

Achievement Design

Lessons From an Xbox Live Community Study

```
// Achievement ids are defined in spa.h, created by SPAC from the XLAST file
rgAchievements[dwNumAchievements].dwUserIndex      = dwUserIndex;
rgAchievements[dwNumAchievements].dwAchievementId   = ACHIEVEMENT_PLAYED10GAMES;
dwNumAchievements++;

rgAchievements[dwNumAchievements].dwUserIndex      = dwUserIndex;
rgAchievements[dwNumAchievements].dwAchievementId   = ACHIEVEMENT_PONG_A_THON_I;
dwNumAchievements++;

dwResult = XUserWriteAchievements(
    dwNumAchievements,          // Number of structs in pdwAchievements
    pdwAchievements,           // Achievement/user tuples to set
    &xov);                      // Async status
```

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MUGS

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Self-actualization

morality,
creativity,
spontaneity,
problem solving,
lack of prejudice,
acceptance of facts

Esteem

self-esteem,
confidence, achievement,
respect of others, respect by others

Love/Belonging

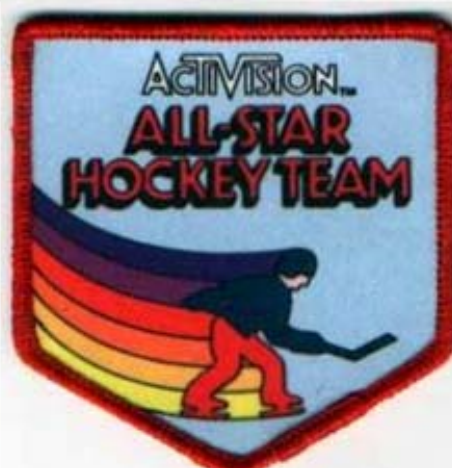
friendship, family, sexual intimacy

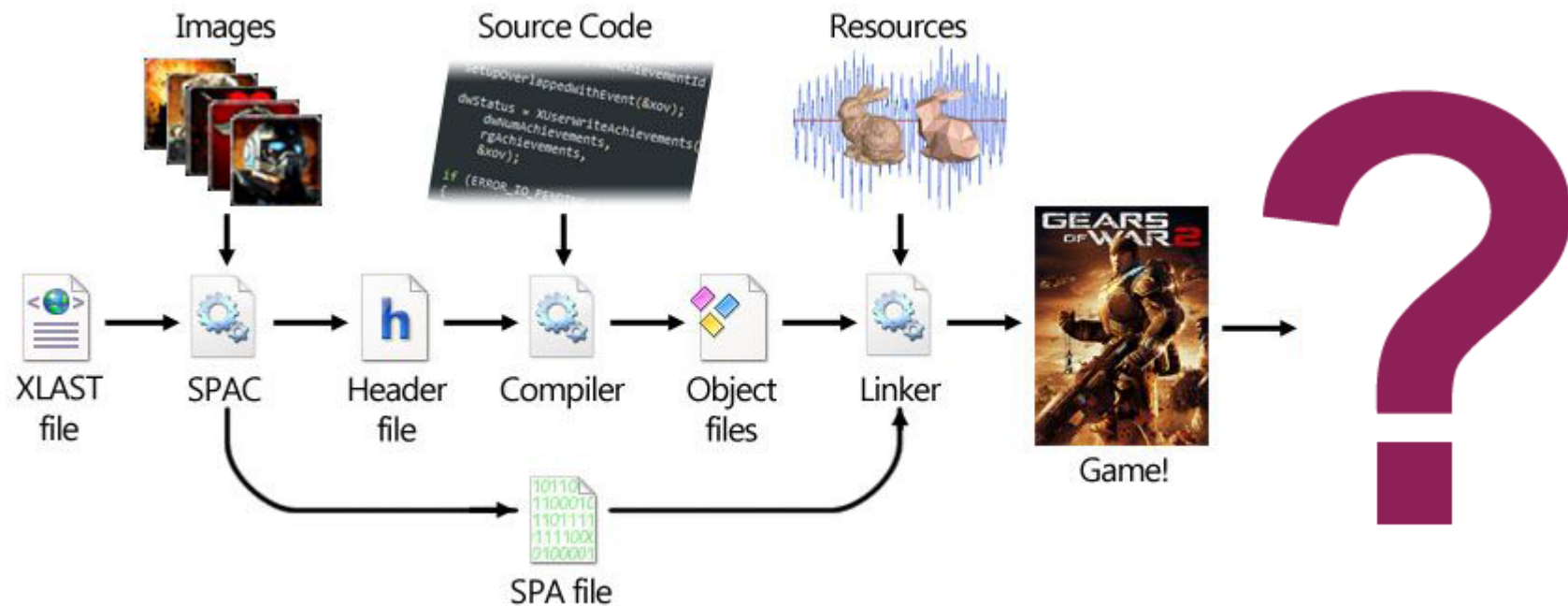
Safety

security of body, of employment, of resources,
of morality, of the family, of health, of property

Physiological

breathing, food, water, sex, sleep, homeostasis, excretion





Gamer types in relation to achievements

- ⊗ The Casuals
- ⊗ The Hunters
- ⊗ The Completists
- ⊗ The Discontents

Achievement Casuals

"I really don't care about achievements ... Do you have this game for 360?"

