

GDC

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San Francisco, CA

Naraka:Bladepoint

Build a popular face customization system

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#GDC22



Lei GUAN

Lead Game Producer, 24 ENTERTAINMENT

Naraka:Bladepoint, Master of Meteor Blades, Meteor Butterfly Sword



Naraka:Bladepoint

- a battle royale game for fighting game fans.
- support up to 60 players online at the same time.
- experience martial arts inspired melee combat, high mobility, vast sorts of weapons, customizable heroes with unique abilities.





**UNCHAINED
MULTIPLAYER COMBAT**

One face for a thousand people

VS

Thousand people with thousand faces

Face customization system of Naraka:Bladepoint

NARAKA
BLADEPOINT

Forehead Up/Down Undo

Brow Bone Front/Back Reset

Cheekbone Angle

Cheek (Upper) Width

Cheek (Lower) Length

Cheek (Middle) Saturation

Lips (Sides) Reset Feature

Chin

Chin (Sides)

Lower Jaw

Lower Jaw (Corners)

Ears

Earlobe

Earlobe

Hide Accessories

Hide Hairstyle

Random

Smart Customize

Import

Share

Save as new data

Enter Press Enter to chat.

Esc Back







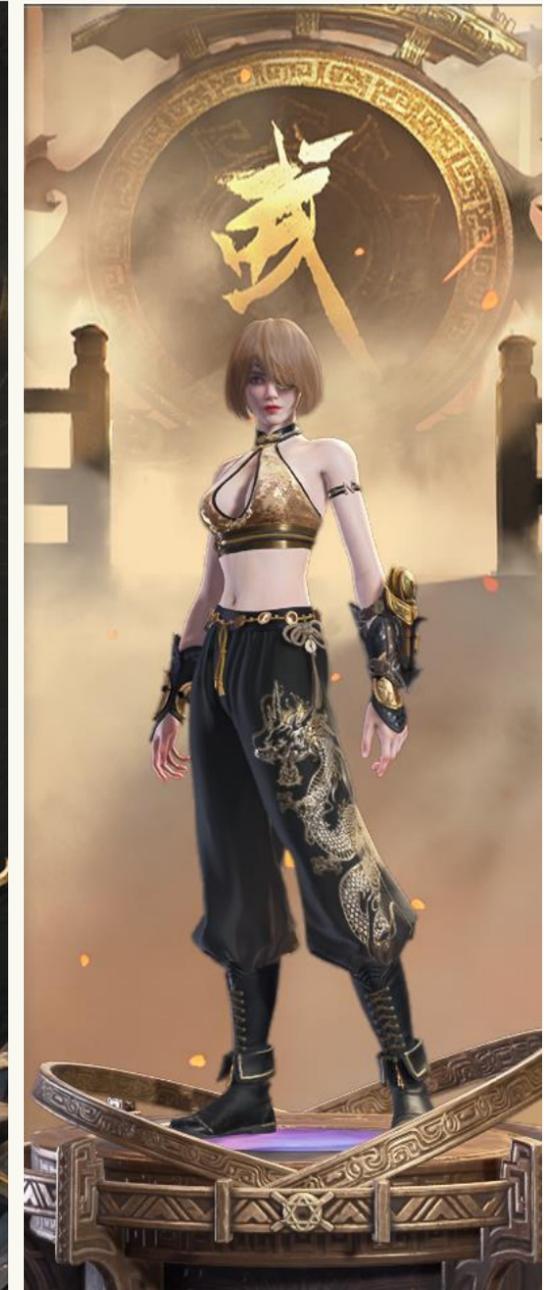
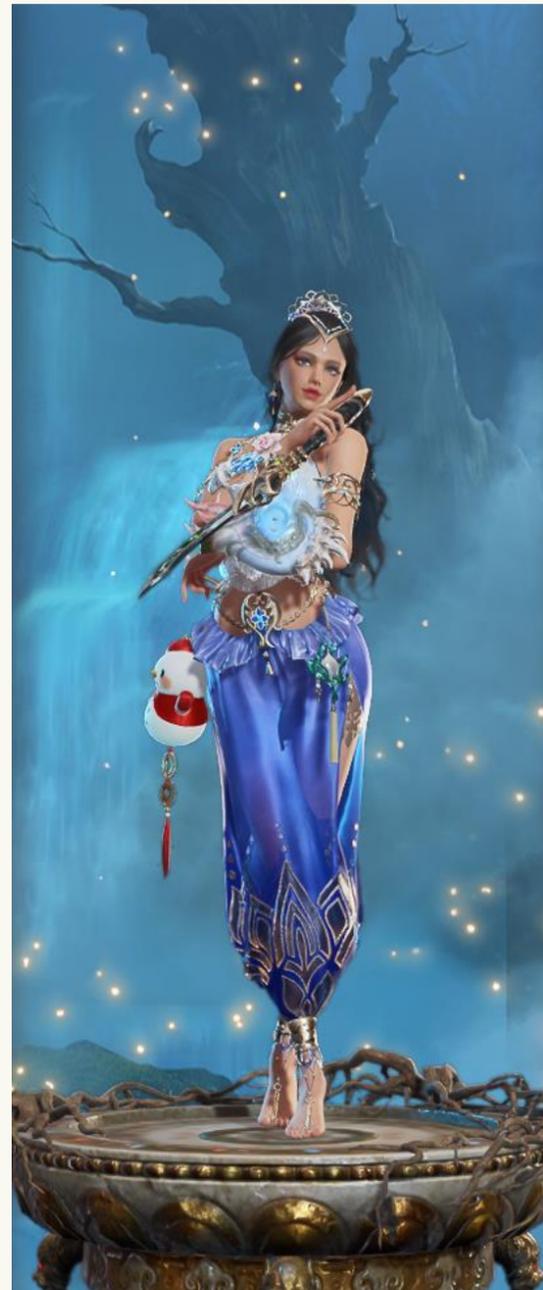


Why a Battle Royale need face customization?

11 heroes with different stories and skills



Help players express their identity



Thousands of Kurumi

Experiencing your own story in Nakara, you can be whatever you want



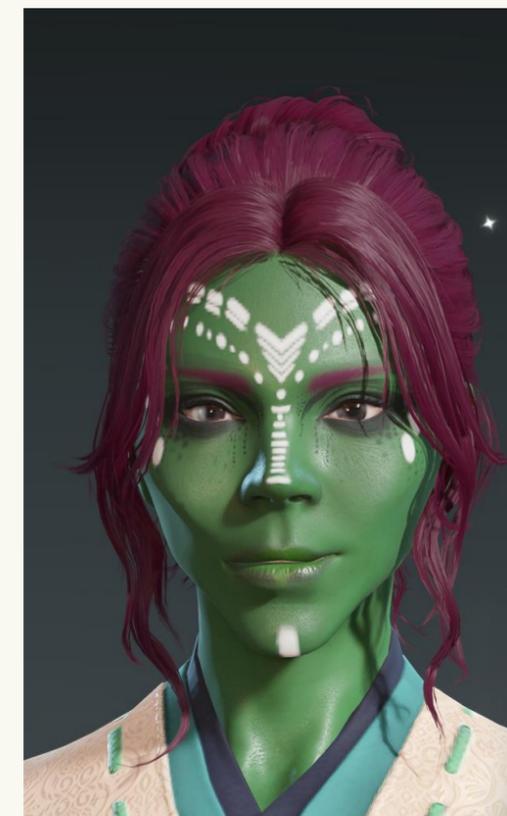
Human



Elf



Horror characters



Aliens

Kurumi, known as the Flower of Heliath, is naturally gifted and from an ancient line of Onmyoji masters. Kurumi set out from her homeland and embarked on the adventure of a lifetime.





Sisi YUAN

UX Design Leader, Netease

Naraka:Bladepoint, UNO!, Conqueror's Blade



Find the complexity and simplification



From standard to personalized



Aesthetic commonality and individuality



Making it sustainable



-  Head
-  Eyebrows
-  Eyes
-  Nose
-  Mouth
-  Skin



Players with different face customization abilities



Newbies

expect more preset faces



Average gamers

quickly get difference faces



Masters

High degree of freedom

Players' Voices



Master

"I hope I can have more choices in eye and pupil color, and open as many customization parts as possible, and all colors can be adjusted by myself"

"When playing other games, I spent a long time customize my face and changing different parameters. As a result, I was very disappointed when I entered the game and looked very similar to others."

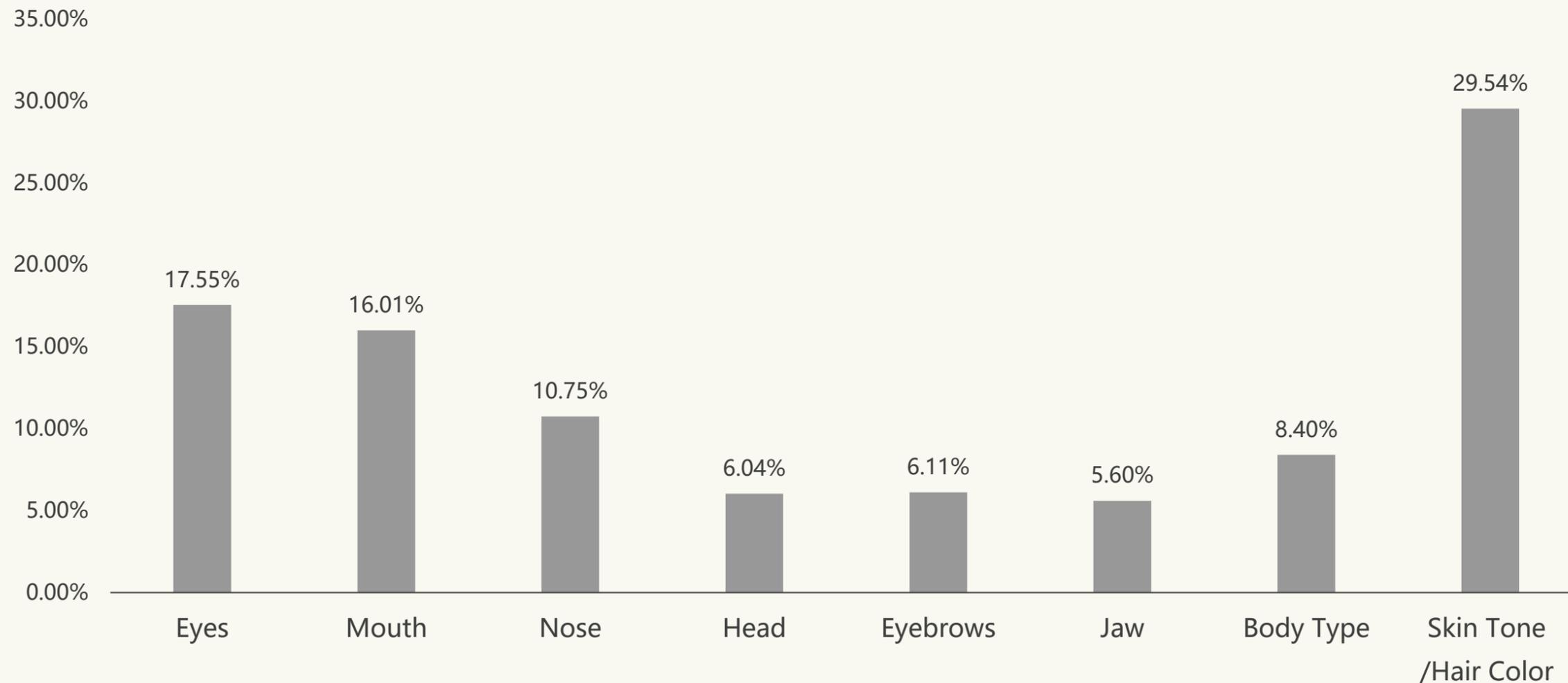


General gamer

The ratio of the player's adjustment to each part

data from Revelation (another online game of NetEase)

