PLAYER SEGMENTS
BASED ON GAMER MOTIVATIONS
GDC 2020
Excerpt for 9 Segments Model

QUANTIC FOUNDRY

QUANTIC FOUNDRY'S GAMER MOTIVATION MODEL BASED ON DATA FROM OVER 450,000 VIDEO GAMERS REVEALED 6 KEY PAIRS OF MOTIVATIONS

Action	Social	Mastery	Achievement	Immersion	Creativity
"Boom!"	"Let's Play Together"	"Let Me Think"	"I Want More"	"Once Upon a Time"	"What If?"
Destruction Guns. Explosives. Chaos. Mayhem.	**Competition** Duels. Matches. High on Ranking.	**Challenge** Practice. High Difficulty. Challenges.	**Completion** Get All Collectibles. Complete All Missions.	**Fantasy** Being someone else, somewhere else.	**Design** Expression. Customization.
Excitement Fast-Paced. Action. Surprises. Thrills.	**Community** Being on Team. Chatting. Interacting.	**Strategy** Thinking Ahead. Making Decisions.	**Power** Powerful Character. Powerful Equipment.	**Story** Elaborate plots. Interesting characters.	**Discovery** Explore. Tinker. Experiment.

3 HIGH LEVEL CLUSTERS

QUANTIC FOUNDRY

Action	Social
"Boom!"	"Let's Play"
Destruction	Competition
Excitement	Community

Mastery	Achievement
"Let Me Think"	"I Want More"
Challenge	Completion
Strategy	Power

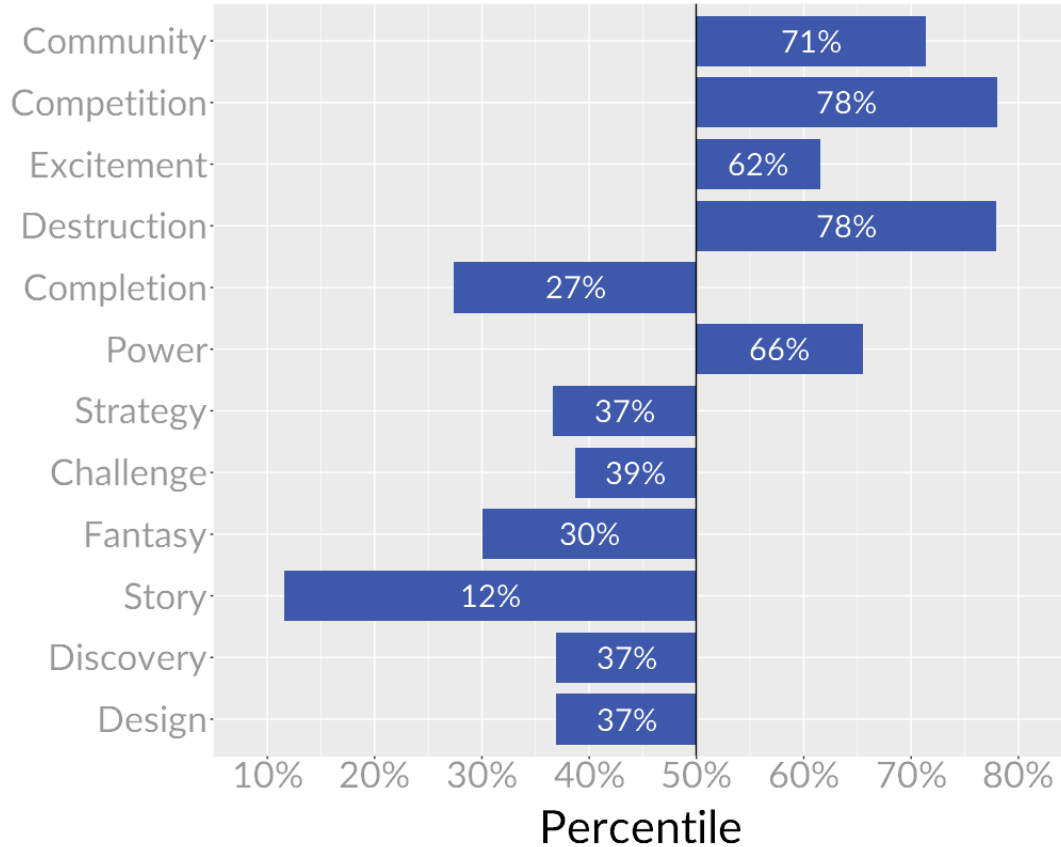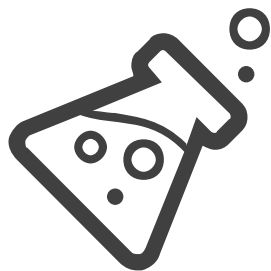| Immersion	Creativity
"Once Upon a Time"	"What If?"
Fantasy	Design
Story	Discovery

**Adrenaline
Immediate
Excite Me
Bright**

**Cool-Headed
Long-Term
Cumulative
Tall**

**Expansive
Expressive
Curious
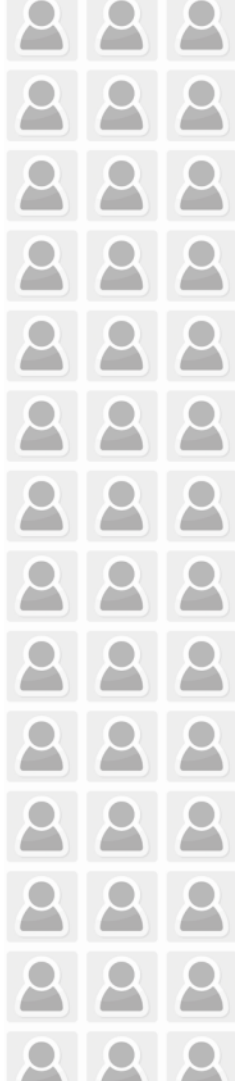Wide**

THE CHARTS KEEP THIS SAME ORDERING

Category	Percentile
Community	71%
Competition	78%
Excitement	62%
Destruction	78%
Completion	27%
Power	66%
Strategy	37%
Challenge	39%
Fantasy	30%
Story	12%
Discovery	37%
Design	37%

