



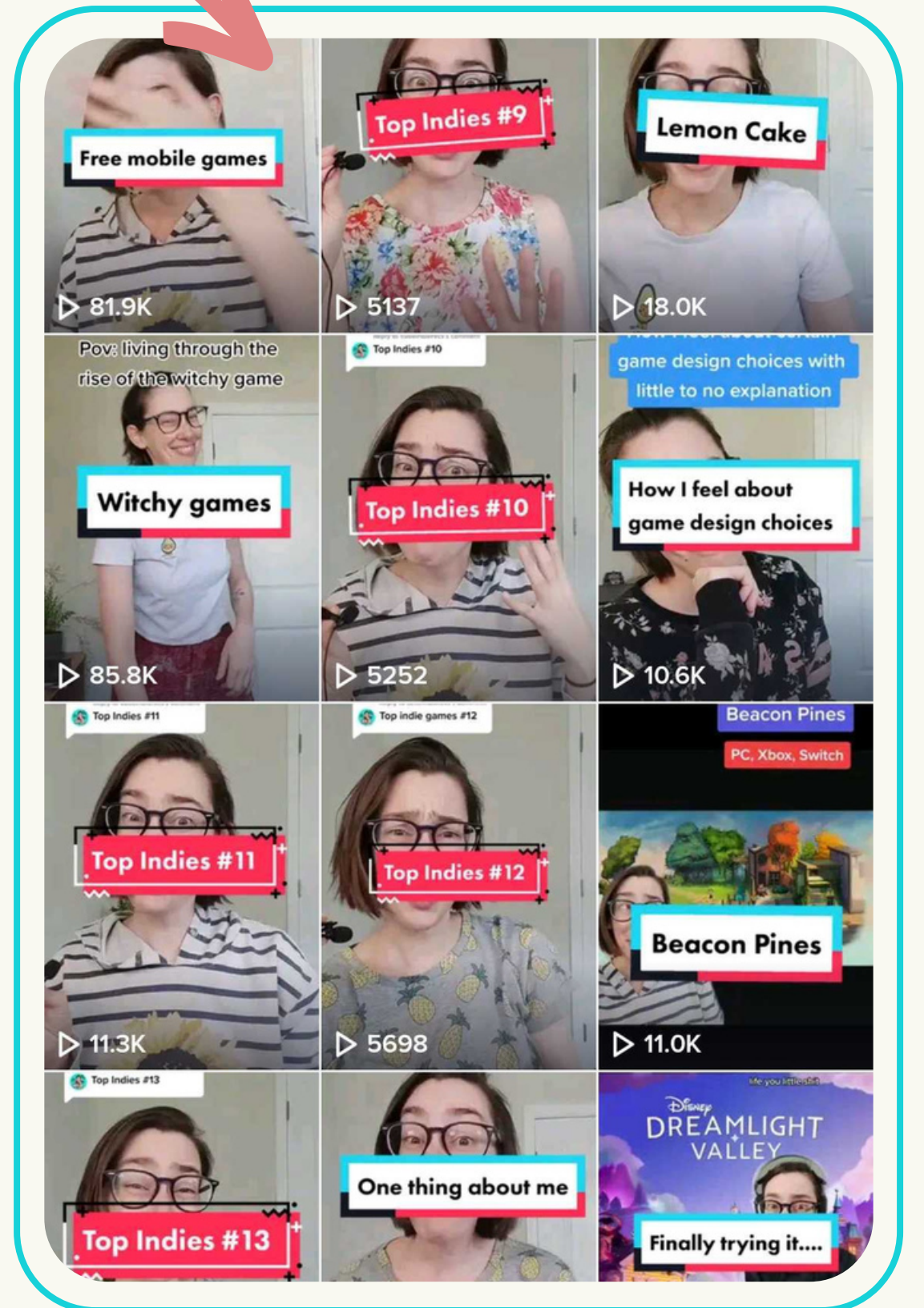
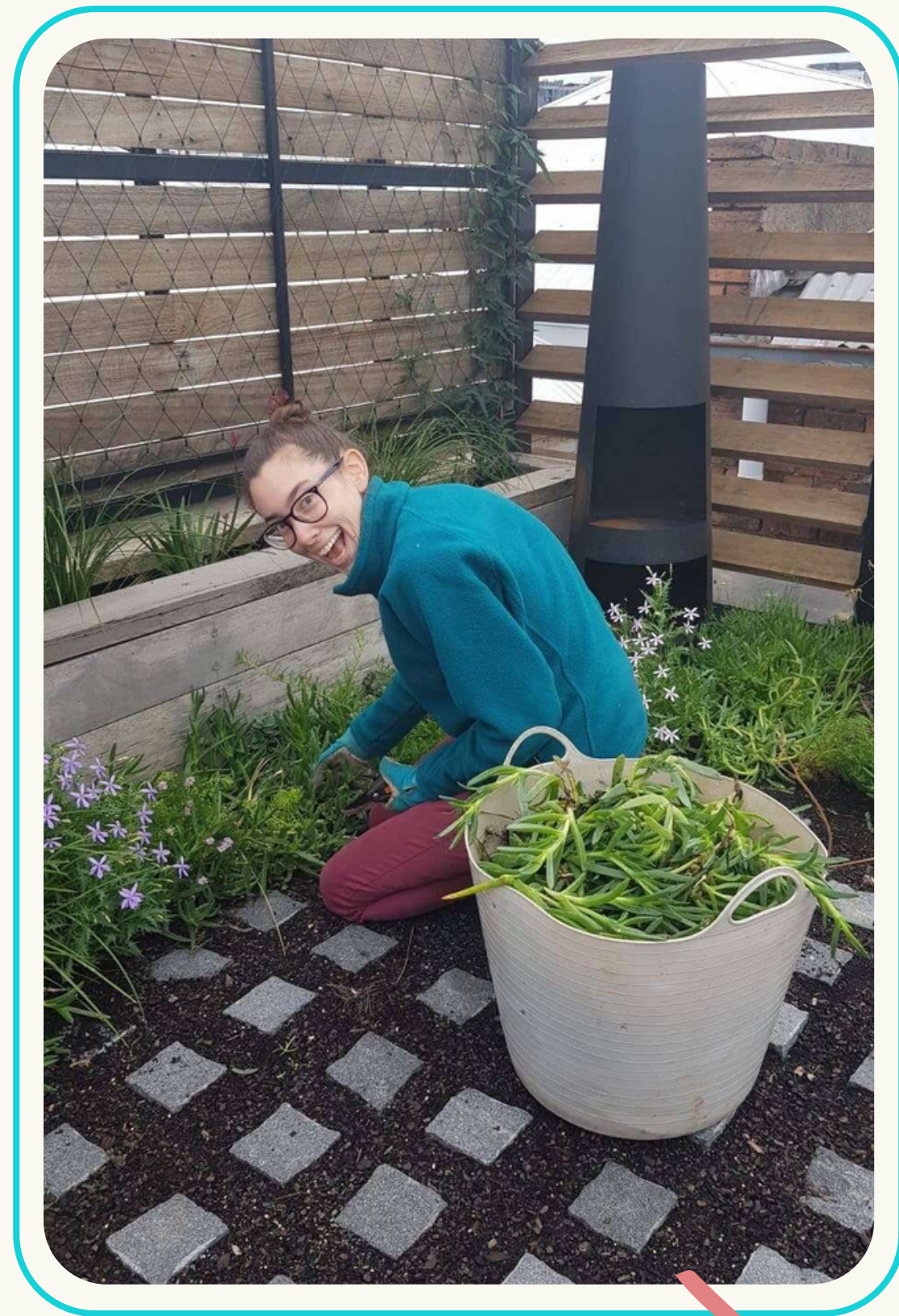
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Crowdhealing: Forming a company and community around kindness

