

Breakthrough and Rebirth

——The Road to Create Characters for Own Competitive Game Learnt from M3GUO Online

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SHANGHAI, CHINA · OCTOBER 19-21, 2014

Divergent Thinking:

- IP is nothing. You are still facing the wall of reality
- Different people have different ways to success
- Never laugh at people who haven't seen the world yet
- Habit is like the first love



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英雄在骨不在皮

(1) Start 金鳞岂是池中物

Start: What kind of game is M3GUO Online?

大型多人在线竞技网游

依托三国演义背景 / 自主研发游戏引擎

独具特色的三国猛将 / 丰富多变的游戏道具 / 刺激好玩的剧情关卡

副本关卡 / 竞技PK / BOSS挑战

A leading Chinese style
competitive game



Data shows a good performance

梦三国·国风轻竞技领航之作

ELECTRONIC SOUL®



- 突破50万人同时在线
- 中国自主研发DOTA类
胜点网2012年度中国十大最受欢迎网络游戏
- 竞技网游市场占有率第一
17173网2012年中国年度十佳国产网络游戏
- 已进军台湾、香港、越南等多个国家和地区



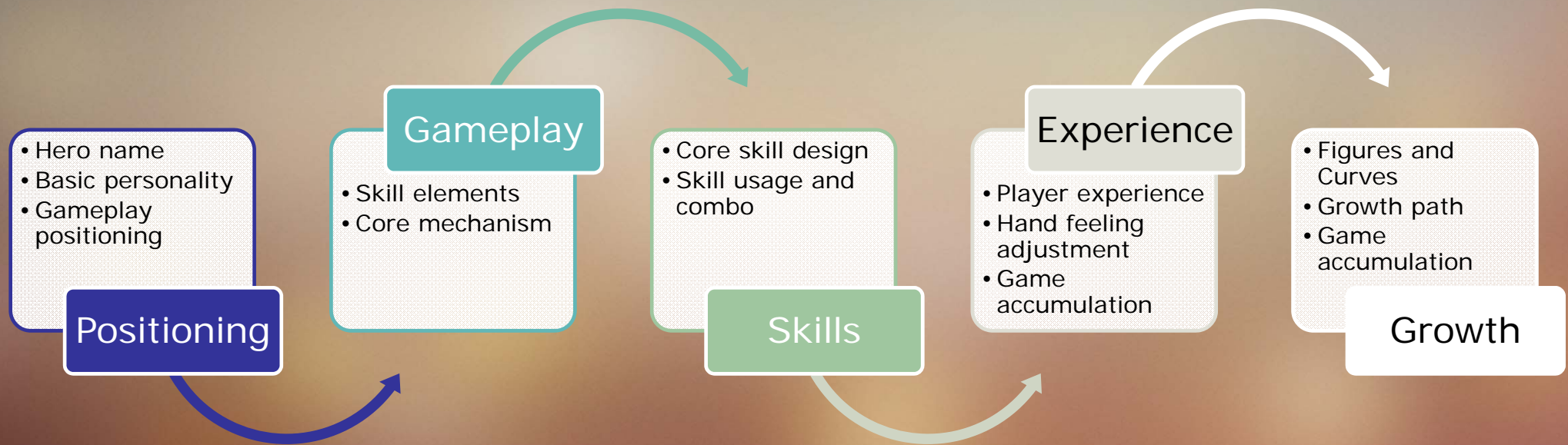
Grassroots Vs. Grassroots

- ↑
- I'll tell you the story of how I lost money to afford three banquet tables
- M3GUO Online war born in what context?
 - Grassroots planners vs. Grassroots people
 - Poor equipments vs. continuous updates
 - Evolving theoretical framework

Prototype is enough? ——



Design direction: Hero design within one game



(2) Improve 困壁十年图破壁

A road of game character design growing with users

- How to make innovation accepted - creating own hero characters for competitive games

Game pacing

First version of Hero Design: Dota style vs. local culture

Viewing user selection from Chibi map

Complex of Three Kingdoms and aesthetic of straight male

Hero selecting

Faster game highlights individualism

Users pursuit individual experience

Good direction: easy to start and hard to master

- Players' demands:



- Design road:





First stage: fun?——First love is always very simple

- Early planning team composition: map drawers + electronic competition players
- Target players: Idealistic young people who love MOBA games and Three Kingdoms
- Standard of “Fun” for Heroes:
 - 1 Strong - Pseudo demand
 - 2 Hand feeling
 - 3 Differentiation – Key demand



Second stage: after sexual impulse, it's the character.

