Player Motivation – Components of games that are most attractive will utilized enough to keep players.

Social Interaction – Social interaction, occur in like MMO’s

Physical Seclusion – prefer play games in private place

Competition – enjoy the thrill of competing with other

Knowledge – gain knowledge for particular concept

Mastery – Master the game itself, demonstrating ability to dominate game world.

Escapism – play to escape ongoing stress

Addiction – play to the point ignore more important area of life

Game Market – If plan to create game understand game market, the people who play games

Geographics – relate to players geographic location

Psychographics – people’s value attitude, lifestyle

Myers-Brigg Type Indicator (MBTI) – Model to measure personality types

Extrovert vs Introvert: energy is more outer or inner directed

Sensing vs Intuitive: Perception is more present or future oriented

Thinking vs Feeling: Judgement-formation is more objective or subjective

Judging vs Perceiving: Approach to world is more structured

Demographics – Statistical information such gender, age.

Generation – Part of Demographics and Psychographic

4 Generation of Players

Silent Generation: Experience great depression and world war 2

Boom generation – small children during postwar boom

Generation X – Children during social turmoil

Millenial Generation – Grew up during economic boom