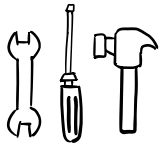


GAME DESIGN FOR BUILDING FRIENDSHIPS



games are tools for building friendships

How do we utilize tools of game design to create meaningful friendships?

a small number of

DEEP



friendships leads to GREAT HAPPINESS

RECIPE FOR SUCCESS

1/2 cup PROXIMITY

3/4 cup SIMILARITY

1 1/2 cup RECIPROCITY

2 cups DISCLOSURE

PROXIMITY

you want REPEAT, SERENDIPITOUS interactions

DESIGN PROBLEM:

the psychology of interacting with STRANGERS is complex, different from interacting with FRIENDS

- X matches, ✓ rooms
- fair in progress → Leave in progress
 - active waiting rooms
 - save checkpoints
 - find treasure chest
 - defeat small and annoying monsters
 - Group checkpoints
 - enter dungeon
 - defeat King & queen of evil island

TOOLS

- persistent identity, same avatar
- daily incentives & events
- offline communities

ANTI-PATTERNS

- anonymous players
- HELLO?
- huge, empty areas undermine ability to have repeat, serendipitous interactions
- too many gamemodes hurts ability to meet friends by changing density equation
- EASY
- MEDIUM
- HARD
- KIND OF HARD
- REALLY HARD
- IMPOSSIBLE
- FORREAL

SIMILARITY

shared norms reduce the cost of SOCIAL NEGOTIATION

TOOLS

- positive fictional identities
- SECRETWORK: PRO-READING

ANTI-PATTERNS

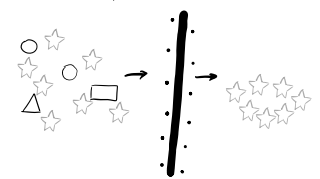
- Nationalism

Use characters that do not reference the world directly,



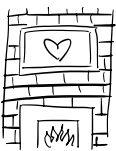
separate real-world identity from game

SIMILARITY IS A STRONG FILTER



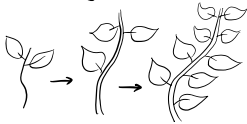
DISCLOSURE

CREATE PRIVATE SPACES TO BE VULNERABLE WITH ONE ANOTHER



but also...

NECESSARY FOR GROWTH



ANTI-PATTERNS

DO NOT DISCLOSE

1 REAL NAME



2 VOICE

3 REAL LOCATION

4 PURCHASES



RECIPROCITY

TOOLS

- CHAT
- FRIEND LISTS
- SHARED GOALS
- TRADE
- GUILDS

ANTI-PATTERNS

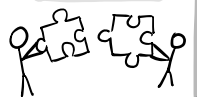
- SCANNING
- HACKING

EVERY INTERACTION BUILDS TRUST, WHICH FOSTERS

COOPERATION



AND COORDINATION



FRIENDS

HARD CO-OP

SOFT CO-OP

AMBIENT CO-OP

PARALLEL

SOLITARY vs.

LEVELS OF FRIENDSHIP