

Needs & Desired Outcome (1/12)

Environment that stimulates constant curiosity

- *Desired Outcome is what users aim to achieve by using specific services.
- In the context of gaming, this could be having fun with friends, achieving high scores, and more.

NEEDS

DESIRED OUTCOME*

Various types of things to do	Want to enjoy a variety of things	So they can keep enjoying a game that stays fresh and keeps their curiosity alive
Continuous randomness	Want to continuously experience curiosity in gameplay through randomness (exploration, NPCs, monsters, etc.)	So they can keep enjoying a game that stays fresh and keeps their curiosity alive
Fun even in the later stages (1)	Want to continuously be provided with reasons to play even in the later stages of gameplay	So they can enjoy even after clearing all the content
Immersive storytelling	Want to enjoy an interesting story	So they can immerse themselves in the gameplay
Clear identity theme	Want to enjoy a theme · concept with a clear identity (environment, theme, content, etc.)	So they can immerse themselves in the gameplay and enjoy exploration



Needs & Desired Outcome (2/12)

Environment that stimulates constant curiosity

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NEEDS

DESIRED OUTCOME*

Systems shift with progress	Want to enjoy systems that change accordingly as they progress	So they experience both the thrill and the sense of stability that come with progression
Infinite exploration in a vast world	Want to discover · explore a vast world	So they become aware of the endless possibilities that anything can be achieved
Unique · original concepts	Want to play a game with unique · original concepts (environment, theme, content, etc.)	So they can immerse themselves in the gameplay and enjoy exploration
Constant curiosity	Want to enjoy through elements that spark curiosity (environment, items, etc.)	So they can keep enjoying a game that stays fresh and keeps their curiosity alive



Needs & Desired Outcome (3/12)

Environment that stimulates constant curiosity

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NEEDS

DESIRED OUTCOME*

Battle of various variables	Want to enjoy the various strategic choices in combat (weapon types, skills, etc.) So they can enjoy thrilling competition leveraging various game mechanics	
Fun even in the later stages (2)	Want to continuously be provided with reasons to play even in the later stages of gameplay So they can enjoy even after clearing all the continuously be provided with reasons to play	
Various farming environments	Want to enjoy various environments and farming elements during exploration	So they can have fun discovering a new world
A world worth exploring	Want a well-crafted world that's worth exploring	So they can have fun discovering a new world
Fun even in the later stages (3)	Want gameplay that offers endless content	So they can constantly enjoy new experiences, preventing boredom



Needs & Desired Outcome (4/12)

Player-driven content, high degree of freedom

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Needs & Desired Outcome (5/12)

Player-driven content, high degree of freedom

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	유저 주도적으로 선택적인 방식으로 자유롭게 플레이 할 수 있음
দেওথা সংক্রমন্ত্রপথ ধব প্রহন্ত Confidential	
	생존)생활이 편해지면서 성장감/뿌믓힘을 느낄 수 있음 .



Needs & Desired Outcome (6/12)

Grinding made engaging and satisfying

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	제작 시, 보유 자원 확인에 드는 불필요한 절차를 줄일 수 있음
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Needs & Desired Outcome (7/12)

Grinding made engaging and satisfying

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- In the context of gaming, this could be having fun with friends, achieving high scores, and more.

		잘못된 선택에 따른 손실로 인형 작절감/설망감을 줄일 수 있음
	Confidential	



Needs & Desired Outcome (8/12)

Fun to grow and progress step by step

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상황/성장 문제에 맞는 눈이도		통제암읍노일 수있음



Needs & Desired Outcome (9/12)

