

VIRTUAL ITEM OBTAINING METHOD AND APPARATUS, DEVICE, MEDIUM, AND PROGRAM PRODUCT

RELATED APPLICATION

[0001] This application claims priority to Chinese Patent Application No. 202111505067.7, entitled "METHOD, APPARATUS, DEVICE, MEDIUM, AND PROGRAM PRODUCT FOR OBTAINING A VIRTUAL ITEM", and filed on December 10, 2021, which is incorporated herein by reference in its entirety.

FIELD OF THE TECHNOLOGY

[0002] Embodiments of this application relate to the field of virtual games, and in particular, to a method, an apparatus, a device, a medium, and a program product for obtaining a virtual item.

BACKGROUND OF THE DISCLOSURE

[0003] A battle arena game is a game in which a plurality of user accounts compete in a same virtual world. For example, the battle arena game may be a multiplayer online battle arena game (Multiplayer Online Battle Arena Games, MOBA).

[0004] The MOBA games generally include a variety of games, such as a matchmaking game, a ranked game, a master challenge game, and a recreational game. A user obtains a game gold coin by participating in various games, and buy a virtual item, such as a champion, a skin, and a prop by using the game gold coin.

[0005] However, there are some rare virtual items that can only be obtained through a game lottery or by using a paid coupon in a game mall, and it is difficult for an ordinary non-paying player to obtain these rare virtual items.

SUMMARY

[0006] This application provides a method, an apparatus, a device, a medium, and a program product for obtaining a virtual item. The technical solutions are as follows:

[0007] According to an aspect of this application, a method for obtaining a virtual item is provided, and is performed by a computer device. The method includes:

- [0008]** displaying a competition entrance to a ranked mode, where the ranked mode is one of at least two game modes provided by a client, and the ranked mode is a competition mode for determining a strength rank of a user account in a ranking list;
- [0009]** controlling a virtual role of the user account to participate in a ranked game match in response to a trigger operation on the competition entrance;
- [0010]** displaying a virtual ranked coin obtained by participating in the ranked game match in a current game season in response to successful participation; and
- [0011]** obtaining a virtual item exclusive to the ranked mode from a ranked mall exclusive to the ranked mode based on the virtual ranked coin.
- [0012]** According to an aspect of this application, an apparatus for obtaining a virtual item is provided. The apparatus includes:
- [0013]** a display module, configured to display a competition entrance to a ranked mode, where the ranked mode is one of at least two game modes provided by a client, and the ranked mode is a competition mode for determining a strength rank of a user account in a ranking list;
- [0014]** a game module, configured to control a virtual role of the user account to participate in the ranked game match in response to a trigger operation on the competition entrance;
- [0015]** a reward module, configured to display a virtual ranked coin obtained by participating in the ranked game match in a current game season in response to successful participation; and
- [0016]** a mall module, configured to obtain a virtual item exclusive to the ranked mode from a ranked mall exclusive to the ranked mode based on the virtual ranked coin.
- [0017]** According to another aspect of this application, a computer device is provided, the computer device including a processor and a memory, where the memory stores at least one computer instruction, and the at least one computer instruction is loaded and executed by the processor to implement a method for obtaining a virtual item according to the foregoing aspects.
- [0018]** According to another aspect of this application, a computer storage medium is provided, where the computer storage medium stores at least one computer instruction, and the at least one computer instruction is loaded and executed by a processor to implement the method for obtaining a virtual item according to the foregoing aspects.
- [0019]** According to another aspect of this application, a computer program product is provided, and the computer program product includes computer instructions stored in a

computer-readable storage medium, when the computer instructions are read and executed by a processor of a computer device from the computer-readable storage medium, the computer device is enabled to perform the method for obtaining a virtual item according to the foregoing aspects.

[0020] By providing the virtual ranked coin, the ranked mall, and the virtual item exclusive to the ranked mode, a user can obtain or purchase a rare virtual item of the game season by participating in the ranked game match, thereby increasing ways for the user to obtain the rare virtual item, promoting the user to participate in the ranked game match, and contributing to improving a resource utilization rate of a server for providing the ranked game match.

BRIEF DESCRIPTION OF THE DRAWINGS

[0021] FIG. 1 is a structural block diagram of a computer system according to an exemplary embodiment of this application;

[0022] FIG. 2 is a flowchart of a method for obtaining a virtual item according to an exemplary embodiment of this application;

[0023] FIG. 3 is a flowchart of a method for obtaining a virtual item according to an exemplary embodiment of this application;

[0024] FIG. 4 is a schematic diagram of a game season journey interface according to an exemplary embodiment of this application;

[0025] FIG. 5 is a schematic diagram of an interface of a ranked mall according to an exemplary embodiment of this application;

[0026] FIG. 6 is a schematic diagram of a virtual skin according to an exemplary embodiment of this application;

[0027] FIG. 7 is a schematic diagram of a virtual posture according to an exemplary embodiment of this application;

[0028] FIG. 8 is a schematic diagram of a virtual posture according to an exemplary embodiment of this application;

[0029] FIG. 9 is a schematic diagram of a virtual recalling special effect according to an exemplary embodiment of this application;

[0030] FIG. 10 is a schematic diagram of a virtual decorative special effect according to an exemplary embodiment of this application;

- [0031] FIG. 11 is a schematic diagram of a virtual decorative expression according to an exemplary embodiment of this application;
- [0032] FIG. 12 is a schematic diagram of a virtual prop according to an exemplary embodiment of this application;
- [0033] FIG. 13 is a schematic diagram of a virtual prop according to an exemplary embodiment of this application;
- [0034] FIG. 14 is a schematic diagram of a design of a ranked mall according to an exemplary embodiment of this application;
- [0035] FIG. 15 is a flowchart of a method for obtaining a virtual item according to an exemplary embodiment of this application;
- [0036] FIG. 16 is a schematic diagram of a purchase function class library of a virtual item according to an exemplary embodiment of this application;
- [0037] FIG. 17 is a flowchart of a method for obtaining a virtual item according to an exemplary embodiment of this application;
- [0038] FIG. 18 is a block diagram of an apparatus for obtaining a virtual item according to an exemplary embodiment of this application; and
- [0039] FIG. 19 is a schematic diagram of an apparatus structure of a computer device according to an exemplary embodiment of this application.

