

PLAYER SEGMENTS BASED ON GAMER MOTIVATIONS

GDC 2020













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



Action "Boom!"	Social "Let's Play Together"	Mastery "Let Me Think"	Achievement "I Want More"	Immersion "Once Upon a Time"	Creativity "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.

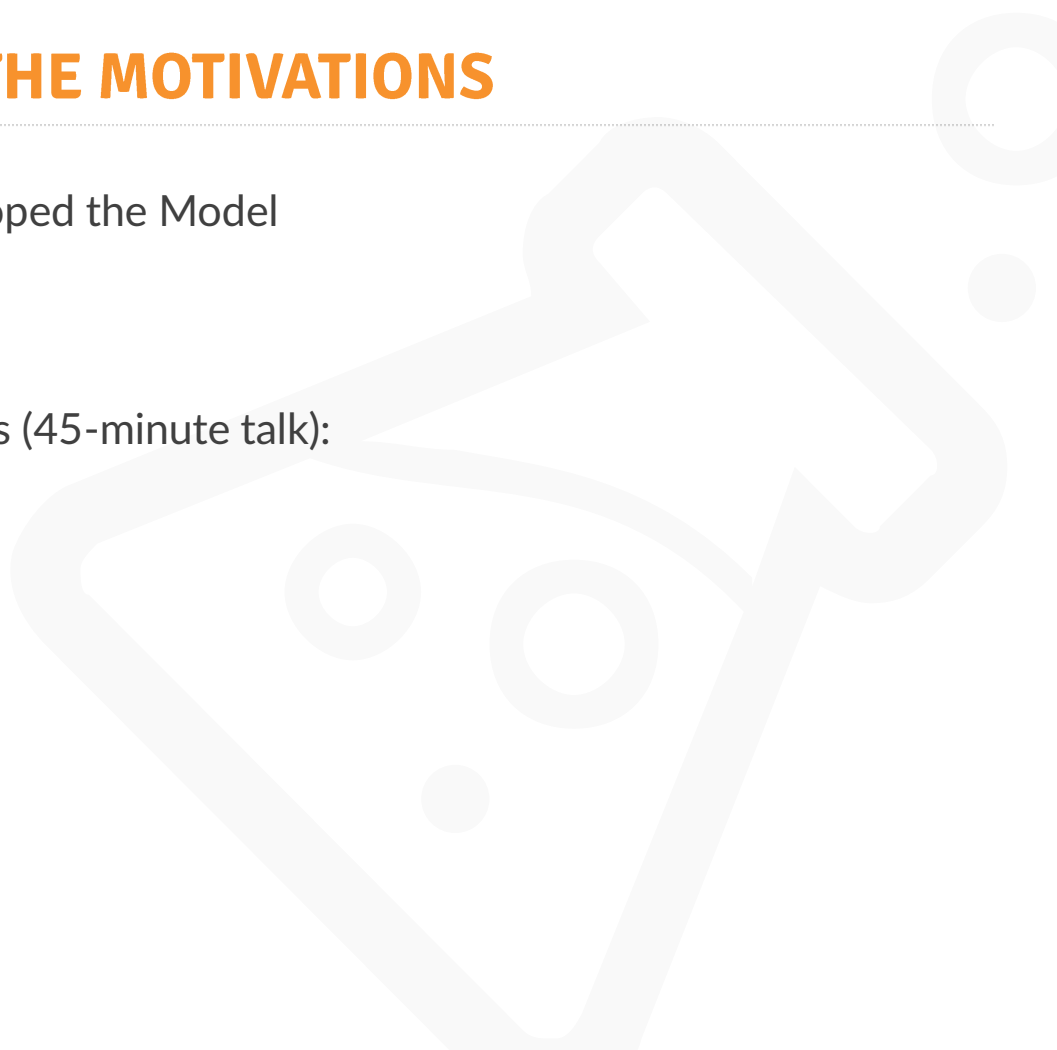
LEARNING MORE **ABOUT THE MOTIVATIONS**

How We Collected the Data and Developed the Model
(First 10 minutes of talk):

- Google “Nick Yee 2016 GamesUR”

Deep Dive Details of the 12 Motivations (45-minute talk):

- Google “Nick Yee 2019 GDC Deep Dive”



3 HIGH LEVEL CLUSTERS



Action

“Boom!”

Destruction

Excitement

Social

“Let’s Play”

Competition

Community

Mastery

“Let Me Think”

Challenge

Strategy

Achievement

“I Want More”

Completion

Power

Immersion

“Once Upon a Time”

Fantasy

Story

Creativity

“What If?”

