



LEVEL UP



PLAYER GOALS & PROGRESSION WORKSHOP

AGENDA FOR TODAY



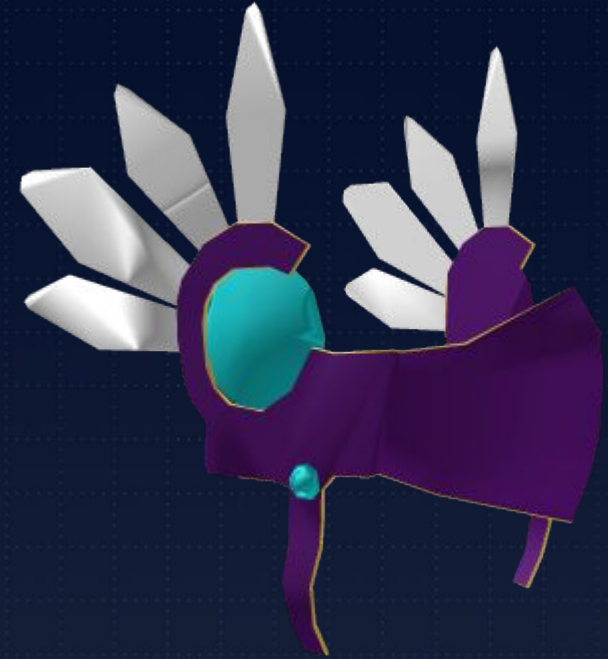
LEVEL UP

AGENDA FOR TODAY

- **PART 1: PLAYER GOALS**



LEVEL UP



AGENDA FOR TODAY

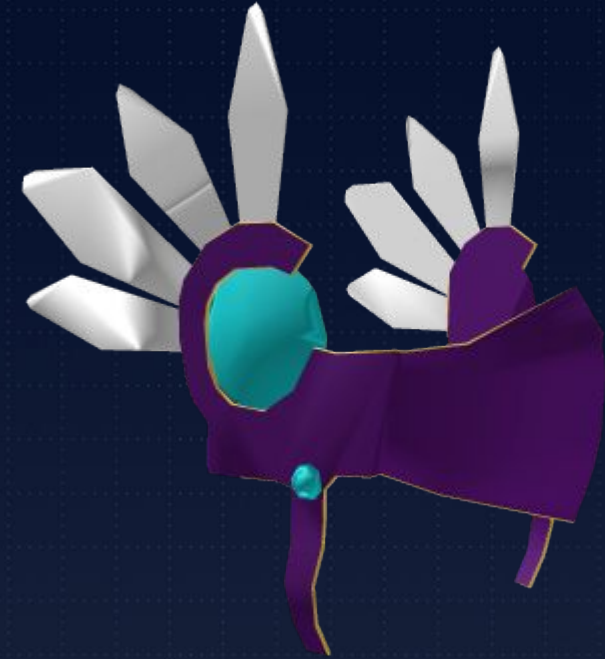
- **PART 1: PLAYER GOALS**
 - What motivates your players to keep playing?



AGENDA FOR TODAY

- **PART 1: PLAYER GOALS**

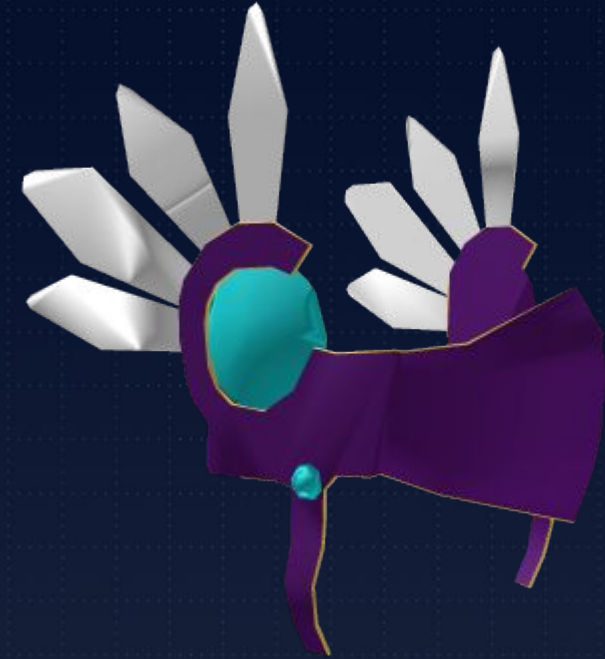
- What motivates your players to keep playing?
- What goals appeal to different players?



AGENDA FOR TODAY

- **PART 1: PLAYER GOALS**

- What motivates your players to keep playing?
- What goals appeal to different players?
- Finding the right goals for your audience



AGENDA FOR TODAY



- **PART 1: PLAYER GOALS**

- What motivates your players to keep playing?
- What goals appeal to different players?
- Finding the right goals for your audience

- **PART 2: PROGRESSION**



Super Strong Simulator

AGENDA FOR TODAY

- **PART 1: PLAYER GOALS**

- What motivates your players to keep playing?
- What goals appeal to different players?
- Finding the right goals for your audience

- **PART 2: PROGRESSION**

- What is progression & why does it matter?



Super Strong Simulator

AGENDA FOR TODAY

- **PART 1: PLAYER GOALS**

- What motivates your players to keep playing?
- What goals appeal to different players?
- Finding the right goals for your audience

- **PART 2: PROGRESSION**

- What is progression & why does it matter?
- How does progression keep players engaged?



Super Strong Simulator

AGENDA FOR TODAY

- **PART 1: PLAYER GOALS**

- What motivates your players to keep playing?
- What goals appeal to different players?
- Finding the right goals for your audience

- **PART 2: PROGRESSION**

- What is progression & why does it matter?
- How does progression keep players engaged?
- How does it help you as developer make content last longer?



Super Strong Simulator

AGENDA FOR TODAY



LEVEL UP

AGENDA FOR TODAY



HOW YOU CAN USE **PLAYER GOALS &
PROGRESSION TO KEEP PLAYERS
ENGAGED IN YOUR GAME LONGER**

WHY DO PLAYERS STOP PLAYING?



LEVEL UP

WHY DO PLAYERS STOP PLAYING?



LEVEL UP

- **It's not fun**





WHY DO PLAYERS STOP PLAYING?

- It's not fun
- There's no clear goals



WHY DO PLAYERS STOP PLAYING?



LEVEL UP

- It's not fun
- There's no clear goals
- Gameplay gets repetitive





WHY DO PLAYERS STOP PLAYING?

- It's not fun
- There's no clear goals
- Gameplay gets repetitive
- It's not challenging



WHY DO PLAYERS STOP PLAYING?

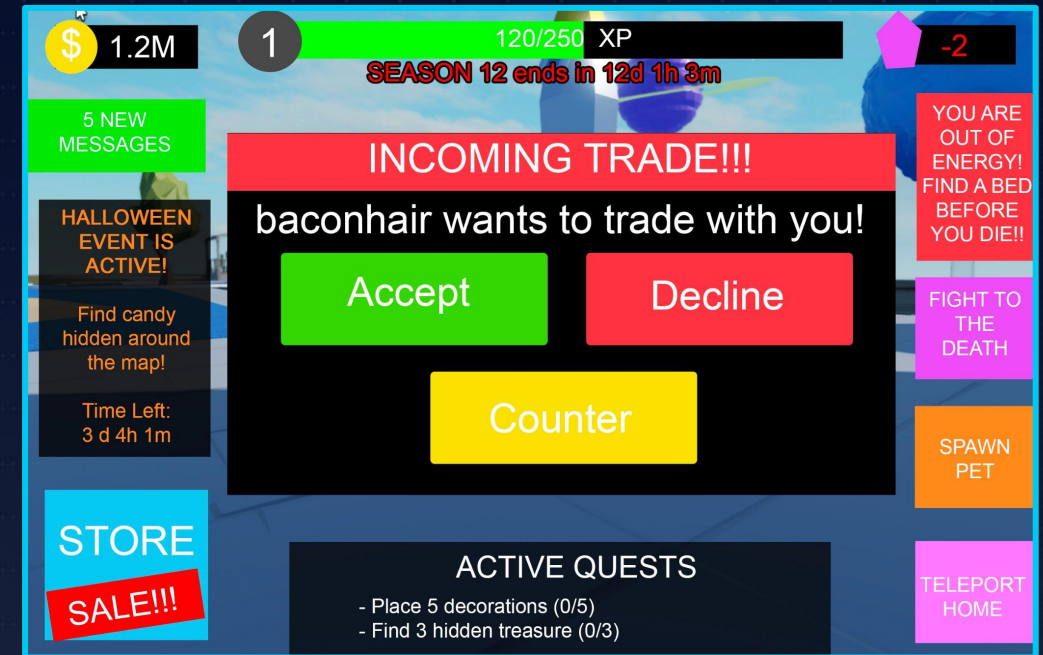
- It's not fun
- There's no clear goals
- Gameplay gets repetitive
- It's not challenging
- It's too challenging



WHY DO PLAYERS STOP PLAYING?



