

UNDER THE BLUE MOON

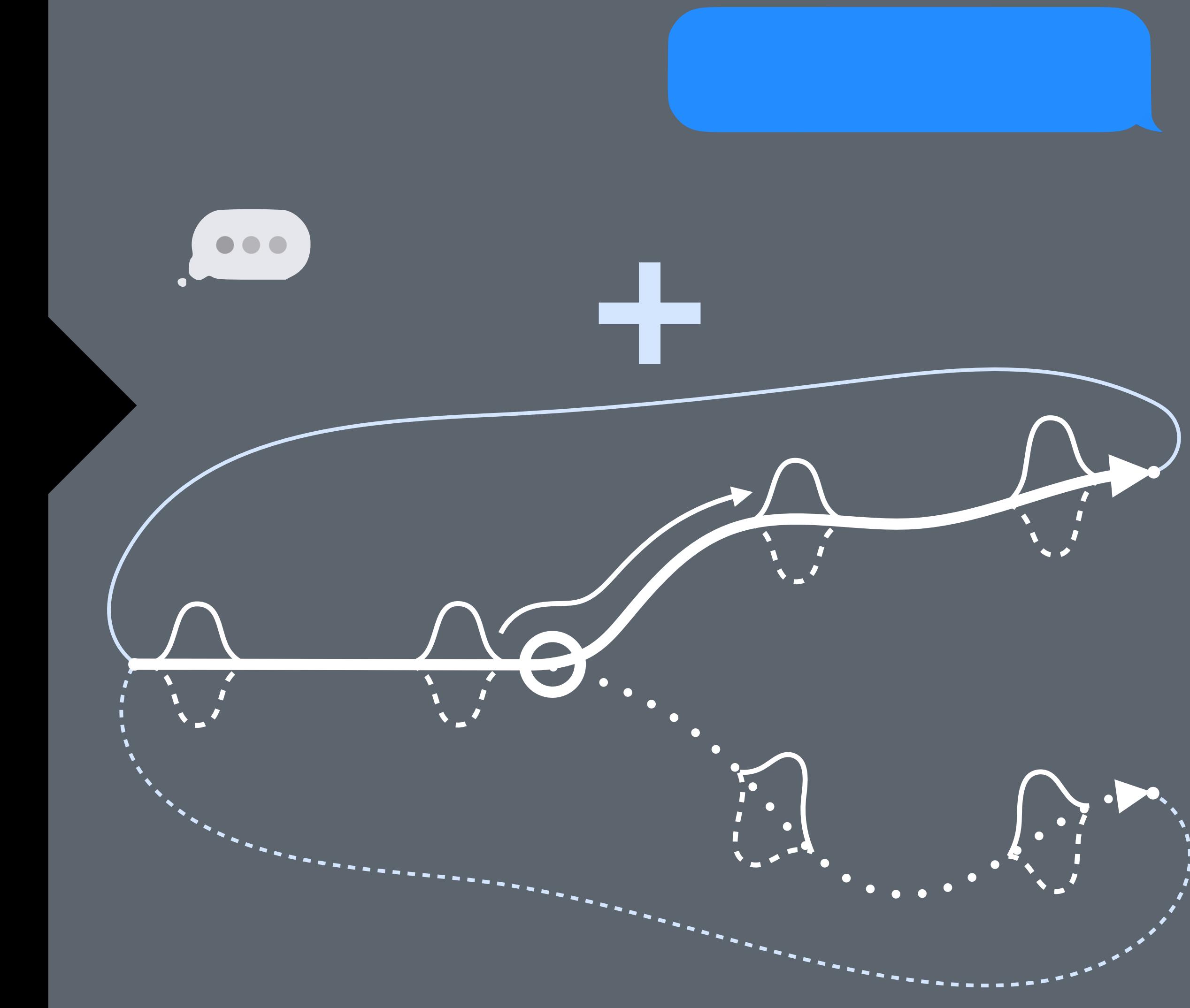
A game with a choice possibility,
which changes perception
in cyberpunk style