Design

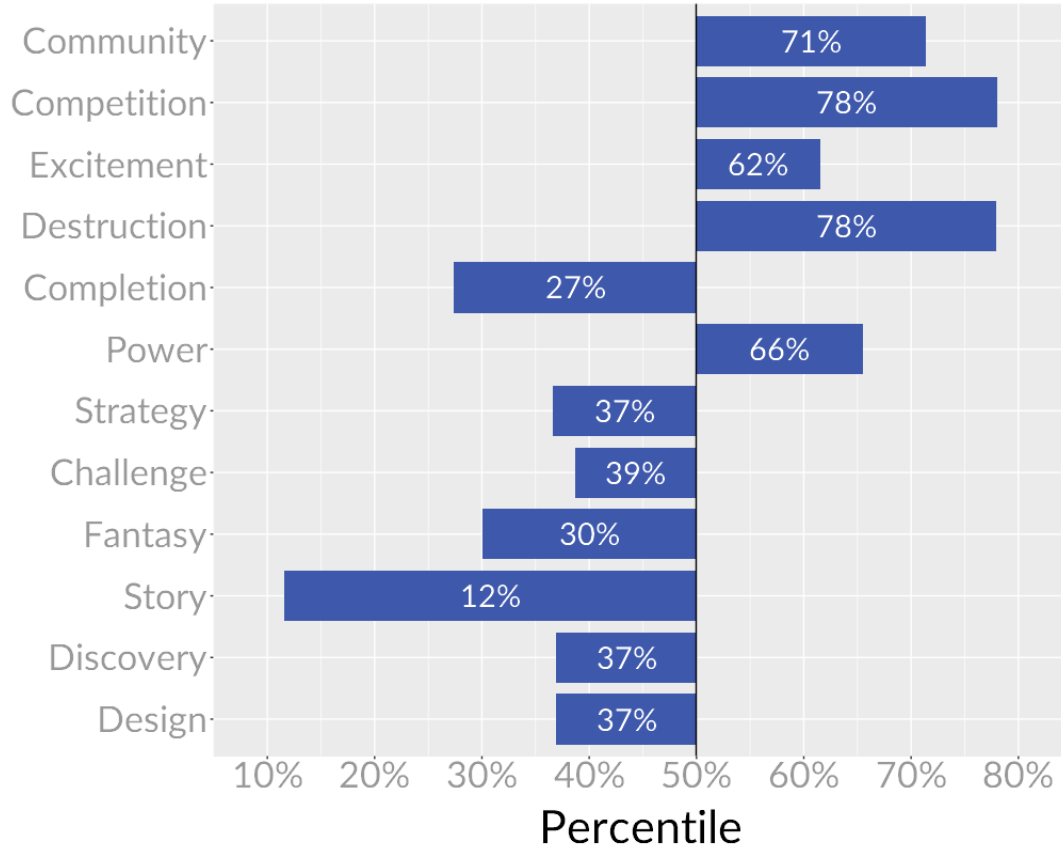
Discovery

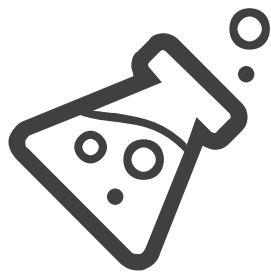
Adrenaline
Immediate
Excite Me
Bright

Cool-Headed
Long-Term
Cumulative
Tall

Expansive
Expressive
Curious
Wide

THE CHARTS **KEEP THIS SAME ORDERING**



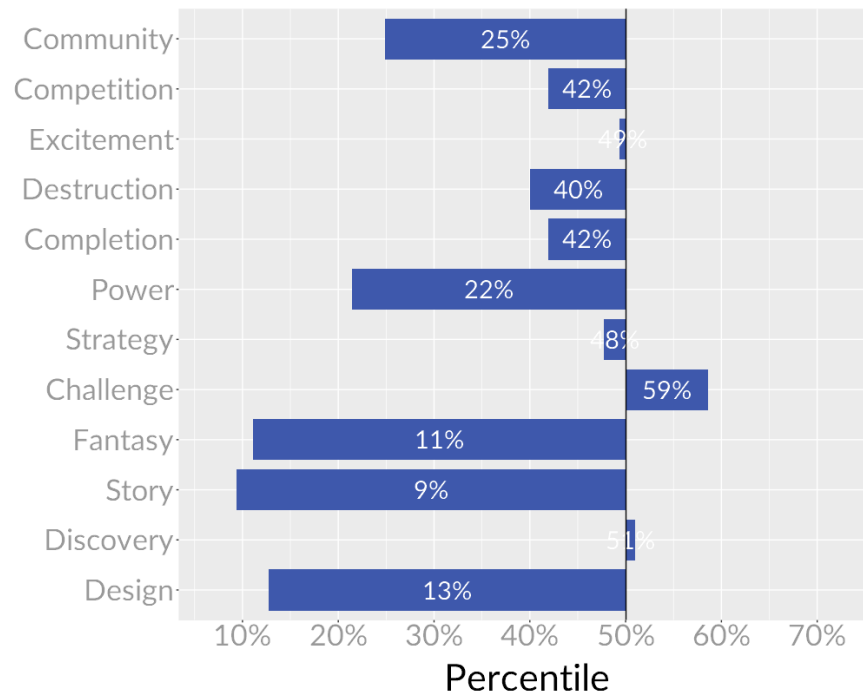


PLAYER SEGMENTS

FULL DATA SET (HIGH LEVEL)

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



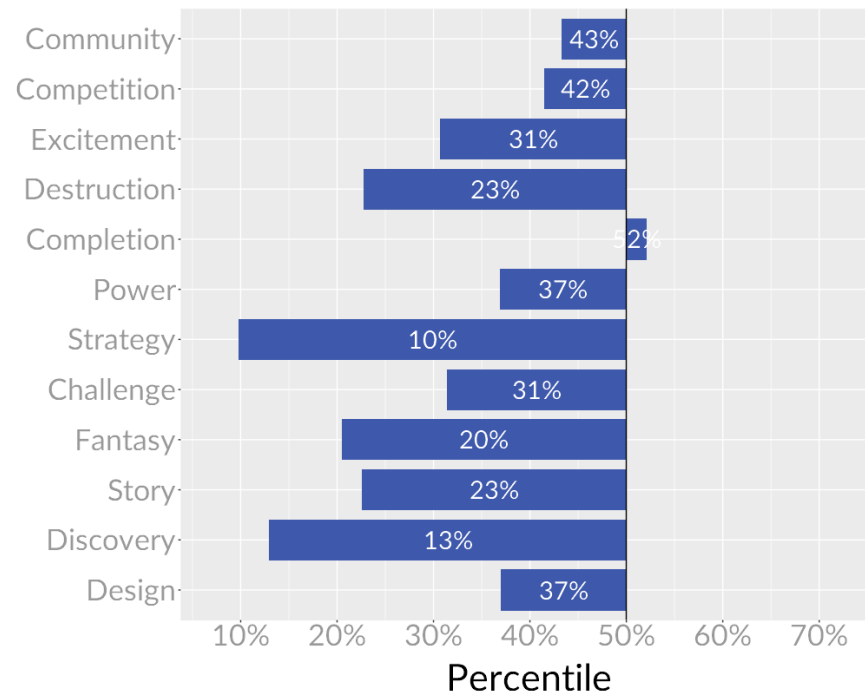
Motivation Profile

- 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).

GARDENER PROFILE

“Quiet, Relaxing Task Completion.”

- **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)



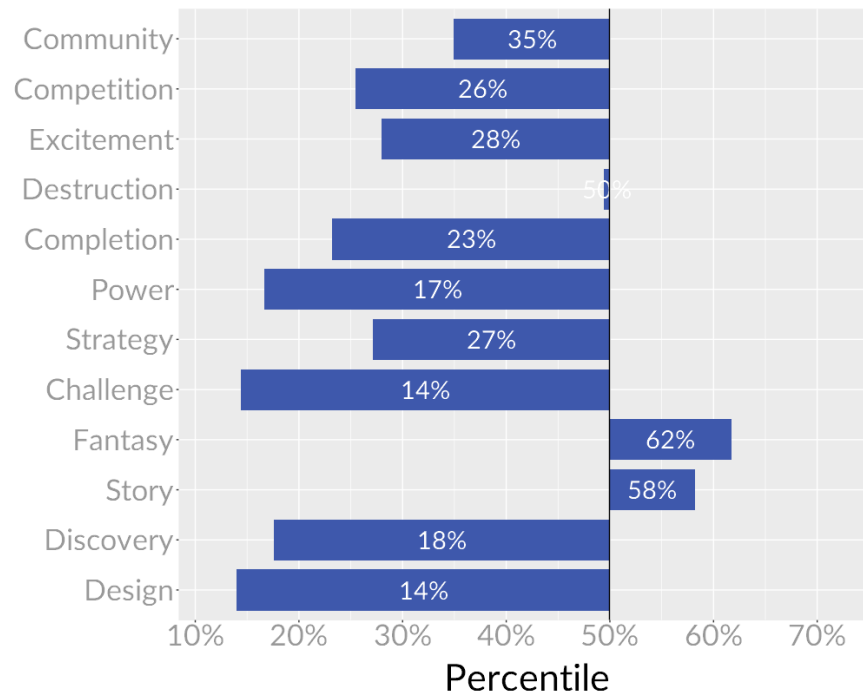
Motivation Profile

- 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).

SLAYER PROFILE

“Cinematic Mayhem With a Purpose.”

