



L&G Casual Personas Report

Competitive Research and Actionable User Persona Recommendations

INTRODUCTION



"We've had three big ideas at Amazon that we've stuck with for 18 years, and they're the reason we're successful: Put the customer first. Invent. And be patient."

- Jeffrey Bezos

We combined Kinrate Analytics' ability to *build player personas* ... with Liquid and Grits' *expert knowledge of products* to:

1. Create highly-insightful and actionable [L&G Casual Personas](#)
2. Release detailed persona insights within the [Kinrate Analytics Puzzle Personas Paper](#)
3. Add relevant, persona insights to the monthly [Casual Reports](#)
4. Construct a [Typing Tool](#) to easily segment your players by the personas

This report *summarizes* the motivations, player personas, and valuable attributes of each persona. It is meant to be *a guide to understand the personas*. For more in-depth information and insights into the personas, see the [Kinrate Analytics Puzzle Personas Paper](#), which accompanies this report.

To find out more about implementing the [Typing Tool](#) on your players, please [contact me](#).



Brett Nowak
CEO
Liquid and Grit

TOP MOTIVATIONS

‘Having Fun’ is the most popular reason for playing puzzle games. Enjoyment, entertainment, relaxing, and finding games interesting are all measures of Fun ... according to the Intrinsic Motivations to Gameplay scale (used to form *parts* of our motivations to play scale).

#	Puzzle Gaming Motivation	Mean	STD
1	I play because games are enjoyable (F)	4.1	1.0
2	I play because games are entertaining (F)	3.9	1.0
3	I play because of the challenge (C)	3.8	1.1
4	I play because playing games is relaxing (F)	3.8	1.1
5	I play because I think that games are interesting (F)	3.6	1.1
6	I play to avoid boredom	3.5	1.2
7	I play to kill time	3.4	1.2
8	I play because it releases stress	3.4	1.2
9	I play to keep my mind sharp	3.3	1.3
10	I play to make progress and to achieve objectives (C)	3.2	1.3
11	I play to train my brain	3.1	1.3
12	I play to master my skills and to win myself (C)	3.0	1.3
13	I play to enhance my memory	2.9	1.3
14	I play because it makes me forget real-life problems	2.7	1.3
15	I play because in games I can make my own decisions (A)	2.6	1.3
16	I play puzzle games because gaming reduces my negative feelings	2.6	1.3
17	I play puzzle games because games make my worries more bearable	2.3	1.3
18	I play because in games I can make meaningful choices (A)	2.2	1.3
19	I play but I am not sure if it is worth it	2.1	1.2
20	I play because I enjoy especially playing together (R)	2.1	1.2

Table:

- Kinrate Analytics combined items from the Intrinsic Motivations to Gameplay (IMG) scale, and their own, to create a 28-item motivations to play puzzle games scale.
- The table includes the top 20-items in the motivations to play puzzle games scale.
- The IMG intrinsic motivations to play are:
 - Relatedness (R)
 - Competence (C)
 - Immersion (I)
 - Fun (F)
 - Autonomy (A)
- Motivations with no letter were created by Kinrate Analytics.
- Motivational sums for each persona for playing puzzles because these games are fun/entertaining/relaxing are:
 - Gamer Gary: 3.5
 - Escapist Emily: 4.1
 - Trainer Tracy: 3.9
 - Challenger Chris: 4.2
 - Casual Carol: 3.7

MOTIVATIONAL BUCKETS

Based on the motivations to play scale, five *Motivational Buckets* were revealed ...

- **Engrossment:** To have meaningful and rewarding experiences, to connect to other players, and to relate to characters within games.
- **Escape:** To make real-life worries feel more bearable, to reduce negative feelings and stress, and to help forget problems.
- **Utility:** To solve a problem or to produce a solution. Games are an effective means to an end.
- **Challenge:** To feel the satisfaction of mastering a skill, winning, achieving a goal, and making progress. Part of this enjoyment is making decisions autonomously.
- **Boredom:** To replace a dull moment with a more entertaining one. This bucket is similar to Escape but more *intrinsically* motivated and with less focus on an end-goal.

Puzzle Gaming Motivation	Engrossment	Escape	Utility	Challenge	Boredom
I play online games because I enjoy interacting with other players	0.75				
I play because also my friends play	0.65				
I play because I enjoy especially playing together	0.69				
I play because of the challenge			0.31	0.49	
I play to master my skills and to win myself			0.31	0.44	
I play to make progress and to achieve objectives				0.47	
I play because I want to identify with the game characters	0.80				
I play because game events bring about emotions	0.65				
I play because I want to be part of the gameworld and its events	0.74				
I play because in games I can make my own decisions	0.41			0.47	
I play because in games I can make a difference with my actions	0.60			0.33	
I play because in games I can make meaningful choices	0.60			0.37	
I play because I want to interact with in-game characters	0.81				
I play to kill time					0.71
I play to avoid boredom					0.68
I play because it makes me forget real-life problems		0.78			
I play because it releases stress		0.48			
I play to train my brain			0.86		
I play to keep my mind sharp			0.80		
I play because of the lack of better options					0.32
I play to enhance my memory			0.81		
I play but I am not sure if it is worth it					
I play puzzle games because games make my worries more bearable		0.81			
I play puzzle games because gaming reduces my negative feelings		0.69			

PUZZLE PERSONAS

Utilizing the *Motivational Buckets*, five distinct puzzle personas emerged: Gamer Gary, Escapist Emily, Trainer Tracy, Challenger Chris, and Casual Carol.