Amanda Vandenburg (she/her)

Community & Support Senior Associate
Lumi Interactive

#GDC23



@CutieIndieRecs





It's so expensive

I don't have time to meditate.

It feels too much like homework.

I couldn't stick with it.

Source: Kinder World Community Survey, 2022

Our early retention outperforms top 10% US gaming benchmark

D1 46% D7 29% D30 15%



STARTUP NEWS, WELLBEING

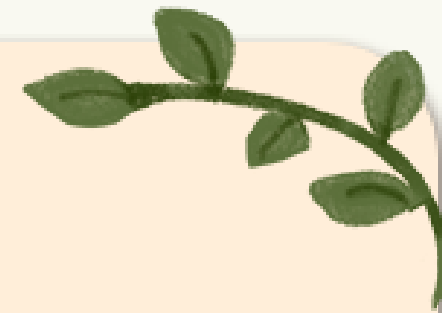
Female-founded Lumi Interactive secures US\$6.75 million investment to develop “kindfulness” game

ANGELA PRIESTLEY JUNE 22, 2022





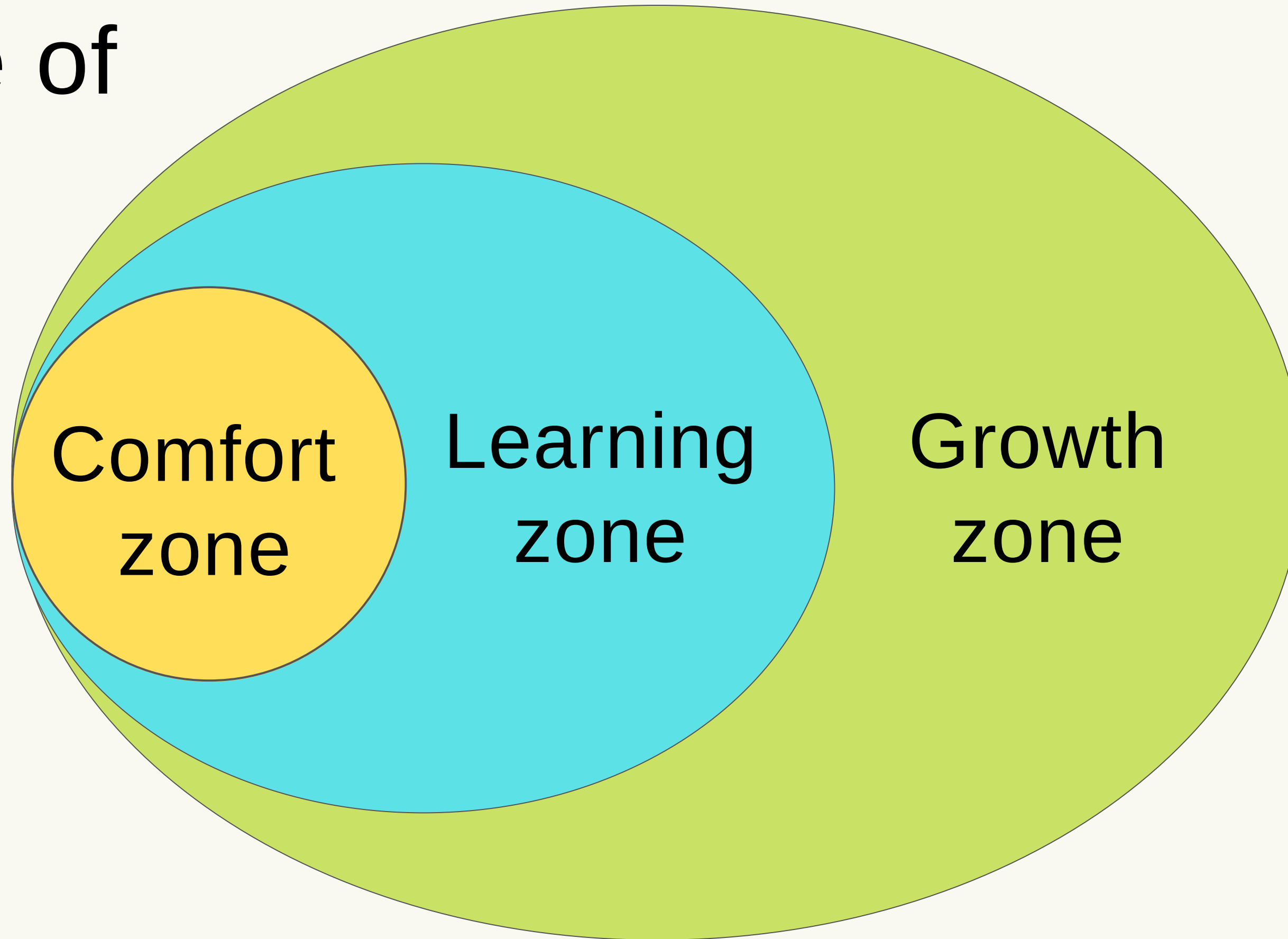
We can't make a
game to improve
mental health while
risking our own