"I saw somebody on my friends list who had an achievement in Yaris. So then I suddenly was like, well, I want an achievement too. I don't know why."

Achievement Hunters

"They call me the Game Ruiner. I can completely beat any game in one day."

"With Gamerscore, the world can see how good and I am and the Achievements I can accomplish,"

"I'm never going to be in the Olympics, so I'll be a great gamer. It's something I know I'm good at."

Achievement Completists

"We both stood hugging and screaming in front of the TV."

"Yeah, I love them but they're a curse."

"He was the type of guy who wanted to master every component of the game that he was into and I think the best testament to that is his achievement points on XBL."

Achievement Discontents

"If I play a retail game for review I make sure I get all the achievement to show I completed it."

"Don't follow in our footsteps!"

"I don't know why I did it, but I did it!"

"I reverse engineered the problem and came up with the xBot."



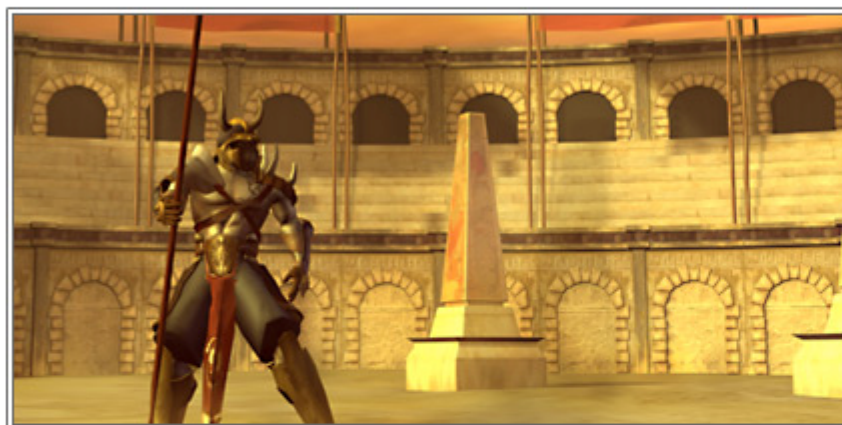
Use Qualities of Achievements

- ③ Scaffolding
- ③ Bonus game (MMO)
- ③ Coveillance
- ③ Social Capital
- ③ The Magic of Numbers

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Are you having trouble leveling your X360 Gamerscore? Let us help! We are powerleveling veterans, having served the online gaming market for the past 4 years. Due to popular demand we're now offering this service for X360 owners who want to get their gamerscore up to elite levels!

How Does the Service Work?

Choose a plan on this page (right column) specifying the amount of gamer points you'd like to gain. Then, make your payment. After your payment is received, your account will be accessed by one of our gaming professionals,

Choose a Plan:

+500 GS

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Our most economical plan. 500 points, quick and easy! »

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Plan 2: 750 GS Points

Almost a full game's worth of gamerscore. »

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+1000 GS

Plan 3: 1000 GS Points

A cool 1000 gamerpoints, jump ahead of your friends! »

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+1500 GS

Plan 4: 1500 GS Points

1500 points in mere hours, amaze your peers. »

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+2000 GS

Plan 5: 2000 GS Points

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Mckorv



G 35826

Bring it!

Offline
Last seen 19 minutes ago
playing Xbox.com



Name
Anders
Location
Umeå/Visby
[View Bio](#)

[Remove from Friends List](#)
[Send this user a Message](#)
[View Friends List](#)
[Compare Games](#)

Recent Games



6 of 12
80 of 200 G



40 of 50
735 of 1000 G



10 of 12
145 of 200 G



7 of 12
90 of 200 G



0 of 12
0 of 200 G



4 of 12
35 of 200 G

Exemplary Achievements



Little Rocket Man

30 G

Send the garden gnome into space.



Pacifism

10 G

Survive the first 60 seconds of the game without firing



OVER THE RAINBOW

20 G

Receive 20 kisses from the gents.



Six Degrees of Small Arms

0 G

Play online to 'catch' this elusive Achievement



Body Juggler

20 G

Use explosives to keep a body up in the air for 10 seconds

Problematic Achievements



Grab Bag

10 G

Kill at least 1 creature, 1 enemy, 1 teammate, and yourself in the same round of a public match



Two for One

5 G

Score a Double Kill with a single spartan laser shot in a ranked free for all playlist (Online).



Pacifist

15 G

Complete a chapter without firing a gun



Seriously ...

50 G

Kill 10,000 people in versus ranked match total



World Champion (Multiplayer)

40 G

Climb to the top of the universal leaderboard



Thank You!

The Achievement Machine: Understanding the Xbox Live Metagame and other writings on achievements will be available at:
www.mjson.se

I'm available for consultation on achievement design: mikael.jakobsson@mah.se