

A Study on the Visual Elements of the Mobile Game <Honour Of Kings> Focused on Female Gamers

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모바일 게임 <왕자영요>의 여성 게이머 중심의 시각적 요소에 관한 연구

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Abstract First quarter of 2019, 'Honour Of Kings' continued to be rank No.1 in mobile game sales. Although 'Honour Of Kings' is a game preferred by male players, it has more than 100 million female players. It can have such a large number of female players, in addition to its simplified game operation, social function, there are also included changeable characters for women's preferences. So that the 'Honour Of Kings' allows many female players to take part in. In this paper, the author chooses a skin with high preference for female players among many game consumer goods as the research object. Analysing the design elements of female player' preferences. Female players are more emotional, their favorite game characters just reflect women's longing for beautiful things. It is pointed out that the female orientation of female consumers should be taken into account in the mobile game market, which indicates the direction of visual factors for future mobile game design.

Key Words : Honour Of Kings, Female player, Mobile game, character, Female Orientation

요약 2019년 1월부터 3월까지 모바일 게임 수익 순위에 따르면 <왕자영요>게임이 지속적으로 가장 많은 매출을 올렸다. <왕자영요>는 남성 게이머의 선호도가 더 높은 게임이지만 다른 한편으로는 1억 이상의 여성 게이머들을 확보하고 있으므로 여성 또한 이 게임의 주 소비자라 할 수 있다. <왕자영요>는 간단한 조작성, 사교성 그리고 다양하게 제공되는 여성취향의 게임소품으로 인해 많은 여성 게이머들이 주류 모바일 게임에 능동적으로 참여할 수 있도록 하는 영향력 있는 모바일 게임이다. 본 논문은 여성 게이머들에게 호감도가 높은 스킨소품 중 하나를 선택하여 여성 게이머들의 취향을 분석하였다. 감성이 풍부한 여성 게이머들의 선호하는 게임에는 여성적 시각요소가 반영되어있으므로 향후 모바일 게임시장에서 여성 소비자를 고려한 여성취향의 시각적 요소의 방향을 제시하였다.

주제어 : 왕자영요, 여성 게이머, 모바일 게임, 캐릭터, 여성 취향

1. Introduction

With the development of mobile communication technology and smart phones, various kinds of mobile applications emerge in endlessly. Smart

1.1 Research Background

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phones have become an indispensable tool for people to access information, resources, leisure and entertainment, as well as social activities. Among them, the total number of mobile game application is 2.8 million and the download accounts are 41% of total application downloads[1]. Comparing with computer game, mobile game is not difficult to operate and interesting. Users can play games anytime and anywhere. In the past, women's mobile consumption behaviors were dominated by shopping and entertainment. However, women's game consumption is not so good as men's. In recent years, women's incomes are up. At the same time, their stress of work and life increases. So that, they need to do something to get relax, get emotional and increase their social contact. Mobile game becomes a platform for them to spend the time, relieve pressure and increase social interaction[2,7]. By the end of 2018, the number of female users of mobile games will be as high as 290 million[6]. The scale of female players from 2015 to 2018 will be show in Fig. 1.

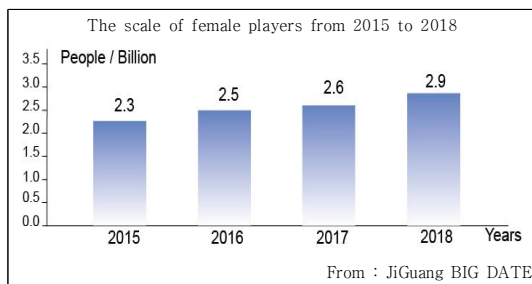


Fig. 1. The scale of female players from 2015 to 2018[3]

As a phenomenal mobile game in China, 'Honour Of Kings' has hundreds of millions of users, and the total annual revenue in 2018 is as high as 3.47 billion USD. It is different from the game like puzzle, chess, cards and nurturing which is women's previous favorite game[4]. Mobile game 'Honour Of Kings' is a moba game

which is a real-time competitive game dominated by male users. However, its beautiful graphics, easy operation and social functions, this game has the largest number of female users of the moba game.

