



PLAYER TYPES & GOALS

Created for Level Up Player Goals & Progression Workshop

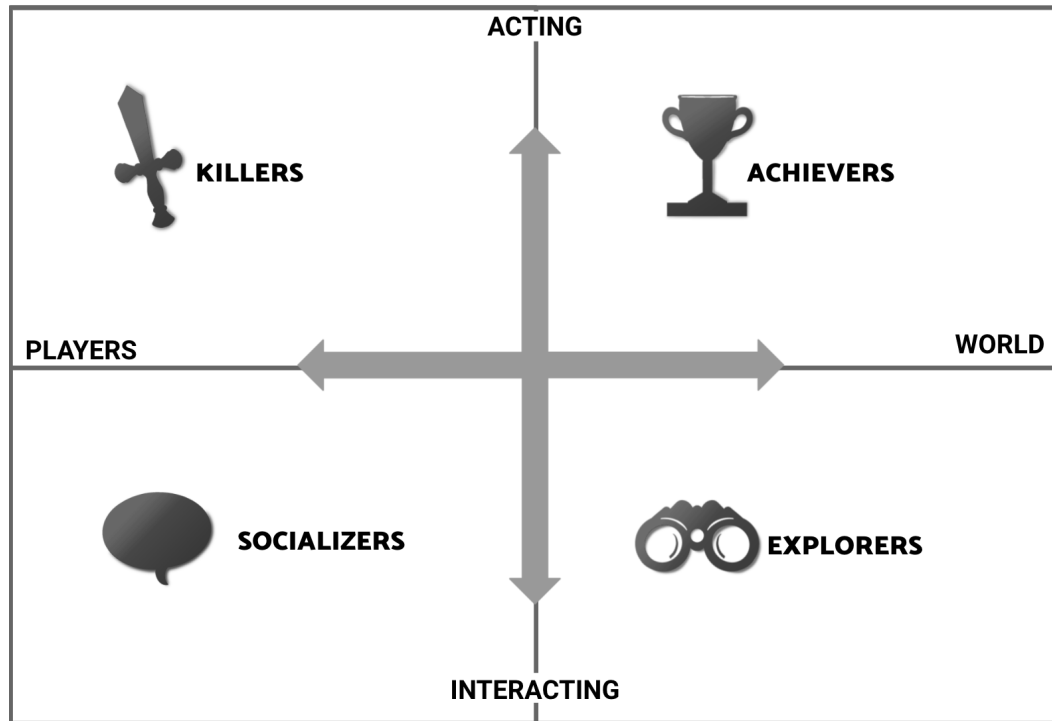
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DEFINING YOUR AUDIENCE

Different players are interested in different things and it can be impossible to appeal to all players. Defining your audience will help keep you focused on content that will appeal to your players.

BARTLE PLAYER TYPES

Below are the [Bartle Player Types](#). This is a nice, simple model to help you categorize what your players are interested in. It is by no means comprehensive, but it will help you find some initial direction.



Bartle Test of Player Types, Richard Bartle (1996)

- **Killers**
 - Interested in acting on/against other players
 - They like beating other players in competitive games
 - They enjoy causing mayhem and showing off their skills
- **Achievers**
 - Interested in acting on/against the world (or game systems)
 - They like beating the game and conquering its systems (100% completion)
 - They enjoy showing off their collections, achievements and rankings to others
- **Socializers**
 - Interested in interacting with other players
 - They like to make new friends and build relationships
 - They enjoy working with others toward a common goal
- **Explorers**
 - Interested in interacting with the world
 - They like exploring levels, getting into the story, and learning the systems
 - They enjoy digging into the details and uncovering secrets

PLAYER TYPE EXERCISE

Answer the below questions to define your Primary and Secondary player types.

QUESTION	ANSWER	EXAMPLE
What is your game's Primary player type? (choose 1)		Killer
What about your game and its features will appeal to this player type?		Most of the gameplay is PvP focused Players are ranked based on skill level There is only one winner at the end of each round
What is your Secondary player type? (choose 1)		Achiever
What about your game and its features will appeal to this player type?		Players can upgrade their weapons and optimize their loadouts Players can collect different weapons Players are ranked

ESTABLISHING PLAYER GOALS

Once you know your player types, it's important to make sure you have clear goals that appeal to them. Having a clear set of short, mid and long term goals will give players something to aspire to and keep them motivated as they work towards those goals. It's helpful to start off with the long term aspirational goal, then work your way down from there. Each goal should feed up to the next one.

GOAL TYPE	DURATION	PURPOSE	RACING EXAMPLE
LONG TERM	Weeks - Months	To give players an aspirational goal to work toward	Buy the coolest, most valuable car
MID TERM	Days - Week	To keep players motivated as they work toward long term goal	Upgrade my current car so I can enter more prestigious races & earn more money
SHORT TERM	Single Session	To give the players immediate goals they can act on. THIS SHOULD BE YOUR CORE LOOP!	Win a car race to earn money

PLAYER GOAL EXERCISE

Use the below table to map out the player goals for your chosen player types. Start with long term goals and work your way down.

GOAL TYPE	PRIMARY PLAYER TYPE: (INSERT HERE)	SECONDARY PLAYER TYPE: (INSERT HERE)
LONG TERM GOAL(S)		
MID TERM GOAL(S)		
SHORT TERM GOAL(S)		