



LEVEL UP



PLAYER GOALS & PROGRESSION WORKSHOP

AGENDA FOR TODAY

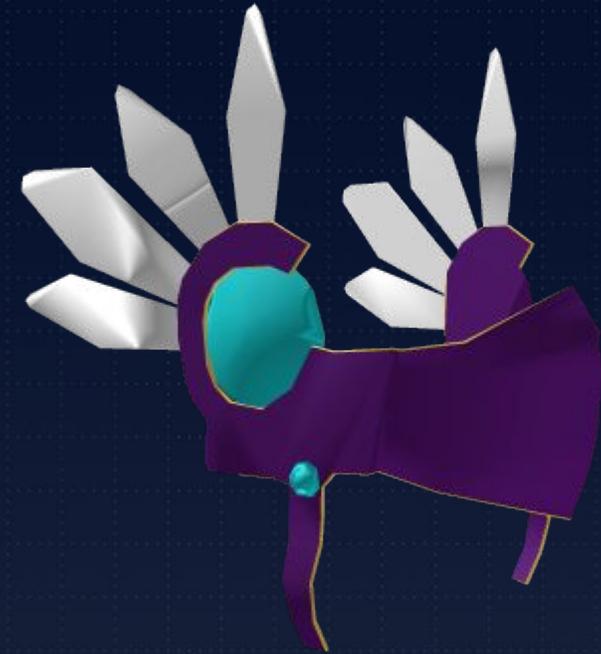


LEVEL UP



AGENDA FOR TODAY

- PART 1: PLAYER GOALS



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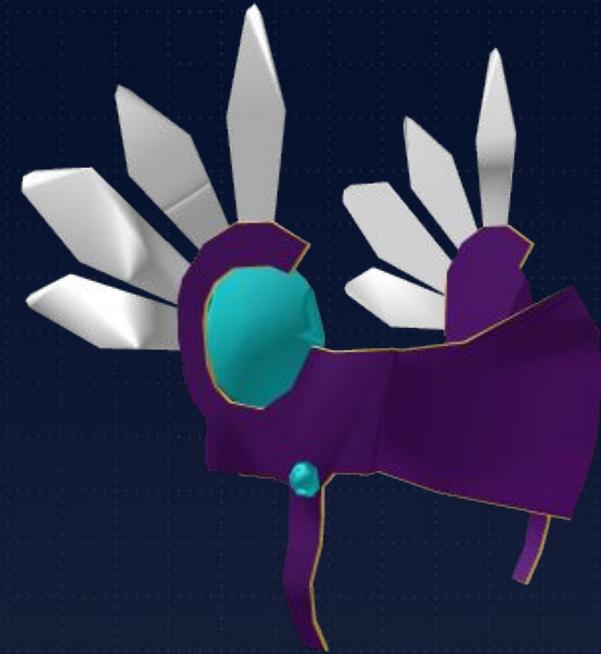
- **PART 1: PLAYER GOALS**
 - What motivates your players to keep playing?



AGENDA FOR TODAY

- **PART 1: PLAYER GOALS**

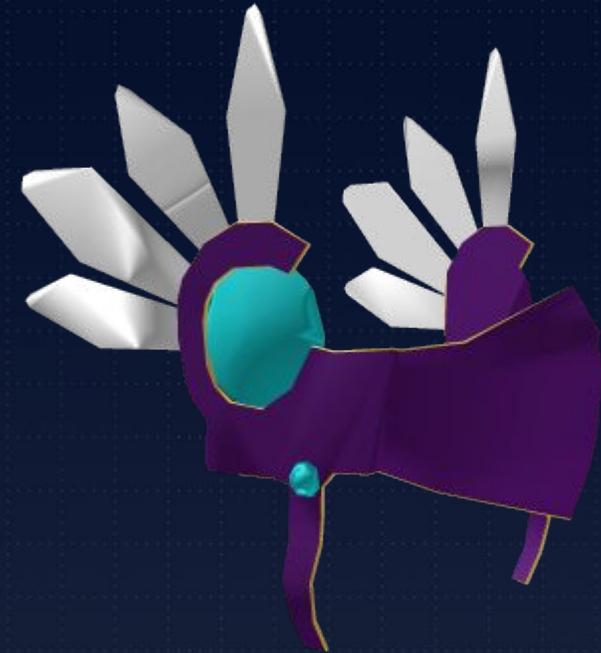
- What motivates your players to keep playing?
- What goals appeal to different players?



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

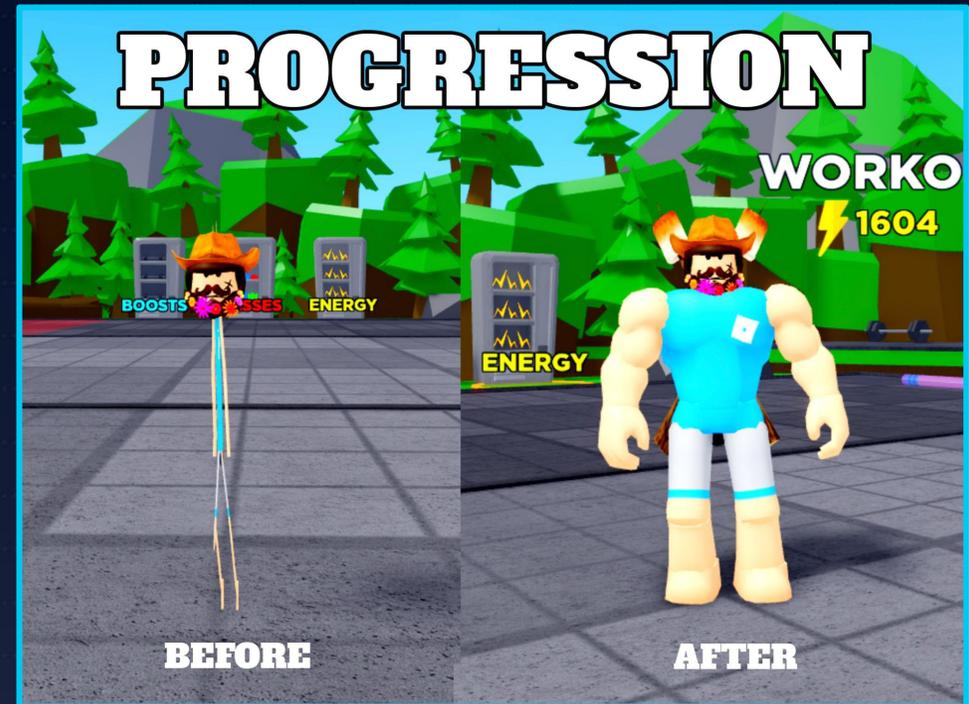
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- What motivates your players to keep playing?
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- What is progression & why does it matter?
- How does progression keep players engaged?



Super Strong Simulator

AGENDA FOR TODAY



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- What goals appeal to different players?
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- **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



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



LEVEL UP



WHY DO PLAYERS STOP PLAYING?



LEVEL UP

WHY DO PLAYERS STOP PLAYING?

- **It's not fun**





WHY DO PLAYERS STOP PLAYING?

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





WHY DO PLAYERS STOP PLAYING?

