

GDC

CONQUEROR'S
BLADE

Keep players busy when they died:
Death system design in Conqueror's Blade

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OUTLINE

Threat and opportunity

Different elements' death

Death experience design

Takeaway



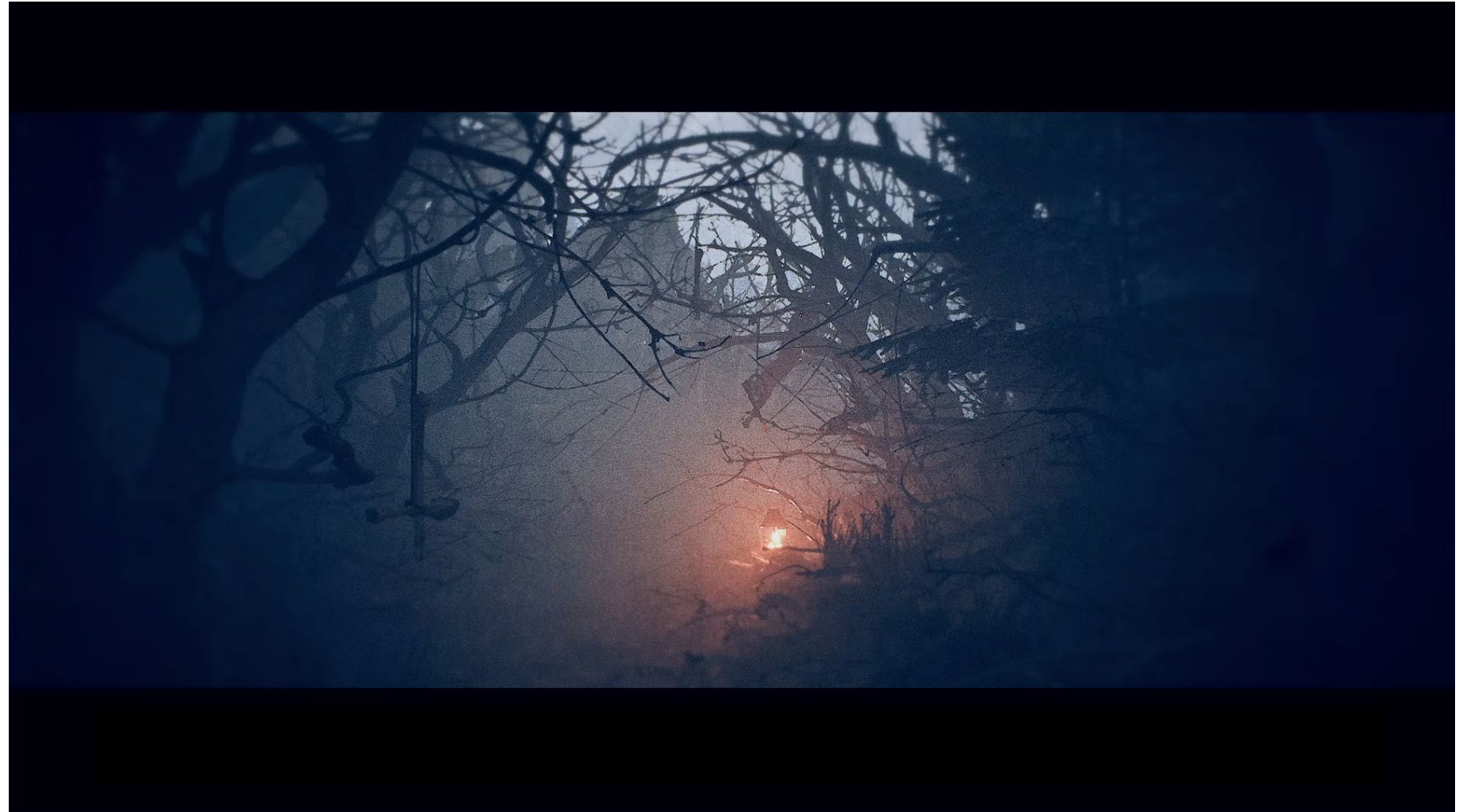
CONQUEROR'S BLADE

Epic ancient battles

15 vs 15 siege battles

Fight with soldiers

Conquer cities



THREAT AND OPPORTUNITY

Death and Kill

SHOOTING GAME

Kill Enemies

BATTLE ROYALE GAME

Survive To The End

MOBA GAME

Destroy Inhibitors

CONQUEROR`S BLADE?