IDEAS

AIMING



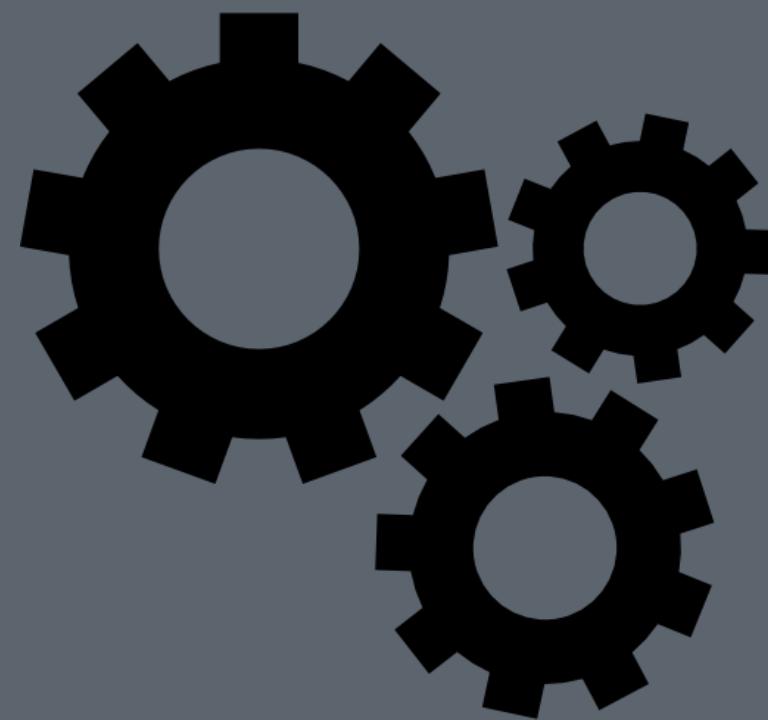
SOLUTION



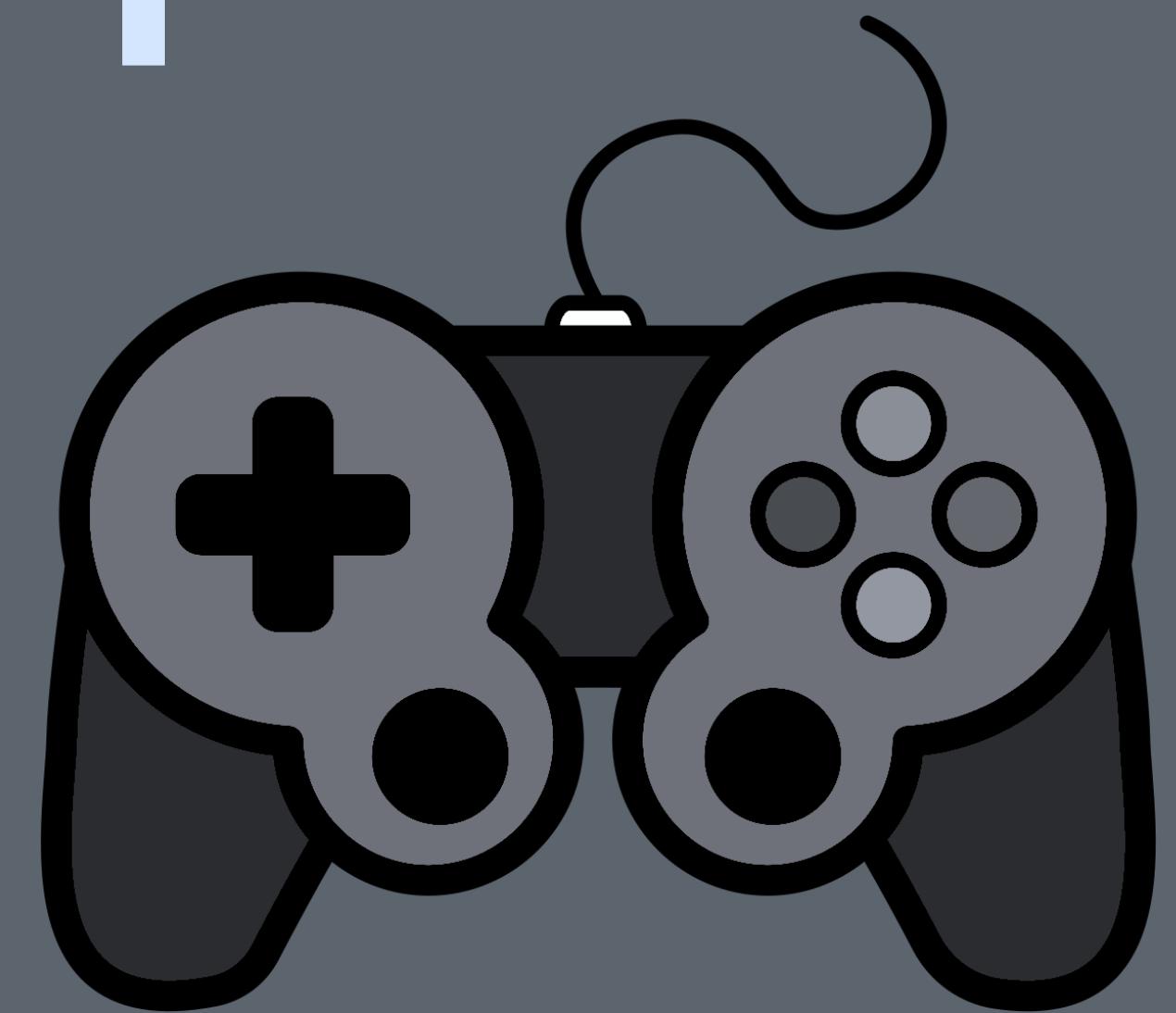
AIMING



SOLUTION