- It's not fun
- There's no clear goals
- Gameplay gets repetitive
- It's not challenging
- It's too challenging
- They're overwhelmed or confused





WHY DO PLAYERS STOP PLAYING?

- **It's not fun**
- **There's no clear goals**
- **Gameplay gets repetitive**
- **It's not challenging**
- **It's too challenging**
- **They're overwhelmed or confused**
- **There's not enough content**





**ALL OF THESE ISSUES CAN BE HELPED WITH
PLAYER GOALS & PROGRESSION**





LEVEL UP

**GOALS GIVE PLAYERS
A REASON TO KEEP PLAYING**

WHY IT'S IMPORTANT TO HAVE CLEAR GOALS



LEVEL UP

WHY IT'S IMPORTANT TO HAVE CLEAR GOALS

- Core gameplay gets less fun the more you play it



WHY IT'S IMPORTANT TO HAVE CLEAR GOALS

- Core gameplay gets less fun the more you play it
- Goals make up for this dip by promising more fun down the road



Progression-gated trade feature – Pet Swarm Simulator X

WHY IT'S IMPORTANT TO HAVE CLEAR GOALS



- Core gameplay gets less fun the more you play it
- Goals make up for this dip by promising more fun down the road
- Short and mid term goals keep players motivated as they work toward aspirational, long term goals



Season Pass goals – Jailbreak

WHY IT'S IMPORTANT TO HAVE CLEAR GOALS

- Core gameplay gets less fun the more you play it
- Goals make up for this dip by promising more fun down the road
- Short and mid term goals keep players motivated as they work toward aspirational, long term goals
- Interesting goals put more at stake in core gameplay, increasing the fun



SHORT, MID, & LONG TERM GOALS



LEVEL UP

SHORT, MID, & LONG TERM GOALS



GOAL TYPE	DURATION	PURPOSE
LONG TERM	Weeks - Months	To give players an aspirational goal to work toward



SHORT, MID, & LONG TERM GOALS

GOAL TYPE	DURATION	PURPOSE
LONG TERM	Weeks - Months	To give players an aspirational goal to work toward
MID TERM	Days - Week	To keep players motivated as they work toward long term goal



SHORT, MID, & LONG TERM GOALS

GOAL TYPE	DURATION	PURPOSE
LONG TERM	Weeks - Months	To give players an aspirational goal to work toward
MID TERM	Days - Week	To keep players motivated as they work toward long term goal
SHORT TERM	Single Session	To give the players immediate goals they can act on. CORE LOOP!



SHORT, MID, & LONG TERM GOALS

GOAL TYPE	DURATION	PURPOSE
LONG TERM	Weeks - Months	To give players an aspirational goal to work toward
MID TERM	Days - Week	To keep players motivated as they work toward long term goal
SHORT TERM	Single Session	To give the players immediate goals they can act on. CORE LOOP!



PET SIMULATOR X EXAMPLE



LEVEL UP

PET SIMULATOR X EXAMPLE

GOAL TYPE	GOALS
LONG TERM	Collect all the pets Get the most powerful pets



Pet Collection – Pet Swarm Simulator X

PET SIMULATOR X EXAMPLE

GOAL TYPE	GOALS
LONG TERM	Collect all the pets Get the most powerful pets
MID TERM	Unlock the next area Unlock new features Unlock new pets



Gated Features - Pet Swarm Simulator X

PET SIMULATOR X EXAMPLE

GOAL TYPE	GOALS
LONG TERM	Collect all the pets Get the most powerful pets
MID TERM	Unlock the next area Unlock new features
SHORT TERM	Collect coins with your pets



Coin collection – Pet Swarm Simulator X

WELCOME TO BLOXBURG EXAMPLE



LEVEL UP

WELCOME TO BLOXBURG EXAMPLE



LEVEL UP

GOAL TYPE	GOALS
LONG TERM	Build my dream house



WELCOME TO BLOXBURG EXAMPLE



LEVEL UP

GOAL TYPE	GOALS
LONG TERM	Build my dream house
MID TERM	Upgrade one room at a time Getting a job promotion



Home decor goals - Welcome to Bloxburg

WELCOME TO BLOXBURG EXAMPLE

GOAL TYPE	GOALS
LONG TERM	Build my dream house
MID TERM	Upgrade one room at a time Getting a job promotion
SHORT TERM	Go to work to earn money for my sweet new couch



Bloxy Burgers – Welcome to Bloxburg

JAILBREAK EXAMPLE



LEVEL UP

JAILBREAK EXAMPLE



LEVEL UP

GOAL TYPE	GOALS
LONG TERM	Get this season's top prize



Season Pass top prize – Jailbreak

JAILBREAK EXAMPLE

GOAL TYPE	GOALS
LONG TERM	Get this season's top prize
MID TERM	Reach the next level



Season Pass levels - Jailbreak

JAILBREAK EXAMPLE



LEVEL UP

GOAL TYPE	GOALS
LONG TERM	Get this season's top prize
MID TERM	Reach the next level
SHORT TERM	Complete contracts <ul style="list-style-type: none">- Rob banks- Make arrests- Etc.



Donut Shop heist - Jailbreak

WHAT QUALIFIES AS A GOAL?



LEVEL UP

WHAT QUALIFIES AS A GOAL?

- New Items/Weapons/Vehicles



1M Vehicle Shop - Jailbreak

WHAT QUALIFIES AS A GOAL?



- New Items/Weapons/Vehicles
- New Cosmetics



Cosmetic items – Fashion Famous

WHAT QUALIFIES AS A GOAL?



LEVEL UP

- New Items/Weapons/Vehicles
- New Cosmetics
- New Areas



Progression-gated zone – Pet Swarm Simulator X

WHAT QUALIFIES AS A GOAL?

- New Items/Weapons/Vehicles
- New Cosmetics
- New Areas
- New Features/Modes

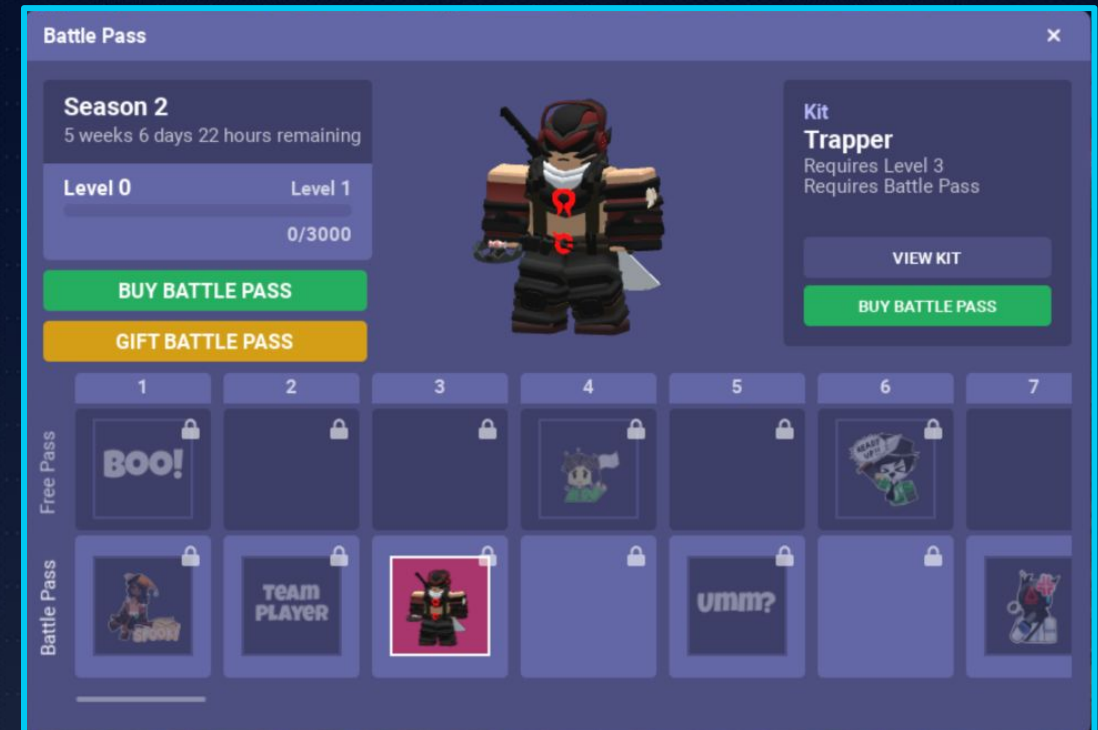


Progression-gated PVP feature - World//Zero

WHAT QUALIFIES AS A GOAL?



