
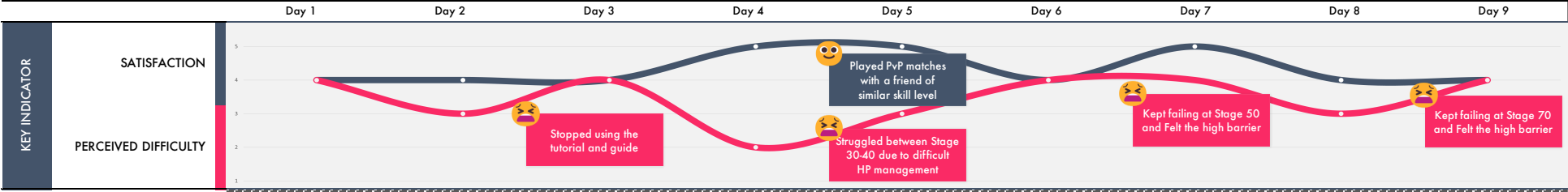


PLAYER JOURNEY MAP

Device: Keyboard · Gaming Experience: Tekken Series, Guilty Gear Series, DNF Duel · Highest achieved stage: Stage 69 (Survival C Course)

 <p>P3 Male, 22</p>	✓ SUMMARY	Limited HP management and one-time stage rewards make Survival C Course challenging, with tutorials and guides mostly unused	Q. How likely are you to continue playing it?
	✓ EARLY STAGE (1~3)	Played various characters but found the one-time rewards in Survival C Course limiting; switched to PvP after getting stuck	
	✓ MID STAGE (4~7)	Survival C Course's single-use rewards felt inadequate; frequently played PvP with minimal use of tutorials or guides	• All 11 Participants' Average: 2.6/5
	✓ LATE STAGE (8~10)	Focused on later stages of Survival C Course but repeatedly struggled at Stage 70, with minimal use of tutorials or guides	



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

PLAYER JOURNEY	TOUCHPOINTS	Survival C Course	Practice Mode	Survival C Course	PvP Matches	Survival C Course	Survival C Course	PvP Matches	Survival C Course	PvP Matches	Survival C Course	Survival C Course	Survival C Course	
	GOALS	Understand how combos and basic moves connect	Experience various characters	Improve overall skill level	Find the character that suits my playstyle						Increase the score	Clear as many stages as possible	Clear as many stages as possible	
	ACTIONS	Played with various characters (exploration mode)	Played practice mode	-Played with various characters -Kept failing at Stage 6	Played PvP with friends of similar skill levels	Played Survival C Course with various characters	Restart and continuously replay from Stage 1		Spent most of the time playing PvP	Played Survival C Course	Played PvP with friends of similar skill	Played Survival C Course	Kept failing at Stage 50	Played Survival C Course
	PAIN POINTS	It's disappointing that only one reward is given after clearing a stage in Survival C Course	-The stop can only be used once per stage -Focusing on an attack power drains HP quickly, swap with a	(Survival C Course) The Survival C Course didn't significantly help improve skills causing a defense gap	The Survival C Course didn't significantly help improve skills	-Ais start at level 3, while players start at level 1, making it tough -The single upgrade per stage		Frustrated by the removal of 100% HP recovery between Stage 31-40				Frustrated by the AI's jump and puzzling move patterns	Random HP recovery causes the white gauge bar to disappear, leading to less recovery	-Repeated failures at Stage 70 led to a loss of motivation

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

TUTORIAL GUIDE	USAGE	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
	PURPOSE OF USE	Used to gain a general understanding of combos	Used to gain a general understanding of combos	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Used briefly to check information due to difficulty with guard cancel

Skipped