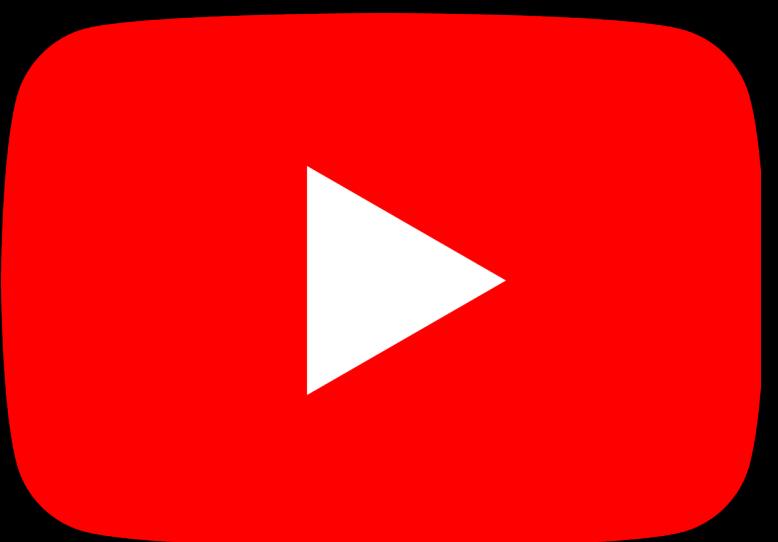


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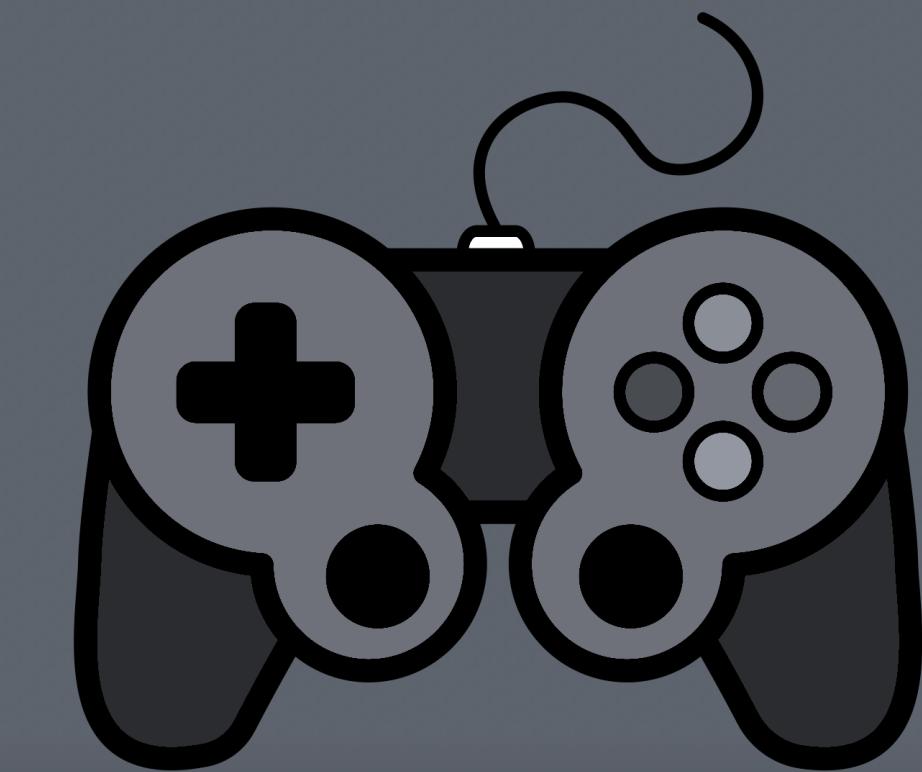