- **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



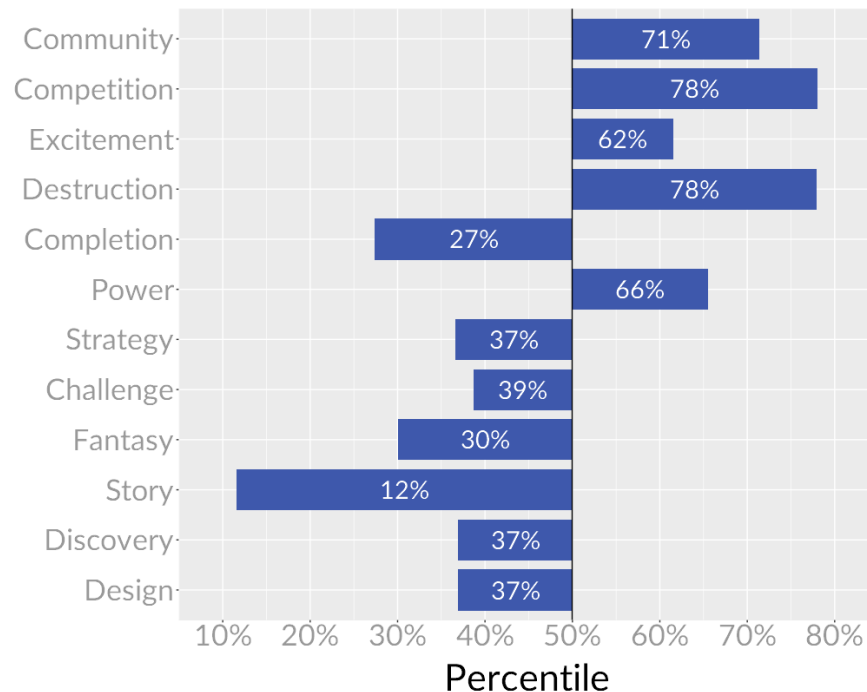
Motivation Profile

- 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).

SKIRIMISHER PROFILE

"Jumping Into The Fray of Battle."

- **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)



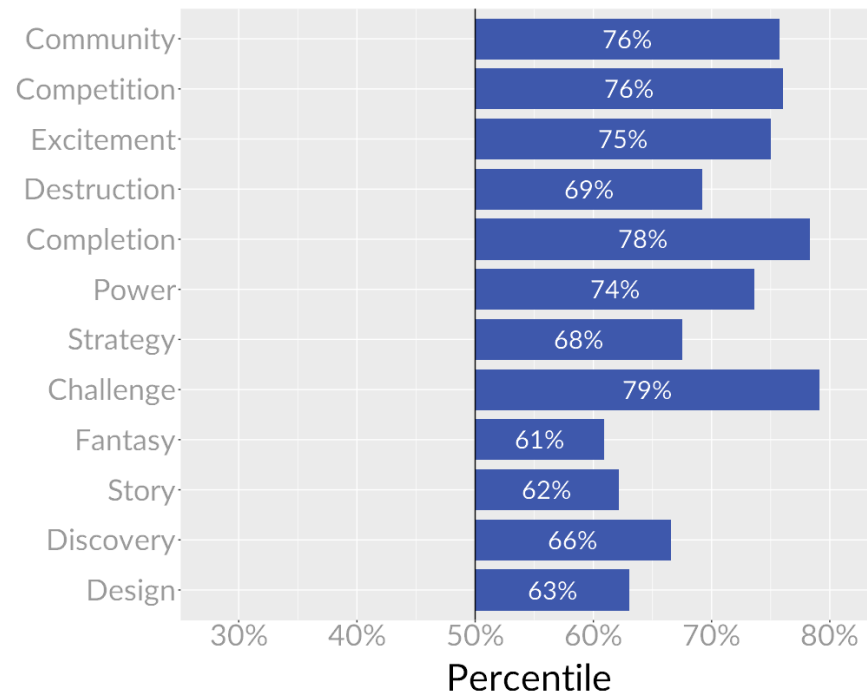
Motivation Profile

- 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).

GLADIATOR PROFILE

"Dedicated, hardcore gaming."

- **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)



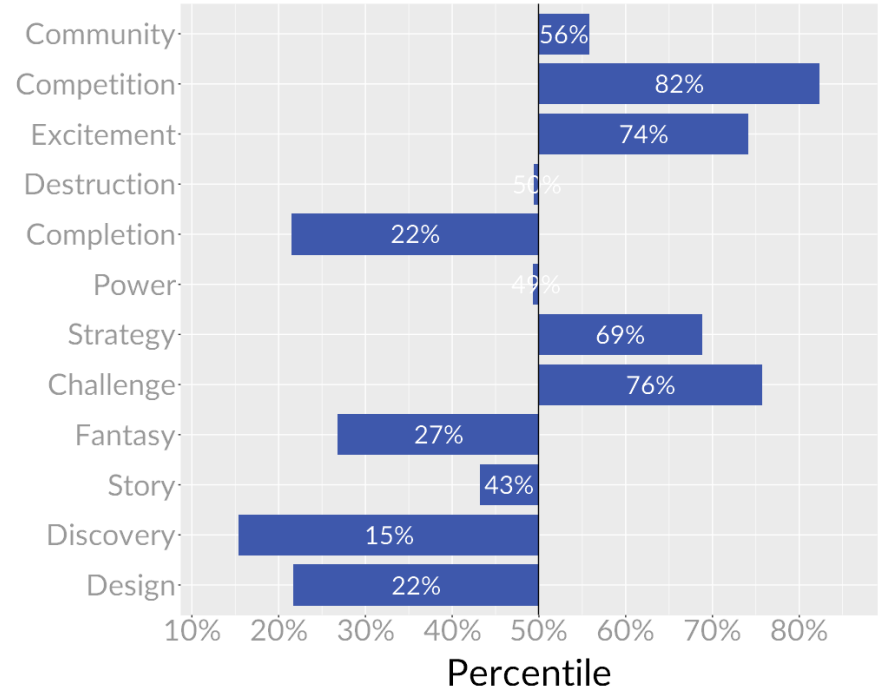
Motivation Profile

- 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).

NINJA PROFILE

"A Duel of Speed and Skill."

