

# KEY TAKEAWAYS (1 / 2)

## PLAYER NEEDS

### [PLAYER NEEDS]

- ❑ Players have needs for environments that stimulate continuous curiosity and exploration, user-driven story progression, efficiency and convenience of work (organization, crafting, gathering, grinding, etc.), and gradual growth and development

### [PLAYER NEEDS BY GROUP]

- ❑ Overall, similar trends were observed across all groups. However, the Extreme Survival Group emphasizes seamless basic actions, the Exploration Group emphasizes emotional value when collaborating, and the Creation Group emphasizes efficiency

### [NEED PRIORITIZATION BY GROUP]

- ❑ For the Extreme Survival Group: various new entertainment, seamless basic action, and strong immersion
- ❑ For the Exploration Group: Unique entertainment features, dynamic variable-based play, and a high degree of freedom
- ❑ For the Creation Group: various environmental elements, diverse thematic content, and engaging, non-repetitive grinding

[플레이어 성장 단계별 니즈]

- ❑ (초반) 새로운 환경에 대한 간접 경험과 탐구에 대한 니즈는 유입 시점부터 게임 후반부까지 지속됨
- ❑ (중반) 초반에는 단계적 성장 테크닉을 따라가며 성장감을 느끼며, 후반에는 자유로운 노크다 요스 때문에 각종 편의 기능에 대한 니즈를 느낌
- ❑ (중후반) 어느 정도 시스템에 적응한 후 쌓아놓은 자산을 바탕으로 전투/탐험/건설 등 선호에 맞는 활동 선택과 진행. 이에 따른 경험 차이 발생함

Confidential

# KEY TAKEAWAYS (2/2)

## EARLY FEEDBACK (CONCEPTS)

### [4 CONCEPTS - PREFERENCES]

- ☐ Version A (6 people) and C (5 people) are the most preferred overall

### [4 CONCEPTS - EXPECTATION]

- ☐ A: Traditional Korean themes, C: Seoul, with a post apocalyptic theme

### [4 CONCEPTS - CONCERN]

- ☐ B: Not being an open world, D: Not being unique enough overall

### [MAIN CONCEPT - EXPECTATION]

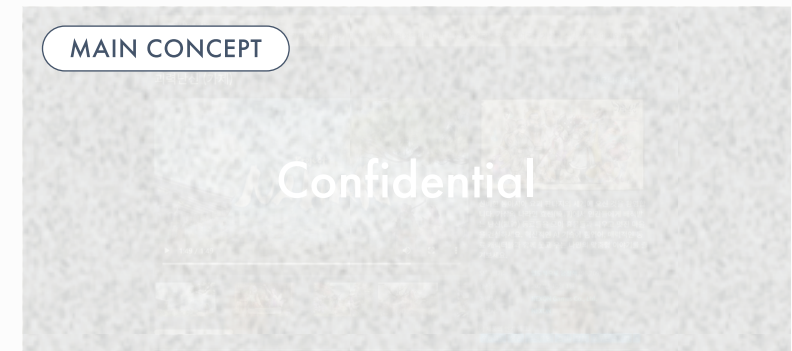
- ☐ Traditional Korean themes (architecture, sound, cuisine, etc.)

### [MAIN CONCEPT - CONCERN]

- ☐ Low degree of freedom in creation, Not being unique enough overall



※ 4 CONCEPTS(A~D)



※ MAIN CONCEPT(STEAM PAGE)