
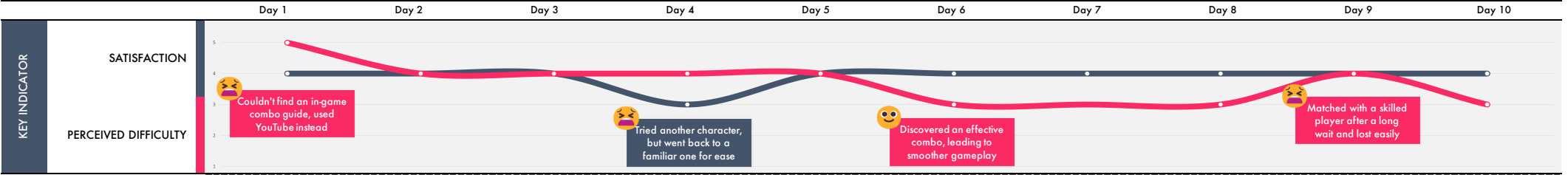


PLAYER JOURNEY MAP

Device: Keyboard · Gaming Experience: Tekken Series, Street Fighter Series · Highest achieved stage: Stage 30 (Survival C Course)

 P2 Male, 26	✓ SUMMARY	Practiced combos and sought gameplay tips, later choosing a character with simpler combos for smoother progression	Q. How likely are you to continue playing it?
	✓ EARLY STAGE (1~3)	Explored various characters, noting difficulty differences, and relied on YouTube for combo guidance	4
	✓ MID STAGE (4~7)	Found Crusader's combos easier and effective, clearing up to Stage 26 in Survival C Course, while enjoying Story Mode	• All 11 Participants' Average: 2.6/5
	✓ LATE STAGE (8~10)	Struggled with HP management in Survival C Course, repeatedly using resources · Frustrated with Ranked Mode that has long waits and mismatched opponents	



EMOTION	FRUSTRATION	3	4	3	2	2	2	2	2	1	2
	CONFUSION	2	2	2	1	1	2	2	2	1	2

PLAYER JOURNEY	TOUCHPOINTS																										
	Tutorial	Practice Mode	Survival C Course	Practice Mode	Survival C Course	Survival C Course	Story Mode	Practice Mode	Survival C Course	Story Mode	Practice Mode	Survival C Course	Story Mode	Tutorial	Survival C Course	Tutorial	Survival C Course	Ranked Mode	Practice Mode	Survival C Course	Story Mode	Practice Mode	Survival C Course	Ranked Mode	Story Mode	Survival C Course	Ranked Mode
	GOALS	Familiarize with character movements	Check how the attacks perform	Explore various characters and make progress			Experience other characters besides the main one	Experience and practice other characters	Experience and practice other characters	Complete the story mode	Experience and practice other characters			Practice combos	Practice Crusader more	Clear more stages (kept failing at stage 14)		Practice combos	Clear more stages	Experience the story mode with Crusader	Experience and practice other characters	Clear more stages					
ACTIONS	Played tutorials	Played practice mode	Cleared Stage 30 (Achieved the highest stage)	Watched combo-related videos on YouTube	Played Survival C Course	Played with Grappler	-Played with Berserker -Watched the story	Used the skills of the Kunoichi character	Played Survival C Course	-Played with Berserker -Watched the story	Practice combos	Played with Crusader	-Played with Grappler -Watched the story	Practice combos with Crusader	Played Survival C Course	Practice combos with Crusader	Found an effective combo to clear Stage 20	Played ranked mode	Practice combos with Crusader	Played Crusader and cleared Stage 26	Played the story mode with Crusader	Practiced with the Spearman	Cleared 2 more stages and got stuck for difficulty	Continuous matchmaking	Played with Launcher	Played Survival C Course	Played ranked mode
PAIN POINTS		-Awkward 2D motion -Difficulty finding combo guide -Insufficient stage-clear rewards		Expensive HP purchase cost		Grappler's grab skills were crucial but hard to utilize	Slow story mode dialogues and no skip option		-No HP recovery after each Stage -Unfamiliar Kunoichi combat style			-Difficulty with Crusader's item setup -Unfairness in the opponent's attacks taking priority	Unfairness in the opponent's attacks taking priority	Grappler's grab attacks were too difficult to guard against	Difficult to execute certain Crusader combos (hard to time)		Matchmaking took too long, making it boring		-HP management was difficult, leading to constant point consumption for recovery		The Spearman's movements were too stiff	The challenge lay not in outsmarting human players but in understanding AI algorithms	Mismatched skill levels in matchmaking	All characters had similar story progression, making it somewhat boring	Without knowing the combo that work well against the AI, it would be consistently difficult	Mismatched skill levels in matchmaking - Matchmaking took too long	

PERCEIVED PROFICIENCY	BASIC CONTROLS	3	4	5	5	5	5	5	5	5
	SKILLS	2	2	5	4	5	5	5	5	5
	COMBOS	2	2	2	2	2	3	2	3	3
	CONVERSION	3	3	5	4	5	4	5	4	5

TUTORIAL GUIDE	USAGE	✓	✓	✓	✓	✓	✓	✓	✓	✓
	PURPOSE OF USE	Used to understand attack patterns of characters	Used to improve combo understanding	Used to gather information on a new character	Used to gather information on a new character	Used for combo practice	Used to check combo information	Used to check combo information	Used to get familiar with combos before playing	Used to get familiar with combos before playing