DESCRIPTION OF EMBODIMENTS

[0040] To make the objectives, technical solutions, and advantages of this application clearer, the following further describes implementations of this application in detail with reference to the accompanying drawings.

[0041] First, terms involved in the embodiments of this application are introduced:

[0042] **Virtual environment** is a displayed (or provided) virtual environment when an application runs on a terminal. The virtual environment may be a simulated world of a real world, or may be a semi-simulated and semi-fictional three-dimensional world, or may be a completely fictional three-dimensional world. The virtual environment may be any one of a two-dimensional virtual environment, a two-and-a-half-dimensional virtual environment, or a three-dimensional virtual environment. Optionally, the virtual environment is also used for a virtual environment battle between at least two virtual roles, with a virtual resource available to the at least two virtual

roles in the virtual environment. Optionally, the virtual environment includes a symmetrical lower left corner area and an upper right corner area, in which virtual roles belonging to two opposing camps occupy one area thereof respectively, and destroy a target building/fort/base/crystal deep in each other's area as a victory goal.

[0043] Virtual role is a movable object in a virtual environment. The movable object may be at least one of a virtual role, a virtual animal, or a cartoon character. Optionally, when the virtual environment is a three-dimensional virtual environment, the virtual role may be a three-dimensional virtual model, and has its own shape and volume in the three-dimensional virtual environment and occupies a part of spaces in the three-dimensional virtual environment. Optionally, the virtual role is a three-dimensional role constructed based on three-dimensional human skeleton technologies, and wears different skins to implement different appearances. In some implementations, the virtual role may also be implemented through a two-and-half-dimensional or a two-dimensional model. This is not limited in the embodiments of this application.

[0044] Multiplayer online battle arena means that in a virtual environment, different virtual teams belonging to at least two opposing camps occupy their own map areas and compete with a certain victory condition as a goal. The victory condition includes, but are not limited to: occupying a fort or destroying a fort of the opposing camps, killing virtual roles of the opposing camps, ensuring survival within a specified scene and time, seizing a specific resource, or outscoring at least one of opponents within a specified time. A battle arena may take place in rounds, and each round of the battle arena may have a same map or different maps. Each virtual team includes one or more virtual roles, such as 1, 2, 3, or 5.

[0045] MOBA game is a game in which several forts are provided in a virtual environment, and users in opposing camps control virtual roles to battle in the virtual environment, occupy forts or destroy the forts of the opposing camps. For example, in the MOBA game, users may be divided into two opposing camps, the virtual roles controlled by the users are scattered in the virtual environment to compete with each other, and destroying or occupying all enemy forts is used as a condition for victory. The MOBA game takes place in rounds, and a duration time of one round of the MOBA game is from a moment at which the game starts to a moment at which the victory condition is satisfied.

[0046] FIG. 1 is a structural block diagram of a computer system provided according to an exemplary embodiment of this application. The computer system 100 includes a first terminal 110, a server 120, and a second terminal 130.

[0047] A client 111 supporting a virtual environment is installed on and run by the first terminal 110, and the client 111 may be a multiplayer online battle program. When the first terminal 110 runs the client 111, a user interface of the client 111 is displayed on a screen of the first terminal 110. The client 111 may be any one of an escape shooting game, a virtual reality (VR) application, an augmented reality (AR) program, a three-dimensional map program, a virtual reality game, an augmented reality game, a first-person shooting game (FPS), a third-person shooting game (TPS), multiplayer online battle arena games (MOBA), or a simulation game (SLG). In this embodiment, an example in which the client 111 is the MOBA game is used for description. The first terminal 110 is a terminal used by a first user 112. The first user 112 uses the first terminal 110 to control a first virtual role located in the virtual environment to perform activities, and the first virtual role may be referred to as a master virtual role of the first user 112. The activities of the first virtual role include but are not limited to at least one of moving, jumping, teleporting, casting a skill, adjusting body postures, crawling, walking, running, riding, flying, jumping, driving, picking, shooting, attacking, or throwing. For example, the first virtual role is a first virtual role, such as a simulated character role or a cartoon character role.

[0048] A client 131 supporting a virtual environment is installed on and run by a second terminal 130, and the client 131 may be a multiplayer online battle program. When the second terminal 130 runs the client 131, a user interface of the client 131 is displayed on a screen of the second terminal 130. The client may be any one of an escape shooting game, a VR application, an AR program, a three-dimensional map program, a virtual reality game, an augmented reality game, an FPS, a TPS, MOBA, or an SLG. In this embodiment, an example in which the client is the MOBA game is used for description. The second terminal 130 is a terminal used by a second user 113. The second user 113 uses the second terminal 130 to control a second virtual role located in the virtual environment to perform activities, and the second virtual role may be referred to as a master virtual role of the second user 113. For example, the second virtual role is a second virtual role, such as a simulated character role or a cartoon character role.

[0049] Optionally, the first virtual role and the second virtual role are located in a same virtual environment. Optionally, the first virtual role and the second virtual role belong to a same camp, a same team, or a same organization, have a friend relationship with each other, or have a temporary communication permission. Optionally, the first virtual role and the second virtual role may belong to different camps, different teams, different organizations, or have an adversarial relationship with each other.

[0050] Optionally, the clients installed on the first terminal 110 and the second terminal 130 are the same, or the clients installed on the two terminals are clients of a same type on different operating system platforms (such as Android or IOS). The first terminal 110 may generally refer to one of a plurality of terminals, and the second terminal 130 may generally refer to another one of the plurality of terminals. In this embodiment, the first terminal 110 and the second terminal 130 are merely used as an example for description. Device types of the first terminal 110 and the second terminal 130 are the same or different. The device type includes at least one of a smartphone, a tablet computer, an e-book reader, an MP3 player, an MP4 player, a laptop portable computer, or a desktop computer.

