

GDC

March 21-25, 2022
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.



The background is a dark, textured grey with numerous red blood splatters and streaks, primarily concentrated in the upper right quadrant and scattered across the text area.

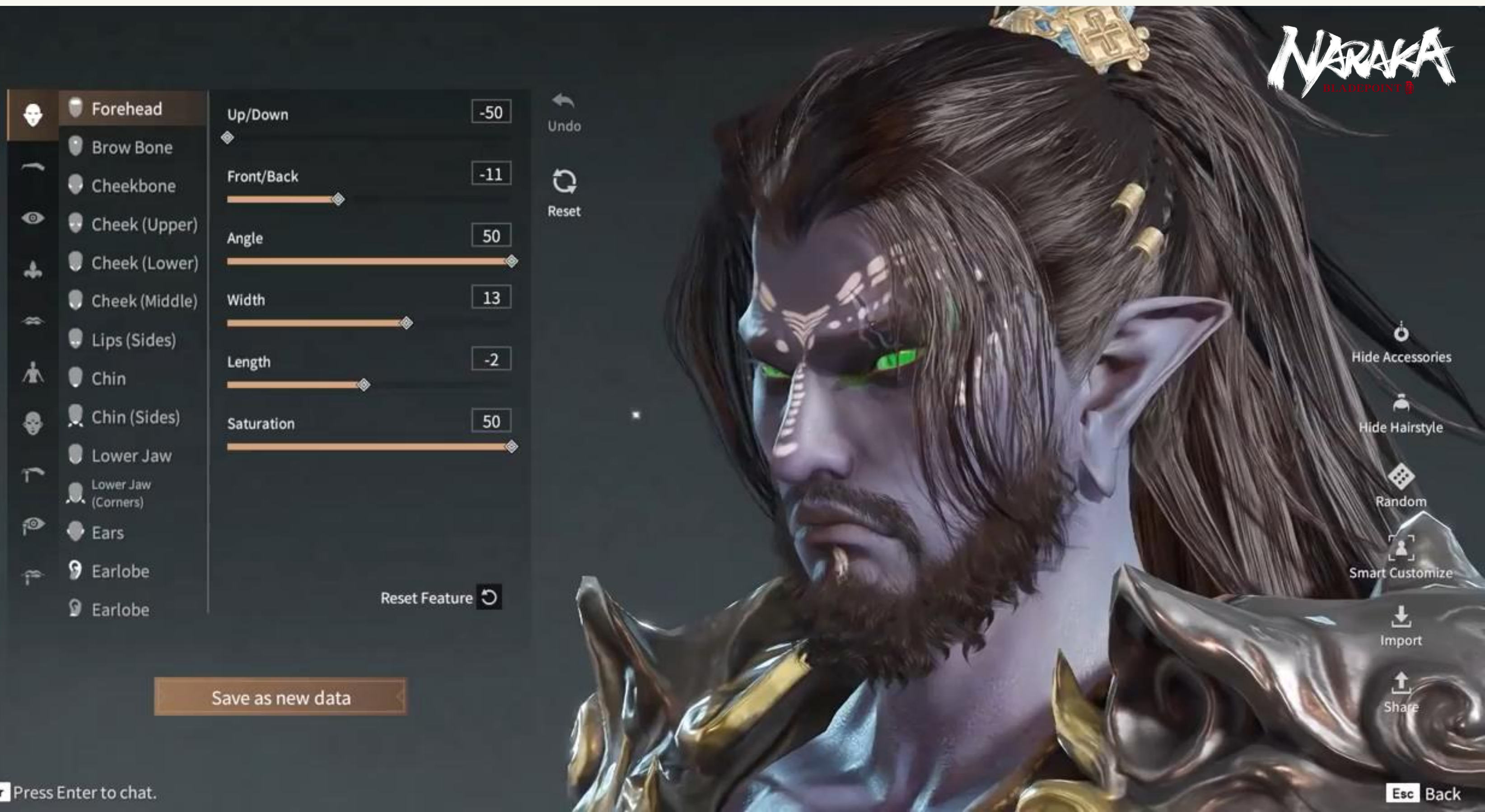
UNCHAINED MULTIPLAYER COMBAT

One face for a thousand people

VS

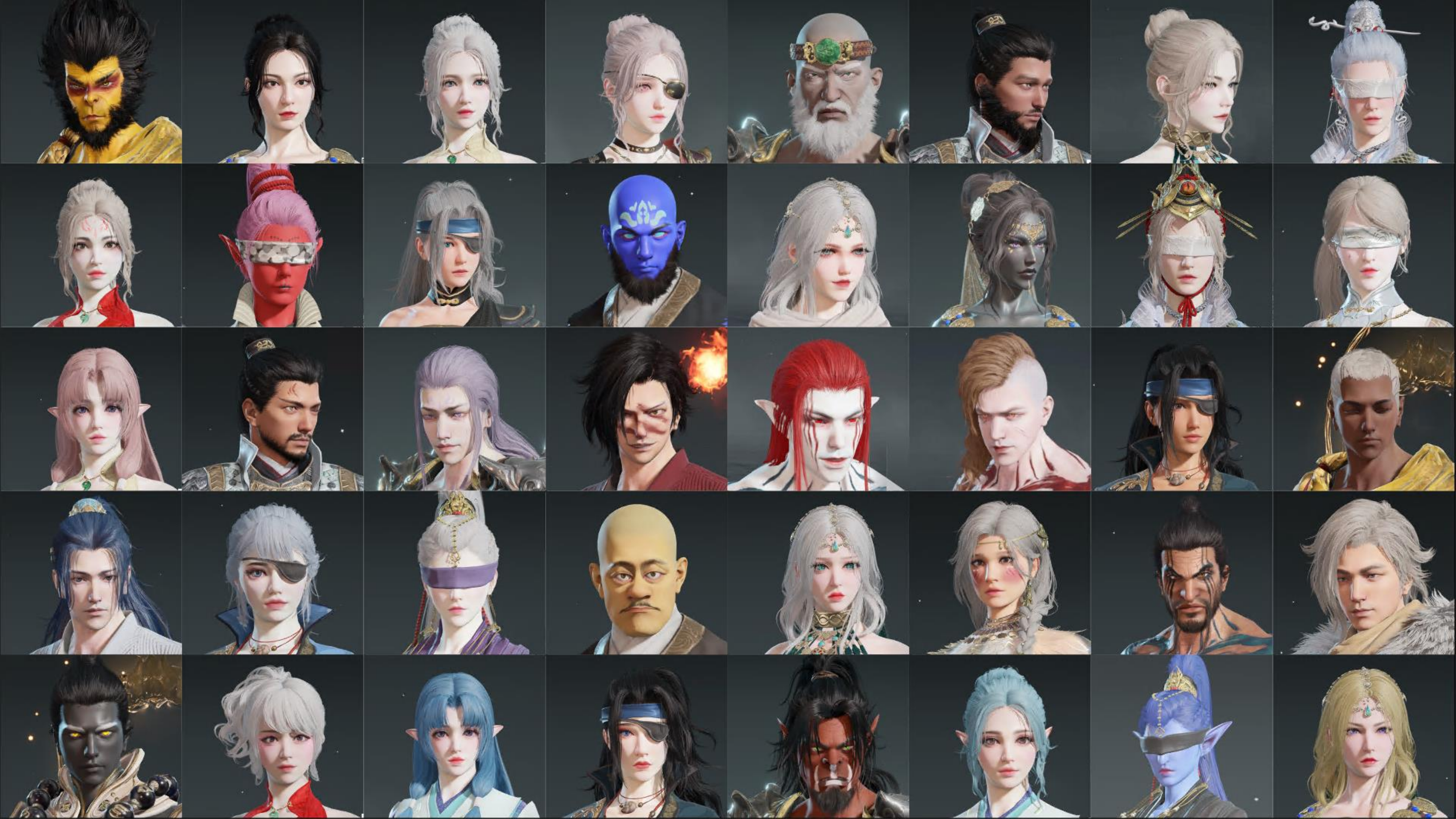
Thousand people with thousand faces

Face customization system of Naraka:Bladepoint









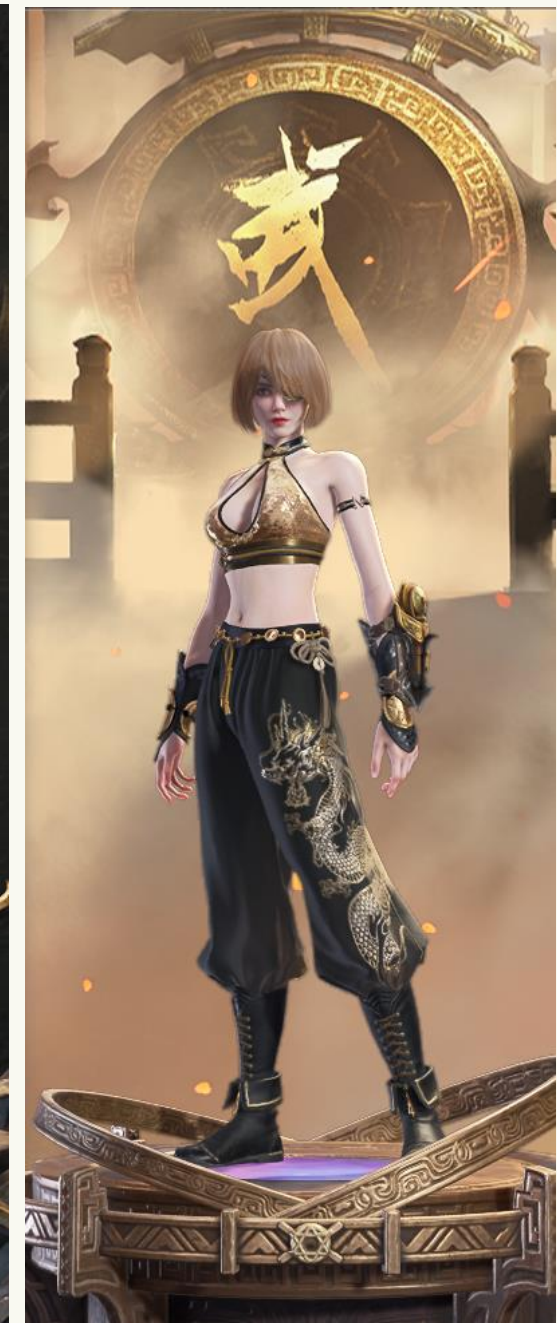
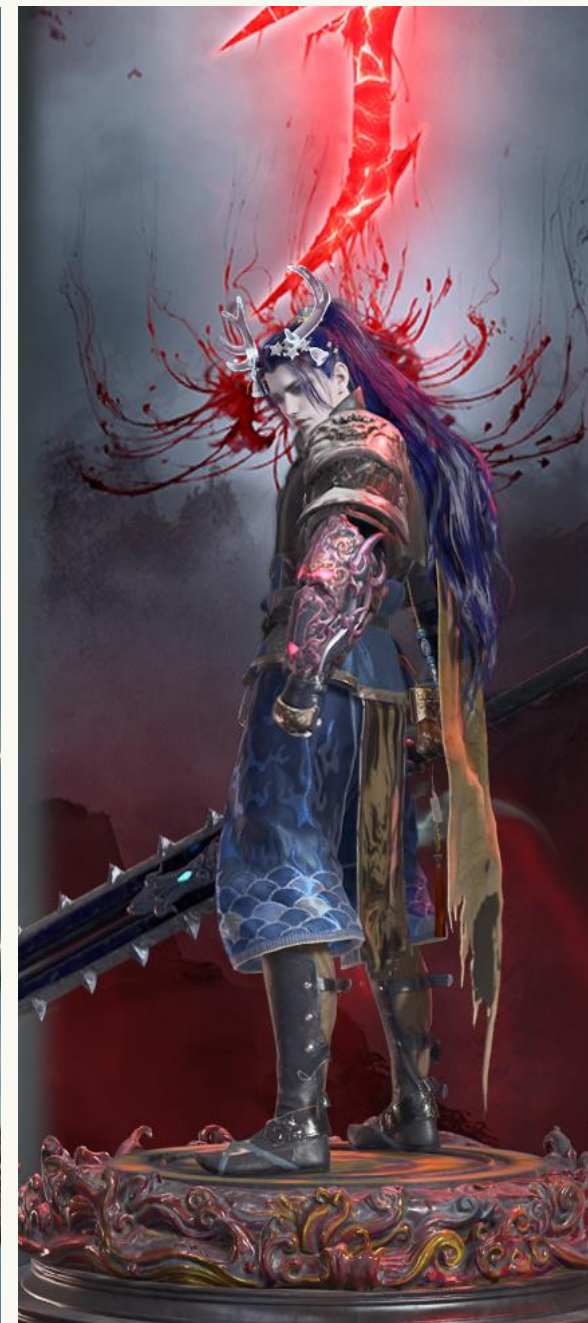


Why a Battle Royale need face customization?