- From competitive game to RPG, players are growing and interacting their demands.
- Growth - The different impacts on players of in-game growth in MOBA games and out-of-game growth in RPG games
- Interaction – How to extend short interaction within one game into long interaction out of one game

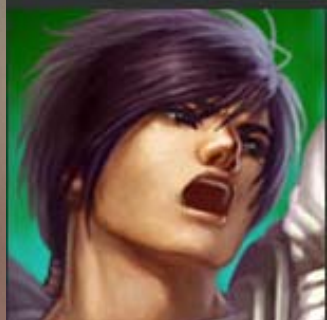


Third stage: holding your hands and taking you away

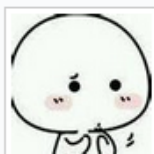
- (Third stage) emotional appeal
- What kind of heroes would cause the emotional resonance of players – we encountered a dilemma here
- Example: Zhao Yun's Avatar

Zhao Yun's Avatar: Has been to Korea for cosmetic surgery?

老版



当前版本



赵云头像像娘们了

赵云在我心中是多么伟大 ... 改成这B样



爱就爱她一个: 额，不要萌的，还是以前的潇洒帅气的好点吧、

举报 | 201

怎么那么像韩国

单选投票, 共有 13160 人参与投票

投票已经结束

1. UI优化后



23.75% (3126)

2. 当前版本



3.72% (489)

3. 老版



68.59% (9026)

4. 我还是喜欢其他英雄的头像



3.94% (519)

该投票已经关闭或者过期, 不能投票

优化

发表于 2012-12-24 20:53:57 | 显示全部楼层

优化个毛啊, 看到都想吐

赵云这么帅的头像竟然改了, 我++

以前赵云的头像酷逼了有木有, 刚刚看见赵云的头像真tmd挫



earth轩辕无双

发表于 2012-12-24 22:55:08 | 显示全

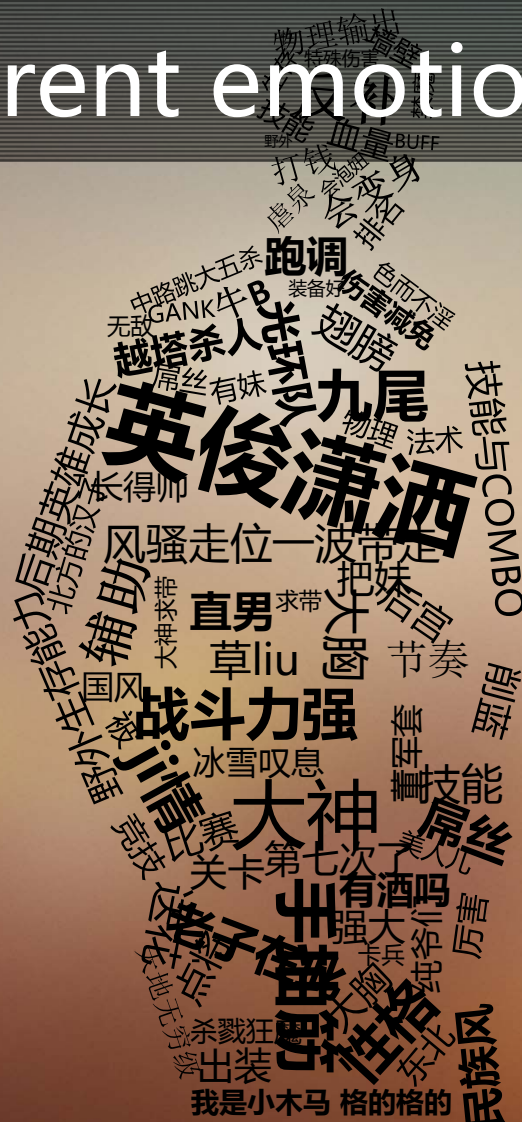
现在的赵云改的跟花木兰似的 求改回 赵云玩的我都越来越没节奏了



Emotional appeal of substitution

Emotional appeal of pursuit

Emotional appeal of challenging



(3) Simplify 桃李春风一杯酒



Myth: impossible to satisfy everyone's emotional appeal

- " Fantasy Adventure of little Pei Pei"
 - Straight male judges all confused



Simplify:桃李春风一杯酒，江湖夜雨十年灯

- Dream Heroes
- Children's series
- Literary characterization - Stereotypes
 - Male preference vs. Female preference
 - Straight men preference vs. Gay men preference
 - Typical images of the heroes