DEATH ELEMENTS



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UNITS

Restraint relationship

Kill/Death Ratio

Can't respawn in game



4,168,704,559 soldiers killed in 2020



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UNITS

Restraint relationship

Kill/Death Ratio

Can't respawn in game



4,168,704,559 soldiers killed in 2020

MOUNTS

Flee/Pursue/Support

Can't respawn in game



HEROES

Sense of immersion

Core of the team



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HEROES

Sense of immersion

Core of the team



Should everything be gone when the hero dies?



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HEROES

Early Builds

Retreat immediately

Individualistic heroism



HEROES

Early Builds

Retreat automatically

Lose control of units



HEROES

Latest Version



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HEROES

Latest Version

Retreat manually +

Retreat automatically

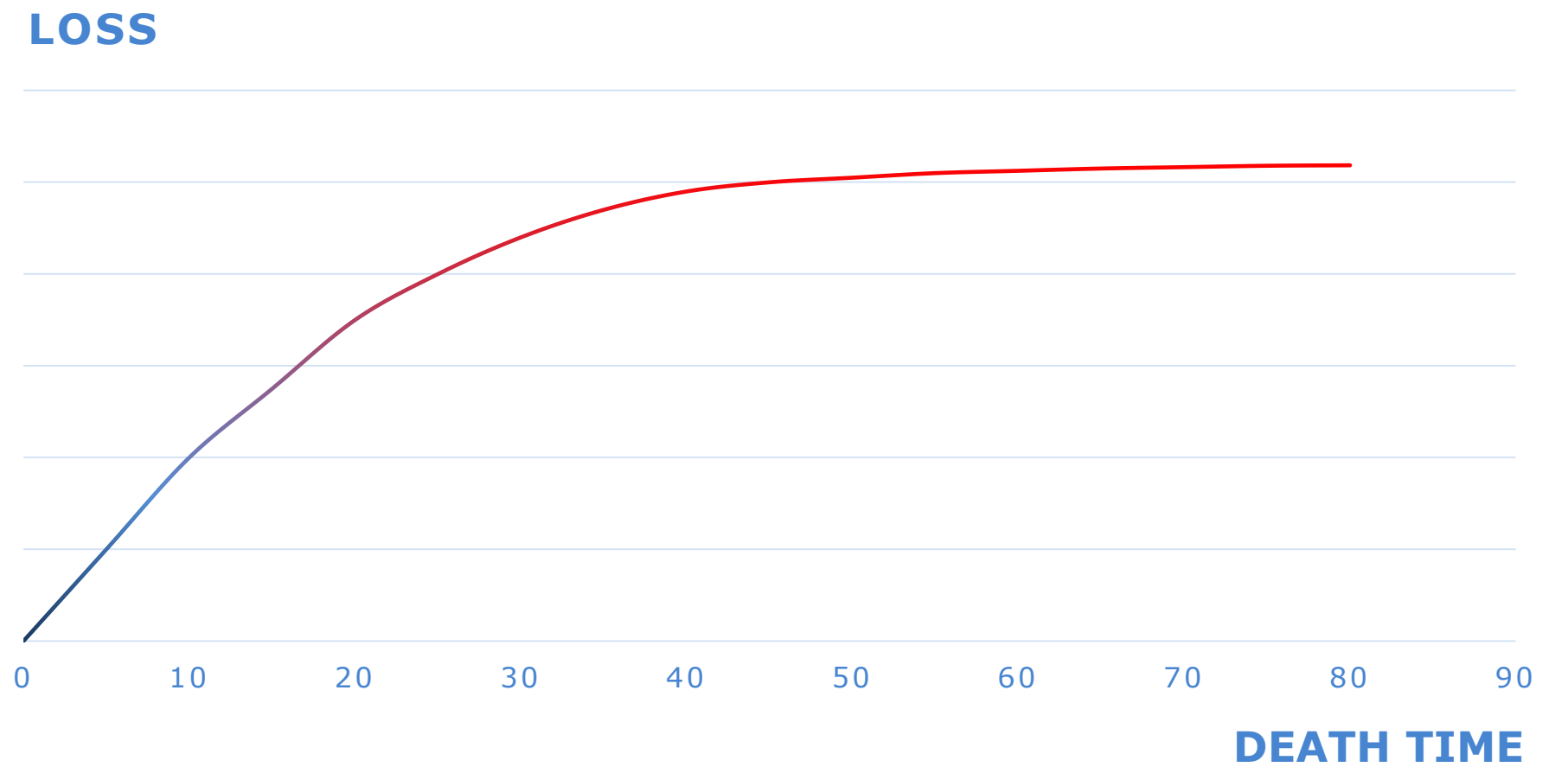


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HEROES

Respawn Time



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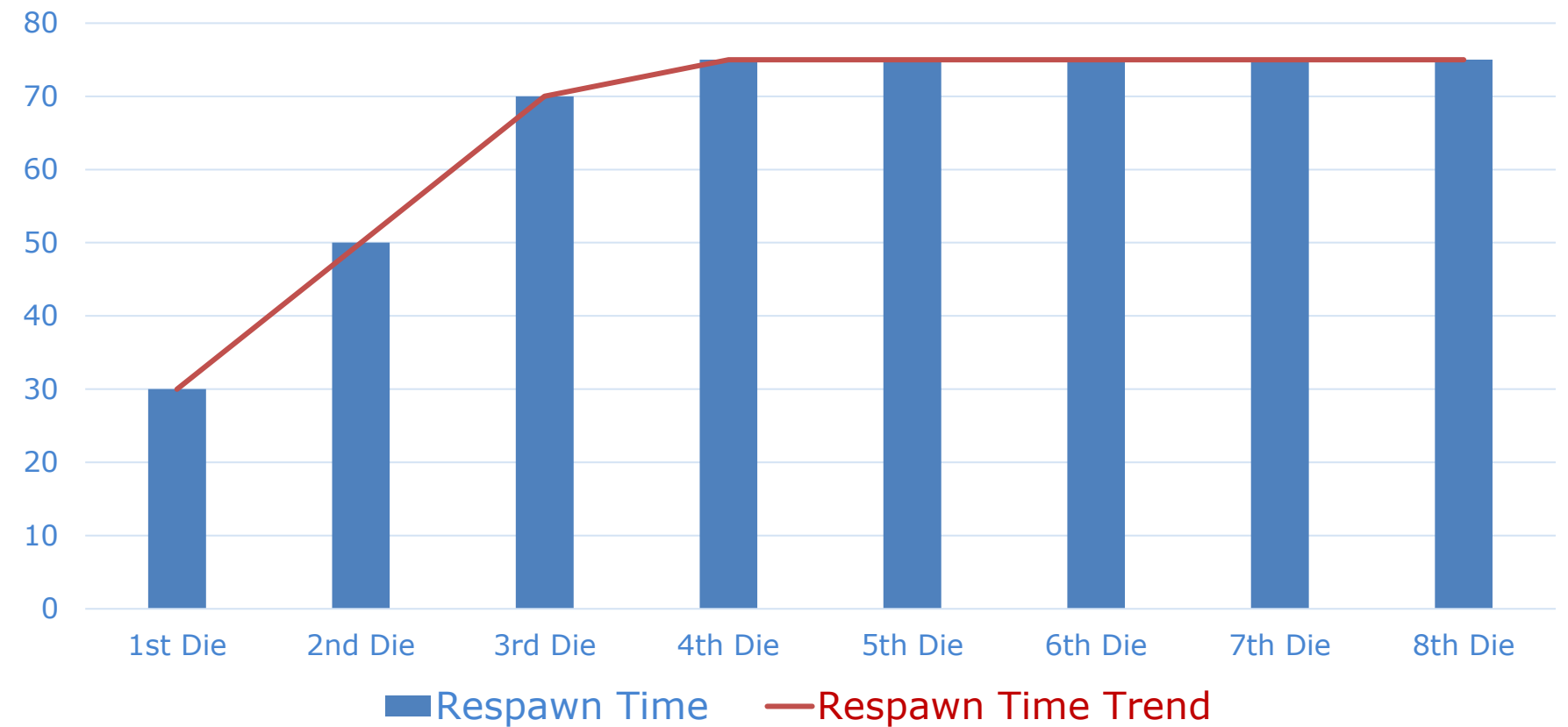
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HEROES