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



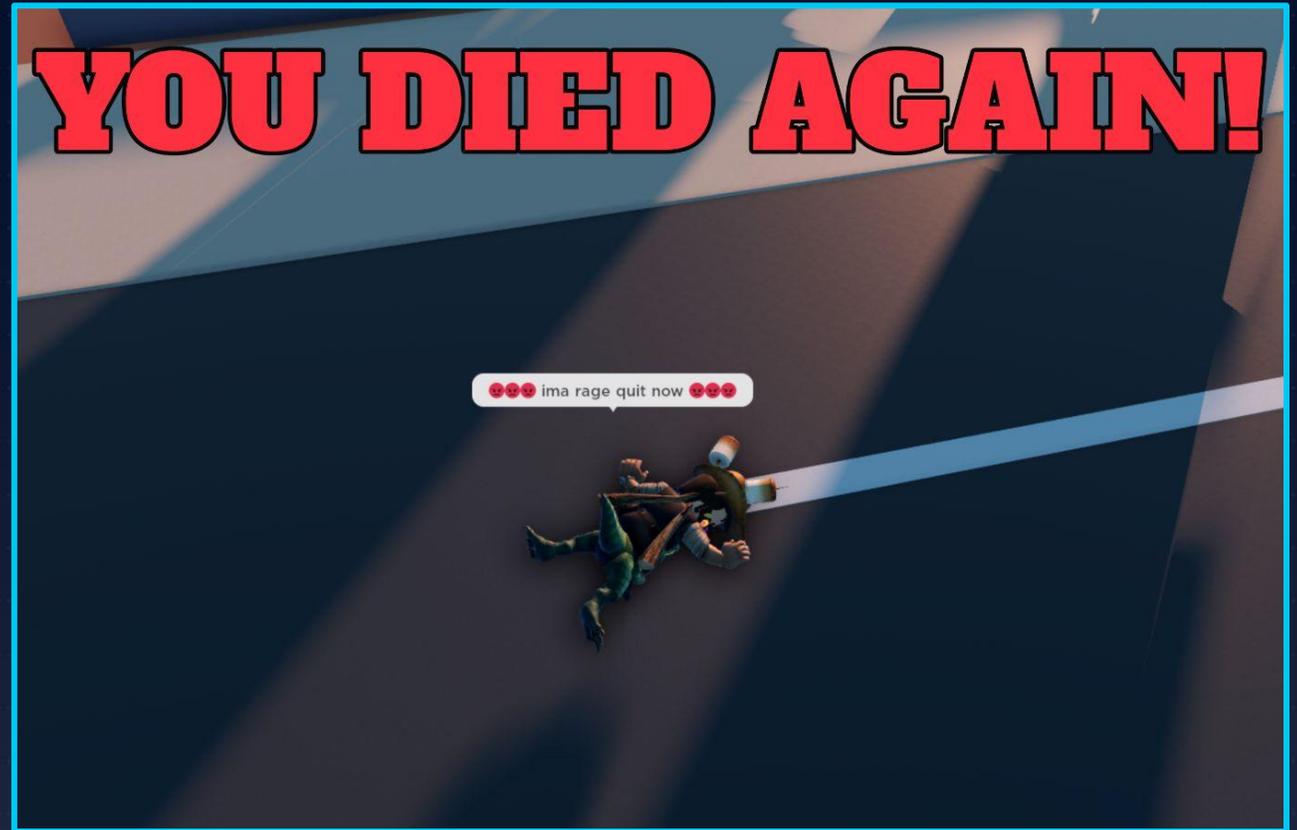
WHY DO PLAYERS STOP PLAYING?

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



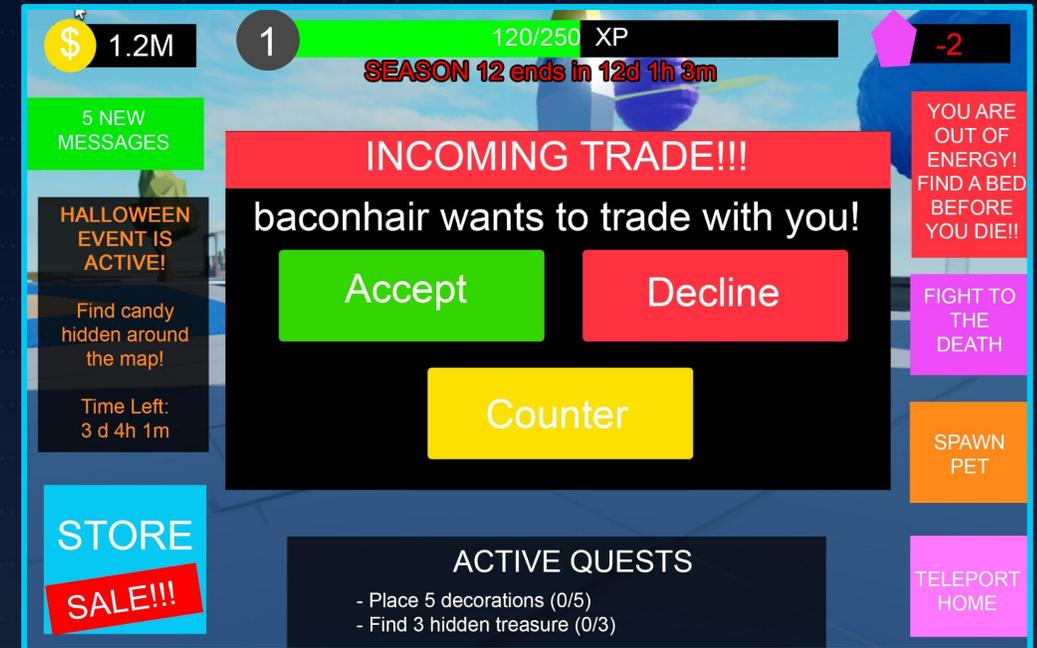
WHY DO PLAYERS STOP PLAYING?

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- It's too challenging



WHY DO PLAYERS STOP PLAYING?

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- It's not challenging
- It's too challenging
- They're overwhelmed or confused



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



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



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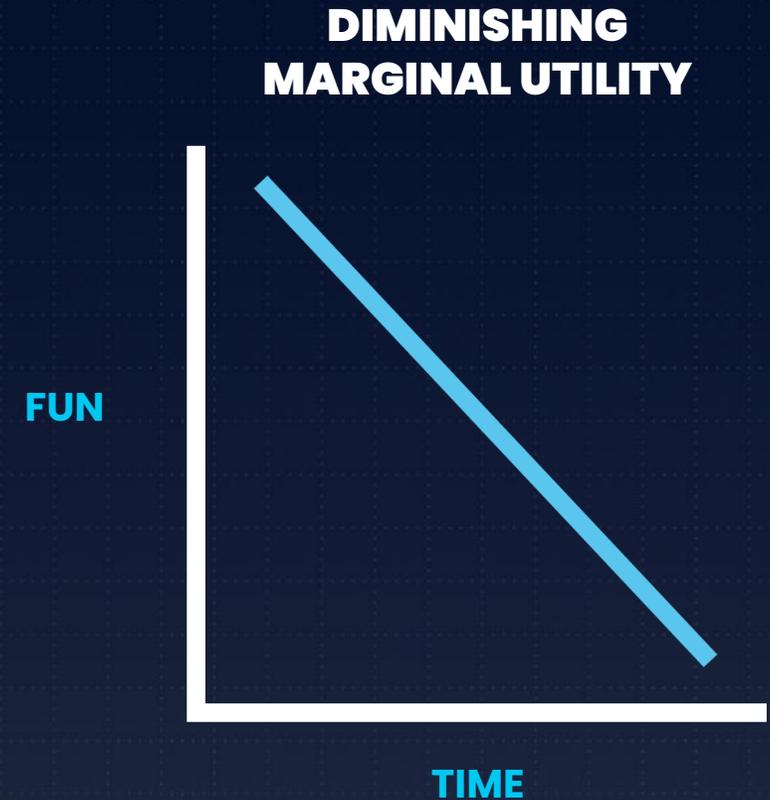


WHY IT'S IMPORTANT TO HAVE CLEAR GOALS



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- Core gameplay gets less fun the more you play it



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- Goals make up for this dip by promising more fun down the road



Progression-gated trade feature - Pet Swarm Simulator X

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- 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





LEVEL UP



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

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MID TERM	Days - Week	To keep players motivated as they work toward long term goal

SHORT, MID, & LONG TERM GOALS

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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!

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LEVEL UP



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



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WELCOME TO BLOXBURG EXAMPLE

GOAL TYPE	GOALS
LONG TERM	Build my dream house



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



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



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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

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



LEVEL UP



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?

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



Progression-gated zone - Pet Swarm Simulator X

WHAT QUALIFIES AS A GOAL?

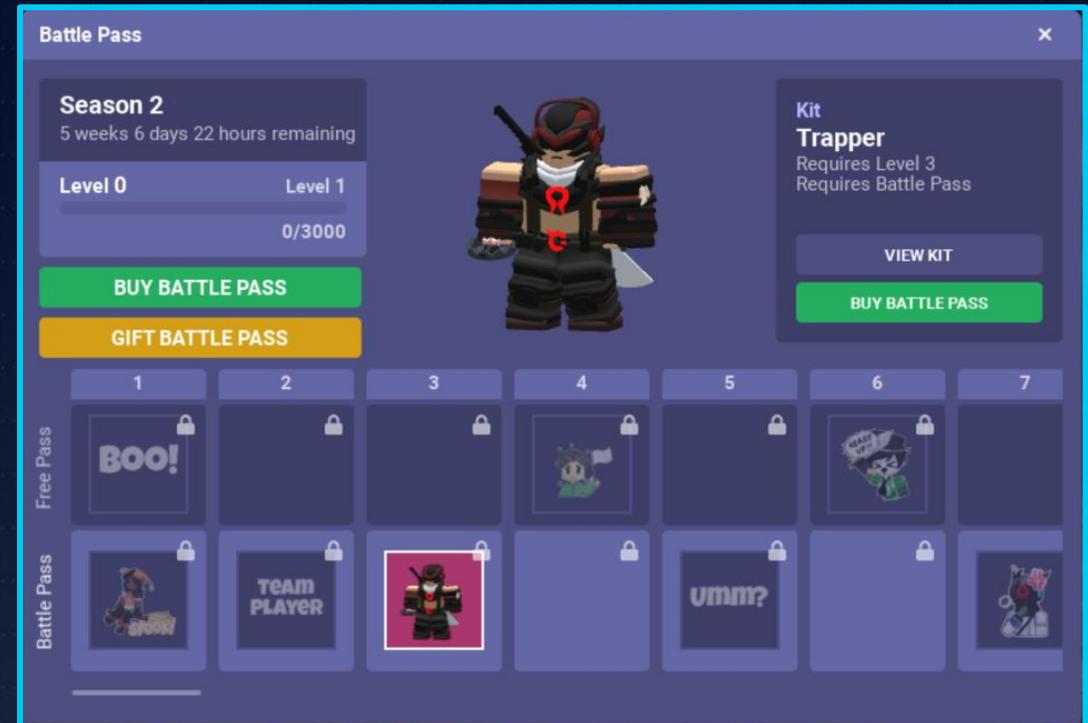
- **New Items/Weapons/Vehicles**
- **New Cosmetics**
- **New Areas**
- **New Features/Modes**



Progression-gated PVP feature - World//Zero

WHAT QUALIFIES AS A GOAL?

