

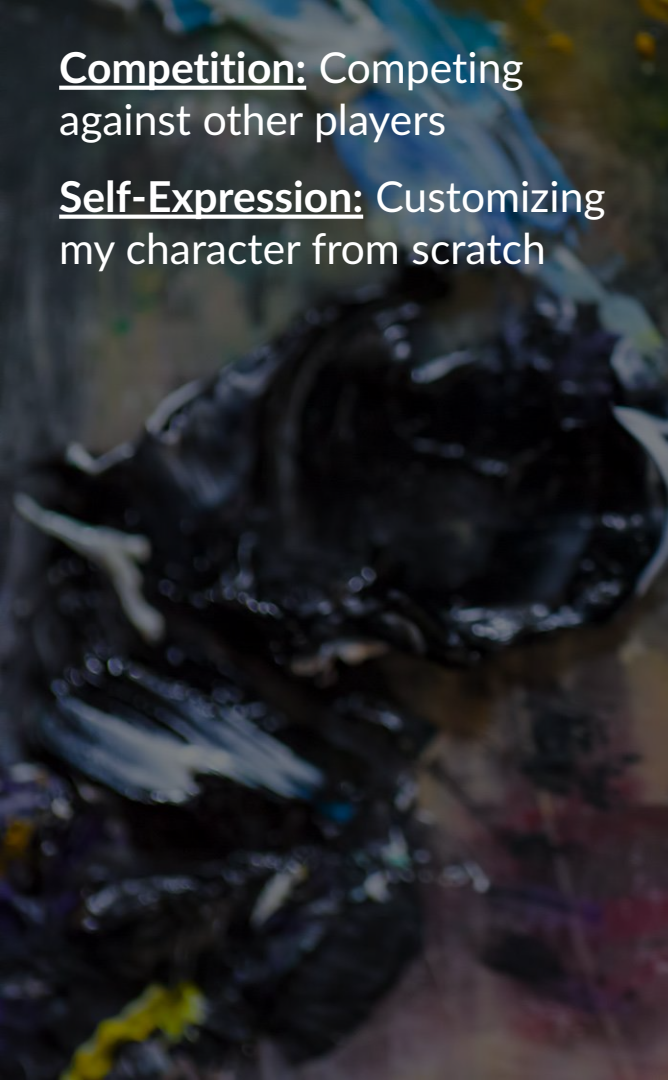
**UNIVERSALS VS.
DIFFERENTIATORS**
A TALE OF TWO MOTIVATIONS
GDC 2021





Competition: Competing
against other players

Self-Expression: Customizing
my character from scratch



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Nostalgia: Playing brings back fond memories from childhood



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Agency: Being able to control and influence the fate of my character

Variety: Having lots of game modes keeps the game fresh and interesting



THE TWO MOTIVATIONS

The Universals

Motivations are a set of common drives and needs that apply to everyone.

In general, people prefer pets that are healthy, cute, and friendly.

The Differentiators

Motivations are individual trait differences that make each of us unique.

Some people are dog people. Others are cat people.



SOME COROLLARIES

The Universals	The Differentiators
Intuitive UI, clear goals, feedback on progress, having control over outcome, choices, etc.	Strategy, Competition, Excitement, Story, etc.
Players always want more of these	People differ greatly in what they want
A higher score is always better	A higher score is not inherently better or worse

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“Is this game hot or not?”	“What kind of gamer are you?”

