


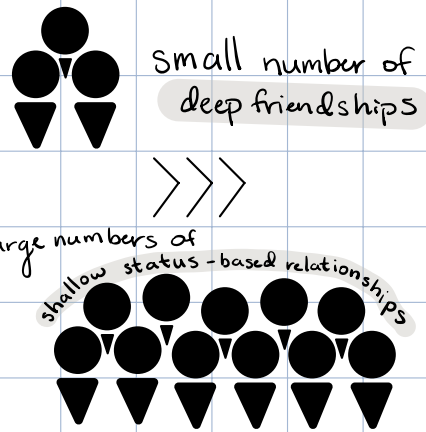
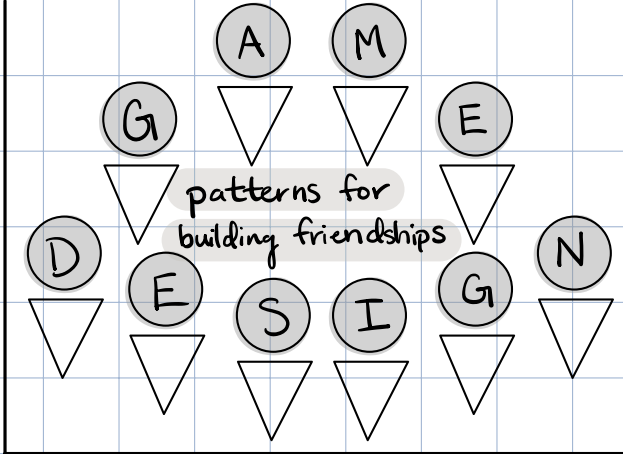
Games

tool to bring happiness 

The Fantasy

The Reality

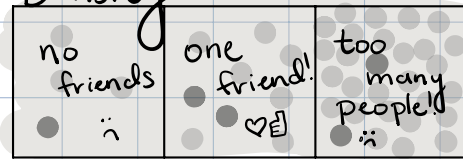
everything is fun between friends
we mostly interact with strangers in inauthentic ways



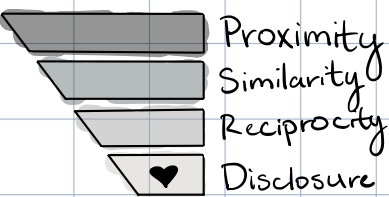
1. Proximity



Density



THE LAWS OF FRIENDSHIP FORMATION

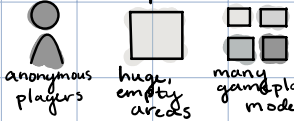


NEED TO: build environment to create new friends

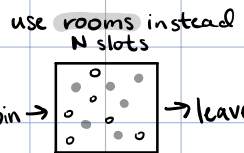
- TOOLS:
- persistent identity
 - events
 - daily incentives
 - offline community

to MAXIMIZE proximity

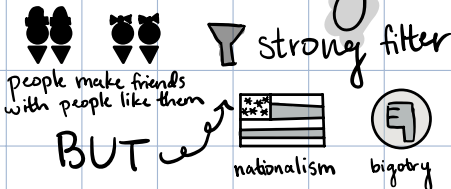
Anti-patterns:



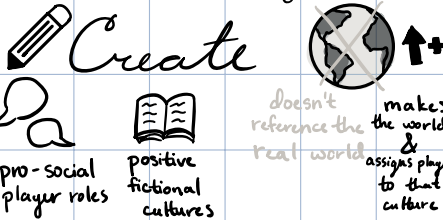
- Matches
- Only work w/ mega hits
 - high churn from queues
 - low repeat interactions



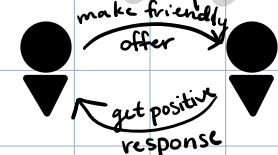
2. Similarity



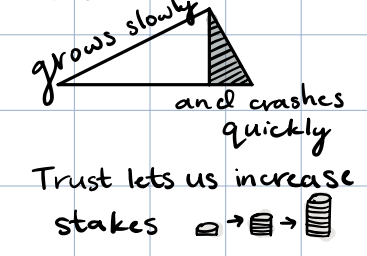
- TOOLS:
- putting play in factions
 - shared experiences
 - shared interests/goals



3. Reciprocity



shared social norms
These interactions build TRUST which grows slowly and crashes quickly



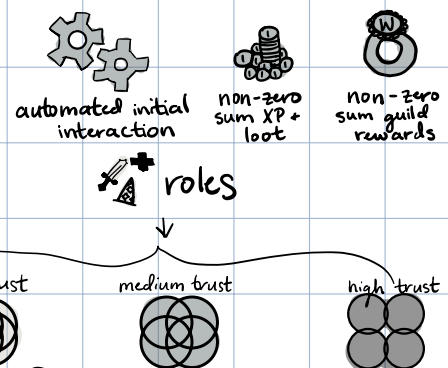
Anti-patterns:

- trade scamming
- lack of predictability
- extreme power differentials
- high initial interaction costs

↑ lvl. up friendship

Friendship levels	
	solitary
	parallel
	ambient coop
	soft coop
	hard coop
	friends!

Some patterns:

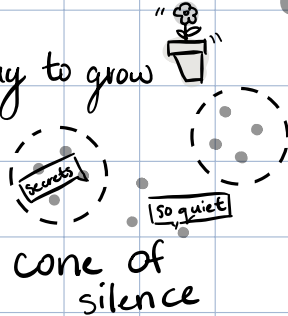


4. Disclosure

"risky" but the only way to grow

Anti-patterns:

- real name
- voice chat
- real location
- in-game purchase transparency



- premature disclosure
- opt-in disclosure

Overall, design friendships leveling in from the start. Make it a design pillar