1.2 Research Purpose

The traditional game market is the world of male players. However, in recent years, there is not a big gap between the use preferences of female player and the number of overall players in the mobile game market[8,9]. According to the survey, the proportion of male users of mainstream mobile games is almost the same as the overall users. It will be shown in Fig. 2.

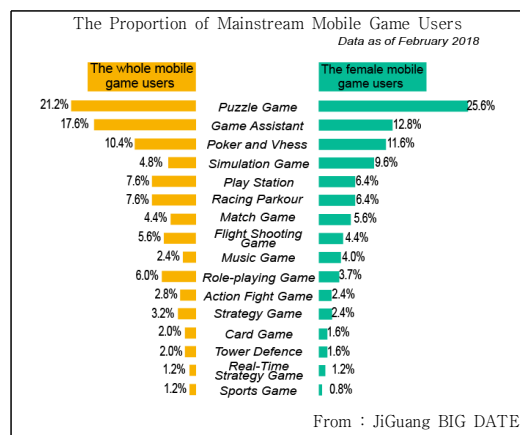


Fig. 2. The Proportion of Mainstream Mobile Game Users[3]

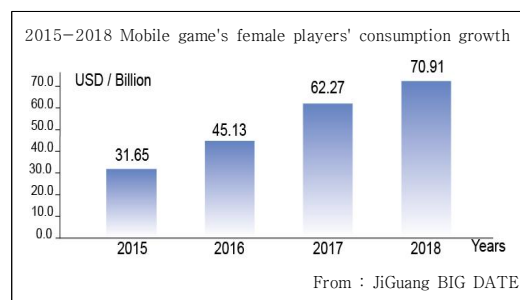


Fig. 3. 2015-2018 Mobile game's female players' consumption growth[3]

According to the Liffoff mobile game company's report, shows that 16.7% of female users will consume in the game after installing the application. At the same time, women are 78% more likely to pay in a mobile game than man. In the end of 2018, Women's in-game consumption reached 70.91 billion US dollars. Fig.3 will show you the mobile game's female players' consumption growth from 2015 to 2018[10,11].

'Honour Of Kings' is a mobile game dominated by male users, but it has hundreds of millions of female users. Most of them are playing moba game for the first time. This game can be said to be a phenomenal game. It has a charm that attracts a large number of female users.

In this paper, the writer selected two skins which are female player. Analyzing their design back-ground and visual design. In the future, the development of mobile game can take into account the probable need of female players. It is desirable for this study will bring new thoughts to the mobile game industry.

2. The Theory of 'Honour Of Kings'

2.1 Related Introduction of 'Honour Of Kings'

'Honour Of Kings' is a mobile game of moba type developed and run by China Tencent Game Company, Tianmei Studio. It was formally tested on Android, OS and NS platforms on November 26, 2015. Players can compete fairly in the game community for 1V1, 3V3 or 5V5. 'Honour Of Kings' is a moba game. Moba is the abbreviation of English 'Multiplayer Online Battle Arena', which can be understood as multi-player online tactical competitive game[12].

This game provides 91 heroes character. Most of these characters are based on the well-known legendary characters in history. In the game, these legendary characters are given new character characteristics. And each character has

different skills and attributes. They are divided into six categories: soldiers, tanks, assistants, masters, shooters and assassins. Each type of character assumes diverse responsibilities in game. Players need to select different types of characters to fight[4].

