



UNIVERSITÀ DEGLI STUDI DI MILANO

DIPARTIMENTO DI INFORMATICA

Create your game concept...

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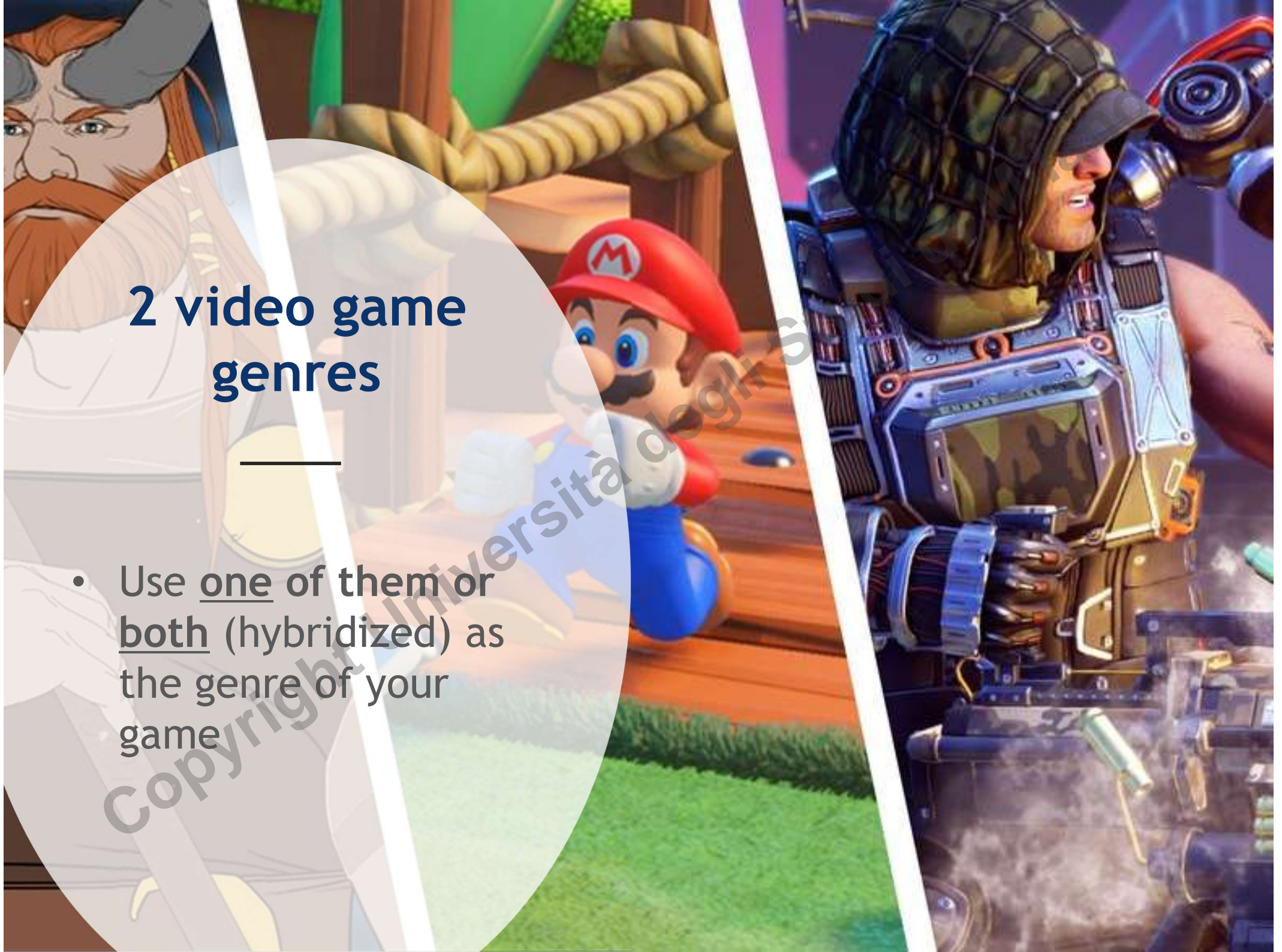
2 cards

- To inspire the theme of your game
- You can decide whether to use BOTH or just ONE



2 video game genres

- Use one of them or both (hybridized) as the genre of your game



your (locked) «time»

- Sets whether your game will be set in the past / present / future



....SO THE FOUR GODDESSES CREATED MANKIND
IN THEIR IMAGE...

your (locked) Bartle's type

- Sets (one type of)
your players as:
Killer / Achiever
/ Explorer /
Socializer

THE
ACHIEVER

SHE WANTS TO BE THE CENTER
OF **ATTENTION**, AND BE THE
BEST AT EVERYTHING

THE
EXPLORER

SHE ENJOYS **DISCOVERING**
THE UNKNOWN AND FINDING
EXCLUSIVE SECRETS

THE
KILLER

SHE THRIVES ON **COMPETITION**,
POWER AND THE HUMILIATION
OF OTHERS

THE
SO

SHE EN
WITH C
BELONG

WORLD
CAMIFICATION

Killers

Also known as "griefers"

Achievement comes from another person's loss

Value knowledge for its applications

Prize reputation and recognition



<http://www.flickr.com/photos/3274510@N00/>

Socializers

Enjoy meaningful social interaction with other players

Point of playing is to make friends

Game is simply a backdrop

Enjoy recognition of their followers, contacts, influence



Achievers

Seek to improve power and status

Fun comes from points and leveling up.

Point of playing is to master the game

Enjoy recognition of their achievements



<http://www.flickr.com/photos/21957530@N07/>

Explorers

Love to "figure out" games

Fun comes from discovery

Collectors of knowledge and little-known facts

Enjoy teaching others



<http://www.flickr.com/photos/43132185@N00/>

your (locked) gamer

- Sets (one type of) your players as: hardcore / midcore / casual



NO. 1 IN

Casual gamers

- play **casual games**, or **play less frequently** than other gamers
- may play games **designed for ease of gameplay**, or play more involved games in **short sessions**, or at a **slower pace** than hardcore
- the **types/genres** of game played **vary a lot**
- less likely to own a console
- **demographics** (age, occupation, gender, etc.) **vary greatly** from those of other video gamers
- “**fitness**” gamers (play motion-based exercise games) are included into casual gamers



Core or Mid-core gamer

- Has **wider range of interests** than a casual
- more likely to enthusiastically **play different types of** games, but without the amount of time spent and sense of competition of a hardcore
- enjoys games, but **may not finish** every game
- **no time for long MMO** quests



Hardcore gamers

- spend a **significant part of their time** playing or learning about games
- may play a **wide genre of games**, across **numerous platforms** and seek out games that are **complex, and with depth**



NOTA BENE

- Casual game(rs) and hardcore game(rs) can superimpose
- How do you classify a fanatic of Bejeweld ?

ALL CLEAR
+90 SECOND MEGA BONUS

Example

