



PLAYER SEGMENTS BASED ON GAMER MOTIVATIONS

GDC 2020

Excerpt for 9 Segments Model

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	



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.



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.



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.



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.



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.



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.



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.



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.



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.