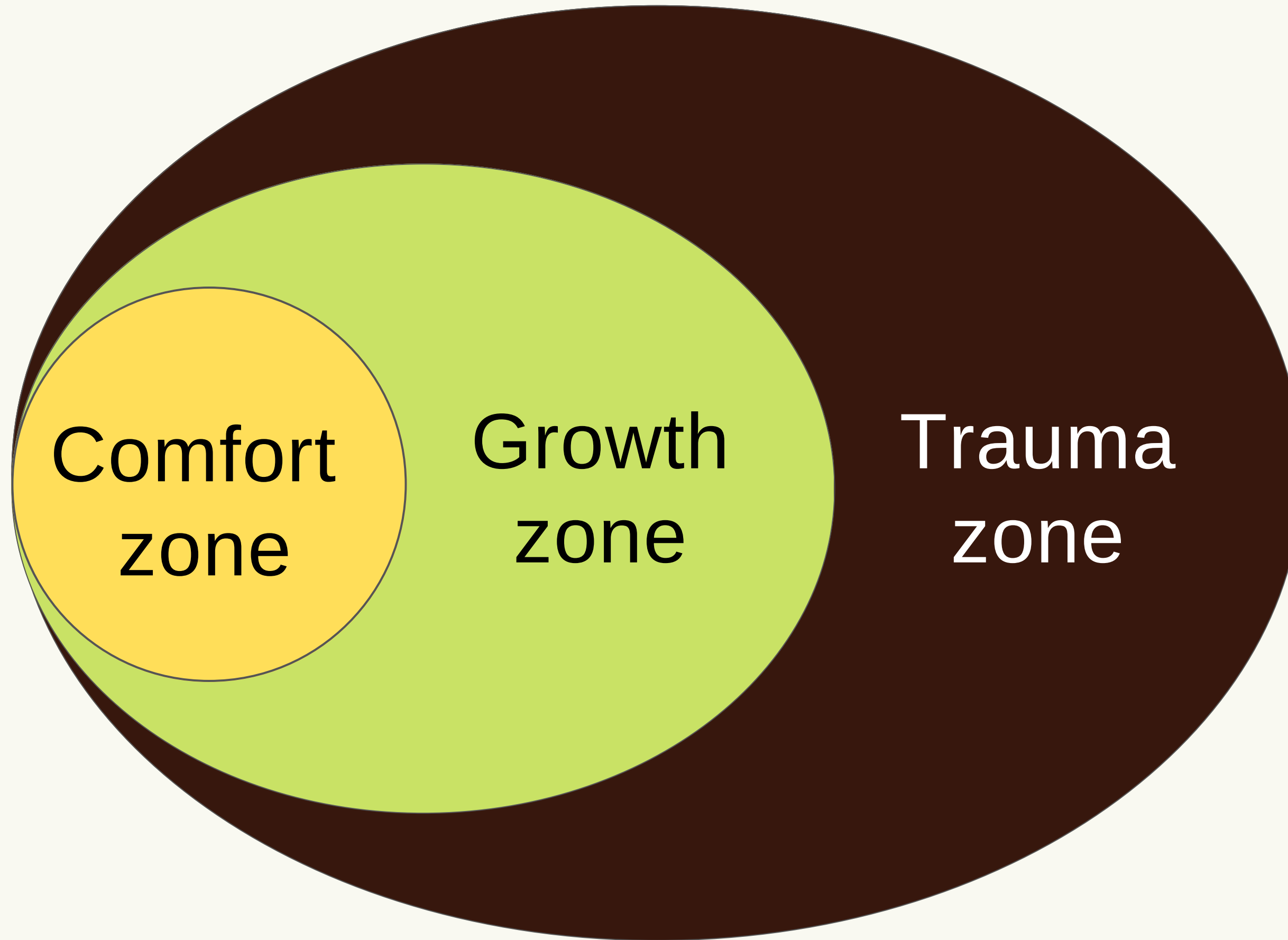


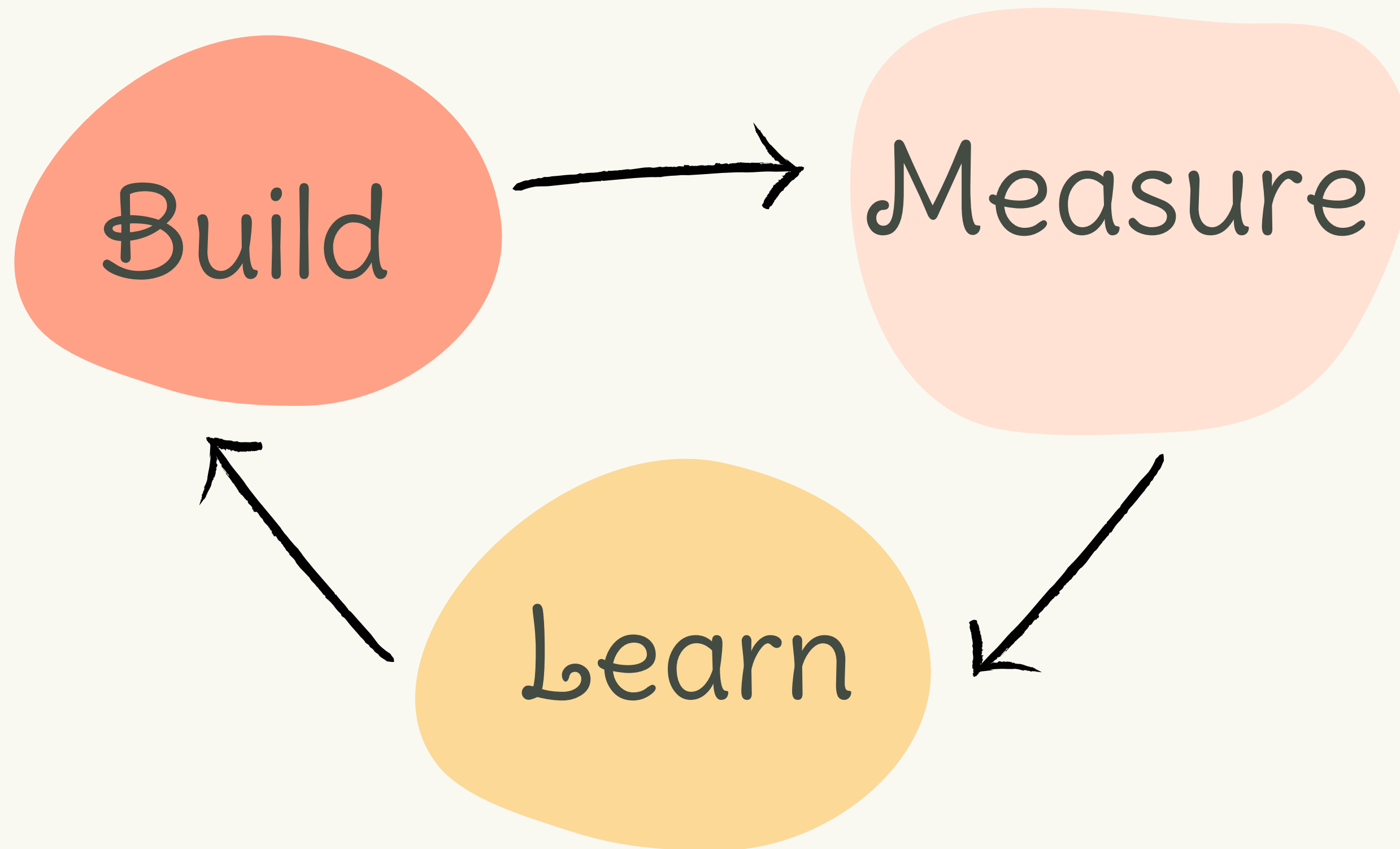
Healing from trauma



Sphere of growth







4-day work week

- ♥ 32 hours, no pay reduction
- ♥ US drops Fridays, AU drops Mondays
- ♥ Three month trial period