[0051] FIG. 1 shows only two terminals. However, a plurality of other 140 terminals may access the server 120 in different embodiments. Optionally, one or more terminals 140 are terminals corresponding to a developer. A developing and editing platform for the client supporting a virtual environment is installed on the terminal 140. The developer may edit and update the client on the terminal 140 and transmit an updated client software package to the server 120 by using a wired or wireless network. The first terminal 110 and the second terminal 130 may download the client software package from the server 120 to update the client.

[0052] The first terminal 110, the second terminal 130, and the another terminal 140 are connected to the server 120 through a wireless network or a wired network.

[0053] The server 120 includes at least one of a server, a plurality of servers, a cloud computing platform, or a virtualization center. The server 120 is configured to provide a background service for a client supporting a three-dimensional virtual environment. Optionally, the server 120 is responsible for primary computing work, and the terminal is responsible for secondary computing work; Alternatively, the server 120 is responsible for secondary computing work, and the terminal is responsible for primary computing work; Alternatively, a distributed computing architecture is adopted between the server 120 and the terminal to perform collaborative computing.

[0054] In an exemplary example, the server 120 includes a processor 122, a user account database 123, a battle service module 124, and a user-oriented input/output (I/O) interface 125. The processor 122 is configured to load instructions stored in the server 121 and process data in the user account database 123 and the battle service module 124. The user account database 123 is configured to store data of a user account used by the first terminal 110, the second terminal 130 and the another terminal 140, for example, an avatar of the user account, a nickname of the user account, a battle effectiveness index of the user account, and a service zone of the user account. The battle service module 124 is configured to provide a plurality of battle rooms for a user to battle, for

example, a 1V1 battle room, a 3V3 battle room, a 5V5 battle room, and the like. The user-oriented I/O interface 125 is configured to establish communication between the first terminal 110 and/or the second terminal 130 by using a wireless network or a wired network for data exchange

[0055] FIG. 2 is a flowchart of a method for obtaining a virtual item according to an exemplary embodiment of this application. This embodiment is described by using an example in which the method is applied in the terminal shown in FIG. 1. The method includes:

[0056] **Step 202:** Display a competition entrance to a ranked mode.

[0057] The ranked mode is one of at least two match modes provided by a client, and the ranked mode is a competition mode for determining a strength rank of a user account in a ranking list.

[0058] Optionally, the match mode provided by the client includes at least one of a matchmaking game, a ranked game, a master challenge game, or a recreational game. This is not limited in the embodiments of this application.

[0059] The competition entrance to the ranked mode is an interface entrance for participating in the ranked game, or an entrance for matchmaking for participating in the ranked game. The competition entrance may be a button, a link, or a menu item on a user interface. A specific form of the competition entrance is not limited in this application.

[0060] **Step 204:** Control a virtual role of the user account to participate in a ranked game match in response to a trigger operation on the competition entrance.

[0061] The trigger operation may be at least one of a single-click operation, a double-click operation, a long press operation, a slide operation, a pressure touch operation, a suspension touch operation, a double-eye stare operation, a gesture operation, or a motion sensing operation.

[0062] For example, by triggering the competition entrance to the ranked game, a user can control the virtual role of the user account to participate in the ranked game match in the ranked mode.

[0063] Optionally, the user account has one or more virtual roles, and ownership of the virtual role is permanent or of a short-term experience nature. After triggering the competition entrance to the ranked game, the user can control one of the virtual roles of the user account to participate in the ranked game match. Different virtual roles may have different skills or attributes.

[0064] **Step 206:** Display a virtual ranked coin obtained in a current game season when participating in the ranked game match in response to successful participation.

[0065] The virtual ranked coin is a virtual currency exclusive to the ranked mode. Optionally, the client is provided with a gold coin system, and the user can obtain an ordinary gold coin by participating in the matchmaking game, the recreational game, a punch-in task, a lottery task, or the like in the client. The ordinary gold coin is a virtual coin applicable for a plurality of conventional modes. Different from the ordinary gold coin, the virtual ranked coin is a virtual currency that can only be obtained when participating in the ranked mode, and cannot be obtained in a non-ranked mode.

[0066] The client controls the virtual role of the user account to participate in the ranked game match, and obtains the virtual ranked coin when the virtual role successfully participates in a single ranked game match.

[0067] In some embodiments, the user can obtain the virtual ranked coin provided that the user successfully participates in the ranked game match. In some other embodiments, after the user successfully participates in the ranked game match, a single-game journey value obtained by the user account for participating in the ranked game match in a current game season is displayed. When a total journey value reaches a level threshold, an obtained journey-exclusive reward corresponding to the level threshold is displayed. Optionally, the journey-exclusive reward corresponding to the level threshold includes at least one of a virtual ranked coin, a virtual game season badge, or a virtual appearance reward. There may be a plurality of the level thresholds, for example, a first level threshold, a second level threshold, and a third level threshold. The third level threshold is greater than the second level threshold, and the second level threshold is greater than the first level threshold.

[0068] In some embodiments, the virtual ranked coin is obtained when the ranked game match is successfully participated and is normally ended, and the virtual role of the user account does not involve misbehavior during the match. If the ranked game match ends abnormally (for example, the match ends too fast or the match crashes) or the virtual role of the user account involves misbehavior during the match (for example, the virtual role is away from keyboard, publishes illegal messages, or plays passively), the virtual ranked coin cannot be obtained.

[0069] **Step 208:** Obtain a virtual item exclusive to the ranked mode from a ranked mall exclusive to ranked mode based on the virtual ranked coin.

[0070] In some embodiments, the virtual item exclusive to the ranked mode can only be obtained by using a virtual ranked coin in exchange, and cannot be obtained by using another virtual currency or virtual coupon with an exchange attribute.

[0071] The virtual item exclusive to ranked mode is not limited to be used in the ranked mode. In some embodiments, the virtual item exclusive to the ranked mode may be used in various match modes provided by the client. For example, a skin of the virtual role obtained based on the virtual ranked coin may be used in the matchmaking game, the ranked game, the master challenge game, and the recreational game.

[0072] The ranked mall is a mall exclusive to the ranked mode. The virtual item in the ranked mall needs to be paid and purchased with the virtual ranked coin. All the virtual items in the ranked mall are the virtual items exclusive to the ranked mode, or some of the virtual items in the ranked mall are exclusive to the ranked mode.