AIMING

N



SOLUTION



CUSTOMER DEVELOPMENT

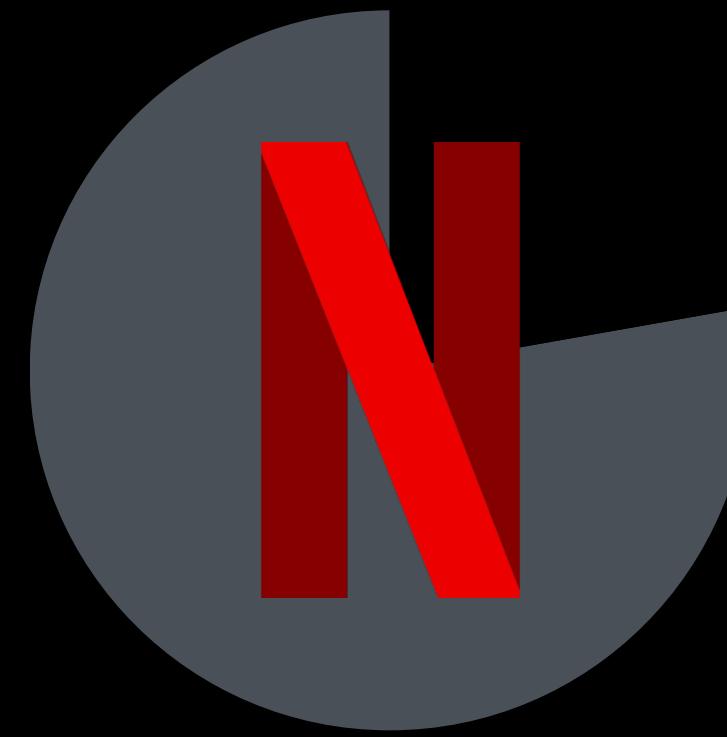
10 INTERVIEWS

600 PEOPLE

CUSTOMER PORTRAIT



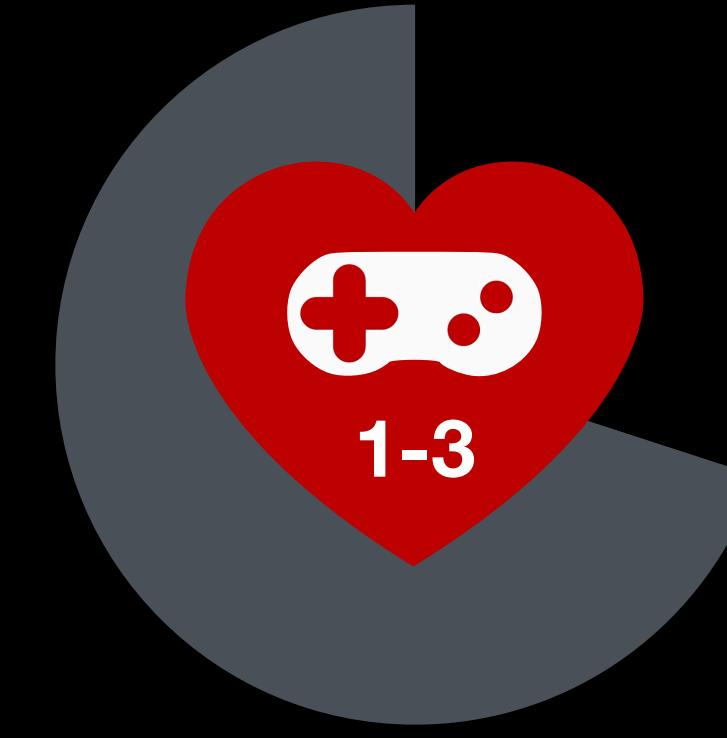
78%



78%



85%



80%



65%



CUSTOMER JOBS

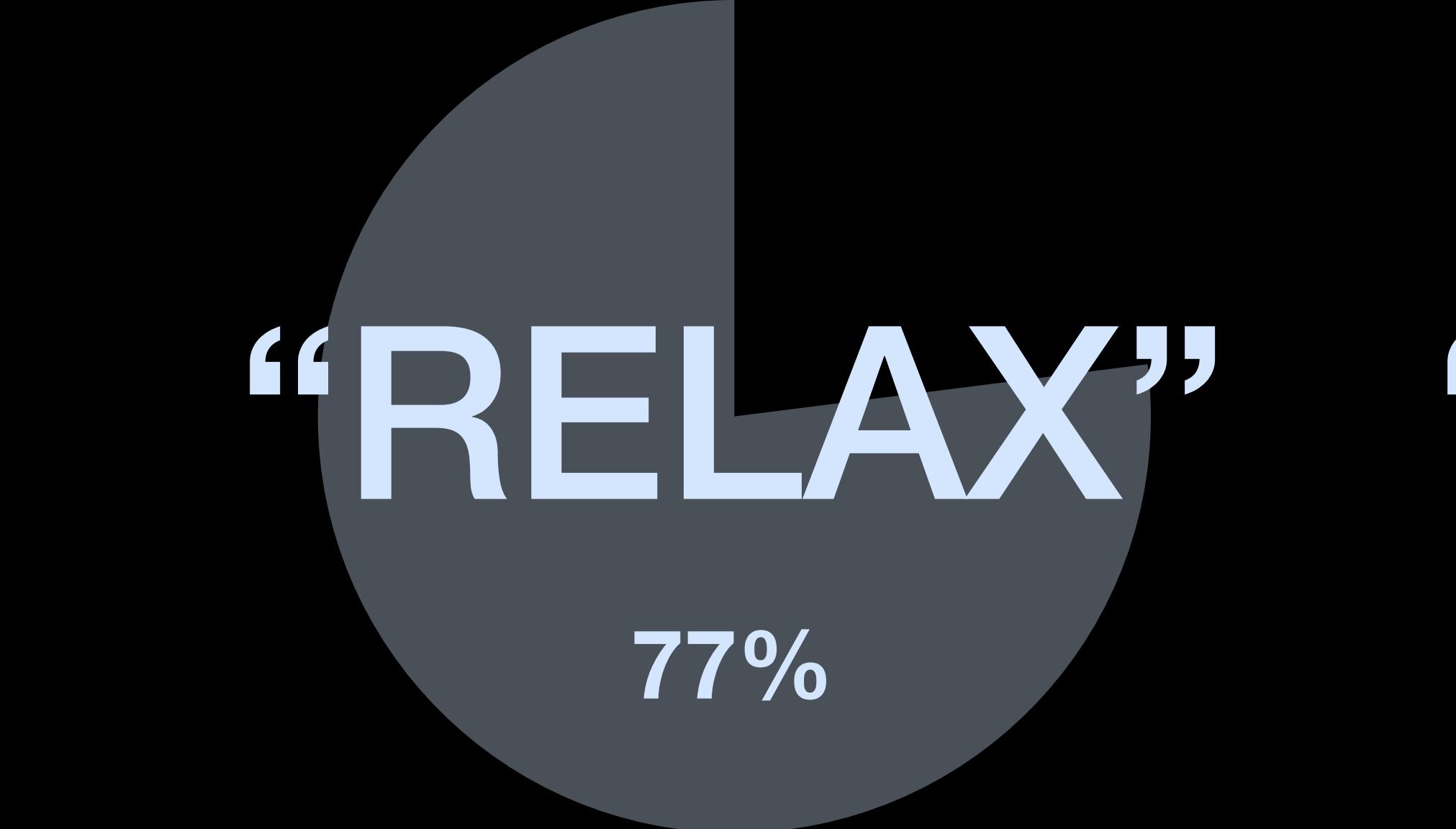


“RELAX”

77%



“ATMOSPHERE”



“GRAPHICS”

85%



“TIME”

CUSTOMER PAINS

“LAZINESS” “BAD GRAPHICS”

“UNCOMFORTABLE CONTROLS”

“BORING PLOT” “LACK OF TIME”

“HARD GAMEPLAY” “LOW SKILL”

“UNSUITABLE GENRE”