(4) Extract 英雄在骨不在皮



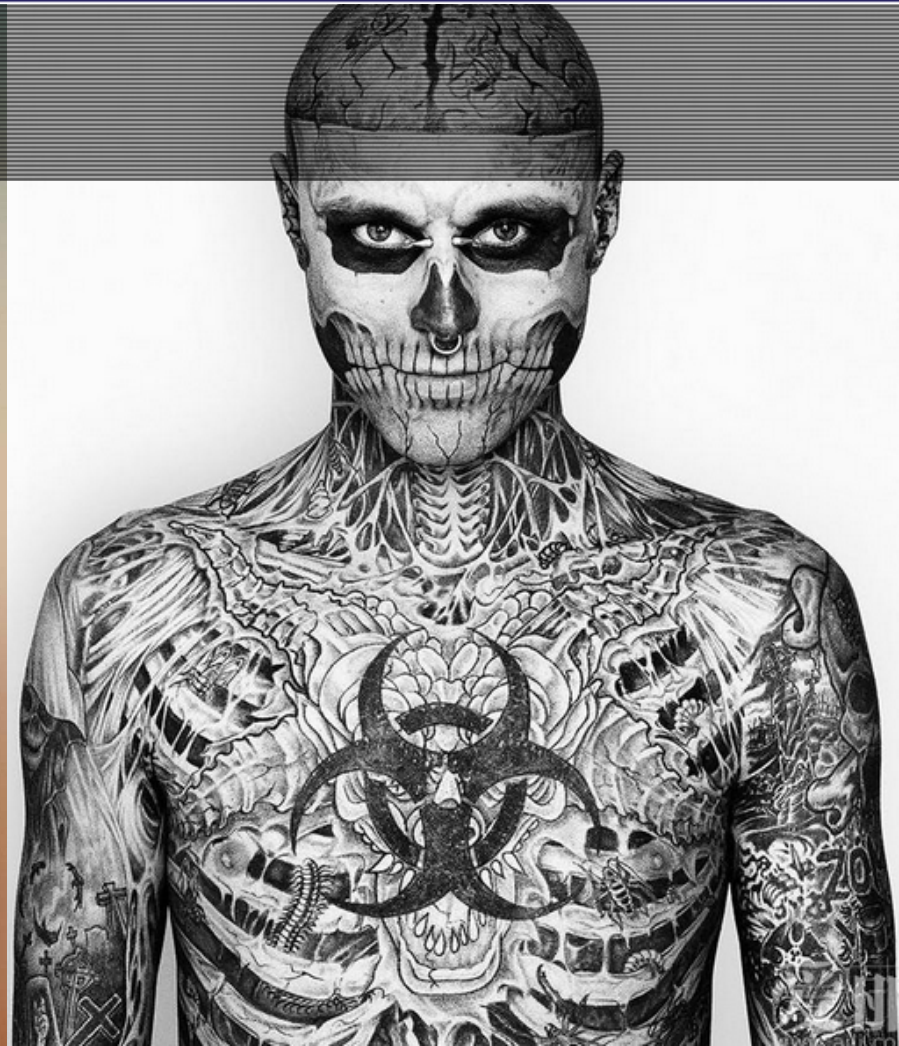
Extract: 英雄在骨不在皮

- Get rid of MOBA's competitive gameplay, inherit the core hero design
- Bone-
 - - Hero stereotype - hero positioning
 - - Hero Culture
 - - Hero empathy - emotional resonance



Who are you?

- Who is the designer?
- Who is the user?
- Who is the role?



Inheriting heroes: The appearance means nothing, while the spirit matters.

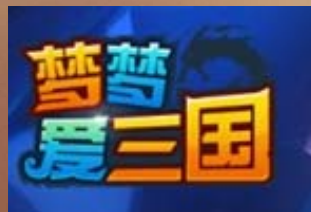


Competitive tower defense mobile games

M3GUO characters

Cute style

Differential positioning



策略卡牌手游

M3GUO characters

Fully restored gameplay

Focus on "having" appeals

Inheriting heroes: The appearance means nothing while the spirit matters.