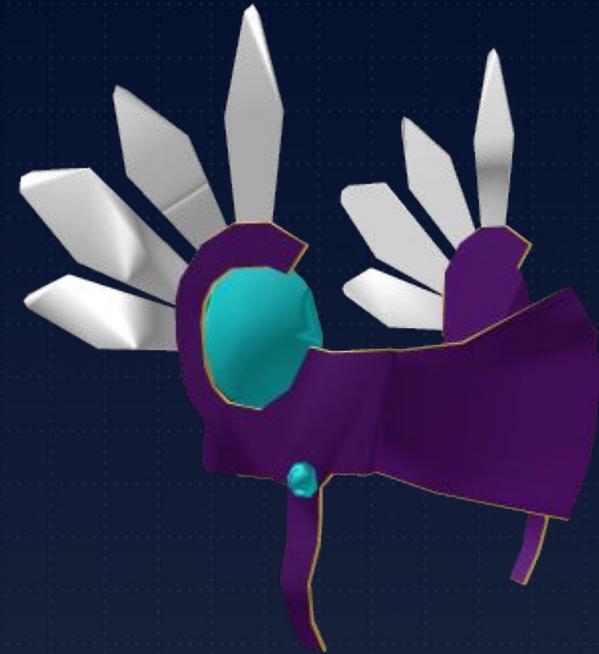
- New Items/Weapons/Vehicles
- New Cosmetics
- New Areas
- New Features/Modes
- New Ranks/Levels



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**





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DIFFERENT PLAYERS HAVE DIFFERENT GOALS

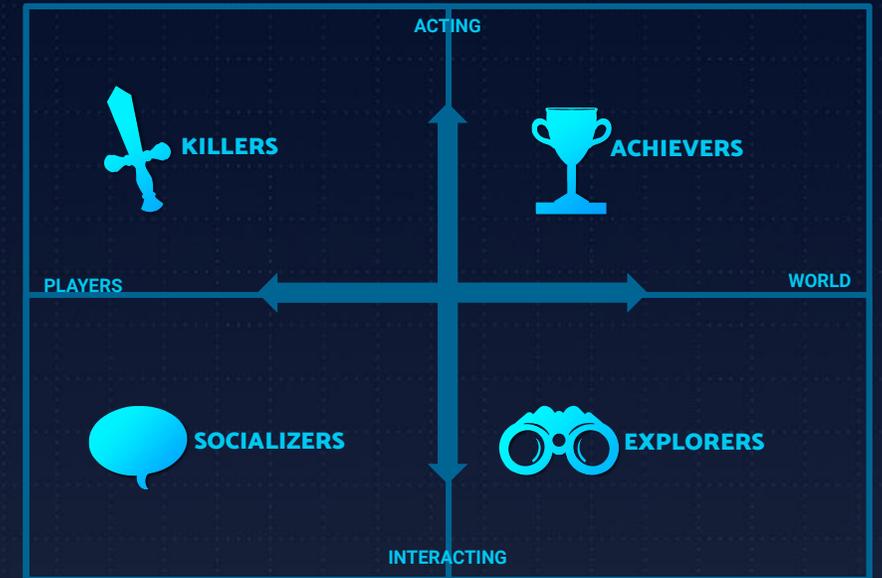


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DIFFERENT PLAYERS HAVE DIFFERENT GOALS

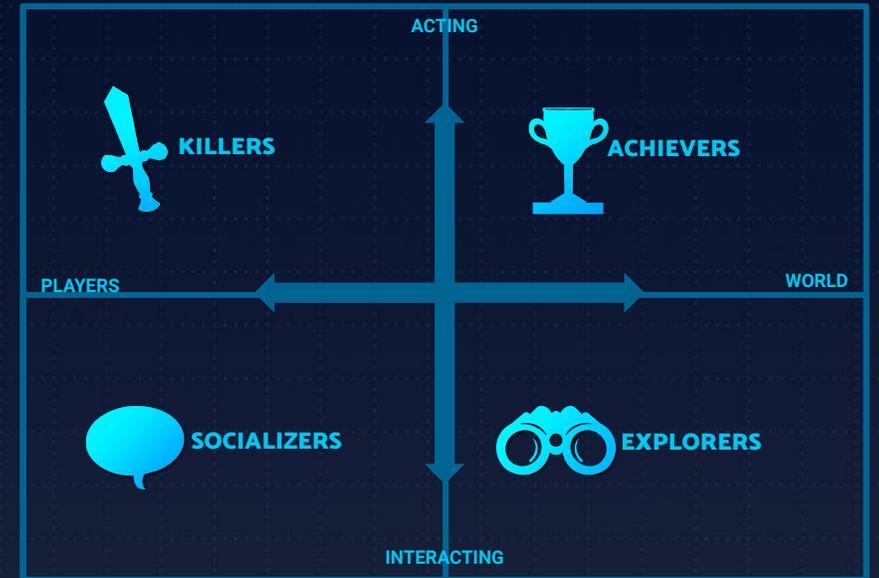
- Not all players are interested in the same things



Bartle Test of Player Types, Richard Bartle (1996)

DIFFERENT PLAYERS HAVE DIFFERENT GOALS

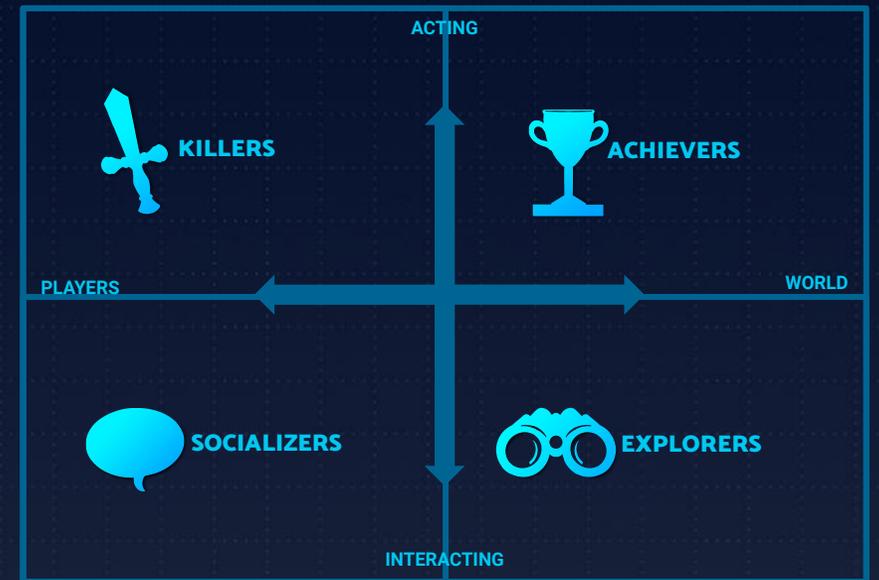
- Not all players are interested in the same things
- Think about having different goals that appeal to different players