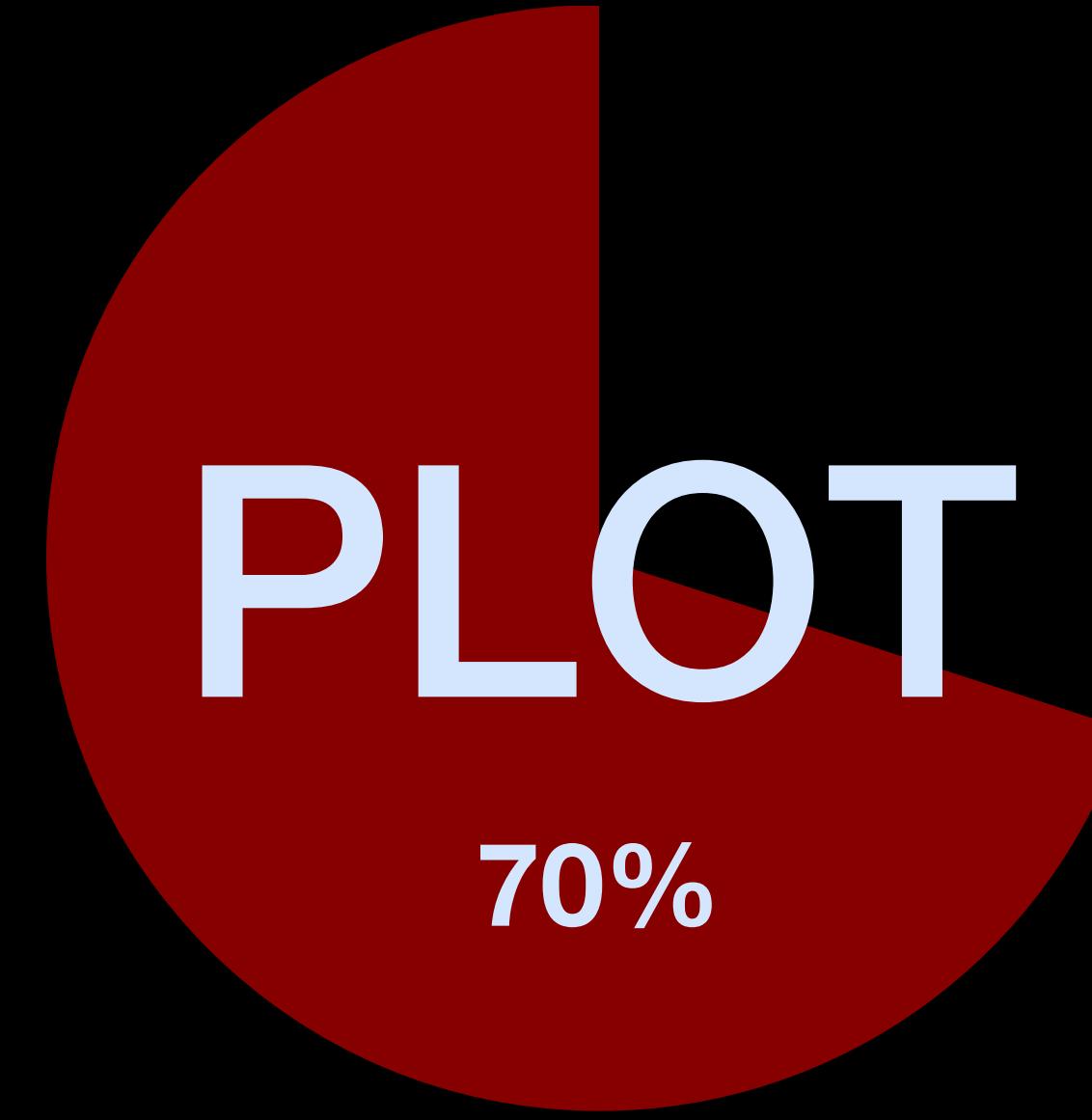
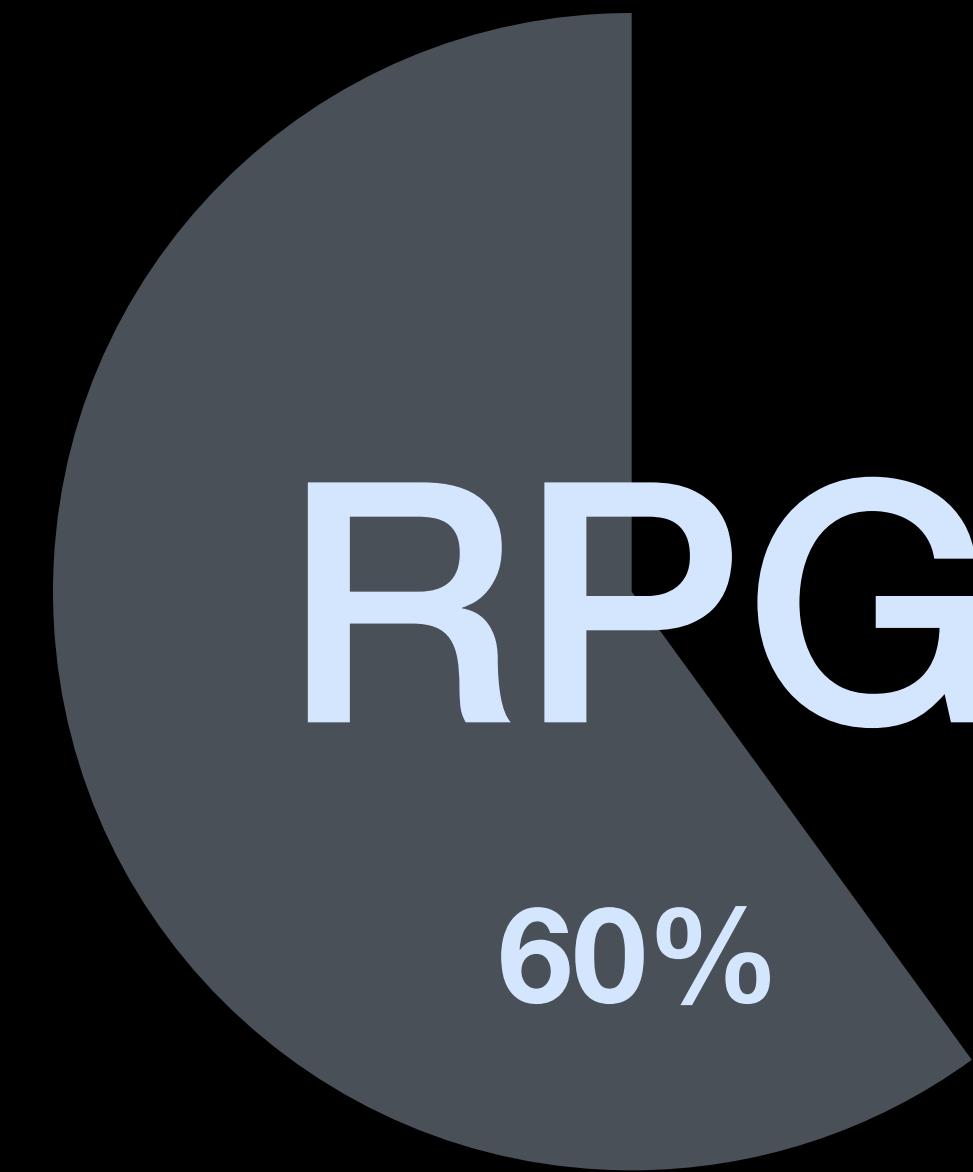
CUSTOMER GAINS

