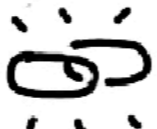


GAME DESIGN for BUILDING

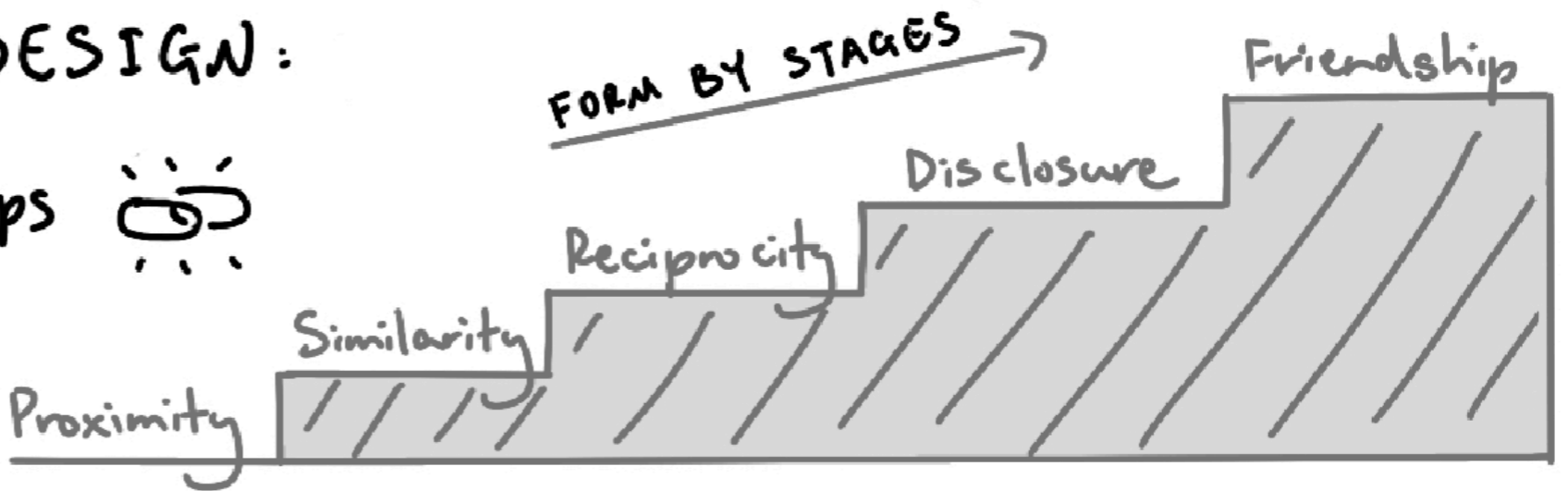
FRIENDSHIPS

BIG IDEA OF GAME DESIGN:

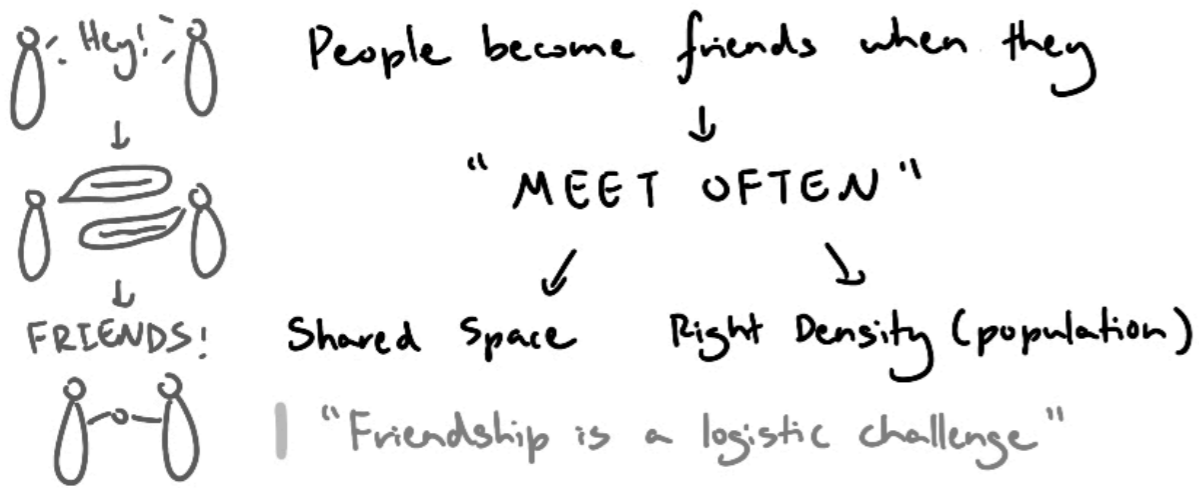
Create meaningful relationships 



FRIENDSHIP FORMATION ⇒ Proximity



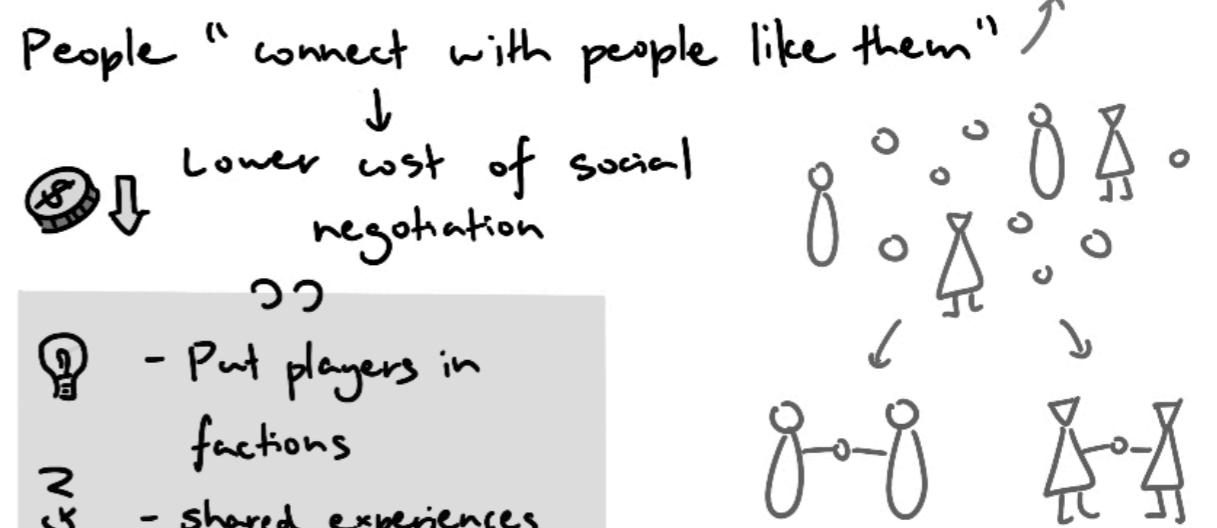
PROXIMITY



- GOOD DESIGN**
- Persistent Identity
 - Rooms ⇒ + Encounters
 - Events
 - Daily Incentives
 - Offline Communities

- BAD DESIGN**
- Anonymous Player
↳ no recognition
 - Empty World (Density)
↳ S: shrink instances
 - Matching only

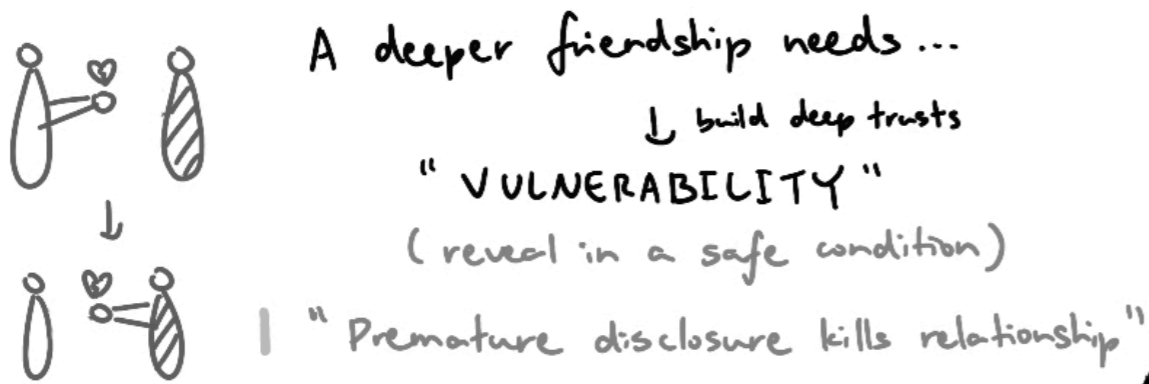
SIMILARITY | "Shared Social Norms"



- GOOD DESIGN**
- Put players in factions
 - shared experiences
 - shared interests + goals
↳ Eg. Positive Fictinal Identities
↓
Friendly Environment