Percentile

PLAYER SEGMENTS
FULL DATA SET (HIGH LEVEL)

PLAYER SEGMENTS SUMMARY

QUANTIC FOUNDRY

	Acrobat	Gardener	Slayer	Skirmisher	Gladiator
Motto	*"Flexing My Reflexes."*	*"Quiet, Relaxing Task Completion."*	*"Cinematic Mayhem With a Purpose."*	*"Jumping Into The Fray of Battle."*	*"Dedicated, hardcore gaming."*
Top Mot.	Challenge + Discovery	Completion	Fantasy + Story + Destruction	Destruction + Competition	Challenge + Completion + Comm,
Pop Games	Spelunky, Celeste, Super Metroid, Tetris	Candy Crush, Solitaire, Animal Crossing	Firewatch, Uncharted, Tomb Raider	Rust, Call of Duty, Battlefield	Mobile Legends, Destiny, Gears of War

	Ninja	Bounty Hunter	Architect	Bard	
Motto	*"A Duel of Speed and Skill."*	*"High-Octane Solo World Exploration."*	*"My Empire Begins With This Village."*	*"Playing a Part in a Grand Story."*	
Top Mot.	Competition + Challenge	Destruction + Fantasy	Strategy + Completion	Design + Community + Fantasy	
Pop Games	Street Fighter, StarCraft, LoL	Mass Effect, Far Cry, Saints Row	Europa Universalis, Civ VI, Banished	The Secret World, FFXIV, LoTRO	

ACROBAT

Acrobats are solo gamers who primarily want to take on challenging gameplay and they want to practice over and over again until they can take on the most difficult missions and bosses in the game.

They enjoy games that are moderately paced, that require some thinking and figuring out the game mechanics on your own. So these are the average scores on Excitement, Strategy, and Discovery.
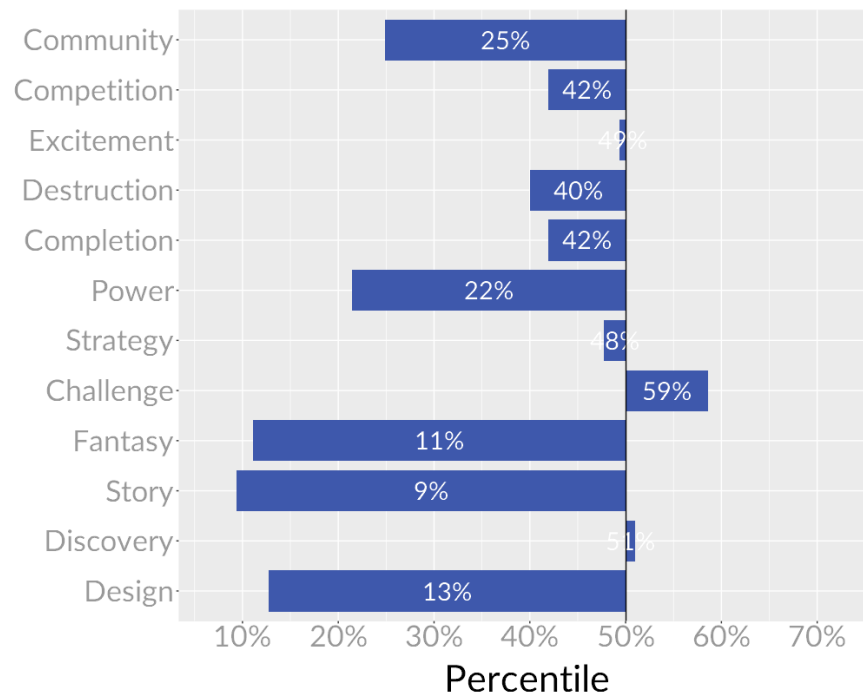
What Acrobats really don't care about is world-building and window-dressing. Because they are primarily interested in skill-based challenges, the game world can be fairly abstract and pared down as long as the mechanics provide interesting challenges. So in their popular games list, we see titles like Super Metroid, Tetris, and The Binding of Isaac.

Compared to the other segments, Acrobats have a lower % of female gamers, are slightly older than average, and have a slightly lower gaming frequency.

ACROBAT PROFILE

- **Gender**
  - Male: 87% / Female: 11% / Non-Binary: 1%
  - Moderately lower % of female gamers than average (19%)

- **Age**
  - Median: 26
  - Is slightly older than average (24)

- **Gamer Type**
  - Casual: 17% / Core: 62% / Hardcore: 21%
  - Moderately higher % of casual gamers than average (11%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 11%
  - 2-3 days: 21%
  - 4-5 days: 25%
  - 6-7 days: 42%
  - Slightly lower gaming frequency than average (7%/18%/25%/50%)

- **Popular Games**
  - Spelunky, Celeste, Super Metroid, Tetris, Metroid Prime (series), The Binding of Isaac, Enter the Gungeon

Community — 25%
Competition — 42%
Excitement — 49%
Destruction — 40%
Completion — 42%
Power — 22%
Strategy — 48%
Challenge — 59%
Fantasy — 11%
Story — 9%
Discovery — 51%
Design — 13%

Percentile

Motivation Profile
- Is most interested in Challenge (high difficulty, practice, mastery) and Discovery (experiment, tinker, explore).
- Is least interested in Story (interesting narrative, characters, lore) and Fantasy (being someone else, somewhere else).

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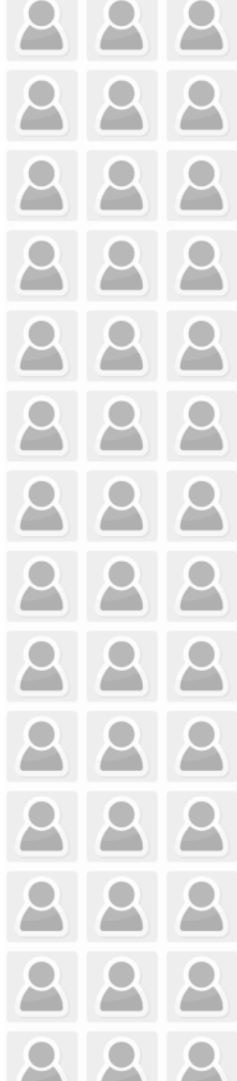
GARDENER

The Gardener is looking for quiet, relaxing task completion.