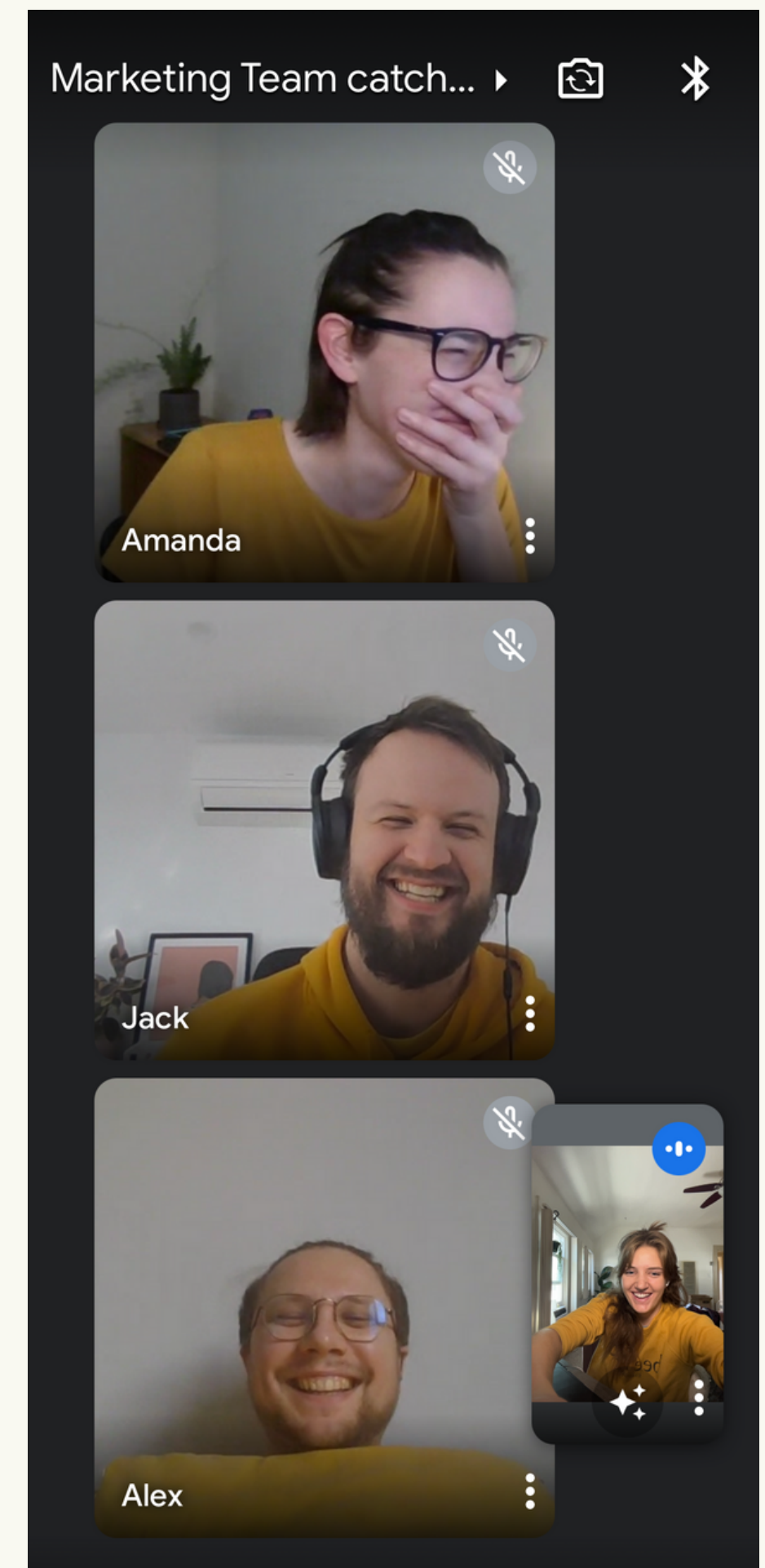
Wellbeing stipend

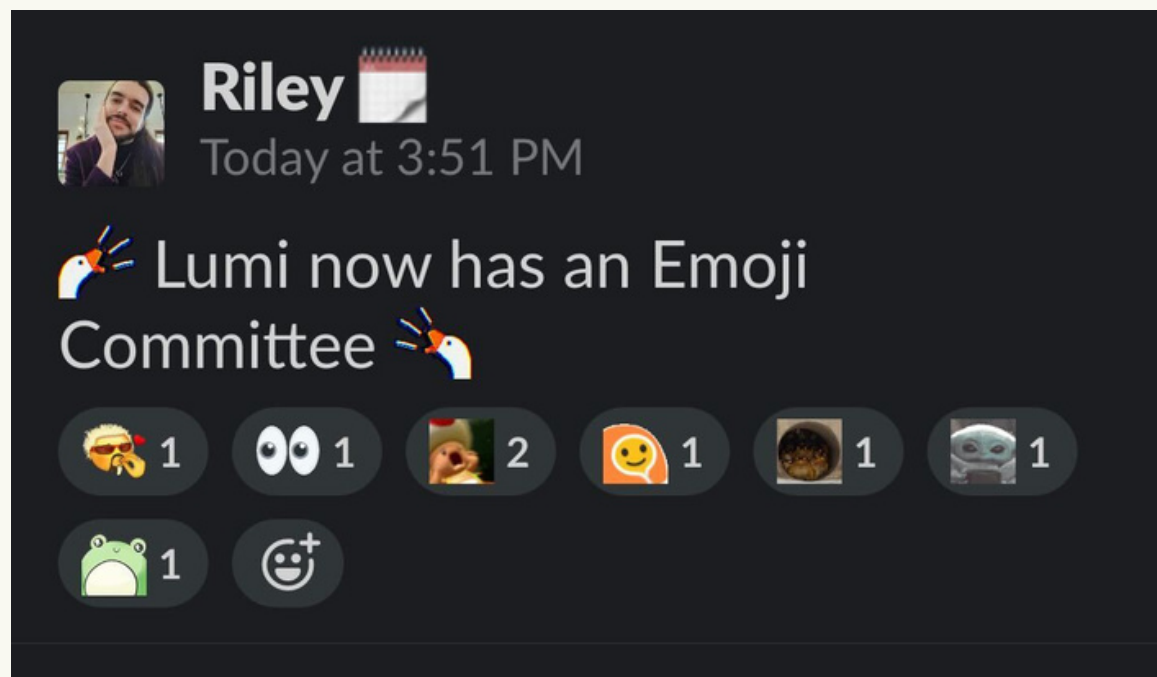
- 💬 \$150 AUD reimbursement per month
- 💬 Therapy, hobbies, art & crafts, haircuts, etc
