CLAIMS

1. A computer-implemented method of providing feedback to a user using at least one processor, the method comprising:

obtaining configuration data in relation to a plurality of items for a game, wherein the configuration data indicates an item promotion associated to each item of the plurality of items;

obtaining behavior data in relation to game behavior of the user with respect to a game session of the game;

determining at least one feedback item for the user based on the behavior data in relation to the game behavior of the user in accordance with the configuration data, wherein the at least one feedback item corresponds to one or more items of the plurality of items available to the user and one or more associated item promotions, respectively;

displaying a user interface to the user based on the at least one feedback item, the user interface is indicative of a performance of the user during the game session, and comprises at least one feedback element corresponding to the at least one feedback item to be selected by the user, and

generating group information for a plurality of users using a combination of machine learning and rules, the group information comprising the user group with which the user is associated, wherein determining the at least one feedback item for the user is further based on a user group with which the user is associated.

2. The method of claim 1, wherein the behavior data of the user comprises a plurality of game behavior indicators corresponding to a plurality of configuration parameters, respectively, with respect to the game session of the game.

3. The method of claim 2, wherein the configuration data further indicates a plurality of predetermined conditions associated to the plurality of configuration parameters, respectively, for the plurality of items to be available to users of the game; and said determining at least one feedback item for the user based on the behavior data in relation

to the game behavior of the user in accordance with the configuration data is based on the plurality of the game behavior indicators satisfying the plurality of predetermined conditions, respectively.

4. The method of claim 2 or 3, wherein the plurality of configuration parameters comprises a match mode, a game mode, a group mode of the user, a type of game map, a ranking of the player with respect to the game session, duration of the game session, existing items owned by the user, pass status and payment level of the user.

5. The method of any one of claims 1 to 4, wherein the configuration data further comprises, for each item of the plurality of items, a drop rate and a weight associated to the item.

6. The method of claim 5:

wherein said determining at least one feedback item for the user based on the behavior data in relation to the game behavior of the user in accordance with the configuration data comprises determining a plurality of feedback items for the user, wherein the plurality of feedback items for the user correspond to a subset of items of the plurality of items available to the user in a bundle pool and associated item promotions, respectively;

further comprising selecting the at least one feedback item from the plurality of feedback items based on the drop rate and the weight associated to each item of the subset of items; and

said displaying a user interface to the user is further based on the at least one feedback item selected.

7. The method of any of the preceding claims, wherein said obtaining behavior data in relation to game behavior of a user with respect to a game session of a game is performed after the user exits the game session.

8. The method of any of the preceding claims, wherein said displaying a user interface to the user is performed after completing the game session of the game.

9. The method of any of the preceding claims, further comprising releasing the at least one feedback element corresponding to at least one feedback item to be selected by the user for a predetermined duration of time.

10. A feedback system for providing feedback to a user, the system comprising:

a memory; and

at least one processor communicatively coupled to the memory and configured to:

obtain configuration data in relation to a plurality of items for a game, wherein the configuration data indicates an item promotion associated to each item of the plurality of items;

obtain behavior data in relation to game behavior of the user with respect to a game session of the game;

determine at least one feedback item for the user based on the behavior data in relation to the game behavior of the user in accordance with the configuration data, wherein the at least one feedback item corresponds to one or more items of the plurality of items available to the user and one or more associated item promotions, respectively;

display a user interface to the user based on the at least one feedback item, the user interface is indicative of a performance of the user during the game session, and comprises at least one feedback element corresponding to the at least one feedback item to be selected by the user, and

generating group information for a plurality of users using a combination of machine learning and rules, the group information comprising the user group with which the user is associated, wherein determining the at least one feedback item for the user is further based on a user group with which the user is associated.

11. The system of claim 10, wherein the behavior data of the user comprises a plurality of game behavior indicators corresponding to a plurality of configuration parameters, respectively, with respect to the game session of the game.

12. The system of claim 11, wherein the configuration data further indicates a plurality of predetermined conditions associated to the plurality of configuration parameters, respectively, for the plurality of items to be available to users of the game; and said determining at least one feedback item for the user based on the behavior data in relation to the game behavior of the user in accordance with the configuration data is based on the plurality of the game behavior indicators satisfying the plurality of predetermined conditions, respectively.

13. The system of claim 11 or 12, wherein the plurality of configuration parameters comprises a match mode, a game mode, a group mode of the user, a type of game map, a ranking of the player with respect to the game session, duration of the game session, existing items owned by the user, pass status and payment level of the user.

14. A computer program product, embodied in one or more non-transitory computer-readable storage mediums, comprising instructions executable by at least one processor to perform a method of providing feedback to a user, the method comprising:

obtaining configuration data in relation to a plurality of items for a game, wherein the configuration data indicates an item promotion associated to each item of the plurality of items;

obtaining behavior data in relation to game behavior of the user with respect to a game session of the game;

determining at least one feedback item for the user based on the behavior data in relation to the game behavior of the user in accordance with the configuration data, wherein the at least one feedback item corresponds to one or more items of the plurality of items available to the user and one or more associated item promotions, respectively;

displaying a user interface to the user based on the at least one feedback item, the

user interface is indicative of a performance of the user during the game session, and comprises at least one feedback element corresponding to the at least one feedback item to be selected by the user, and

generating group information for a plurality of users using a combination of machine learning and rules, the group information comprising the user group with which the user is associated, wherein determining the at least one feedback item for the user is further based on a user group with which the user is associated.