- New Items/Weapons/Vehicles
- New Cosmetics
- New Areas
- New Features/Modes
- New Ranks/Levels

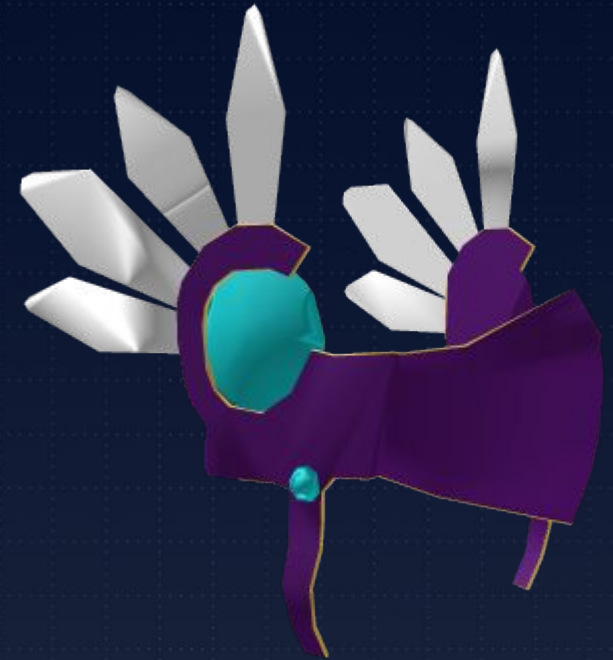


Battle Pass - Bed Wars

WHAT QUALIFIES AS A GOAL?



- **New Items/Weapons/Vehicles**
- **New Cosmetics**
- **New Areas**
- **New Features/Modes**
- **New Ranks/Levels**
- **Anything a player aspires to have**



DIFFERENT PLAYERS HAVE DIFFERENT GOALS

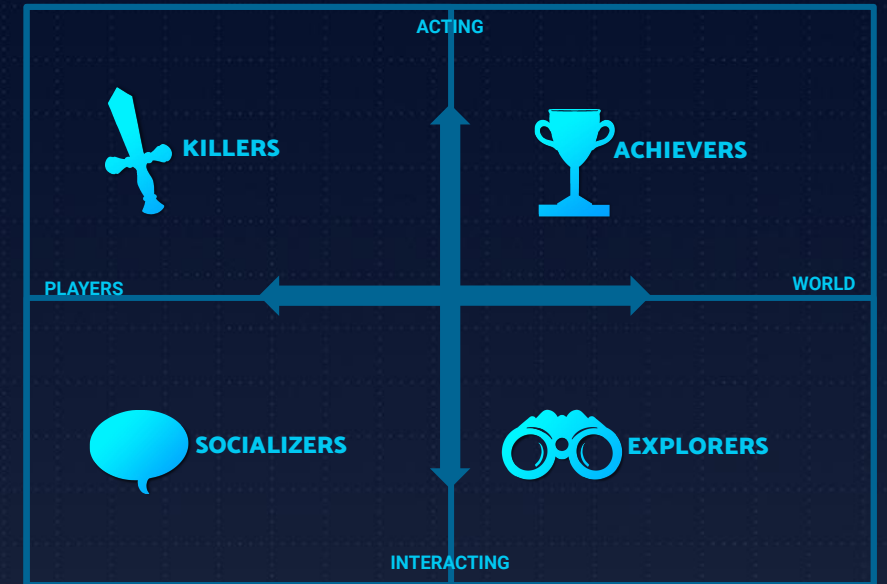


LEVEL UP



DIFFERENT PLAYERS HAVE DIFFERENT GOALS

- Not all players are interested in the same things



Bartle Test of Player Types, Richard Bartle (1996)

DIFFERENT PLAYERS HAVE DIFFERENT GOALS

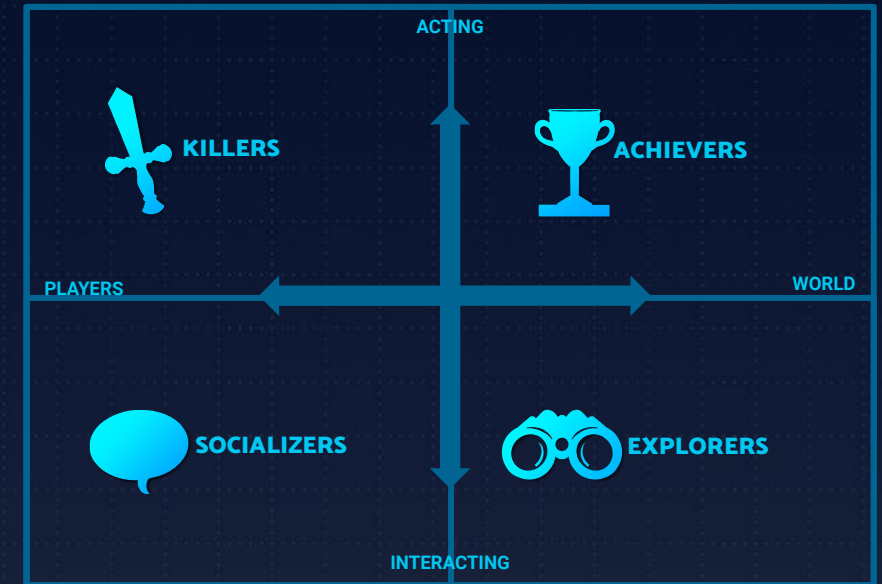
- Not all players are interested in the same things
- Think about having different goals that appeal to different players



Bartle Test of Player Types, Richard Bartle (1996)

