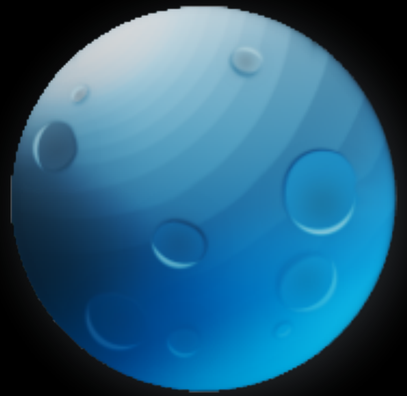


UNDER THE BLUE MOON

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

CUSTOMER DEVELOPMENT

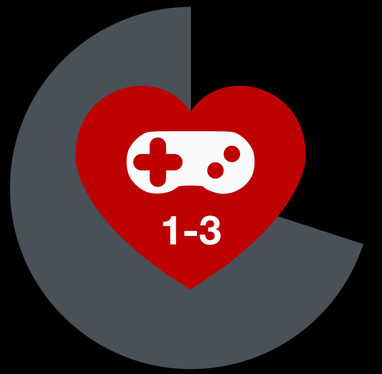
9 INTERVIEWS

600 PEOPLE

CUSTOMER PORTRAIT

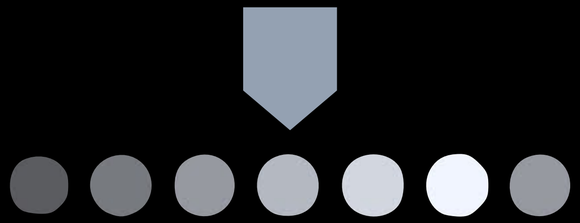
78%

85%



80%

78%



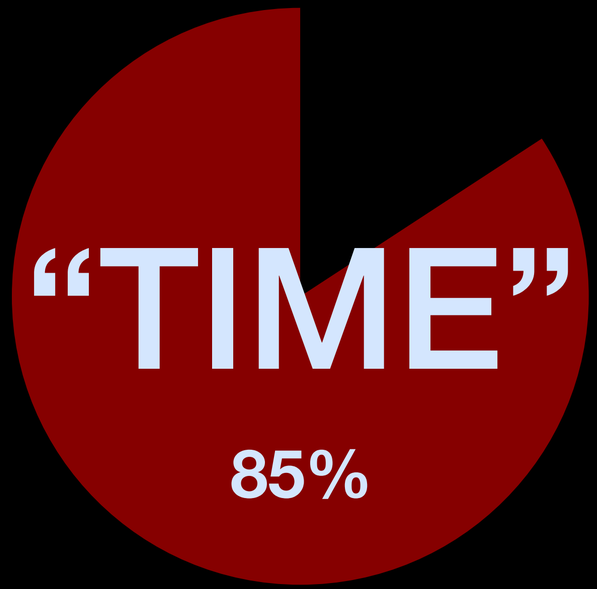
GAMING SKILL

65%

CUSTOMER JOBS

“ACCESS”

“CONTENT”



CUSTOMER PAINS

“LAZYNESS” “BAD GRAPHICS”

“UNCOMFORTABLE CONTROLS”

“BORING PLOT” “LACK OF TIME”

“HARD GAMEPLAY” “LOW SKILL”

“UNSUTABLE GENRE”

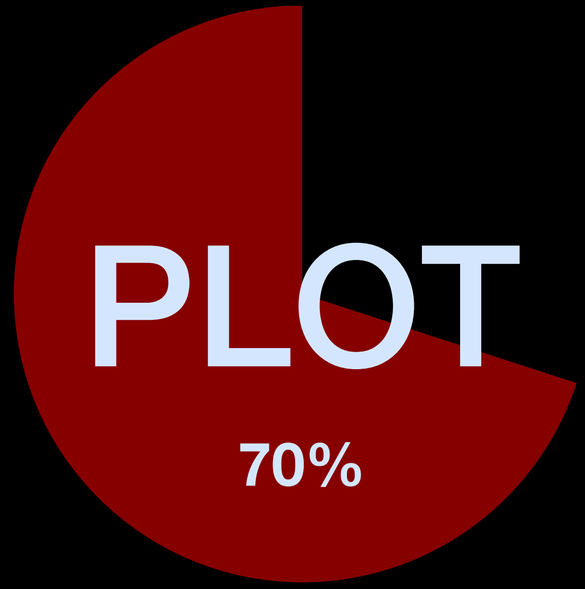
CUSTOMER GAINS

“INTERESTING” “MUSIC”

“AESTHETICS” “DISCOVERY”

“INVESTIGATE” “TIME”

“THOUGHTFUL PLOT”



CYBERPUNK

40 MIN

COMPETITORS

The Red
Lounge Club

machinarium

THANK YOU FOR ATTENTION