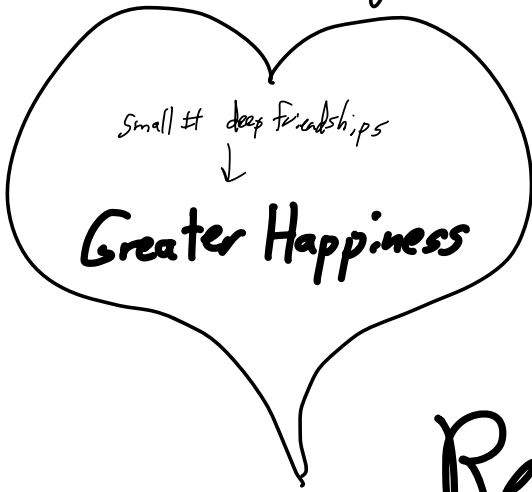


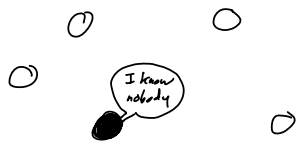
Game Design Patterns for Building Friendships



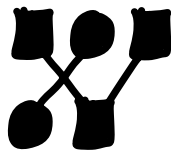
Reason for making games

| Proximity | Similarity | Reciprocity | Disclosure |
|-----------|------------|-------------|------------|
|-----------|------------|-------------|------------|

- Social Distance
- Serendipity
 - meet multiple times
- Density



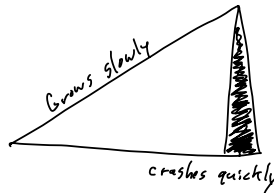
- People drawn to similar people



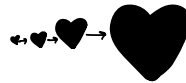
- Can easily become negative
- Diversity drops, becomes homogenous. Can easily be poisonous

- Friendly offer → pos. resp
? → ♥

- Interactions build TRUST



- increase stakes



⚠ RISKY ⚠

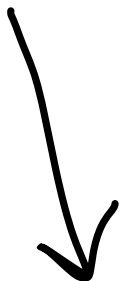
BUT

Only way to grow

- Leads to loss of trust at times

- Do not disclose prematurely X

Tools + Patterns



Tools

Persistent Identity



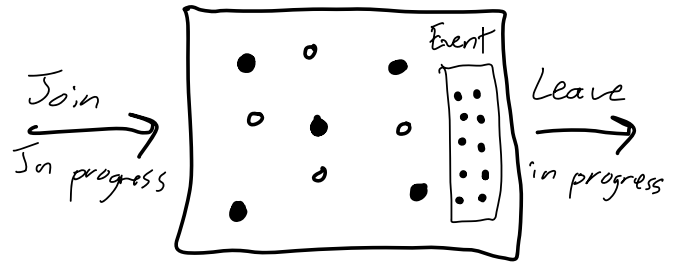
Events

Daily Incentives



Offline Communities

Pattern: Room



Maximize [★] people staying together

- Cohort based placement
- Voluntary migration