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



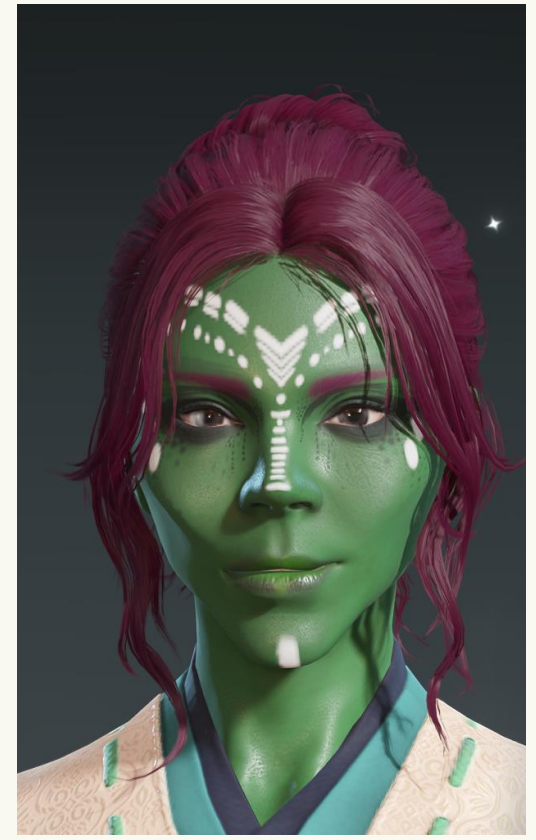
Human



Elf



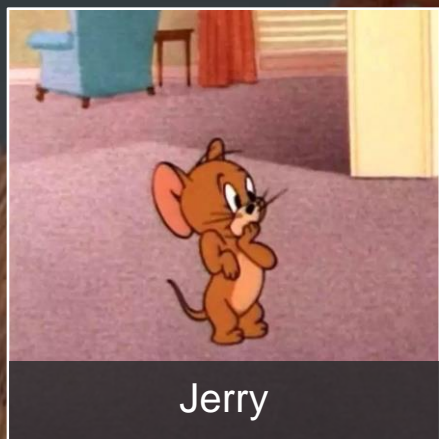
Horror characters



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.





Jerry



Tom

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"

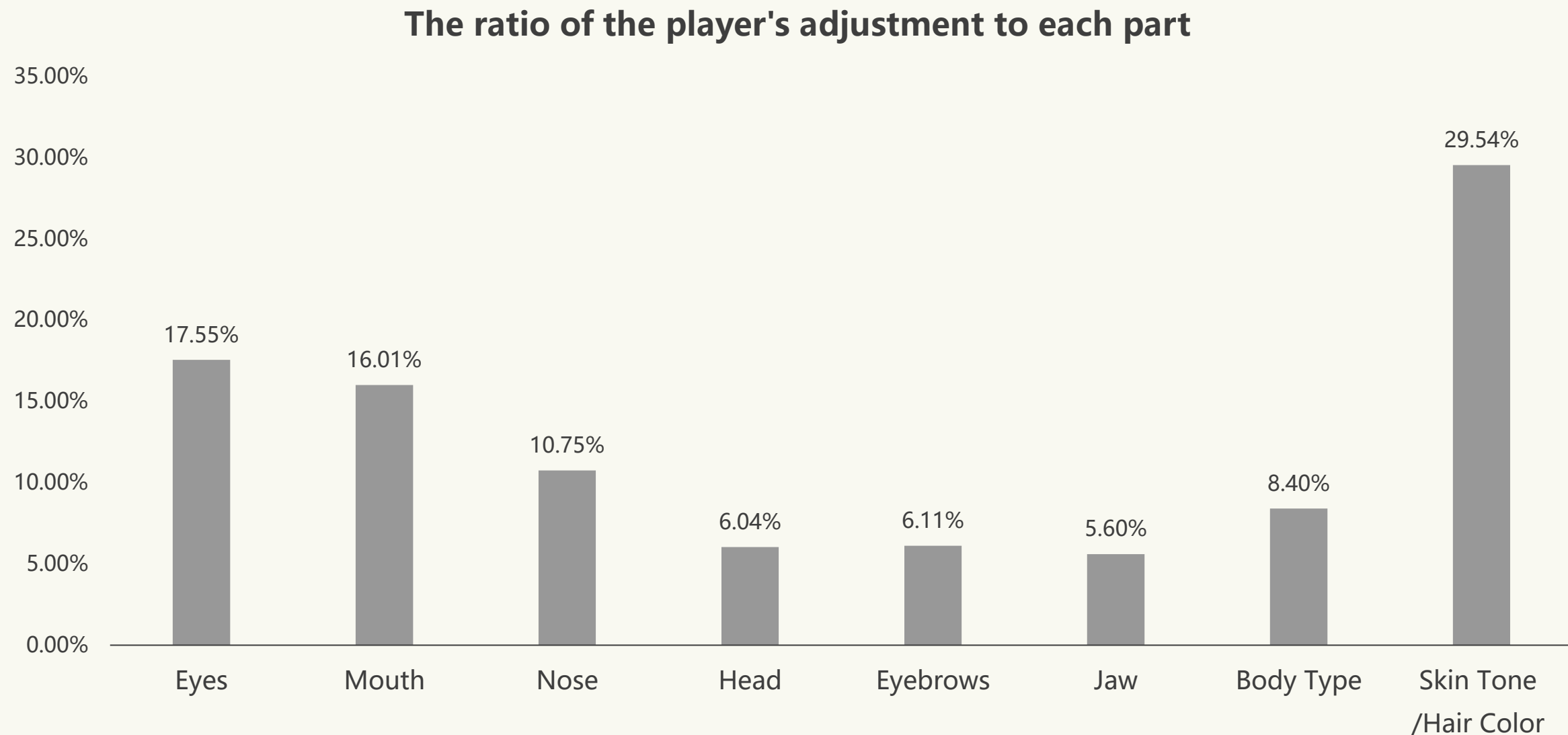
"When playing other games, I spent a long time customize my face and changing different parameters. As a result, I was very disappointed when I entered the game and looked very similar to others."



General gamer

The ratio of the player's adjustment to each part

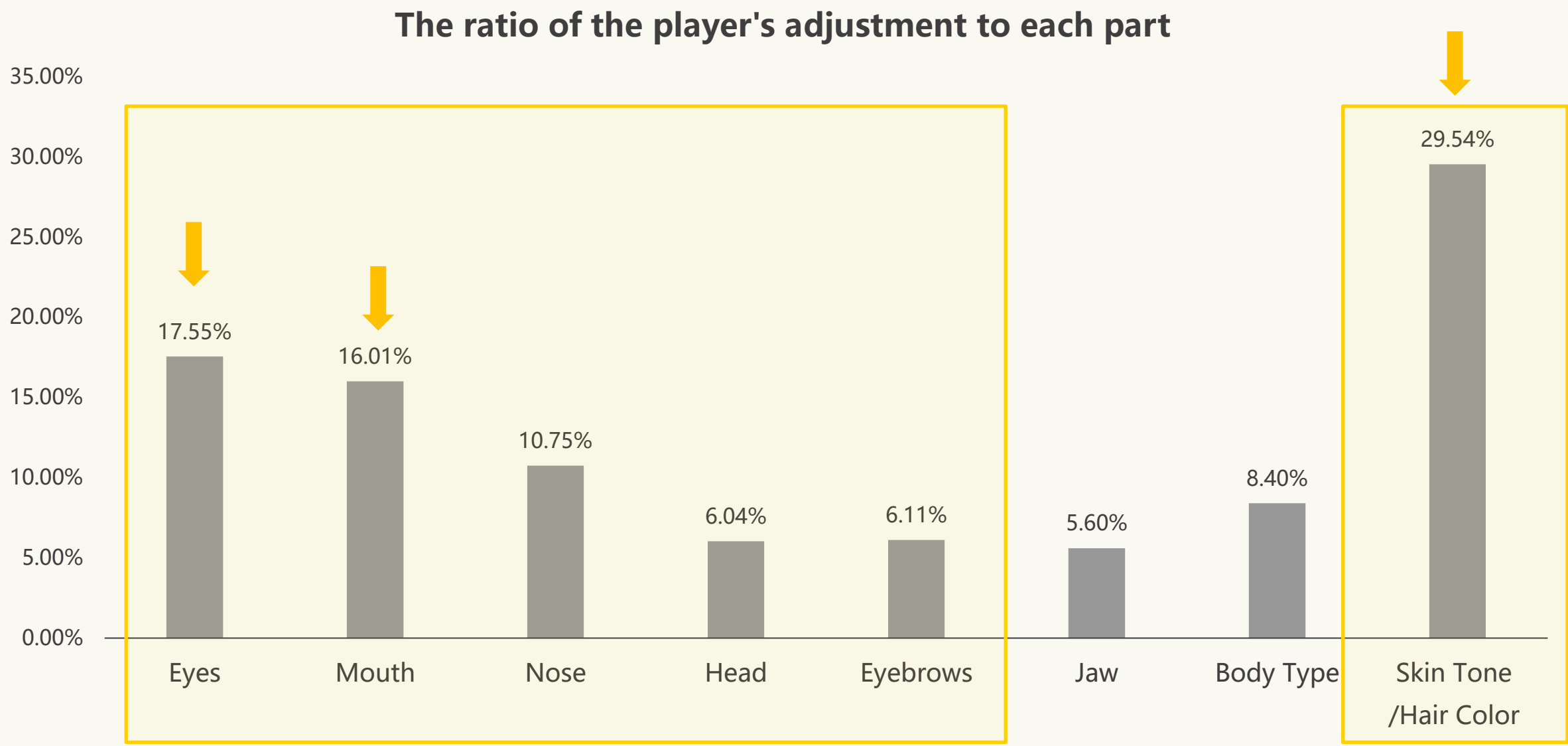
data from Revelation (another online game of NetEase)