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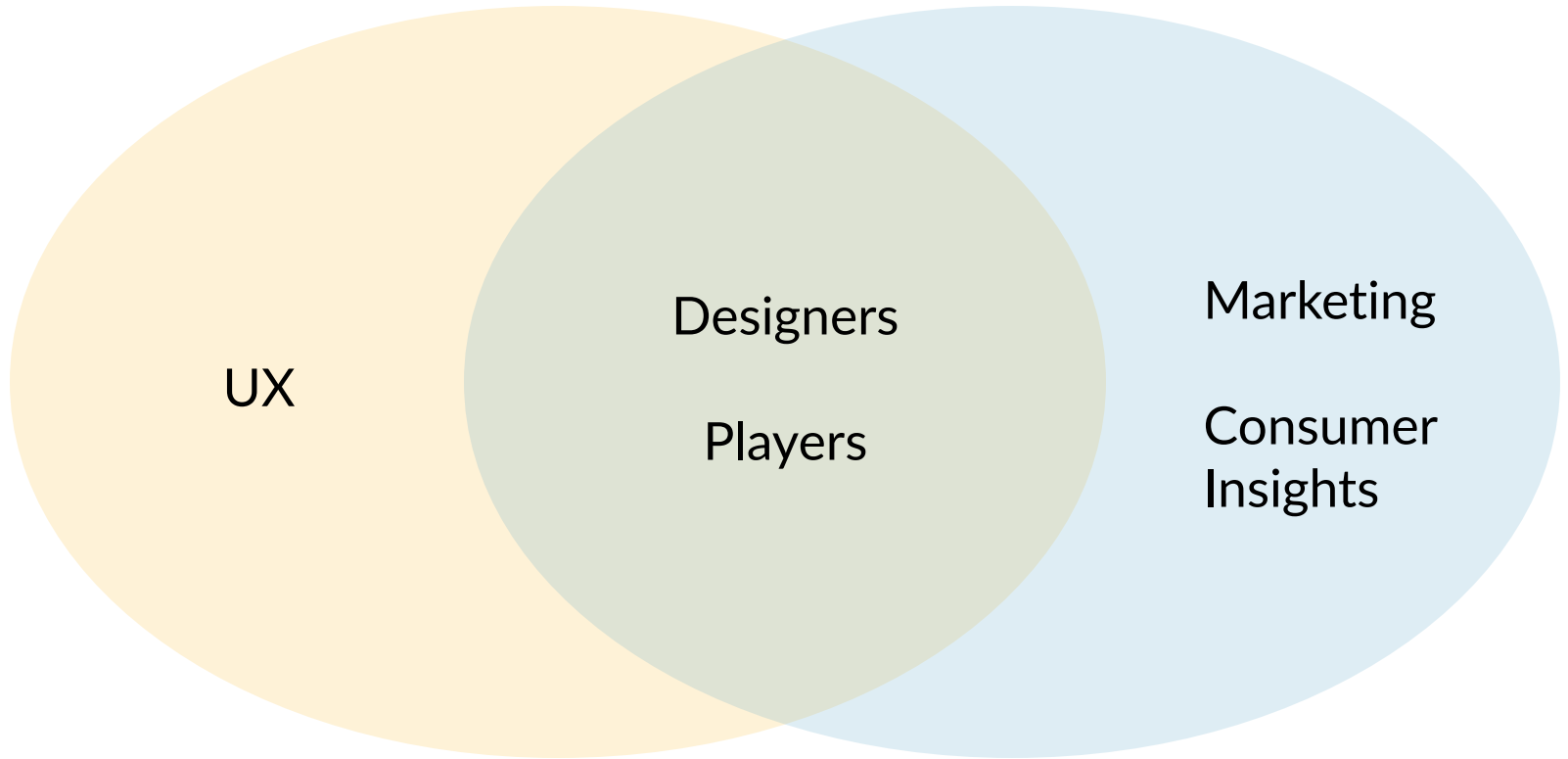
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Is more of it always better?
Is it an attribute of something else?



UX

Designers

Players

Marketing

Consumer
Insights

UNIVERSALS

DIFFERENTIATORS









What changes would make the game more enjoyable for you?

	Large Change <<--	Small Change <-	Good As Is -	Small Change ->	Large Change -->>	
More Sandbox/ Open Gameplay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	More Directed Missions/Quests
More Solo/ Independence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	More Teamwork/ Social

QUANTIC FOUNDRY'S **GAMER MOTIVATION MODEL** BASED ON DATA FROM OVER 500,000 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.