- 💬 Incentive to spend every month



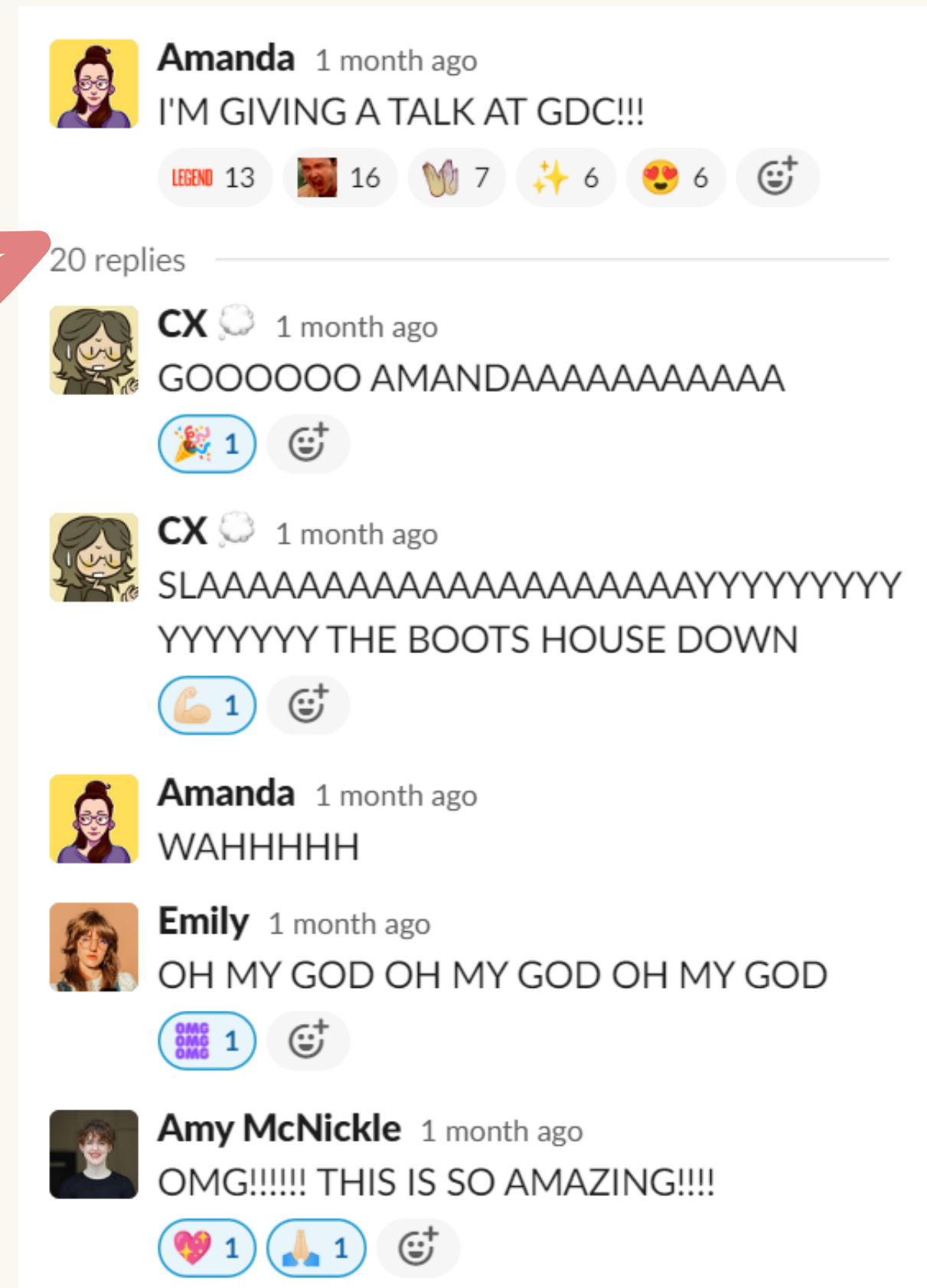
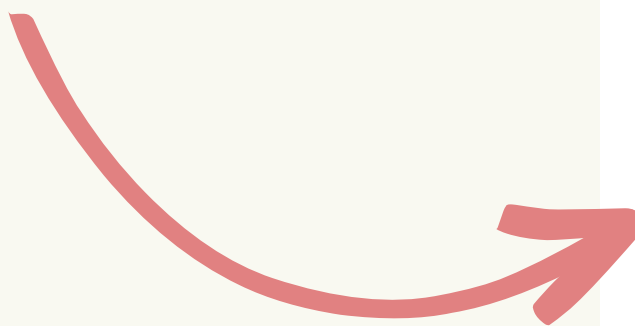
Team culture- remotely!

