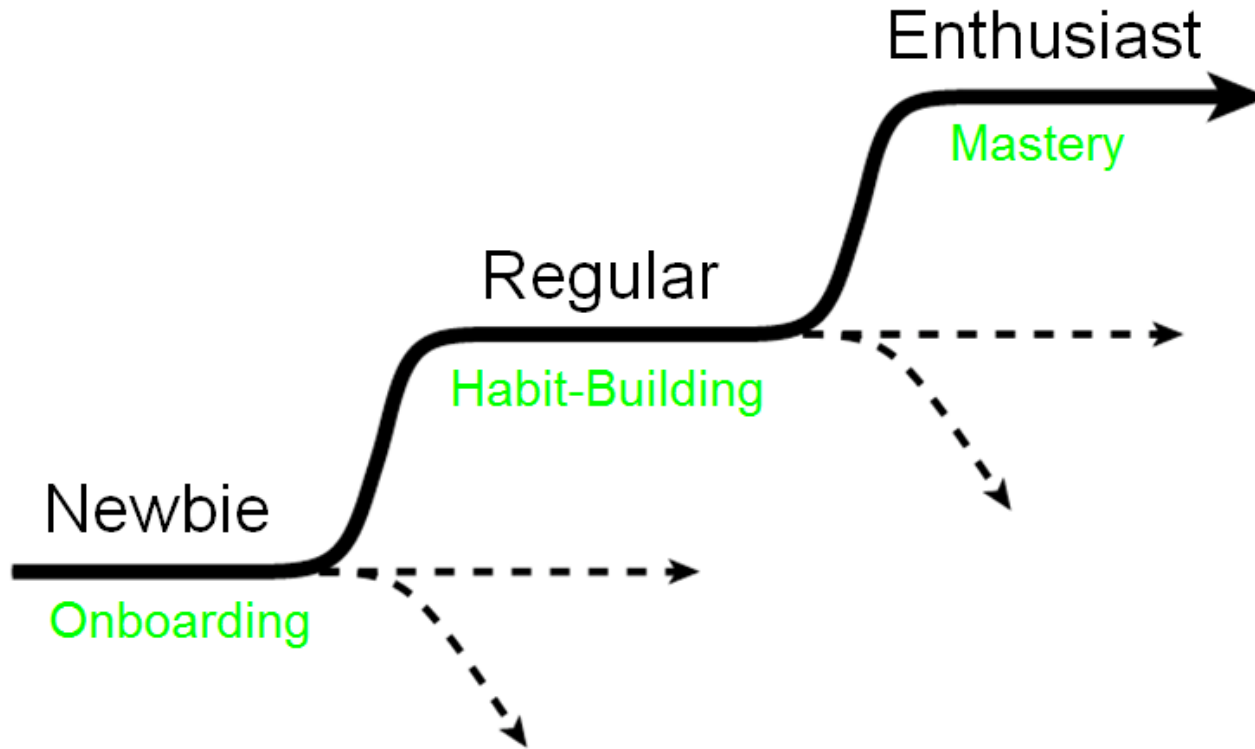


Game Mechanics

Tony Scarlatos

Player Life Cycle



How do you maintain player engagement over the long term?

Player Types



Killers

Defined by:
A focus on winning, rank, and direct peer-to-peer competition.

Engaged by:
Leaderboards, Ranks



Achievers

Defined by:
A focus on attaining status and achieving preset goals quickly and/or completely.

Engaged by:
Achievements



Socialites

Defined by:
A focus on socializing and a drive to develop a network of friends and contacts.

Engaged by:
Newsfeeds, Friends Lists, Chat



Explorers

Defined by:
A focus on exploring and a drive to discover the unknown.























Engaged by:
Obfuscated Achievements

Jane McGonigal's Motivators

- Blissful Productivity
 - Happy working hard doing what is perceived to be meaningful work.
- Social Fabric
 - Community that supports and relies on the player, and rewards with status.
- Urgent Optimism
 - The desire to act immediately to tackle an obstacle combined with the reasonable hope of success.
- Epic Meaning
 - Achievement that goes beyond the player's personal success, an achievement that is perceived to be significant globally.



Intrinsic Motivators

	Reward	Status	Achievement	Self Expression	Competition	Altruism
Points						
Levels						
Challenges						
Virtual Goods						
Leaderboards						
Gifts & Charity						

Collecting and Completing a Set



Customization (self expression)



Epic Meaning (altruism)

YOUR TEAM WINS!