DIFFERENT PLAYERS HAVE DIFFERENT GOALS

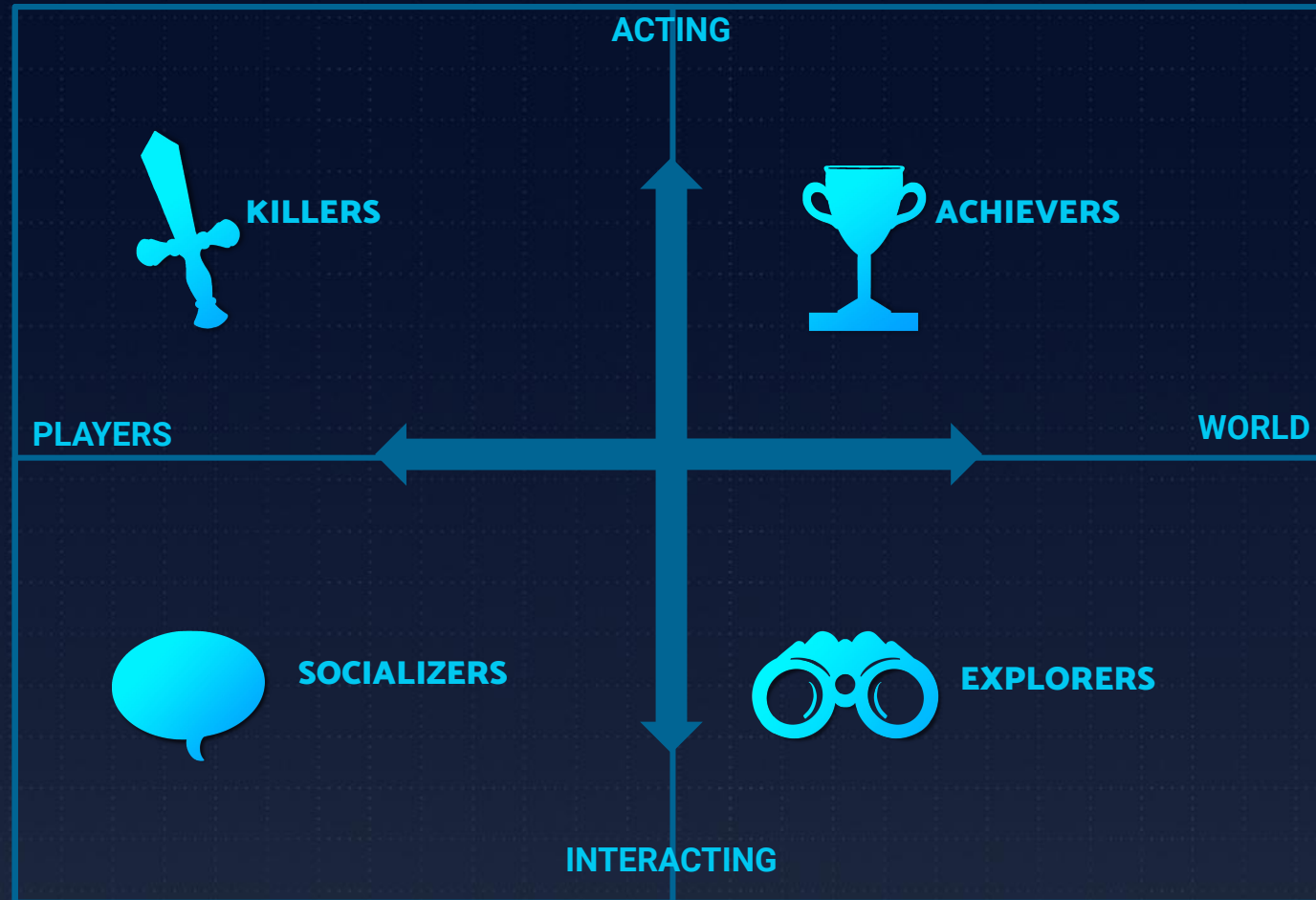
- Not all players are interested in the same things
- Think about having different goals that appeal to different players
- You can use the Bartle Play Types to help you hone in relevant player goals



Bartle Test of Player Types, Richard Bartle (1996)



LEVEL UP



Bartle Test of Player Types, Richard Bartle (1996)

KNOW YOUR AUDIENCE AND FOCUS ON THEM

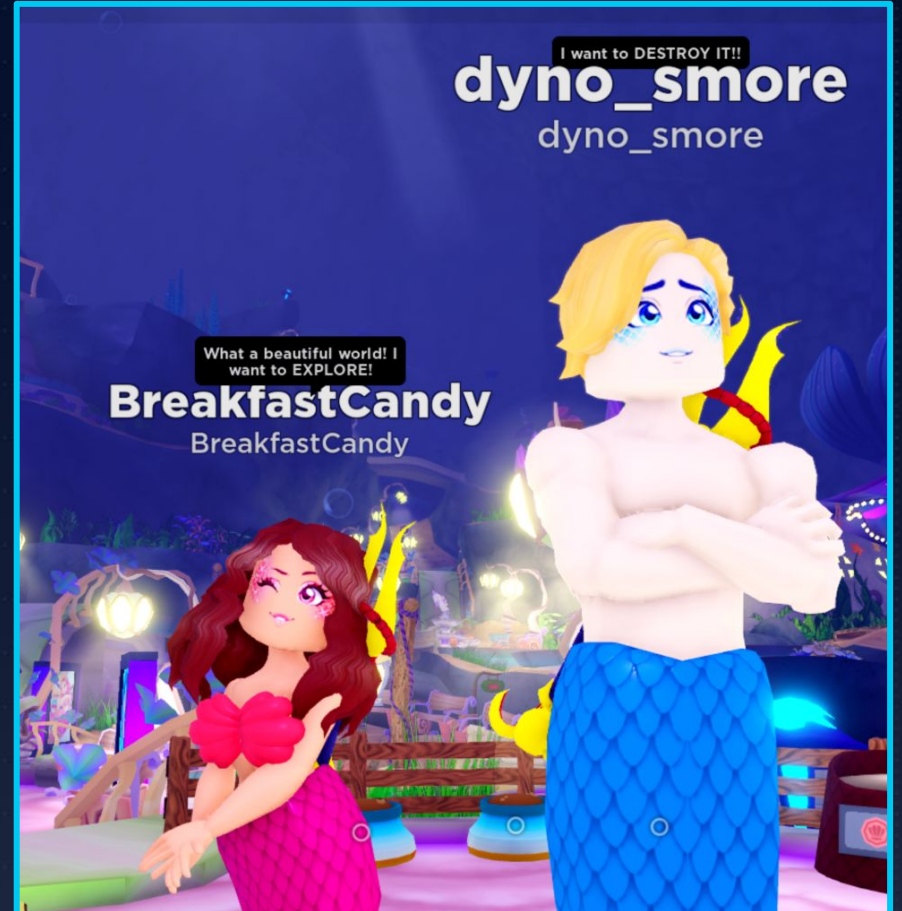


LEVEL UP

KNOW YOUR AUDIENCE AND FOCUS ON THEM



- Don't try to make your game appeal to all player types

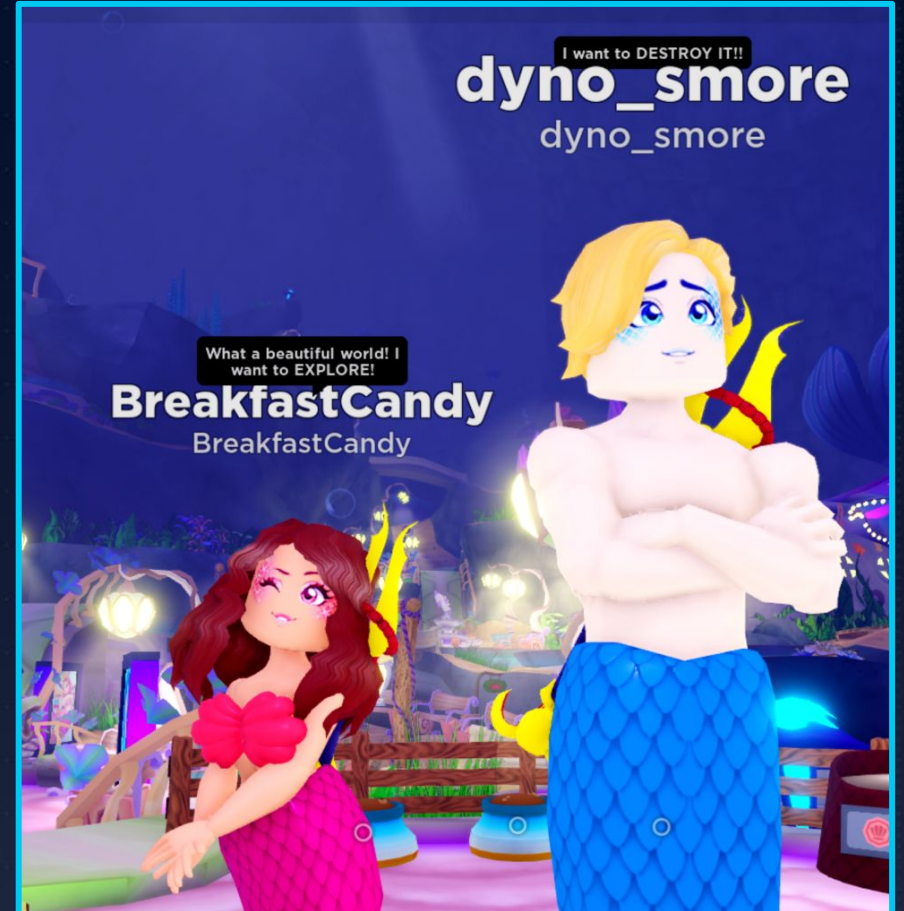


Mermaid Life

KNOW YOUR AUDIENCE AND FOCUS ON THEM



- Don't try to make your game appeal to all player types
- Trying to cater to all groups can make it a less engaging experience

