

Fun with Friends



People whose main desire/driver in games, gambling and life in general is to spend time with their family and friends. They may have one core group or multiple groups that they hang out with.

Group organizers seek out activities that allow them to spend time with their friends with an added element of entertainment. They especially like activities that encourage unexpected or otherwise memorable moments.

Friends are their focus – if a game or experience excludes anyone from their group in any way or detracts from their social interaction, they're not interested.

They are usually willing to pay for experiences if they feel they get a good amount of entertainment with their friends for the money.



What makes an experience:

friends,
fun for all,
inclusive of all abilities and budgets,
variety,
a chance for something unexpected,
encourages connections



What breaks an experience:

too competitive,
hard to onboard,
having to focus too much on the game
instead of the people you're with,
inconvenience

Design Principles

- **Design for group play**
- **Put the social experience first** – Games shouldn't require players' full attention. Players' focus should be on each other, not on the game.
- **Keep it simple and easy to learn**
- **Any competitive aspects should be fun and friendly**
- **Consider how the game affects interactions** – The game should lead to new and different interactions that stay positive no matter what. Players will be looking to games as something new and different to do with people they hang out with.
- **Maximize entertainment** (vs. the win/prizes, odds, price, or other game aspects)
- **Keep in mind players playing together likely already know each other**

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Group Organizer's Journey

CONSIDER / EXPLORE

"The activities [I choose] are based on my friends likes and dislikes."

"Sometimes I want to do something special for special occasion."

"I find things to do just by browsing [newspaper listings] or social media."



"Most of my events are organized through Facebook."

"It's hard getting everyone together so often you just go to the old faithful."

"I select the friends to invite based on the activity. I have different groups for different things."

ORGANIZE



EXPERIENCE

"A good time is when something unexpected happens that makes the night."

"When I see people connecting and there is a positive atmosphere, I know its a good night."

"Lots of laughs mean it's a good time."



"I'll post something about the night on Facebook if it's worth sharing or I think people will like it."

"I like deconstructing the night with my friends after while looking through pics."

"I'll use Facebook groups to share and chat about the night."

ADVOCATE



REPEAT

"I would check in with my friends and see if they had a good time. If everyone did, I would want to do it again."

"I would check for other similar things to do."