Alpha 140

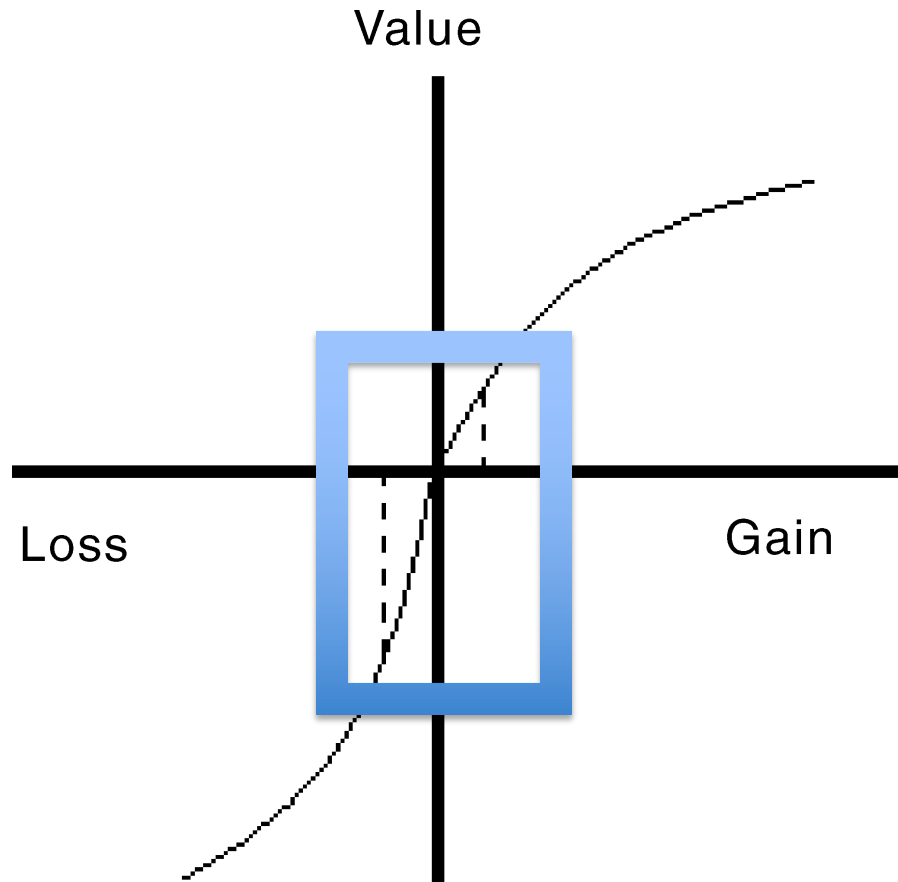
Rank / Name	Clan	Kills	Deaths
01 BlueChocobo	SexyChocobos	41	26
02 REC7NOOB	UpReR CaN7 Inc.	33	28
03 xSnowStorm	HeadhunterZ	28	15
04 dnthackmebro	CorruptM	19	13
05 jvn123	HardySpecialForc	8	16
06 enri10		8	18
07 earld20		4	10
08 Mc_Hammer		0	6

Bravo 132

Rank / Name	Clan	Kills	Deaths
01 jjobinweixl		25	24
02 thnglu	MeX:CaN13MaFIA	25	15
03 gonsales45	-Bucerias-	16	19
04 REEPERR		14	8
05 super_mella		13	7
06 CheGuvar		5	10
07 -resident-	eRaZyBOYz	3	3
08 frank66		2	0

F8 VOICECHAT OFF CHAT [VER_US_2.1102.04 (18)] - [20110308_205848]

Loss Aversion



In psychological studies, subjects consistently avoided loss more than gains were sought

