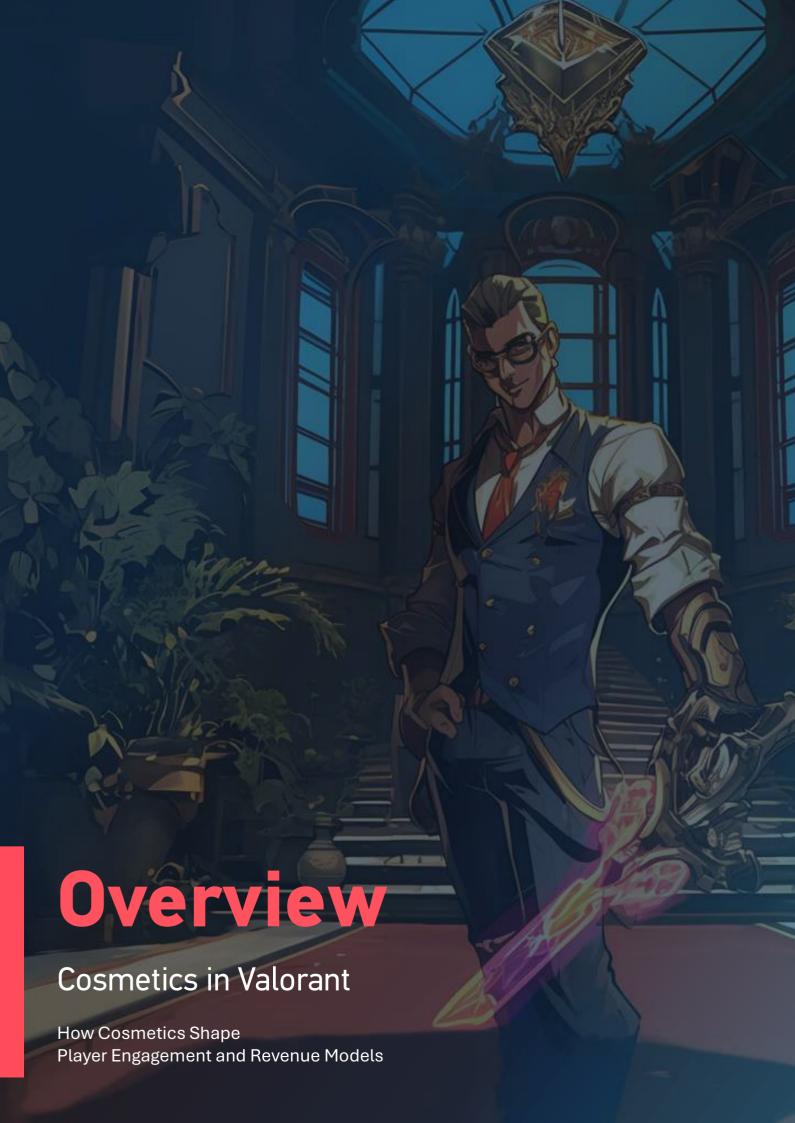




VALORANT

Cosmetics Research

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Types of Cosmetics



Psychological Impacts

How do skins affect player's performance?

Confidence Boost

Equipping a favorite high-end skin often makes players feel more "at home" with their weapon, which can improve focus and even create a placebo performance boost.

Heightened Satisfaction

The unique visual and audio effects of premium skins. heighten the satisfaction of each kill, giving an emotional payoff that keeps players more engaged.

Intimidation Factor

Opponents may assume a player wielding an ultra-rare skin is highly skilled or invested, sometimes causing them to play more cautiously.

Social Factor

Teammates often take pride in showcasing skins to each other – it's common for someone to request an ally's weapon drop just to admire or try out its skin.

Distraction Potential

Flashy skins with bright animations or effects may sometimes distract players, slightly impacting reaction time and accuracy.

Economic Pressure

Players who spend a lot on skins might feel pressure to "perform well" to justify their investment, leading to either motivation or stress.

Monetization Strategy

Weapon's Edition Tier

Select Deluxe Premium Exclusive Ultra

Increasing Price

Sources of Revenue

Weapon Skins

Battle Pass

Radianite Points

Valorant's in-game currency: Valorant Points (VP)



User Experience

Al-driven Analysis

Sentiment and Behavior Analysis: Trends, Patterns, and Insights