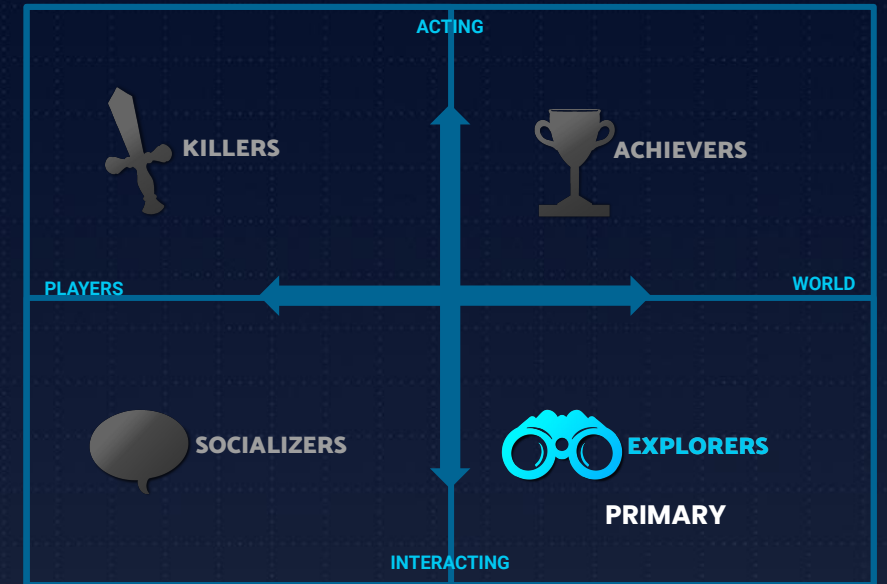


Mermaid Life

KNOW YOUR AUDIENCE AND FOCUS ON THEM



- Don't try to make your game appeal to all player types
- Trying to cater to all groups can make it a less engaging experience
- **Pick one group as your primary player group to build your main goals around**

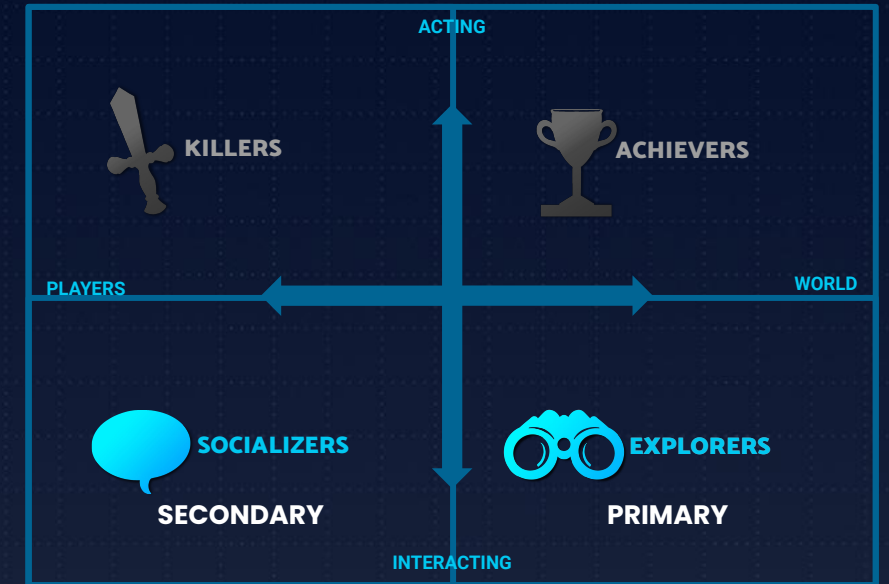


Bartle Test of Player Types, Richard Bartle (1996)

KNOW YOUR AUDIENCE AND FOCUS ON THEM



- Don't try to make your game appeal to all player types
- Trying to cater to all groups can make it a less engaging experience
- Pick one group as your primary player group to build your main goals around
- Choose a secondary group and build set of goals for them as well



Bartle Test of Player Types, Richard Bartle (1996)

ARSENAL PLAYER TYPES



LEVEL UP

ARSENAL PLAYER TYPES



LEVEL UP



ARSENAL PLAYER TYPES

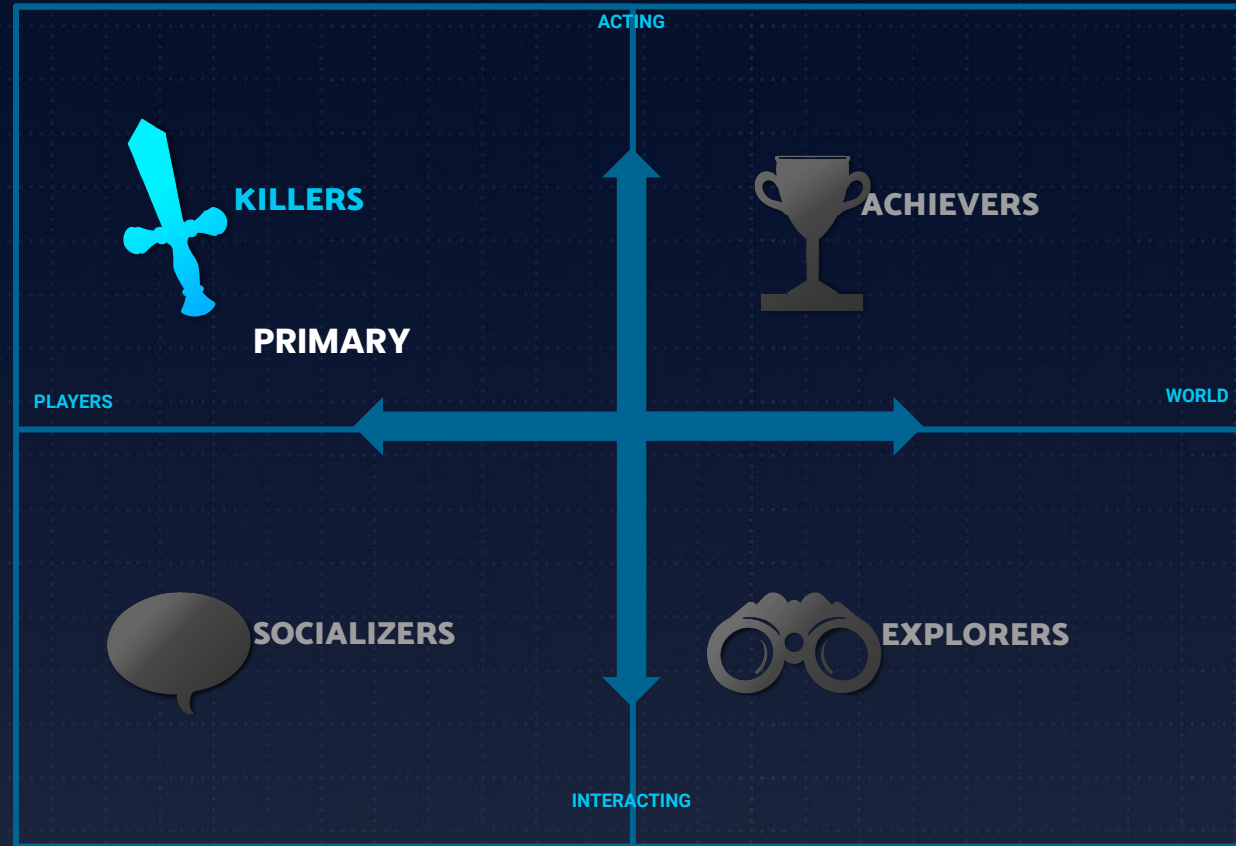


LEVEL UP



Bartle Test of Player Types, Richard Bartle (1996)

ARSENAL PLAYER TYPES



Bartle Test of Player Types, Richard Bartle (1996)

ARSENAL PLAYER TYPES



LEVEL UP



Bartle Test of Player Types, Richard Bartle (1996)