They are looking for gameplay where the rules are presented upfront, as directly as possible (the low Discovery score), and where the gameplay itself is more spontaneous and reactive (the low Strategy score). When X happens, I need to do Y. There isn't any stress or anxiety about having to plan things out 10 steps in advance. The Gardener enjoys task completion for its own sake—whether this is completing a level, collecting stars/trophies, or collecting collectibles.
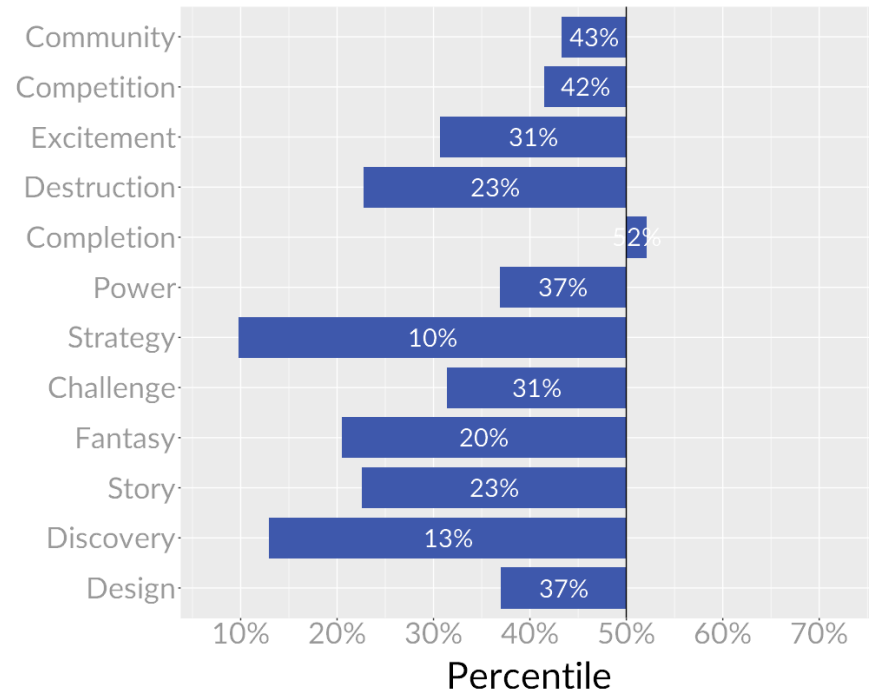
Gardeners don't want to discover gameplay mechanics through exploration or have to figure out more complex mechanics as they play the game. They want to be told up front exactly how to play the game.

Among their popular games list, we see games like Candy Crush and Animal Crossing. There's a much higher % of female gamers in this segment, much higher % of casual gamers, and slightly lower gaming frequency.

GARDENER PROFILE

- **Gender**
  - Male: 68% / Female: 30% / Non-Binary: 1%
  - Much higher % of female gamers than average (19%)

- **Age**
  - Median: 24
  - Right around average (24)

- **Gamer Type**
  - Casual: 22% / Core: 65% / Hardcore: 13%
  - Much higher % of casual gamers than average (11%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 12%
  - 2-3 days: 19%
  - 4-5 days: 23%
  - 6-7 days: 45%
  - Slightly lower gaming frequency than average (7%/18%/25%/50%)

- **Popular Games**
  - Candy Crush Saga, Solitaire, Animal Crossing (series), The Sims (series), Super Mario (series)

Motivation	Percentile
Community	43%
Competition	42%
Excitement	31%
Destruction	23%
Completion	52%
Power	37%
Strategy	10%
Challenge	31%
Fantasy	20%
Story	23%
Discovery	13%
Design	37%

Percentile

Motivation Profile
- Is most interested in Completion (collect stars, complete all missions) and Community (chatting, teamwork).
- Is least interested in Strategy (planning, thinking, making decisions) and Discovery (experiment, tinker, explore).

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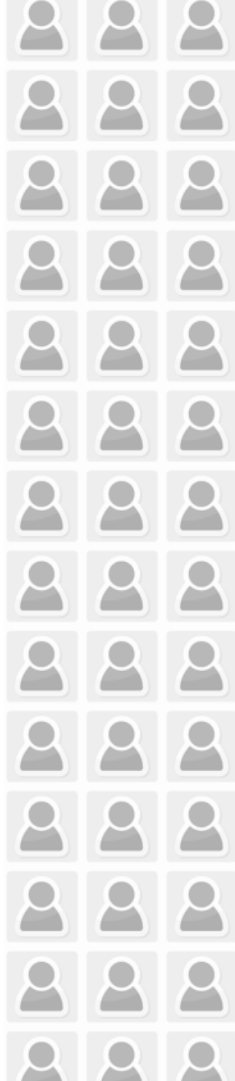
SLAYER
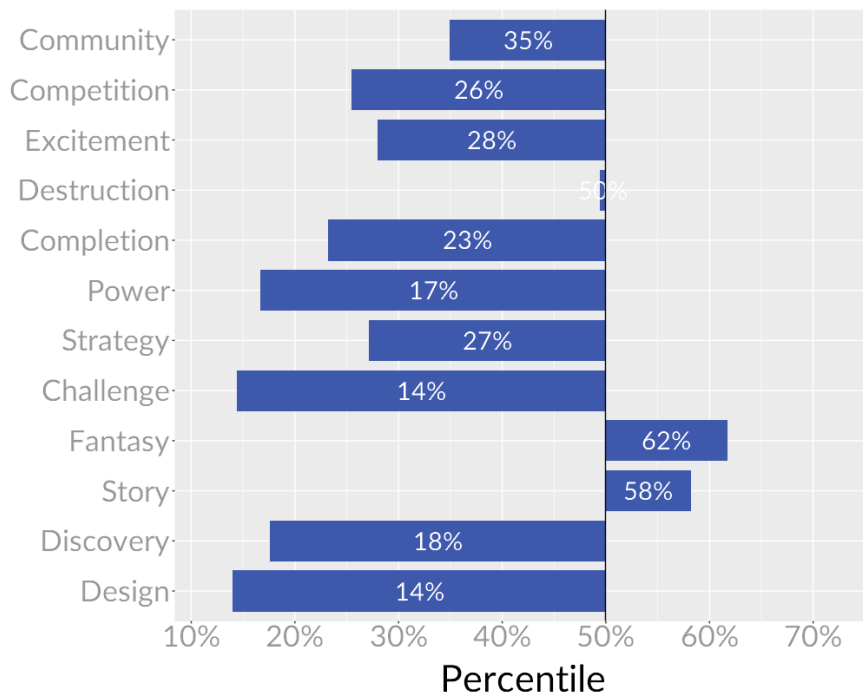
Slayers want cinematic destruction with a purpose.