2.2 The Main Consumer Goods of 'Honour Of Kings'

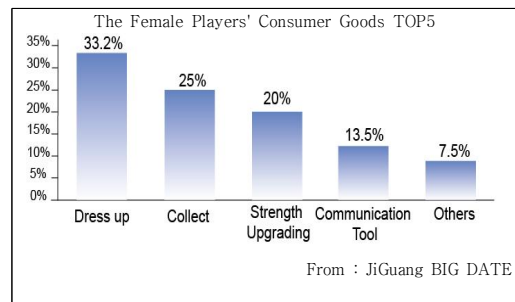


Fig. 4. The Female Players' Consumer Goods TOP5[3]

There are two kinds of consumption psychology in the field of online game[5]: the one is 'pay for winning'—means in order to gain the game. The kind of consumption is primarily the male players. The other one is 'pay for love'—means paying for personal preferences. It is a type of 'self-satisfaction' consumption impulse, mostly female players. Male players paid for in-game in order to gain more experience. But the female players spend more money on dressing up and strive to be beautiful. They will spend their money on decorations and then consider other aspects of the game. Fig. 4 will show you the female players' consumer goods top5.

As the main consumer goods—we called it skins. It can not only change the appearance of game character, but also provide a certain heroic attribute bonus. It can not only change the appearance of game heroes, but also provide a certain heroic attribute bonus. It just satisfies the consumption preferences of female players[13–15].

3. Female players' favorite skins of 'Honour Of Kings'

'Honour Of Kings' is a moba online competitive game. Generally, moba game's major players are male. But according to the survey, the proportion of 'Honour Of Kings's male players and female players was 54.1% and 45.9% respectively. Female players become the main consumers of the game[7].

Comparing with male players, female players pay greater attention to the appearance of skins. New skin in the game has traditionally become their consumer goods.

At present, there are 242 skins in the game. Next, the author will analyze two skins's visual design which is more popular among female players: Diao Chan's skin—A Midsummer Night's Dream, Wang Zhaojun's skin—'The two phoenixes fly side by side'.

3.1 Diao Chan's Skin—A Midsummer Night's Dream

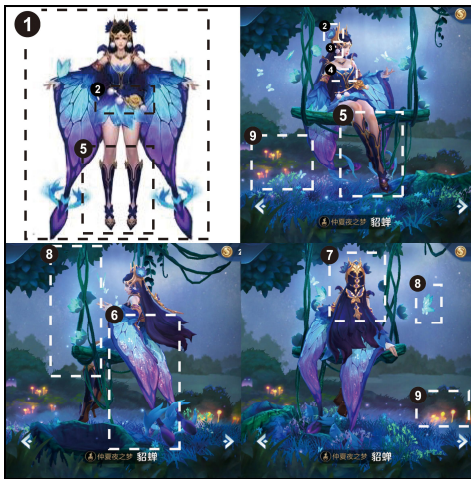


Fig. 5. Skin—A Midsummer Night's Dream

Character Diao Chan is positioned as a master and assassin in the game. Because of flexible skills, she is known as the Beautiful dancer in the 'Honour Of Kings'. The prototype of the character

Table 1. The visual elements of 'Midsummer Night Dream'

Conceptual design	
1	The skin—'A Midsummer Night's Dream' of Diao Chan is the aesthetic and realistic style. Her figure is graceful, her legs are lengthy and slender, her hair is long and slender. She has a perfect image in women's ideals[6].
Shape and clothing	
2	he is wearing lotus decorations on her head. The bouquet around her waist is also lotus shaped.
3	She's earrings are designed of plush balls. It makes the Diao Chan's image more soft and witty.
4	The design of the chest of clothes uses the lotus leaf edge to make the body look fuller and mellow. And it uses a blue jewel as ornaments on the chest.
5	She wears knee-to-knee high-heeled boots. It makes Diao Chan's leg looking slender. Lengthening her body's proportion. She's body and leg will be changed to look better.
6	Her clothes were inspired by blue butterflies. The long sleeves made like butterfly wings. Her skirt looks like a flower. Diao Chan just look like a butterfly fairies, so beautiful and charming.
7	She has glorious thick, shiny hair. Wearing a golden headdress with a butterfly behind it. When Diao Chao is jumping the butterfly on the hairdress also jumps together. Diao Chan's posture looks slim and graceful.
Background design	
8	Diao Chan's swing in made of wood. The swing was entangled with glowing lotus flowers. Diao Chan is sitting on it and swayed gently.
9	Under the moonlight, the grass under Diao Chan is fluorescent. The environment is quiet, and Diao Chan looks like a fairy.

