



04 EARLY FEEDBACK

[04-1] EARLY FEEDBACK (4 CONCEPTS)

We collected early impressions—expectations, concerns, and preferences about our 4 unique concepts by showing images

※ We showed all the images together, with a short description for each

CONCEPT A



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조선시대 같은 이세계에 옮겨진 플레이어가, 요괴 동료들과 함께 생존을 위한 투쟁을 벌이는 오픈월드 생존 제작 게임

CONCEPT B



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매해 겨울마다 마귀들의 대규모 침공이 닥치는 조선 판타지 세계. 플레이어는 마귀를 퇴치하고 지키며 매년 새로운 동료들을

CONCEPT C



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어떤 사건으로 인류의 99%가 사라지고 공룡세계가 중첩되어 나타난 이세계에서 생존을 위한 투쟁을 벌이는 오픈월드 생존 제작 게임

CONCEPT D



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미지의 세계에서 자원을 모아 도구와 거점을 만들고, 위협을 막아내는 오픈월드 생존 제작 게임

Concept A and C were the most preferred among all our concepts, though preferences varied widely by group

※ * For the most preferred concept, the count was based on the responses given at the point when participants were asked to make their final choice.



GROUP	MOST PREFERRED CONCEPT*	PARTICIPANT
ALL PARTICIPANTS	Concept A (6 individuals) and Concept C (5 individuals) were the most preferred	14 Individuals
GROUP 1. EXTREME SV	Most individuals (4 out of 5) in group 1 preferred Concept C	5 Individuals
GROUP 2. EXPLORATION	All individuals (4 out of 4) in group 2 preferred Concept A	4 Individuals
GROUP 3. CREATION	No clear preference was observed across all concepts	5 Individuals



Participants found A’s traditional Korean theme and C’s post-apocalyptic theme appealing



Concept A. Appealing Point: Traditional Korean theme, pal collecting element

APPEAL	MENTION
Traditional Korean theme	2
Pal collecting elements similar to Palworld	2
Impression that there is a lot to see	1
Emphasis on construction elements	1
Yokai character design that is less repulsive	1

Concept C. Appealing Point: Realistic Seoul setting, post-apocalyptic world

APPEAL	MENTION
Realistic and familiar Seoul background	5
Post-apocalyptic (devastated civilization) background	5
Similar vibes to Durango	2
Use of modern equipment (firearms, vehicles)	1
Emphasis on exploratory elements	1
Themes featuring dinosaurs	1

Concept B. Appealing Point: Various points were brought up

APPEAL	MENTION
Backgrounds with small scale	1
Fantasy-inspired game theme	1
Emphasis on combat elements	1
Impression that there is a lot to enjoy	1

Concept D. Appealing Point: Various points were brought up

APPEAL	MENTION
Curiosity about the behind-the-scenes	1
Starting from zero base	1
Surviving from Danger	1
Emphasis on resource gathering elements	1
Adjustable difficulty	1

Participants raised concerns about B’s non–open-world theme and D’s lack of differentiation



Concept A. Concerning Point: Various points were brought up

CONCERN	MENTION
Lack of differentiation (similar to Palworld)	1
The traditional Korean setting is rather boring	1

Concept C. Concerning Point: Various points were brought up

CONCERN	MENTION
Lack of differentiation	1
Interaction with non-humanoid NPCs is lonely	1
The theme of dinosaurs is childish	1

Concept B. Concerning Point: Theme that is not open-world

CONCERN	MENTION
Non-open-world game theme	4

Concept D. Concerning Point: Lack of differentiation (from other comparable games)

CONCERN	MENTION
Lack of differentiation	4

[04-2] EARLY FEEDBACK (MAIN CONCEPT)

We also collected early impressions—expectations and concerns about our main concept by showing a mock Steam page



COLLECTING IMPRESSIONS

1. Participants were first given a brief intro to the concept then watched the cinematic via a mock Steam page.
2. Afterward, we collected their honest impressions of the concept thoroughly.

About our main concept, participants found the Korean theme —its cuisine, architecture, and sound to be appealing



Generally, Korean theme (cuisine, architecture, sound) was found most appealing

APPEAL	MENTION
Korean theme (cuisine, architecture, sound)	14
Pal collecting elements	3
Exciting parkour moves	3
AI elements (NPC interactions, etc.)	2
Casual graphics	2
A game with a clear concept	2

Exploration group found Korean theme (architecture, sound) appealing

APPEAL	MENTION
Korean theme (architecture, sound)	4
A game with a clear concept	2

Extreme SV group found Korean theme (cuisine, architecture) appealing

APPEAL	MENTION
Korean theme (cuisine, architecture)	8
Casual graphics	2
Pal collecting elements	2

Creation group found Korean theme (architecture) appealing

APPEAL	MENTION
Korean theme (architecture)	2
Exciting parkour moves	2

About our main concept, participants concerned about

Low level of freedom in architecture, lack of differentiation



Generally, **Low level of freedom** and **lack of differentiation** were most concerning

CONCERN	MENTION
Low level of freedom in architecture	8
Lack of differentiation (similar to Genshin Impact, Palworld, and Goblin)	6
Lack of cultural identity (mixed themes)	5
Lack of main character charm (appearance, class, subjectivity)	5
Not-so-survival-game vibes (tycoon, simulation feel)	4
Lack of narrative plausibility (chaotic yokai role, etc.)	4
Action and impact that seem lacking	4
Not-so-survival-game vibes (lack of tension, rich start)	3

Exploration group mentioned **low level of freedom, lack of differentiation** as concerns

CONCERN	MENTION
Low level of freedom in architecture	4
Lack of differentiation (similar to Genshin Impact, Palworld)	4
Action and impact that seem lacking	3
Lack of cultural identity (mixed themes)	2
Pal collecting elements are not engaging	2

Extreme SV group mentioned **not-so-survival-game vibes** as concerns

CONCERN	MENTION
Not-so-survival-game vibes (tycoon, simulation feel)	4
Lack of narrative plausibility (chaotic yokai role, etc.)	4
Lack of main character charm (appearance, class, subjectivity)	4
Lack of cultural identity (mixed themes)	3
Lack of differentiation (similar to Palworld and Goblin)	2

Creation group mentioned **not-so-survival-game vibes** as concerns

CONCERN	MENTION
Not-so-survival-game vibes (lack of tension, rich start)	3
Low level of freedom in architecture	3
Likely to have some gacha element	2

THANK YOU

인텔리전스 및 게임 분석을
이끌어 주십시오

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