Respawn Time

Number of death

Dies more, pays more



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HEROES

Respawn Points



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DEATH EXPERIENCE DESIGN

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EMOTIONS



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EMOTIOS

In movies

Denial

Anger

Grief



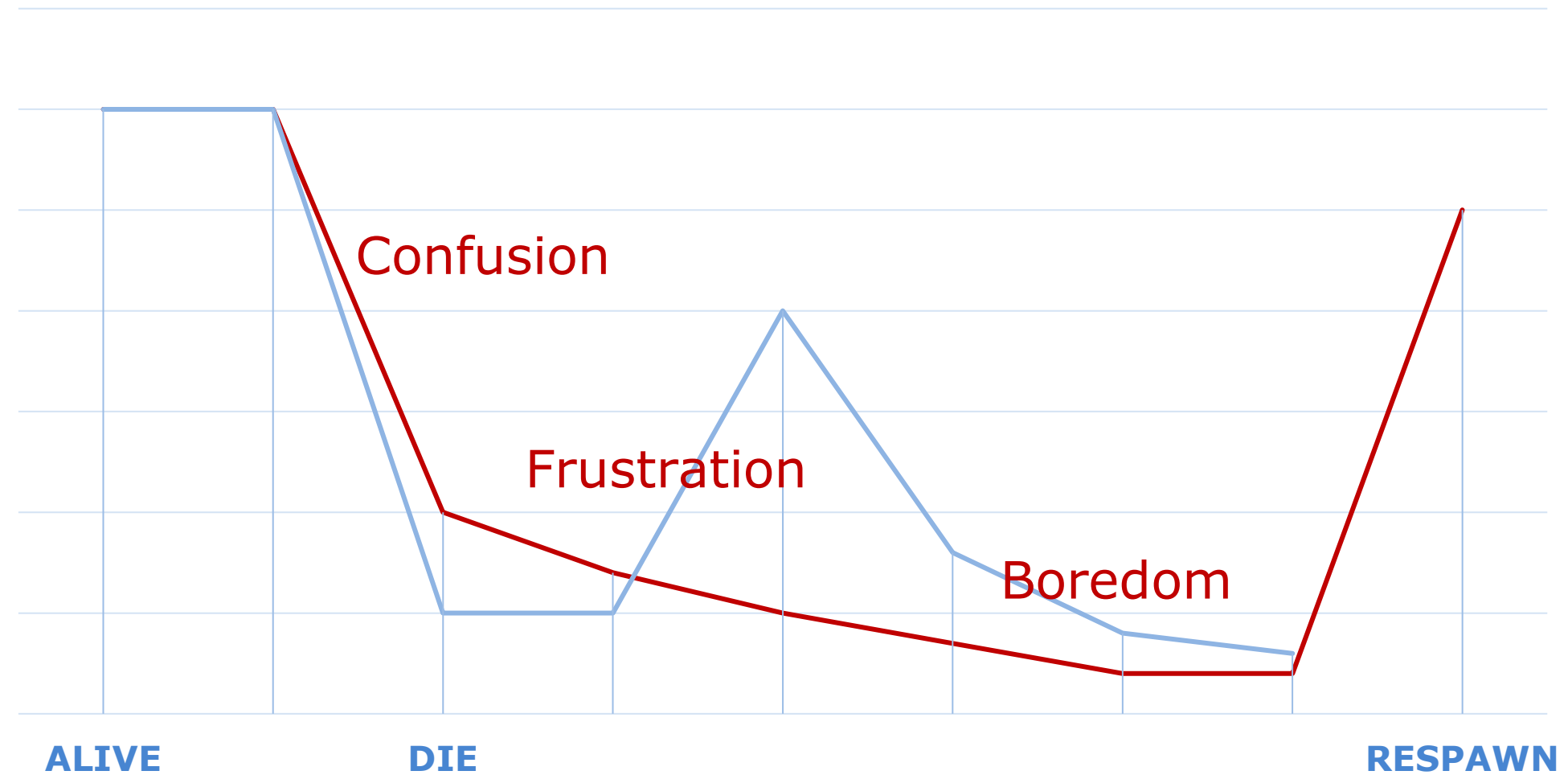
EMOTIONS

