04 EARLY FEEDBACK

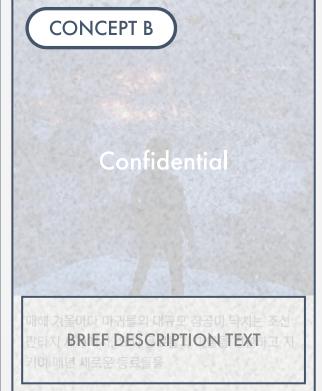
[04-1] EARLY FEEDBACK (4 CONCEPTS)

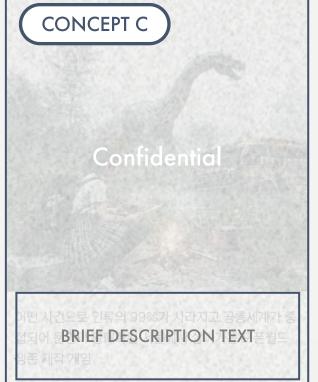


We collected early impressions—expectations, concerns, and preferences about our <u>4 unique concepts</u> by showing images

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











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 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 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

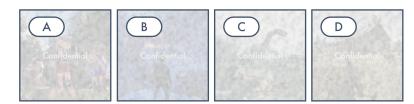
Concept D. Appealing Point: Various points were brought up

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

MENITIONI



Concept A.	Concerning	Point: \	/arious	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

- 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

MACNITIONI



Generally	Korean theme	Cuisine	architecture	sound	was foun	d most appealing
Generally,	Note all litelite	(COISILIE,	ulcillectore,	30011U)	wus loui	a most appeaming

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

Exploration group four	d <mark>Korean theme (arc</mark>	<mark>:hitecture, sound)</mark> appe	aling

APPEAL		MENTION
Korean th	eme (architecture, sound)	4
A game w	ith 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 <mark>lack of differentiation</mark>	were most concerning
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

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

Confidential