L&G Puzzle Personas

- **Gamer Gary:** This player is a hard-core gamer who is not afraid to spend money (on any gaming platform). Relative to other players, this player's strong *Motivational Bucket* is Engrossment. He gets immersed in the game world, and identifies with the characters and relates to other players.
 - **Adventurous Arya:** This sub-persona of Gamer Gary is more likely to spend on mobile F2P games, spend overall, and be more motivated to play puzzle games. This persona is also somewhat motivated by Escape and Avoidance ... and more percentage female.
 - **Strategic Stephen:** This sub-persona is more male, older, and desires more action-genre games. He is also somewhat motivated by Challenge.
- **Escapist Emily:** She spends a decent amount of time playing puzzle games and is not afraid to spend money. She is highly motivated to play puzzle games since games are therapeutic to her ... reducing negative feelings and making worries more bearable (the *Motivational Bucket* Escape). She also likes to be social, interact with friends, and participate in group events. In terms of personality traits, she showed a much higher score on *anxiousness/agitation* and lower score on *outgoing/social*.
- **Trainer Tracy:** This is the largest, most female, and oldest player group. She does not spend a lot of money on games. Relative to other players, her motivation is Utility ... most often in the form of beneficial impacts to her brain. She shows the highest preference towards word puzzles, memorizing puzzles, mazes, and riddles. She is sometimes unsure if games are worth it. Based on her personality, she is more likely to be *diligent/obligatory*.
- **Challenger Chris:** This player spends the most amount of time playing puzzle games, lots of time playing non-puzzle games, and lots of money ... but not as much on F2P games. His *Motivational Bucket* is Challenge and he plays to relax, to achieve an objective, and to avoid boredom. He has the highest preference for logical problem solving, in-depth understanding, and thinking outside the box. Challenger Chris is also likely to be *diligent/obligatory*.
- **Casual Carol:** She is younger and spends the least amount of money (but more relatively on F2P games) and limited time playing puzzle games. She sometimes plays to forget real-life problems as well as to make her own decisions. Her *Motivational Bucket* is Boredom and she had a lower score for *curiosity/imagination*.

TOP LINE STATISTICS

Table: Player personas by demographics, monetization, engagement, and *Motivational Buckets*.

Input	Gamer Gary	Escapist Emily	Trainer Tracy	Challenger Chris	Casual Carol
Demographics					
Size (N)	24%	15%	22%	18%	21%
Female (%)	53%	68%	73%	59%	66%
Age (mean)	35	36	42	40	34
Monetization					
Propensity to spend across all platforms	15.0	7.0	4.8	7.0	4.3
Propensity to spend on F2P games	1.8	1.1	0.7	0.6	0.7
Engagement					
Weekly play hours	6.6	7.4	7.6	7.8	6.7
Puzzle motivation	3.1	2.9	2.6	2.7	2.4
Motivational Buckets					
Engrossment	0.7	-0.3	-0.2	-0.2	-0.2
Escape	0.0	0.6	-0.3	-0.1	-0.1
Utility	-0.2	-0.3	0.7	0.0	-0.3
Challenge	-0.2	-0.1	0.1	0.7	-0.3
Boredom	-0.3	0.0	-0.2	-0.3	0.9

FEATURES AND THEMES

- **Gamer Gary, relative to the other personas, enjoys competitive features, like arenas, tournaments, and leaderboards.** He also enjoys mini-games. Surprisingly, missions or quests are not his favorite (likely because they are not as immersive with other people). He also enjoys fictive qualities such as story, anime style, and game music. His favorite themes are realistic, mystery, and fantasy/sci-fi.
- **Themes are important to Escapist Emily. She enjoys fantasy, mystery, and realistic styles to help take a break from the real-world.** She also enjoys good music, art, and humor (likely uplifting when she is down). She does not like leaderboards or tournaments (likely because of the negative feelings losing can produce).
- **Trainer Tracy wants a realistic and believable looking game (because she is not here to play, but to improve).** Competitive elements, like leaderboards, can help her better herself ... and she is interested in impressive physics (likely to help sharpen her mind). Surprisingly, she is not interested in missions or quests (perhaps because they are too gamey). She also appreciates a good mystery.
- **Challenge Chris enjoys interesting themes while he completes missions or quests.** However, the themes should not be too realistic ... as he understands he is playing a game and wants it to look like a game (and feel different from real-life). He appreciates some humor, hidden objects, and mini-games. He enjoys a mystery (likely because of the challenge to solve it) and fantasy.
- **Casual Carol has a weak preference towards features or themes relative to other personas.** She does not care for artistic style, impressive physics, mini-games, or hidden objects. She wants her games to be realistic.