“INTERESTING” “MUSIC”

“AESTHETICS” “DISCOVERY”

“INVESTIGATE” “TIME”

“THOUGHTFUL PLOT”



CYBERPUNK

40 MIN

CONCLUSION

1

2

3

NEW: STORY PLOT, CHOICE POSSIBILITY

CUSTOMERS WANT: RELAX

CURRENT BEHAVIOUR: WATCHING SERIES

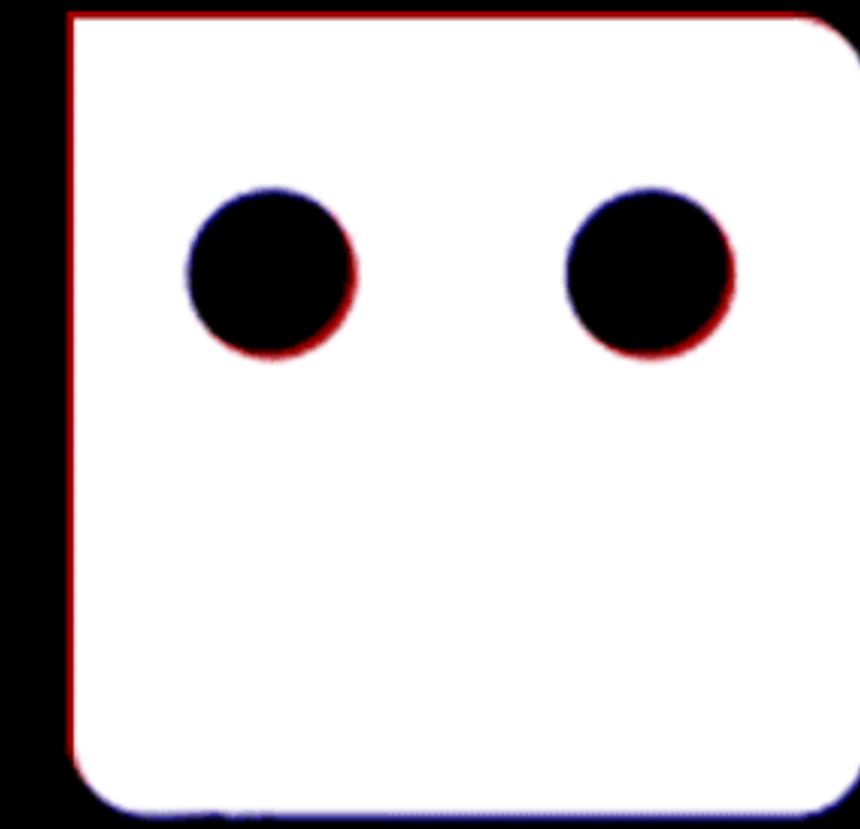
DIFFERENCES: STORY & GAMEPLAY

ATTRACTION: FRIENDS RECOMMENDATION

COMPETITORS

The Red
String Club







CYBERPUNK

2077

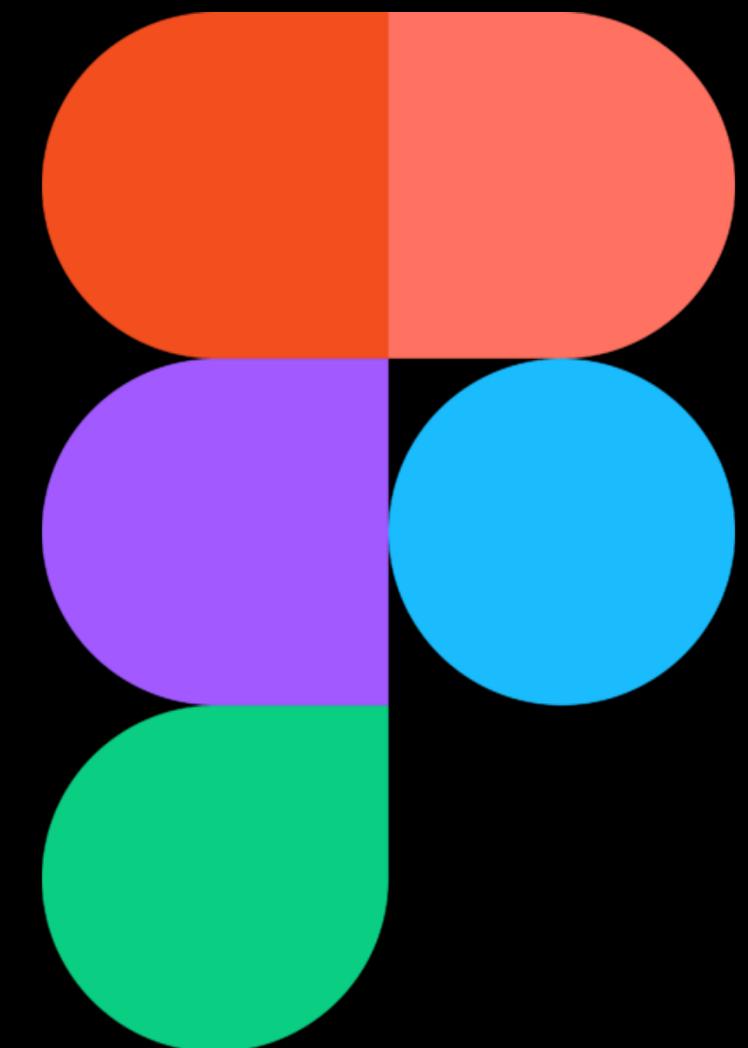
MVP

INTERACTIVE COMICS