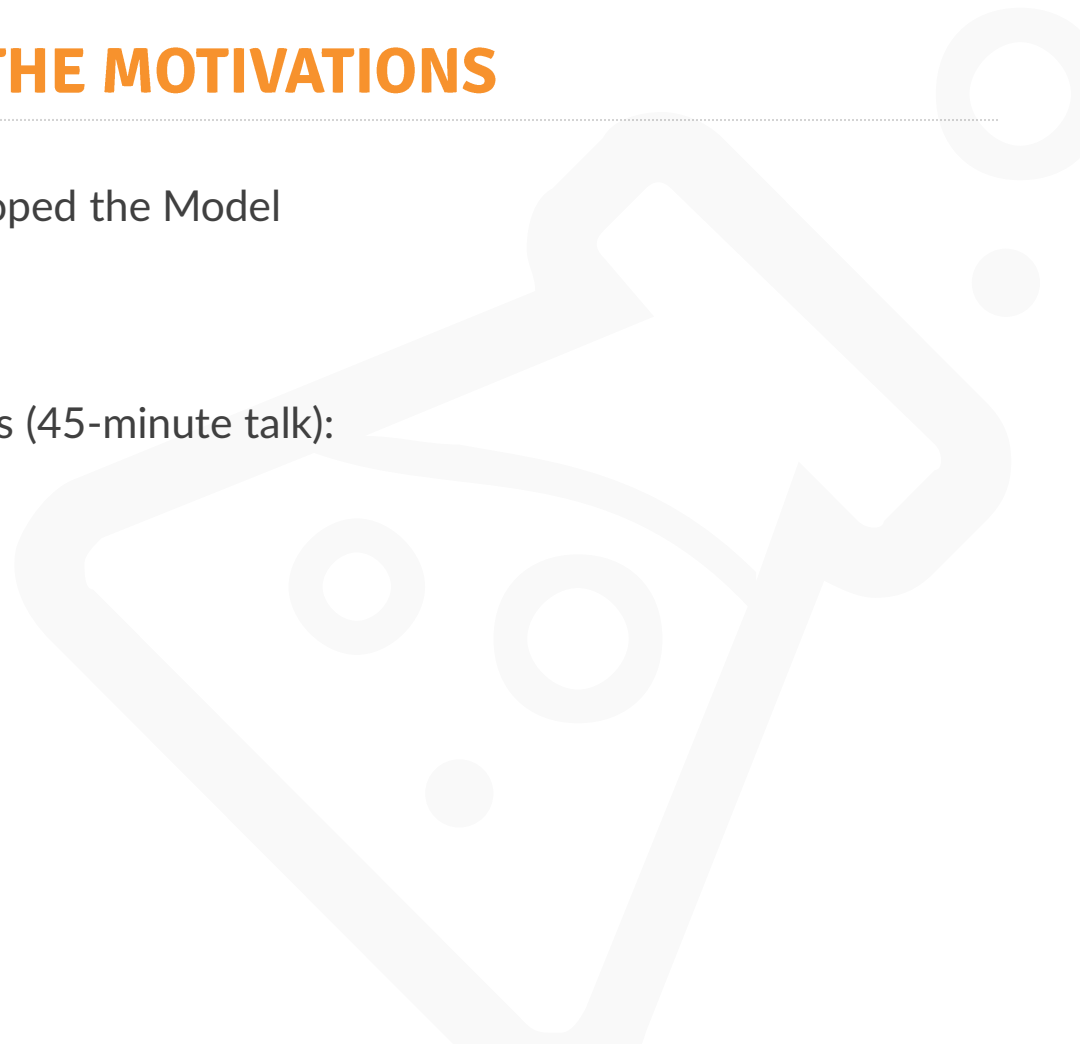
LEARNING MORE **ABOUT THE MOTIVATIONS**

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”](#)



