

Taking the MOBA (Multiplayer Online Battle Arena) Game "League of Legends" as a Study Case

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Abstract: By 2020, the actual sales of China's game market reached 296.513 billion yuan, an increase of 17.826 billion yuan over the previous year, a year-on-year increase of 6.40%. Officially, in 2021, games and e-sports were written into the "14th Five-Year Plan" cultural industry plan, and in the people, more and more e-sports schools have sprung up, and more parents have begun to understand and accept the existence of games. As a hot topic in recent years, the game industry should receive more attention, so this article takes the design of characters in video games as the starting point to make some research on how games develop and maintain customers, hoping that everyone can trigger more thinking about the game industry.

Keywords: Game Industry; Game Character Design; Customer Expansion.

1. Introduction

At present, the game industry has received more and more attention and research, so the author chooses to take the industry as the theme and take the sticky relationship between game characters and users as the starting point for research, at this stage, the theory of the connection between game characters and users has technical phenomenology; The user research has some conclusions on consumer behavior under big data; When analyzing case games in this paper, some conclusions of the analysis of the characteristics of League of Legends games will be used. In the work, we first use scientific theories to explain that there is indeed a relationship between game characters and users and can influence each other, and use the successful game League of Legends as a case study to analyze what the game is good in terms of game character design, so as to inspire everyone's understanding of game character design.

2. The Importance of Game Characters

2.1. Scientific Theory - Phenomenology of Technology

Technophenomenology is a discussion of the relationship between man and technology, which holds that man is composed of a body and what is embodied, and that the world is an extension of both. [1] The theorist Don Yide studied in-depth from the perspective of perception, he divided perception into two types, one is the vision, hearing, touch, etc. that people can perceive at all times in daily life, which is called microscopic perception; The other is the perception that humans obtain through some techniques and means, which is called macroscopic perception. These two "perceptions" are not derived from each other, Id believes that "microscopic perception occurs in the cultural context of its interpretation, but these situations are only generated within the scope of microscopic perception possibilities", on the basis of existing theoretical research, Yide focuses on the basic relationship of "man-technology-world", and the intermediary relationship needs to be specifically proposed in this article.

The intermediary relationship refers to the fact that

technology is an intermediary between man and nature. According to Eide, intermediary relationships are also divided into two categories: embodied relationships and interpretive relationships. The former is that technology has changed the human body and directly affects the way people perceive the world. The latter is that technology provides a realistic alternative to humanity.

The descendant Kirsty Best further accurate the "technology" in the "human-technology-world" relationship to the "media medium", and a new definition of "media world" appeared, believing that during the period of human spiritual investment in media content, people's attention is not in the objective world, nor technology, but in the environment created by media technology, and believes that the world created by media and the objective world do not conflict with each other and exist in parallel. Therefore, the relationship between people, technology and the world are redefined as "man-media-media world"

Game characters are an important medium connecting people and games, which represent players to appear in the game, reflecting the player's initiative and subjectivity, players understand the game through game characters, game characters also convey information and explanations to players, is an important way to influence players to experience the game.

2.2. User's Needs are Personalized Requirements

The trend of personalized consumption has risen, this trend in China presents a full range of multi-form characteristics, and this trend is especially reflected in the main force of gamers - the post-00s group, so as a game producer, we must pay attention to the psychology of consumer demand.[2] Game characters are the main way to experience the game, therefore, we should pay more attention to the production of game characters from all aspects, meet the needs of user players, achieve personalization and uniqueness, start from the design of game characters, increase the fun and difference of the game, so as to enhance the loyalty of players to the game.

2.3. Improve the Richness of the Game

All games have a retention cycle, and if the user's need for the game is not met, it will gradually churn. Therefore, the core of improving user retention is to keep players in need of the game. Taking "League of Legends" in the title as an example, players choose the game in order to use game characters with different attributes to fight through the form of MOBA (Multiplayer Online Battle Arena) to obtain pleasure to meet entertainment needs, and in the case of fixed game form, in order to meet players, game producers must timely update game characters and launch new game characters, so as to improve game playability, enrich game choices, so that players have more game character choices to obtain freshness and maintain the need for games.[3]

3. The Game that is Better in Terms of Game Character Design - "League of Legends"

"League of Legends" is a moba3d arena game developed by game company, Roit Games, in addition to MOBA's teamwork, real-time strategy and game rhythm, it also has a large number of featured heroes and a talent system with heroes, summoner skills, hero skins, and backstories, allowing players to experience a new showdown between heroes.

In 2014, the number of monthly active players from Riot's League of Legends reached 67 million, and the daily active number also reached 27 million, and in the following years, the data has been on an upward trend, according to data analysis, there is one in every 109 people in the world who has a League of Legends player.

The reason why "League of Legends" is popular is inseparable from its excellent game character design, the character design of the game is carried out in an all-round way, from the story background to the positioning gameplay to the hero series skin, which will be cleverly associated by the game production company to present players with three-dimensional, rich and imaginative game characters.

