLACK

Semantic Tokens

Semantic Tokens are color values that are used to style components. They are global values that are referenced by Semantic Component Tokens. Each token is a color value that can be used to style components and is a global value that is shared across all components.

RENDERING

Backgrounds

Text

Icons

Form

Buttons

Links

Alerts

Modals

Popovers

Dropdowns

Menus

Tables

Grids

Charts

Maps

Forms

Inputs

Outputs

Errors

Warnings

Success

Info

Help

Feedback

Notifications

Alerts

Modals

Popovers

Dropdowns

Menus

Tables

Grids

Charts

Maps

Forms

Inputs

Outputs

Errors

Warnings

Success

Info

Help

Feedback

Notifications

5. Outcome & Impact

C3

P3

S3

K3

- Successfully delivered branding and MVP interface designs for the Statsbook platform
- Enabled the client to continue product development based on a clear visual and UX foundation
- The quality of the work led to continued collaboration and a subsequent full-time offer from Funwave Digital
- The product branding was later used for public communication, including social media presence

6. Links

Client and product owner:

<https://www.fanwave.digital>

All intellectual property and commercial rights to the product are owned by the client.

Instagram (product presence):

<https://www.instagram.com/statsbookfootball>

7. Contacts

This case study was designed and documented by Roman Vasilev, Product Designer & UI/UX expert with 5+ years of experience in building complex systems and designing intuitive web & mobile interfaces for IoT, Web3, SaaS, and B2B/B2C platforms.

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