

Player Types #1

Competitor: Plays to best other players, regardless of the game

Explorer: Curious about the world, loves to go adventuring; seeks outside boundaries - physical or mental

Collector: Acquires items, trophies, or knowledge; likes to create sets, organize history, etc.

Achiever: Plays for varying levels of achievement; ladders and levels incentivize the achiever

Joker: Doesn't take the game seriously - plays for the fun of playing; potential to annoy serious players but can also make the game more social than competitive

Artist: Driven by creativity, creation, design

Director: Loves to be in charge, direct the play

Storyteller: Loves to create or live in worlds of fantasy and imagination.

Performer: Loves to put on a show for others

Craftsman: Wants to build, craft, engineer, or puzzle things out

Player Types #2 (Bartle's Taxonomy)

Achiever: Wants to get the highest score in the game. Seeks to dominate the game. In online games, you will find Achievers at the top of the leaderboards.

Explorer: Wants to find all the hidden places in the game. Seeks to understand the game. Explorers will often post images online of locations that are difficult to reach in the game or of glitches that they've discovered.

Socializer: Wants to play the game with friends. Seeks to understand the other players. Socializers will have a large friends list and are most likely to be members of guilds, though they aren't always interested in leading these guilds.

Killer: Wants to provoke other players of the game. Seeks to dominate the other players. However, current thinking holds that many Killers mostly want to be seen as powerful by other players, so a Killer might lead a guild or even take on the role of a mentor in the game, if it is offered to them. Giving Killers opportunities for recognition that don't involve them hurting other players can make your game a much more positive experience for other types of players.



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