

GAME AUDIENCE DASHBOARD

MAIN FEATURES

WE COMBINED PSYCHOMETRIC METHODS AND A WEB APP TO COLLECT **MOTIVATION DATA FROM OVER 1.75M GAMERS**



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 1.75M 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.

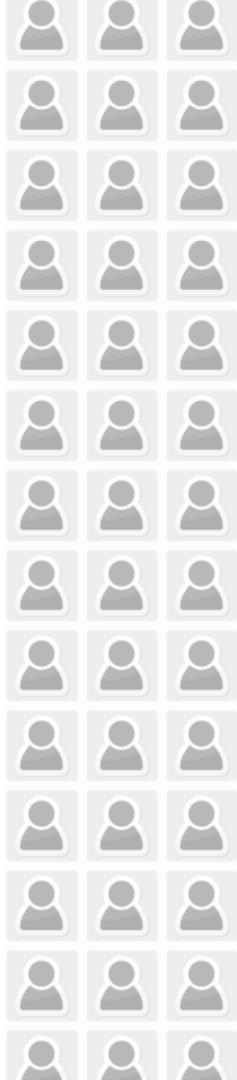
Our Expertise in Gamer Motivation Research

For over two decades, 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 7,500 times.

QUANTIC FOUNDRY'S **GAMER MOTIVATION MODEL** BASED ON DATA FROM OVER 1.75M 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.



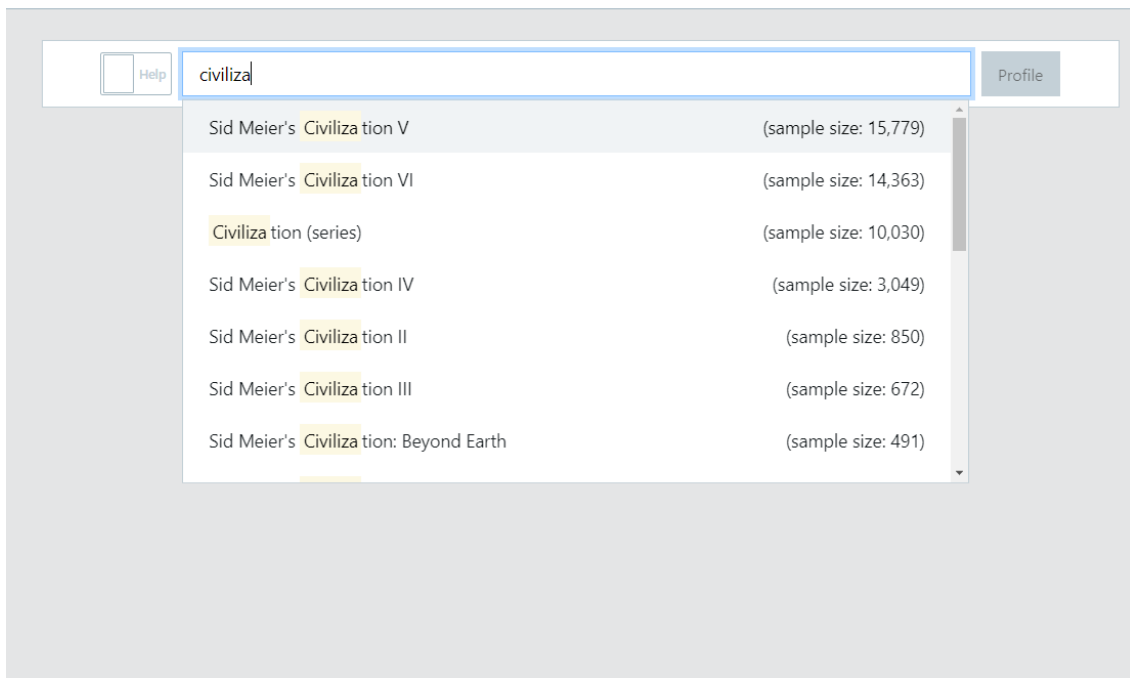
GAME AUDIENCE DASHBOARD

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 4,000 GAME TITLES

[Home](#) / Audience Profile



The screenshot shows a search interface with a search bar containing the text "civiliza". To the left of the search bar is a "Help" button, and to the right is a "Profile" button. Below the search bar, a dropdown menu is open, displaying a list of search results. Each result consists of a game title and its corresponding sample size in parentheses. The results are as follows:

Game Title	Sample Size
Sid Meier's Civilization V	(sample size: 15,779)
Sid Meier's Civilization VI	(sample size: 14,363)
Civilization (series)	(sample size: 10,030)
Sid Meier's Civilization IV	(sample size: 3,049)
Sid Meier's Civilization II	(sample size: 850)
Sid Meier's Civilization III	(sample size: 672)
Sid Meier's Civilization: Beyond Earth	(sample size: 491)