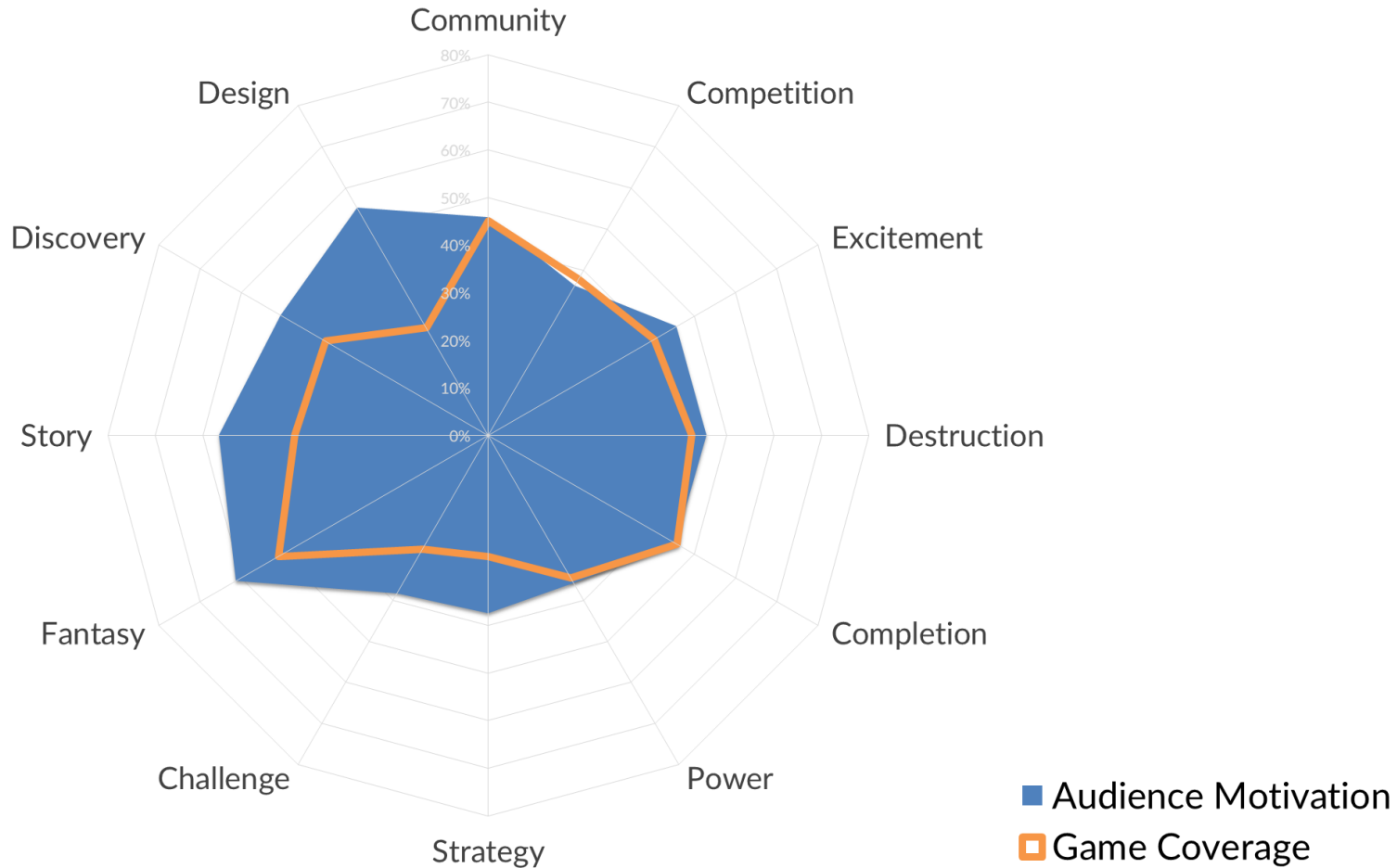
GAME MOST PLAYED IN PAST 30 DAYS

	Large Change <<--	Small Change <-	Good As Is --	Small Change ->	Large Change -->>
Community	4.4%	10.2%	68.1%	13.2%	4.1%
Competition	5.2%	8.3%	75.8%	7.8%	2.9%
Excitement	0.8%	7.1%	69.3%	20.1%	2.7%
Destruction	1.2%	7.8%	72.9%	15.4%	2.7%
Completion	5.0%	19.5%	52.8%	18.8%	3.9%
Power	4.6%	17.4%	47.5%	24.2%	6.4%
Strategy	0.6%	4.8%	61.2%	26.6%	6.8%
Challenge	0.8%	6.2%	59.5%	24.9%	8.5%
Fantasy	0.4%	1.3%	42.8%	36.2%	19.3%
Story	0.7%	1.9%	40.4%	33.8%	23.1%
Discovery	0.9%	8.5%	43.0%	34.4%	13.2%
Design	0.7%	2.3%	36.1%	33.8%	27.1%





SATISFACTION MAP (OVERALL)