ADOPT ME PLAYER TYPES



LEVEL UP

ADOPT ME PLAYER TYPES



LEVEL UP



ADOPT ME PLAYER TYPES



LEVEL UP

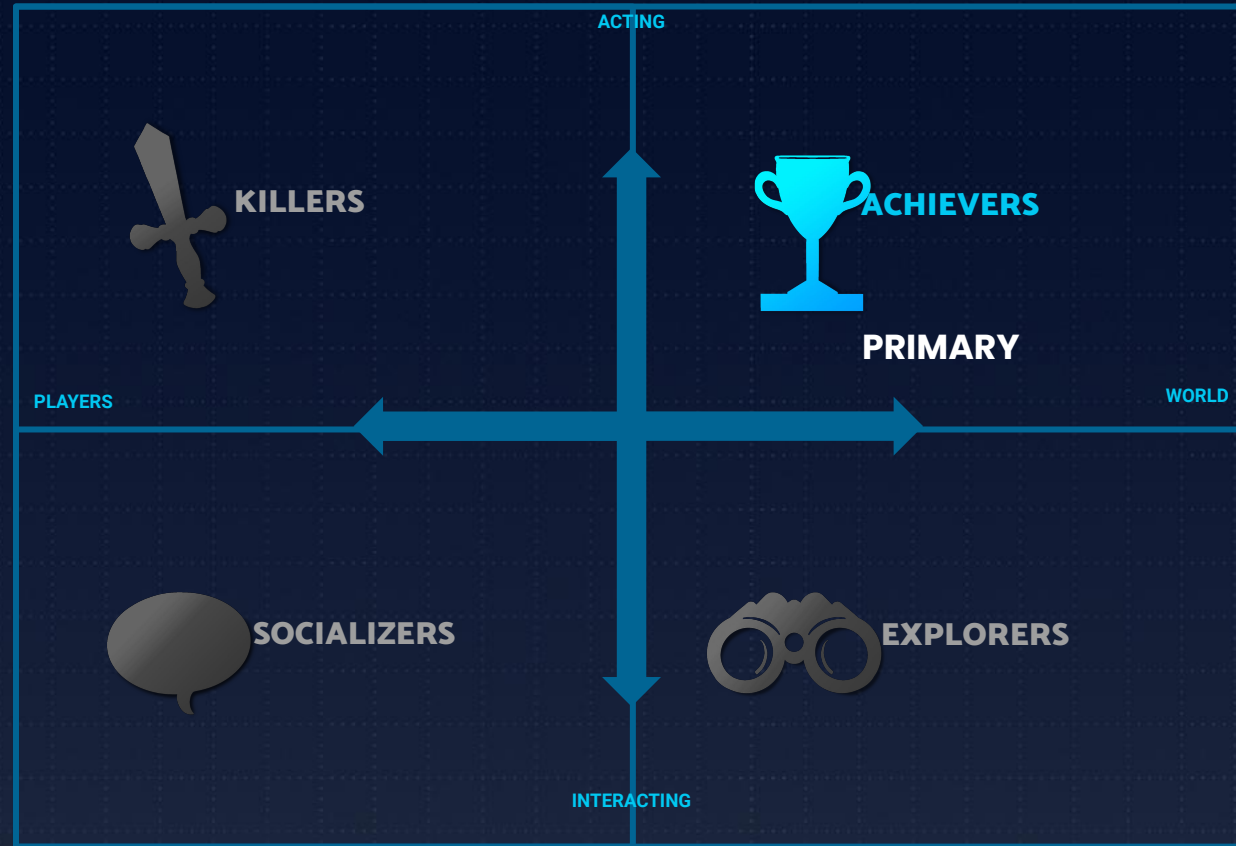


Bartle Test of Player Types, Richard Bartle (1996)

ADOPT ME PLAYER TYPES



LEVEL UP

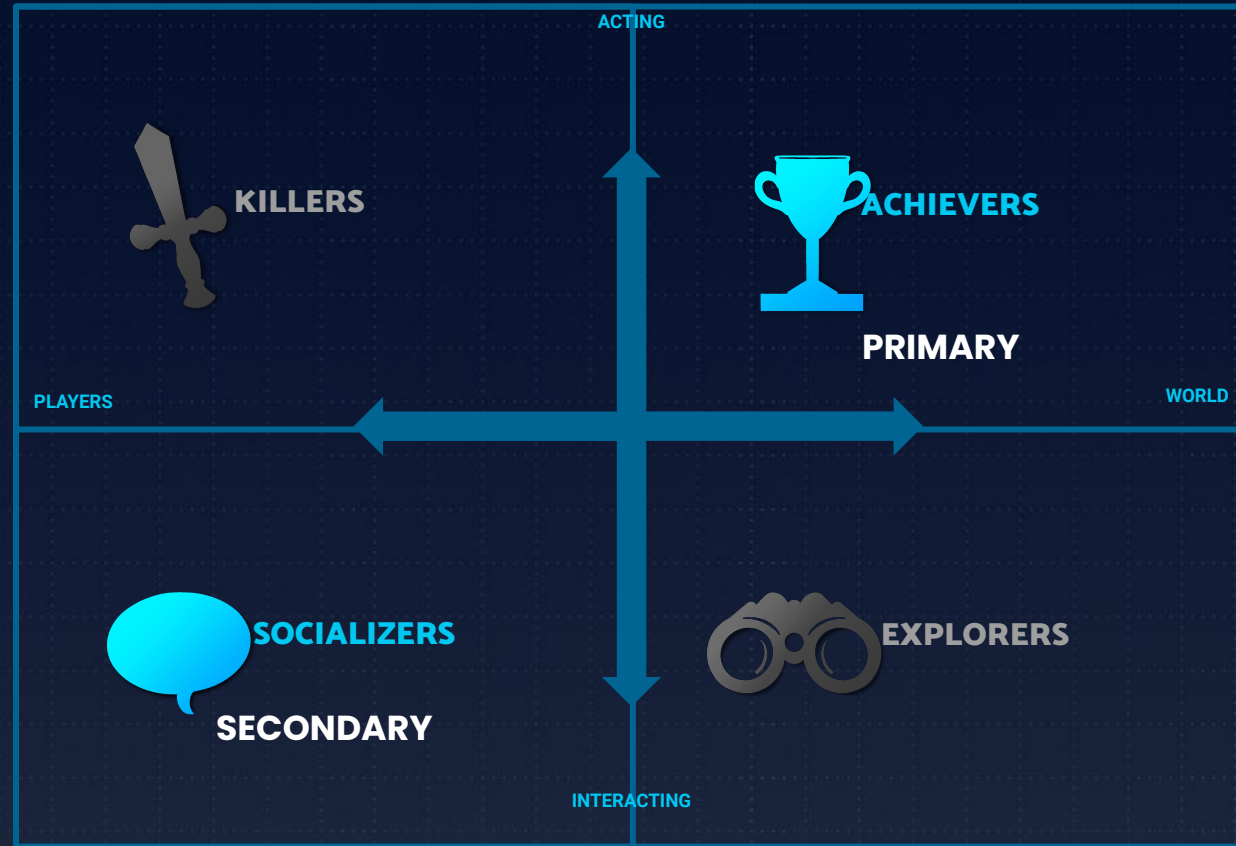


Bartle Test of Player Types, Richard Bartle (1996)

ADOPT ME PLAYER TYPES



LEVEL UP



Bartle Test of Player Types, Richard Bartle (1996)