- **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



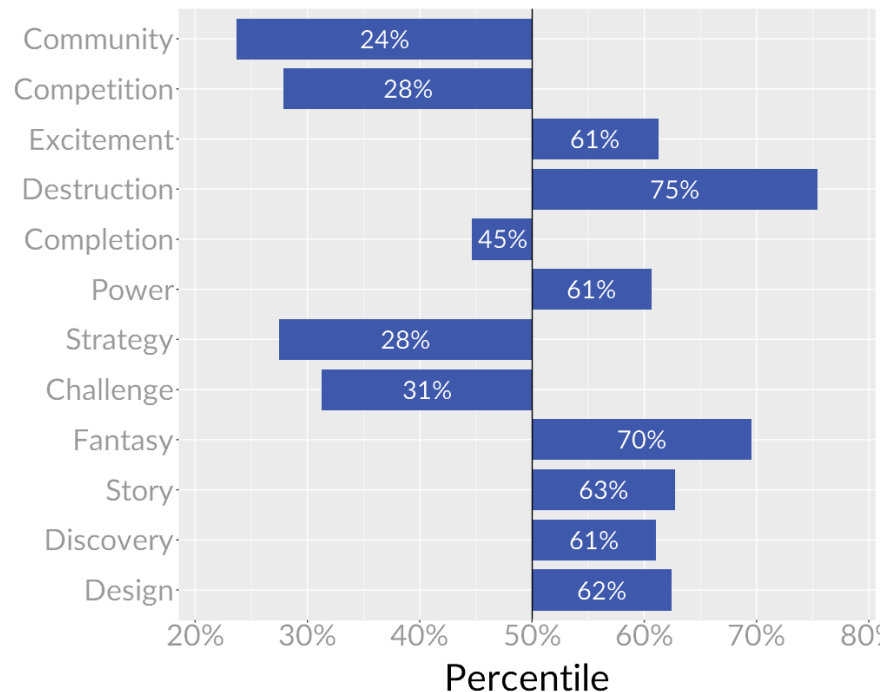
Motivation Profile

- 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).

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)



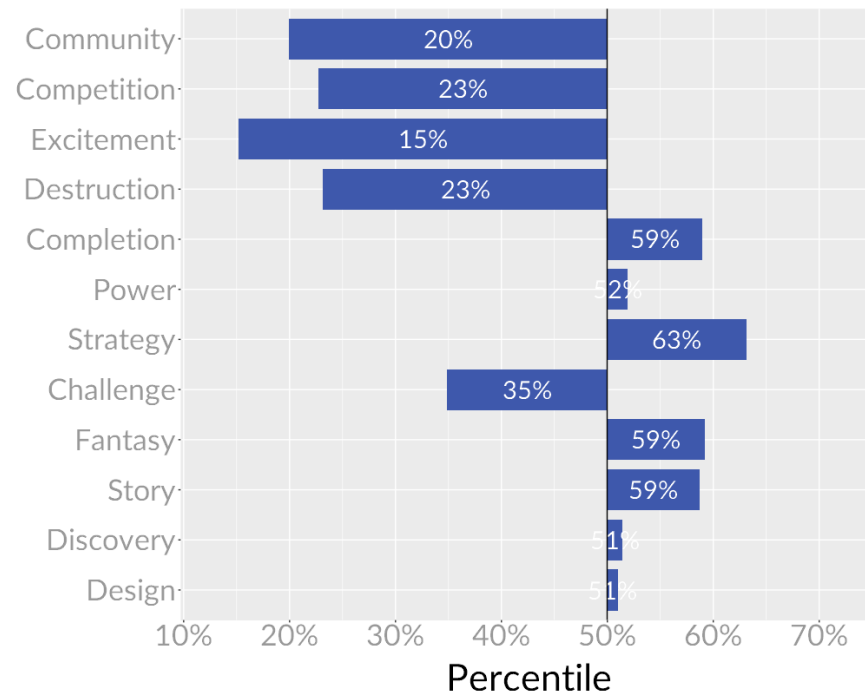
Motivation Profile

- 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).

ARCHITECT PROFILE

“My Empire Begins With This Village.”

- **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



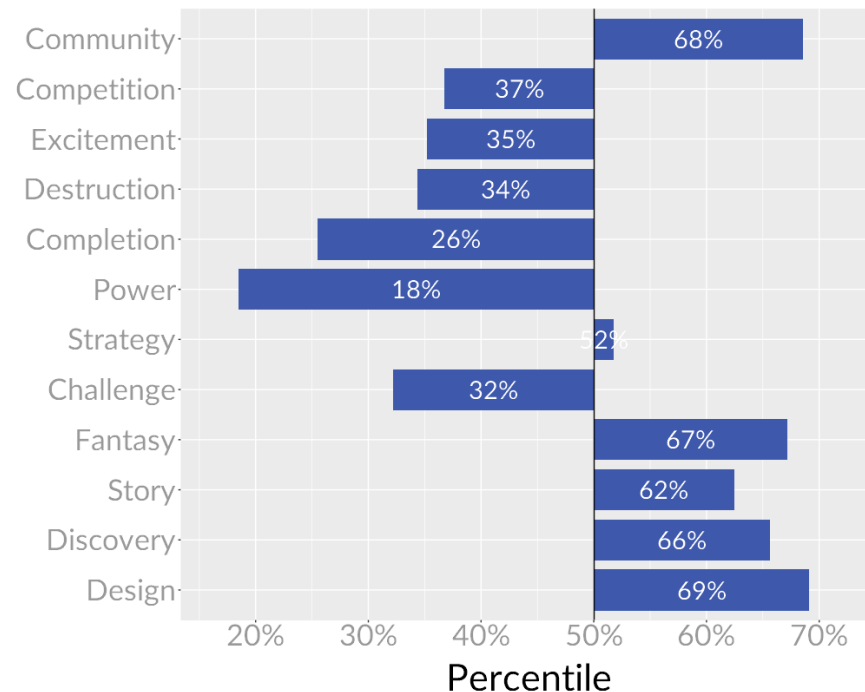
Motivation Profile

- 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).

BARD PROFILE

"Playing a Part in a Grand Story."

- **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



Motivation Profile

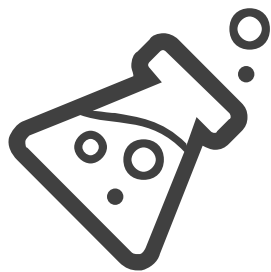
- Is most interested in Design (customization, expression) and Community (chatting, teamwork).
- Is least interested in Power (leveling up, getting powerful gear) and Completion (collect stars, complete all missions).

PLAYER SEGMENTS SUMMARY



	Acrobat	Gardener	Slayer	Skirmisher	Gladiator
Motto	<i>"Flexing My Reflexes."</i>	<i>"Quiet, Relaxing Task Completion."</i>	<i>"Cinematic Mayhem With a Purpose."</i>	<i>"Jumping Into The Fray of Battle."</i>	<i>"Dedicated, hardcore gaming."</i>
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	<i>"A Duel of Speed and Skill."</i>	<i>"High-Octane Solo World Exploration."</i>	<i>"My Empire Begins With This Village."</i>	<i>"Playing a Part in a Grand Story."</i>	
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	



