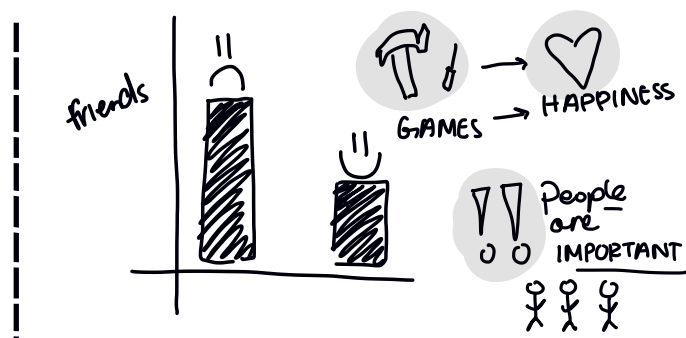


GAME DESIGN PATTERNS FOR BUILDING

FRIENDSHIPS

Sketchnote by Lucia Langarney



LAWS OF FRIENDSHIP FORMATION

REALITY

- viral systems
- restricted or unsafe chats
- matched based system

Proximity



- repeat interaction
- social distance ♀ → ♀
- Density ○ vs ○○



- persistent identity
- events Δ
- daily incentives \$\$
- offline communities

AVOID

- Anonymous Players
- Separating by skill
- Too dense or sparse

Patterns

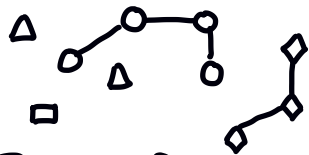
- preserve cohorts
- voluntary & involuntary migration
- activity in waiting rooms
- elastic # of instancing

Similarity



eye icon → Social Norms

- make friends like them



AVOID

- Nationalism
- real world identity



- factions
- shared experiences
- shared goals

Patterns

- positive fictional identities
- prosocial player roles

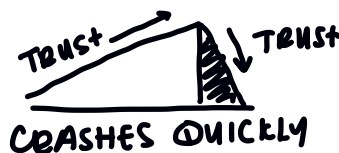
Reciprocity



TRUST = Social Norms



- each interaction builds trust



AVOID

- SCAM
- lack of predictability
- high initial interaction costs



- Chat
- Friend list
- Shared Goals
- gifts
- trade

Patterns

- Automated social interaction
- Non zero sum expand loot

Disclosure



- Be vulnerable
- Deep trust: disclose risky info w/o reject

AVOID

- premature disclosure
- nasty reactions
- real information:
 - name
 - location
 - voice
 - money

Patterns

- cone of silence
-