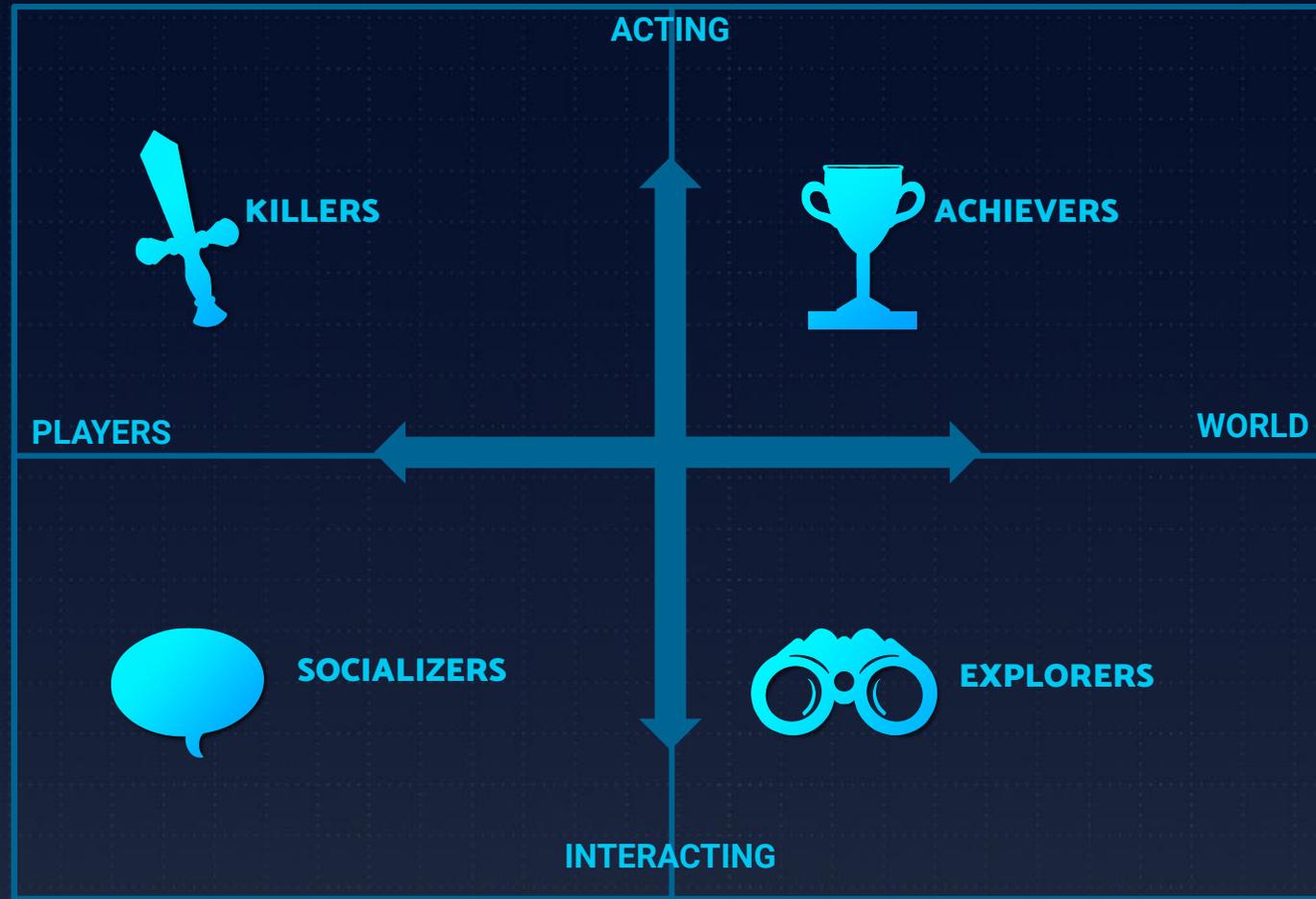
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DIFFERENT PLAYERS HAVE DIFFERENT GOALS

- 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)



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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



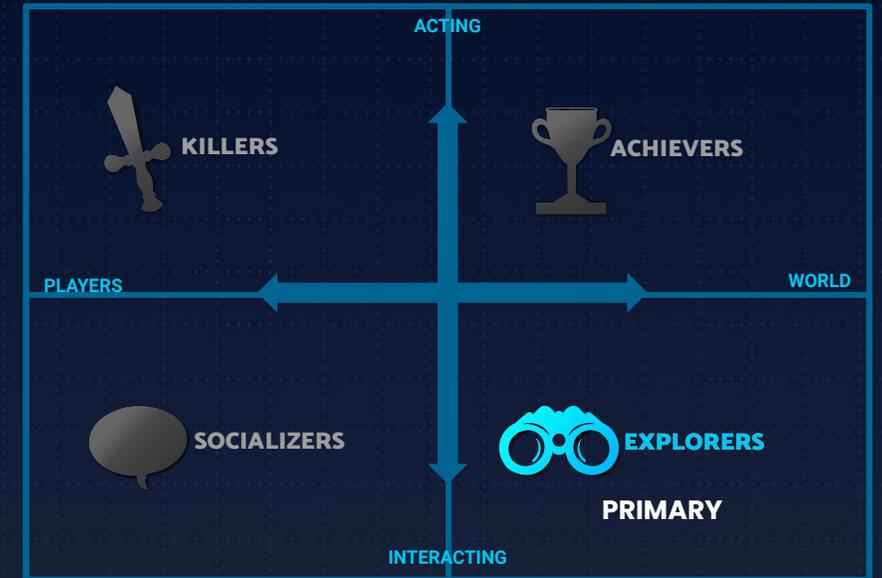
- Don't try to make your game appeal to all player types
- Trying to cater to all groups can make it a less engaging experience



Mermaid Life

KNOW YOUR AUDIENCE AND FOCUS ON THEM

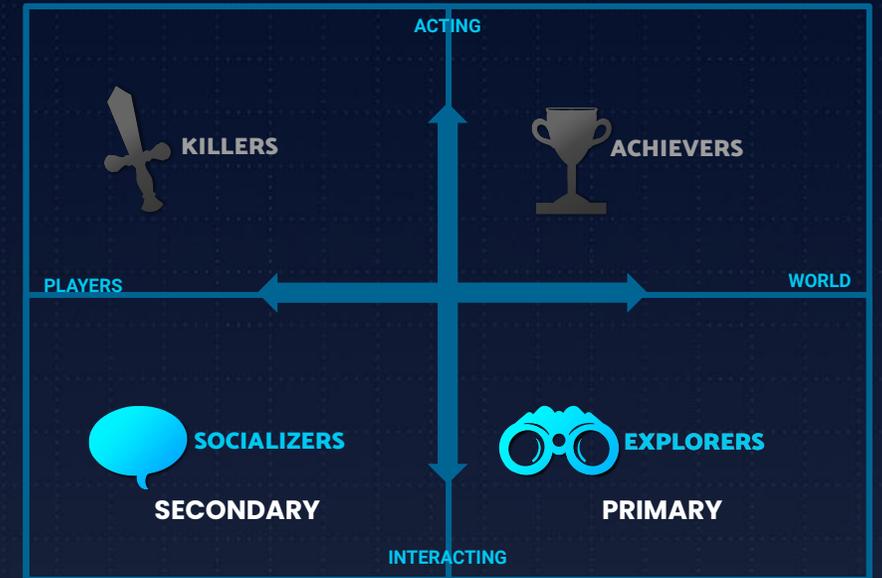
- Don't try to make your game appeal to all player types
- Trying to cater to all groups can make it a less engaging experience
- **Pick one group as your primary player group to build your main goals around**



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)



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ARSENAL PLAYER TYPES



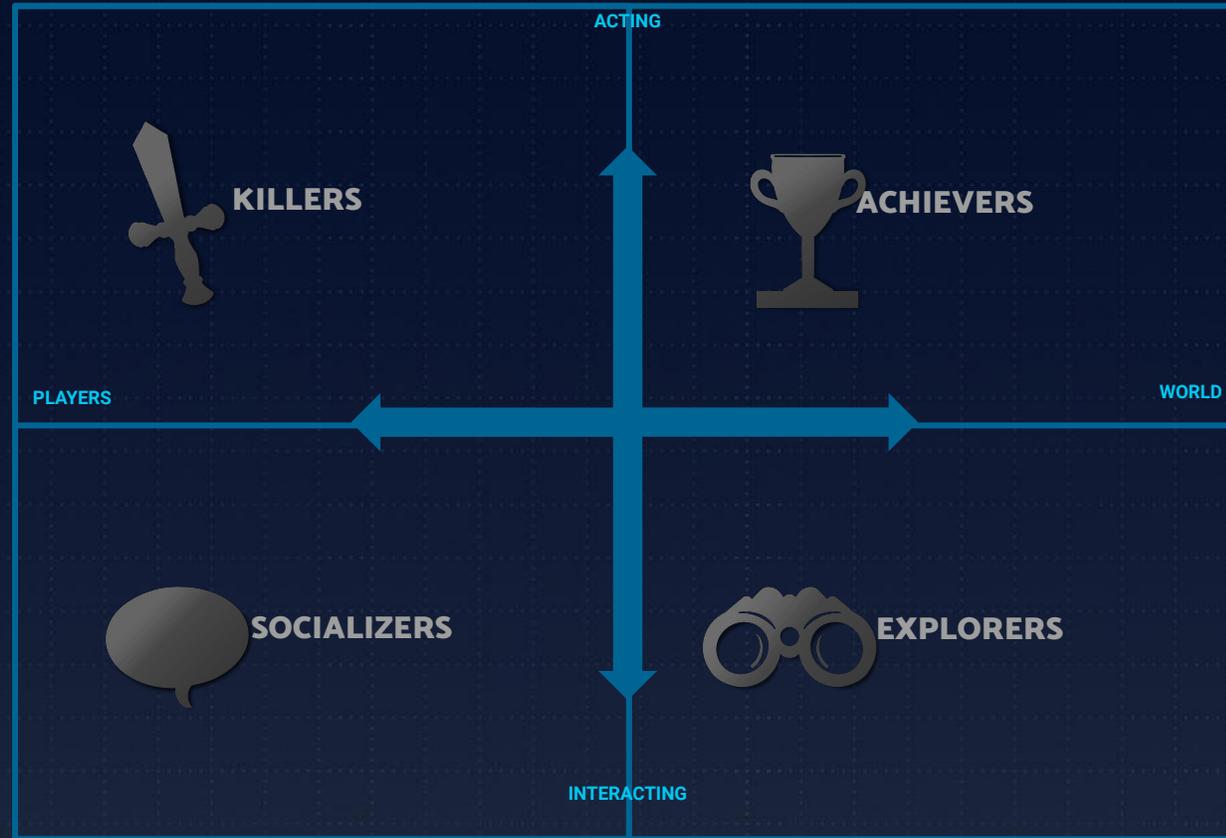
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ARSENAL PLAYER TYPES