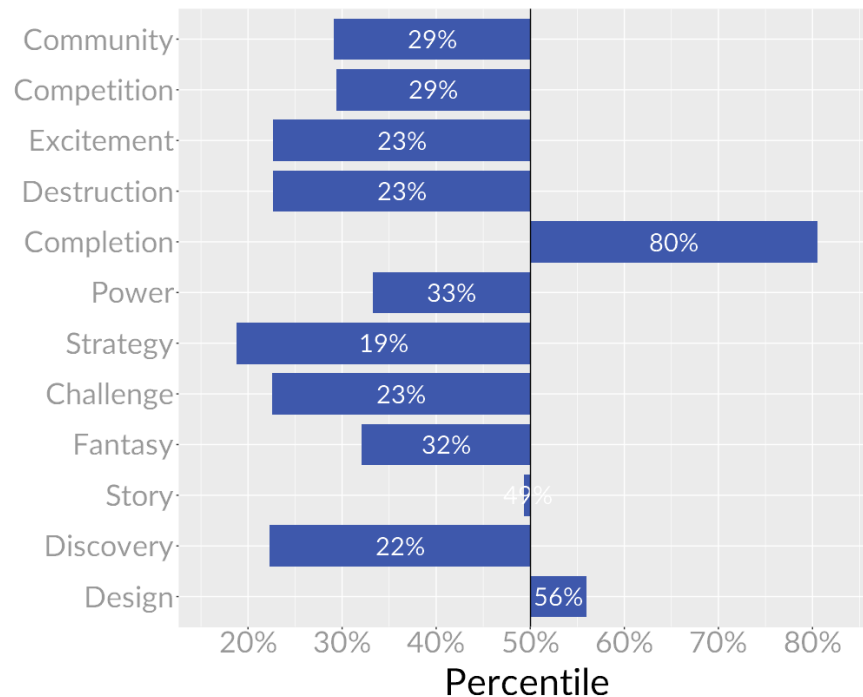


PLAYER SEGMENTS

FULL DATA SET (GRANULAR)

CURATOR PROFILE

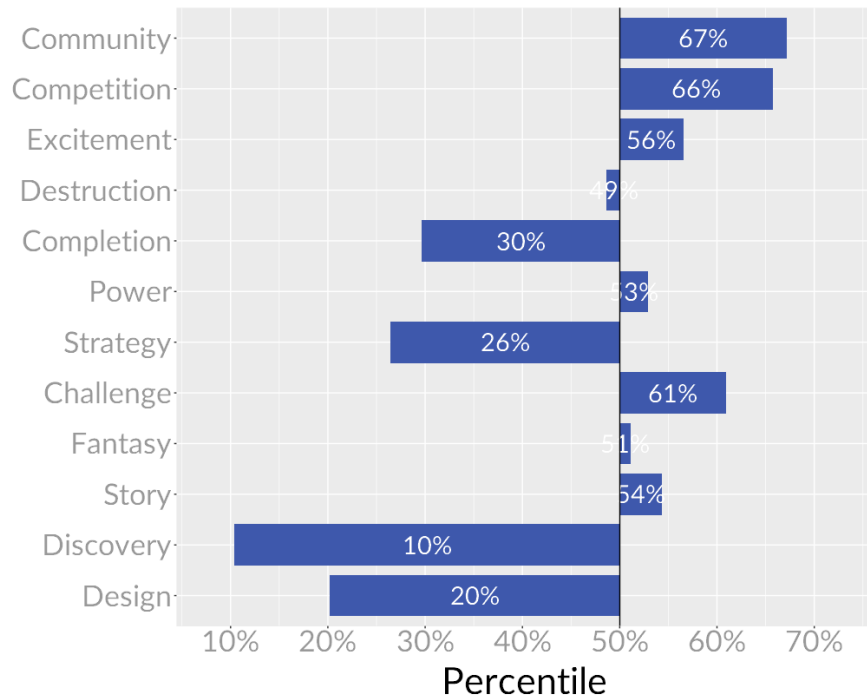
- **Gender**
 - Male: 55% / Female: 43% / Non-Binary: 2%
 - Much higher % of female gamers than average (19%)
- **Age**
 - Median: 25
 - Is right around average (25)
- **Gamer Type**
 - Casual: 20% / Core: 70% / Hardcore: 10%
 - Much lower % of hardcore gamers than average (21%)
- **Gaming Frequency**
 - Typical number of days per week where they play games for more than 30 minutes
 - 0-1 day: 11%
 - 2-3 days: 22%
 - 4-5 days: 26%
 - 6-7 days: 42%
 - Moderately lower gaming frequency
- **Popular Games**
 - Animal Crossing, Harvest Moon, The Sims, Neko Atsume, Stardew Valley



Motivation Profile

- Is most interested in Completion (collect stars, complete all missions) and Design (customization, expression).
- Is least interested in Strategy (planning, thinking, making decisions) and Discovery (experiment, tinker, explore).

