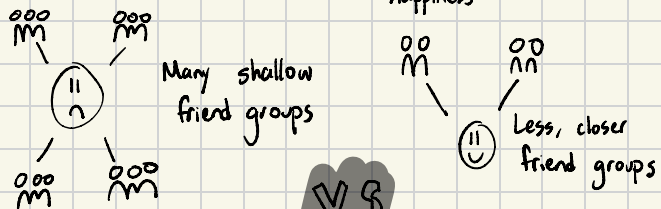
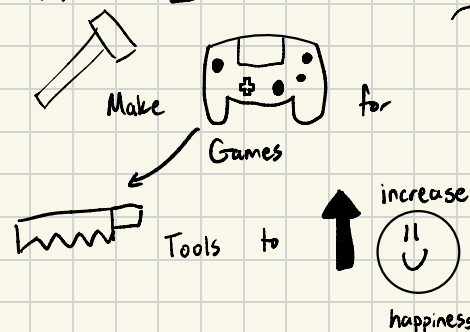


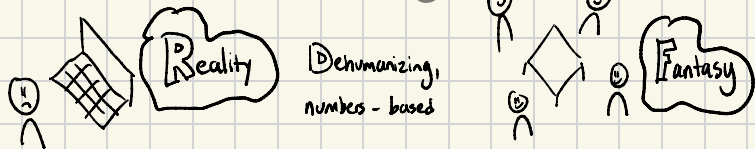
# Game Design Patterns

for building friendships

**PEOPLE** are important!



**V.S**

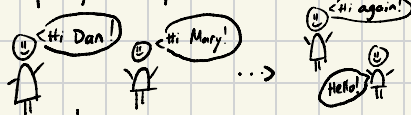


# The Laws of Friendship Formation

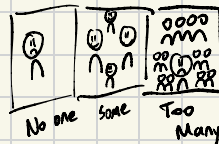
## Proximity

Propinquity: social distance

Repeat, serendipitous interactions



## Density

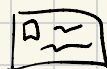


Friendships rarely transfer to new contexts

b/c of logistics

offline communities

Tools:



Persistent Identity



Events



Daily Incentives

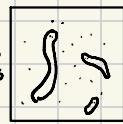


GDC

## Rooms

n players

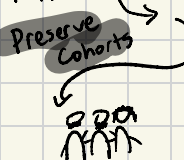
Join in progress



Slither.io

Leave at any time

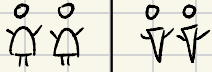
Preserve Cohorts



Preserve Cohorts

## 2. Similarity

People make friends w/ people like them



Positive Fictional Identities

→ set norms for what you want

Make games for

**REAL, BEST**

human beings

Being the

**BEST**

they can be

## 3. Reciprocity

Make a friendly offer, give a positive response



Each interaction builds Trust = Shared social norms



Shared social norms

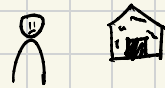
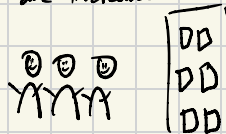


It grows slowly but States of interactions are increased



Crashes quickly

- Solitary Play
- Parallel Play
- Ambient Coop
- Soft Coop
- Hard Coop
- Friends



Groups with trust accomplish more than an individual

## 4. Disclosure

→ it is **RISKY**

The key to deep trust:

disclosing risky information to a friend without rejection

Design an

opt-in system

- Solitary Play → Identity
- Parallel Play → Expressive Actions
- Ambient Coop → Emotes
- Soft Coop → Chat + blocking
- Hard Coop → Group chat
- Friends → Private spaces

Friends need to be able to **SKIP**

Retrofitting a social interaction is **HARD**