

# Player Types: A Meta-synthesis

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PART 1

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# Segmentation in Marketing Theory

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Geographic segmentation

Demographic segmentaion

Pshychographic segmentation

Behavioral segmentation

# Psychographic Segmentation

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Casual vs Hardcore players

Simplistic and generalising

# Behavioral Segmentation

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Drachen:

- Veterans
- Solvers
- Pacifists
- Runners

Hamari

# The Four Archetypes

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## Bartle

- Two dimensions: Active vs interactive and player-orientation vs world-orientation