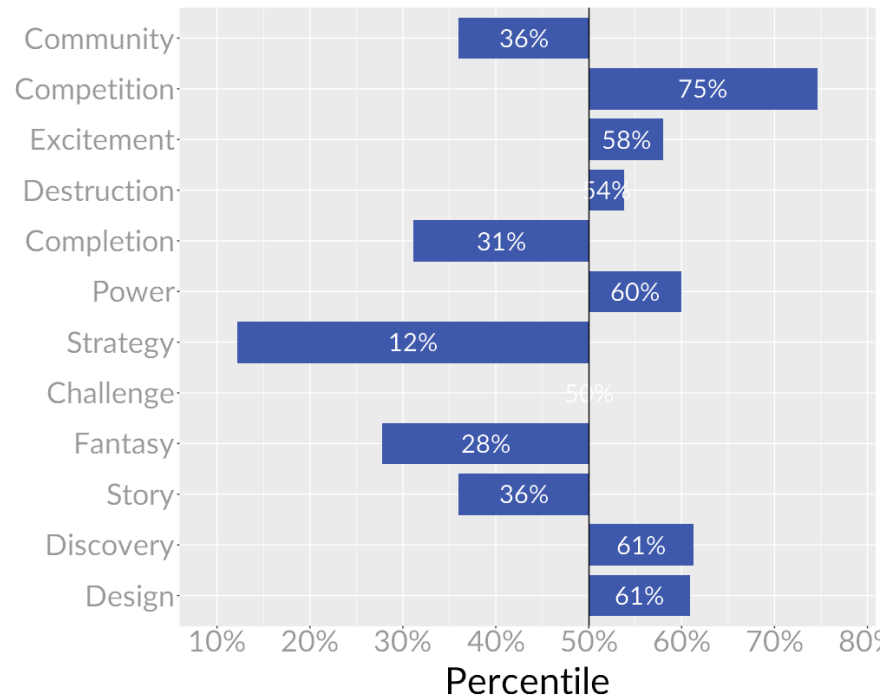
SWASHBUCKLER



Popular Games

- CS:GO, PUBG, Heroes of the Storm, Rocket League, League of Legends

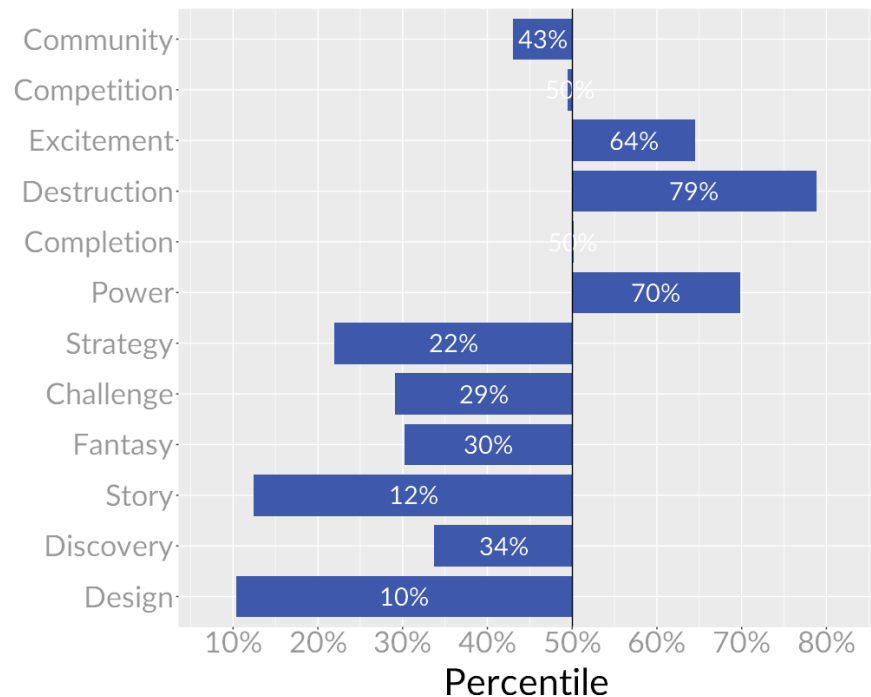
SKIRMISHER



Popular Games

- Call of Duty, FIFA, Super Smash Bros. Melee, Fortnite, Team Fortress 2

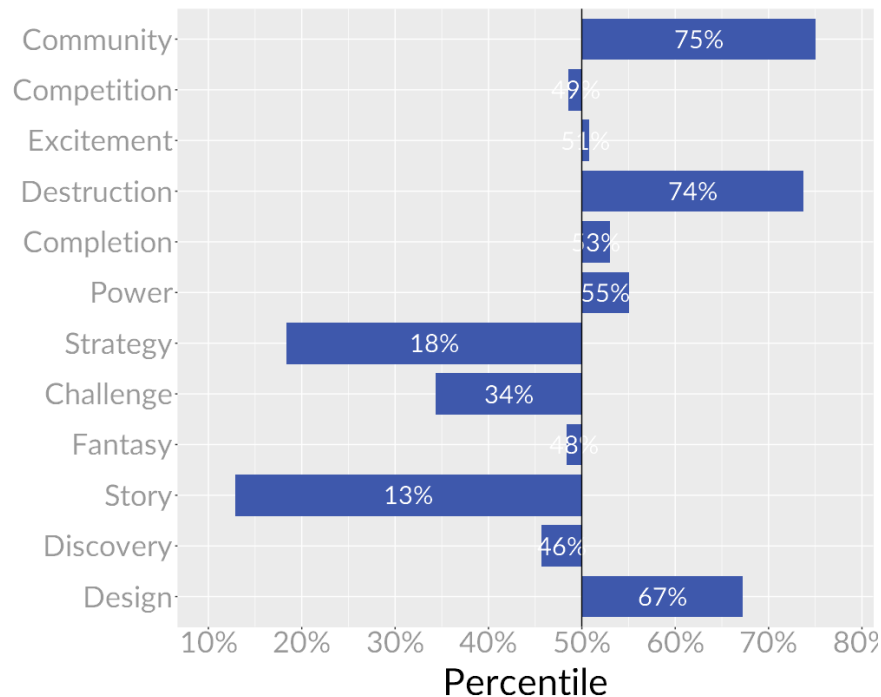
ARSONIST



Popular Games

- Just Cause 3, Far Cry 4, Doom, Half-Life, Borderlands, Grand Theft Auto

DEMOLITION SQUAD



Popular Games

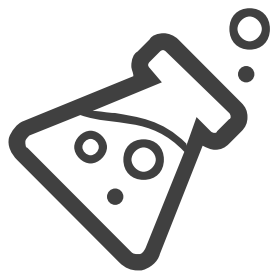
- Garry's Mod, Warframe, ARK: Survival Evolved, The Division, Destiny 2, Payday 2

	Veteran	Arsonist	Skirmisher	Engineer	Curator	Strategist	Ninja
Top Mot.	Competition + Challenge	Destruction + Power	Competition + (Strategy)	Completion + Discovery	Completion + Design	Strategy + Story	Competition + Challenge
Pop. Games	ARMA 3, PUBG, CS:GO	Just Cause, Doom, Far Cry	CoD, FIFA, Fortnite	Kerbal, Darkest Dungeon, Portal	Animal Crossing, The Sims	EUIV, XCOM, Total War	CS, Dota,osu!, StarCraft

	Alchemist	Adventurer	Architect	Gardener	Demolitionist	Slayer	Bounty Hunter
Top Mot.	Fantasy + Strategy	Completion + Destr. + Design	Fantasy + Disc. + Design	Completion	Community + Destruction	Destruction + Fantasy	Destruction + Story + Disc.
Pop. Games	Undertale, Transistor	AC, Dragon Age, Mass Effect	Civ, SimCity, Crusader Kings	Solitaire, Tetris, Candy Crush	Warframe, ARK, Destiny	Batman, God of War, Uncharted	Borderlands, Fallout, HZD

	Engineer	Swashbuckler	Gladiator	Monk	Lore Weaver
Top Mot.	Challenge + Compl. + Pow.	Community + Competition	Competition + Power + Destr.	Completion + Challenge	Fantasy + Story + Design
Pop. Games	EVE Online, WoW, BDO	Titanfall, CS, Rocket League	Mobile Legends, vainglory	Kingdom Hearts, Hollow Knight	Mass Effect, Dragon Age





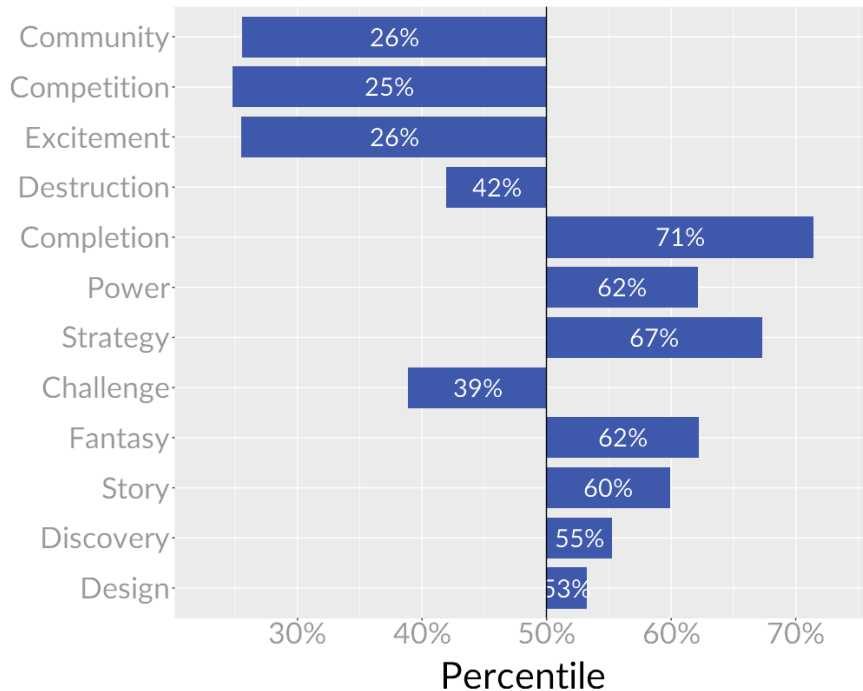
PLAYER SEGMENTS

CIV VI PLAYERS

MASON PROFILE

*“Even the Grandest Cathedral is Built
One Stone at a Time.”*

- **Gender**
 - Male: 84% / Female: 14% / Non-Binary: 2%
 - Slightly higher % of female gamers than average (12%)
- **Age**
 - Median: 27
 - Right around average (26.5)
- **Gamer Type**
 - Casual: 8% / Core: 76% / Hardcore: 15%
 - 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: 5%
 - 2-3 days: 20%
 - 4-5 days: 26%
 - 6-7 days: 49%
 - Right around average in terms of gaming frequency (5%/20%/25%/50%)
- **Popular Games**
 - Anno 1800, Stellaris, Pokémon Sword and Shield, Cities: Skylines