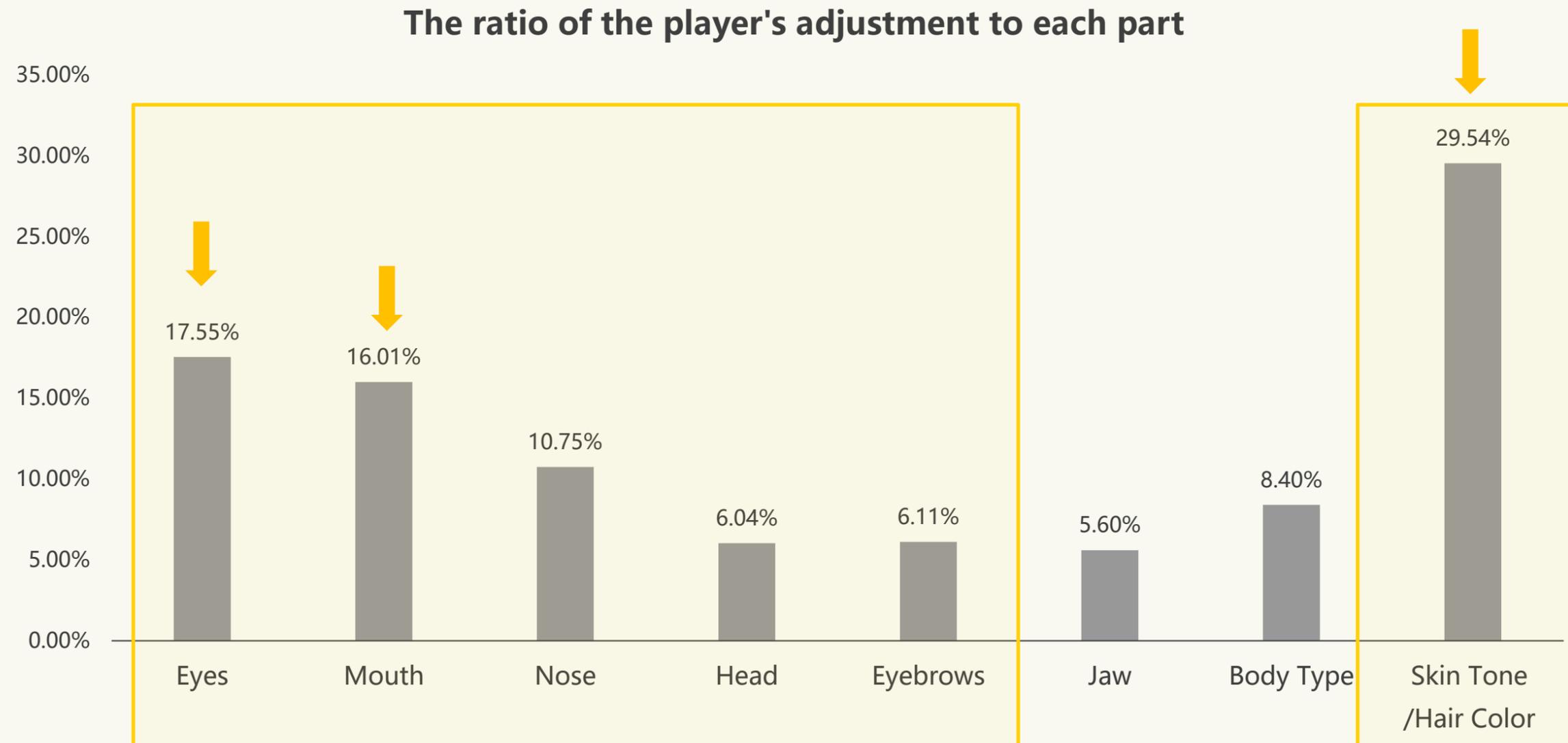
The ratio of the player's adjustment to each part



Note: Adjustment ratio = Adjusted quantity for this part / Adjusted total quantity.

The ratio of the player's adjustment to each part

data from Revelation (another online game of NetEase)



Note: Adjustment ratio = Adjusted quantity for this part / Adjusted total quantity.

Skin Tone



29.54%

Adjusting the eyes



17.55%

Adjusting the mouth



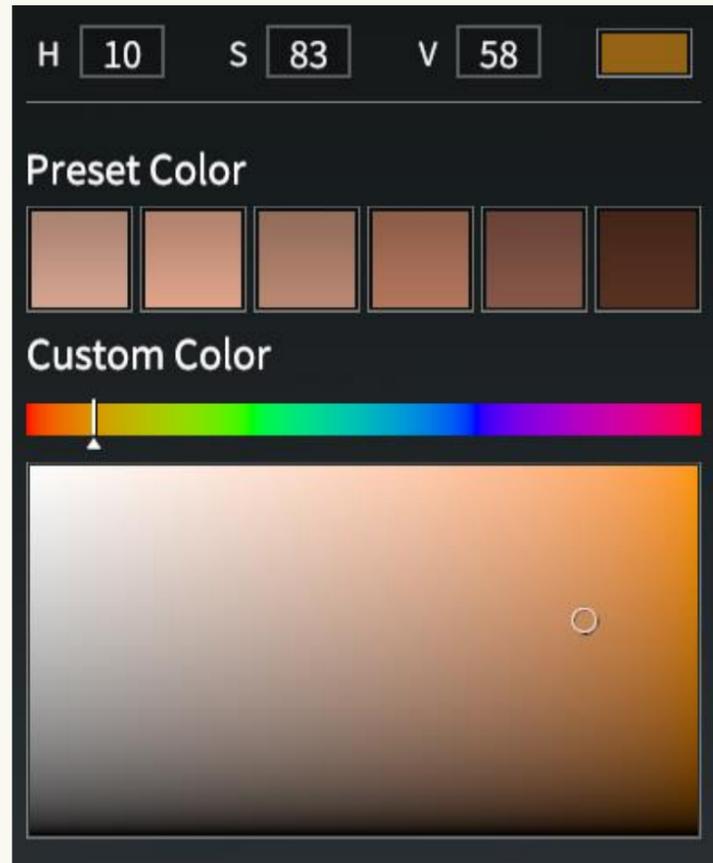
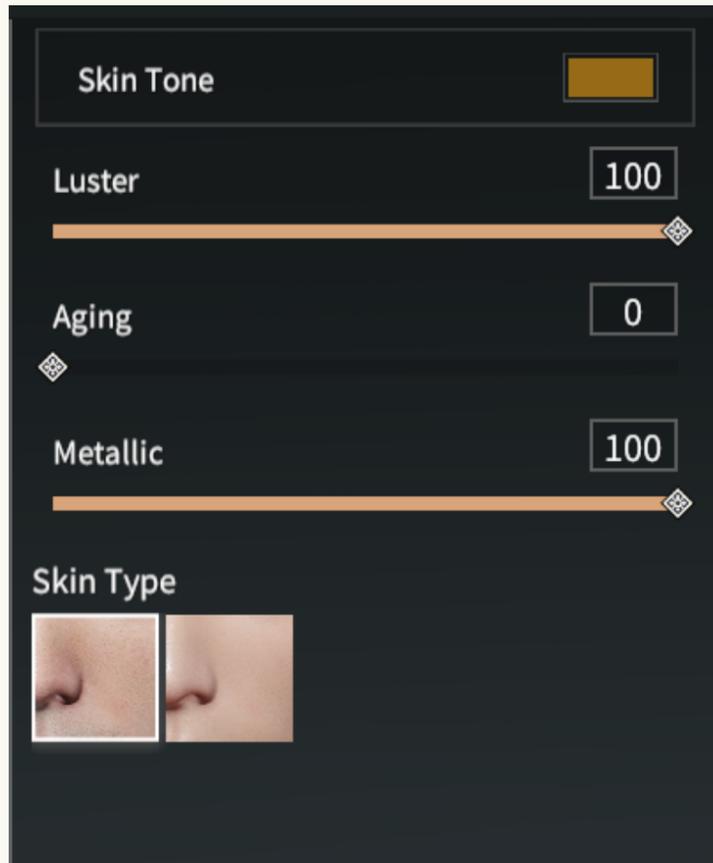
16.01%

Diversity and Inclusion

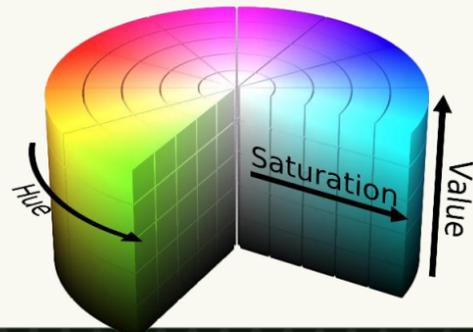
Multi-skin toned handshake emoji
are coming to our phones in 2022
【Emoji 14.0.】