[0073] Optionally, the client is provided with an ordinary mall. The virtual item in the ordinary mall is paid and purchased with the ordinary gold coin. Different from the ordinary mall, the virtual items in the ranked mall need to be paid and purchased with the virtual ranked coin.

[0074] In conclusion, in the method provided in the embodiments of this application, by providing the virtual ranked coin, the ranked mall, and the virtual item exclusive to the ranked mode, the user can obtain or purchase a rare virtual item of the game season by participating in the ranked game match, thereby increasing ways for the user to obtain the rare virtual item, promoting the user to participate in the ranked game match, and contributing to improving a resource utilization rate of a server for providing the ranked game match.

[0075] FIG. 3 is a flowchart of a method for obtaining a virtual item provided according to an exemplary embodiment of this application. This embodiment is described by using an example in which the method is applied in the terminal shown in FIG. 1. The method includes:

[0076] **Step 302:** Display a competition entrance to a ranked mode, where the ranked mode is one of at least two match modes provided by a client, and the ranked mode is a competition mode for determining a strength rank of a user account in a ranking list.

[0077] The ranked mode is one of at least two match modes provided by the client, and the ranked mode is the competition mode for determining the strength rank of the user account in the ranking list. The ranking list may be a national ranking list, a cross-platform ranking list, a cross-server ranking list, a server ranking list of a current server, or the like. The strength rank is an representation used to measure competitive power of the user account, and is usually represented by at least two ranks from low to high. For example, a ranked game has 10 ranks from low to high: iron, bronze, silver, gold, platinum, emerald, diamond, master, grand master, and challenger.

[0078] Optionally, the match mode provided by the client includes at least one of a matchmaking game, a ranked game, a master challenge game, or a recreational game. This is not limited in the embodiments of this application. The client may be a client of an MOBA game, a shooting game, a fighting game, or the like. A program type of the client is not limited in the embodiments of this application.

[0079] **Step 304:** Control a virtual role of the user account to participate in a ranked game match in response to a trigger operation on the competition entrance.

[0080] For the implementation of this step, reference may be made to step 204, and details are not repeated in this embodiment.

[0081] **Step 306:** Display a journey value obtained by participating in the ranked game match in a current game season in response to successful participation, and the journey value is a value related to times for which the user account participates in the ranked game match in the current game season.

[0082] After the user successfully participates in the ranked game match, a single-match journey value obtained by the user account in the current game season due to participating in the single-match ranked game, or an accumulated journey value obtained by the user account in the current game season due to participating in the ranked game match is displayed.

[0083] When the accumulated journey value reaches a level threshold, an obtained journey-exclusive reward corresponding to the level threshold is displayed. Optionally, the journey-exclusive reward corresponding to the level threshold includes at least one of a virtual ranked coin, a virtual game season badge, or a virtual appearance reward. There may be a plurality of level thresholds, for example, a first level threshold, a second level threshold, and a third level threshold. The third level threshold is greater than the second level threshold, and the second level threshold is greater than the first level threshold.

[0084] As shown in FIG. 4, when the virtual role successfully participates in at least one ranked game match in the ranked mode, an accumulated journey value 41 (2500) obtained by participating in the at least one ranked game match in the ranked mode in the current game season is displayed on a left side of a settlement interface, and a received journey-exclusive reward 42 and a to-be-received journey-exclusive reward 43 in the current game season are displayed on a right side of the settlement interface 40.

[0085] At a bottom of the settlement interface, there are also experience values "+11234" and blue essence "+1234" that are earned after this match. The settlement interface is an interface

for settling an outcome of the ranked game match at the end of the ranked game match in which the virtual role participates.

[0086] Optionally, the journey value is not only related to the times of the ranked game match, but also related to an outcome of the ranked game match participated in.

[0087] In some embodiments, when the user account participates in and wins a single ranked game match, a first quantity of the journey value obtained by participating in the single ranked game match in the current game season is displayed; when the user account participates in and loses the single ranked game match, a second quantity of the journey value obtained in the current game season by participating in the single ranked game match is displayed, and the first quantity is greater than or equal to the second quantity.

[0088] For example, when the client controls the virtual role of the user account to participate in the ranked game match, and when the virtual role wins a single ranked game match, a journey value earned by the user account in the current game season is 30; or when the virtual role loses a single ranked game match, a journey value earned by the user account in the current game season is 20.

[0089] Optionally, the journey value is also related to a time period in which the ranked game match takes place. For example, a journey value obtained by participating in the ranked game match within a specified time period is greater than a journey value obtained by participating in the ranked game match within a regular time period.

[0090] In some embodiments, a hidden point is determined based on the ranked game match that the user account successfully participates in within the regular time period, and the regular time period is a time period in the current game season other than the specified time period. A quantity n of bonus sessions is determined based on the hidden point. When the user account successfully participates in first n ranked game matches within the specified time period, a bonus journey value obtained by participating in the ranked game match within the specified time period is displayed. The bonus journey value is greater than the single-match journey value obtained by the virtual role within the regular time period.

[0091] For example, when the user account successfully participates in the ranked game match within the specified time period of the current game season, where the specified time period may be set as a weekend, the virtual role may obtain 1.5 times the journey value by participating in the first n ranked game matches during the weekend in the current game season. The journey value

of the ranked game match after the first n ranked game matches during the weekend in the current game season is the same as the single-match journey value within the regular time period.

[0092] In some embodiments, there is a positive correlation between the quantity of bonus sessions and the hidden point, so as to encourage the user to participate in the ranked game more within the regular time period to increase the hidden point and further increase the quantity of bonus sessions.

[0093] When the user account participates in the ranked game match within the regular time period and wins the ranked game match, a third quantity of the hidden points is determined; or when the user account participates in the ranked game match within the regular time period and loses in the ranked game match, a fourth quantity of the hidden points is determined, where the third quantity is less than the fourth quantity.

[0094] Certainly, in other possible embodiments, the third quantity may be greater than the fourth quantity. This is not limited in this embodiment.

[0095] The hidden point is a point determined based on performance of the virtual role in the ranked game match within the regular time period, and the point is not displayed on a user interface. For example, setting of the hidden point in the ranked game match is shown in Table 1.