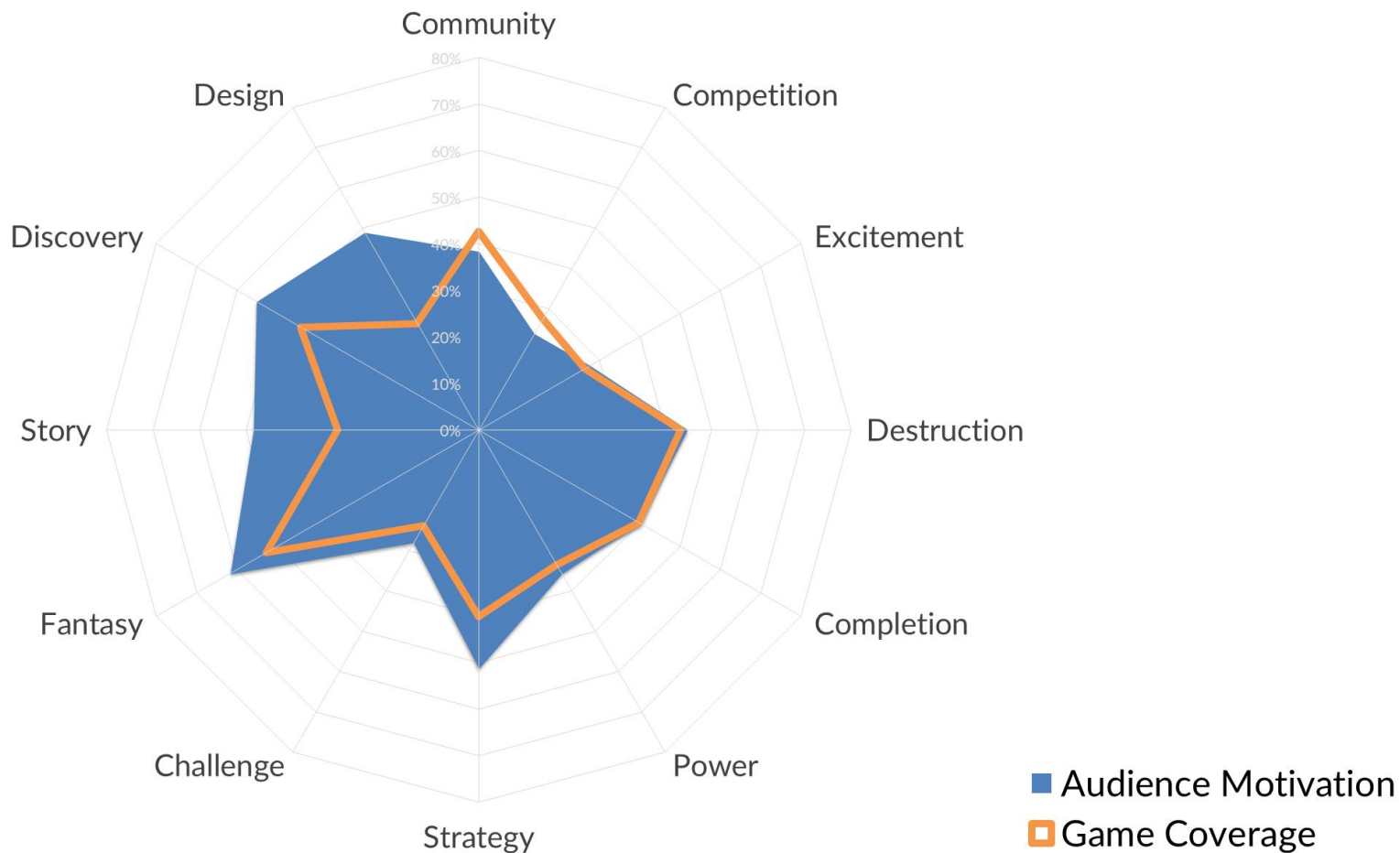


SATISFACTION MAP (MALE 13-17)

