

# Result: MapleStory Worlds' competitive advantages (vs. Unity3D)

In-depth Interview – 6 Participants

1. COMPETITIVE ADVANTAGES

2. RISKS

3. BENCHMARKING

- #Seamless Game Release Process (5)
- #Effortless Team Collaboration (5)
- #Friendly Guides & Instructions (5)
- #Leveraging the MapleStory IP (4)
- #Multiplayer Game Development (3)
- #Abundance of Resources (3)
- ...
- #Others (3)

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**Solidification Needed**

- #Developer-Friendly Environment (9)
- #Familiar Platform Environment (7)
- #Low Entry Barriers (for Non-Developers) (6)
- #Simple Learning Curve (4)
- #Optimized for Mobile Devices (2)
- #Ready-to-Use Templates (1)

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**Differentiation Needed**

- #Rich and Robust Ecosystem (5)
- #Effective Testing & Bug Verification (2)
- #Various Production-Related Features (1)
- ...
- #Others (1)

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**Benchmarking Needed**