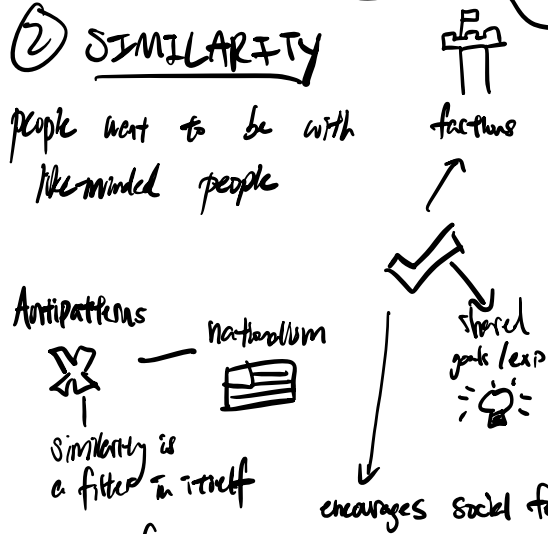


# GAME DESIGN PATTERNS FOR BUILDING FRIENDSHIPS

## ② SIMILARITY

people want to be with like-minded people



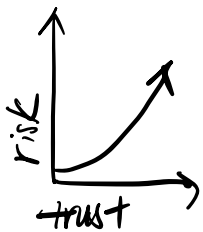
Law of Friendship Formation

- ①
- ②
- ③
- ④

## ③ RECIPROCITY

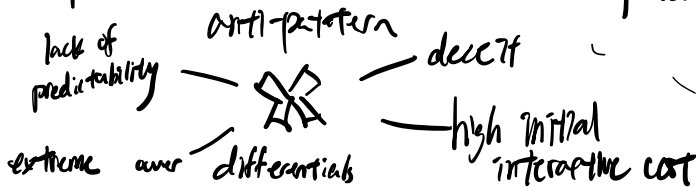
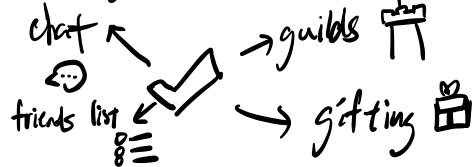
people are wired to reciprocate

friends - rewarding to play together



trust grows slowly but crashes quickly

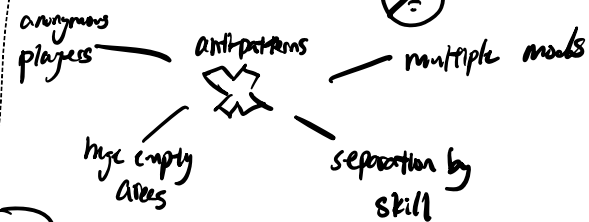
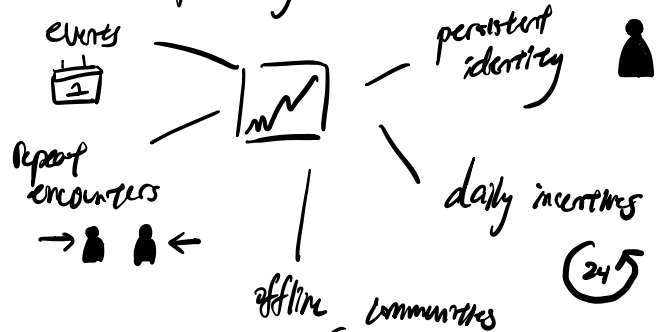
- every interaction builds trust



## ① PROXIMITY

repeat, second-order interactions

maximize proximity:



## ④ DISCLOSURE

The key to deep trust