Table 1

Performance of the virtual role	Point
Win one ranked game match	5
Lose one ranked game match	15
Promoted to a higher rank	-30
Login bonus point	10/day

[0096] For example, the ranked game is used as an example. By participating in the ranked game match within the regular time period, the virtual role can obtain 5 hidden points for each ranked game match won and can obtain 15 hidden points for each ranked game match lost within the regular time period. The virtual role may lose 30 hidden points for each promotion in the ranked game match. At the same time, the virtual role may obtain 10 hidden points by participating in the ranked game match for the first time every day within the regular time period. For example, when the hidden points of the user account exceed 30 points, a ranked game match with the bonus journey value may be obtained.

[0097] Certainly, in other embodiments, the journey value is also related to in-match performance of the ranked game match. For example, there is a positive correlation between the journey value and a match score of the ranked game match. A higher match score indicates better match performance of the virtual role. This is not limited in the embodiments of this application.

[0098] **Step 308:** Display an obtained virtual ranked coin corresponding to a journey level when the journey value reaches a level threshold corresponding to the journey level.

[0099] When the accumulated journey value reaches the level threshold corresponding to the journey level, the obtained journey-exclusive reward corresponding to the journey level is displayed. Optionally, the journey-exclusive reward corresponding to the journey level includes at least one of the virtual ranked coin, the virtual game season badge, and the virtual appearance reward. There may be a plurality of level thresholds, for example, the first level threshold, the second level threshold, and the third level threshold. The third level threshold is greater than the second level threshold, and the second level threshold is greater than the first level threshold.

[00100] Optionally, a level threshold corresponding to a high journey level is greater than a level threshold corresponding to a low journey level. Total value of a high journey-exclusive reward is also greater than total value of a low journey-exclusive reward.

[00101] **Step 310:** Display an entrance to a ranked mall exclusive to the ranked mode.

[00102] The ranked mall is a mall exclusive to the ranked mode. The virtual item in the ranked mall needs to be paid and purchased with the virtual ranked coin. All the virtual items in the ranked mall are the virtual items exclusive to the ranked mode, or some of the virtual items in the ranked mall are exclusive to the ranked mode.

[00103] As shown in FIG. 5, there are two tabs displayed on a game season journey page of the client: a game season journey 51 and a ranked mall 52. The game season journey 51 is a tab used to view the journey value and reward of the current game season; The ranked mall 52 is a tab used to view each virtual item in the ranked mall.

[00104] One or more virtual items are displayed on the tab of the ranked mall 52 in response to a trigger operation of the user clicking on the ranked mall 52. A classification of these virtual items includes but is not limited to at least one of a virtual skin, a virtual posture, a virtual special effect, a virtual expression, or a virtual prop.

[00105] The virtual skin is a virtual display element worn on a three-dimensional model of a virtual role, and the virtual skin can change appearance of the virtual role. As shown in FIG. 6, a

virtual skin "S1 Game Season Skin Brilliant Blade" is a game-season-exclusive skin of a virtual role "Tryndamere", and a price is 20000 ranked coins.

[00106] The virtual posture is a virtual display element that controls a virtual role to make a certain posture. As shown in FIG. 7, the virtual posture "Fearless" is a virtual posture of the virtual role "Tryndamere", and the price is 6000 ranked coins; As shown in FIG. 8, a virtual posture "Control" is a virtual posture of a virtual role "Orianna", and a price is 6000 ranked coins.

[00107] The virtual special effect is a cartoon special effect displayed when a virtual role is controlled to perform triggering activities such as moving, recalling, and using skills. As shown in FIG. 9, a virtual recalling special effect "Glory Triumph" is priced at 16000 ranked coins. As shown in FIG. 10, a virtual decorative special effect "Light of Rift" is priced at 15000 ranked coins.

[00108] The virtual expression is a two-dimensional or three-dimensional expression meme displayed on a top of a virtual role's head after being triggered. As shown in FIG. 11, a virtual expression "Glory Gold, Baby!" is a ranked badge expression compatible with a player's rank, and a price is 10000 ranked coins.

[00109] The virtual prop is a prop used to change an attribute value, a skill, and/or an ability of the virtual role. As shown in FIG. 12, a purchase limit of a virtual prop "Team Boost Card" is 15 per game season, and a price of each is 200 ranked coins. As shown in FIG. 13, a purchase limit of a virtual prop "Champion Selection Chest" is 1 per game season, and a price of each is 5500 ranked coins.

[00110] For example, display positions and use occasions of different types of the virtual items after being purchased are shown in Table 2 below.

Table 2

Item type	Display position	Use occasion
Virtual skin	Collection system	Champion selection interface, in-match battlefield, or the like
Virtual posture	Collection system	High polygon model display area of the champion selection interface
Virtual special effect	Collection system	In-match battlefield
Virtual expression	Collection system	In-match battlefield
Virtual prop	Backpack	Backpack

[00111] **Step 312:** Display an ranked mall interface in response to a trigger operation on the entrance to the ranked mall, where the ranked mall interface includes virtual items to be purchased by using only the virtual ranked coins.

[00112] The ranked mall is a mall exclusive to the ranked mode. The virtual item in the ranked mall needs to be paid and purchased with the virtual ranked coin. All the virtual items in the ranked mall are the virtual items exclusive to the ranked mode, or some of the virtual items in the ranked mall are exclusive to the ranked mode.

[00113] Optionally, the client is provided with an ordinary mall. An virtual item in the ordinary mall is paid and purchased with an ordinary gold coin. Different from the ordinary mall, the virtual items in the ranked mall need to be paid and purchased with the virtual ranked coin.

[00114] In some embodiments, the client obtains a game season virtual item exclusive to the current game season. The game season virtual item includes at least one of a virtual skin, a virtual posture, a virtual special effect, a virtual expression, and a virtual prop used by a virtual role. Based on the game season virtual item exclusive to the current game season, the ranked mall interface is displayed.

[00115] As shown in FIG. 14, assuming that the current game season is the S4 game season, a game season virtual item exclusive to S4 game season will be released in the current game season. Assuming that the current game season is the S5 game season, the game season virtual item exclusive to the S5 game season will be released in the current game season.

