

# Player Experience Journey Map

Player Journey Mapping defines how a player *emotionally experiences* the game over time. It explains why players stay, what they feel at key moments, and how emotions evolve from first contact to mastery.

## Why Do Players Stay?

Players stay because the game:

- Creates immediate tension and curiosity
- Rewards learning through visible improvement
- Makes wins feel earned and losses feel instructive
- Gradually shifts control from the game to the player

The core retention driver is: “**I lost because I misplayed and I can do better.**”

## Key Emotional Moments

### 1. Start

**Player Feeling:** Curiosity + Mild Tension

- The game feels competitive but readable
- Visuals and audio signal urgency
- Player feels challenged, not overwhelmed

### 2. First Win

**Payer Feeling:** Satisfaction + Confidence

- Player understands at least one successful strategy
- Victory feels deserved, not random
- Reinforces belief: “I’m learning”

### **3. First Defeat**

**Player Feeling:** Frustration + Determination

- Loss is clearly linked to player choices
- Feedback signals *why* the defeat happened
- Player feels improvement is possible

### **4. First Unlock**

**Player Feeling:** Excitement + Ownership

- New unit or option changes how the game can be played
- Player feels progression without power imbalance
- Encourages experimentation

## **Journey Mapping Structure**

### **1. Entry Experience**

**Emotions:**

- Curiosity
- Tension
- Cautious excitement

**Player Thoughts:**

- “What kind of game is this?”
- “Can I understand this quickly?”

**Design Support:**

- Clear visual language
- Simple early choices
- Immediate feedback on actions

## **2. Engagement Arc**

### **Emotions:**

- Challenge
- Satisfaction
- Frustration balanced with learning

### **Player Thoughts:**

- “That mistake cost me.”
- “I’ll try a different approach.”

### **Design Support:**

- Meaningful wins and losses
- Unlocks that expand strategy
- Audio/visual reinforcement of decisions

## **3. Mastery Arc**

### **Emotions:**

- Confidence
- Control
- Competitive pride

### **Player Thoughts:**

- “I can read the opponent.”
- “I know when to commit energy.”

### **Design Support:**

- High-skill decision making
- Energy-based risk/reward clarity
- Units that reward foresight and patience