They want chaos and mayhem in the context of a rich game world with an overarching story. Their low Discovery and Design score points to a willingness to experience highly curated experiences that are designed for them, instead of having a palette to customize with.

In their popular games, we see lot of on-rails action-adventure games like Uncharted and Tomb Raider.
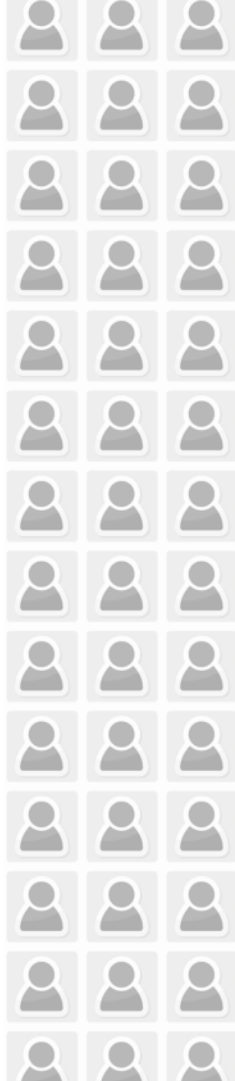
SLAYER PROFILE

- **Gender**
  - Male: 81% / Female: 17% / Non-Binary: 1%
  - Right around average % of female gamers (19%)

- **Age**
  - Median: 27
  - Moderately older than average (24)

- **Gamer Type**
  - Casual: 19% / Core: 73% / Hardcore: 8%
  - Much lower % of hardcore gamers than average (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 13%
  - 2-3 days: 28%
  - 4-5 days: 26%
  - 6-7 days: 32%
  - Much lower gaming frequency than average (7%/18%/25%/50%)

- **Popular Games**
  - Firewatch, Uncharted (series), INSIDE, Tomb Raider (series), Detroit: Become Human, The Walking Dead (Telltale), Life is Strange

Community 35%
Competition 26%
Excitement 28%
Destruction 50%
Completion 23%
Power 17%
Strategy 27%
Challenge 14%
Fantasy 62%
Story 58%
Discovery 18%
Design 14%

Percentile

Motivation Profile
- Is most interested in Fantasy (being someone else, somewhere else) and Story (interesting narrative, characters, lore).
- Is least interested in Design (customization, expression) and Challenge (high difficulty, practice, mastery).

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SKIRMISHER

Skirmishers are centered on Action-Social motivations—the cluster of the first 4 motivations on top.

They're looking for fast-paced team arenas that aren't too challenging and don't require much thinking and planning. They want exciting arenas that they can easily hop into.

Low completion scores means they don't care much about progress accumulating over time, so they are fine with more match-based games where everything resets each match.
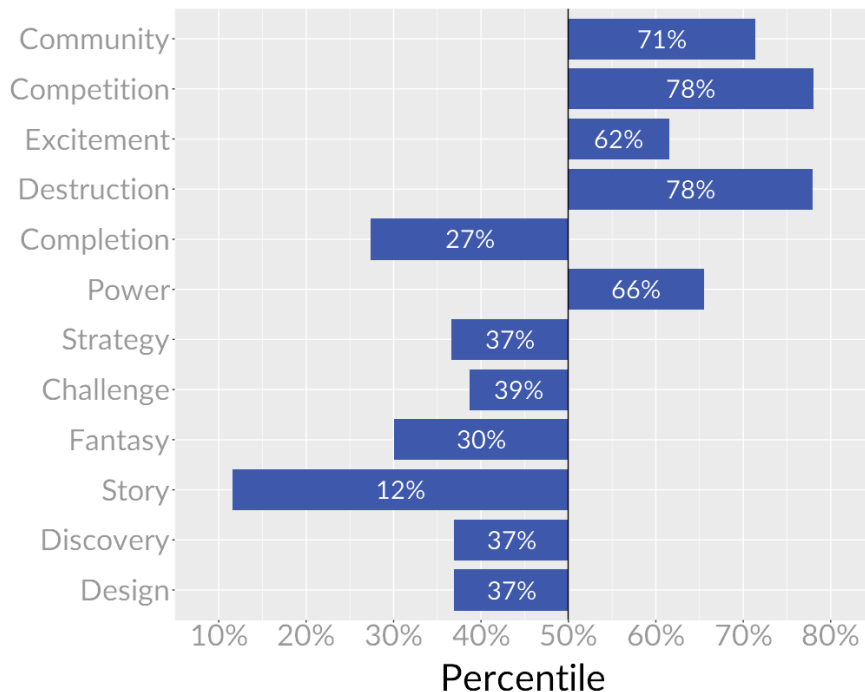
In their popular games list, we see online shooters like Call of Duty and Battlefield.