Diversity and Inclusion



Naraka's HSV skin tone



Extraction of Facial Features

Angular head shape

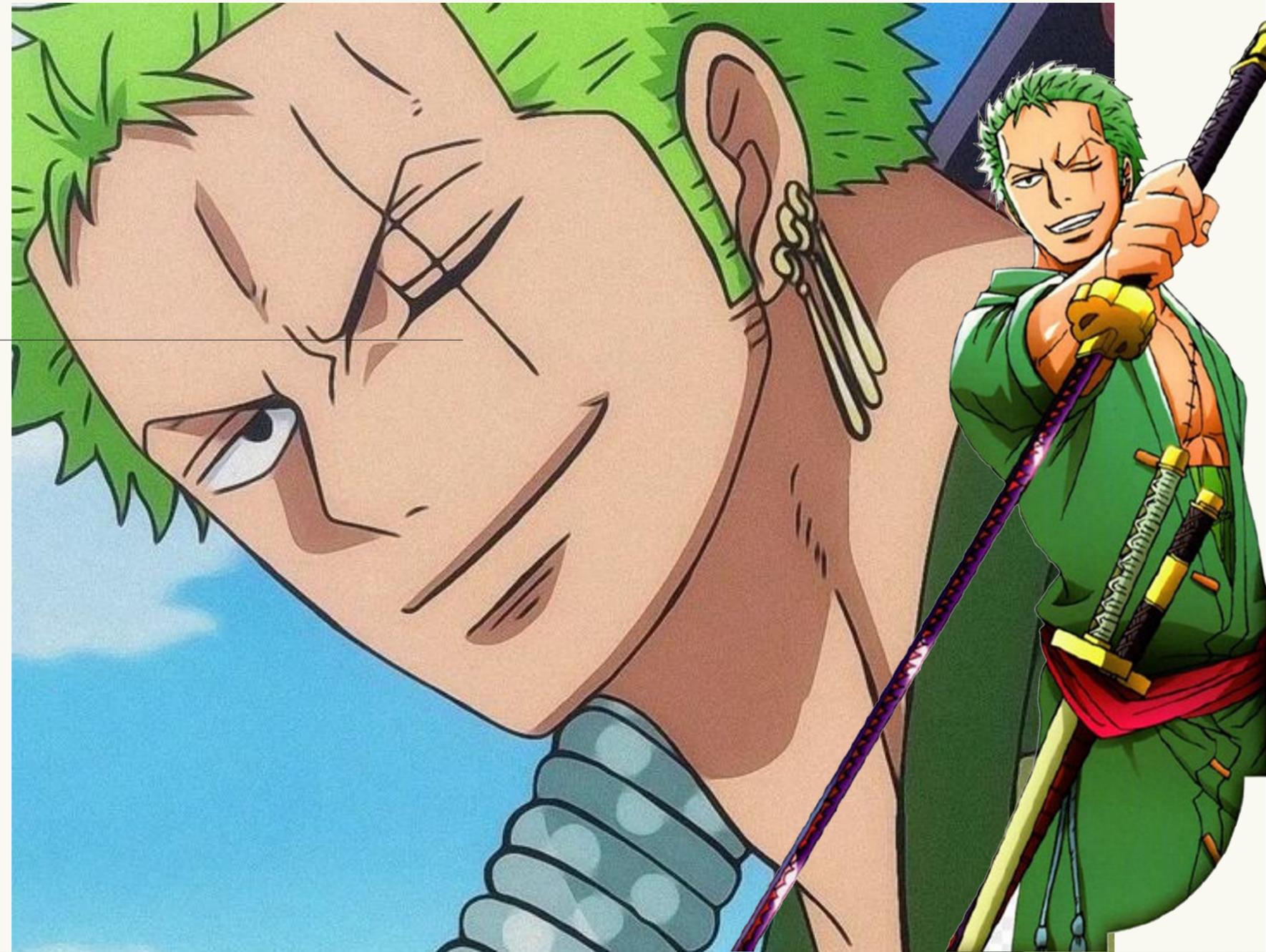
Thin eyebrows

Injured left eye

Tall nose

Big mouth

Wheaten skin

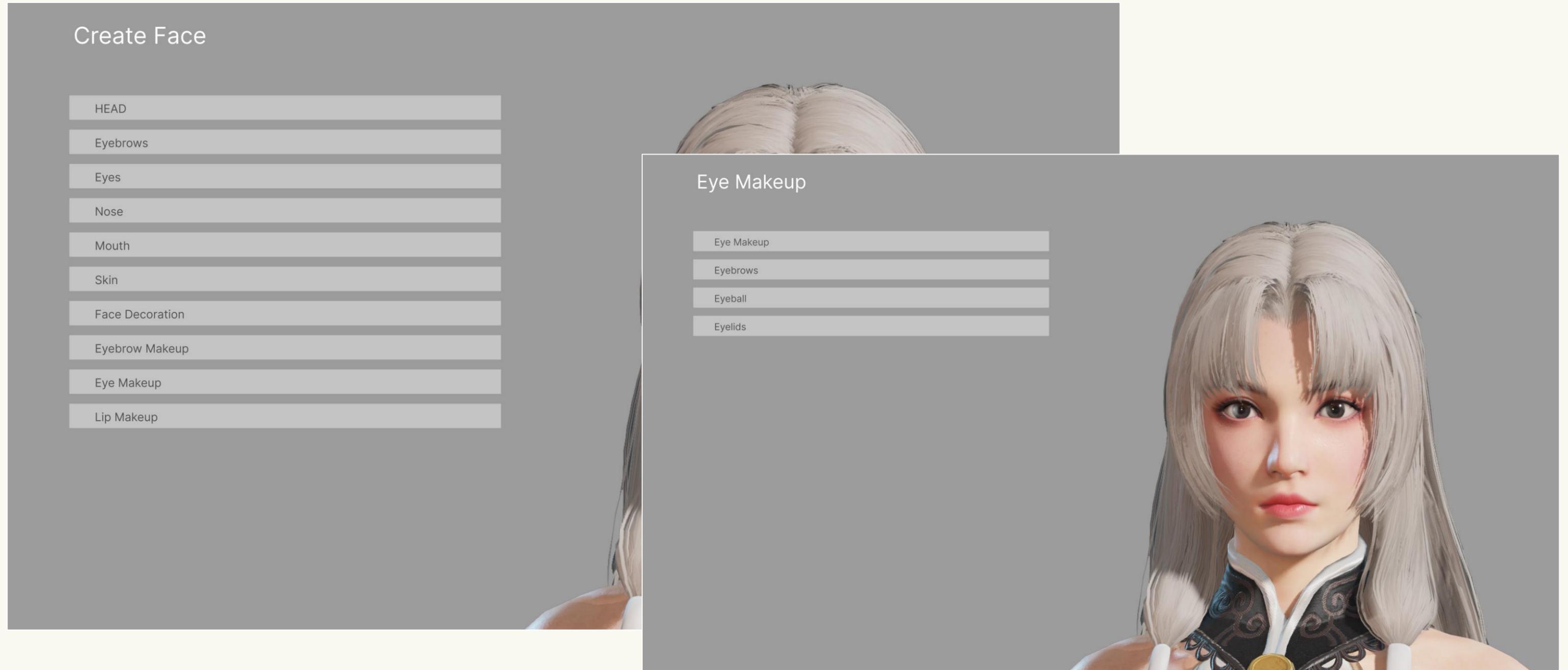


Separate customization of the two sides of the face.

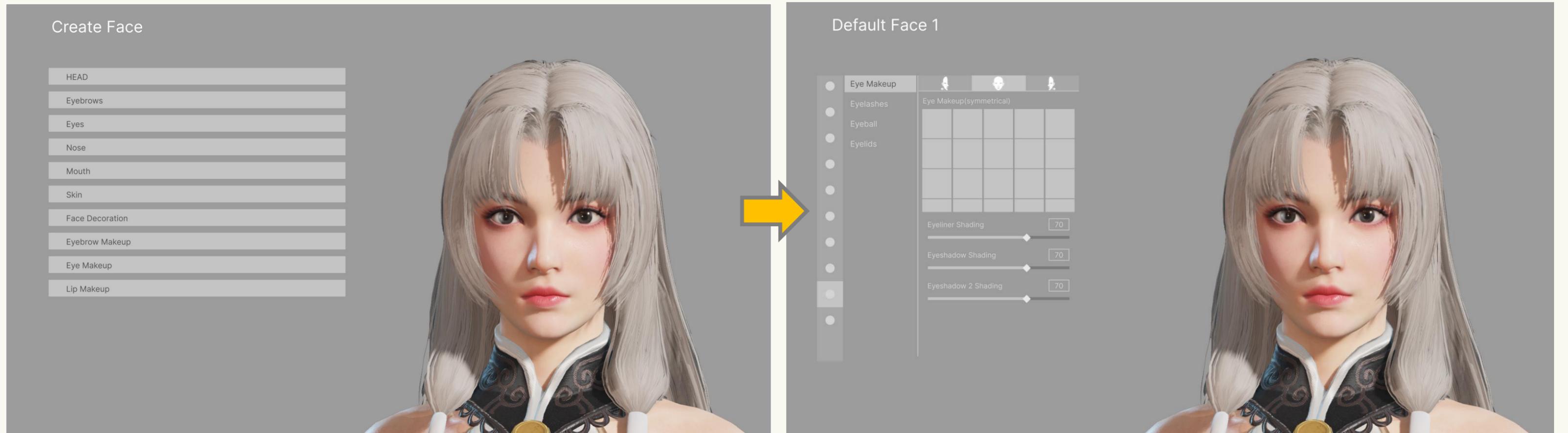


"Who can help Kurumi!"

Multi-layer Interface



One Interface



Multi-layer interface

One interface

1

2

3&4

Interaction layer

	Forehead	Up/Down	0
	Brow Bone	Front/Back	0
	Cheekbone	Angle	0
	Cheek (Upper)	Width	0
	Cheek (Lower)	Length	-5
	Cheek (Middle)	Saturation	0
	Lips (Sides)		
	Chin		
	Chin (Sides)		
	Lower Jaw		
	Lower Jaw (Corners)		
	Ears		
	Earlobe		
	Earlobe		

Undo

Reset

Reset Feature

Save & Use



Smart Customize

Hide Accessories

Hide Hairstyle

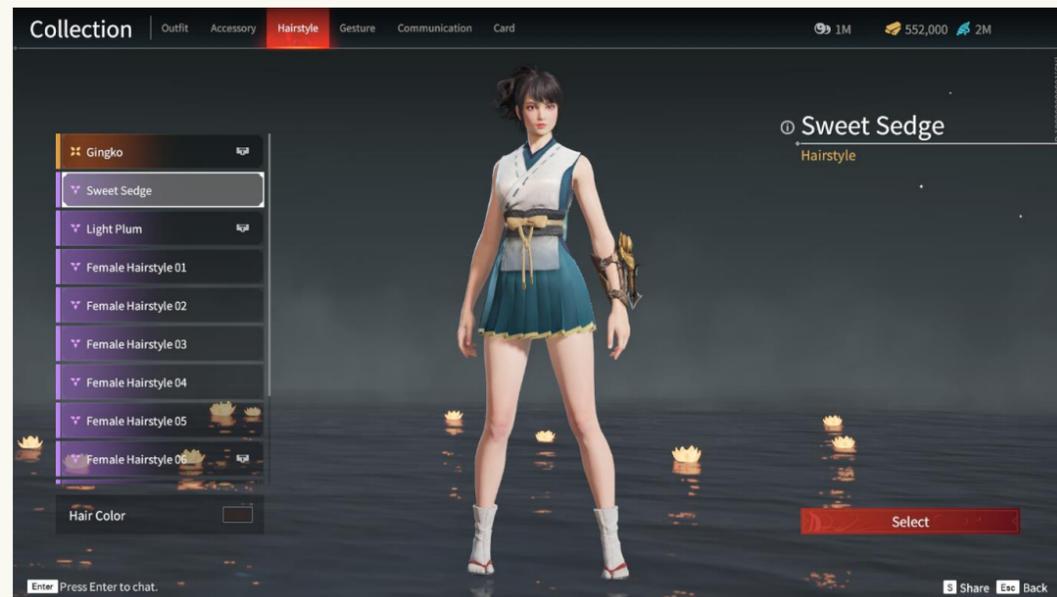
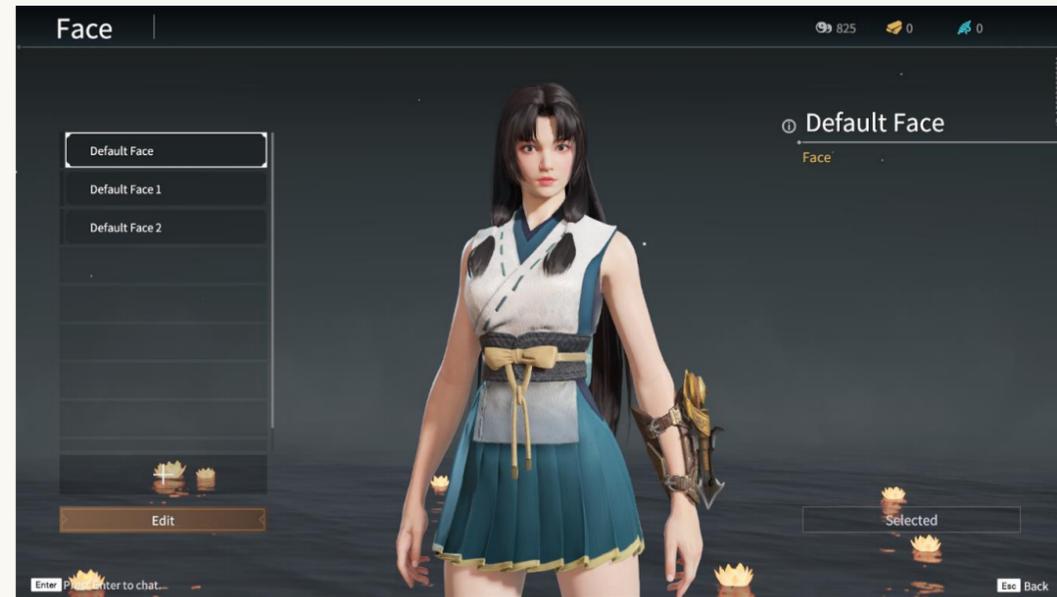
Random