is Diao Chan who is the beauties of ancient China. Skin Midsummer Night's Dream is the 4th skin of Diao Chan, coming online in October 2017. The price is 1688 game costs, equivalent to 168.8 RMB. There is a legend in England that people enter a wonderful world on Midsummer night. A romantic comedy by Shakespeare is also known as 'Midsummer Night Dream'. The leading lady named Hermia who is bravely resisting and strives for happiness in the paternity world. But Diao Chan was living in Chinese feudal society. She is the victim of the dispute for rights and status. Hermia has won her own love. Nevertheless Diao Chan is not be so lucky. Not only did she not gets her own love, but also lost her life. In the background story of Skin 'Midsummer Night Dream', Diao Chan becomes a beautiful elf. She can freely pursue her love. On midsummer night, She is swinging in the forest and waiting for her love. 'Midsummer Night Dream' is a very romantic skin. Fig. 5 will show you the Diao Chao's skin 'Midsummer Night

Dream'. And the Table.1 will show you the visual elements of 'Midsummer Night Dream'.

Diao Chan consists of three skills. In the game, Diao Chan will throw blue magic balls. And blue butterflies around Diao Chan also will attack enemies. When Diao Chan returns back to crystal, she will become a blue butterfly and disappears with a halo above her head. More than that, skin's dubbing and music are full of midsummer night dream color and yearning for good love.

4. Conclusion

The author takes the female players of the game as the object of investigation, through the form of questionnaires, carries on the investigation and research. The survey results demonstrate that the most important factors affecting women's consumption are good-looking and their preferences. It can be said that men like to play funny game, while women prefer to play good-looking game. In this paper, the author chooses the skin A midsummer night's dream of mobile game 'Honour Of Kings's as the research object. This skins' prototype is representatives of Chinese traditional beauty. Its image can be said to follow the contemporary society, people's perception of beautiful women. And it uses the female preferences visual elements like lotus, villus, petals, butterflies, fluorescence, etc. Female players are more emotional, and the characters in the game just reflect women's longing for beautiful things.

At present, mobile intelligent platform provides a variety of shopping, social, leisure and entertainment applications. With the improvement of women's social ability, their consumption ability also increases. While women enjoy the mobile game market, they also bring their consumption ability into the mobile game market. Nowadays, female players have become indispensable consumers in the mobile game

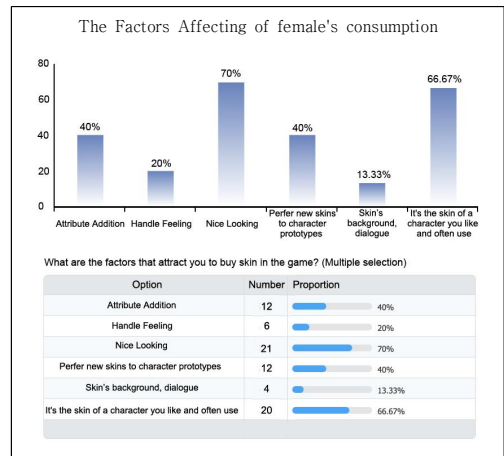


Fig. 6. The Factors Affecting of female's consumption

market. When the mobile game companies develop game, they need to consider the psychological needs of female players. On the one hand, they can use the aesthetic elements that women like and put storytelling and continuously into the game. On the other hand, they can reduce the difficulty of the game and simplify the game process. Maybe they can obtain better market effect.

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