Extrinsic Motivators: Appointment Dynamics



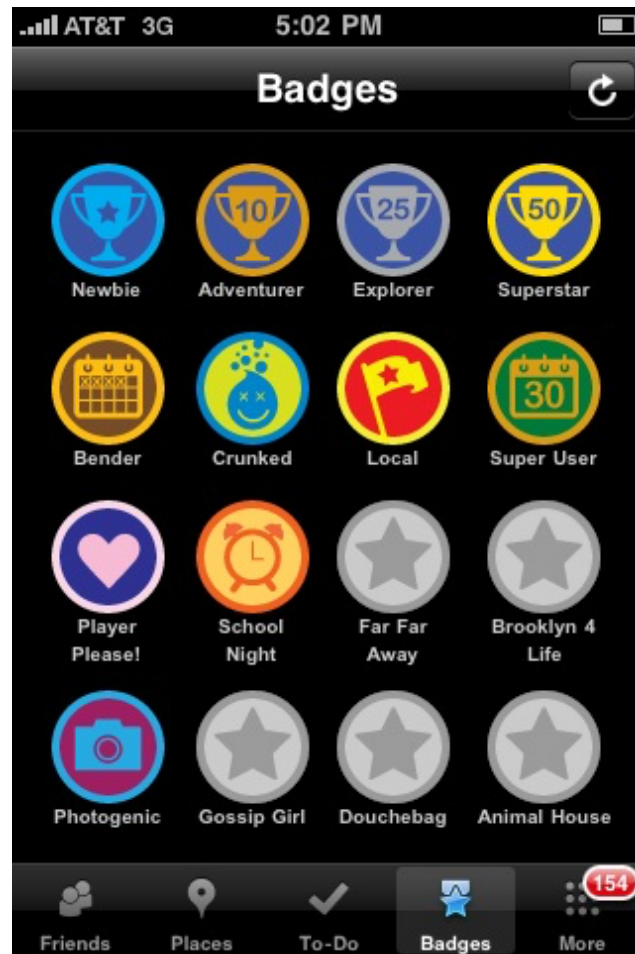
“Feed Me, Seymore!”

Extrinsic Motivators: Timed Interactions



“For a limited time only...” or “You have 10 seconds before the bomb blows up!”

Rewards: Badges



Rewards: System Points

The screenshot displays the 'Glamour Girls' game interface. At the top, the title 'Glamour Girls' is shown next to a character's eyes. A navigation bar includes 'HOME', 'TRAINING', 'FIGHT', 'BANK', 'GLAM', 'INFAMOUS', and 'PMC'. The 'BANK' menu is active, showing a 'Beauty Points' section with 'You Have 0 Beauty Points' and a large green banknote graphic that says 'BANK of the RICH & BEAUTIFUL'. Below this, there are buttons for 'Bank', 'Ventures', 'Real Estate', and 'Glam Bonds'. The 'Bank Balance' is 2,000, with 'Deposit' and 'Withdrawal' buttons. 'Exchange Rates' are shown as 'CASH \$20,000,000 for 10 BPs' and 'Skill Point for 10 BPs'. The 'BPX Beauty Points Exchange' is also visible, showing '1 Beauty Point for \$ 200,778,947'. A sidebar on the left contains various game-related icons and stats like 'Game Reset', 'Gifts', 'Say Bag', 'Win Ratio', 'PUNCHIES', 'CONTRACT ROLL LIST', 'Blog', 'HD', and 'BONUS'. A top-right panel shows player stats: 'Theta House Mor Level 100', 'Experience', '120 / 120 Health', '37 / 38 Stamina', '1 / 149 Energy', 'Thetas PMC', '0 Game Points', '2,000 Bank Balance', and '182,035 Cash Balance'.

Glamour Girls

Theta House Mor
Level 100
Experience

120 / 120 Health
37 / 38 Stamina
1 / 149 Energy
Thetas PMC
0 Game Points
2,000 Bank Balance
182,035 Cash Balance

HOME TRAINING FIGHT **BANK** GLAM INFAMOUS PMC

Beauty Points
You Have 0 Beauty Points

BANK of the RICH & BEAUTIFUL

Bank
Ventures
Real Estate
Glam Bonds

Bank Balance 2,000
200,000 Deposit 200,000 Withdrawal
* Bank takes 10% of all Deposits

Exchange Rates
CASH \$20,000,000 for 10 BPs TRADE
Skill Point for 10 BPs TRADE

BPX Beauty Points Exchange * Rate Changes Daily
1 Beauty Point for \$ 200,778,947 TRADE
*Must Be Level 100 To Use the BPX

Game Reset
12 hr
Gifts Receiving 100%
Say Bag
78% Win Ratio
87 PUNCHIES
CONTRACT ROLL LIST
Blog
HD
BONUS

Rewards: Social Points



Justpictureit
1,362 tweets

1,174	1,000	72
following	followers	listed

Rewards: Leaderboard



LEADERBOARDS
Score Attack 5mins Hi-Score (Championship II)