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



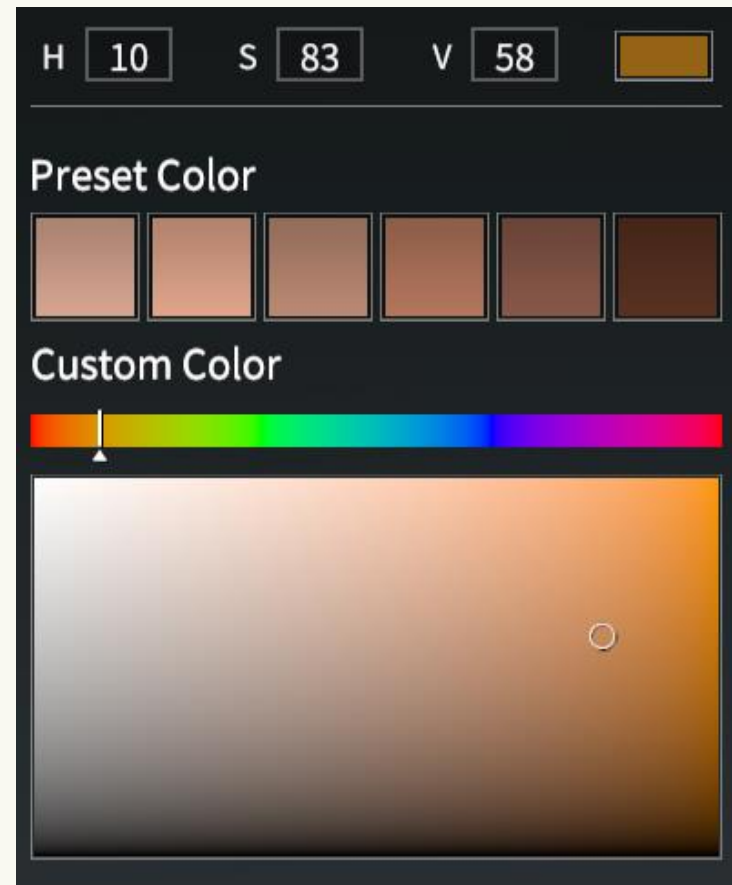
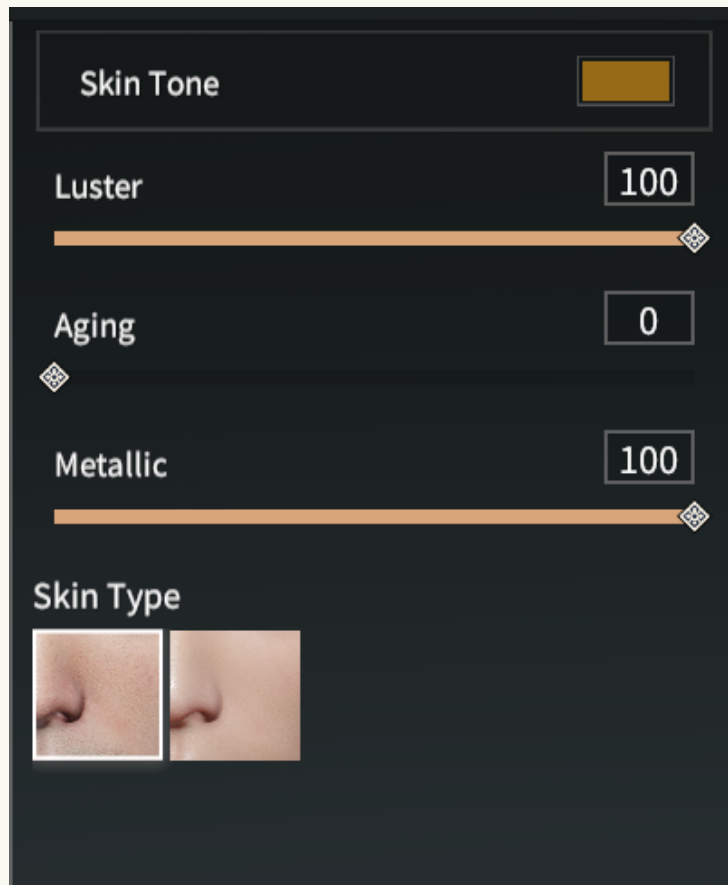
16.01%

Diversity and Inclusion

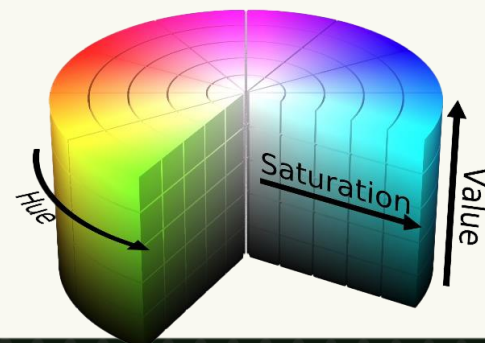
Multi-skin toned handshake emoji
are coming to our phones in 2022
【Emoji 14.0.】



Diversity and Inclusion



Naraka's HSV skin tone



Extraction of Facial Features

Angular head shape

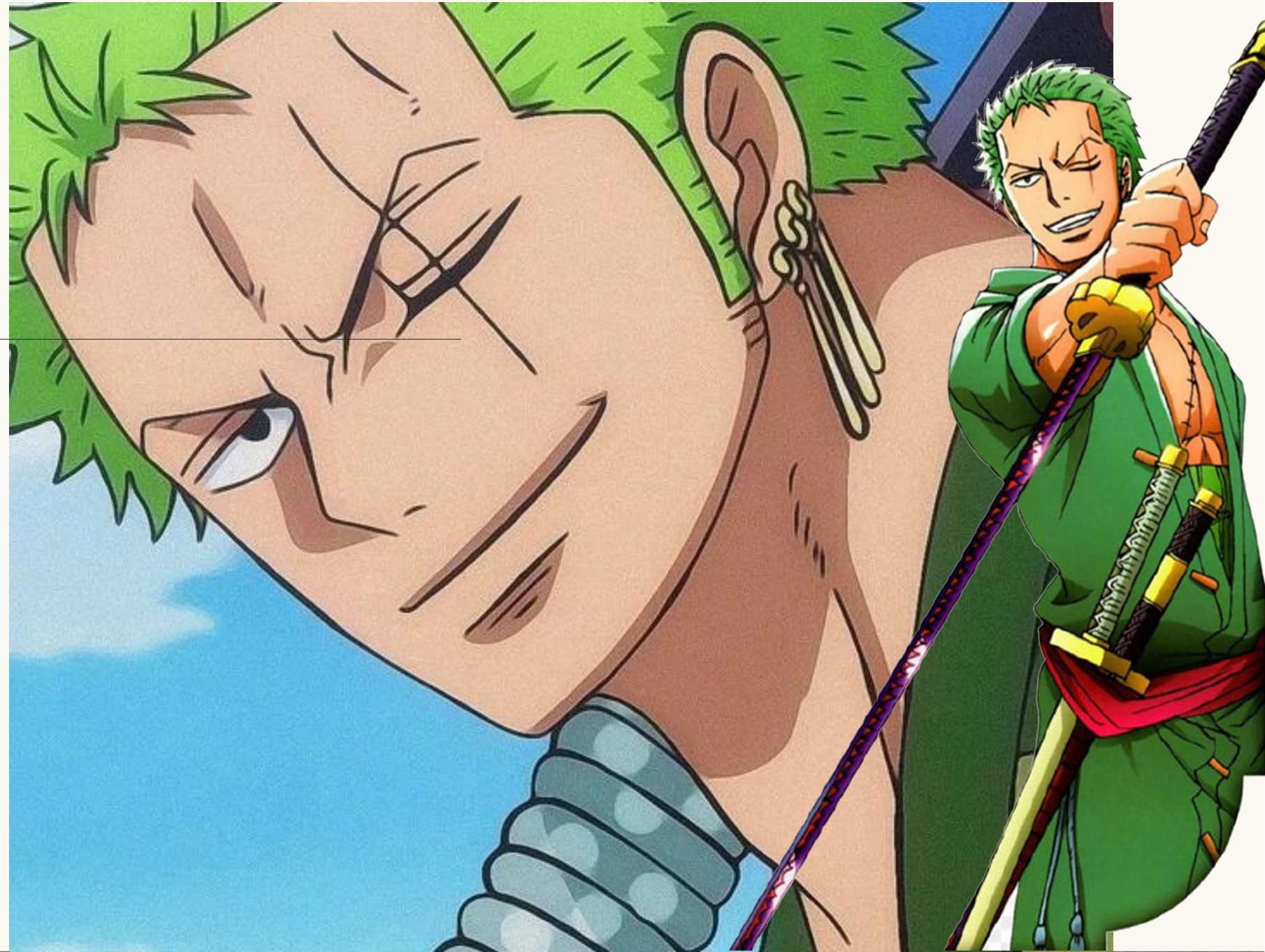
Thin eyebrows

Injured left eye

Tall nose

Big mouth

Wheaten skin

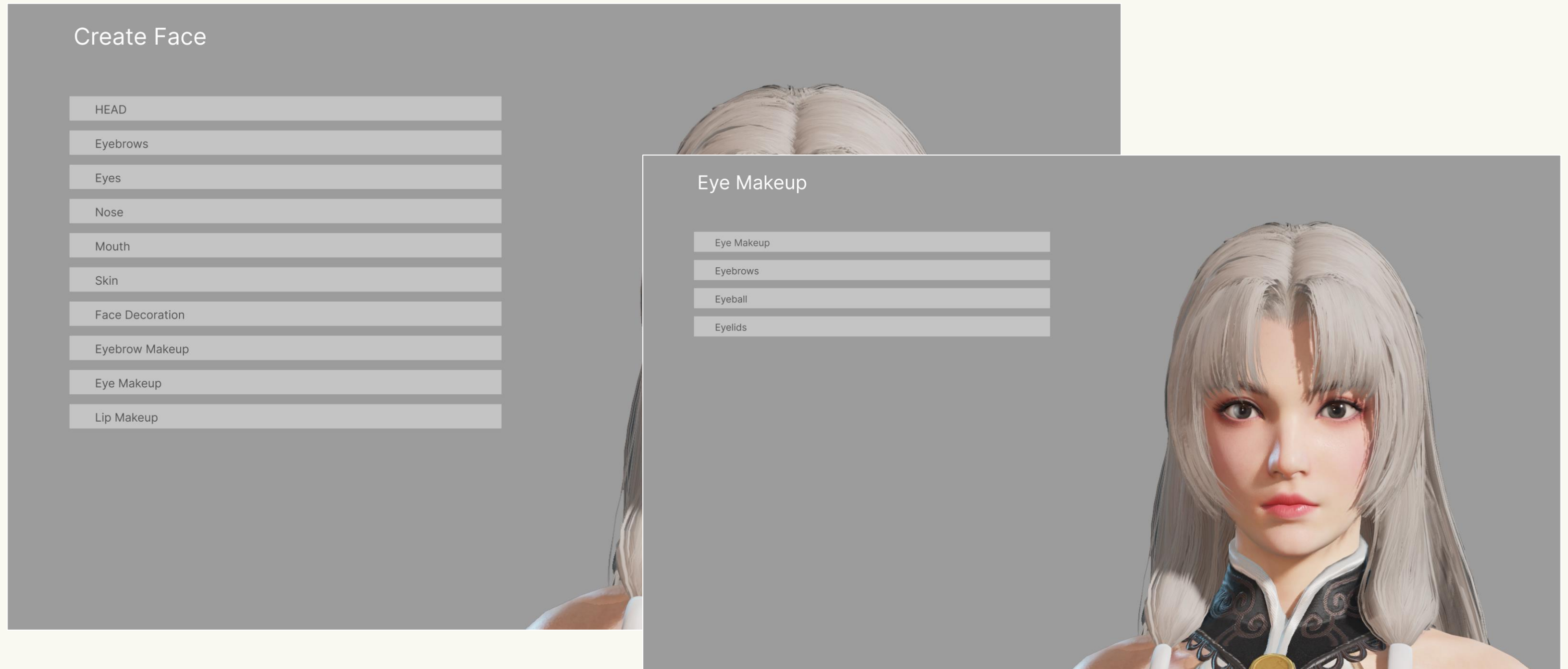


Separate customization of the two sides of the face.