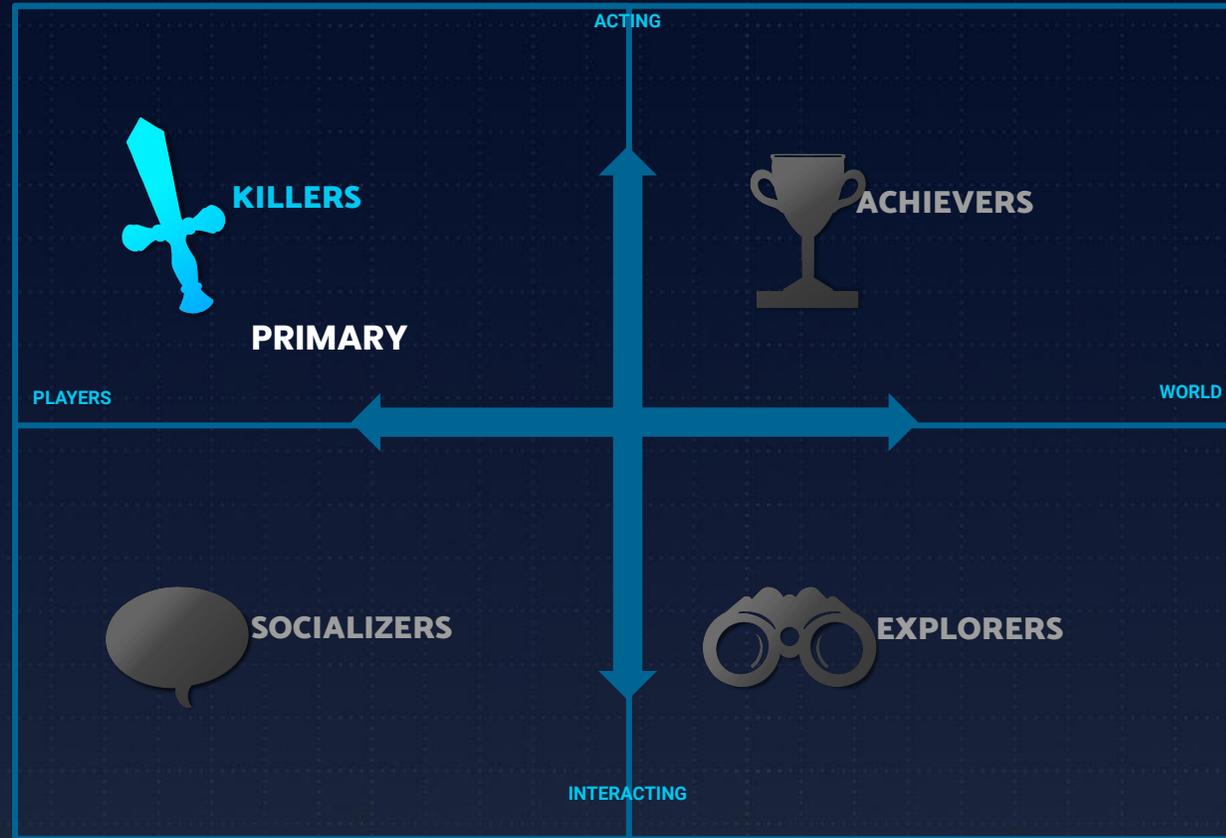


ARSENAL PLAYER TYPES



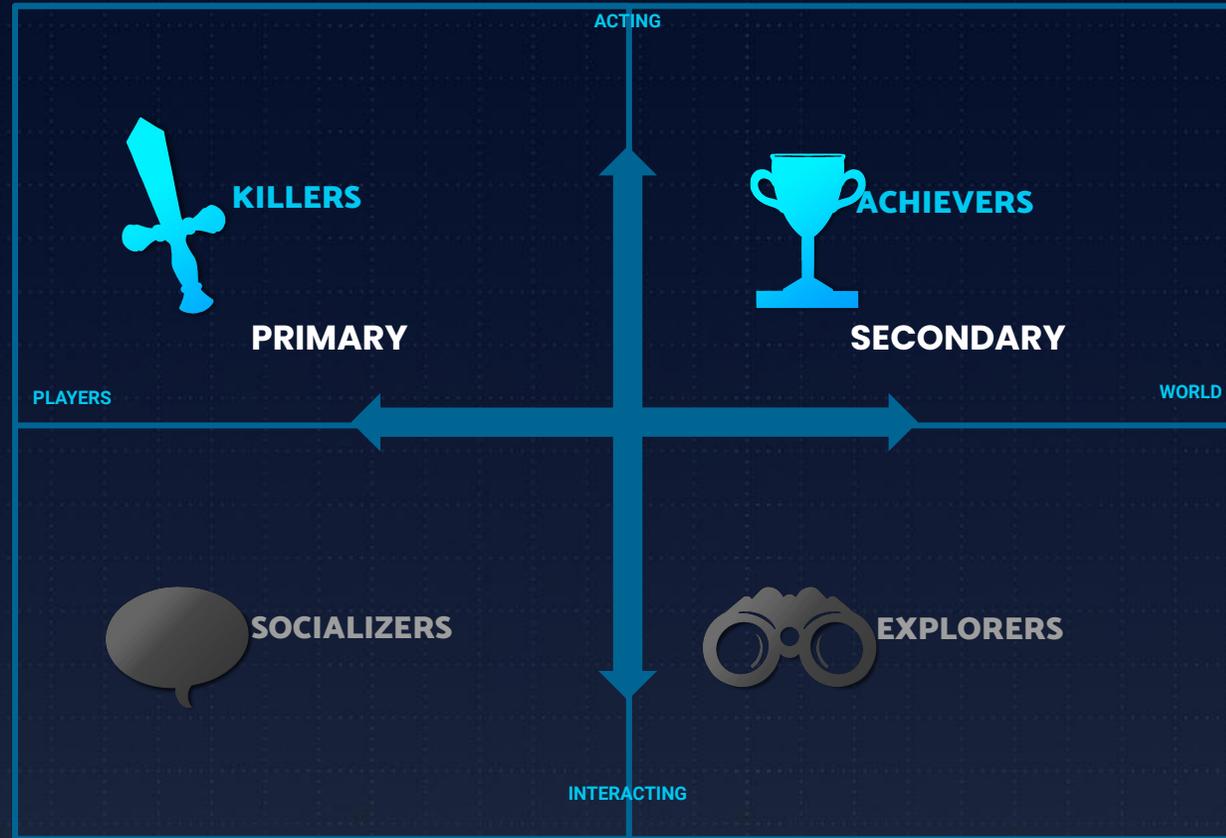
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ARSENAL PLAYER TYPES