OVERALL	MY SCORE	FRIENDS
Rank	GAMERTAG	Score
70	McCarthy99	2,002,600
938	JtheProdigy	1,703,460
1180	IshmaelJ1	1,652,950
1255	VaRaces	1,641,750
1833	Hiltan	1,583,320
2318	Sodoom	1,546,160
2862	kingcrono1	1,500,960
3175	Almighty mDot	1,472,850
4067	mrselfdetrux	1,413,960
4287	George McBain	1,402,270

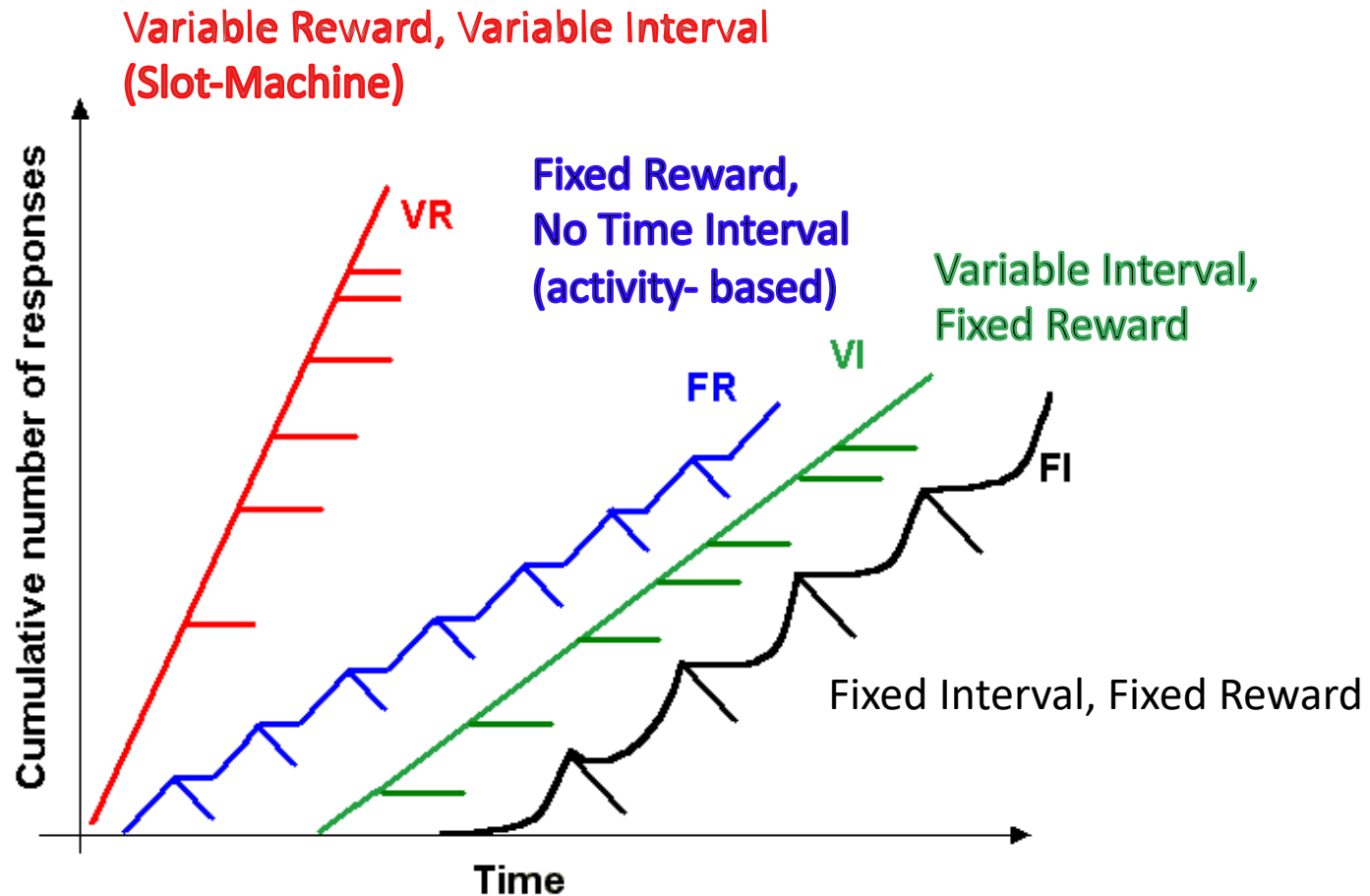
Number of Players : 60051

LS Change Filter Y Watch Replay A Gamer Card B Back

Rewards: Virtual Goods



Reward Reinforcement Schedules



“How often?” is usually more important than “How much?”