[00116] In some embodiments, the client obtains a level virtual item with a purchase privilege based on a journey level of the user account, where the level virtual item includes at least one of a virtual skin, a virtual posture, a virtual special effect, a virtual expression, and a virtual prop used by the virtual role. The ranked mall interface is displayed based on the level virtual item.

[00117] For example, purchase privileges of different virtual items can be unlocked when different journey levels are reached. A virtual item that can be purchased at the high journey level can be of better quality than a virtual item that can be purchased at the low journey level.

[00118] **Step 314:** Use the virtual ranked coin to obtain the virtual item in response to a purchase operation on the virtual item.

[00119] In this embodiment, by setting the bonus journey value for the ranked game match within the specified time period, the user is encouraged to participate in the ranked game match within the specified time period, which is helpful to improve a resource utilization rate of a server of the ranked game match within the specified time period. In addition, by setting that the hidden

point can be obtained by participating in the ranked game match within the regular time period and that the quantity of bonus matches is obtained based on the hidden point, the user is encouraged to participate in the match within the regular time period, which is helpful to improve the resource utilization rate of the server of the ranked game match within the regular time period.

[00120] FIG. 15 illustrates a flowchart of a purchase process of a ranked virtual item according to an exemplary embodiment of this application. In this embodiment, an example in which the method is applied in the client and the server is mainly used for description. The method includes:

[00121] S1: The client sends a purchase request of a virtual item to the server;

[00122] The client sends detailed information of the virtual item, and the server verifies detailed field data through an item table to determine whether the purchase is successful.

[00123] Optionally, when a user purchases the virtual item, it is necessary to send an item price currently displayed by the client, so as to prevent inconsistency between the item price value displayed by the client and the actual item price value of the server, resulting in a poor experience of the user.

[00124] When the two values are inconsistent, the user can be prompted by a feedback that the purchase is unsuccessful (to be modified to return a correct price of the client).

[00125] Optionally, when the user purchases a gift package item:

[00126] Drop all gift packages (all configuration items are dropped)--An actual price of the gift package needs to be calculated (the actual price can be obtained by deducting the price of the items already owned by the player according to a price percentage of each dropped item configured in the item table).

[00127] Random gift packages (the configuration items are dropped randomly)-coins are deducted according to the gift package price. When gift package items are opened, if the items owned by the player are randomly selected, a replacement scheme is performed.

[00128] For example, a purchase type of ranked coin is added to a front-end web page displayed by the client. A code is as follows:

```
Public enum ENUM_COMMODITY_BUYWAY_TYPE
{
    COWODITY_BUYWAY_TYPE_GOLD = 1, //Ordinary gold coin purchase
```

COWODITY_BUYWAY_TYPE_DIAMOND = 2, //Diamond purchase

COWODITY_BUYWAY_TYPE_MONEY = 3, //Coupon purchase

COWODITY_BUYWAY_TYPE_QUALIFY_COIN = 4, // Ranked coin purchase

[00129] Buy a multiplex store protocol CS_CMD_BUY_COMMODITY to send a purchase request.

```
< struct name= "CSBuyCommodity" version= "1" desc= "Buy commodity" >
```

```
< entry id = "2" name= "BuyCommodityList" type= "commodityItem" refer= "Num"
count= "MAC BUY COMMODITY NUM" desc= "Buy commodity list" >
```

[00130] When requesting purchase, the BuyWay field in CommodityItem is filled with the ranked coin purchase defined above.

```
< struct name= "CommodityItem" version= "1" desc= "buy an item" >
```

```
< entry id = "1" name= "ID" type= "int32" desc= "item ID" >
```

```
< entry id = "2" name= "Price" type= "int32" desc= "item price" >
```

```
< entry id = "3" name= "Mum" type= "int32" desc= "quantity" >
```

```
< entry id = "4" name= "BuyWay" type= "char" desc= "buy way" >
```

```
</struct >
```

[00131] For example, as shown in FIG. 16, a class RankRewardSys->GetRankRewardShopMallItemList is used to obtain all items that need to be displayed in the ranked mall, and the item representation reuses a conventional mall logic.

[00132] S2: The server informs the client of quantity change of the ranked coins;

[00133] A process flow of the server can be shown in FIG. 17.

[00134] S3: The server informs the client of item status change of the virtual item;

[00135] S4: The client monitors the change of the ranked coin and item state;

[00136] S5: The client refreshes and displays the item status and the quantity of the ranked coins in the ranked mall.

[00137] The user can select a virtual item to give to a friend in a user mall, with functions such as a message and a feedback.

[00138] Note 1: Giving away a virtual item, a virtual skin, and a virtual champion is currently supported. It is necessary to determine whether the other user owns the virtual skin or virtual champion (a time point is subject to a gift time). If the friend owns it, the user may be prompted that the other user owns and the gift fails; On the contrary, prompt success and deduct the corresponding coins.

[00139] Note 2: If the other user still owns the skin or champion when receiving it after the gift is successful, the replacement scheme will be performed.

[00140] FIG. 18 shows a schematic diagram of a structure of an apparatus for obtaining a virtual item according to an exemplary embodiment of this application. The apparatus includes:

[00141] a display module 1820, configured to display a competition entrance to a ranked mode, and the ranked mode is one of at least two match modes provided by the client, and the ranked mode is a competition mode for determining a strength rank of a user account in a ranking list;

[00142] a game module 1840, configured to control a virtual role of the user account to participate in the ranked game match in response to a trigger operation on the competition entrance;

[00143] a reward module 1860, configured to display a virtual ranked coin obtained by participating in the ranked game match in the current game season in response to successful participation; and

[00144] a mall module 1880, configured to obtain a virtual item exclusive to the ranked mode from a ranked mall exclusive to the ranked mode based on the virtual ranked coin.

[00145] In some embodiments, the reward module 1860 is configured to display a journey value obtained by participating in the ranked game match in the current game season in response to successful participation, and the journey value is a value related to the quantity of times the user account participated in the ranked game in the current game season; When the journey value reaches a level threshold corresponding to a journey level, the obtained virtual ranked coin corresponding to the journey level is displayed.