Import

Share

UX Design enhances experience of Character Customization

Face Customization



Old version

Closet interface



New version

200+ Adjustable Parts



Forehead Up/Down 0

Brow Bone Front/Back 0

Cheekbone Angle 0

Cheek (Upper) Width 0

Cheek (Lower) Length 0

Cheek (Middle) Saturation 0

Lips (Sides)

Chin

Chin (Sides)

Lower Jaw

Lower Jaw (Corners)

Ears

Earlobe

Earlobe

Reset Feature

Undo

Reset



Smart Customize

Hide Accessories

Hide Hairstyle

Random

Import

Share

Save as new data

Esc Back

Find the complexity and simplification



From standard to personalized



Aesthetic commonality and individuality



Making it sustainable



What kind of face do players want now?



What kind of face do players want now

Preset faces

Faces like my own or my idol's

 **Standard faces**

Faces of avatars in Cartoons/Movies/Anime

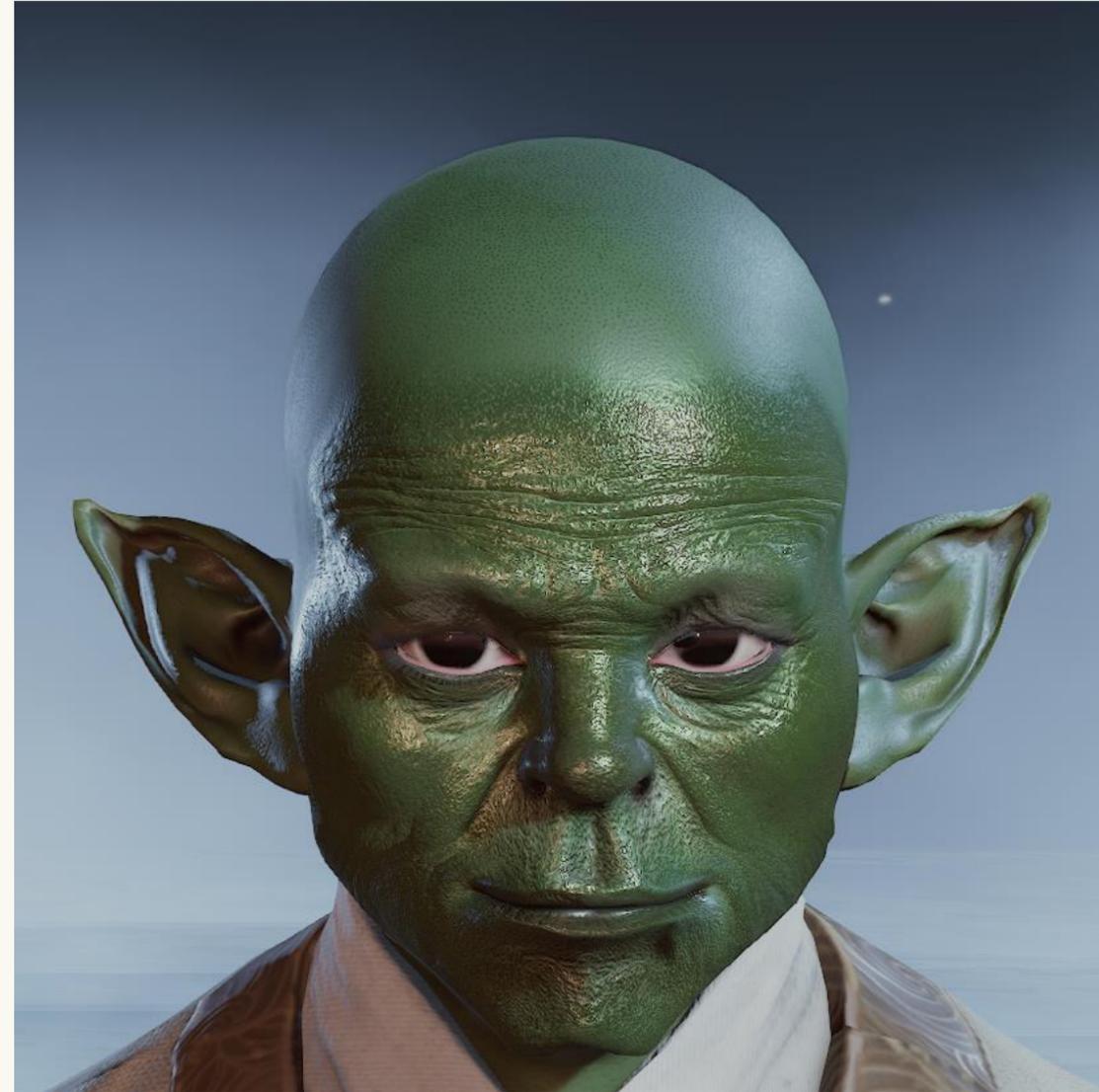
Imaginary perfect face

 **Personalized faces**

From standard to personalized

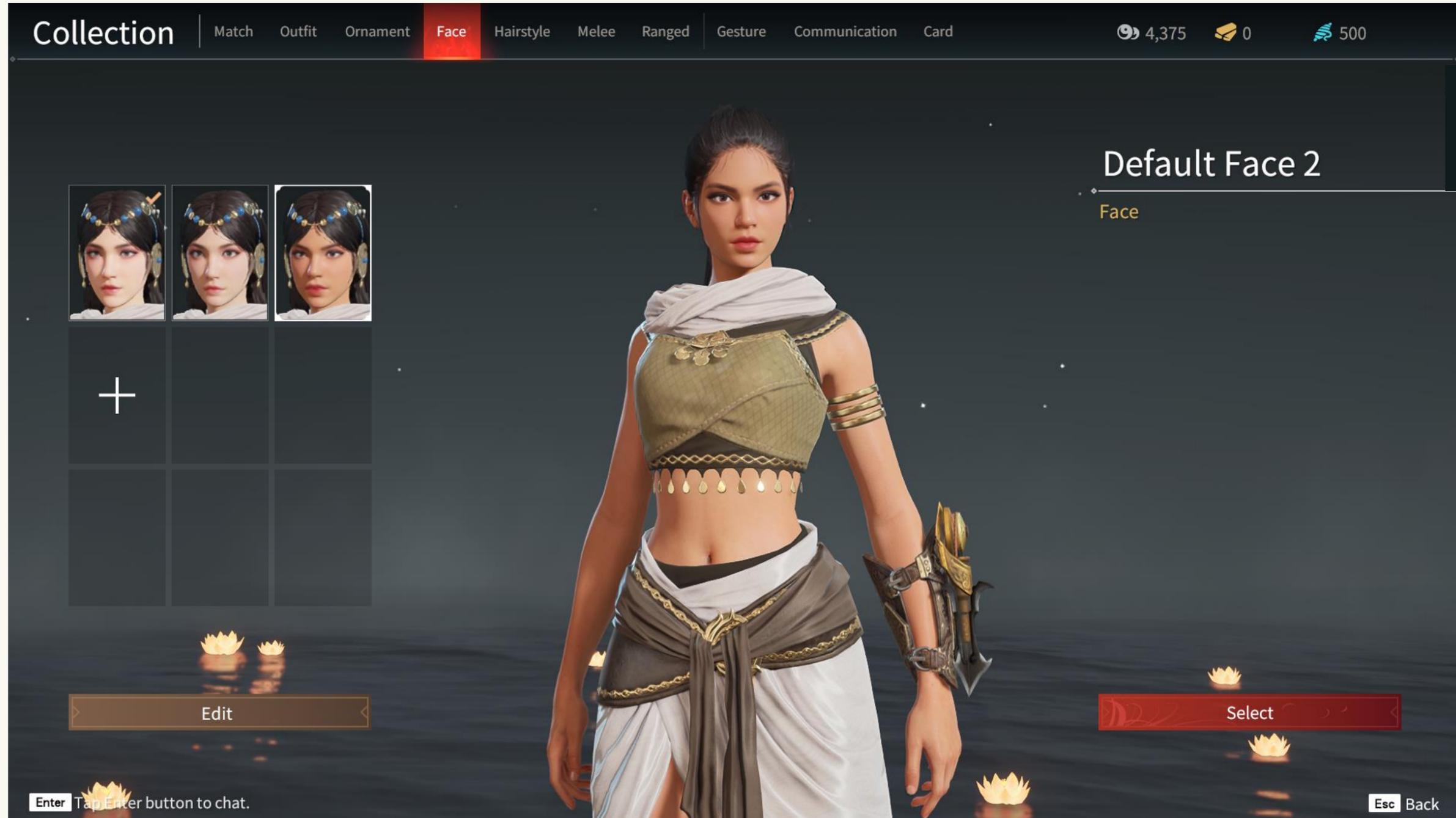


Easy to get a initial face



Able to make amazing face

Preset Faces



Face customization AI

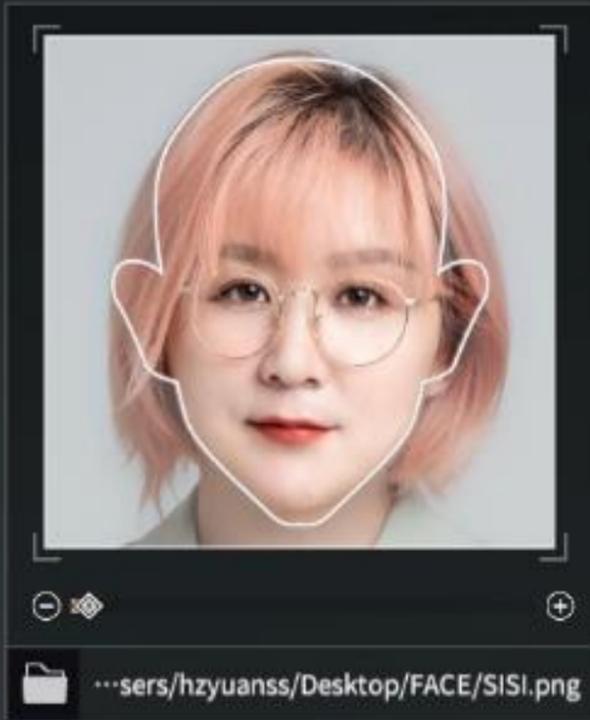


Face customization AI

NARAKA
AN UNRAVELING

Smart Customize

Select a photo and tap Generate to auto-generate a custom character.