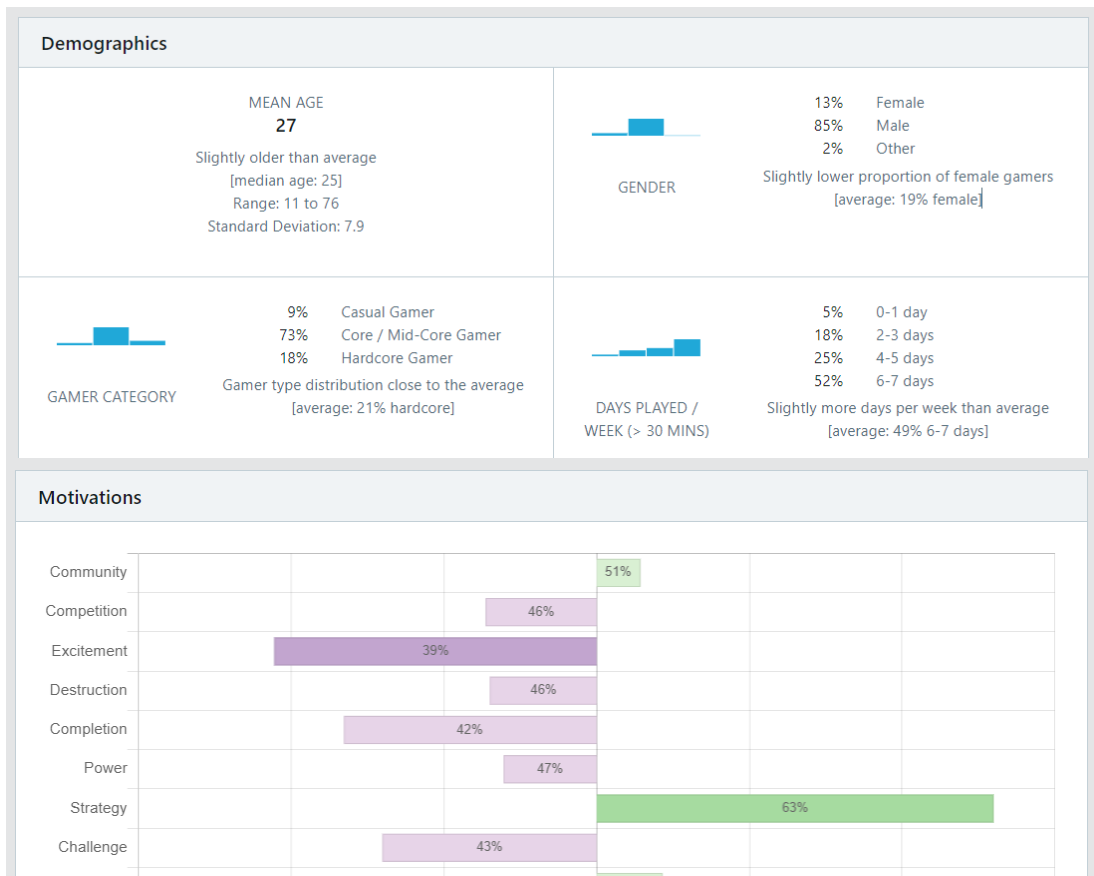
Easy and Quick Title Searches

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.

GENRE OVERLAY PROVIDES BASELINE



Genre Norms

We reference IGDB to dynamically generate comparative norms for themes (e.g., horror) and genre (e.g., strategy) based on recently-released titles that fit the criteria.

A box-and-whiskers plot shows the min/max, median, and interquartile range of the genre norms.

Quick Comparative Insights

The overlay allows you to quickly identify how a specific title fits in the broader genre, and how it might be an outlier.

EXPLORE SIMILAR GAME TITLES

Most Popular Games

Title ↑↓	📄 QF Score ↑↓
Sid Meier's Civilization IV	8.73
Civilization (series)	7.48
Frostpunk	6.94
Europa Universalis IV (series)	6.91
Crusader Kings III	6.75
Cities: Skylines	6.68
Sid Meier's Civilization V	6.47
Stellaris	6.35
Total War: Three Kingdoms	6.32
XCOM 2	6.03

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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.