There's a much lower % of female gamers among Skirmishers, and they are slightly younger than average.
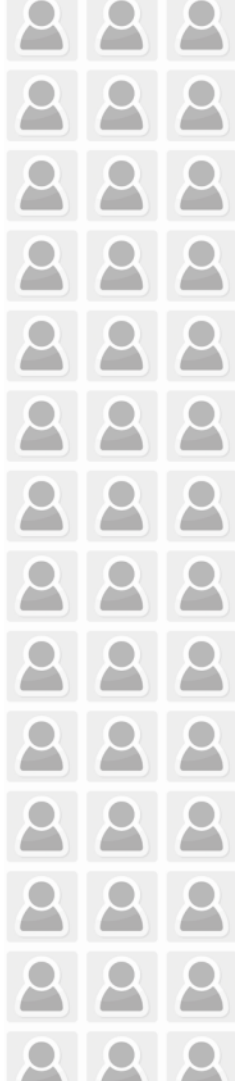
SKIRIMISHER PROFILE

- **Gender**
  - Male: 91% / Female: 8% / Non-Binary: 1%
  - Much lower % of female gamers (19%)

- **Age**
  - Median: 23
  - Slightly younger than average (24)

- **Gamer Type**
  - Casual: 10% / Core: 65% / Hardcore: 24%
  - Right around average in terms of gamer type (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 6%
  - 2-3 days: 16%
  - 4-5 days: 25%
  - 6-7 days: 53%
  - Right around average in terms of gaming frequency (7%/18%/25%/50%)

- **Popular Games**
  - Rust, Call of Duty (series), Battlefield (series), Escape from Tarkov, VALORANT, DayZ, Garry's Mod, Counter-Strike (series)

Motivation Profile bar chart (Percentile):
- Community: 71%
- Competition: 78%
- Excitement: 62%
- Destruction: 78%
- Completion: 27%
- Power: 66%
- Strategy: 37%
- Challenge: 39%
- Fantasy: 30%
- Story: 12%
- Discovery: 37%
- Design: 37%

Percentile

Motivation Profile
- Is most interested in Destruction (guns, chaos, mayhem) and Competition (duels, matches, leader boards).
- Is least interested in Story (interesting narrative, characters, lore) and Completion (collect stars, complete all missions).

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GLADIATOR

Gladiators are much more likely to identify as hardcore gamers, and they want games to engage them using a broad spectrum of features.
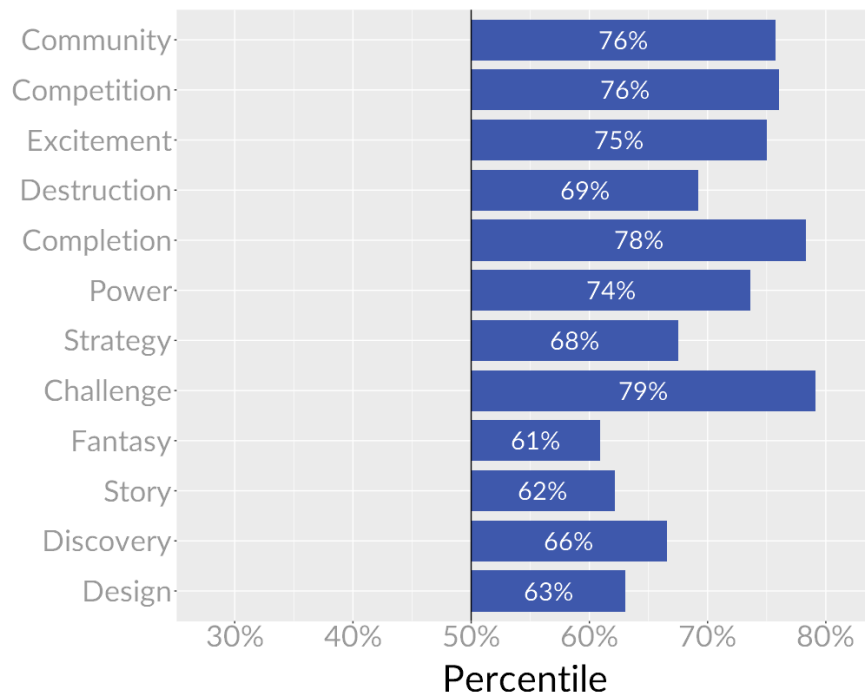
They are looking for an epic experience that provides team arenas, fast-paced explosive gameplay, power progression mechanics, challenging gameplay that requires strategic thinking, and a rich world setting with lots to explore and customize.

We see a lot of MMOs and shooters in their list of popular titles, like Destiny, Gears of War, and Black Desert Online.

GLADIATOR PROFILE

- **Gender**
  - Male: 84% / Female: 14% / Non-Binary: 1%
  - Slightly lower % of female gamers (19%)

- **Age**
  - Median: 23
  - Slightly younger than average (24)

- **Gamer Type**
  - Casual: 5% / Core: 60% / Hardcore: 35%
  - Much higher % of hardcore gamers (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 3%
  - 2-3 days: 11%
  - 4-5 days: 22%
  - 6-7 days: 64%
  - Much higher gaming frequency than average (7%/18%/25%/50%)

- **Popular Games**
  - Mobile Legends, Dragon Nest, Destiny (series), TERA, Vainglory, Gears of War (series), Black Desert Online, Monster Hunter (series)

Motivation	Percentile
Community	76%
Competition	76%
Excitement	75%
Destruction	69%
Completion	78%
Power	74%
Strategy	68%
Challenge	79%
Fantasy	61%
Story	62%
Discovery	66%
Design	63%

Percentile

Motivation Profile
- Is most interested in Challenge (high difficulty, practice, mastery) and Completion (collect stars, complete all missions).
- Is least interested in Fantasy (being someone else, somewhere else) and Story (interesting narrative, characters, lore).