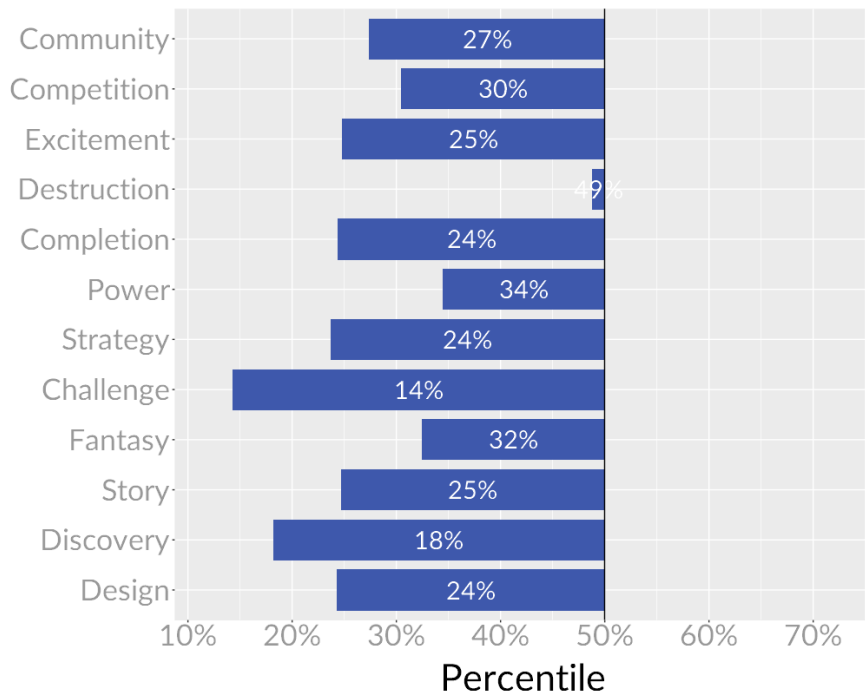
Motivation Profile

- Is most interested in Completion (collect stars, complete all missions) and Strategy (planning, thinking, making decisions).
- Is least interested in Excitement (fast-paced, thrilling, surprises) and Competition (duels, matches, leader boards).

ANARCHIST PROFILE

“A Carefree Chaos.”

- **Gender**
 - Male: 88% / Female: 11% / Non-Binary: 1%
 - Right around average % of female gamers (12%)
- **Age**
 - Median: 26
 - Right around average (26.5)
- **Gamer Type**
 - Casual: 17% / Core: 74% / Hardcore: 8%
 - 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: 10%
 - 2-3 days: 26%
 - 4-5 days: 27%
 - 6-7 days: 38%
 - Much lower gaming frequency than average (5%/20%/25%/50%)
- **Popular Games**
 - Total War, Arknights, AC: Odyssey, XCOM 2, RimWorld, Dying Light



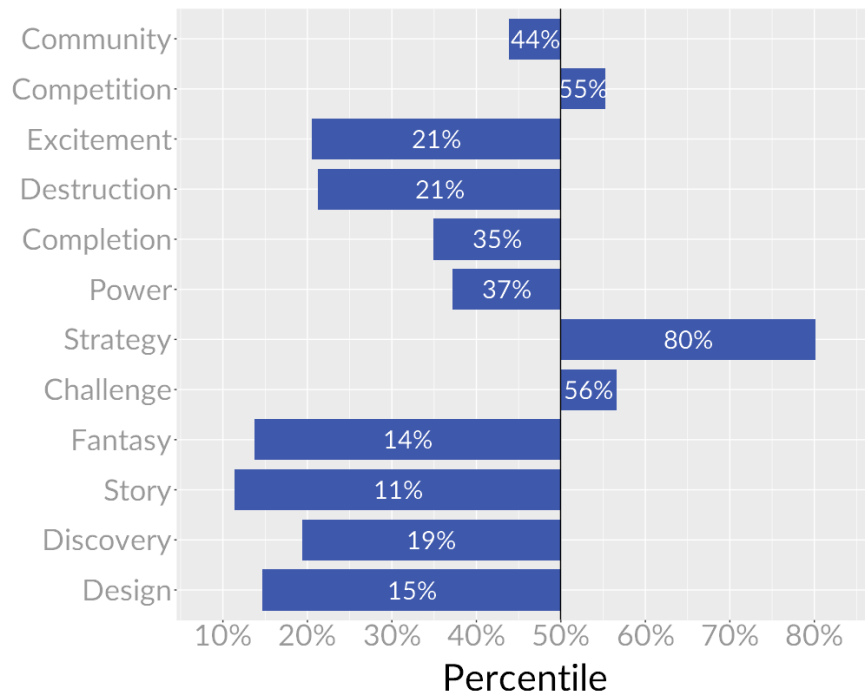
Motivation Profile

- Is most interested in Destruction (guns, chaos, mayhem).
- Is least interested in Challenge (high difficulty, practice, mastery) and Discovery (experiment, tinker, explore).

GRANDMASTER PROFILE

"I Consider Every Path & Possibility To Find An Elegant Solution."