In games

Confusion

Frustration & Anger

Boredom



CONFUSION

Death Replay

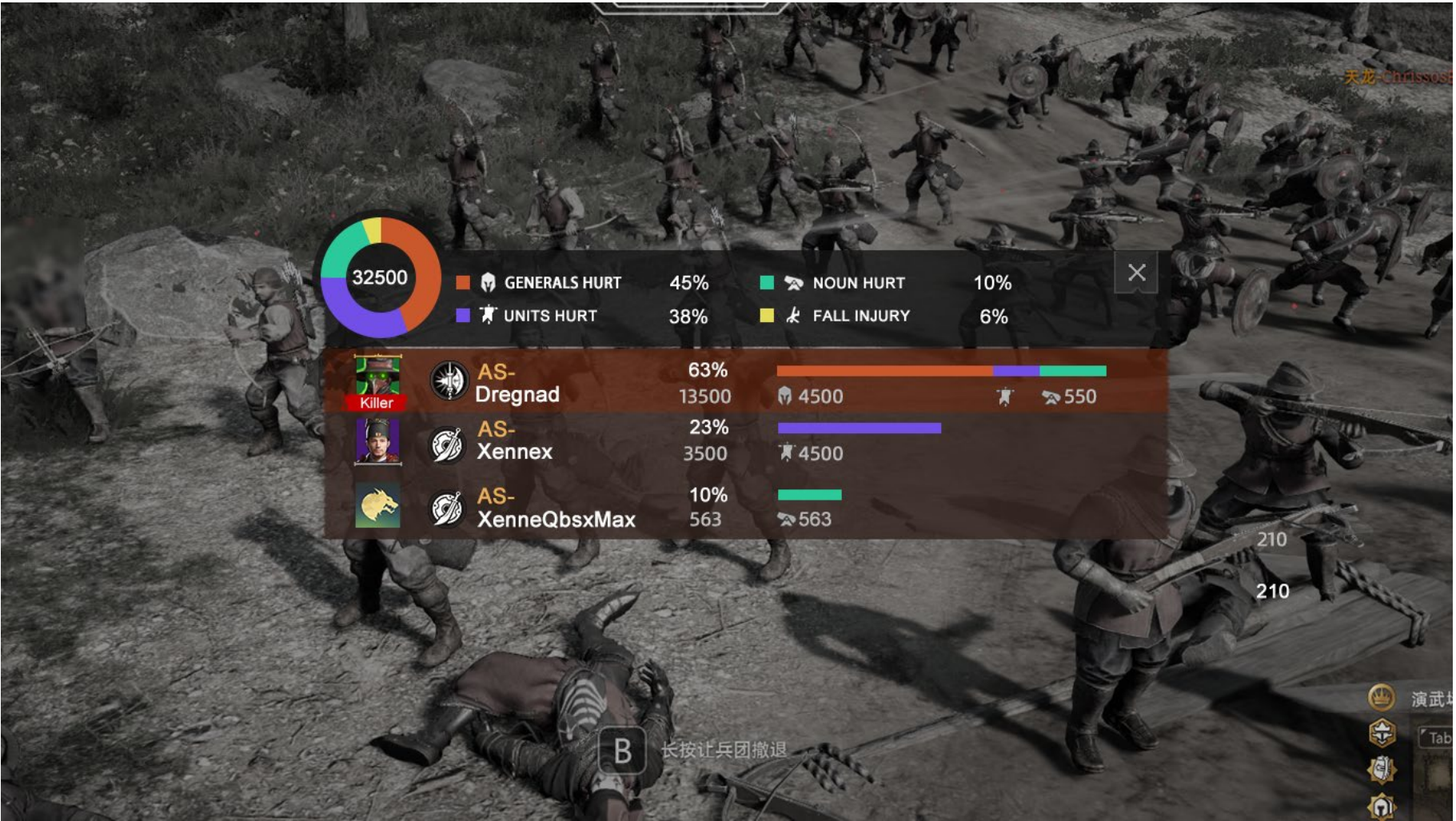
Intuitive

$(15 + 15 \text{ heroes}) * 30 \text{ soldiers}$



CONFUSION

Charts



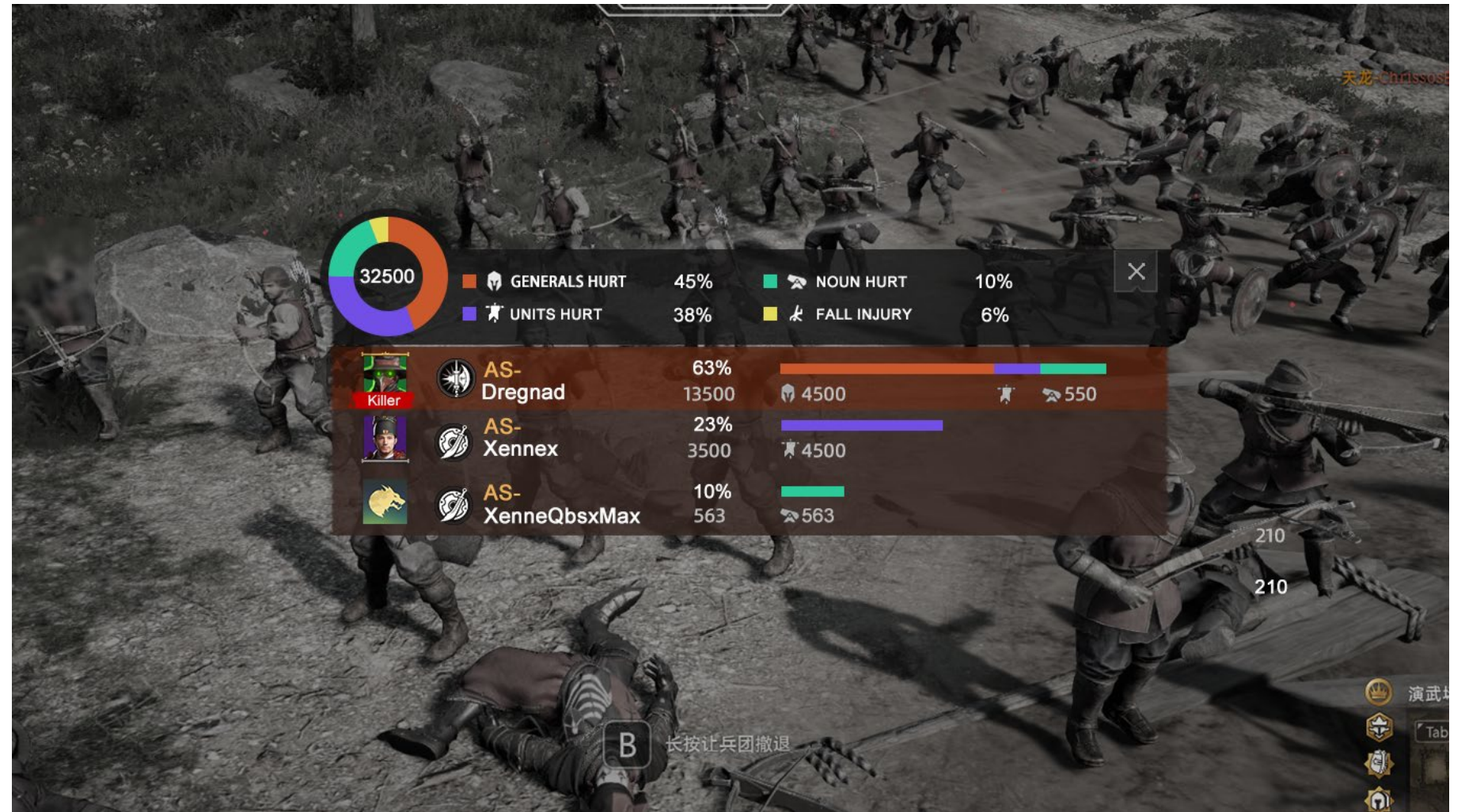
CONFUSION

Charts

Damage types

Killer

Top3 damage sources



CONFUSION

Charts

First layer: killer

Second layer: Data



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FRUSTRATED

Restore morale

Distract attention

FRUSTRATED

Control Units



FRUSTRATED

Control Units

Spectate Allies



BORING

Spectate

Communicate

Strategy



UNEXPECTED RESULTS

Faster unit change



TAKEAWAY

Gameplay, rules, and meaning of death

Optimize the death experience

Holistic design of death experience

Thank you!

Shuhan Luo, UI/UX Designer, NetEase
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