LOOMIAN LEGACY PLAYER TYPES



LEVEL UP

LOOMIAN LEGACY PLAYER TYPES



LEVEL UP



LOOMIAN LEGACY PLAYER TYPES



LEVEL UP

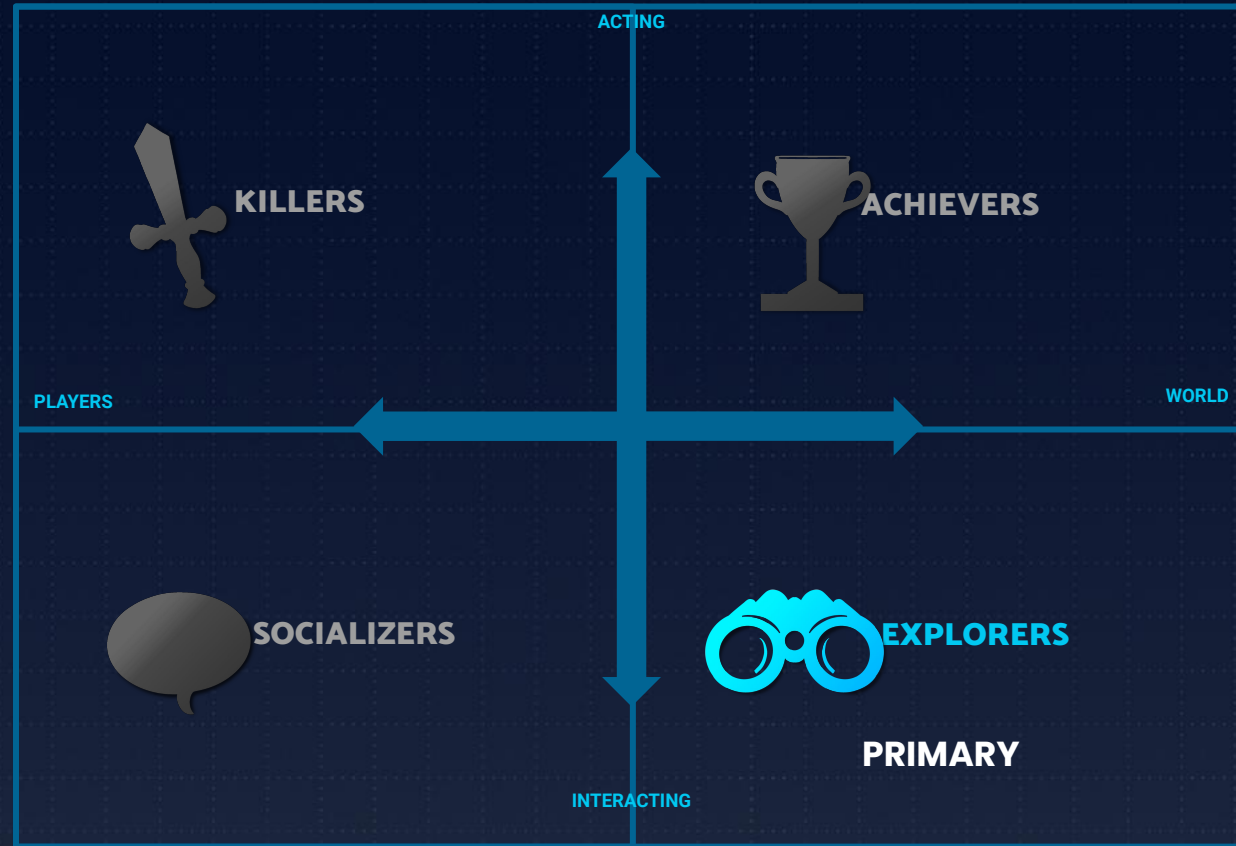


Bartle Test of Player Types, Richard Bartle (1996)

LOOMIAN LEGACY PLAYER TYPES

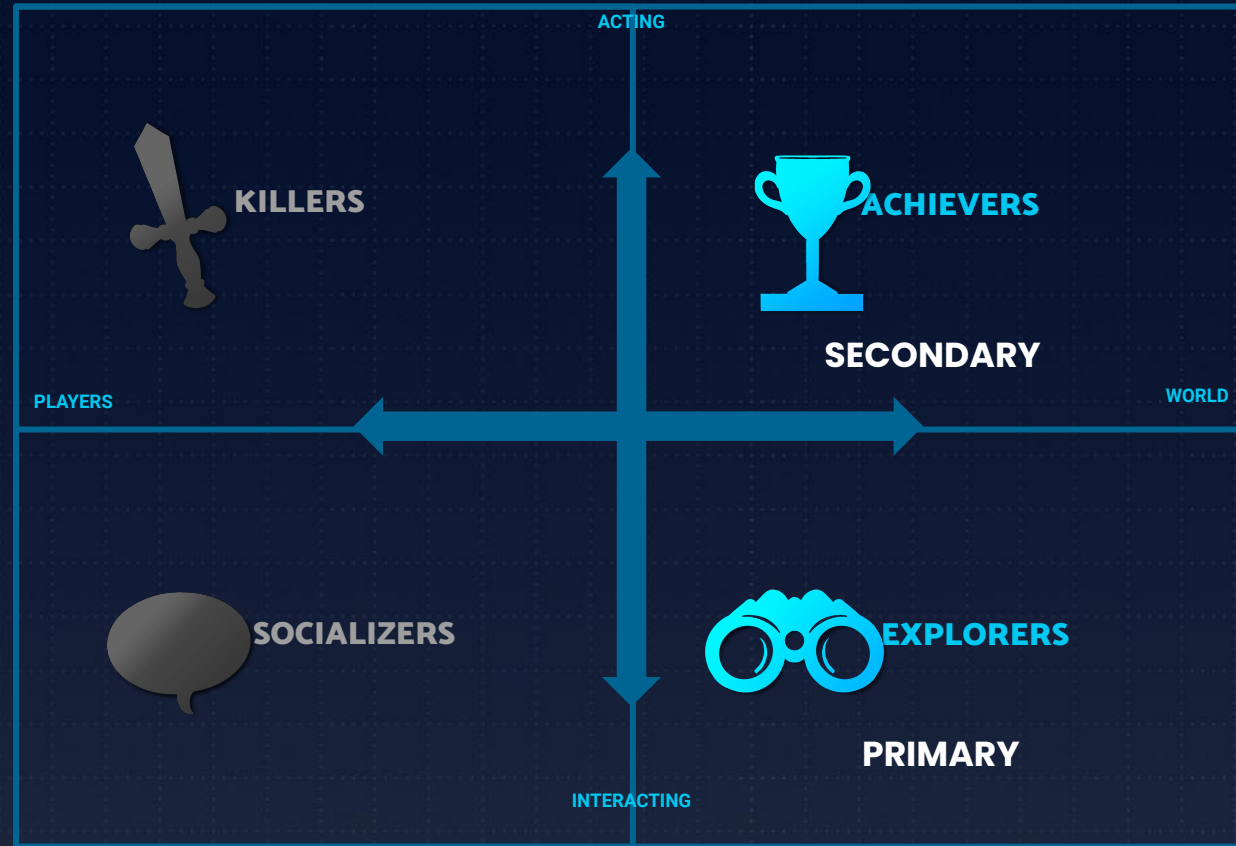


LEVEL UP



Bartle Test of Player Types, Richard Bartle (1996)

LOOMIAN LEGACY PLAYER TYPES



Bartle Test of Player Types, Richard Bartle (1996)