FINE-TUNE YOUR TARGET AUDIENCE

Help Sid Meier's Civilization VI × Frostpunk × Crusader Kings III × Stellaris × × Profile

[Demographics]: Age (maximum 35)

[Hide](#) / [Reset Filters](#)

Filters (Date)

Start Date	<input type="text" value="YYYY-MM-DD"/>	End Date	<input type="text" value="YYYY-MM-DD"/>
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Filters (Demographics)

Age	<input type="text" value="Minimum"/> <input type="text" value="35"/>	Gender	<input type="text" value="Select..."/> ▼
Gamer Category	<input type="text" value="Select..."/> ▼	Days Played / Week (> 30 mins)	<input type="text" value="Select..."/> ▼

Create a Custom Basket of Game Titles

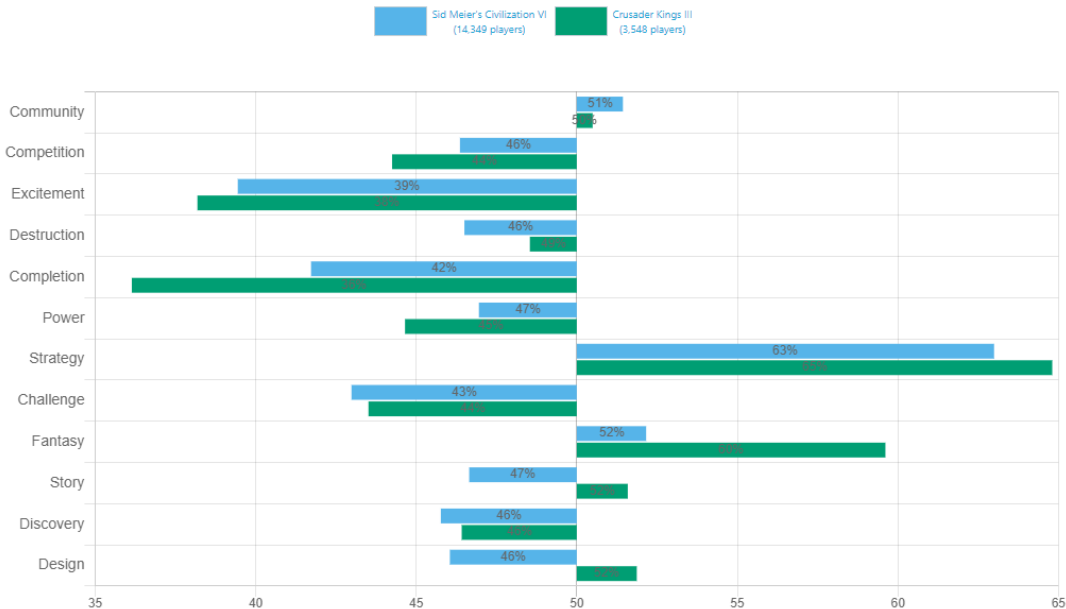
Want to explore the profile of a set of similar game titles? Just add them to the game title list.

Filter the Sample Using Demographics

Isolate younger/older gamers in a genre or casual/core gamers using the demographic filters.