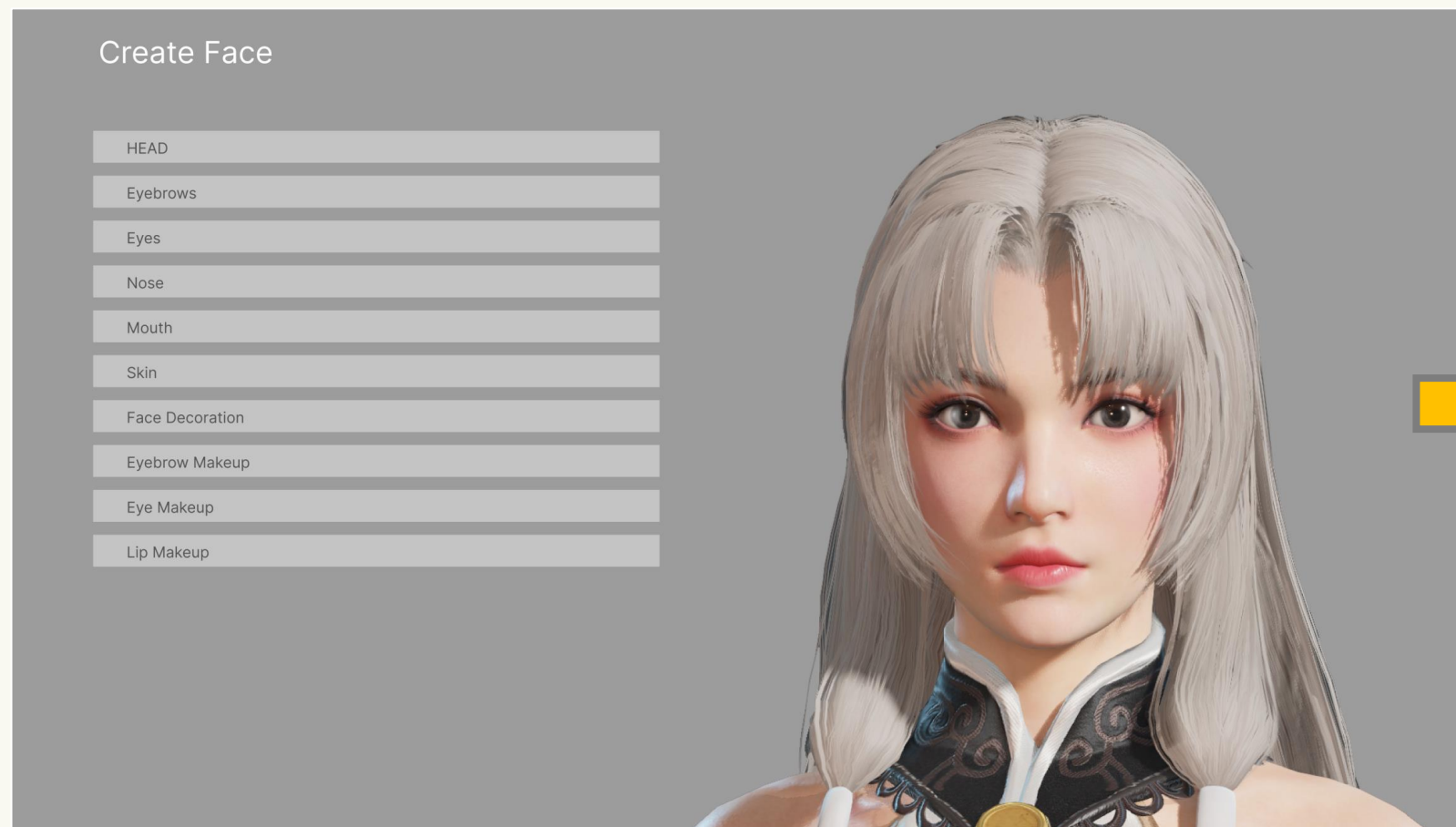


"Who can help Kurumi!"

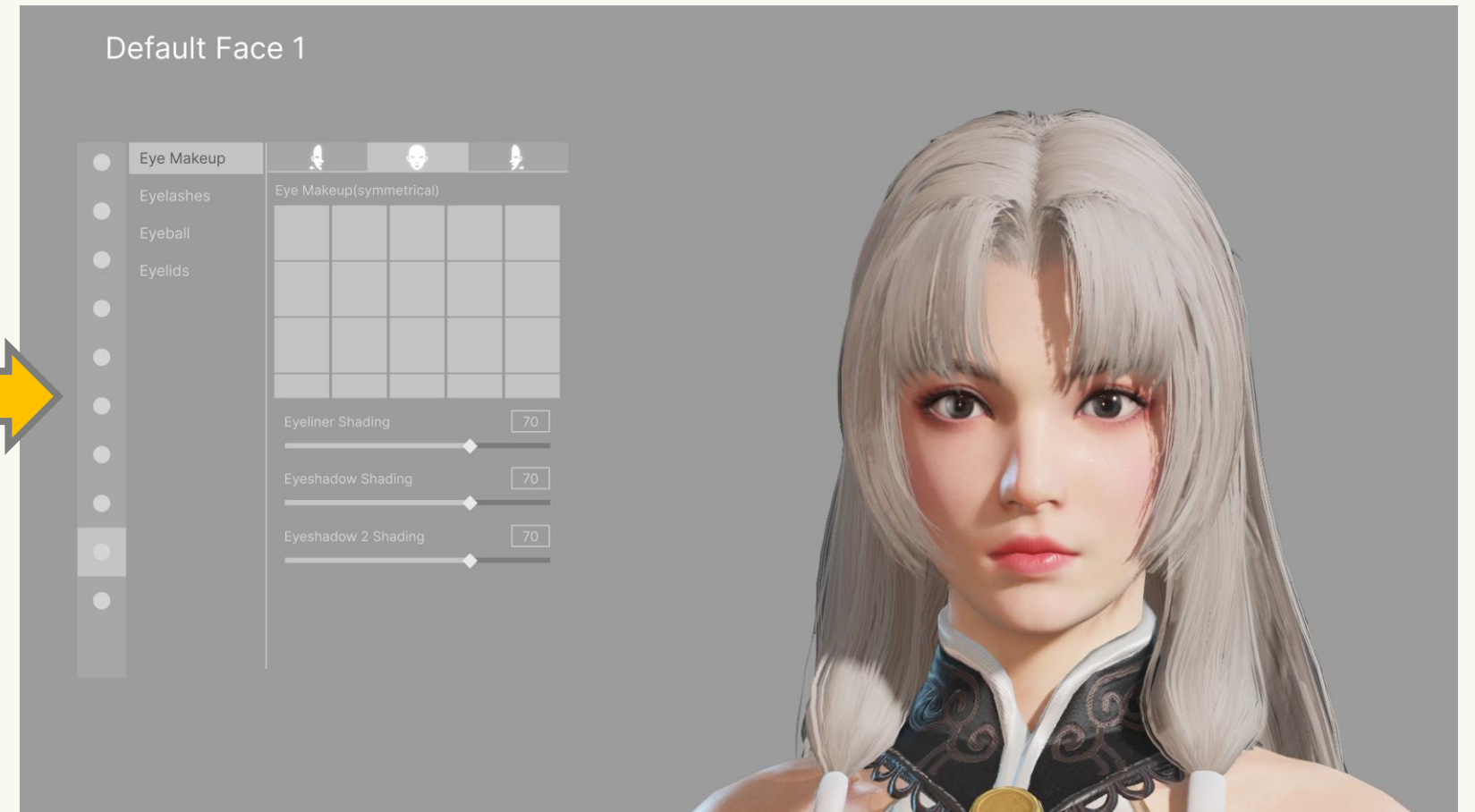
Multi-layer Interface



One Interface



Multi-layer interface



One interface

1 2 3&4 Interaction layer

	Forehead	Up/Down	<input type="text" value="0"/>
	Brow Bone		
	Cheekbone	Front/Back	<input type="text" value="0"/>
	Cheek (Upper)		
	Cheek (Lower)	Angle	<input type="text" value="0"/>
	Cheek (Middle)		
	Lips (Sides)	Width	<input type="text" value="0"/>
	Chin		
	Chin (Sides)	Length	<input type="text" value="-5"/>
	Lower Jaw		
	Lower Jaw (Corners)	Saturation	<input type="text" value="0"/>
	Ears		
	Earlobe		
	Earlobe		