[00146] In some embodiments, the reward module 1860 is configured to display a first quantity of the journey value obtained by participating in the single ranked game match in the current game season when the user account participates in and wins the single ranked game match; and when the user account participates in and loses the single ranked game match, configured to display a second quantity of the journey value obtained by participating in the single ranked game match in the current game season,

[00147] where the first quantity is greater than or equal to the second quantity.

[00148] In some embodiments, the reward module 1860 is configured to determine hidden points based on the ranked game match successfully participated by the user account within a regular time period, and the regular time period is a time period other than a specified time period in the current game season, determine a number n of bonus sessions based on the hidden points, and display a bonus journey value obtained by participating in the ranked game match within the specified time period in the case that the user account successfully participates in the ranked game match in the first n matches of the ranked game within the specified time period,

[00149] where the bonus journey value is greater than a single-match journey value obtained by the user account within the regular time period.

[00150] In some embodiments, the reward module 1860 is configured to determine a third quantity of the hidden points if the user account participates in the ranked game match within the regular time period and wins in the ranked game, and determine a fourth quantity of the hidden points when the user account participates in the ranked game match within the regular time period and loses the ranked game match,

[00151] where the third quantity is less than the fourth quantity.

[00152] In some embodiments, the mall module 1880 is configured to display an entrance to the ranked mall exclusive to the ranked mode, display the ranked mall interface in response to a trigger operation on the entrance to the ranked mall, where the ranked mall interface includes a virtual item purchased with use of only the virtual ranked coins; The virtual item is obtained by using the virtual ranked coins in response to a purchase operation on the virtual item.

[00153] In some embodiments, the mall module 1880 is configured to obtain a game season virtual item exclusive to the current game season, and the game season virtual item includes at least one of a virtual skin, a virtual posture, a virtual special effect, a virtual expression, or a virtual prop for a virtual role; The ranked mall interface is displayed based on the game season virtual item exclusive to the current game season.

[00154] In some embodiments, the mall module 1880 is configured to obtain a level virtual item with a purchase privilege based on the journey level of the user account, and the level virtual item includes at least one of a virtual skin, a virtual posture, a virtual special effect, a virtual expression, or a virtual prop for a virtual role; The ranked mall interface is displayed based on the ranked virtual item.

[00155] FIG. 19 is a structural block diagram of a computer device 1900 according to an exemplary embodiment of this application. The computer device 1900 may be a portable mobile terminal, such as a smartphone, a tablet computer, a moving picture experts group audio layer III (MP3) player, or a moving picture experts group audio layer (MP4) player. The computer device 1900 may be further referred to as another name such as user equipment or a portable terminal.

[00156] Generally, the computer device 1900 includes a processor 1901 and a memory 1902.

[00157] The processor 1901 may include one or more processing cores, for example, a 4-core processor or an 8-core processor. The processor 1901 may be implemented by adopting at least one hardware form of a digital signal processor (DSP), a field-programmable gate array (FPGA), or a programmable logic array (PLA). The processor 1901 may also include a main processor and a coprocessor. The main processor is a processor configured to process data in an awake state, and is also referred to as a central processing unit (CPU). The coprocessor is a low power consumption processor configured to process the data in a standby state. In some embodiments, the processor 1901 may be integrated with a graphics processing unit (GPU). The GPU is responsible for rendering and drawing content to be displayed by a display screen. In some embodiments, the processor 1901 may further include an artificial intelligence (AI) processor. The AI processor is configured to process computing operations related to machine learning.

[00158] The memory 1902 may include one or more computer-readable storage media. The computer-readable storage medium may be tangible and non-transient. The memory 1902 may further include a high-speed random access memory and a nonvolatile memory, for example, one or more disk storage devices or flash storage devices. In some embodiments, the non-transient computer-readable storage medium in the memory 1902 is configured to store at least one instruction and the at least one instruction is configured to be executed by the processor 1901 to perform the display method of a virtual environment screen provided in the embodiments of this application.

[00159] In some embodiments, the computer device 1900 further optionally includes a peripheral interface 1903 and at least one peripheral device. Specifically, the peripheral device includes: at least one of a radio frequency, a display screen, an audio circuit 1, or a power supply.

[00160] The peripheral interface 1903 may be configured to connect the at least one peripheral related to input/output (I/O) to the processor 1901 and the memory 1902. In some embodiments, the processor 1901, the memory 1902 and the peripheral device interface 1903 are integrated on a same chip or circuit board. In some other embodiments, any one or two of the

processor 1901, the memory 1902, and the peripheral device interface 1903 may be implemented on a single chip or circuit board. This is not limited in this embodiment.

[00161] In some embodiments, the computer device 1900 further includes one or more sensors. The one or more sensors include, but are not limited to, an acceleration sensor, a gyroscope sensor, a pressure sensor, an optical sensor, and a proximity sensor.

[00162] A person skilled in the art may understand that the structure shown in FIG. 19 does not constitute any limitation on the computer device 1900, and the computer device may include more components or fewer components than those shown in the figure, or some components may be combined, or a different component deployment may be used.

[00163] Embodiments of this application further provides a computer device, and the computer device includes a processor and a memory, where the memory stores at least one computer instruction, and the at least one computer instruction is loaded and executed by a processor to perform the method for obtaining a virtual item described in the foregoing method embodiments.

[00164] Embodiments of this application further provides a computer storage medium, where the computer-readable storage medium stores at least one computer instruction, and the at least one computer instruction is loaded and executed by a processor to perform the method for obtaining a virtual item described in the foregoing method embodiments.

[00165] Embodiments of this application further provides a computer program product, and the computer program product includes computer instructions stored in a computer-readable storage medium, when the computer instructions are read and executed by a processor of a computer device from the computer-readable storage medium, the computer device is enabled to perform the method for obtaining a virtual item described in the foregoing method embodiments.

[00166] The foregoing descriptions are merely optional embodiments of this application, but are not intended to limit this application. Any modification, equivalent replacement, or improvement made within the spirit and principle of this application shall fall within the protection scope of this application.

