Player types and motives

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Discuss your homework 1 in groups

- 3 minutes for each person
- Three things:
  - What is the game idea?
  - What is the core gameplay?
  - Why it is fun?
- After that 4 minutes to choose which idea is the most unique
Bartle taxonomy

1996 Richard Bartle -> Classifies players in mmo games
Primary category of players

Try to assign those players:

- CS GO player, speedrunner, cheater, typical facebook game player, 100% completionist, guild leader, modder, game wiki writer, youtuber Kripparrian

to a most suitable category:

1. Killers
2. Achievers
3. Socializers
4. Explorers
Demographics

USA demographics in 2015 according to Entertainment Software Association

- 155 million Americans play video games
- 51% households own a dedicated game console
- 42% Americans are playing regularly (3+ hours per week)
- Average player is 35 years old

Most frequently used devices:

- 62% PC
- 56% Dedicated game console (PS4, ...)
- 35% Smartphone
- 31% Wireless device
- 21% Dedicated handheld system (PSP, Nitendo DS)
Popular genres

Most often played video game genres:

- 31% Social games
- 30% Action games
- 30% Puzzle / Board games / Card games / Game shows

Most often played video game genres on wireless or mobile devices:

- 31% Social games
- 14% Puzzle / Board games / Card games / Game shows
- 5% Action games
Men and Woman

- The most frequent female game player is 43 years old
- The most frequent male game player is 35 years old
Games for both sexes

Avoid material that discourages one group of them from playing

Biggest turnoffs for women:

● Hypersexualized female avatars and characters
● Repetitive, monotonous play
● Play without a meaningful goal
● The solitary nature of single-player play

Task: try to discover 3 differences between male and female play
Generalities about male and female play patterns

- **Men and women like to learn differently** - women like to know what will be expected
- **Men and women have different attitudes toward risk** - men are willing to experiment
- **Women are more interested in people than things and like to socialize**
- **Men and Women have different conflict resolution styles** - women prefer that violence has a justification
- **Women like mental challenges and elegant solutions to problems**
- **Women like to customize their avatars**
- **Men have more leisure time and money to spend on gaming**

Do not try to design a “women’s game” simply by creating features that address these generalities. Rather design an interesting game but do keep in mind.
Designing game for kids

Commonly recognized age categories

- Preschool and kindergarten (ages 3 to 6)
- Early elementary (ages 5 to 8)
- Upper elementary (ages 7 to 12, the tweens)
- Middle and high school (13 and up, the teens)
- Late teens to mid-20.

Task: Things to consider when making games for kids?
Designing game for kids

Things to consider when making games for kids:

● Hand-eye coordination
● Logic development
● Systematic thinking
● Immediate versus long-term goals
● Clear visual design
● Linguistic complexity
● Experimentation
● Reading
● Appropriate content
Dedicated gamers

15 measurable qualities of dedicated gamers:

1. Technologically savvy
2. Have the latest high-end gaming gear
3. Willingness to pay
4. Prefer violent/action games
5. Prefer games that have depth and complexity
6. Play games over many long sessions
7. Hunger for gaming-related information
8. Discuss games with friends online
9. Play for the exhilaration of completing the game
10. Much more tolerant of frustration
11. Engaged in a competition with himself, the game and other players
12. Started playing at a young age
13. Comparative knowledge of the industry
14. Early adoption
15. Desire to modify or extend games in a creative way
Conclusion

- Do not try to attract everyone by adding unrelated features
- Avoid repelling people who might otherwise be attracted
Homework

Watch the 6 minute presentation: Bartle's Taxonomy - What Type of Player are You? - Extra Credits

Look back to your previous homework. Add answers to the following questions:

● Describe your game’s average player persona.
● What about your game appeals to the average player?
● For which Bartle player types your game suits best?
● Invent a new feature for each of the other Bartle player type.
● How can you include those features to your game?