Undo
Reset

Reset Feature 

Save & Use

 Smart Customize

 Hide Accessories

 Hide Hairstyle

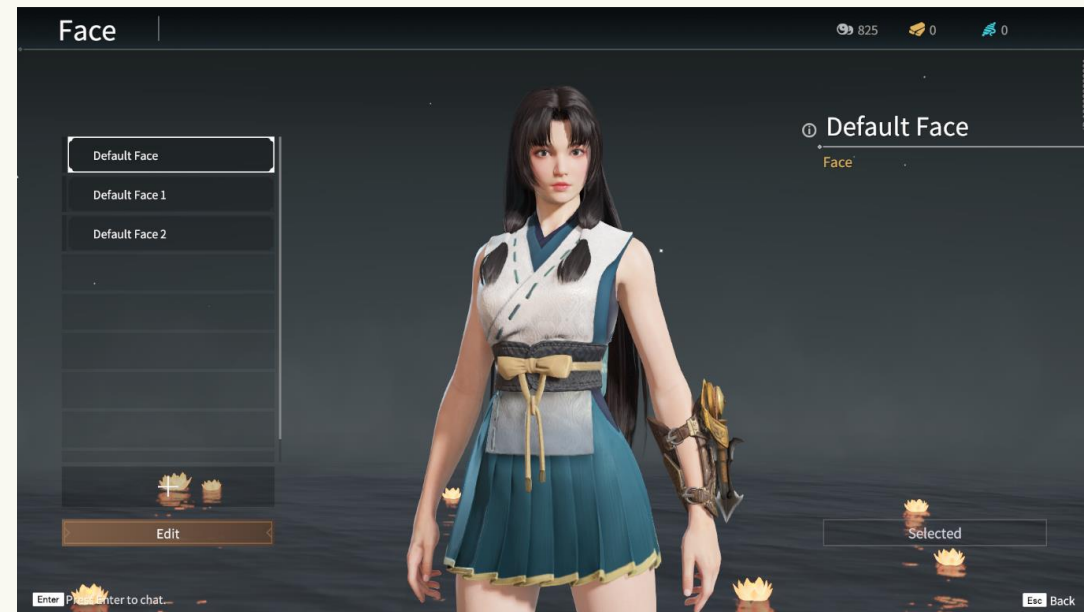
 Random

 Import

 Share

UX Design enhances experience of Character Customization

Face Customization



Old version

Closet interface



New version

200+ Adjustable Parts



Forehead

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

0

Angle

0

Width

0

Length

0

Saturation

0

Reset Feature

Undo

Reset

Save as new data



Smart Customize

Hide Accessories

Hide Hairstyle

Random

Import

Share

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

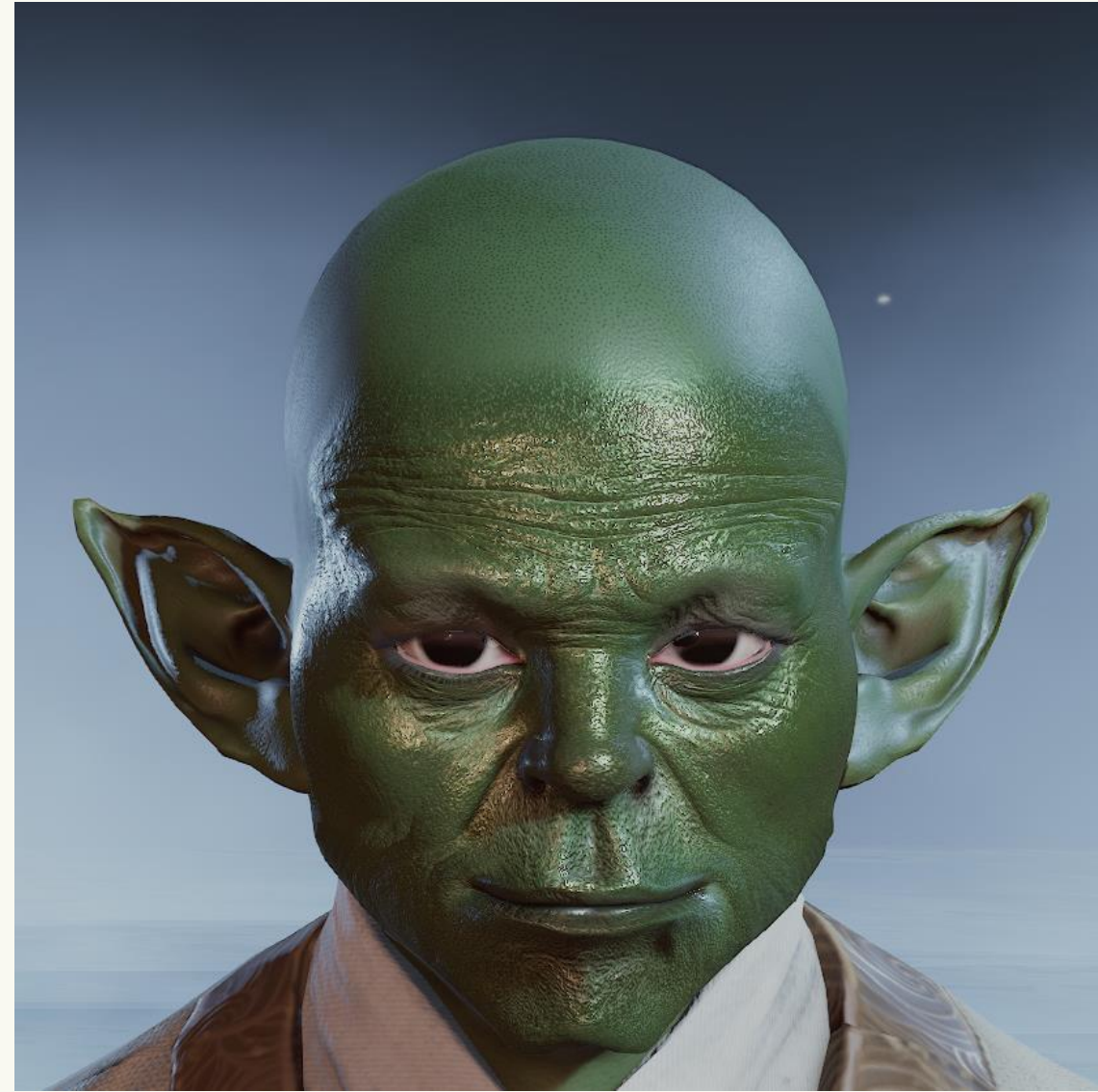
Imaginary perfect face

 **Personalized faces**

From standard to personalized

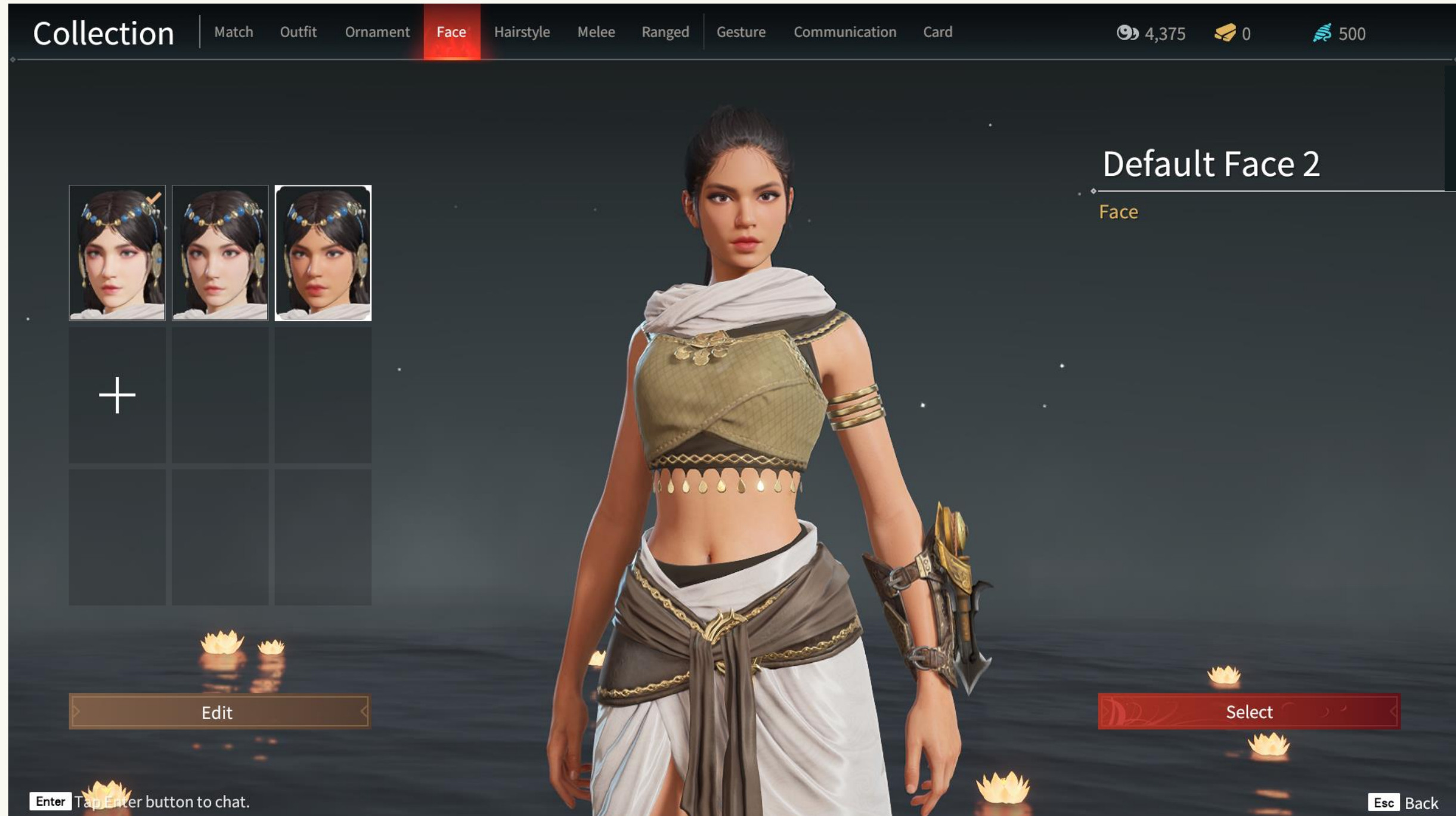


Easy to get a initial face



Able to make amazing face

Preset Faces



Face customization AI



Face customization AI

NARAKA
ON THE BORDER

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

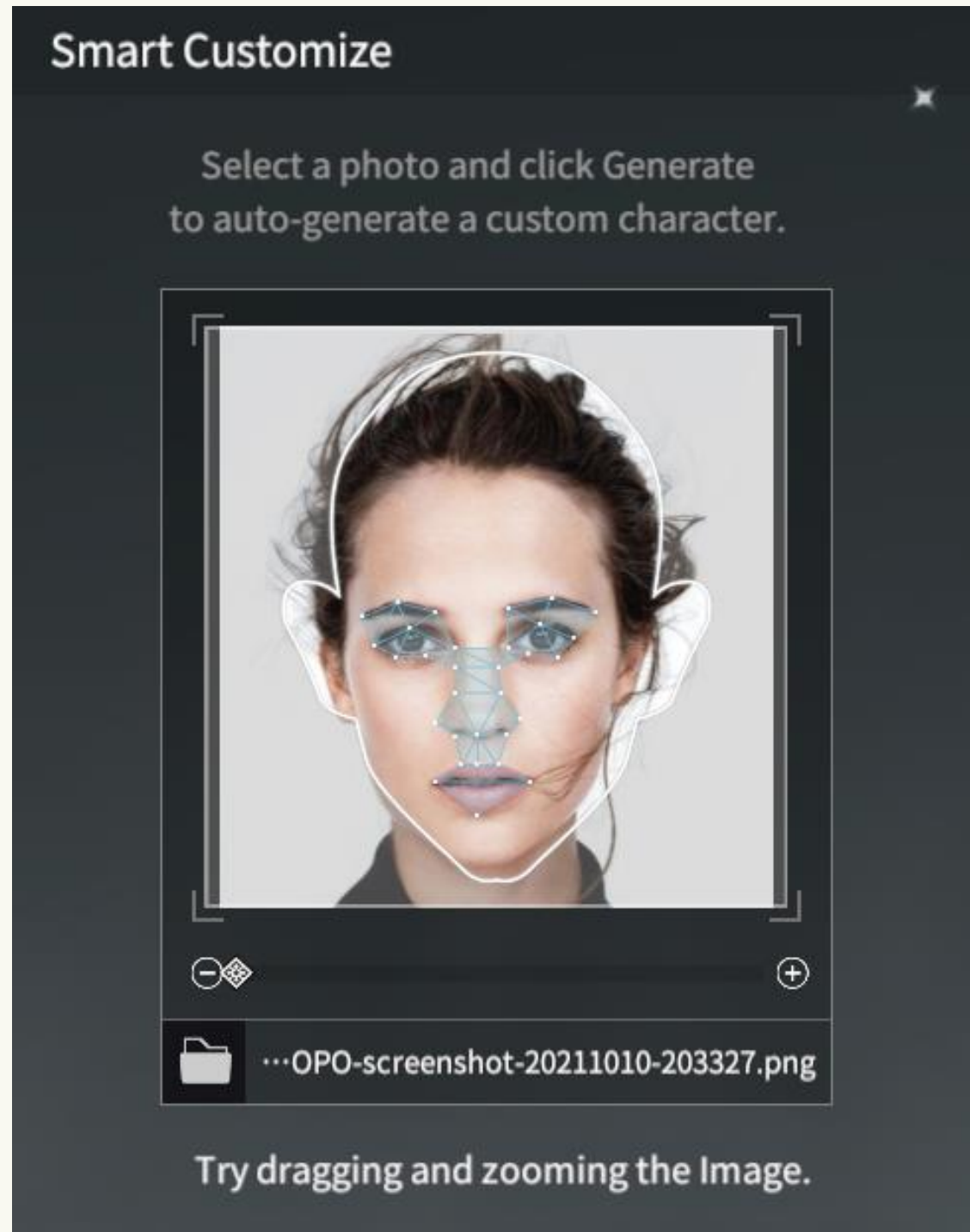
Cancel

Enter Tap Enter button to chat.

Esc Back



Face customization AI

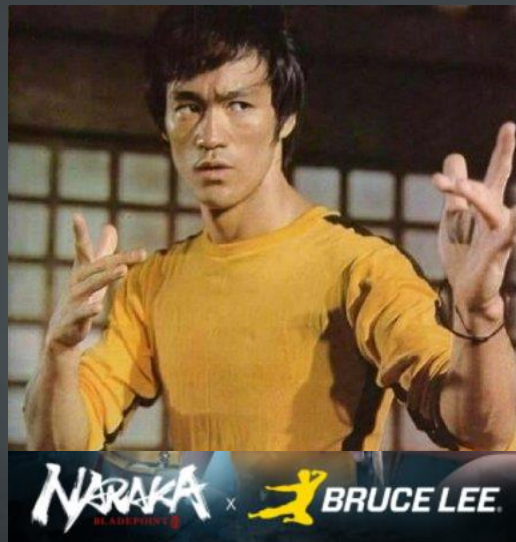


A face that looks like your own

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.