- **Gender**
 - Male: 92% / Female: 7% / Non-Binary: 1%
 - Moderately lower % of female gamers than average (12%)
- **Age**
 - Median: 27
 - Right around average (26.5)
- **Gamer Type**
 - Casual: 10% / Core: 68% / Hardcore: 22%
 - 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: 7%
 - 2-3 days: 21%
 - 4-5 days: 26%
 - 6-7 days: 45%
 - Slightly lower gaming frequency than average (5%/20%/25%/50%)
- **Popular Games**
 - Teamfight Tactics, Europa Universalis IV, Hearts of Iron IV, XCOM 2, Slay the Spire



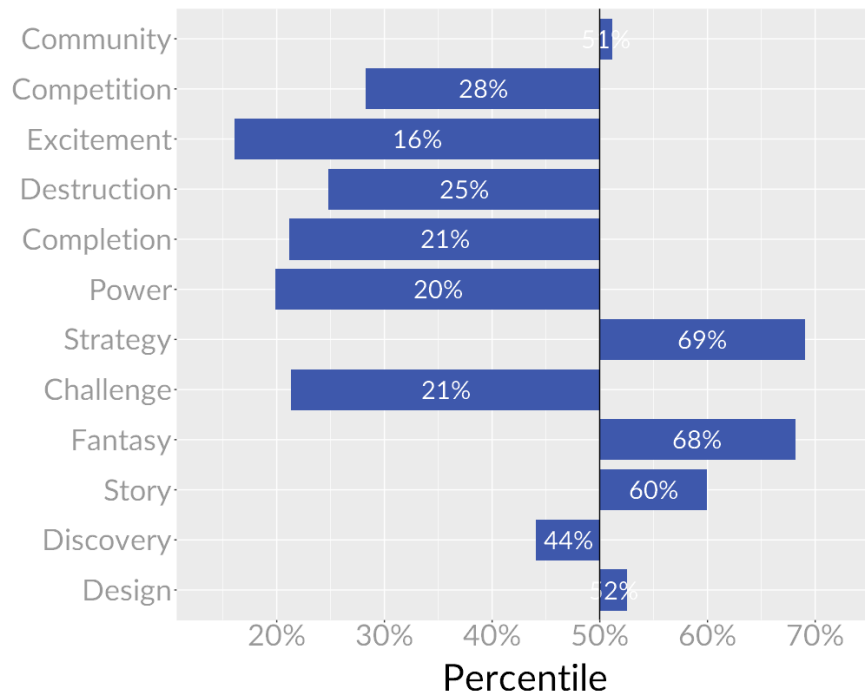
Motivation Profile

- Is most interested in Strategy (planning, thinking, making decisions) and Challenge (high difficulty, practice, mastery).
- Is least interested in Story (interesting narrative, characters, lore) and Fantasy (being someone else, somewhere else).

EMPEROR PROFILE

*"Taking on a Role in a Rich Narrative
Where I Make Impactful Decisions."*

- **Gender**
 - Male: 79% / Female: 19% / Non-Binary: 2%
 - Moderately higher % of female gamers than average (12%)
- **Age**
 - Median: 28
 - Slightly older than average (26.5)
- **Gamer Type**
 - Casual: 11% / Core: 79% / Hardcore: 10%
 - 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: 6%
 - 2-3 days: 23%
 - 4-5 days: 28%
 - 6-7 days: 43%
 - Moderately lower gaming frequency than average (5%/20%/25%/50%)
- **Popular Games**
 - Anno 1800, Divinity: Original Sin II, Crusader Kings II, Kingdom Come: Deliverance, Fire Emblem: Three Houses



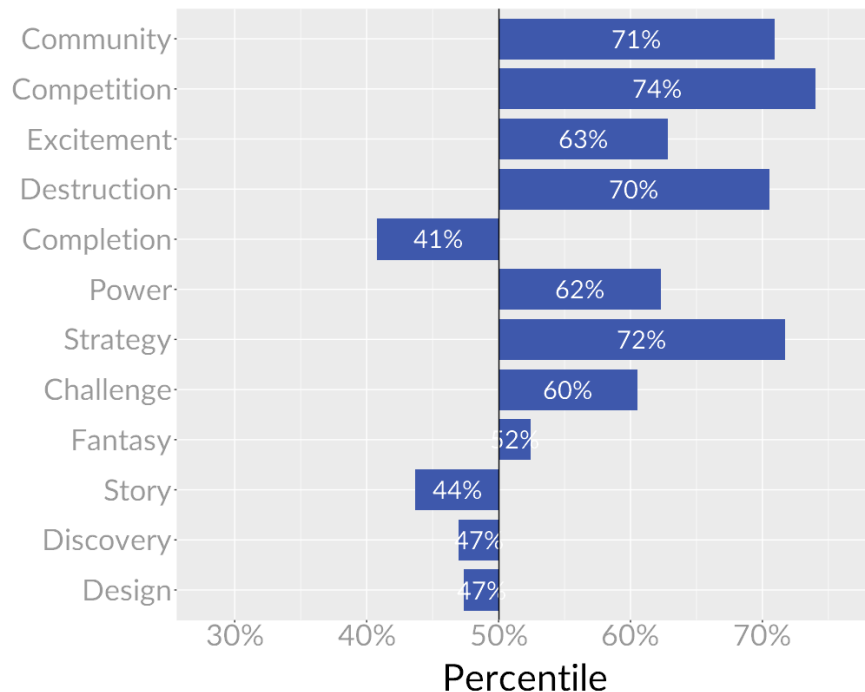
Motivation Profile

- Is most interested in Strategy (planning, thinking, making decisions) and Fantasy (being someone else, somewhere else).
- Is least interested in Excitement (fast-paced, thrilling, surprises) and Power (leveling up, getting powerful gear).

MILITARY STRATEGIST PROFILE

*"I Outwit My Enemies on the Battlefield
With Devious Tactics."*

- **Gender**
 - Male: 93% / Female: 6% / Non-Binary: 1%
 - Much lower % of female gamers than average (12%)
- **Age**
 - Median: 24
 - Moderately younger than average (26.5)
- **Gamer Type**
 - Casual: 4% / Core: 64% / Hardcore: 32%
 - 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: 13%
 - 4-5 days: 23%
 - 6-7 days: 61%
 - Moderately higher gaming frequency than average (5%/20%/25%/50%)
- **Popular Games**
 - Mount & Blade II: Bannerlord, Teamfight Tactics, VALORANT, Rust, Rainbow Six: Siege, PUBG



Motivation Profile

- Is most interested in Competition (duels, matches, leader boards) and Strategy (planning, thinking, making decisions).
- Is least interested in Completion (collect stars, complete all missions) and Story (interesting narrative, characters, lore).

PLAYER SEGMENTS CIV VI



	Mason	Anarchist	Grandmaster	Emperor	Military Strategist
Motto	"Even the grandest cathedral is built one stone at a time."	"A carefree chaos."	"I consider every path and possibility to find an elegant solution."	"Taking on a role in a rich narrative where I make impactful decisions."	"I outwit my enemies on the battlefield with devious tactics."
Demo. Sketch	Less hardcore.	Much more casual. Lower gaming frequency.	Lower % of female gamers. Slightly older.	Much higher % of female gamers. Somewhat older. Less Hardcore.	Lower % of female gamers. Younger. More hardcore. Higher gaming freq.
Top Mot.	Completion + Strategy + Power	Destruction + (Challenge)	Strategy + Challenge	Strategy + Fantasy + Story	Competition + Strategy + Community
Popular Games	Anno 1800, Stellaris, Pokémon Sword and Shield, Cities: Skylines	Total War, Arknights, AC: Odyssey, XCOM 2, RimWorld, Dying Light	Teamfight Tactics, Europa Universalis IV, Hearts of Iron IV, XCOM, Slay the Spire	Divinity: OS II, Crusader Kings II, Kingdom Come: Deliverance, FE: Three Houses	M&B II: Bannerlord, Teamfight Tactics, VALORANT, Rust, R6: Siege, PUBG



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