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

※ *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*
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

※ *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*
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 content
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

※ *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.

Confidential

Needs & Desired Outcome (5 / 12)

Player-driven content, high degree of freedom

※ ***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.

Confidential

Needs & Desired Outcome (6/12)

Grinding made engaging and satisfying

※ *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.

Confidential

Needs & Desired Outcome (7 / 12)

Grinding made engaging and satisfying

※ *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.

Confidential

Needs & Desired Outcome (8 / 12)

Fun to grow and progress step by step

※ *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.

Confidential

Needs & Desired Outcome (9 / 12)

Gameplay built on respect, driven by diversity

※ *Desired Outcome is what users aim to achieve by using specific services.

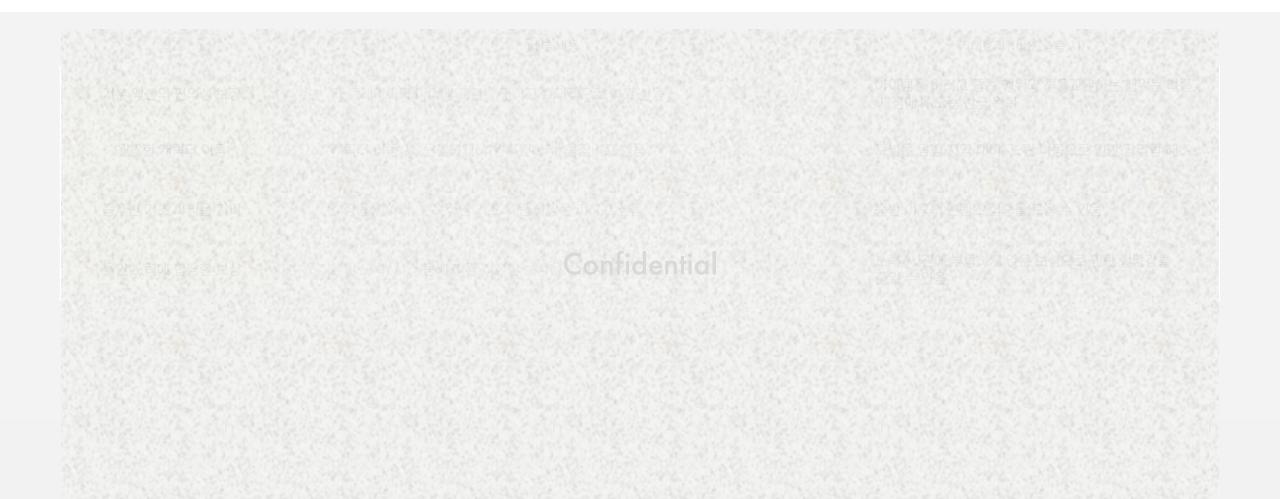— In the context of gaming, this could be having fun with friends, achieving high scores, and more.

Confidential

Needs & Desired Outcome (10/12)

Comfortable and seamless basic actions

※ *Desired Outcome is what users aim to achieve by using specific services.

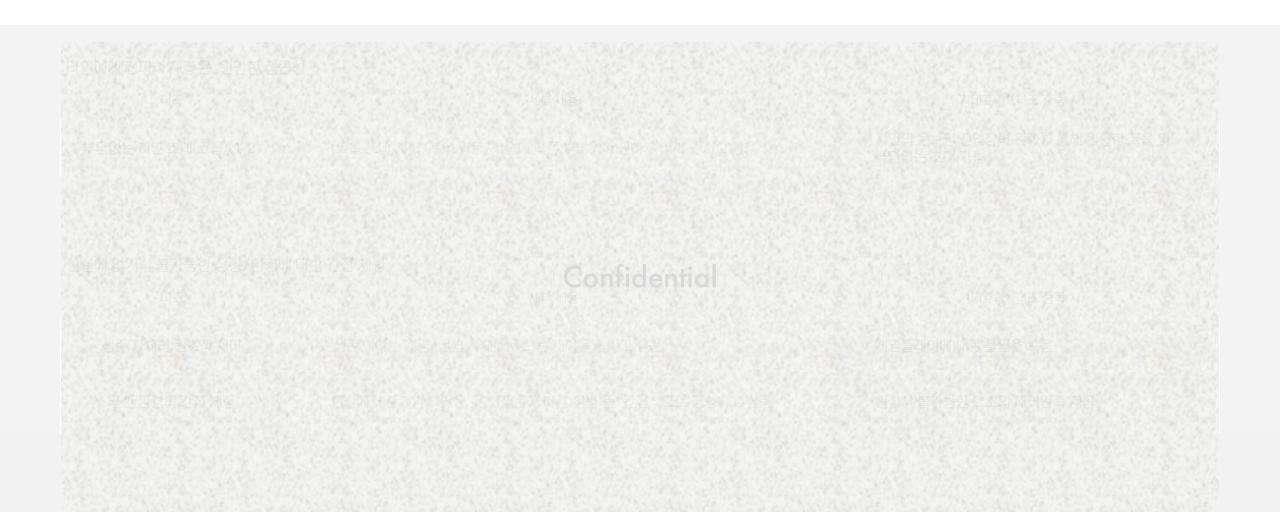— In the context of gaming, this could be having fun with friends, achieving high scores, and more.

Confidential

Needs & Desired Outcome (11 / 12)

Low entry barrier, easy to spread to others

Unattainable, impossible situations in real life

Confidential

Needs & Desired Outcome (12 / 12)

Cooperative play (co-op) for greater efficiency

Cooperative play (co-op) to avoid loneliness

Confidential