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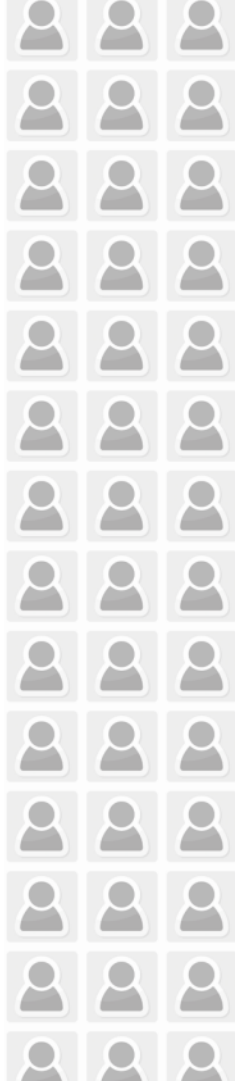
NINJA

Ninjas like Acrobats care about taking on difficult challenges. But Ninjas also want strategic decision making, fast-pacing, and competition.

So they see video games as places to test their skill and wits against other players. The low Completion score again points to a preference for match-based gameplay where every match starts fresh, and Ninjas aren't driven by in-game progression as much as they're driven by skill-based mastery.

In their popular games list, we see titles like StarCraft and Street Fighter.

This segment has the lowest % of female gamers across all the segment, and also the higher % of gamers who identify as hardcore.

NINJA PROFILE

- **Gender**
  - Male: 95% / Female: 4% / Non-Binary: 0%
  - Much lower % of female gamers (19%)

- **Age**
  - Median: 24
  - Right around average (24)

- **Gamer Type**
  - Casual: 5% / Core: 53% / Hardcore: 41%
  - Much higher % of hardcore gamers (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 4%
  - 2-3 days: 14%
  - 4-5 days: 24%
  - 6-7 days: 58%
  - Moderately higher gaming frequency than average (7%/18%/25%/50%)

- **Popular Games**
  - Starcraft (series), Street Fighter V, Super Smash Bros. Melee, Dota 2, CS:GO, League of Legends, osu!, PUBG
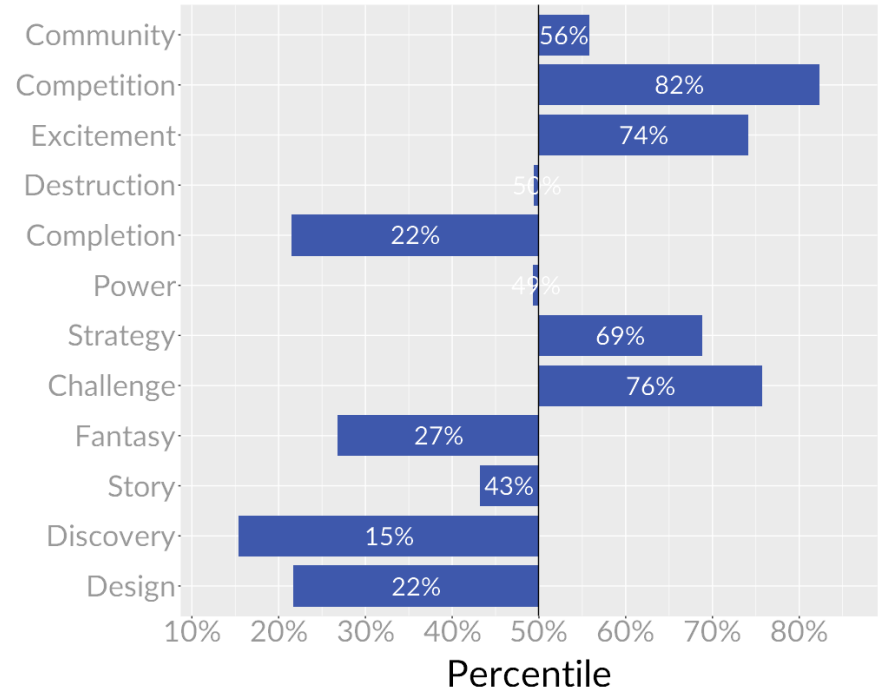
Motivation Profile
- Is most interested in Competition (duels, matches, leader boards) and Challenge (high difficulty, practice, mastery).
- Is least interested in Discovery (experiment, tinker, explore) and Completion (collect stars, complete all missions).

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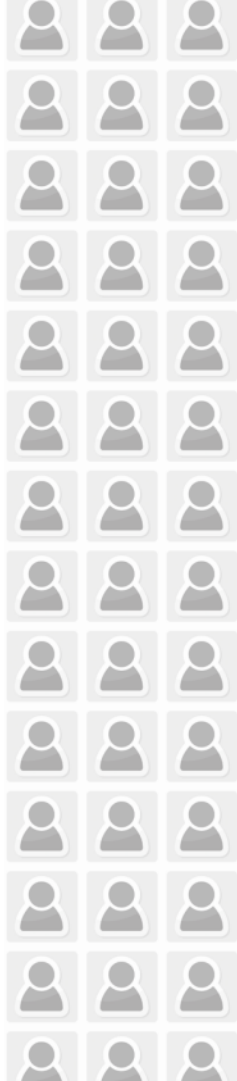
BOUNTY HUNTER

Where the Slayer wanted an on-rails curated cinematic experience, the Bounty Hunter wants a game world that they can make their own through customization and exploration.