4. Taking "League of Legends" as an Example, what are the Character Designs That Game Users Can Directly Experience, and What are the Reasons for its Attraction.

4.1. Backstory

First of all, the player's initial understanding of the game, in addition to the game type label on the download interface, is the introduction of the game background story next to it.

Therefore, the background story is a summary and summary of the game, is a direct performance carrier to express a game, is the player's first impression of the game, in a sense, it is equivalent to a game "catalog", game characters as an important part of the game, background story has become an important rule to be observed in the design of game characters, is one of the main considerations of game character design. The author believes that the backstory consists of two parts: the background of the game and the background of the characters.

First of all, in terms of game background, the game background is the "general tone" of all heroes in a game, and the design of each game character must be aligned with it.

In "League of Legends", the most basic background story setting is that the world in the game is a "rune world" full of magic, and there are intricate forces distributed on the main continents of this world, such as the Noxus forces that advocate continuous invasion by force, and the Demacia Empire that seems to be brilliant but has hidden secrets behind it, etc., so each heroic character design must be subject to the characteristics of the subordinate forces, such as the game character "Lord of Shadow Flow - Robbery", He belongs to a force full of ninja elements, so the hero's positioning from appearance to skill to gameplay is all in line with the image of a ninja who comes and goes without a trace. Before the hero went live, game users were attracted to the main theme of the ninja element, which contributed to the sensation when the hero appeared.

Secondly, in League of Legends, the diverse game forces in the game background adapt to players with different personality traits.

There are many friends around the author who are also League of Legends players, and through the questionnaire star survey, I found that friends with a relatively hot and rough personality, love the heroes of the Noxus camp, the label of the Noxus camp in the background of the story game is barbarism, conquest, and advocating force, so the heroes of the Noxus camp are made to meet the above label impressions are mostly rough skill effects, the game screen has impact and high skill damage. Some players with a delicate mind and a serious personality love the Assassin Ninja heroes of the shadow genre who need to strictly calculate skill values to kill enemies.

Regarding the character background, the character background is the unique story line of each game character, and every element of the game character design is closely related to the character background, that is, an excellent character background is easier to create a successful game character, and successful game characters as an important medium connecting people and games are easier to enhance user stickiness.

For example, the heroic trickster in "League of Legends" - Loveland, in her personal story, she is a magician who is always manipulating others and plotting secretly, can use magic to create mirrors and appear anywhere. The hero's skills are very suitable for the backstory: you can have the passivity of the avatar, control the chains of enemies, flexible displacement, and the ability to copy your own moves, and the hero with such a successful skill set has always been popular in the game and has at the same time

Another important role of the character background is to increase the connection between the hero and other elements in the game, and this connection can enrich the player's imagination of the game character, increase the immersion of the game, and can also be the reason for the player to explore the clues of the character's gameplay and increase the diversity of the gameplay.

In the case game, if two or more ninja heroes appear in the same lineup, the HP limit of the ninja hero will be reduced by 1, because the ninja is alone in the background of the game and is not suitable for acting together, and similar Easter eggs also represent the sun hero Leona, her passive skills will reduce the damage to the hero wearing sunglasses a little.

The equipment in the game will also appear in the background of the characters, and the heroes and weapons paired with the background story will also be more suitable in the game.

Kasumi and Lo are a couple in the background of the characters, so their skill sets will be more compatible, and their return to the city is the most unique in the game, and they can hug each other together.

4.2. Role Positioning

Game characters are the bridge connecting players and the game world, and game character positioning is to allow players to have more comfortable gameplay or a variety of game experience choices, so the role positioning of game characters is the core information conveyed by game characters to players, and is the basic element of the success of game character design.

I also divide the role positioning of game character design into two categories: position and class. Because in every role-playing game, the game characters will have different positions and occupations from other games due to different game content, and this article is mainly analyzed from the perspective of the MOBA game "League of Legends".

In terms of location, in "League of Legends", one team is five people, each with different routes and goals, and is divided into five positions according to the tasks they have to undertake in the game: upper single; Hit the wild; Medium single; Shooter and auxiliary, each position has to undertake different tasks in the game, so players can make more choices according to their own characteristics, and excellent position settings are as good as possible to take care of the characteristics of each type of player.

Some players like to strategize and lead the situation, then most of the positions he chooses are to often drive the rhythm of the field, some players have outstanding personalities and always like to be the "heroes" of the team, then the position he chooses is most likely to be the output core of the team damage or the shooter, and some players like to dedicate silently in life and the team, then in the auxiliary position, his selflessness will help him play better.

The design of the game position also takes into account the experience of some players who are not highly talented in the game and often fall behind in the operation of their opponents, and in case games, these players can resist the pressure and find their way to victory in the remote, far from the core battlefield.

In terms of occupation, the class highlights the characteristics of each game character, and the existence of different characteristics not only increases the balance of the game, makes the game between players more competitive, but also enriches the player's game experience and meets the player's gameplay preferences.