Table: Motivation to play puzzle games comparatively (means of standardized factor scores) for the five player personas.

	Gamer Gary	Escapist Emily	Trainer Tracy	Challenger Chris	Casual Carol
Cartoonish style	1.2	0.7	-1.4	-0.2	-0.3
Tournaments	1.8	-0.4	-0.6	-0.3	-0.4
Arenas	1.8	-0.3	-0.5	-0.4	-0.5
Retro or pixel graphics	1.8	-0.4	-0.4	-0.4	-0.6
Leaderboards	1.7	-0.8	-0.2	0.0	-0.8
Interesting theme	-0.4	0.3	-0.7	1.6	-0.8
Missions or quests	0.5	0.0	-1.1	1.4	-0.8
Anime / manga style	1.6	0.3	-0.8	-0.3	-0.8
Humor	1.4	0.2	-1.0	0.2	-0.9
Good and mood-appropriate music	1.4	0.5	-0.9	-0.2	-0.9
Fascinating story	1.6	0.0	-0.7	0.0	-1.0
Realistic and believable style	1.5	0.1	0.2	-0.8	-1.0
Hidden objects	1.4	0.2	-0.5	0.2	-1.3
Mini-games	1.4	0.2	-0.5	0.1	-1.3
Point-and-click style	1.5	0.0	-0.3	0.0	-1.3
Impressive and authentic physics	1.4	0.3	-0.2	-0.1	-1.4
Artistic style	0.9	0.6	-0.5	0.5	-1.5

SUB-PERSONAS DATA

Table: Motivation to play puzzle games comparatively (means of standardized factor scores) for the sub-personas.

Personas	Gamer Gary		Escapist Emily		Trainer Tracy		Challenger Chris		Casual Carol	
Sub-personas	Adventurous Arya	Strategy Stephen	Otherworld Otto	Hedonist Helen	Brain Britney	Memory Matt	Focused Felicia	Brave Brian	Disinterested Dustin	Bored Beth
Demographics										
n	232	130	150	88	181	149	113	151	189	130
Men	102	70	54	26	40	51	45	62	67	43
Women	130	60	96	62	141	98	68	89	122	87
Age	34.1	36.5	33.8	38.5	40.5	42.9	38.1	40.8	33.7	33.8
Motivational Buckets										
Engrossment	0.7	0.8	-0.1	-0.5	-0.3	-0.1	-0.1	-0.3	0.0	-0.4
Escape	0.0	-0.1	0.6	0.6	-0.3	-0.3	-0.1	-0.2	0.1	-0.3
Utility	-0.2	-0.2	-0.5	0.1	0.7	0.7	-0.4	0.3	-0.6	0.0
Challenge	-0.5	0.1	-0.1	0.0	-0.1	0.2	0.7	0.7	-0.3	-0.2
Boredom	0.0	-0.6	0.1	-0.2	0.1	-0.5	-0.1	-0.5	0.8	0.9
Engagement and Spend										
Weekly play hours	3.1	2.9	2.8	3.0	2.7	2.6	2.6	2.9	2.3	2.5
Puzzle motivation	6.6	5.9	7.0	8.0	7.8	7.3	7.5	8.0	6.6	7.0
Spend across all platforms	15.2	11.8	7.3	6.5	4.7	5.0	5.4	8.2	3.6	5.2
Spend on F2P games	2.0	1.2	1.1	1.1	0.8	0.6	0.7	0.5	0.7	0.6

APPENDIX



THEME PREFERENCES

Table: Motivation for a theme in puzzle games comparatively.

Themes	Gamer Gary	Escapist Emily	Trainer Tracy	Challenger Chris	Casual Carol
Realistic	1.7	1.2	1.8	1.0	1.7
Mystery	1.6	1.4	1.5	1.3	1.4
Fantasy	1.1	1.4	0.7	1.2	1.4
Retro	0.1	1.0	1.0	0.5	0.8
Sci-fi	0.8	0.4	0.1	1.0	0.7
Artistic	0.5	0.8	0.9	1.0	0.5
Space	0.5	0.1	0.3	0.4	0.4
Drama	-0.2	0.5	0.2	-0.1	0.1
Crime	0.5	0.1	0.3	0.2	0.0
Post-apocalyptic/dystopic	0.2	-0.1	-0.3	0.1	0.0
Historical	-0.1	0.0	0.3	0.2	-0.1
Conspiracy	-0.1	-0.3	-0.2	-0.2	-0.2
Medieval	-0.5	-0.1	-0.5	0.2	-0.4
Dark/Gothic	-0.9	-0.6	-0.9	-0.5	-0.6
Western	-1.0	-1.4	-1.2	-1.2	-1.2
Horror	-1.1	-1.3	-1.1	-1.6	-1.2
Military/War	-0.9	-1.8	-1.3	-1.7	-1.3
Anime	-2.2	-1.5	-1.8	-1.8	-1.9

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