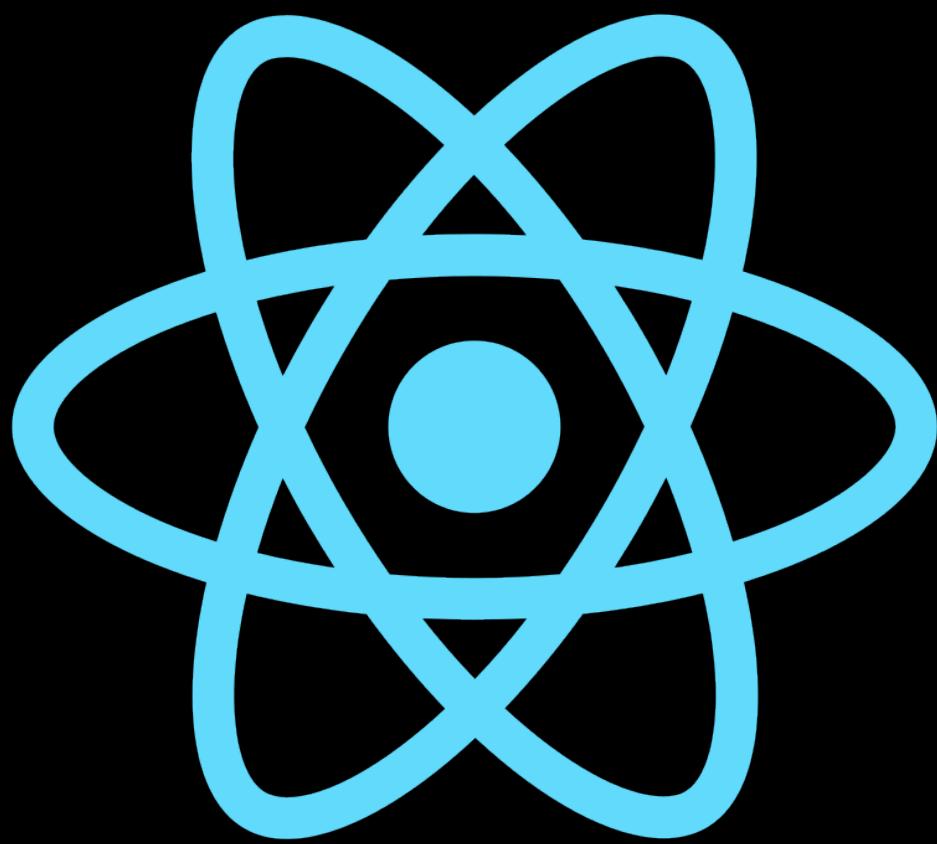


TECHNOLOGICAL STACK

DESIGN AND GRAPHICS



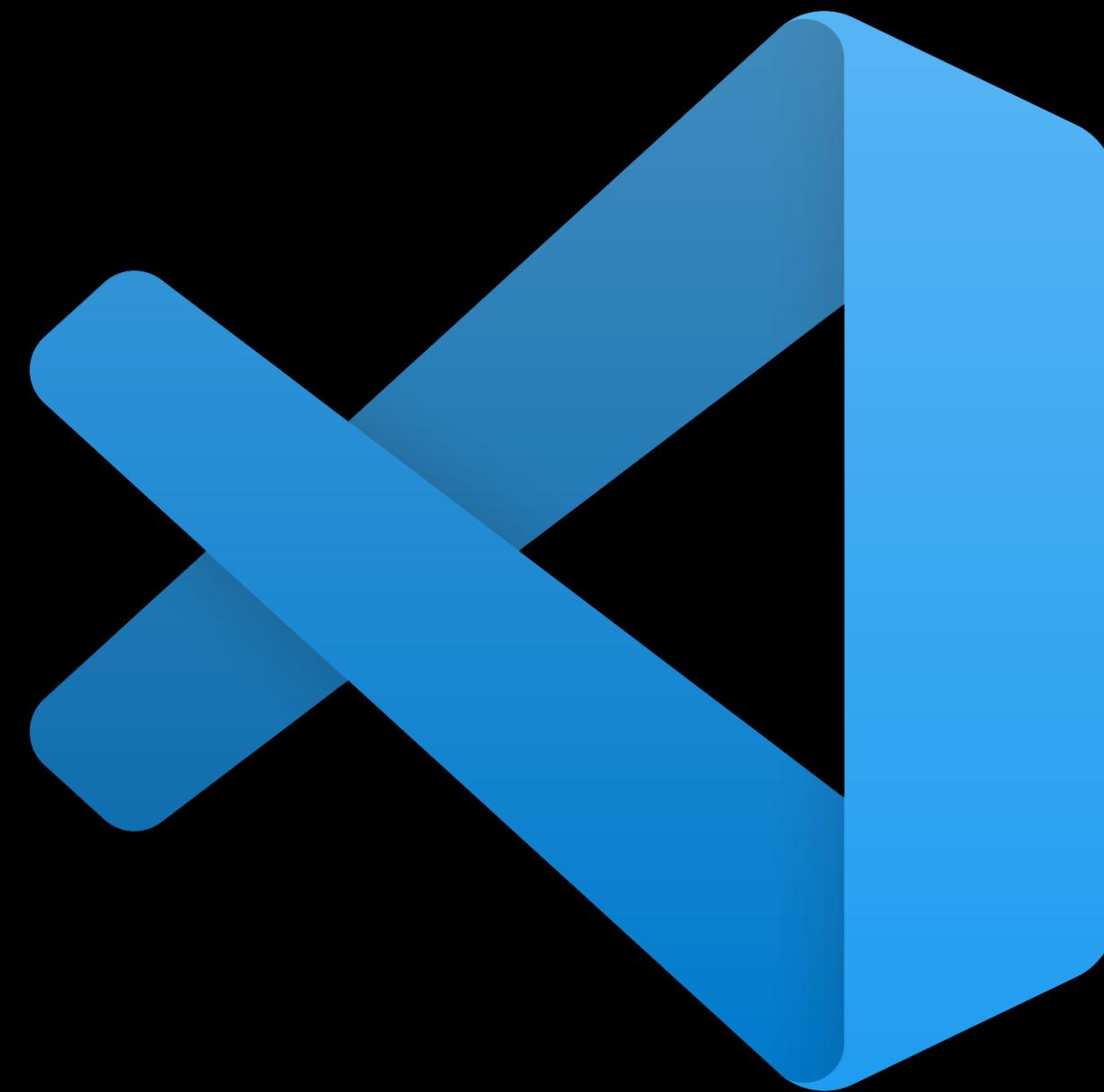
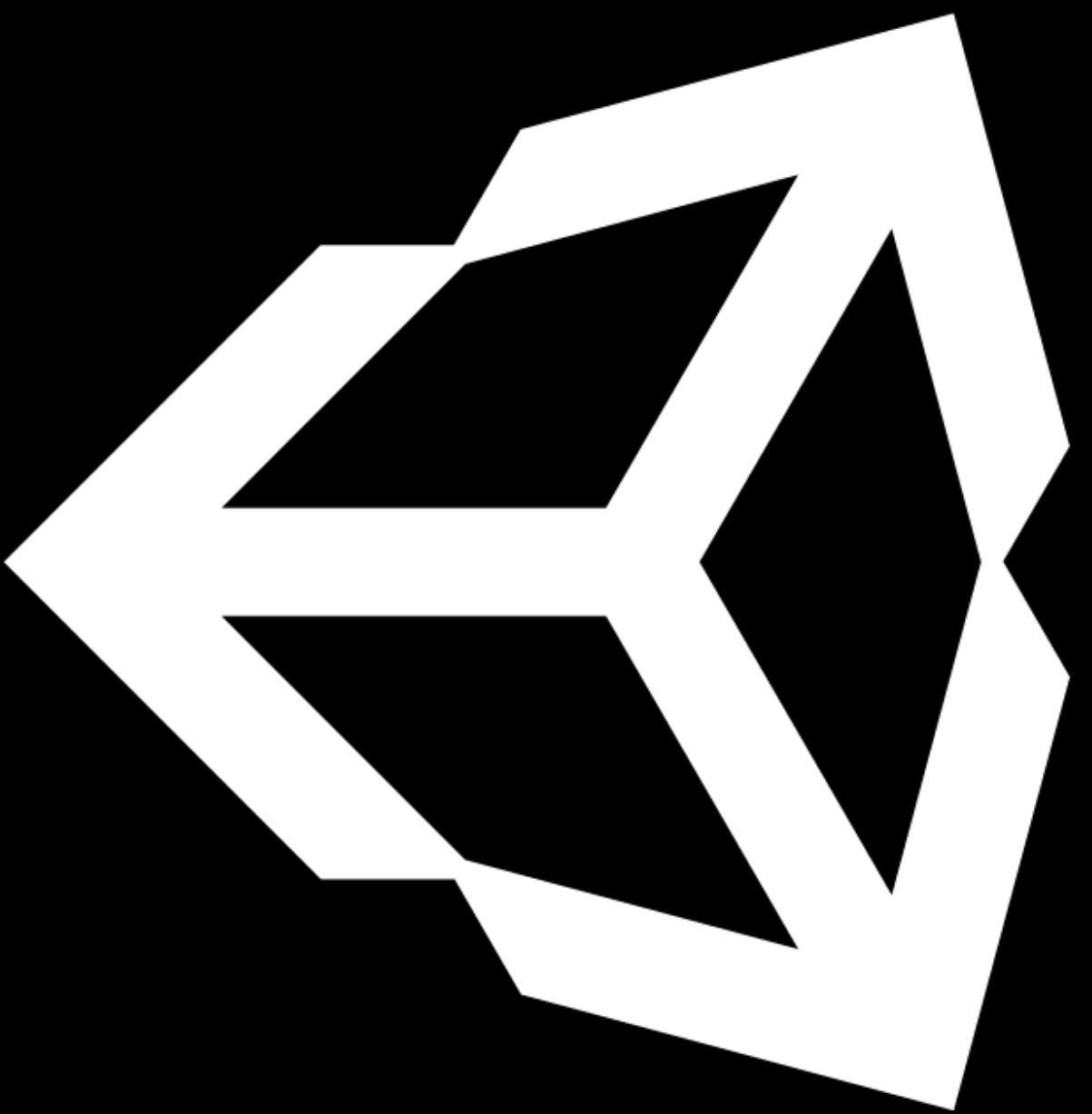
MVP



djg



GAME DEV



CUST DEV



THANK YOU FOR ATTENTION