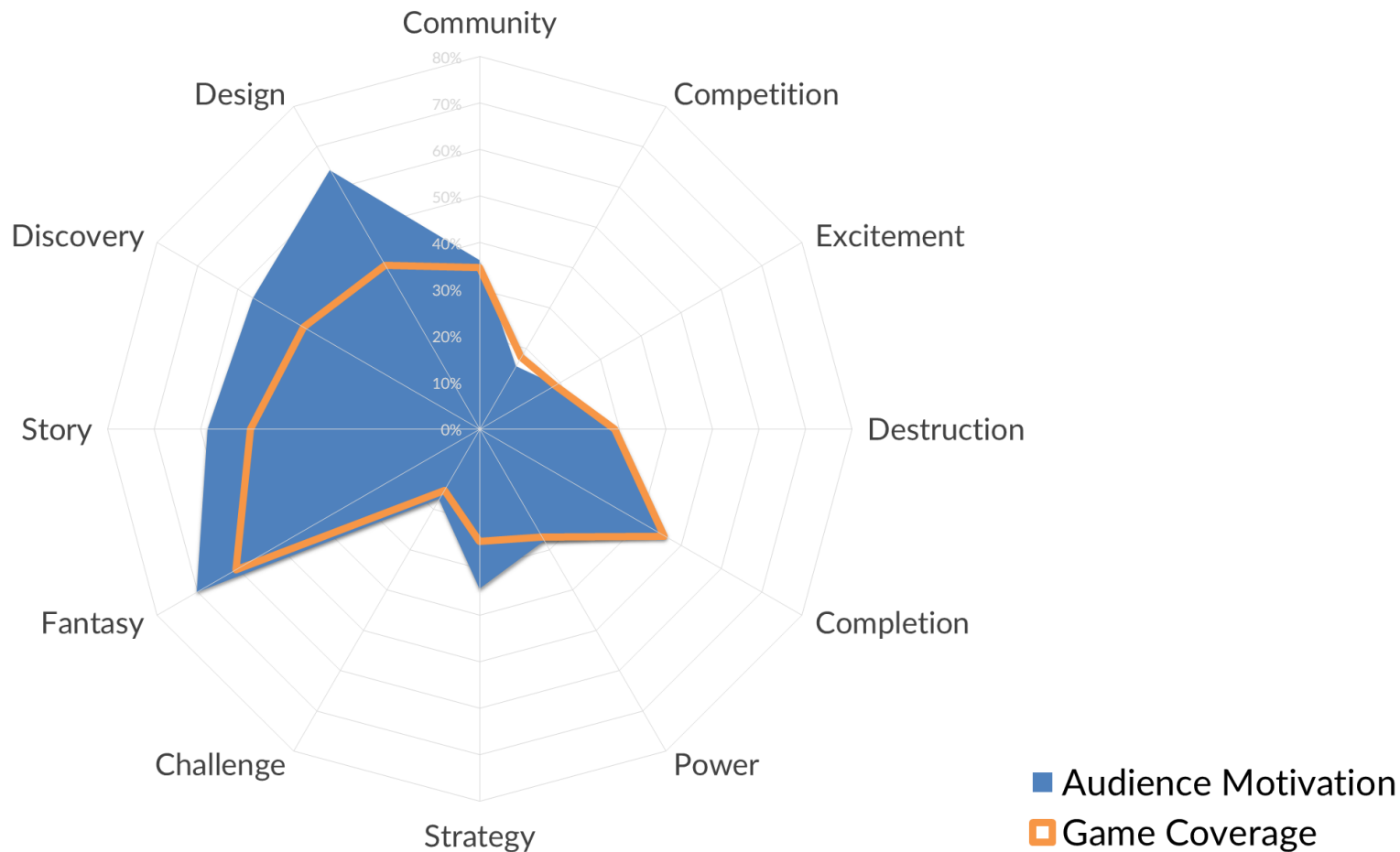


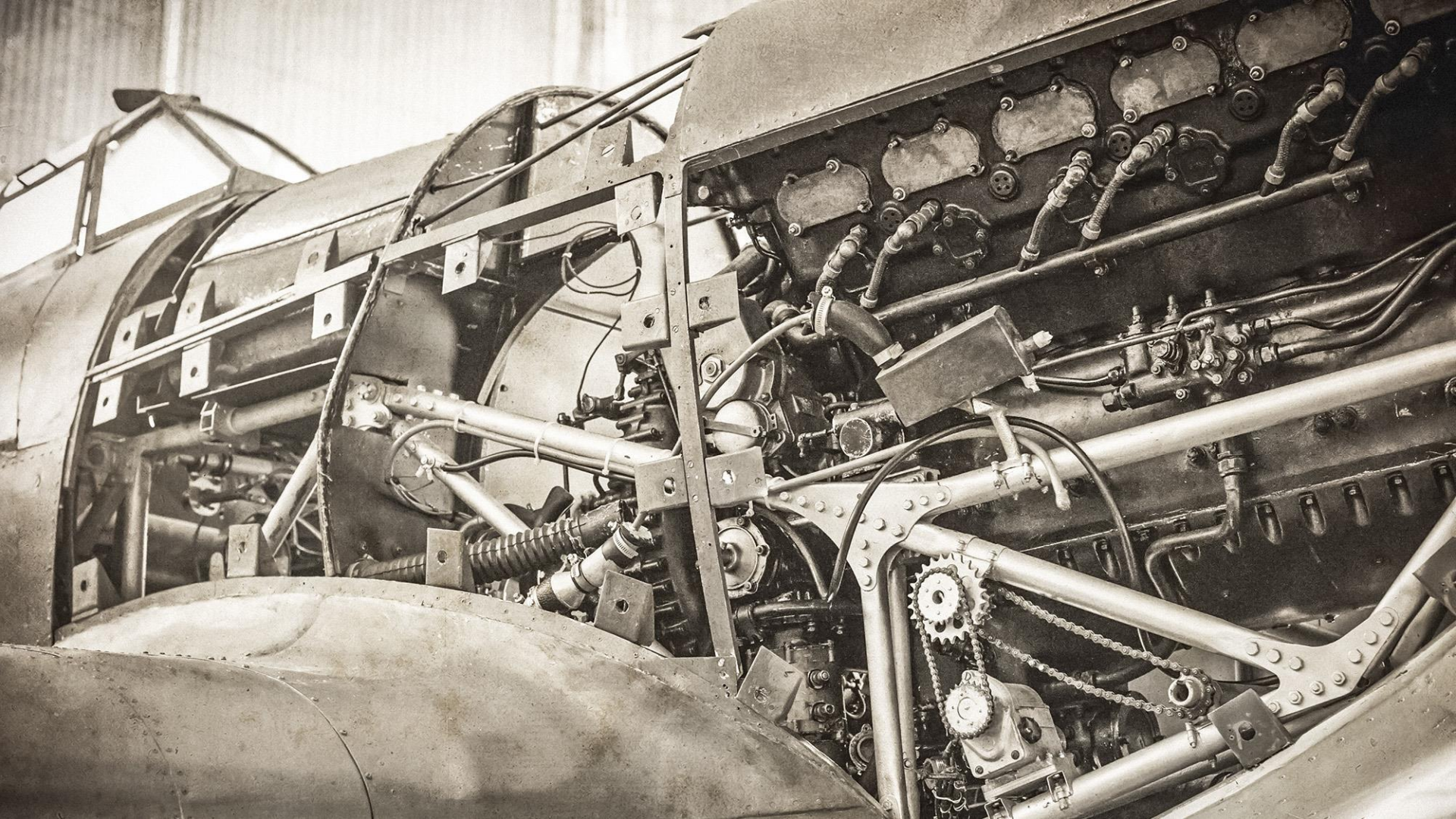
■ Audience Motivation