Gameplay built on respect, driven by diversity

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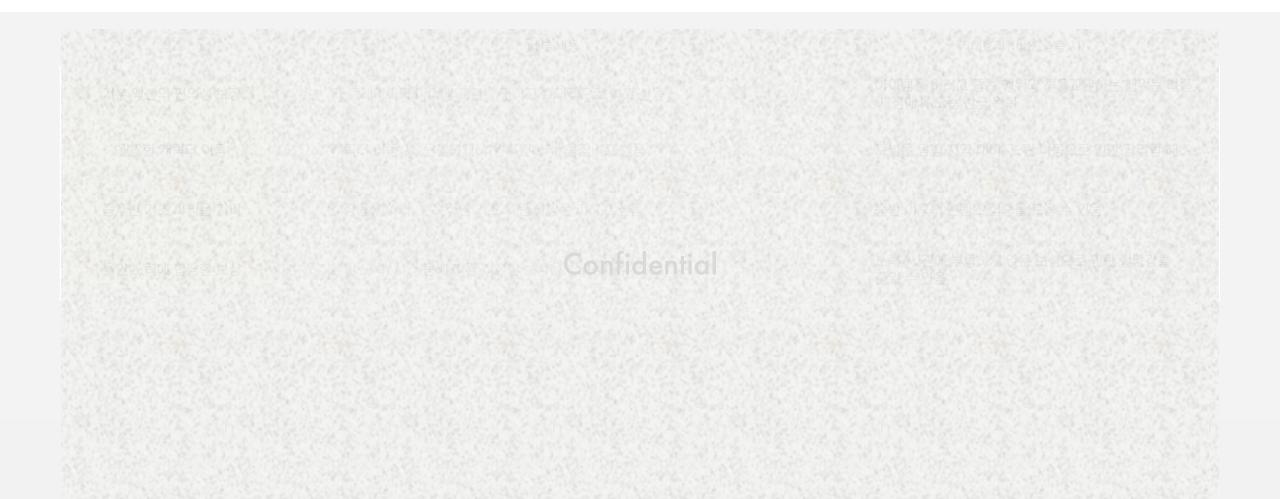
원치않은 변수/상황 기회		피해 복구 과정의 죄절감과 실랑물 피할 수 있음(PXP에 의한 피해, 장비 초택 변화 예측못해서 생기는 피해 등)
	সাম এই ট্রেক্সিয়ার বিশ্বস্থা Confidential দ্র	
		플레이 진행에 있어 실질적인 도움을 얻을 수 있음



Needs & Desired Outcome (10/12)

Comfortable and seamless basic actions

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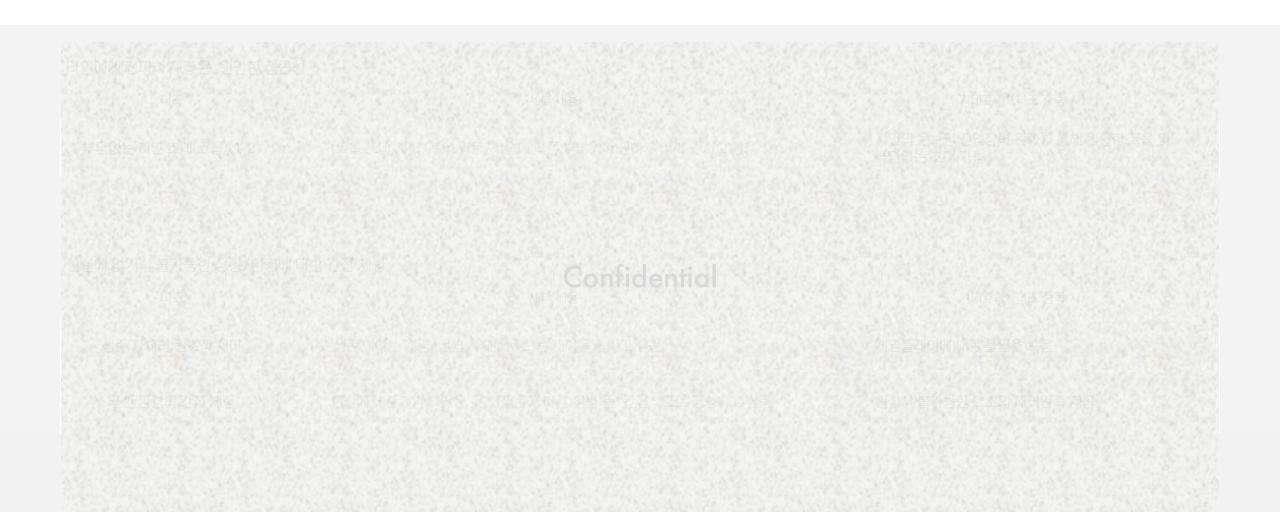




Needs & Desired Outcome (11/12)

Low entry barrier, easy to spread to others

Unattainable, impossible situations in real life





Needs & Desired Outcome (12/12)

Cooperative play (co-op) for greater efficiency

Cooperative play (co-op) to avoid loneliness