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ARSENAL PLAYER TYPES



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ADOPT ME PLAYER TYPES

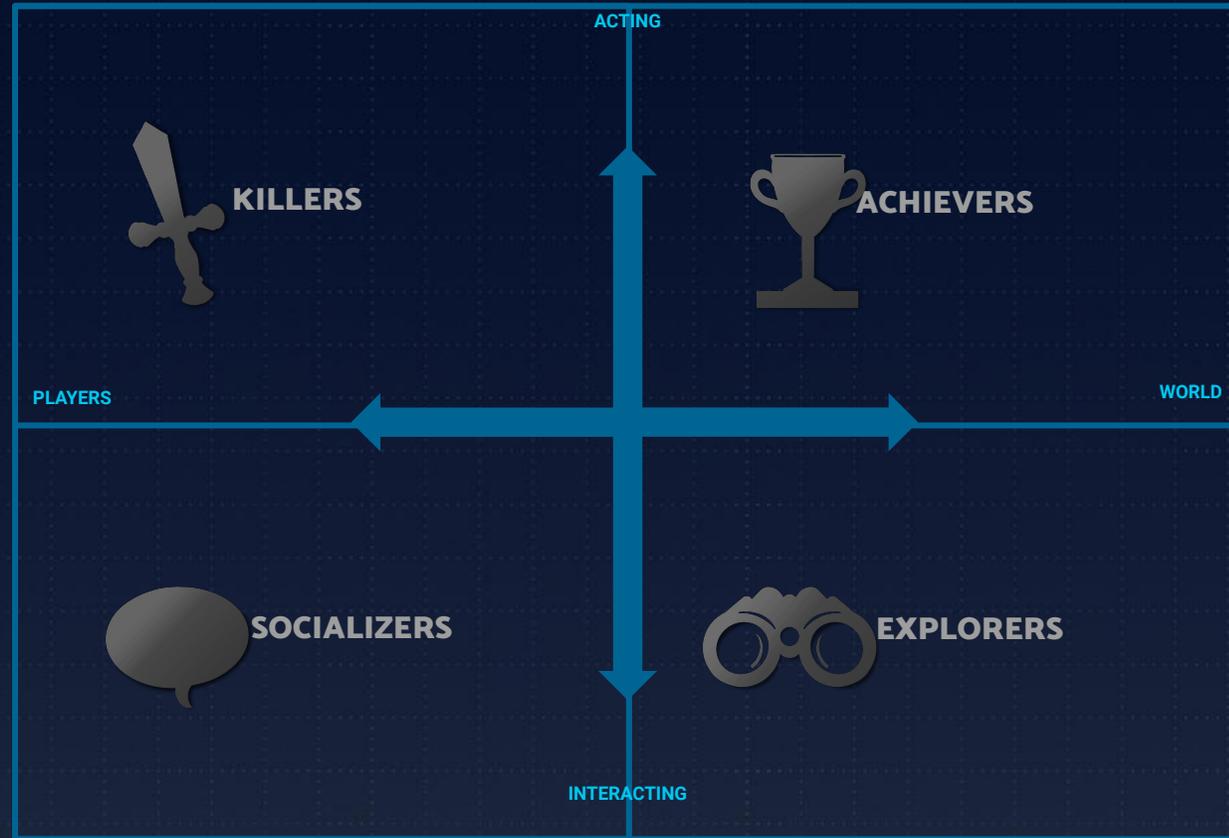


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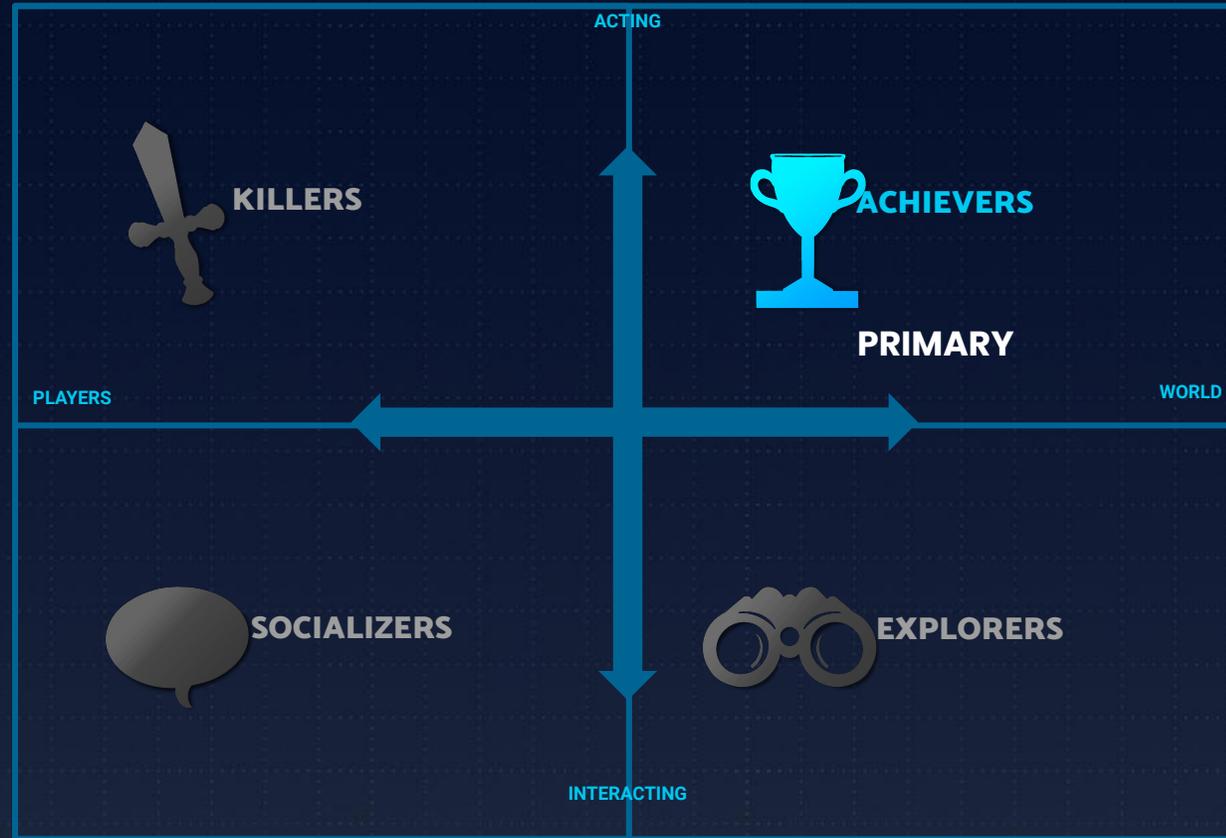


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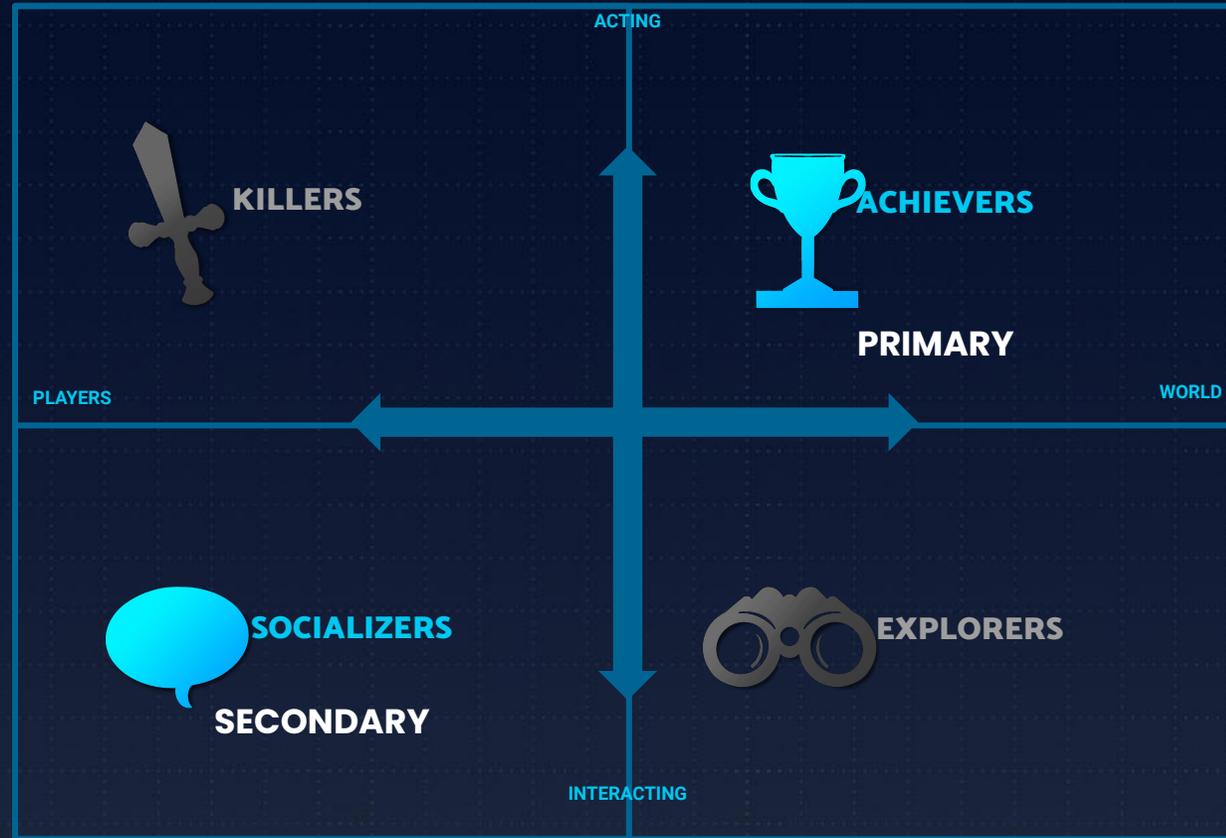
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LOOMIAN LEGACY PLAYER TYPES



