GAME AUDIENCE DASHBOARD

MAIN FEATURES
An Empirical Model
Our motivation model (next slide) was developed via established psychometric techniques, such as factor analysis—a statistical method that identifies how variables cluster together.

A Unique Data Set
Over 300,000 gamers worldwide have participated in our Gamer Motivation Profile, providing data on their motivations, demographics, and their favorite games.

Actionable Insights
Our data links game titles/franchises with demographic and motivation variables, allowing us to analyze the motivations of game audiences to produce data-driven insights.

WE COMBINED PSYCHOMETRIC METHODS AND A WEB APP TO COLLECT MOTIVATION DATA FROM OVER 300,000 GAMERS

Our Expertise in Gamer Motivation Research
For over a decade, Nick Yee and Nic Ducheneaut have been studying the motivations and behavior of gamers. They have over 40 peer-reviewed papers on gaming and virtual worlds. Nick Yee’s paper on the motivations of online gamers has been cited over 1,400 times.
<table>
<thead>
<tr>
<th>Action</th>
<th>Social</th>
<th>Mastery</th>
<th>Achievement</th>
<th>Immersion</th>
<th>Creativity</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Boom!”</td>
<td>“Let’s Play Together”</td>
<td>“Let Me Think”</td>
<td>“I Want More”</td>
<td>“Once Upon a Time”</td>
<td>“What If?”</td>
</tr>
<tr>
<td>Destruction</td>
<td>Competition</td>
<td>Challenge</td>
<td>Completion</td>
<td>Fantasy</td>
<td>Design</td>
</tr>
<tr>
<td>Excitement</td>
<td>Community</td>
<td>Strategy</td>
<td>Power</td>
<td>Story</td>
<td>Discovery</td>
</tr>
</tbody>
</table>
GAME AUDIENCE DASHBOARD

The dashboard provides real-time online access to our full data set.

When gamers fill out the profile survey, we also ask them to list specific game titles they enjoy. The dashboard provides a way to pivot between gamer motivations, demographics, and specific game titles/franchises.
LOOK UP OVER 2,100 GAME TITLES

Easy and Quick Title Searches
Not sure of the exact name of a game or its spelling? Just type in a word fragment, and the dashboard will show you what’s available.

Live Access
The dashboard is connected to the live database. As soon as a gamer fills out the profile survey, their data is accessible to the dashboard.
GAME AUDIENCE PROFILES AT A GLANCE

Quick Demographics
See the overall demographic profile and how it compares to gamers in our full dataset. Is this audience less active than gamers in general?

A Chart of What This Game Audience Cares About
The chart shows how this audience compares with the average gamer—the 50th %-tile represents the average.

Quickly get a sense of what’s most and least important for this game audience. Use that information to prioritize development, allocate resources, and tailor marketing messaging.
## EXPLORE SIMILAR GAME TITLES

### Find Other Games Popular with This Audience

Identify other game titles that target similar gaming motivations and are disproportionately popular among this audience. Easily cross-reference the audience profiles of those games with one click.

### Use This List for Competition and Feature Analysis

The list surfaces common themes, features, and mechanics that are particularly appealing with this audience.

It also helps identify competitors for this game audience, even if those game titles fall in a different game genre.

<table>
<thead>
<tr>
<th>Title</th>
<th>QF Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civilization VI</td>
<td>21.14</td>
</tr>
<tr>
<td>Master of Orion (series)</td>
<td>9.86</td>
</tr>
<tr>
<td>Europa Universalis (series)</td>
<td>9.15</td>
</tr>
<tr>
<td>SimCity (series)</td>
<td>8.28</td>
</tr>
<tr>
<td>Heroes of Might and Magic (series)</td>
<td>6.72</td>
</tr>
<tr>
<td>X-COM (series)</td>
<td>5.56</td>
</tr>
<tr>
<td>Total War (series)</td>
<td>5.16</td>
</tr>
<tr>
<td>Football Manager (series)</td>
<td>4.71</td>
</tr>
<tr>
<td>Stellaris</td>
<td>3.17</td>
</tr>
<tr>
<td>Age of Empires (series)</td>
<td>3.03</td>
</tr>
</tbody>
</table>
FINE-TUNE YOUR TARGET AUDIENCE

Create a Custom Basket of Game Titles
Want to explore the profile of a set of similar game titles? Just add them to the game title list.

Filter the Sample Using Demographics
Isolate younger/older gamers in a genre or casual/core gamers using the demographic filters.
EASILY COMPARE GAMES

Side-by-Side Comparisons
Need to compare the motivations of different games? Use our comparison feature to put 2 or more games side by side.

Export Graphs For Slides
All the charts in the dashboard have a button for exporting as an image for easy inclusion in slides or documents.
VISUALIZE A GAME NEIGHBORHOOD

Identify Most Similar Games

Pick one or more games, and the dashboard will find the 20 most similar games and generate a map of the game neighborhood. Visualize how games are related to each other and how they vary on specific motivations.

Identify Design and Acquisition Opportunities

The map helps marketers understand where they might acquire new players for an existing franchise. It can also help designers understand areas that are crowded vs. those that may be underserved.
QUESTIONS/COMMENTS?

If you have any questions or would like a live demo of the dashboard, contact us at:

TEAM@QUANTICFOUNDRY.COM