Evolved Heroes

Male hero image design

Female hero image design

Full restored skills and
mechanism

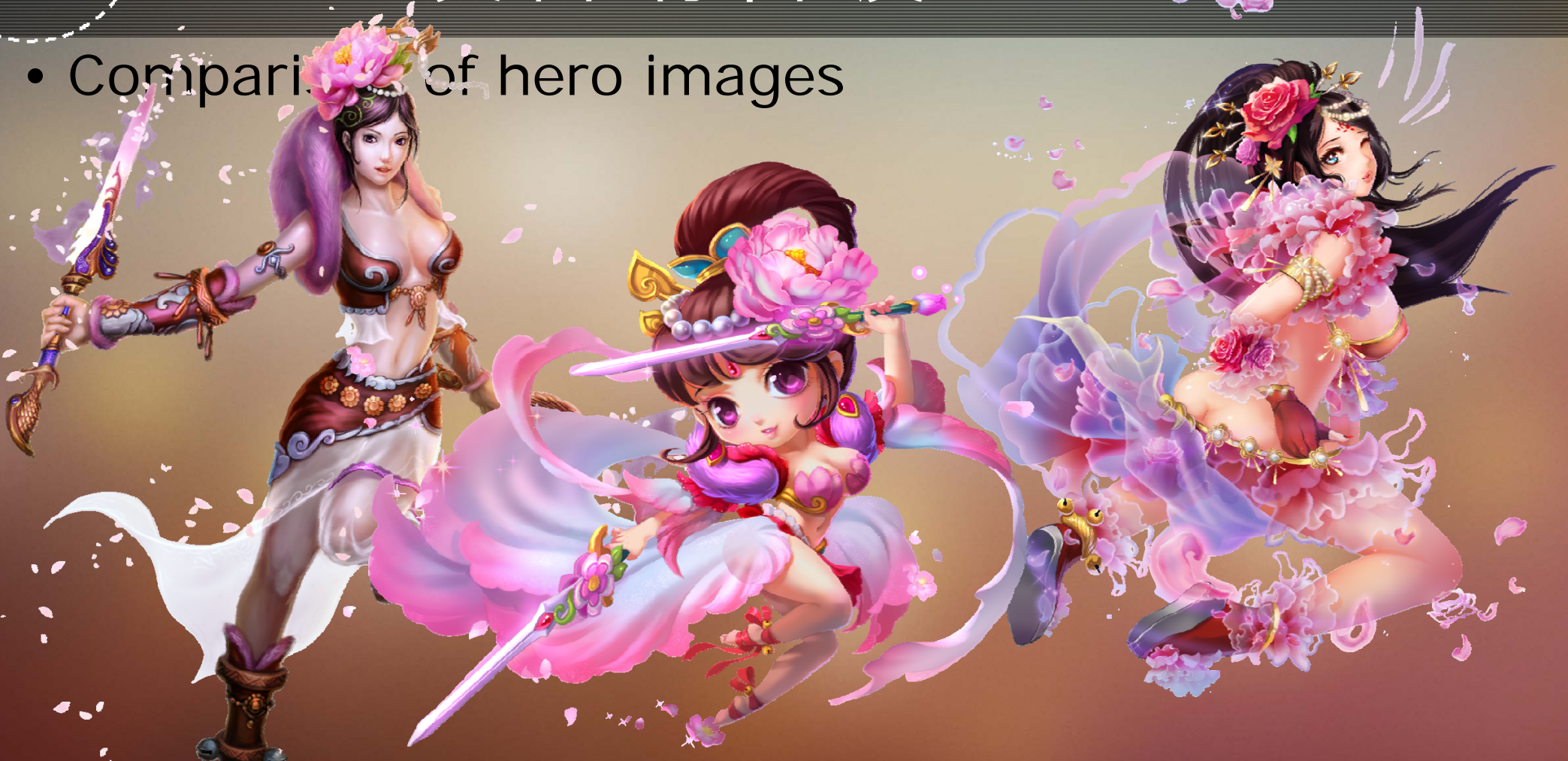
How to get heroes

Inherited Heroes

Emotional communication of
heroes

Extract: 英雄在骨不在皮

- Comparison of hero images



Hero character

Hero appearance

Hero Story

Culture

Mechanics

Skill preference

Hero positioning

Substitution

Pursuit

Challenge

Empathy



IP is nothing. You are still facing the wall of reality.

- 1 General IP - for audience
- 2 Accurate IP – for fans
- Users portraits - How can your IP impress users?
- User will pay for touching things, just like you would pay a high price for love.

Breakthrough thinking

Borrowing IPs is borrowing a look.

Buying IPs is buying a look.

Fake looks can not bring true love for you

THANK YOU !

电魂网络

molko
cocoslion