■ Game Coverage

SATISFACTION MAP (MALE 36+)

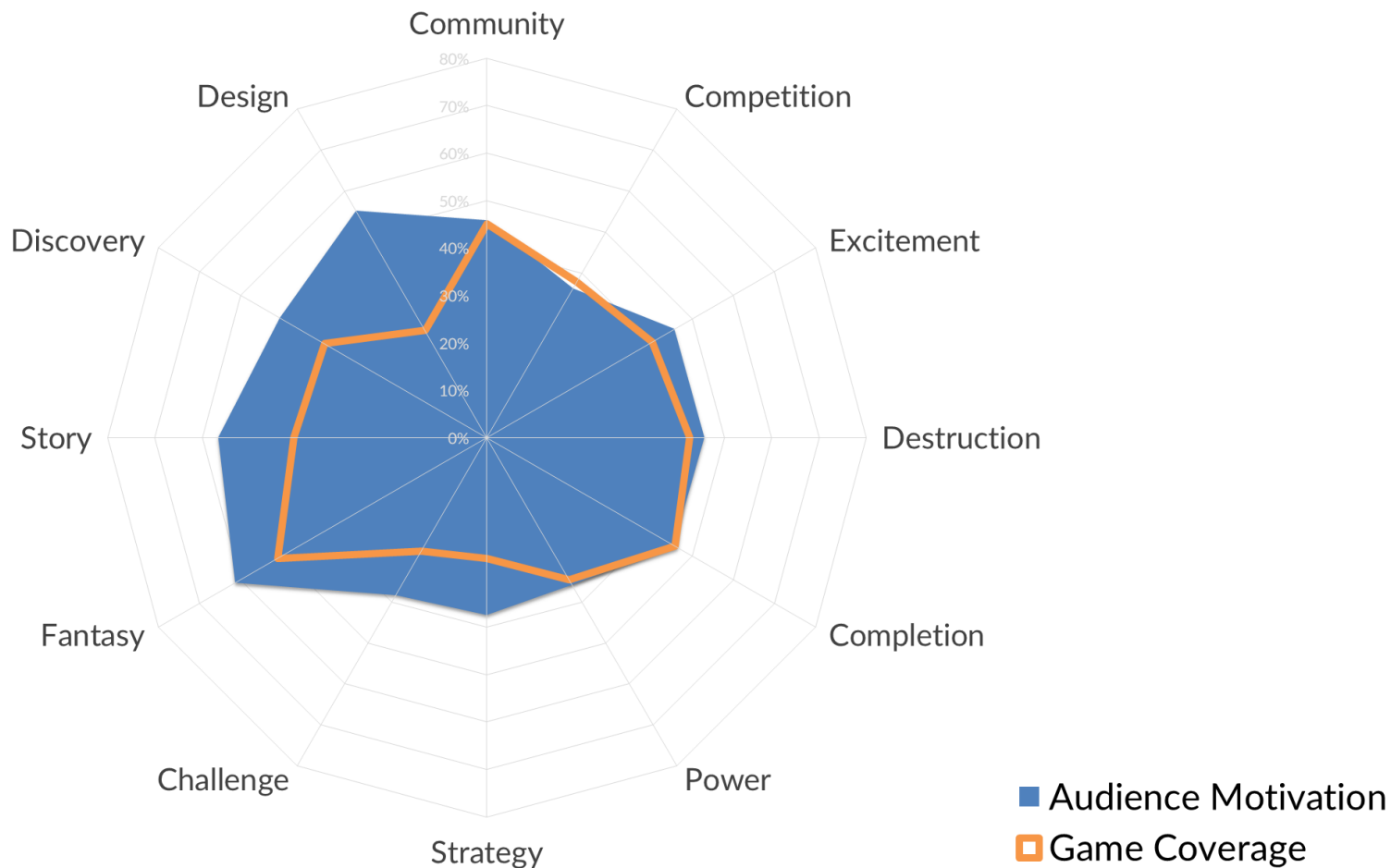


SATISFACTION MAP (FEMALE 36+)

