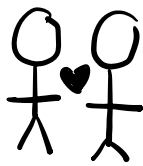
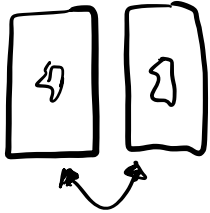


GAME DESIGN FOR BUILDING FRIENDSHIPS



deep friendships leads to happier life.



match based systems create throw away relationships

lots of shallow friendships leads to depression



viral systems dehumanize friends to marketing

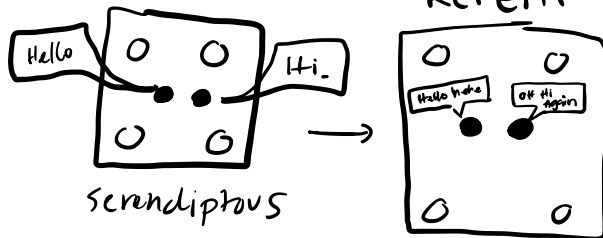
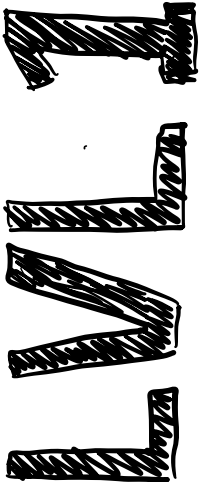


unsafe/restricted chats kills deep relationships

CAN WE DO BETTER?

Levels of FRIENDSHIP FORMATION

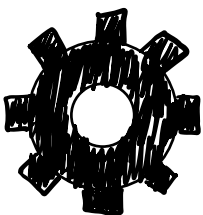
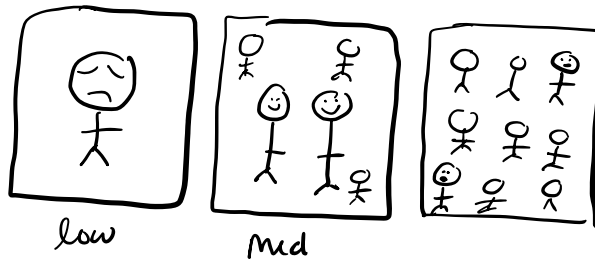
PROXIMITY



Friendships never transfer to new contexts due to logistics

↳ DENSITY MATTERS!

Build new friendships w/ strangers



BASIC TOOLS

➡ Persistent Identity (Repeat Encounters)

➡ DAILY Incentives (Repeat encounters)

➡ Events (density)

➡ Offline Commitment



ANTI-PATTERNS

X Anonymous players

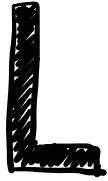
X Many gameplay modes

X Huge, empty Areas

X Separating players by skill

↳ MATCHES [only mega hits]

↳ ROOMS work better!



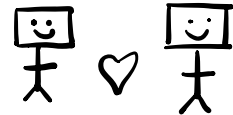
2

SIMILARITY

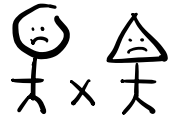
↳ Perception of shared norms



People make friends w/ people like them



↳ very strong filter

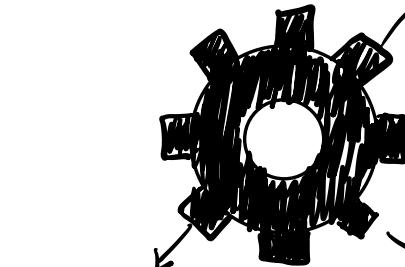


 people don't see past

BASIC TOOLS

FACTIONS

↳  Positive Fictional Identities



Shared interests or goals

Shared Experiences



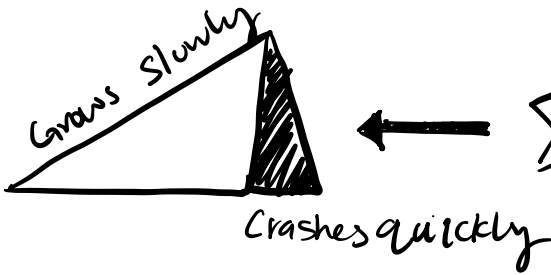
DO NOT REFERENCE REAL WORLD

LVL 3 RECIPROCITY

↳ TIT 4 TAT

friendly offer

positive response



**SOCIAL
NORMS**

AKA



expensive,
can only invest
in a few

BASIC TOOLS



CHAT



FRIENDS LIST



TRADE



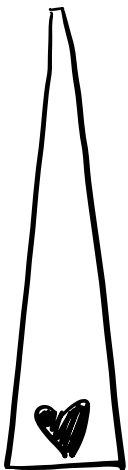
SHARED GOALS



GUILDS



GIFTING



Solitary Play



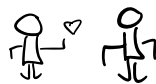
Parallel Play



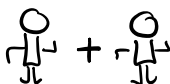
Ambient Coop



Soft Coop



Hard Coop



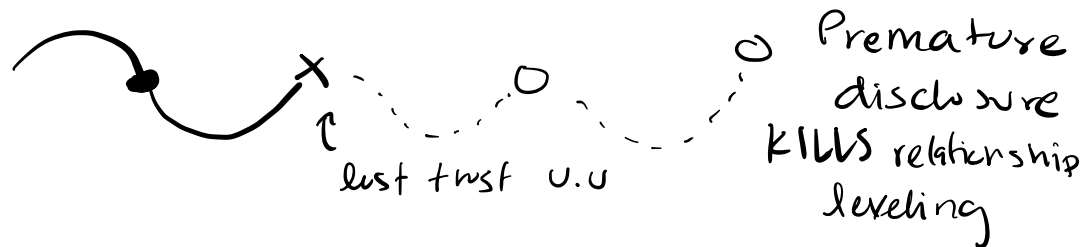
Friends



L

→ Disclosure is risky
↳ only way to grow

V



L

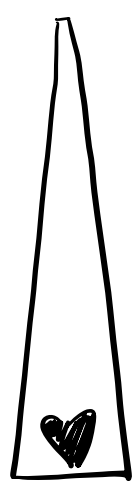
X real names

X real location

X voice chat

X item purchased w/ money

4



Solitary Play → Identity

Parallel Play → Expressive Actions

Ambient Coop → Emotes (YASS ICE SPICE)

Soft Coop → chat + Blocking

Hard Coop → Group chat

Friends → Private spaces

D
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REAL FRIENDS SKIP
STEPS