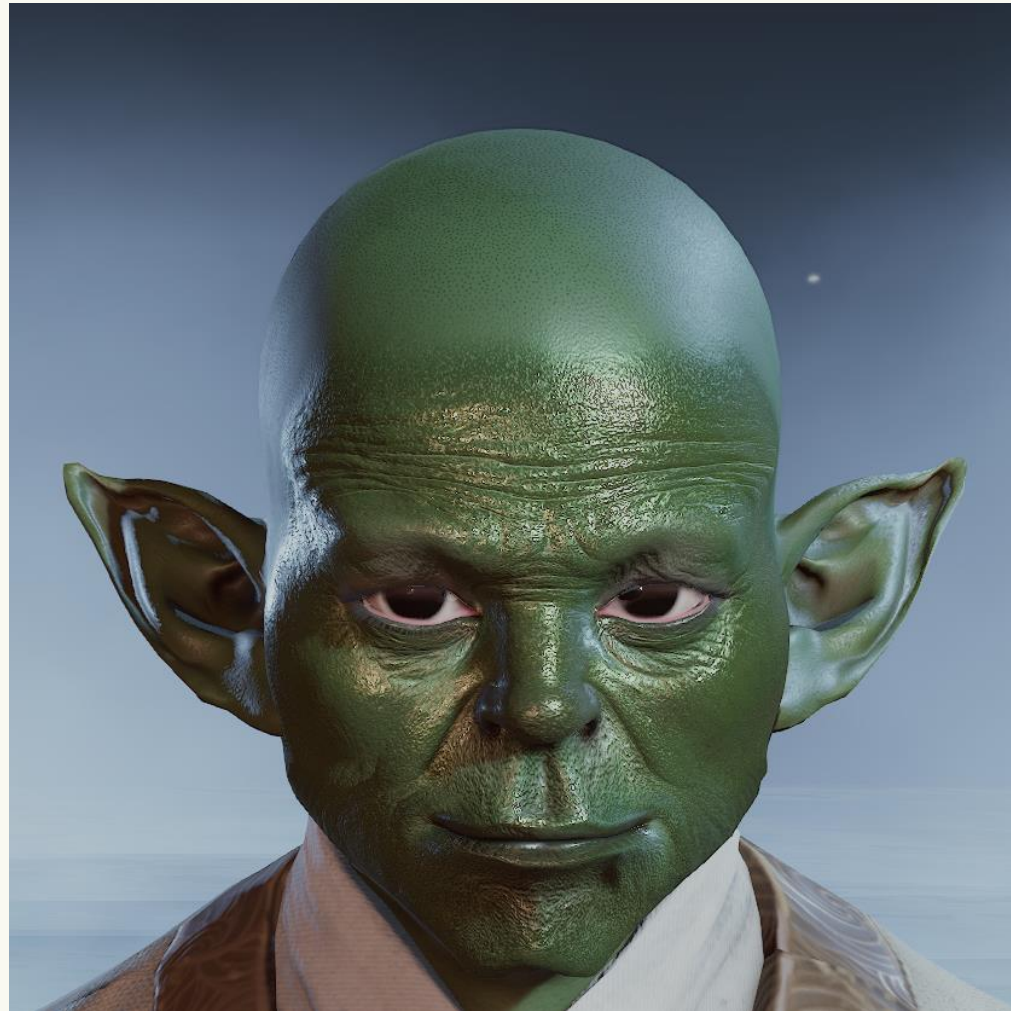
Personalized Face



《Tim Burton's Corpse Bride》

An amazing face able to make.

Ears can actually break through the limits of the body;



Reset Feature

Enter Tap Enter button to chat.



Smart Customize



Hide Accessories

 Hide Hairstyle

Random



Import



Share

Esc Back

Avatar's face



MUR

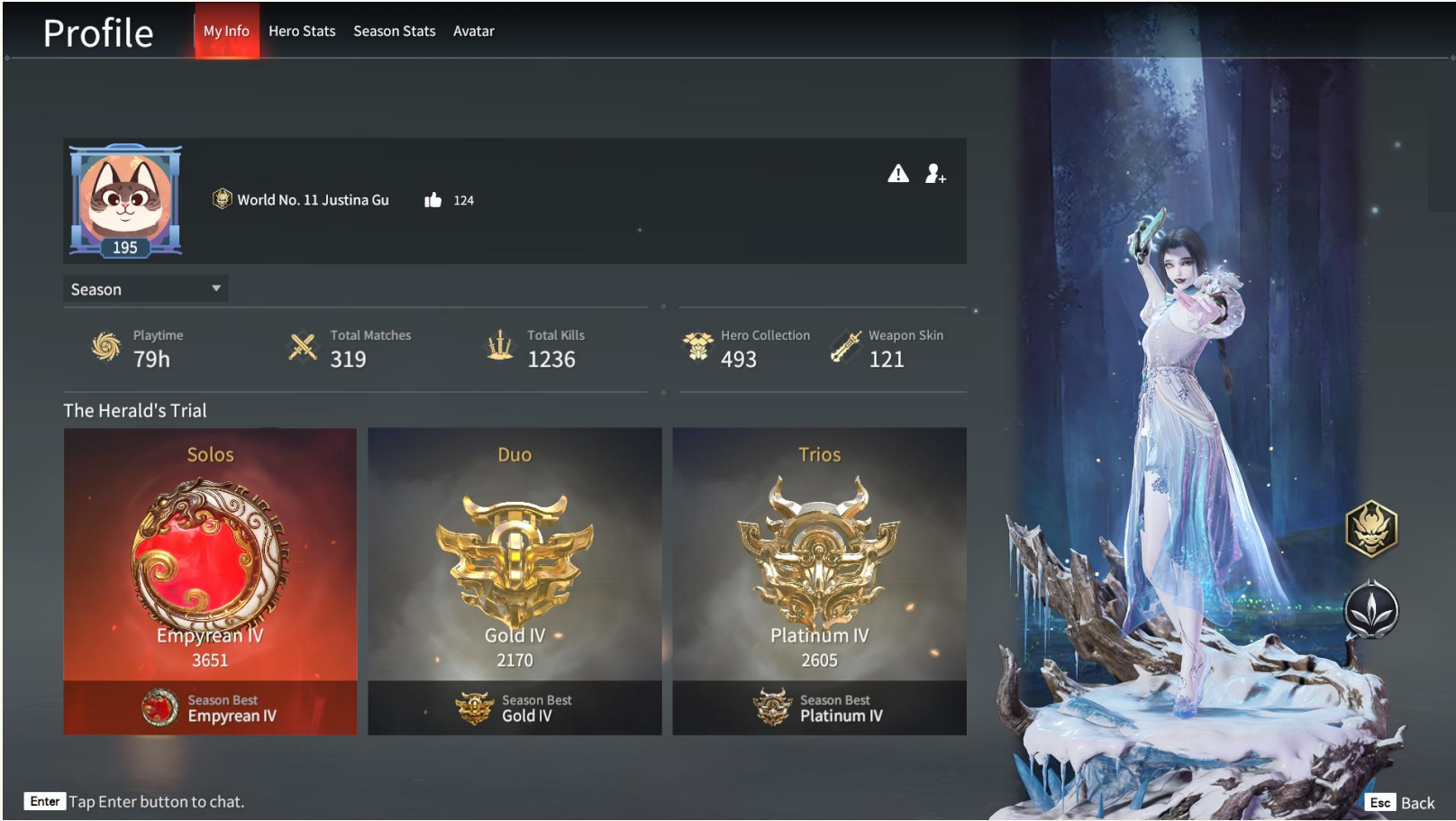


MUR in Naraka

Imaginary Perfect Face



Show off and Personality Expression



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



- 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	<input type="text" value="0"/>
Front/Back	<input type="text" value="14"/>
Angle	<input type="text" value="0"/>
Width	<input type="text" value="11"/>
Length	<input type="text" value="0"/>
Saturation	<input type="text" value="0"/>