CLAIMS

What is claimed is:

1. A method for obtaining a virtual item, performed by a computer device, comprising:

displaying a competition entrance to a ranked mode, wherein the ranked mode is one of at least two match modes provided by a client, and the ranked mode is a competition mode for determining a strength rank of a user account in a ranking list;

controlling a virtual role of the user account to participate in a ranked game match in response to a trigger operation on the competition entrance;

displaying a virtual ranked coin obtained by participating in the ranked game match in a current game season in response to successful participation; and

obtaining a virtual item exclusive to the ranked mode from a ranked mall exclusive to the ranked mode based on the virtual ranked coin.

2. The method according to claim 1, wherein the displaying a virtual ranked coin obtained by participating in the ranked game match in a current game season in response to successful participation comprises:

displaying a journey value obtained by participating in the ranked game match in the current game season in response to successful participation, wherein the journey value is a value related to times for which the user account participates in the ranked game match in the current game season; and

displaying an obtained virtual ranked coin corresponding to a journey level when the journey value reaches a level threshold corresponding to the journey level,

wherein different journey levels in the current game season correspond to different level thresholds.

3. The method according to claim 2, wherein the displaying a journey value obtained by participating in the ranked game match in the current game season in response to successful participation comprises:

displaying a first quantity of the journey value obtained by participating in a single ranked game match in the current game season when the user account participates in and wins the single ranked game match; and

displaying a second quantity of the journey value obtained by participating in the single ranked

game match in the current game season when the user account participates in and loses the single ranked game match, wherein

the first quantity is greater than or equal to the second quantity.

4. The method according to claim 2, wherein the displaying a journey value obtained by participating in the ranked game match in the current game season in response to successful participation comprises:

determining a hidden point based on a ranked game match successfully participated by the user account within a regular time period, wherein the regular time period is a time period other than a specified time period in the current game season;

determining a quantity n of bonus sessions based on the hidden point; and

displaying a bonus journey value obtained by participating in a ranked game match within the specified time period when the user account successfully participates in first n ranked game matches within the specified time period, wherein

the bonus journey value is greater than a single-match journey value obtained by the user account within the regular time period.

5. The method according to claim 4, wherein the determining a hidden point based on a ranked game match successfully participated by the user account within a regular time period comprises:

determining a third quantity of the hidden points when the user account participates in and wins the ranked game match within the regular time period; and

determining a fourth quantity of the hidden points when the user account participates in and loses the ranked game match within the regular time period, wherein

the third quantity is less than the fourth quantity.

6. The method according to any one of claims 1 to 5, wherein the obtaining a virtual item exclusive to the ranked mode from a ranked mall exclusive to the ranked mode based on the virtual ranked coin comprises:

displaying an entrance to the ranked mall exclusive to the ranked mode;

displaying a mall interface of the ranked mall in response to a trigger operation on the entrance to the ranked mall, wherein the mall interface of the ranked mall comprises a virtual item to-be-purchased with use of only the virtual ranked coin; and

obtaining the virtual item based on the virtual ranked coin in response to a purchase operation

on the virtual item.

7. The method according to claim 6, wherein the displaying a mall interface of the ranked mall comprises:

obtaining a game season virtual item exclusive to the current game season, wherein the game season virtual item comprises at least one of a virtual skin, a virtual posture, a virtual special effect, a virtual expression, and a virtual prop to be used by the virtual role; and

displaying the mall interface of the ranked mall based on the game season virtual item exclusive to the current game season.

8. The method according to claim 6, wherein the displaying a mall interface of the ranked mall comprises:

obtaining a level virtual item with purchasing authority based on a journey level of the user account, wherein the level virtual item comprises at least one of a virtual skin, a virtual posture, a virtual special effect, a virtual expression, and a virtual prop used by the virtual role; and

displaying the mall interface of the ranked mall based on the level virtual item.

9. An apparatus for obtaining a virtual item, comprising:

a display module, configured to display a competition entrance to a ranked mode, wherein the ranked mode is one of at least two match modes provided by a client, and the ranked mode is a competition mode for determining a strength rank of a user account in a ranking list;

a game module, configured to control a virtual role of the user account to participate in a ranked game match in response to a trigger operation on the competition entrance;

a reward module, configured to display a virtual ranked coin obtained by participating in the ranked game match in a current game season in response to successful participation; and

a mall module, configured to purchase a virtual item exclusive to the ranked mode from a ranked mall exclusive to the ranked mode by using the virtual ranked coin.

10. The apparatus according to claim 9, wherein

the reward module is configured to display a journey value obtained by participating in the ranked game match in the current game season in response to successful participation, wherein the journey value is a value related to times for which the user account participates in the ranked game match in the current game season; and display an obtained virtual ranked coin corresponding to a level threshold when the journey value reaches the level threshold, wherein

different journey levels in the current season correspond to different level thresholds.

11. The apparatus according to claim 10, wherein

the reward module is configured to: determine a hidden point based on a ranked game match successfully participated by the user account within a regular time period, wherein the regular time period is a time period other than a specified time period in the current game season;

determine a quantity n of sessions based on the hidden point; and

display a bonus journey value obtained by participating in a ranked game match within the specified time period when the user account successfully participates in first n ranked game matches within the specified time period, wherein

the bonus journey value is greater than a single-match journey value obtained by the user account within the regular time period.

12. The apparatus according to claim 9, wherein

the display module is configured to obtain a game season virtual item exclusive to the current game season, wherein the game season virtual item comprises at least one of a virtual skin, a virtual posture, a virtual special effect, a virtual expression, and a virtual prop to be used by the virtual role; and display the mall interface of the ranked mall based on the game season virtual item exclusive to the current game season.

13. A computer device, comprising a processor and a memory, wherein the memory stores at least one computer instruction, and the at least one computer instruction is loaded and executed by the processor to perform the method for obtaining a virtual item according to any one of claims 1 to 8.

14. A computer storage medium having stored thereon at least one computer instruction, wherein the at least one computer instruction is loaded and executed by a processor to perform the method for obtaining a virtual item according to any one of claims 1 to 8.

15. A computer program product, comprising computer instructions stored in a computer-readable storage medium, wherein when the computer instructions are read and executed by a processor of a computer device from the computer-readable storage medium, the computer device is enabled to perform the method for obtaining a virtual item according to any one of claims 1 to 8.