Where the Slayer had low Discovery and Design scores, we see above-average Discovery and Design scores here for the Bounty Hunter. Bounty Hunters are also interested in power progression through leveling up their characters and upgrading their weapons. So they want to see their characters grow and become powerful in the context of the world.
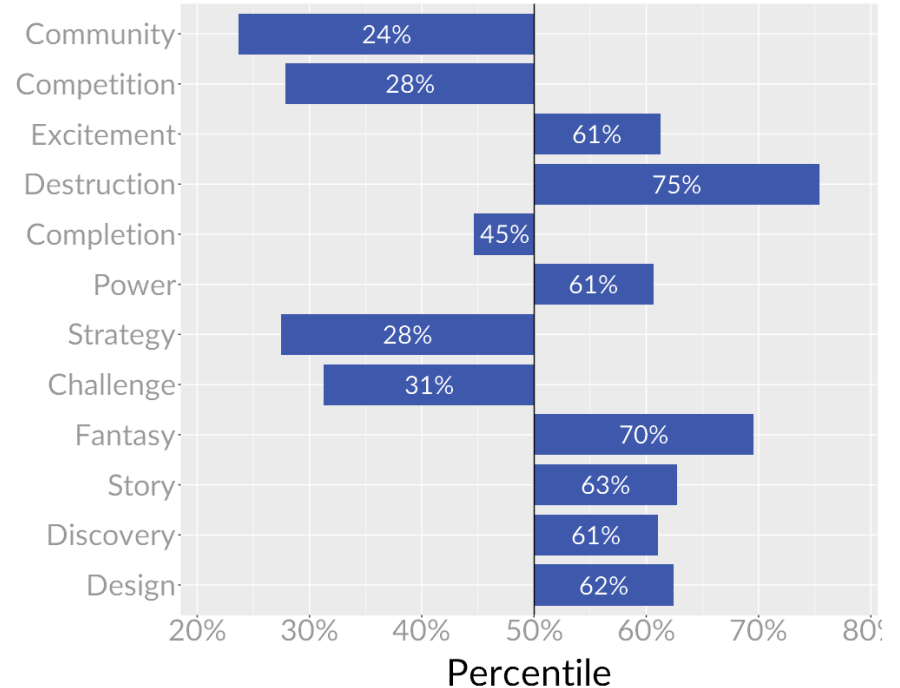
This is also something that differentiates them from the Slayer, who didn't care about power progression and seemed to be more interested in the moment-to-moment experience of the game.

So here in the Bounty Hunter's popular games, we see titles like Saints Row and Far Cry and Mass Effect. There's a slightly higher % of female gamers among Bounty Hunters, and a moderately lower % of gamers who identify as hardcore.
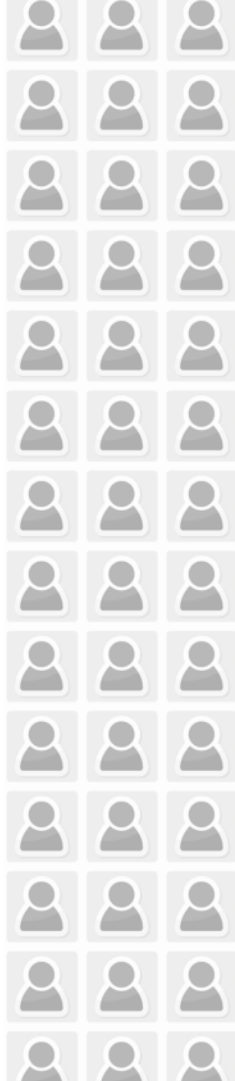
BOUNTY HUNTER PROFILE

"High-Octane Solo World Exploration."

- **Gender**
  - Male: 73% / Female: 24% / Non-Binary: 2%
  - Slightly higher % of female gamers (19%)
- **Age**
  - Median: 24
  - Right around average (24)
- **Gamer Type**
  - Casual: 10% / Core: 77% / Hardcore: 13%
  - Moderately lower % of hardcore gamers (21%)
- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 6%
  - 2-3 days: 23%
  - 4-5 days: 27%
  - 6-7 days: 44%
  - Slightly lower gaming frequency than average (7%/18%/25%/50%)
- **Popular Games**
  - Saints Row (series), Far Cry (series), Mass Effect (series), Assassin's Creed (series), Watch Dogs (series), Just Cause 3, God of War (2018)

Community — 24%
Competition — 28%
Excitement — 61%
Destruction — 75%
Completion — 45%
Power — 61%
Strategy — 28%
Challenge — 31%
Fantasy — 70%
Story — 63%
Discovery — 61%
Design — 62%

Percentile (20% 30% 40% 50% 60% 70% 80%)

Motivation Profile
- Is most interested in Destruction (guns, chaos, mayhem) and Fantasy (being someone else, somewhere else).
- Is least interested in Community (chatting, teamwork) and Competition (duels, matches, leader boards).

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ARCHITECT

The Architect wants planning and decision-making that leads to progression and task completion in the game.

They also want games with interesting settings and stories. They strongly prefer solo gameplay, without teamwork or competition, so they have full control over their gameplay experience.
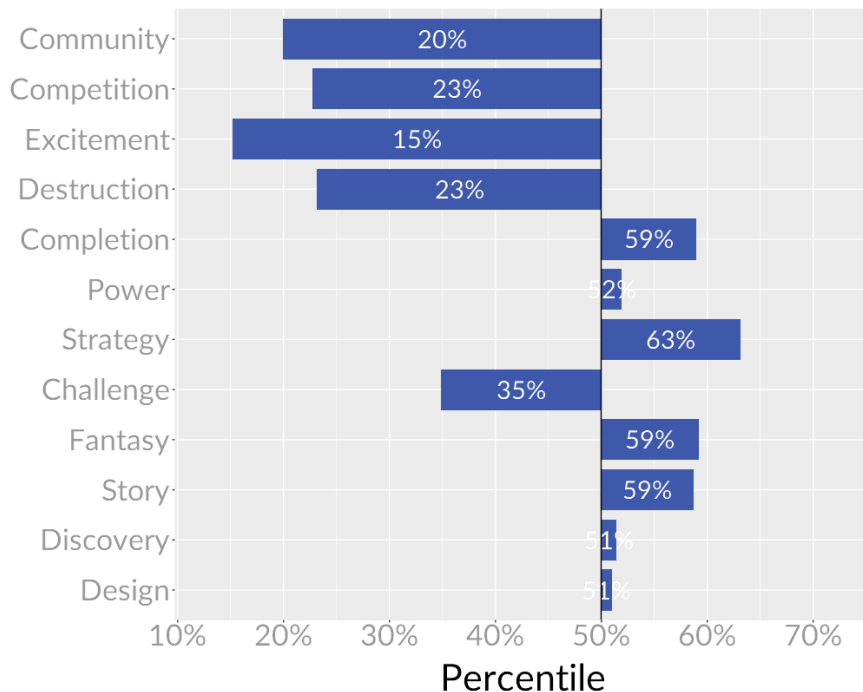
And they prefer games that are slow-paced, relaxing, and serene. This is a player segment that wants to plan and build something tall and enduring. They want to build something over time and have it not be destroyed.