Try dragging and zooming the Image.

*Only for analysis, Naraka won't save the image.

Generate

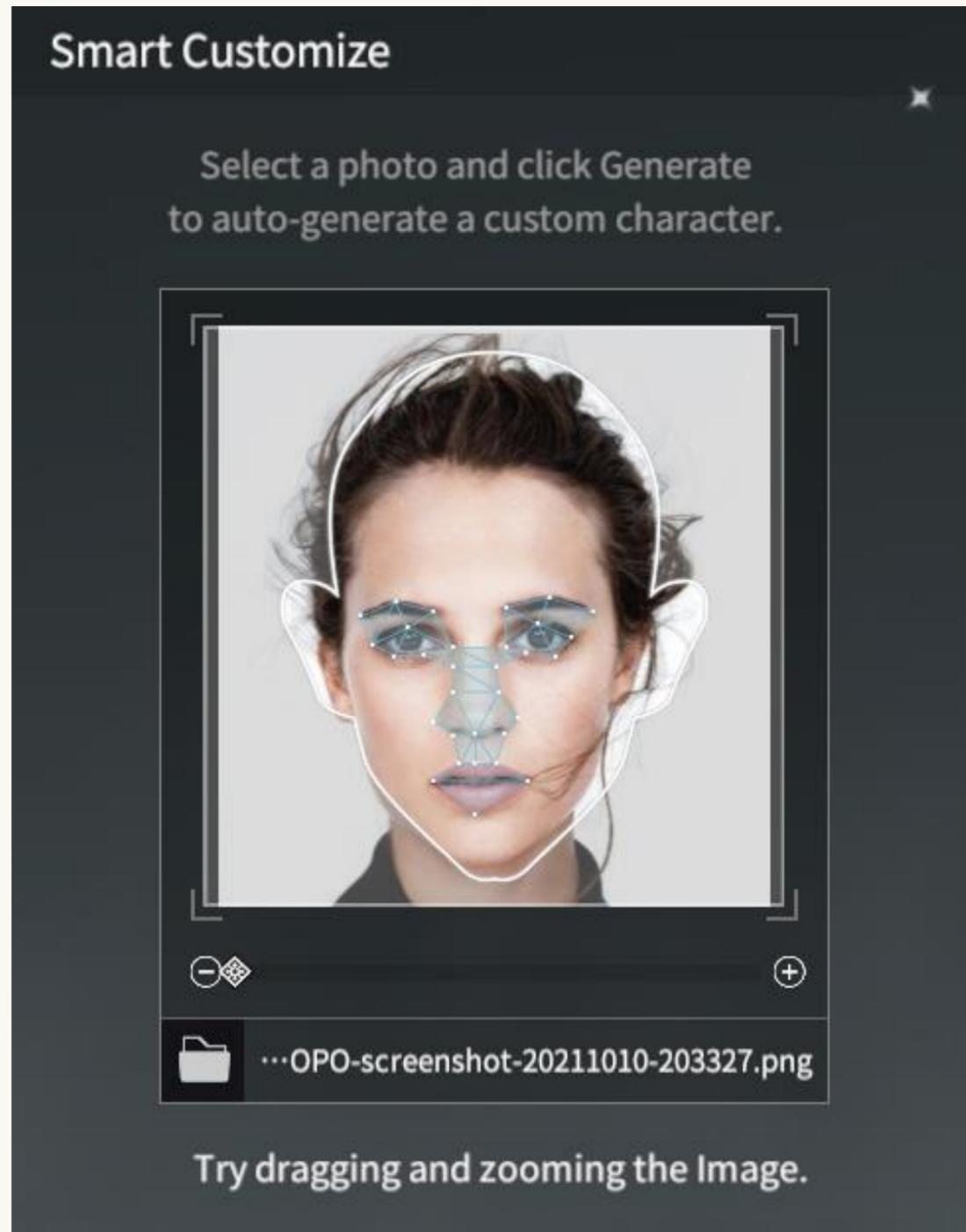
Cancel

Enter Tap Enter button to chat.

Esc Back

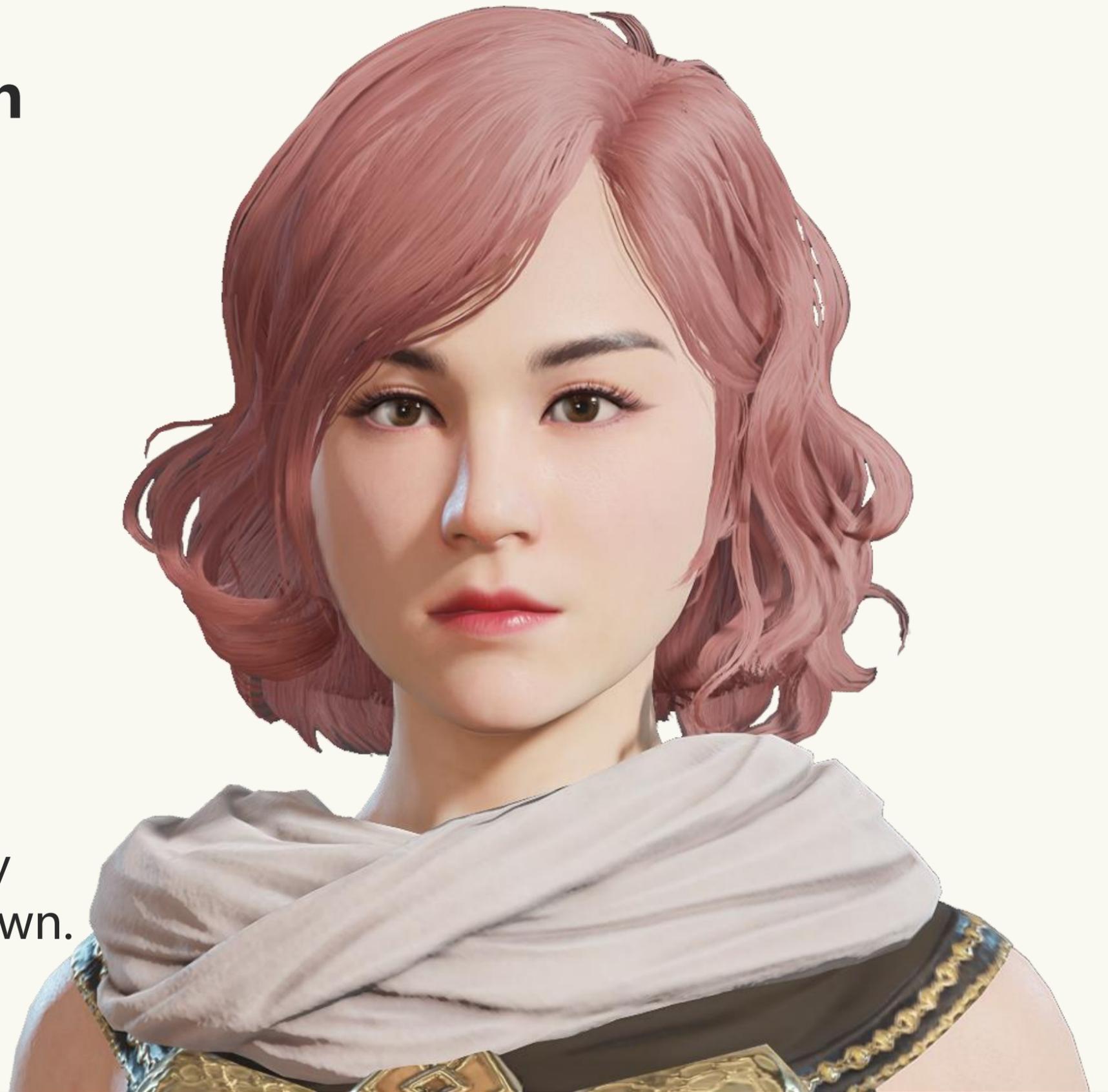


Face customization AI

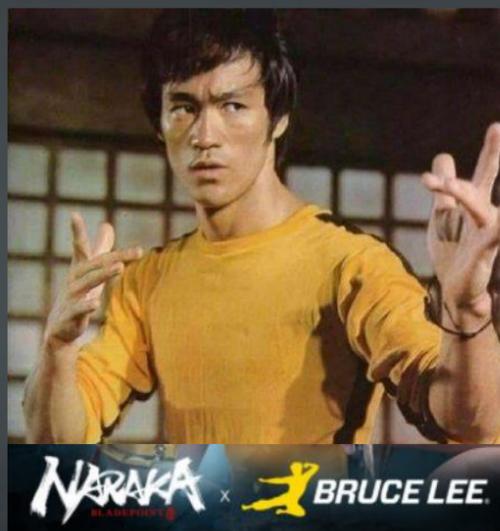


A face that looks like your own

Face customization AI helps players quickly create a face that closely resembles their own.



A face that looks like your Idol's



Official Collaboration of Naraka and Bruce Le.

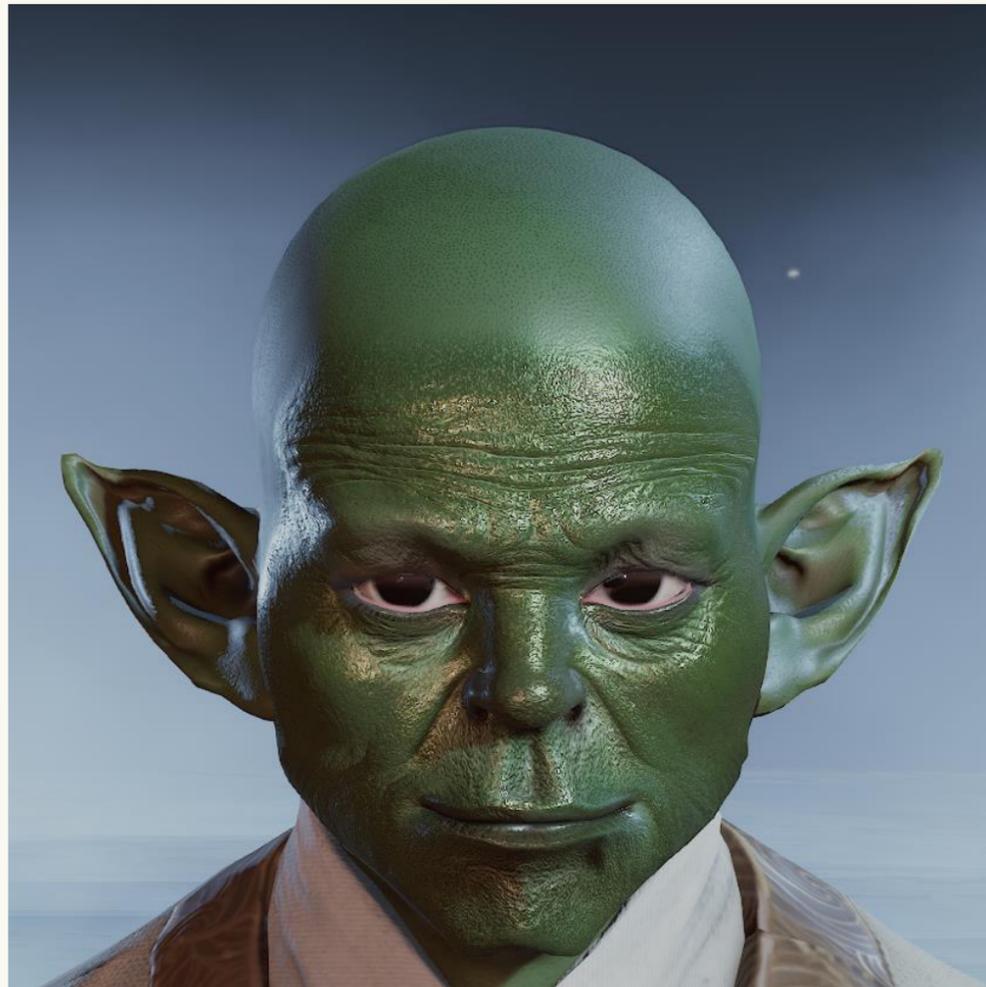
Personalized Face



《Tim Burton's Corpse Bride》

An amazing face able to make.