BROOKHAVEN PLAYER TYPES



LEVEL UP



BROOKHAVEN PLAYER TYPES



LEVEL UP



BROOKHAVEN PLAYER TYPES



LEVEL UP

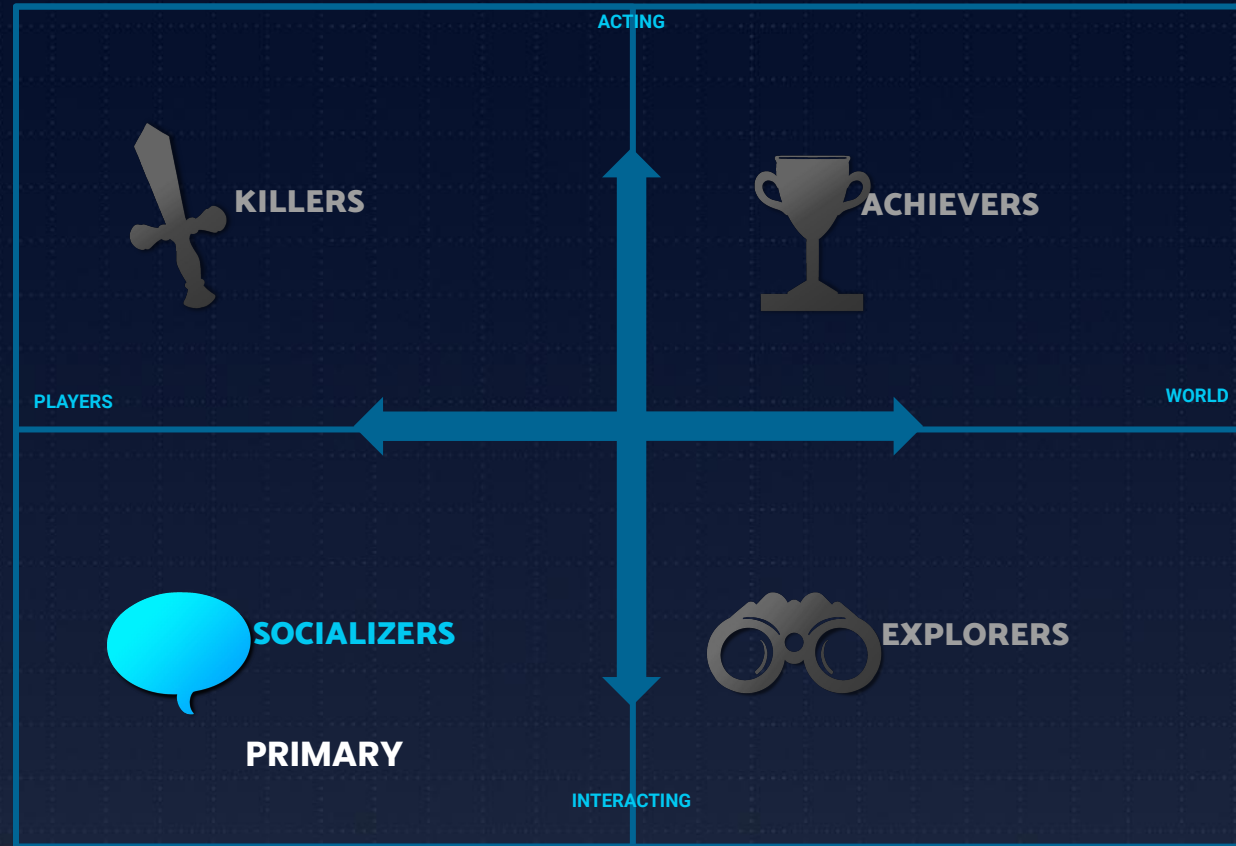


Bartle Test of Player Types, Richard Bartle (1996)

BROOKHAVEN PLAYER TYPES



LEVEL UP

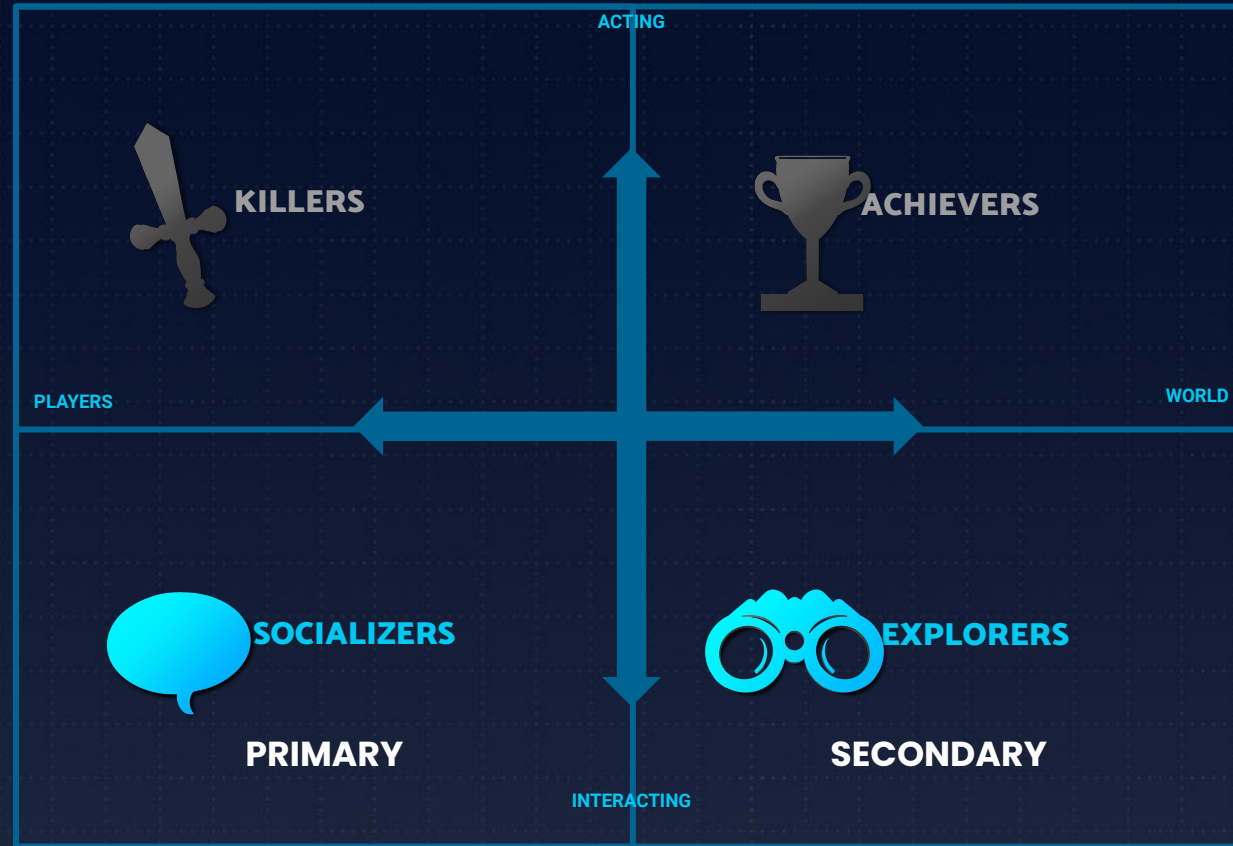


Bartle Test of Player Types, Richard Bartle (1996)

BROOKHAVEN PLAYER TYPES



LEVEL UP



Bartle Test of Player Types, Richard Bartle (1996)

WHY IT'S IMPORTANT TO KNOW YOUR PLAYER TYPES & GOALS



LEVEL UP

WHY IT'S IMPORTANT TO KNOW YOUR PLAYER TYPES & GOALS



**GIVES YOU A BETTER
UNDERSTANDING OF
YOUR AUDIENCE**

WHY IT'S IMPORTANT TO KNOW YOUR PLAYER TYPES & GOALS



**GIVES YOU A BETTER
UNDERSTANDING OF
YOUR AUDIENCE**

**HELPS KEEP
CONTENT FOCUSED**

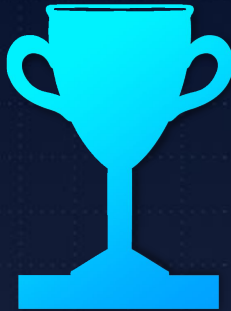
WHY IT'S IMPORTANT TO KNOW YOUR PLAYER TYPES & GOALS



**GIVES YOU A BETTER
UNDERSTANDING OF
YOUR AUDIENCE**



**HELPS KEEP
CONTENT FOCUSED**



**CREATES MORE
EFFECTIVE GOALS**

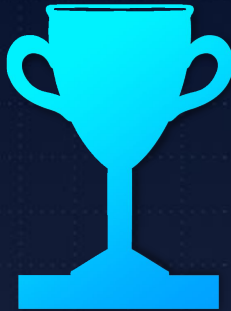
WHY IT'S IMPORTANT TO KNOW YOUR PLAYER TYPES & GOALS



**GIVES YOU A BETTER
UNDERSTANDING OF
YOUR AUDIENCE**



**HELPS KEEP
CONTENT FOCUSED**



**CREATES MORE
EFFECTIVE GOALS**



**GIVES PLAYERS
SOMETHING TO ASPIRE TO**

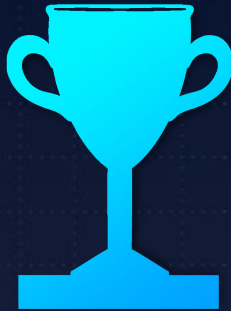
WHY IT'S IMPORTANT TO KNOW YOUR PLAYER TYPES & GOALS



**GIVES YOU A BETTER
UNDERSTANDING OF
YOUR AUDIENCE**



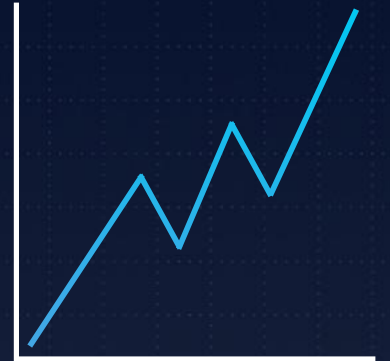
**HELPS KEEP
CONTENT FOCUSED**



**CREATES MORE
EFFECTIVE GOALS**



**GIVES PLAYERS
SOMETHING TO ASPIRE TO**



**ENCOURAGES THEM
TO KEEP PLAYING
LONGER**



DESIGN SESSION: **MAP OUT YOUR GOALS &** **PLAYER TYPES**

EXAMPLE GAME: FARMIN' FUN



Build your family farm into an epic agricultural empire!

- Farming
 - livestock
 - crops
- Crafting
 - food
 - furniture
- Social
 - roleplay
 - trade





LEVEL UP

ANY QUESTIONS?

