

ABTRACT

USER INTERFACE DESIGN OF “BYON COMBAT PRO” APPLICATION FOR COMBAT SPORTS ENTHUSIASTS

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The development of digital technology has influenced the way people enjoy sports, including combat sports such as boxing and kickboxing. Although they come from different domains, sports and user interface design (UI/UX) have something in common in creating an optimal experience for users. Currently, digital platforms have not fully met the needs of combat sports fans, especially in Indonesia. BYON COMBAT PRO app comes as a solution by presenting specific content, such as match schedules, athlete profiles, and community features, in one intuitive and personalized platform. The design of this application was inspired by the BYON Combat Showbiz event which showed the great potential of the local combat sports digital market. It is hoped that the app will become the main medium for fans to access information and interact more deeply with the martial arts community.

Key words: *Combat Sports, Interface, Application, Enthusiasts*

References :

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