Addictive Game Elements: RPG Character Customization

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Most Valued Video Game Traits

- Number of Skill Improvements: 21%
- Storyline: 36%
- Number of Characters: 29%
- Open World: 11%
- Number of Missions: 4%
Overview

- Elements of character customization
  - Visual
  - Verbal
  - Skill-Oriented
  - Weaponry
  - Personality

- By playing you are customizing
“in general, people create slightly idealized avatars based on their actual selves” - Nick Yee
Case Studies

- RPG
  - Diablo
  - World of Warcraft
  - Runescape

- First-Person Action
  - Dying Light
  - Borderlands
  - Fallout 3
RPG
- Lots of character customization
- Skills through practice
- Avatar reflects personality through dialog
- Behavior towards other players
- Co-op play enabled

- Select a realm
- Horde vs Alliance
- 7 races per faction
- Hairstyle, skin tone, earrings, facial hair
- Class selection
- Talents
- Professions
- Guilds

- Choose from 6 classes
- Gender selection
- Skill choice at every level
- Banner
First-Person Action
• No character selection
• Outfits
• Skill improvements (Agility, Power, Survivor)
• Weapon customization
• Co-op play
• Text/microphone communication

• Character personalization
  • Gender
  • Skin color
  • Primary statistics
    • Strength
    • Perception
    • Endurance
    • Charisma
    • Intelligence
    • Agility
    • Luck

• Find clothing and accessories throughout the game
  • Including a party hat
• Character selection by class - 15 total, 6 in Borderlands 2
• Class-specific skill tree
• Appearance customization
• Mods
• Unlockable heads/skins
• Sidekicks (Bloodwing, DeathTrap)
The More the Better?

- A few important elements
  - Character selection
  - Skills
- The extras
  - Hair/skin/outfits/accessories
  - Secondary skills
- The more options the player has, the more power in the hands of the player
- The best: Other humans
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Examining_RPG_Elements_Systems_of_Character_Progression