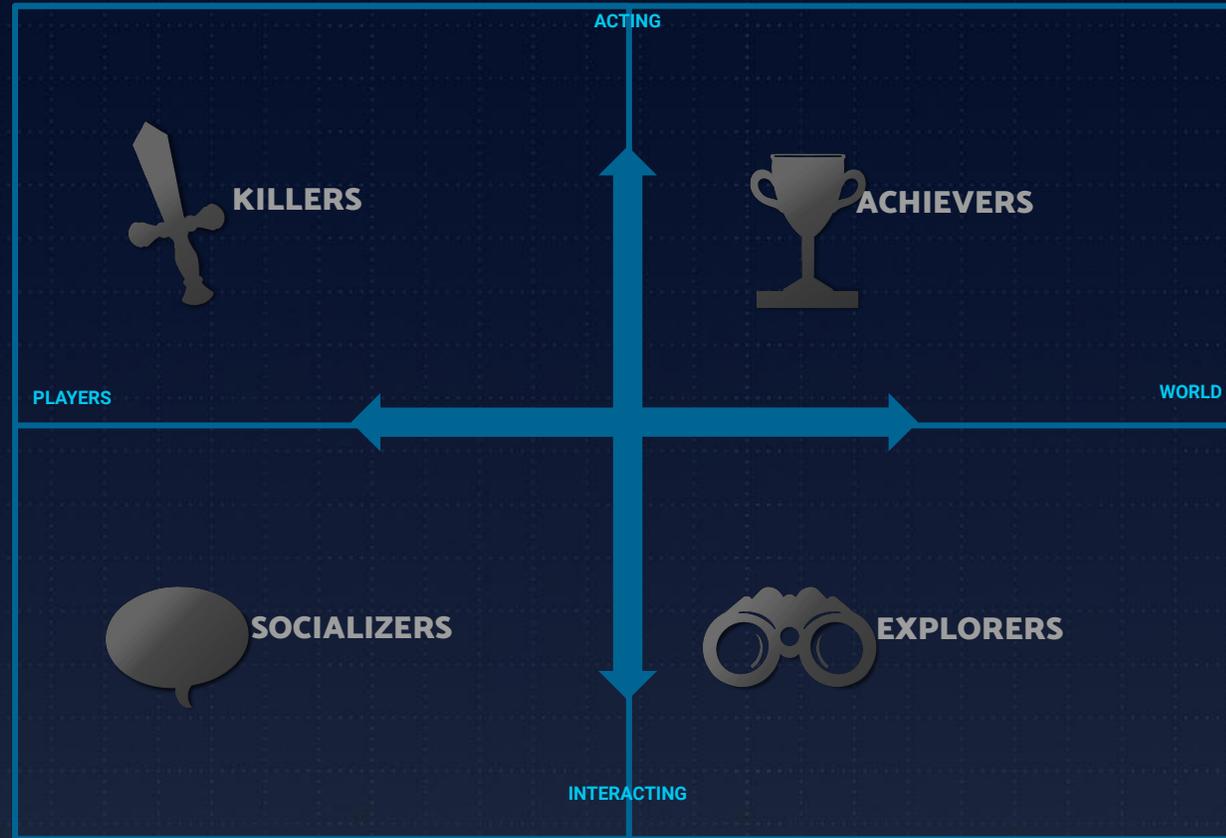
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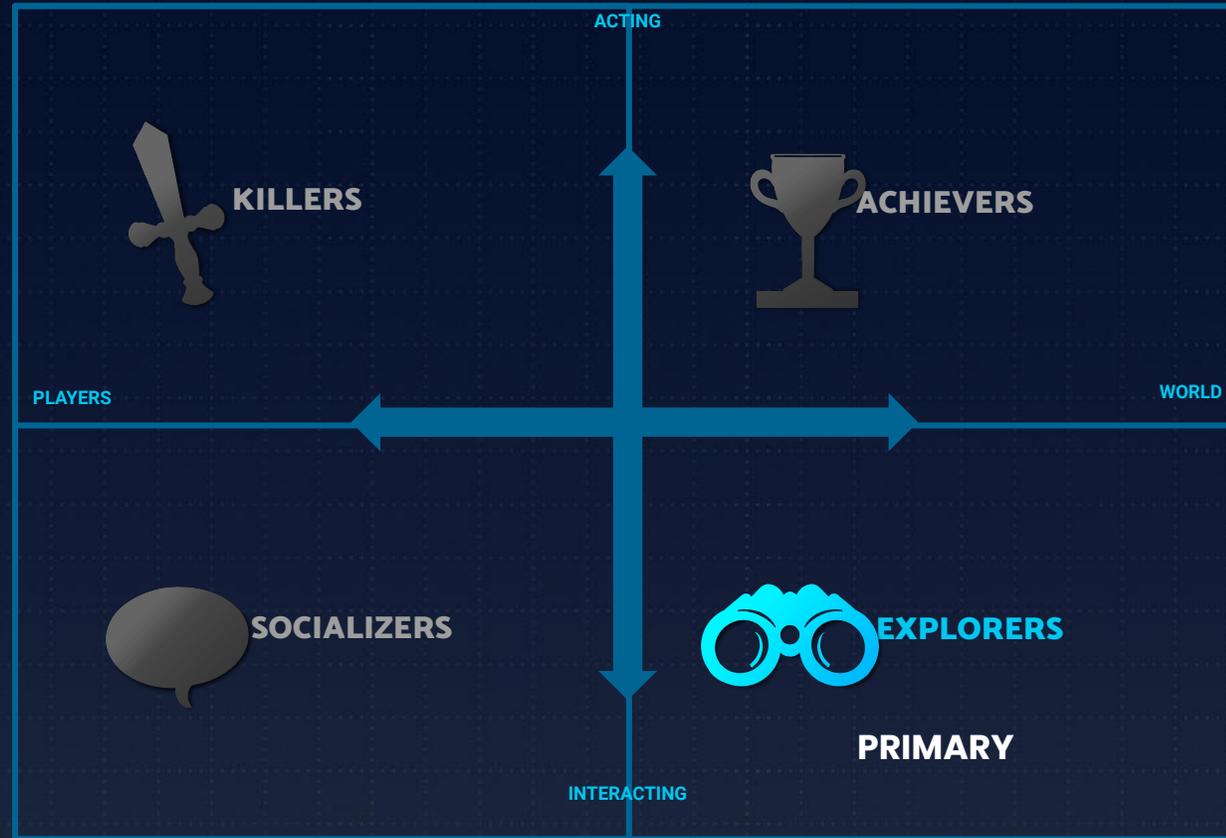