In their popular games list, we see titles like Europa Universalis and Civilization.
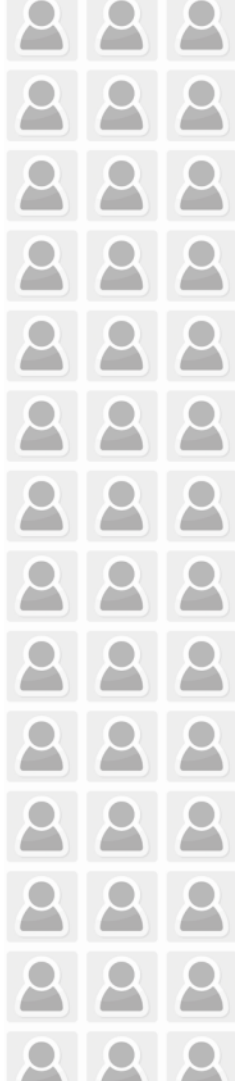
ARCHITECT PROFILE

- **Gender**
  - Male: 71% / Female: 21% / Non-Binary: 2%
  - Right around average % of female gamers (19%)

- **Age**
  - Median: 27
  - Somewhat older than average (24)

- **Gamer Type**
  - Casual: 15% / Core: 73% / Hardcore: 12%
  - Much lower % of hardcore gamers (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 9%
  - 2-3 days: 23%
  - 4-5 days: 26%
  - 6-7 days: 41%
  - Moderately lower gaming frequency than average (7%/18%/25%/50%)

- **Popular Games**
  - Europa Universalis (IV), Civilization (series), Banished, Crusader Kings II, Baldur's Gate (series), Pillars of Eternity, Professor Layton

Bar chart — Percentile:

Motivation	Percentile
Community	20%
Competition	23%
Excitement	15%
Destruction	23%
Completion	59%
Power	52%
Strategy	63%
Challenge	35%
Fantasy	59%
Story	59%
Discovery	51%
Design	51%

Percentile

Motivation Profile
- Is most interested in Strategy (planning, thinking, making decisions) and Completion (collect stars, complete all missions).
- Is least interested in Excitement (fast-paced, thrilling, surprises) and Community (chatting, teamwork).

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BARD

Bards are social players who want to chat and interact with other players in game worlds that are rich with lore, stories, discovery, and customization.

They want to be part of a grand story in a community of other players that together craft and shape the world and the stories that get told. For them, the game is a theatrical stage.

They care very little about power progression and task completion, and want to just experience the game world organically.
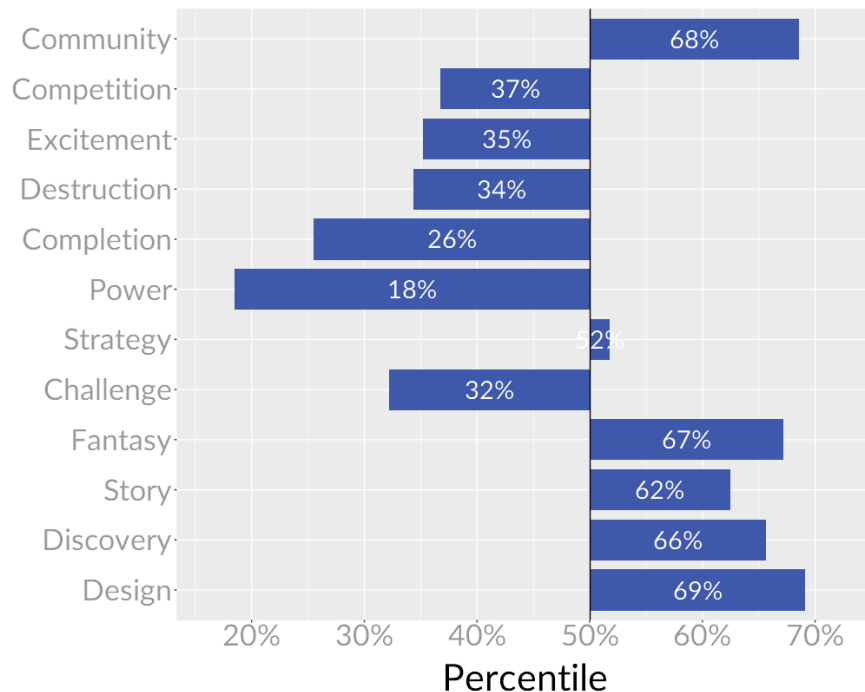
In their popular games, we see titles like The Secret World and Final Fantasy XIV.

There are a much higher % of female gamers in this segment, and a moderately lower % of hardcore gamers.

BARD PROFILE

- **Gender**
  - Male: 70% / Female: 27% / Non-Binary: 3%
  - Moderately higher % of female gamers than average (19%)

- **Age**
  - Median: 25
  - Right around average (24)

- **Gamer Type**
  - Casual: 11% / Core: 74% / Hardcore: 14%
  - Moderately lower % of hardcore gamers (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 7%
  - 2-3 days: 20%
  - 4-5 days: 27%
  - 6-7 days: 46%
  - Right around average in terms of gaming frequency (7%/18%/25%/50%)

- **Popular Games**
  - City of Heroes, The Secret World, Final Fantasy XIV, Lord of the Rings Online, Animal Crossing (series), Undertale, Mystic Messenger

Category	Percentile
Community	68%
Competition	37%
Excitement	35%
Destruction	34%
Completion	26%
Power	18%
Strategy	2%
Challenge	32%
Fantasy	67%
Story	62%
Discovery	66%
Design	69%

Percentile

Motivation Profile
- Is most interested in Design (customization, expression) and Community (chatting, teamwork).
- Is least interested in Power (leveling up, getting powerful gear) and Completion (collect stars, complete all missions).