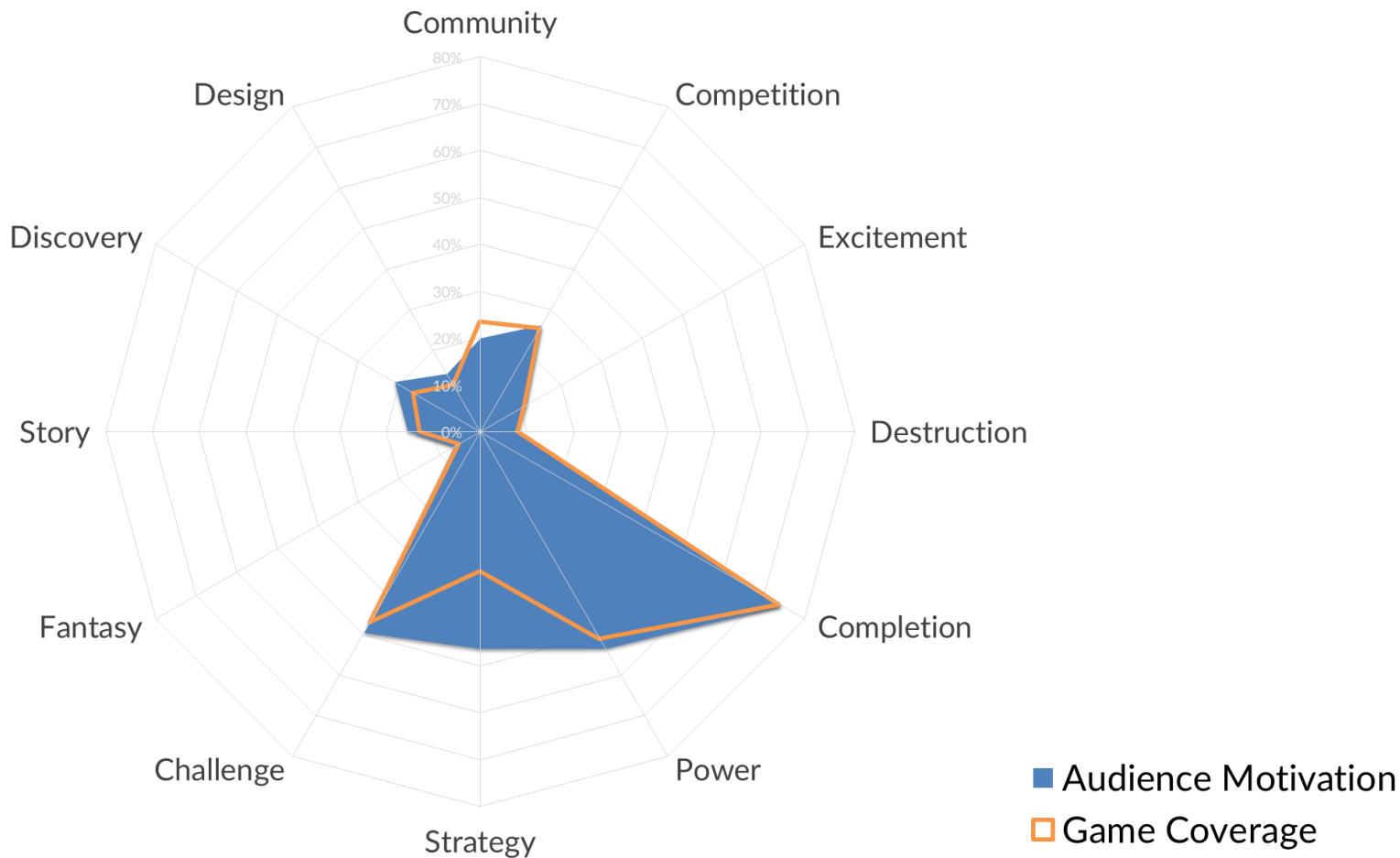




SATISFACTION MAP (OVERALL)



SATISFACTION MAP (GAME SEGMENT)







quanticfoundry.com/gdc2021





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