In League of Legends, game characters are divided into six classes: mage, support (in the game, the name of the position and the name of the class), assassin, tank, shooter (in the game, the name of the position and the name of the class), and the warrior. Most classes have a relationship of mutual constraints, such as shooters with high continuous output but low HP are very afraid of flexible and explosive assassins, and it is easier to have good performance in the face of bulky tanks and warriors, but assassins are afraid of warriors and tanks, and these rich classes together form a relatively stable competitive environment for competitive games, making the game between players fairer. And the pairing between various classes is itself a way to play in the game, and excellent class matching will make the lineup stronger.

4.3. Character Personality

Character personality is the image that the game character directly shows to the player, is the player's body or limbs in the game world, in the MOBA game, the character personality of the game character is reflected by two parts: art design and skill design.

Art design is the most direct expression and impression of a game character to the player. The art style of League of Legends has been continuously updated and improved since the game began to operate, from the dark style close to Dota at the beginning to the current bright and gorgeous style, in order to meet the aesthetics of most players, making good-looking hero skins is an important work of art design, because this is the main source of game revenue. Getting players to invest more in the game is one of the effective ways to increase user stickiness.

Since its operation, "League of Legends" has launched 1303 hero skins, which are also divided into: ultimate, limited, mythical, legendary, epic, king, warrior, and collection. The skin will not change the hero's attributes, but only pure external image changes, such as: original word changes, model changes, voice changes, skill special effects changes, hero return animation changes, etc. These cool graphics and image changes have been adding freshness to players and injecting life into the game.

Ash is a 12-year veteran hero in the case game, and when his "Project Origin" series of skins appeared, most players marveled at the changes the new skin brought to this hero, and they all felt that they were playing a different hero.

The game's skins are also easy to use with marketing strategies to attract players.

"League of Legends" officially holds the League of Legends World Championship every year, which is the biggest event of the year for "League of Legends" and the most watched esports competition in the world. In 2018, the IG team from the Chinese LPL Division won the championship of the event, breaking the embarrassment that the Chinese Division had not tasted a championship in the event for eight years, which was a sensation at the time, and attracted a large number of new and old players in the Chinese Division to join and return to the game, with the successful marketing of the game event, the championship team limited skin launched by Riot Company that year was a great success, and the sales were the highest in the previous champion series skins.

Skill design, can be understood as the game characters in the game released moves, only enough unique skill design can give each hero personality and charm, and special game characters are enough to attract players to adhere to the game.

Yaso, the game character in "League of Legends", when it was first launched, had a unique wearing displacement and a skill design that could defend against flying attacks, these imaginative skill designs made Yaso one of the most ethereal heroes in the game, greatly improving Yasuo's operability, players can often use Yaso to play a variety of imaginative operations, so Yaso became the most popular hero in the game. According to global statistics, in total, the hero made more than 160 million appearances in 2020.

In "League of Legends", the hero's skill consists of four of these skills and one passive skill, and there should be a reasonable and interesting linkage between the character's own skills, such as the Laketon classic EWQE combo, multiple skills through a specific release order and release timing to cause a stronger release effect than the skill alone,

and some heroes will have special effects when combined release between skills, such as the Prince EQ skill can cause a knock effect or the Jace EQ booster combo skill. The linkage of hero skills itself increases the upper limit of the game's characters' operations and satisfies the player's sense of achievement when performing difficult operations.

There are also very common skill linkages between characters in different games, such as the big move cooperation of Prince Gario, and the flying combination of the stone man Yaso, etc., which strengthen the team's collaboration, and the development of this linkage has become one of the reasons for players to continue to play the game.

5. As a Player's Suggestion for the Design of the Game's Characters

5.1. Show the Backstory to the Player in More Ways

"League of Legends" has adapted the background story of the game characters Jinx, Wei and others into the anime "Battle of Two Cities" and achieved great success, this form not only attracts people who know the game through film and television works to contact the game, but also makes players who are themselves games more willing to try to play the heroes in the anime, and when "Battle of Two Cities" was a hit, the game appearance rate of the protagonists in the anime game characters was greatly increased.

5.2. The Art Design of Game Characters Should be Constantly Updated

After the production of game characters is completed, the original art and model should be updated irregularly to eliminate the player's aesthetic fatigue, the game skin should be continuously launched, and the player's purchase of the favorite skin is also to strengthen the binding of the game to

strengthen the connection. [4]

5.3. Maintain Unique Skill Design and Prevent Skill Similarities

Let each player play each game character have different feelings, enrich the player's experience, and keep the game attractive to players.

6. Conclusion

After the research of this thesis, whether from the perspective of scientific theory or from the perspective of game production practice, it is concluded that game character design plays an important role in increasing user stickiness. The game industry is full of hope, only by studying this industry can we correctly view and use this industry, the author suggests that future researchers in the study of this content, more research on the scientific theoretical basis, only some more theoretical basis, in order to combine a large number of implementation cases and specific analysis, the results are accurate and convincing.

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