Undo

Reset

Reset Feature

Save as new data



Smart C

Hide Ac

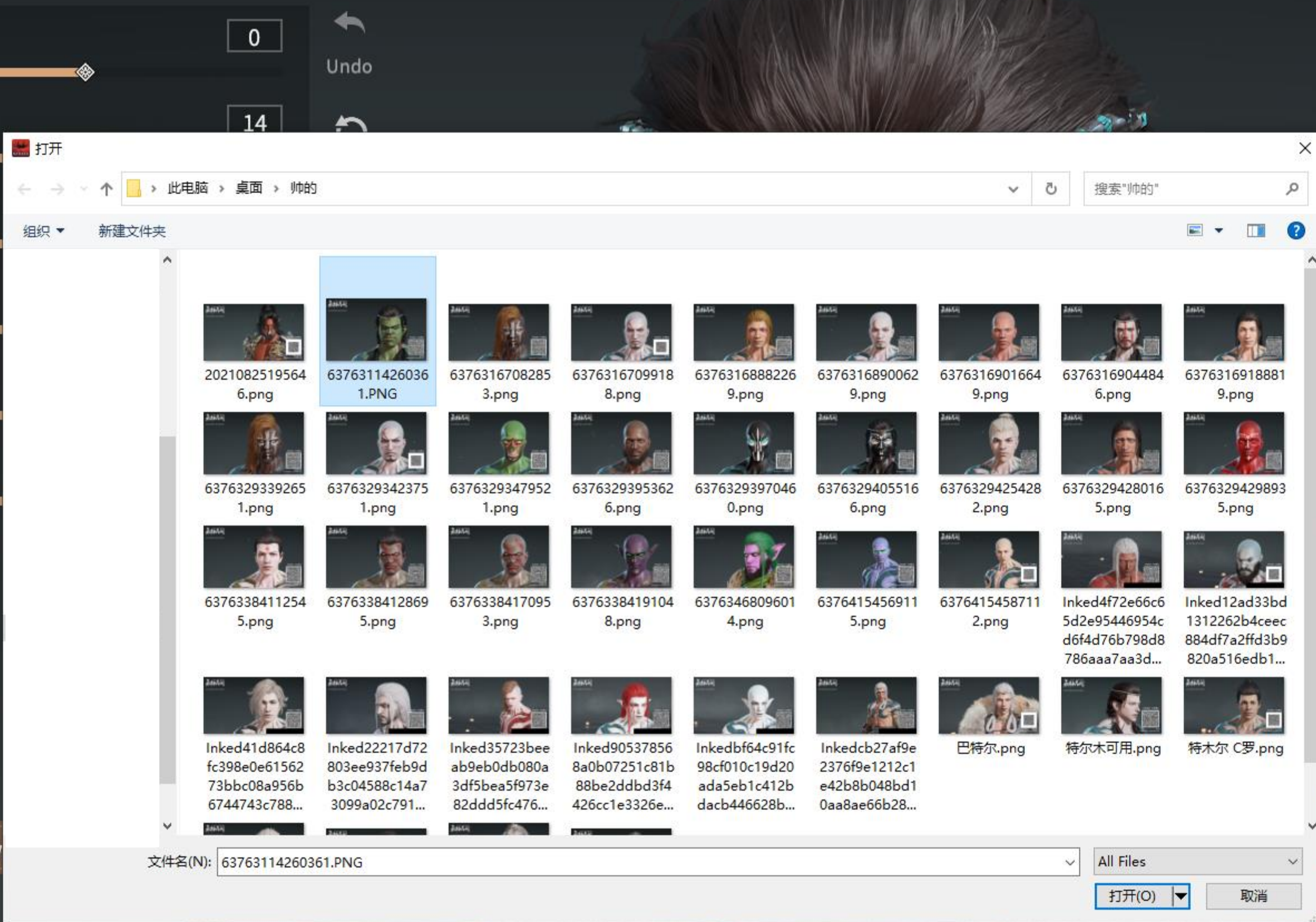
Hide H

Ran

Imp

L

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

Front/Back

Angle

Width

Length

Saturation

-50

14

0

10

0

0

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

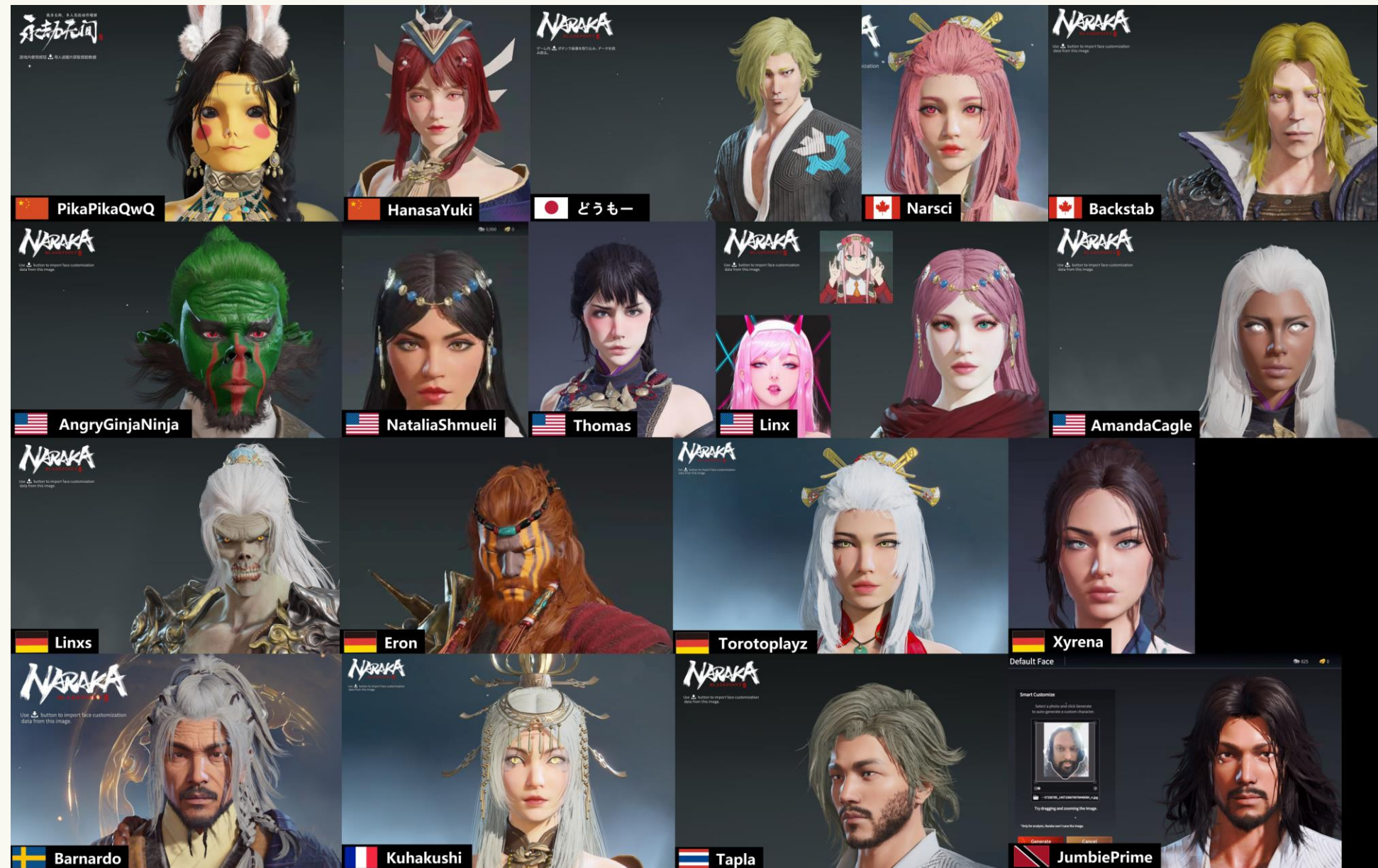


Making it sustainable



Aesthetic commonality and individuality

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



Individuality in Real World



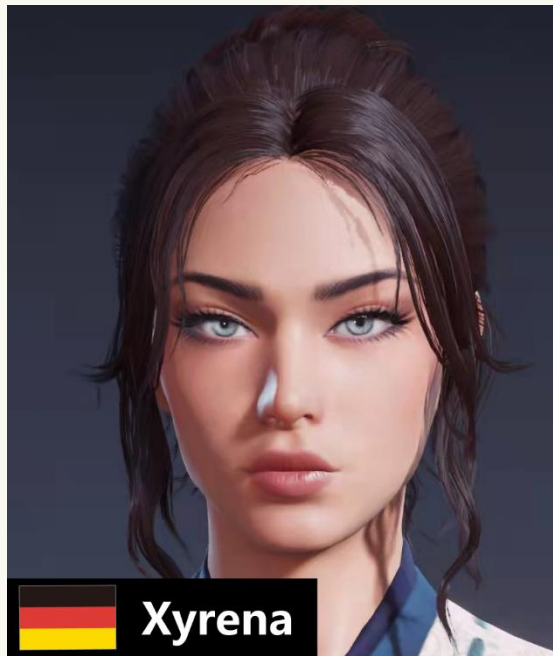
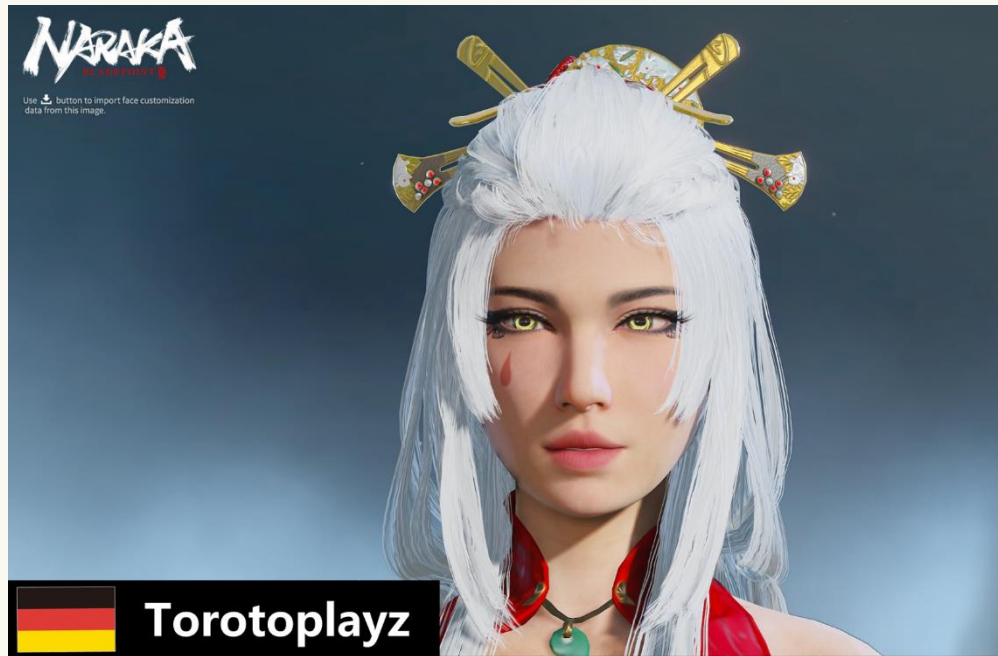
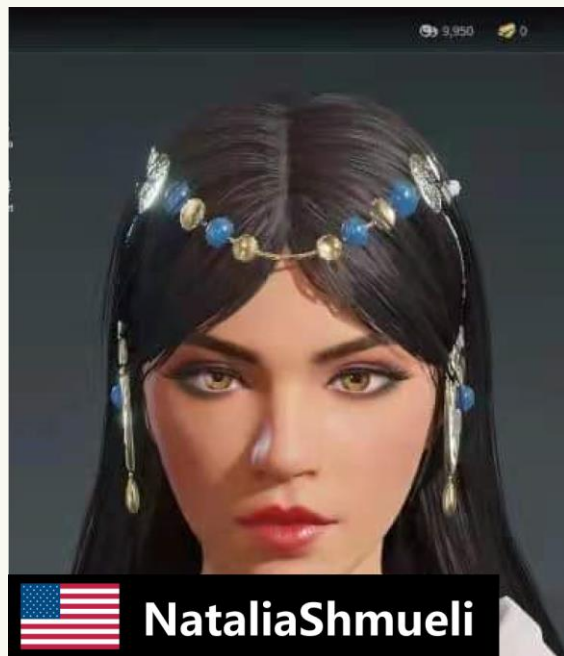
Individuality-Eastern players

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



Individuality-Western players

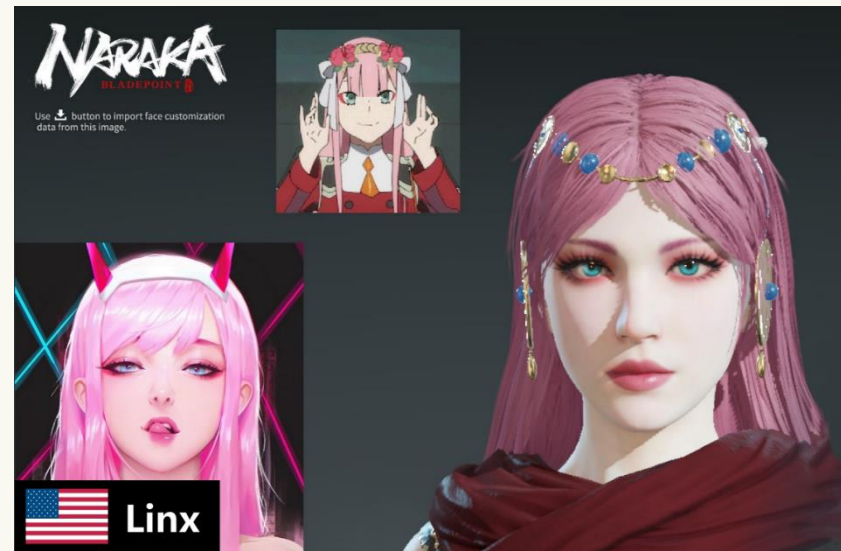
Western players pursue realism and like to give characters full sensuous lips.



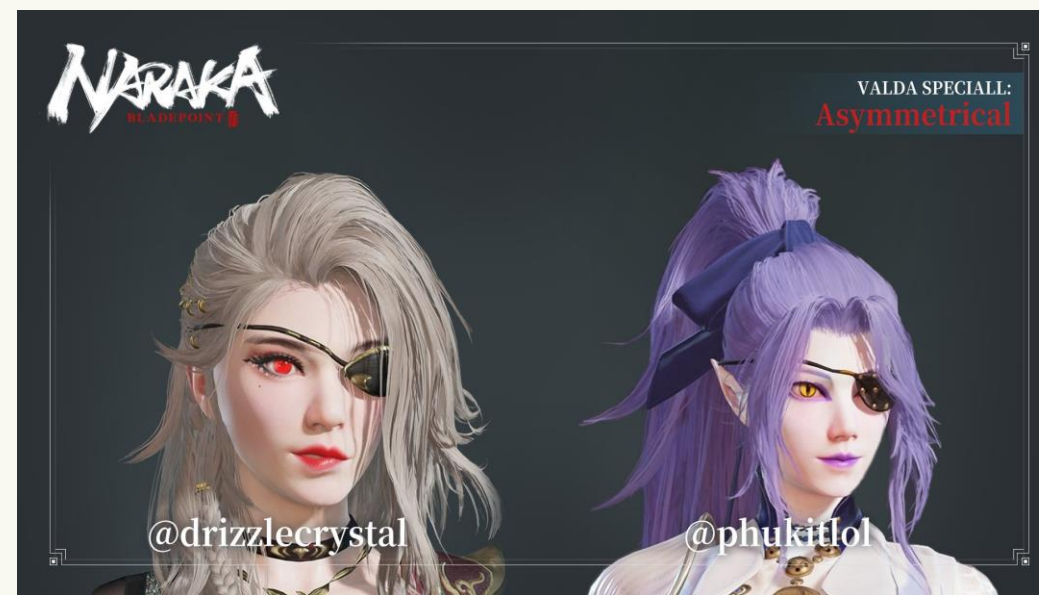
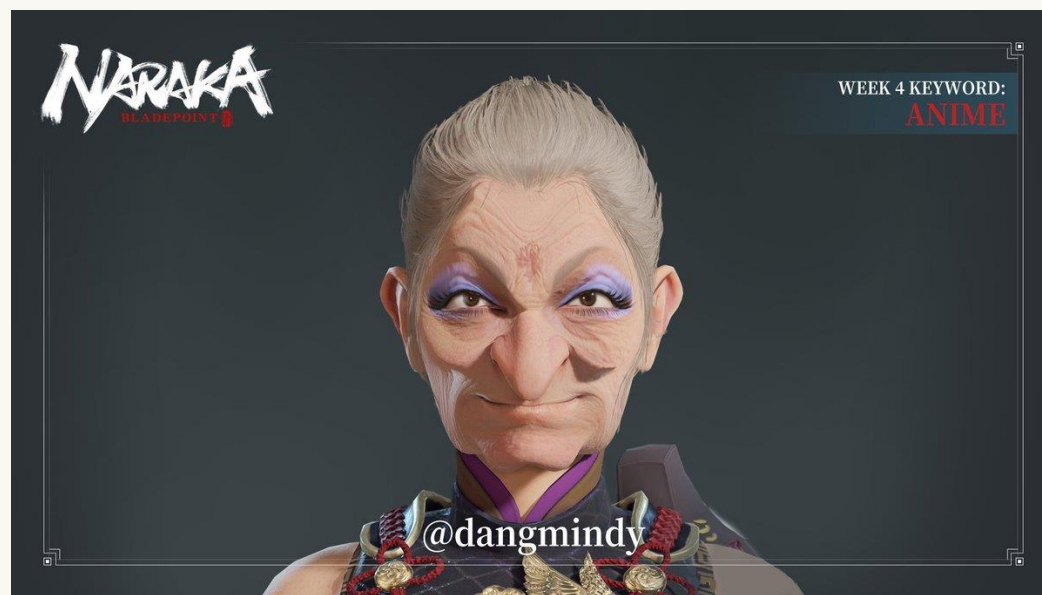