- 🦋 Extremely important!
- 🦋 Hiring with culture fit as a priority
- 🦋 Inclusivity questions
- 🦋 Include team members in interviews





#proud-of-me



What can you bring to your team?



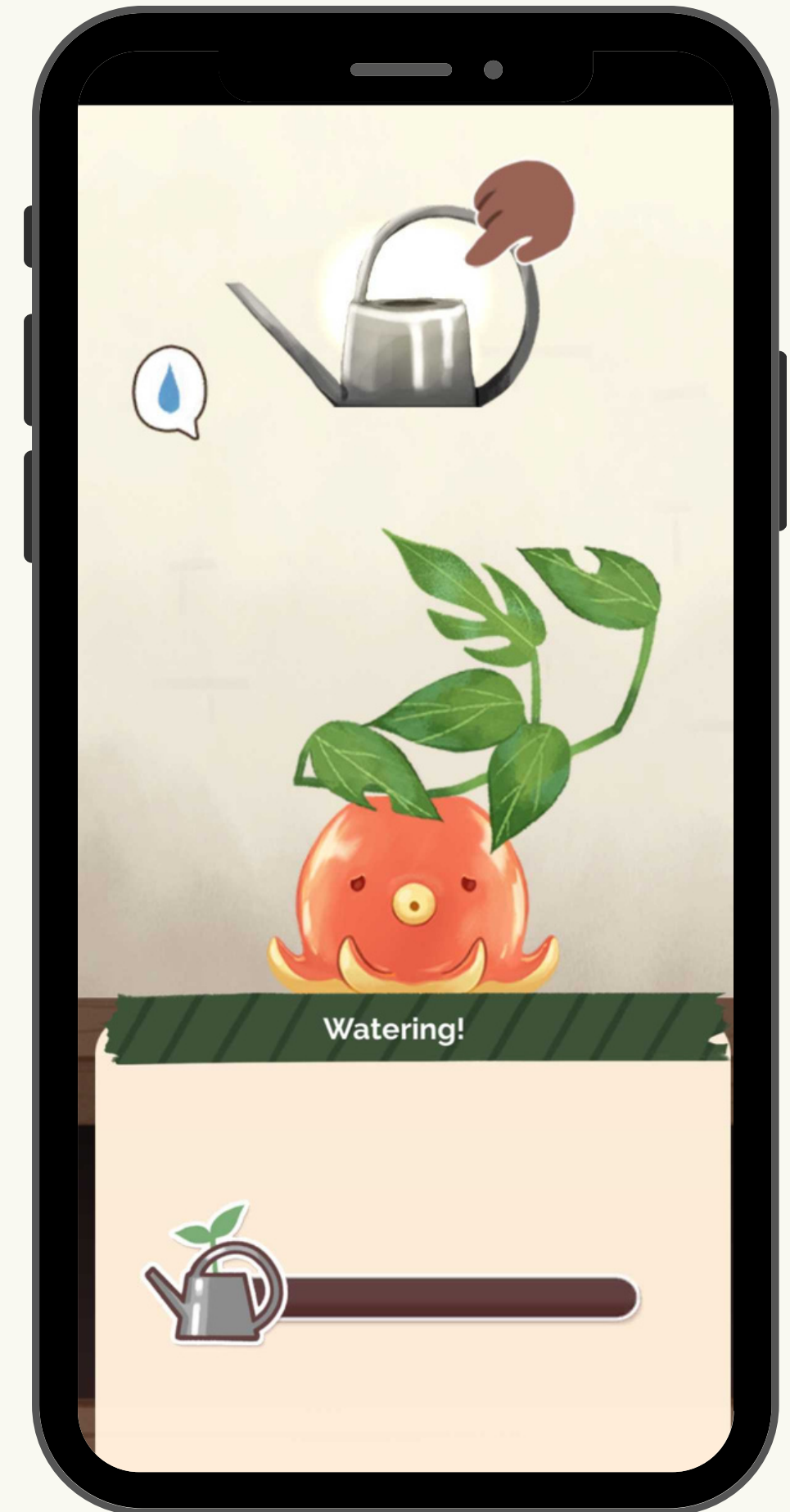
 Wellbeing as a core value

 Survey the team often!

