

# GAME DESIGN

## FOR BUILDING FRIENDSHIP

small number of close friends is the most fulfilling

misery is a ton of shallow friends  
 1,234 likes  
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The Laws of Friendship Foundation

② Similarity: people make friends w/ people like them  
 → incredibly strong filter  
 → interpreted as less negotiation in future  
 → we're pattern matching individually

GET RID OF REAL IDENTITIES THAT ÷ US

③ Reciprocity: offer → friendly response  
 → TRUST = shared social norms through amt  
 TRUST GROWS SLOWLY (with a triangle diagram) → FALLS QUICKLY (with a triangle diagram)  
 TRUST allows us to build intensity of interaction  
 we can only support 5-7 close

WE CAN CREATE GAMES THAT BUILD FRIENDSHIP!!!

by Matthew Louis Ayoub

Non ZERO sum guild rewards



- REAL NAME
- VOICE CHAT
- ACCURATE LOCATION
- REAL MONEY \$\$\$

premature disclosure  
 e.g. playing over the top

ANTI-PATTERNS  
 TRUST IS LOST. TRUST IS LOST.

① Proximity: repeated, spontaneous interactions

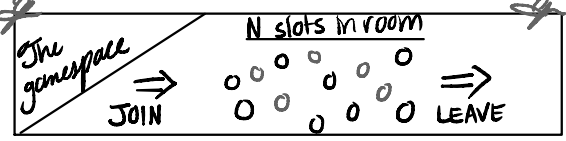


Friendships rarely transcend context due to logistics

Anonymity, huge empty areas (less dense)

ANTI-PATTERN

many forms of game, separating skill level



$$\# \text{ of Rooms} = \frac{\text{Concurrent Players}}{\text{Ideal Players per Room}}$$

HOW DO WE OPTIMIZE REPEAT INTERACTIONS?

COHORTS (e.g. Classroom)