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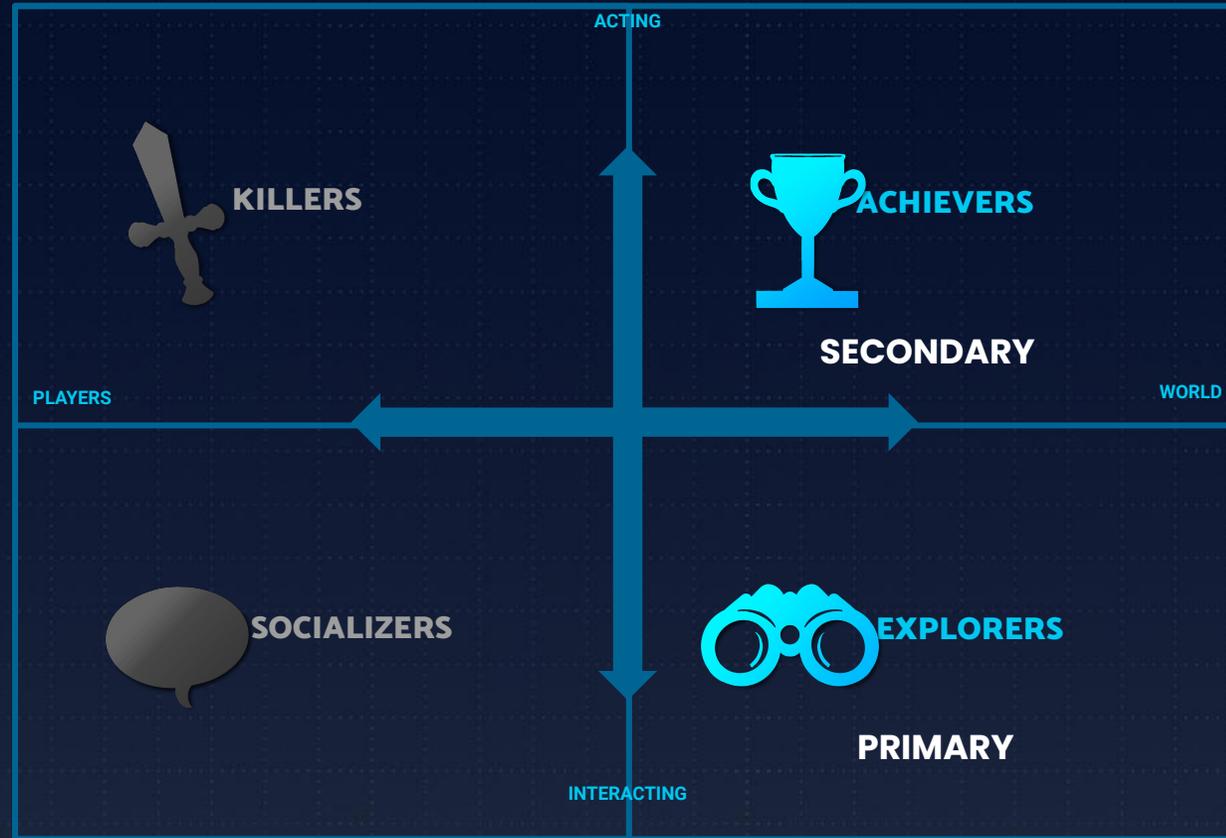
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LOOMIAN LEGACY PLAYER TYPES



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BROOKHAVEN PLAYER TYPES



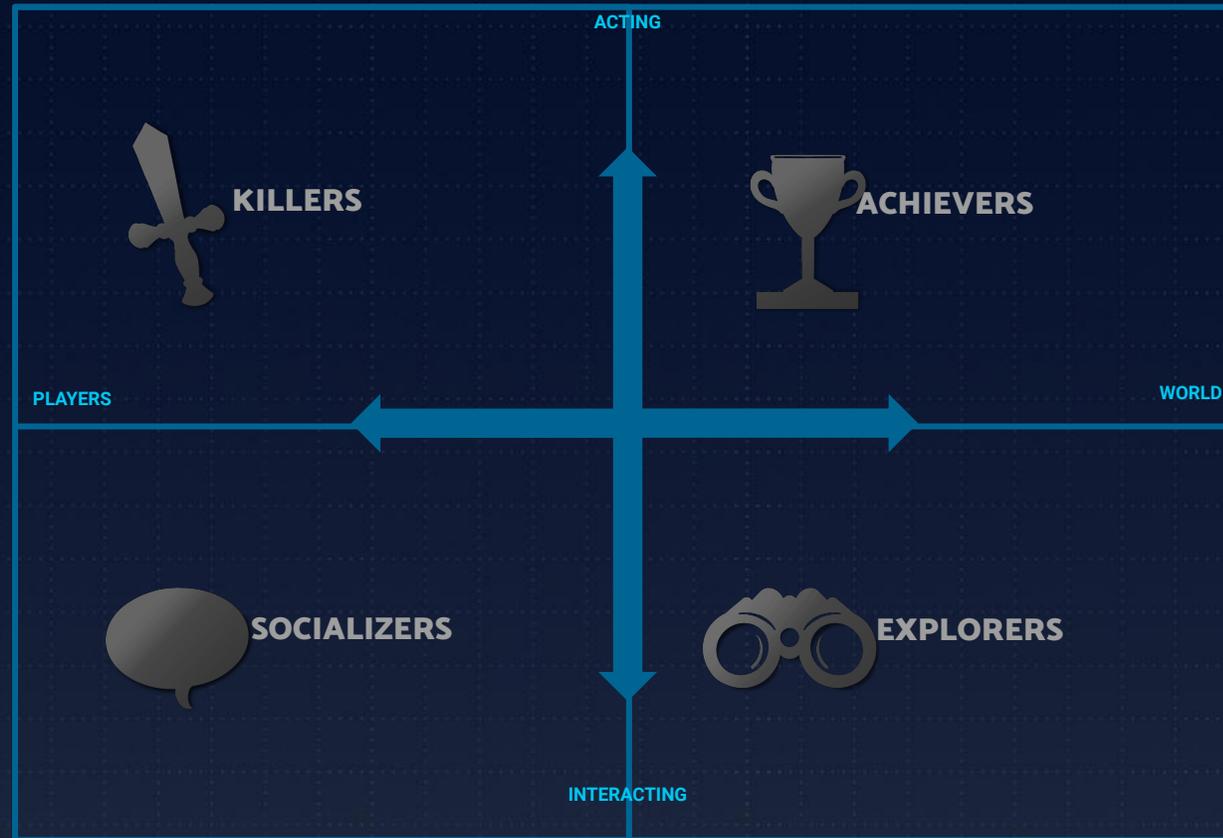
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BROOKHAVEN PLAYER TYPES



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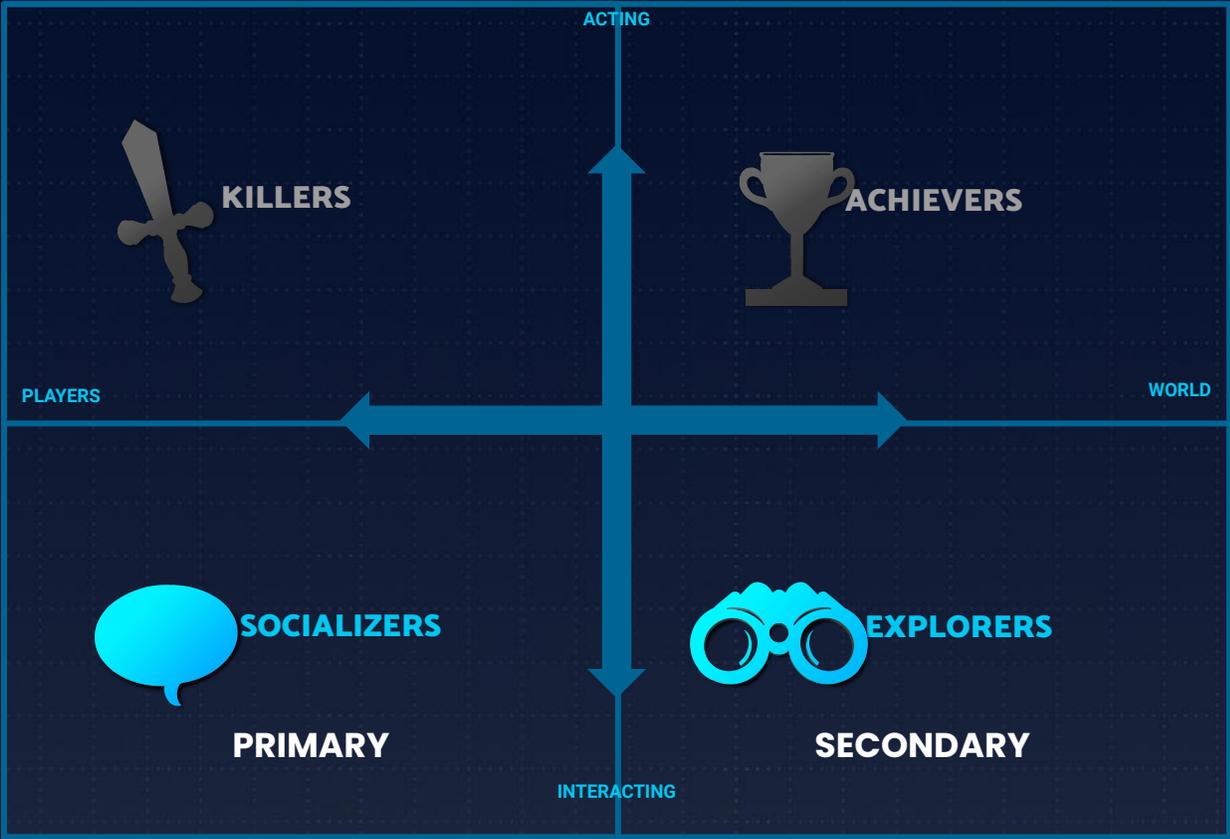
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WHY IT'S IMPORTANT TO KNOW YOUR PLAYER TYPES & GOALS



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



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**HELPS KEEP
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HELPS KEEP CONTENT FOCUSED



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GIVES PLAYERS SOMETHING TO ASPIRE TO



ENCOURAGES THEM TO KEEP PLAYING LONGER



LEVEL UP





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





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ANY QUESTIONS?



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