

Rewards

Stimulate the player to keep playing. (Fun: Fellowship, Immersion, discovery, submission)

- Fellowship

 - Add players to a group and coordinate with them.

- Sounds

- Visuals

Status, Bragging rights (Fun: Competition, Partial Reinforcement, Challenge, Progress)

- Sounds

Accomplishment (Fun)

Frustration (Fun)

- Silly

Resources

- Gold

- Health

- Energy

- Mana

- XP

Gear

Loot boxes

- Random items

- Cosmetic Items

- Golden Weapons

Skills

- New attacks

New difficulties (replay value)

New Game Modes (replay value)

Story

- Cinematics

- Secret endings

- In game books

- ARG (Alternate Reality Gaming)

- Secret easter eggs

New levels

- Unlockable zones

- Secrets

Achievements

- Titles

- Color portraits

Real Money Prizes