Ears can actually break through the limits of the body;



- Mouth (Whole)
- Upper Lip (Middle)
- Upper Lip (Sides)
- Lower Lip (Middle)
- Lower Lip (Sides)
- Corners of Lips

Up/Down

Front/Back

Angle

Undo

Reset

Reset Feature

Save as new data



- Smart Customize
- Hide Accessories
- Hide Hairstyle
- Random
- Import
- Share

Avatar's face



MUR



MUR in Naraka

Imaginary Perfect Face



Show off and Personality Expression

The screenshot shows the 'Asura Leaderboard' in a game's 'RANK' menu. The menu includes options for HOME, HEROES, TALENTS, WEAPONS, RANK, INVENTORY, ECHELON, SHOP, and CUSTOM LOBBY. The 'Rank' sub-menu is active, showing 'Rank', 'Hall of Fame', and 'Champion' options. The leaderboard is divided into Solos, Duo, and Trios, with 'Duo' selected. The table below shows the top 9 players in the Duo category.

#	Fighter	Rank	Total Score	Matches
1	TwitchフェスVT	Empyrean IV	3628	276
2	Twitch紅い妖光	Solar II	3349	246
3	哥哥	Solar II	3341	447
4	KRT、전계	SolarIII	3262	371
5	太刀波比	SolarIII	3220	275
6	무쌍	SolarIII	3213	298
7	変な山羊	Solar IV	3192	253
8	무쌍	Solar IV	3163	288
9	Mo luMi・玖	Solar IV	3135	355
Unranked	1Naraka1	Bronze V	1000	0

At the bottom left, it says 'Enter Tap Enter button to chat.' and at the bottom right, 'Esc Back'. The background features a character in a blue and white outfit standing in a traditional Japanese garden setting with a large full moon.

The screenshot shows a player's 'Profile' page. The player's name is 'World No. 11 Justina Gu' with a rank of 195 and 124 likes. The profile includes a 'Season' dropdown and several statistics:

- Playtime: 79h
- Total Matches: 319
- Total Kills: 1236
- Hero Collection: 493
- Weapon Skin: 121

The 'The Herald's Trial' section shows the player's performance in different game modes:

- Solos: Empyrean IV (3651), Season Best Empyrean IV
- Duo: Gold IV (2170), Season Best Gold IV
- Trios: Platinum IV (2605), Season Best Platinum IV

At the bottom left, it says 'Enter Tap Enter button to chat.' and at the bottom right, 'Esc Back'. The background features a character in a blue and white outfit standing in a traditional Japanese garden setting with a large full moon.

Show off and Personality Expression



The 3 brothers of ShiTuoLing 《Journey to the West》

Show off and Personality Expression

Digital code generation and import technology



The screenshot displays the character customization screen for NARAKA BLADEPOINT. On the right, a green-skinned character with a stern expression is shown, wearing a beaded headband and braided hair. On the left, the game's logo is at the top, followed by a download icon and the text "Use [download icon] button to import face customization data from this image." Below this is a large QR code. At the bottom left, a warning states: "Contains face customization data, please keep this QR code when sharing."

- Forehead
- Brow Bone
- Cheekbone
- Cheek (Upper)
- Cheek (Lower)
- Cheek (Middle)
- Lips (Sides)
- Chin
- Chin (Sides)
- Lower Jaw
- Lower Jaw (Corners)
- Ears
- Earlobe
- Earlobe

Up/Down 0

Front/Back 14

Angle 0

Width 11

Length 0

Saturation 0

Reset Feature

Undo

Reset



Save as new data

- Smart C
- Hide Ac
- Hide H
- Ran
- Imp
- Sh

- Forehead
- Brow Bone
- Cheekbone
- Cheek (Upper)
- Cheek (Lower)
- Cheek (Middle)
- Lips (Sides)
- Chin
- Chin (Sides)
- Lower Jaw
- Lower Jaw (Corners)
- Ears
- Earlobe
- Earlobe

Up/Down Undo

Front/Back Undo

Angle

Width

Length

Saturation



打开

此电脑 > 桌面 > 帅的

搜索"帅的"

2021082519564 6.png	6376311426036 1.PNG	6376316708285 3.png	6376316709918 8.png	6376316888226 9.png	6376316890062 9.png	6376316901664 9.png	6376316904484 6.png	6376316918881 9.png
6376329339265 1.png	6376329342375 1.png	6376329347952 1.png	6376329395362 6.png	6376329397046 0.png	6376329405516 6.png	6376329425428 2.png	6376329428016 5.png	6376329429893 5.png
6376338411254 5.png	6376338412869 5.png	6376338417095 3.png	6376338419104 8.png	6376346809601 4.png	6376415456911 5.png	6376415458711 2.png	Inked4f72e66c6 5d2e95446954c d6f4d76b798d8 786aaa7aa3d...	Inked12ad33bd 1312262b4ceec 884df7a2ffd3b9 820a516edb1...
Inked41d864c8 fc398e0e61562 73bbc08a956b 6744743c788...	Inked22217d72 803ee937feb9d b3c04588c14a7 3099a02c791...	Inked35723bee ab9eb0db080a 3df5bea5f973e 82ddd5fc476...	Inked90537856 8a0b07251c81b 88be2ddbd3f4 426cc1e3326e...	Inkedbf64c91fc 98cf010c19d20 ada5eb1c412b dacb446628b...	Inkedcb27af9e 2376f9e1212c1 e42b8b048bd1 0aa8ae66b28...	巴特尔.png	特尔木可用.png	特尔木 C罗.png

文件名(N): 63763114260361.PNG

All Files

打开(O) 取消

Save as new

- Forehead
- Brow Bone
- Cheekbone
- Cheek (Upper)
- Cheek (Lower)
- Cheek (Middle)
- Lips (Sides)
- Chin
- Chin (Sides)
- Lower Jaw
- Lower Jaw (Corners)
- Ears
- Earlobe
- Earlobe

Up/Down

Front/Back

Angle

Width

Length

Saturation

Undo

Reset

Reset Feature

Save as new data

- Smart Customize
- Hide Accessories
- Hide Hairstyle
- Random
- Import
- Share

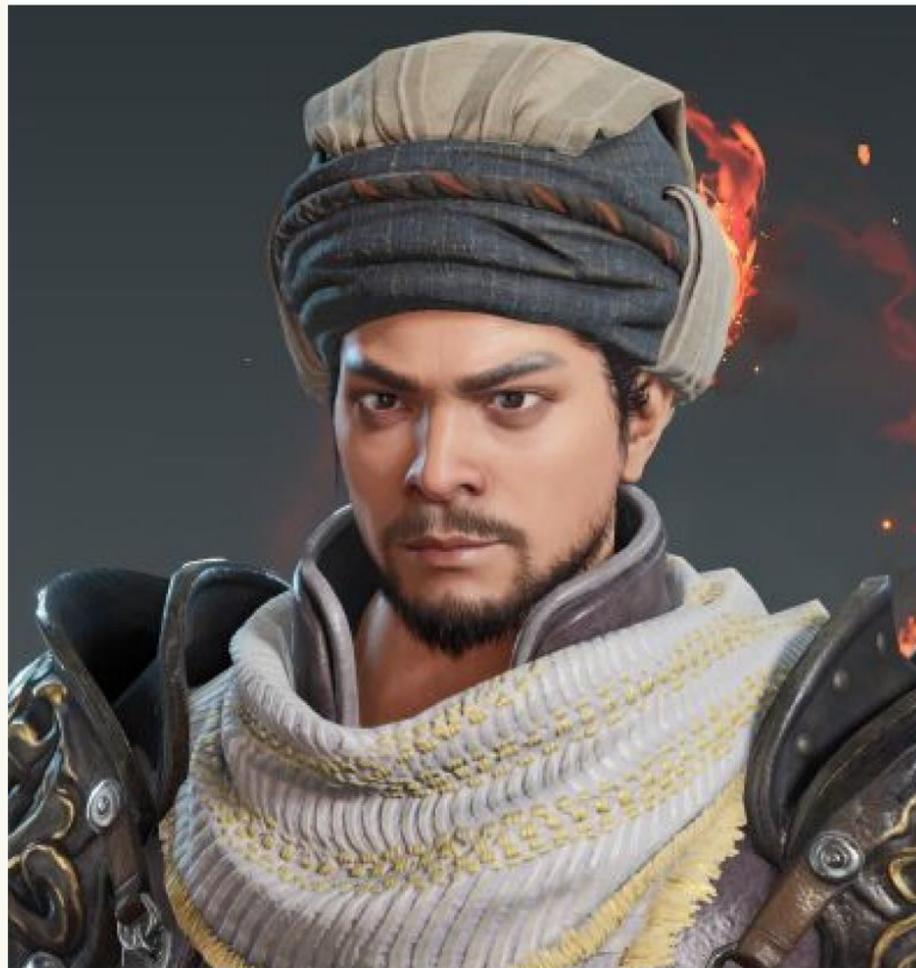


Tap the icon to change the cosmetic.