What are the commonalities

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

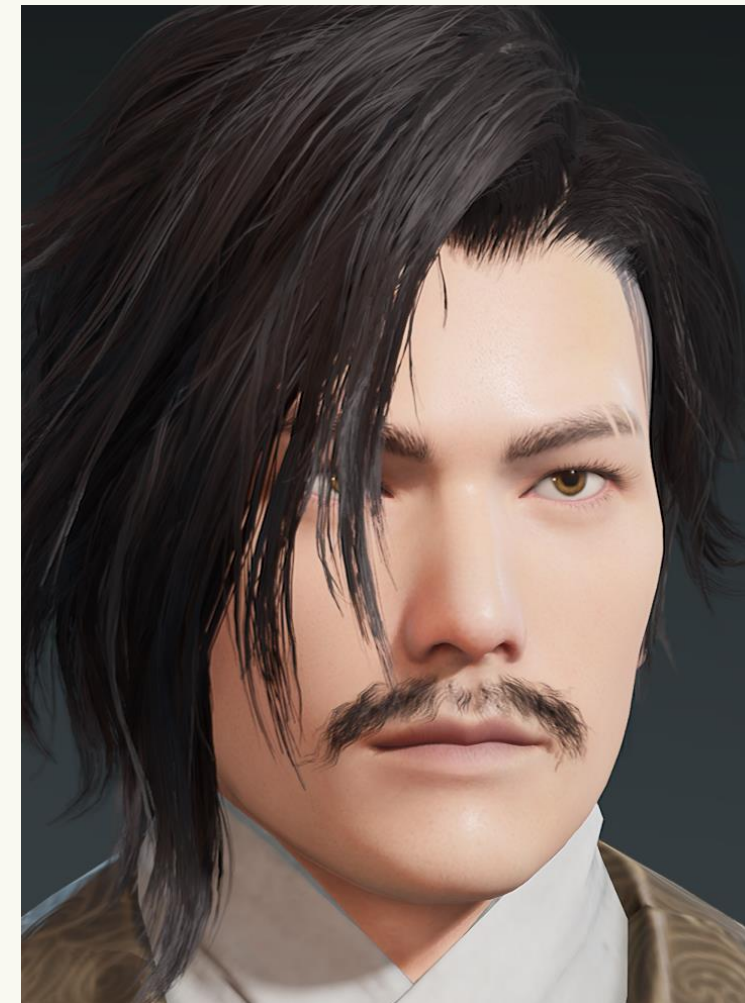
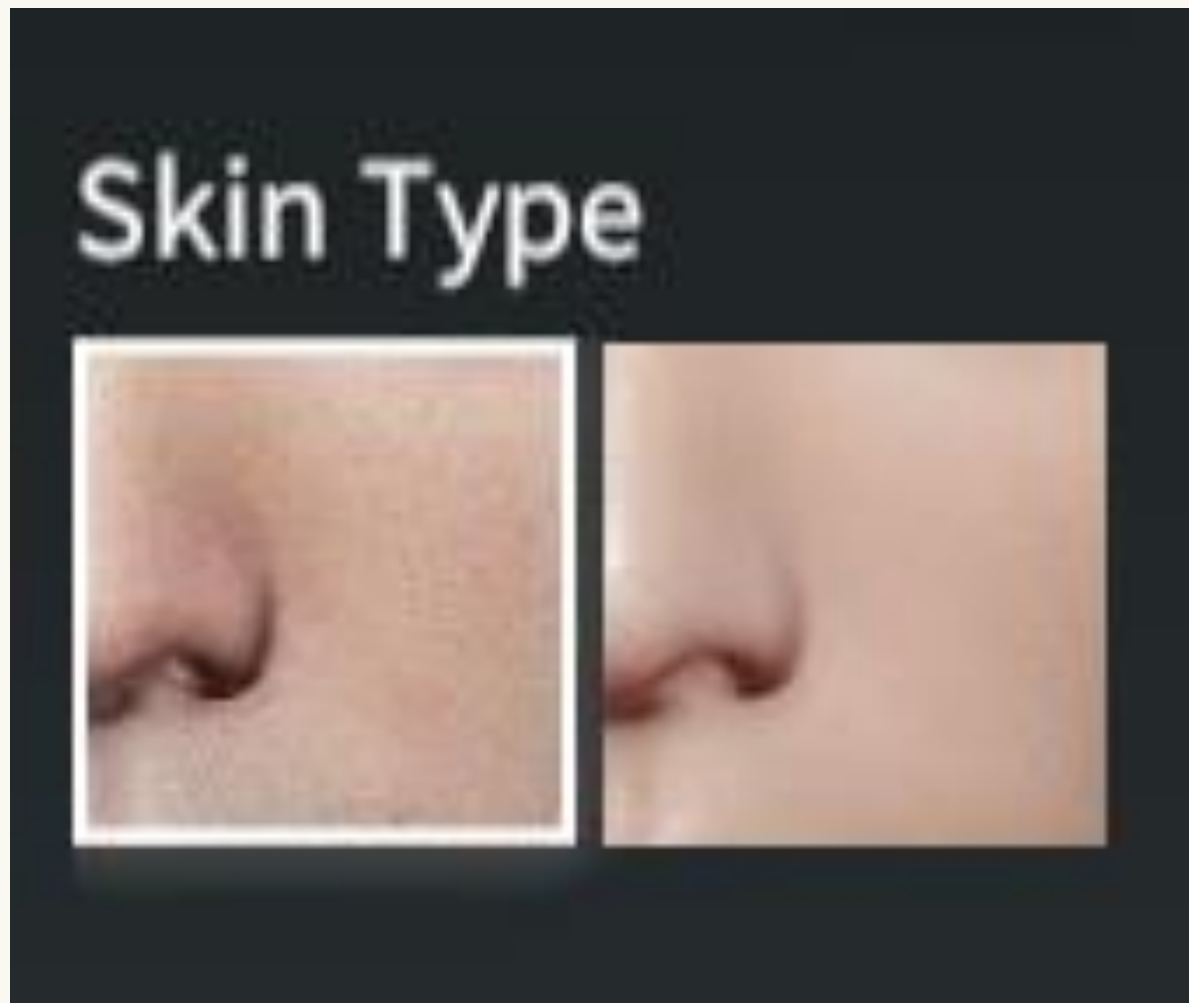
Everyone wants to be more attractive. In reality, there is no way to change their appearance at will, but in the game they can. The Game Face Sculptor specializes in designing the faces of game characters to help people shape the perfect self in the game world.

New occupation——Game Face Sculptor



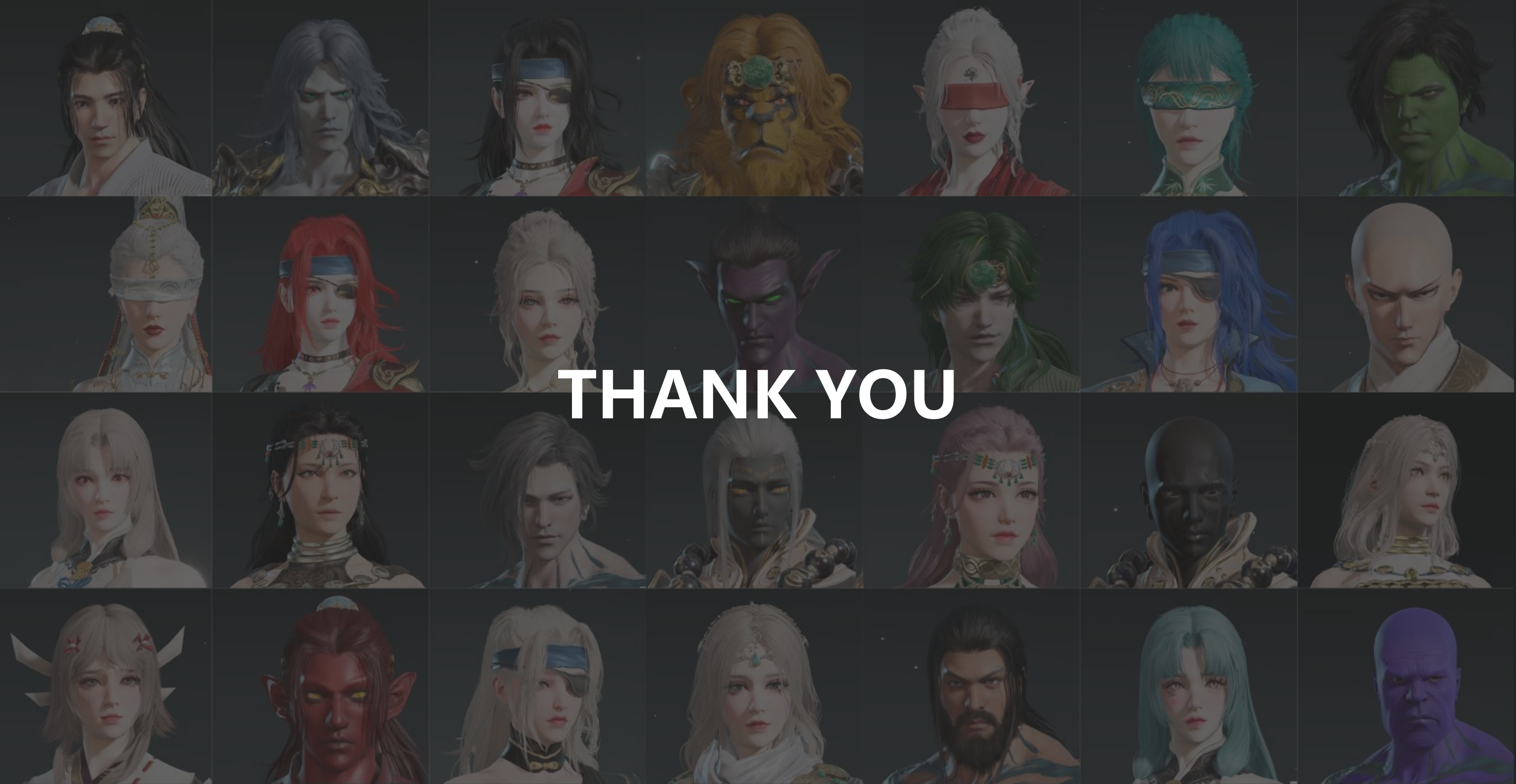
Game Face Sculptor——JoHnathanZ's best seller

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