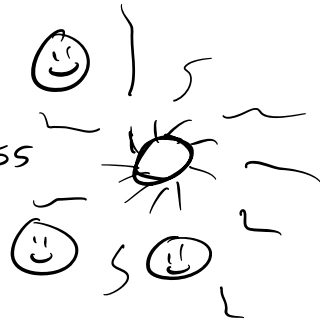


People

• humanity → making happiness

• looking to improve human quality with GAMES



Small # of deep friendships = ↑↑↑ 😊 ↑↑↑

large # of shallow friendships = ↓↓↓ ☹️ ↓↓↓

Bad systems

- Ranking (☹️)
- Friendships (☹️)
- Chat (☹️)

Improving →

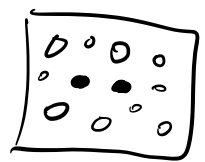
HAPPY SYSTEMS

LAWS OF FRIENDSHIPS

- Proximity
- Similarity
- Reciprocity
- Disclosure

Proximity

• Repeat serendipitous interactions



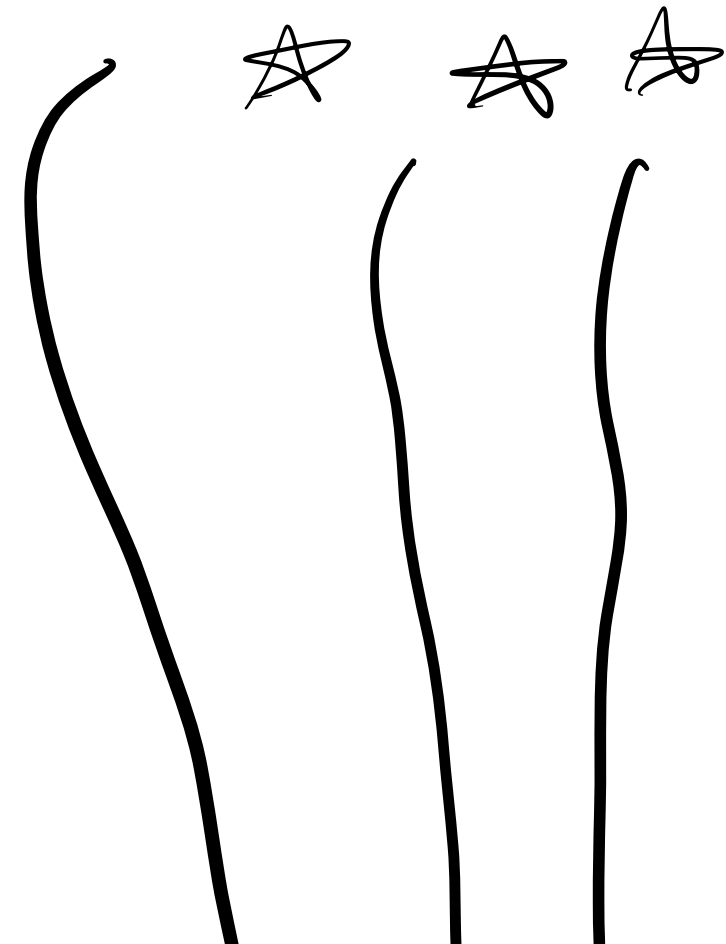
• Need good density,

Insight

Friendships rarely transfer to new contexts due to logistics

Design bomb

need to make friends w/ strangers

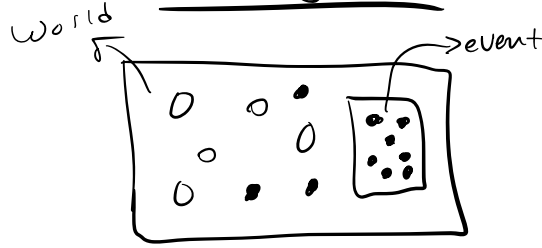


Maximize



- Persistent identity
- events
- daily incentives
- offline communities
- keep cohort together

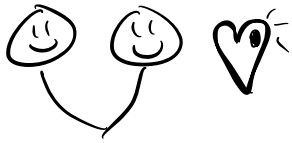
Waiting rooms



$$\#rooms = \frac{\text{concurrent players}}{\text{ideal players in room}}$$

Similarity

- People make friends w/ people like them

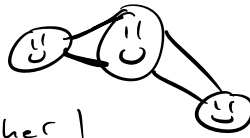


- can be dangerous!!!!




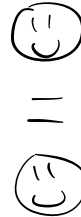
Pattern:

- Positive fictional identities
- People don't get angry at each other!

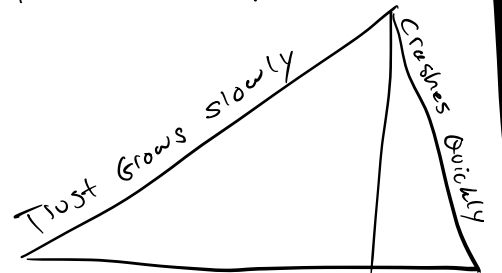


Reciprocity

- friendly offer  positive response
- People wired to reciprocate



TRUST

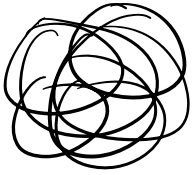


Antipatterns

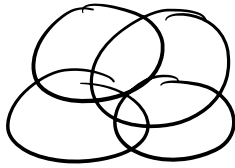
- deceit
- no predictability

↑ States of interaction

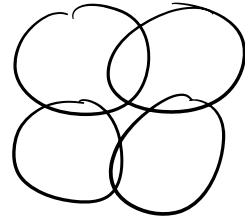
Low trust



Medium trust



High trust



Disclosure

- Riskier trust building

Premature disclosure

- Ruins game
- Trust lost too early