Copy



From Hat to Face



We designed a hat, players matched the right face

Feng QIAO is a famous character in Chinese Wuxia TV series



Find the complexity and simplification



From standard to personalized



Aesthetic commonality and individuality

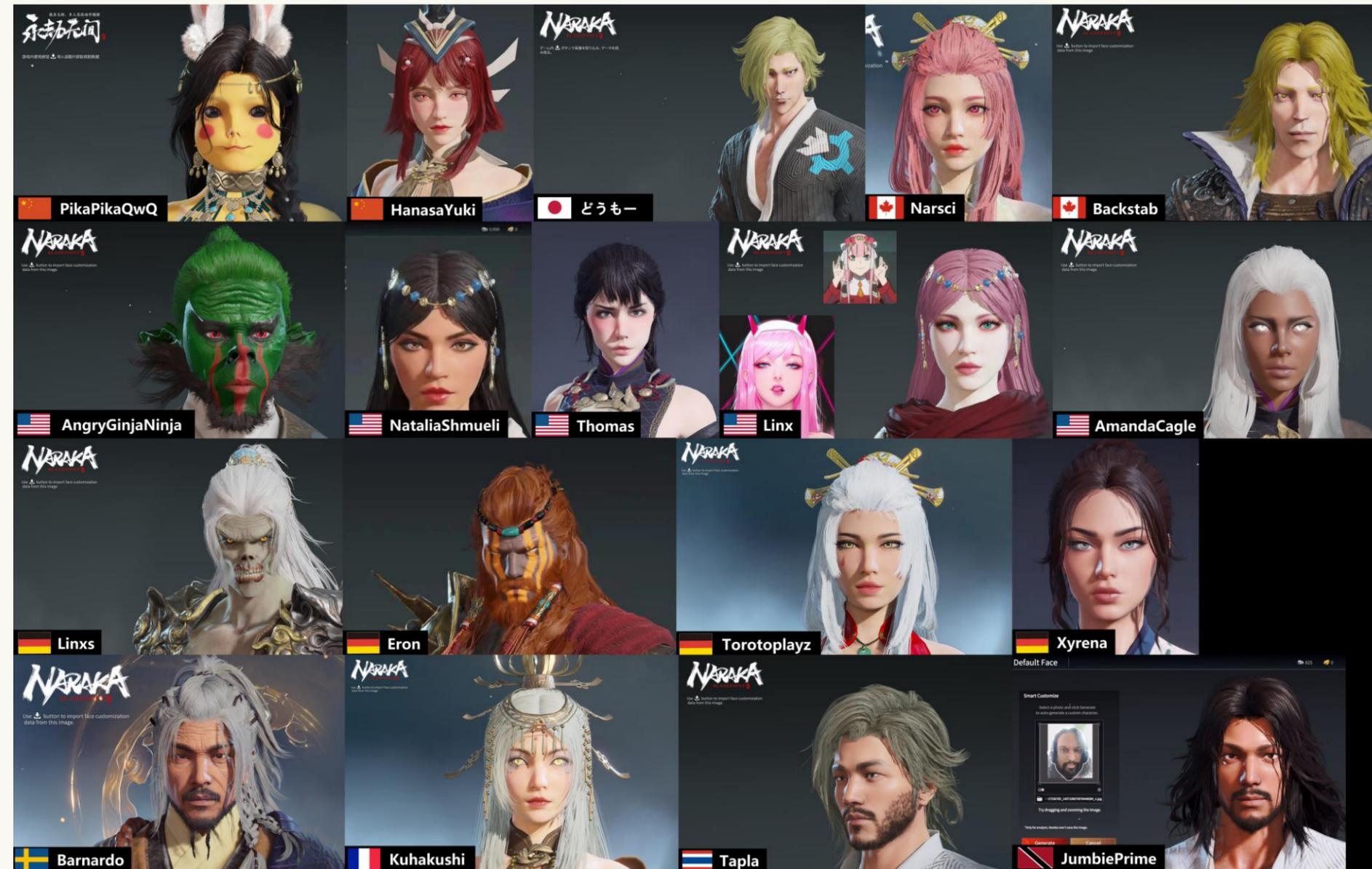


Making it sustainable



Aesthetic commonality and individuality

The variation of different cultures as well as the similarity due to the globalization of aesthetics



Individuality in Real World



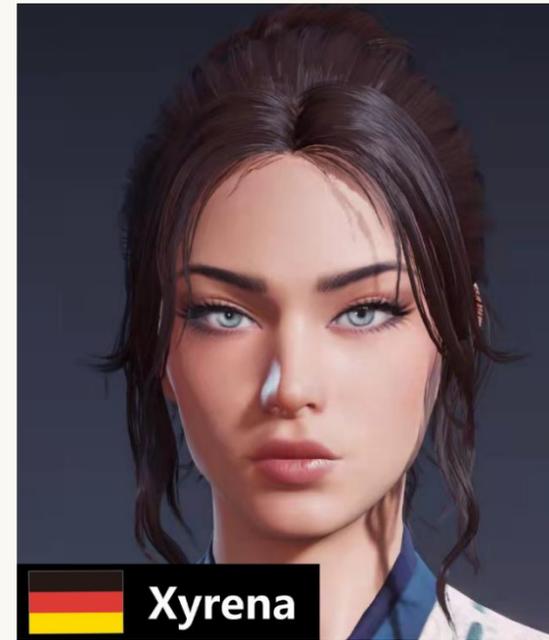
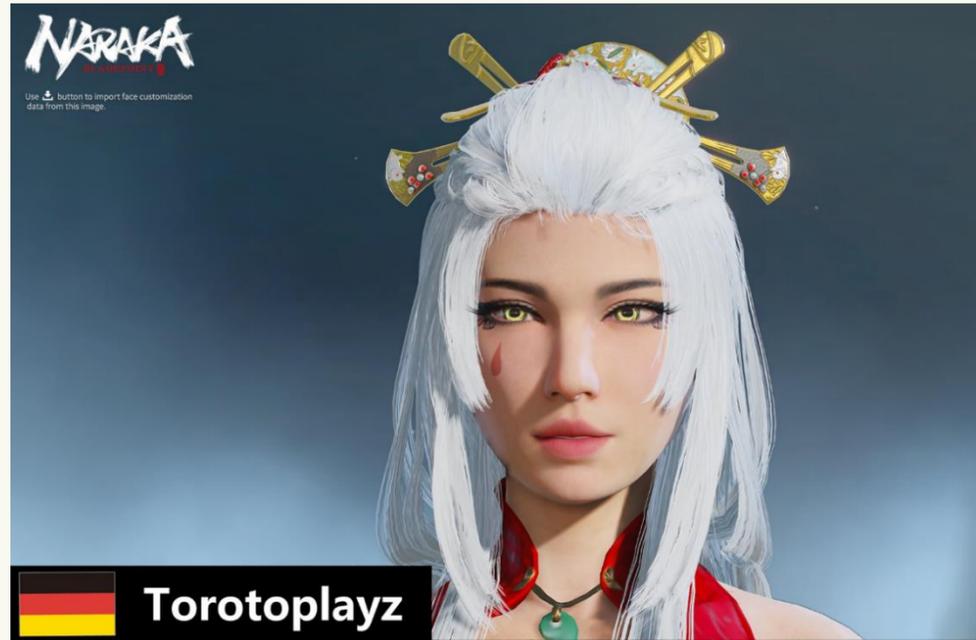
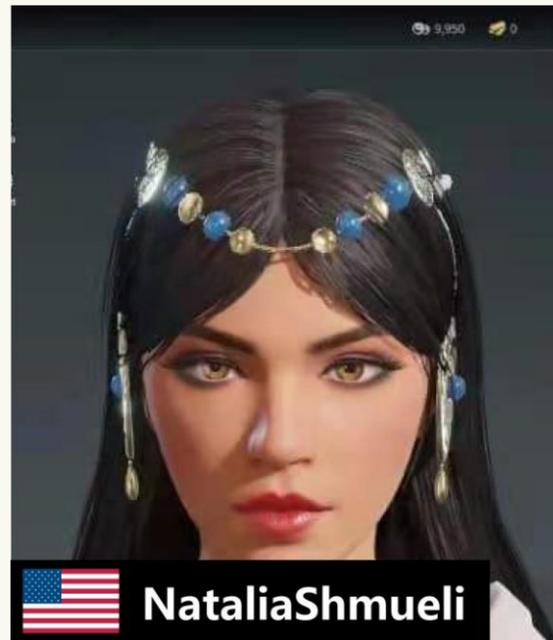
Individuality-Eastern players

Eastern players like light-colored skin and pursue small and thin mouths



Individuality-Western players

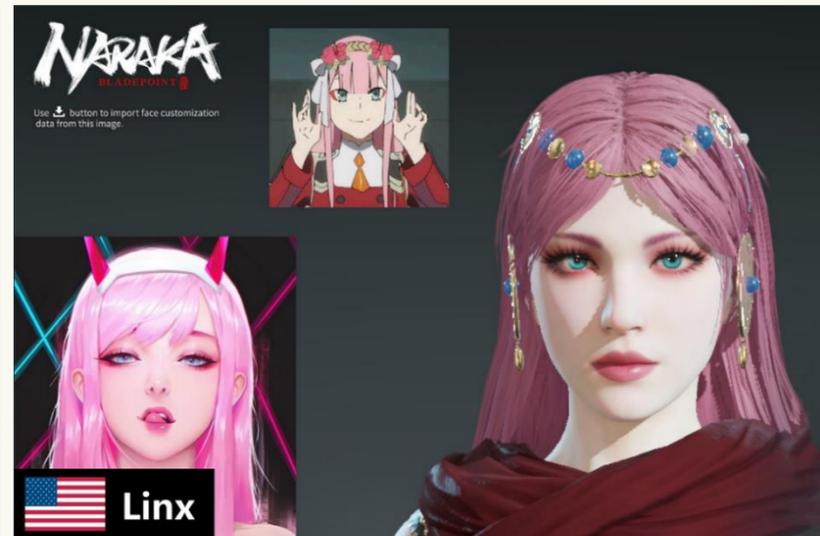
Western players pursue realism and like to give characters full sensuous lips.



