
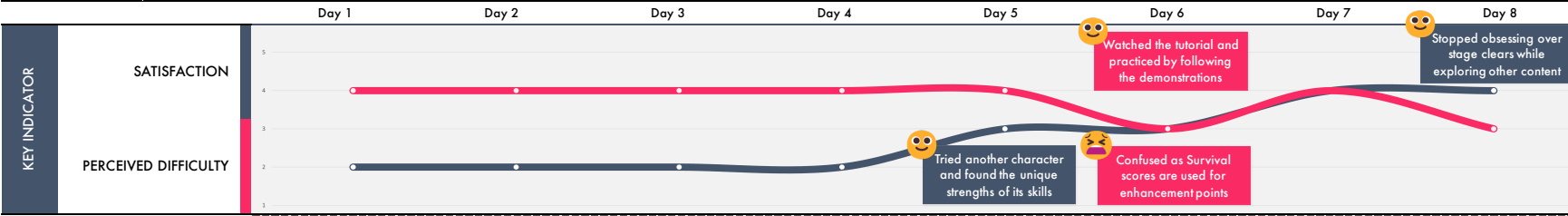


PLAYER JOURNEY MAP

Device: Gamepad · Gaming Experience: Street Fighter Series, The King of Fighters Series · Highest achieved stage: Stage 10 (Survival C Course)

 P4 Male, 32	✓ SUMMARY	Struggled with the Survival C Course but improved by leveraging unique character skills	Q. How likely are you to continue playing it?
	✓ EARLY STAGE (1~3)	Persisted through low satisfaction and high difficulty, repeatedly stuck at Stage 9 despite combo practice	3
	✓ MID STAGE (4~7)	Tried new characters, uncovering skill advantages while practicing combos and techniques	• All 11 Participants' Average: 2.6/5
	✓ LATE STAGE (8~10)	Confused by survival scores being used as upgrade points; explored new characters and content	



EMOTION	FRUSTRATION	5	4	4	2	3	4	3	4
	CONFUSION	4	4	4	3	2	3	2	3

PLAYER JOURNEY	TOUCHPOINTS	Survival C Course	Tutorial	Practice Mode	Practice Mode	Survival C Course	Practice Mode	Story Mode	Survival C Course	Practice Mode	Survival C Course	Practice Mode	Survival C Course	Tutorial	Survival C Course	Tutorial	Survival C Course	Arcade Mode	Practice Mode	Survival C Course	
	GOALS	Experience Survival C Course	Get familiar with the controls	Get familiar with the controls	Master the controls to get ready for Survival C Course		Get familiar with Berserker			Get familiar with Vanguard		Trying out other characters			Learn combo routes and skill performance		Practice the controls against AI actions		Experience various in-game content	Experience different playstyles	Understand the AI's guard ability with Inquisitor
	ACTIONS	Started without practice and ended quickly for unfamiliarity	Practiced combos	Played practice mode	Practiced combos	Played Survival C Course	Played practice mode	Played story mode	Played Survival C Course with Berserker for the first time	Played practice mode	Cleared Stage 9 with Inquisitor	Played practice mode with other characters	Played Survival C Course	Practiced and tried out the controls based on the tutorial	Struggled at Stage 10 as the AI opponents became stronger	Tried 8 types of challenges in the tutorial menu	Played Survival C Course	Played arcade mode	Played practice mode	Cleared Stage 10 (Achieved the highest stage)	
PAIN POINTS	The system and controls weren't displayed during combo practice	The key commands weren't displayed during practice mode	The lack of features in the practice mode	The AI opponent's difficulty increased sharply from Stage 9	From Stage 9, the AI's stats felt too strong, leading to frustration		All characters had similar story progression making it boring	-Struggled during the first play with Berserker -Found it difficult as combos were unfamiliar	The Vanguard's combo routes are limited, which is disappointing	Frustrated after losing to the Striker at Stage 10		Struggled to understand how to score well in Survival Mode		The key commands weren't displayed during combo practice	It was confusing that the survival score is used for upgrade points, almost like currency		Characters with short reach had difficulty initiating combos	The AI difficulty setting in Arcade Mode was difficult to understand		Struggled with the Inquisitor character's basic attacks due to their short reach	

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

TUTORIAL GUIDE	USAGE	✓	✗	✗	✓	✓	✓	✓	✗
	PURPOSE OF USE	Used to understand basic controls, rules, and combos	N/A	Felt the tutorial was useless as combo command input wasn't shown	Used to learn the Vanguard character's strategy	Used to understand overall skill performance	Used to understand overall skill performance	Used to understand basic skill usage	N/A

Skipped