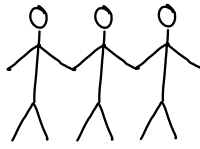


DESIGNING GAMES THAT HELP PEOPLE MAKE FRIENDS

Games isolate more than they connect

but...

They can build friendships!



By Daniel Cook

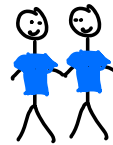


Tools Games = to build happiness

4 Conditions for Forming Friendships

Proximity

Similarity



Repeated encounters

We bond with people like us

Reciprocity

Disclosure



back-and-forth + collaboration
= TRUST

Vulnerability deepens connection

Design Patterns

Good ✓ | ✗ Bad

Join/leave anytime	Matchmaking - only
Public events (interaction)	Forced identity (real names)
Shared goals and rewards	Emphasis on skill
	Progression system

Make games so that people make friends