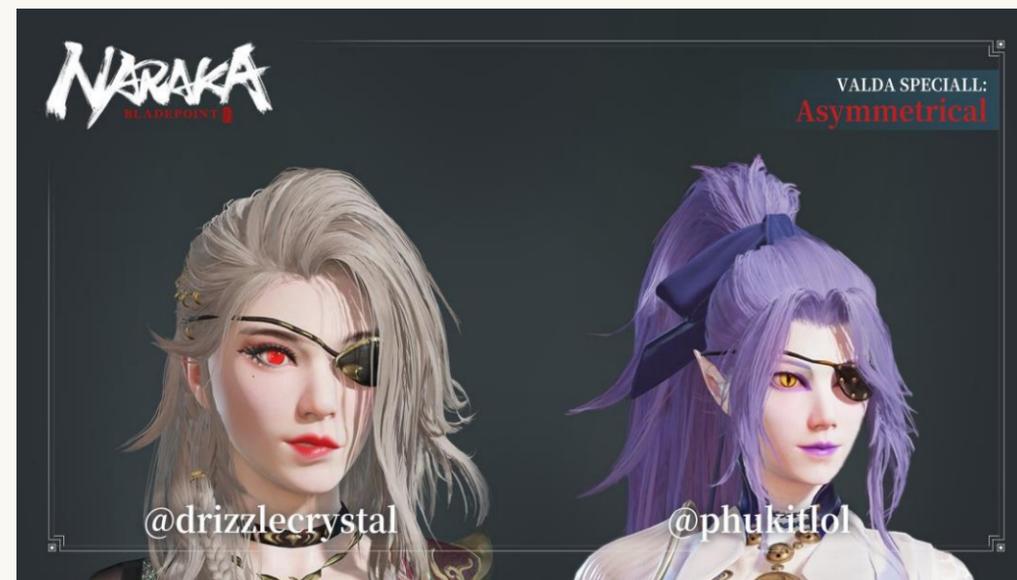
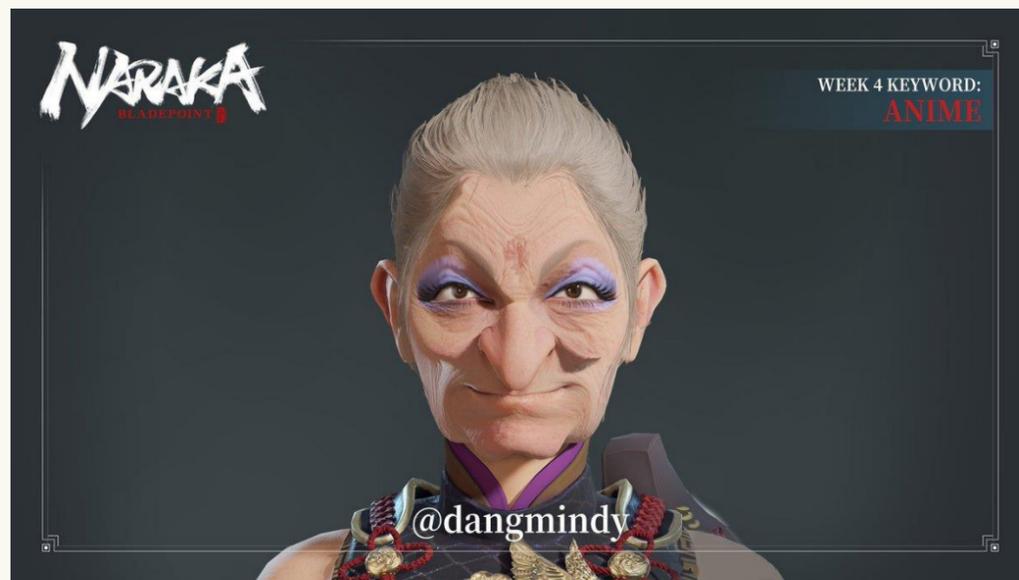


What are the commonalities

Players from all countries like funny and interesting characters, and they like to squeeze their faces into their favorite cartoon or live idol



The Naraka face customization system can adapt to the aesthetics of all parts of the world.



Winners of Naraka twitter #SPOOKYNARAKA face contest

Find the complexity and simplification



From standard to personalized



Aesthetic commonality and individuality



Making it sustainable



A symbol of the user's Virtual Identity



更换头像



查看抖音码



保存头像

TikTok avatar

The Player Response

"I have played Naraka for 30 hours, and spent 26 hours on customizing the face. "

"Naraka is actually a face customization game. "

"you won't believe how exciting it is to customize your face in the game. "

"when you are tired, customize your face and you will feel replenished again. "

Improve retention



On Weibo, the topic of "Naraka face customization" has **48 million** views.



On Taobao, the highest-selling face customization works **sell 7,000+ copies every month.**

New occupation——Game Face Sculptor



Game Face Sculptor

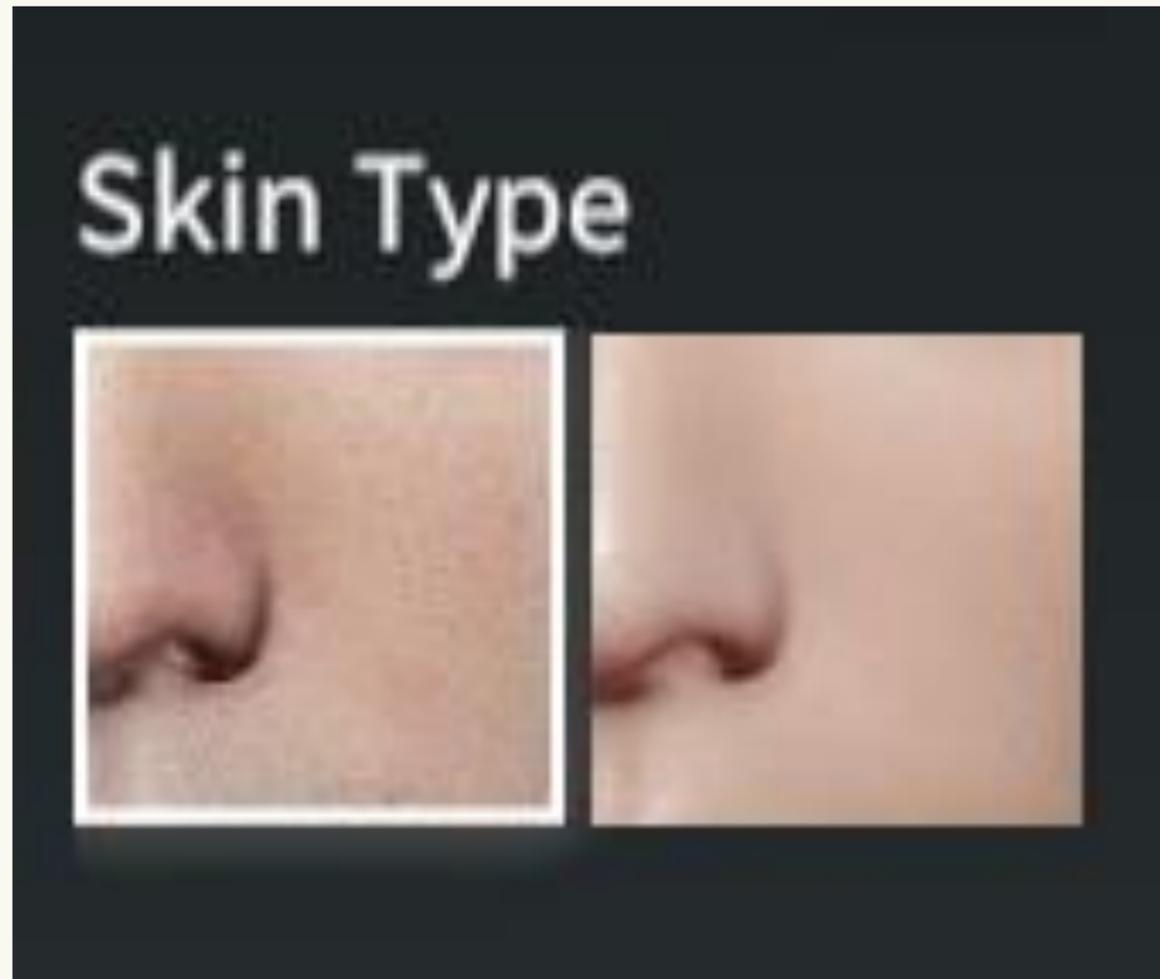
Everyone wants to be more attractive. In reality, there is no way to change their appearance at will, but in the game they can. The Game Face Sculptor specializes in designing the faces of game characters to help people shape the perfect self in the game world.

New occupation——Game Face Sculptor



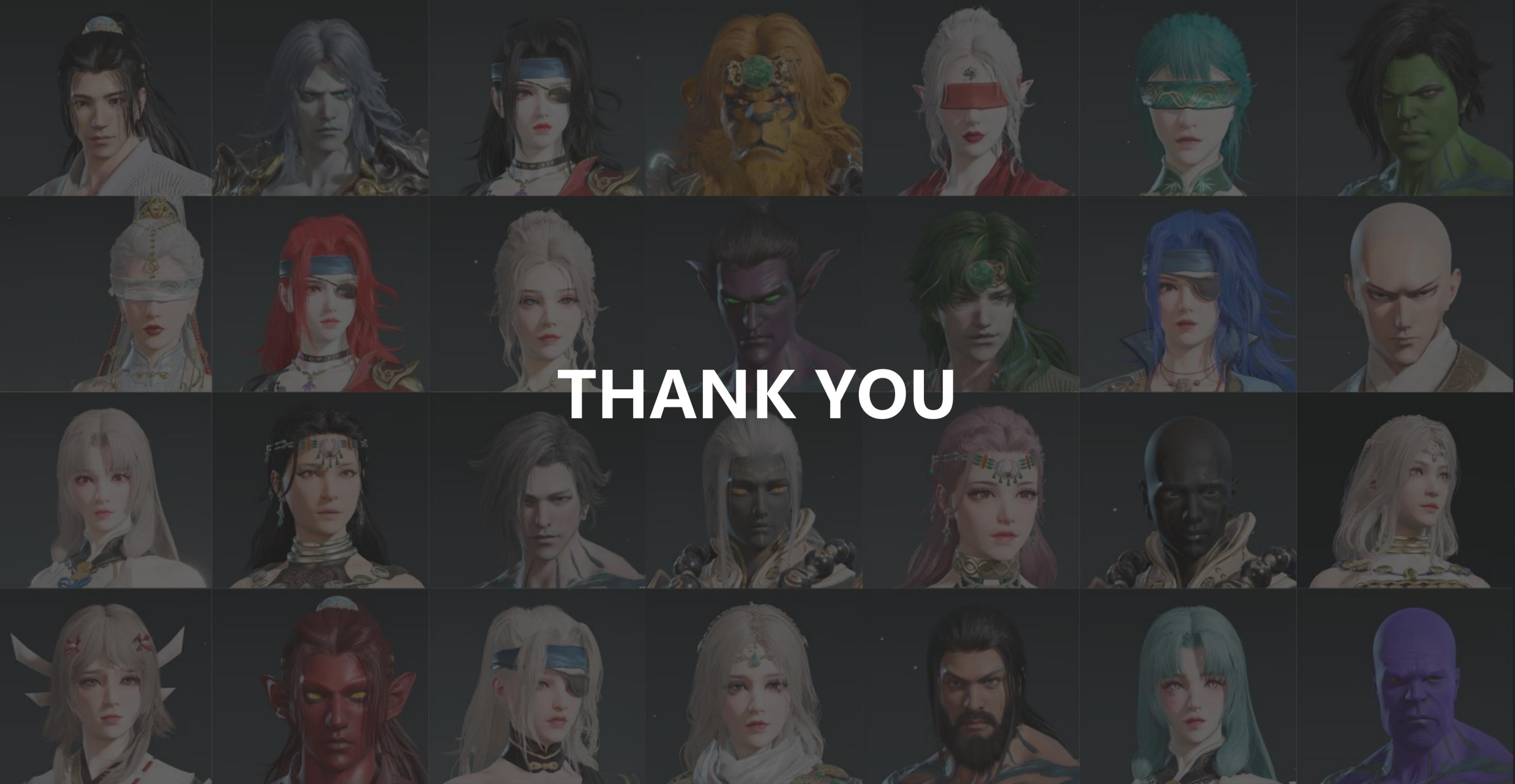
Game Face Sculptor——JoHnathanZ's best seller

Continually updated



Takeaways

- 1) We can provide players with a lot of things, but scientific screening is needed;
- 2) Know your players in advance, then your artwork will gain greater recognition from players;
- 3) When we provide standard content to players, we also reserve enough surprises;
- 4) Use AI and other cutting-edge technologies to maximize the value of your artwork system;



THANK YOU