

## ABSTRACT

*There is a phenomenon that occurs in indie game development where the majority of indie game development ends in financial failure. Many indie game developers don't do market research, forgetting about the Customer Experience side that is actually felt by players & the lack of player engagement in game development makes developers blind where their mistakes lie. This research will evaluate Customer Experience for the game that the author developed himself, Goblin Adventure with the help Customer Journey Mapping method.*

*The purpose of this research is to determine the current Customer Experience status in the Goblin Adventure game, identify what pain points are felt by players in the Goblin Adventure game, and develop recommendations for solutions that must be done to improve the Customer Experience of the Goblin Adventure game.*

*This research uses a descriptive qualitative method. Sources of research data obtained from interviews and observations on Goblin Adventure game players. This research will use Customer Journey Mapping as a tool to map the Customer Journey, and Fishbone Diagram to map how the identified pain points can occur from the developer's point of view.*

*The results of this study indicate that the customer experience status in the Goblin Adventure game is bad, where 3 out of 5 participants do not want to play the game anymore. Author identified 4 types of pain points in the game and 7 recommendations that can be executed directly to improve the customer experience in the game.*

**Keyword :** *Video Game, Customer Experience, Customer Journey Mapping, Fishbone Diagram*