EASILY COMPARE GAMES

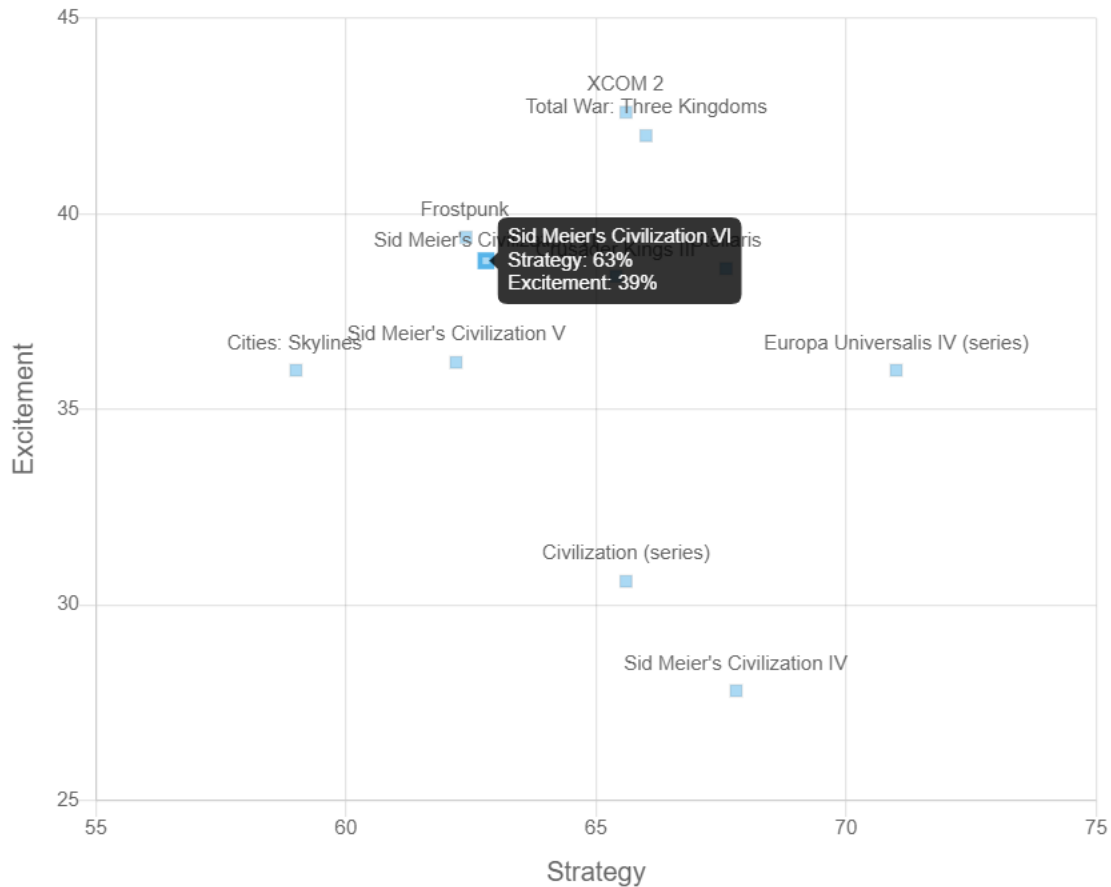
Motivations



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.

VISUALIZE A GAME NEIGHBORHOOD



Identify Most Similar Games

Pick one or more games, and the dashboard will find the 10 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 Player 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.

REVERSE LOOKUPS

Filters (Quantic Foundry Game Catalog)					
Community	<input type="text" value="Minimum"/>	<input type="text" value="Maximum"/>	Competition	<input type="text" value="Minimum"/>	<input type="text" value="Maximum"/>
Excitement	<input type="text" value="Minimum"/>	<input type="text" value="Maximum"/>	Destruction	<input type="text" value="Minimum"/>	<input type="text" value="Maximum"/>
Completion	<input type="text" value="Minimum"/>	<input type="text" value="Maximum"/>	Power	<input type="text" value="Minimum"/>	<input type="text" value="Maximum"/>
Strategy	<input type="text" value="60"/>	<input type="text" value="Maximum"/>	Challenge	<input type="text" value="Minimum"/>	<input type="text" value="Maximum"/>
Fantasy	<input type="text" value="Minimum"/>	<input type="text" value="Maximum"/>	Story	<input type="text" value="60"/>	<input type="text" value="Maximum"/>
Discovery	<input type="text" value="Minimum"/>	<input type="text" value="Maximum"/>	Design	<input type="text" value="Minimum"/>	<input type="text" value="Maximum"/>

Title ^{↑↓}	Sample Size ^{↑↓}	[Quantic Foundry Game Catalog] Strategy ^{↑↓}	[Quantic Foundry Game Catalog] Story ^{↑↓}
<input type="text" value="Enter Title..."/>			
Fire Emblem (series)	4,617	63.87	63.80
Fire Emblem: Path of Radiance	614	63.10	62.41

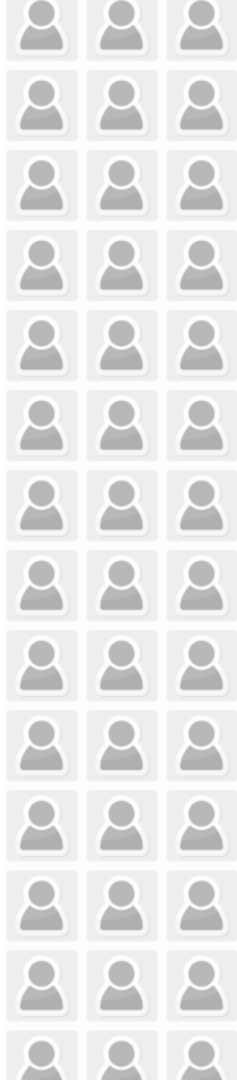
Filter Games By Criteria

Instead of starting with a specific game title in mind, you might need to identify game titles that fit a set of specific criteria. The Dashboard allows you to filter game titles by demographics, motivations, and IGDB meta data (e.g., publisher, theme, genre, and platform).

Searches Optimized for Depth and Breadth

Use reverse lookups to identify popular exemplars of unusual motivation combinations, or to explore how to patch the gaps in your portfolio of titles.

Titles that fit your criteria can be clicked to automatically load them in your query bar, allowing you to quickly explore a genre (e.g., all the strategy games that Paradox makes).



QUESTIONS/COMMENTS?

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

TEAM@QUANTICFOUNDRY.COM



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