

1 PROXIMITY

GOAL: repeat serendipitous interactions

R: $\begin{matrix} R & R & R \\ R & R & R \\ R & R & R \end{matrix}$ Density

Tools to maximize Proximity:


- Daily Incentives
- Events
- Offline Communities

4 DISCLOSURE

! RISKY

what if I am rejected ?!?!?

- Reveal weakness for strongest bonds

Only way to grow 

3 RECIPROCITY

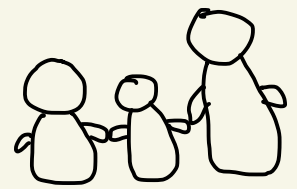
friendly offer



positive response

BUILD TRUST

Game Design Patterns



for

building friendships

Daniel Cook, game designer for 20 years



2 SIMILARITY

• Nationalism



• Individuals

make friends w/ people similar to them

Games are a tool that bring happiness to the world