- BAD DESIGN**
- Nationalism
↳ causes massive battles between nations
↓
Politics

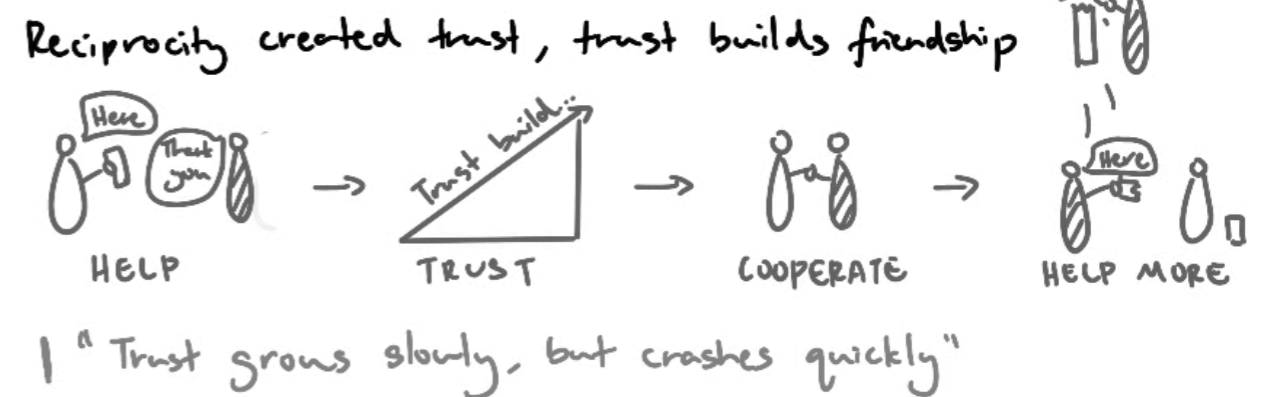
DISCLOSURE → Risky!!



- GOOD DESIGN**
- Give enough privacy
↳ Eg. Cone of Silence
↓
Inside: Talk about themselves
Outside: Can't hear

- BAD DESIGN**
- Force someone to disclose sth. they don't want to ...
↳ Real name
• Voice
• Real location
• Items → money

RECIPROCITY

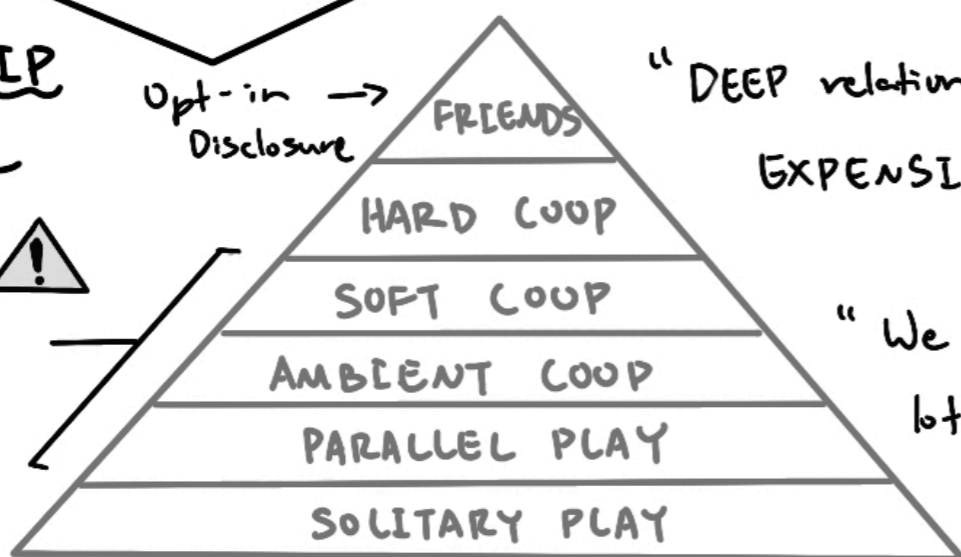


- GOOD DESIGN**
- Gifting
 - Guild Rewards
 - Shared Goals
 - Trade
 - Roles
 - Chat → Friend Lists

- BAD DESIGN**
- Trade Scamming
 - Lack of Predictability
 - Extreme power differential → No trade
 - Overdesign for freeloaders

FRIENDSHIP LEVELS:

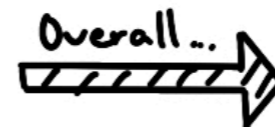
Premature Disclosure 




"DEEP relationships are more EXPENSIVE & REAR"

↑ but...

"We might have a lot of SHALLOW relationships"

Overall... 

① Design friendship leveling from the **START** →  ... → **END**

② Games creates chances for friendship to grow.