 Prioritize work culture

Design for community

- 🌈 Identify the audience early
- 🌈 Ask for feedback regularly
- 🌈 Inclusivity baked into design





Ethical monetization

- 🐞 Making purchases joyful
- 🐞 Short play sessions
- 🐞 Wellbeing activities open to all



A group of kind people
doing kind things

What is Crowdhealing?



Dr. Hannah Gunderman, PhD
(they/them)



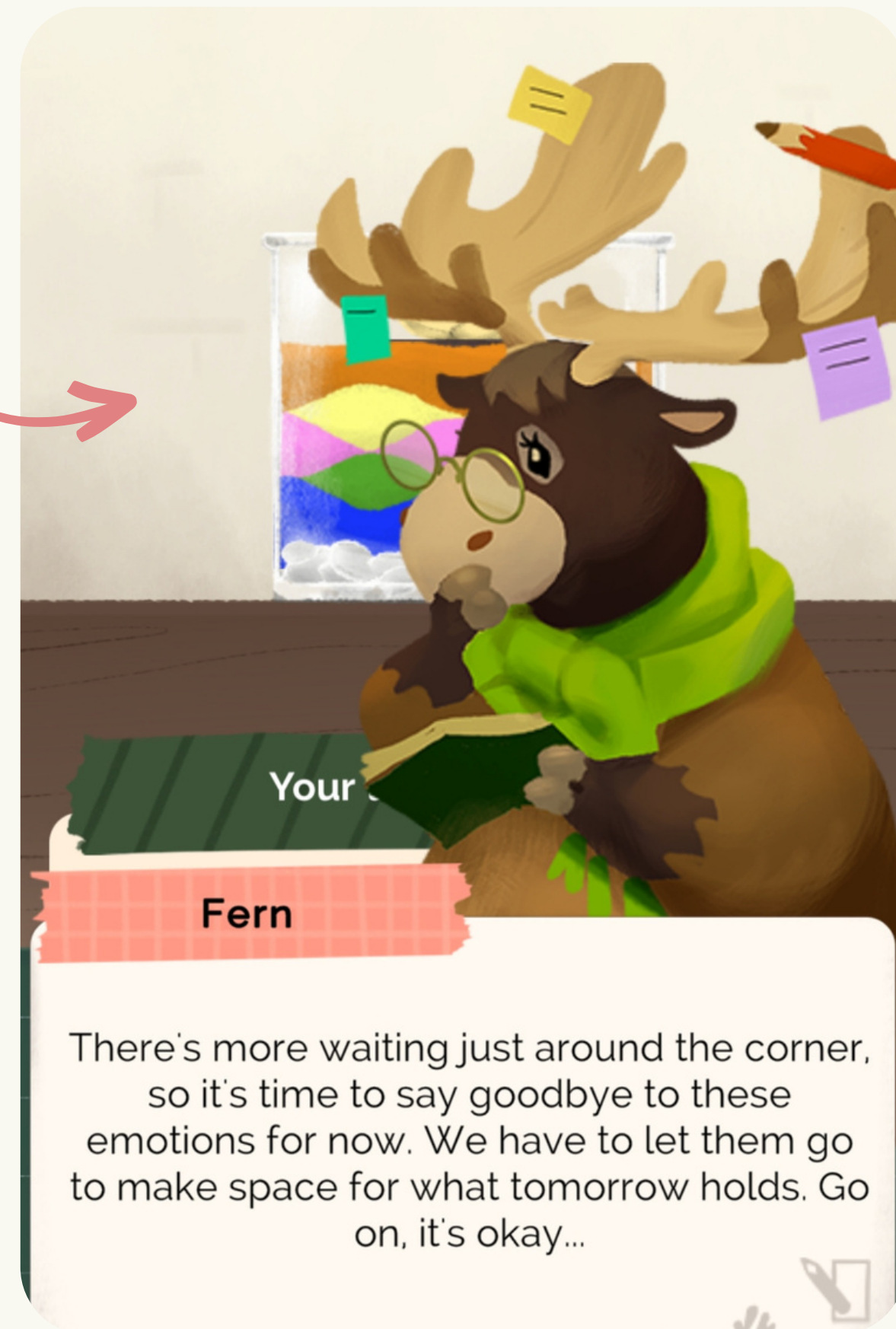
Wellbeing activities

- ♥ Empowering kindness to yourself
- ♥ Designed with psychologists and wellbeing researcher
- ♥ Acknowledgement of feelings without judgement

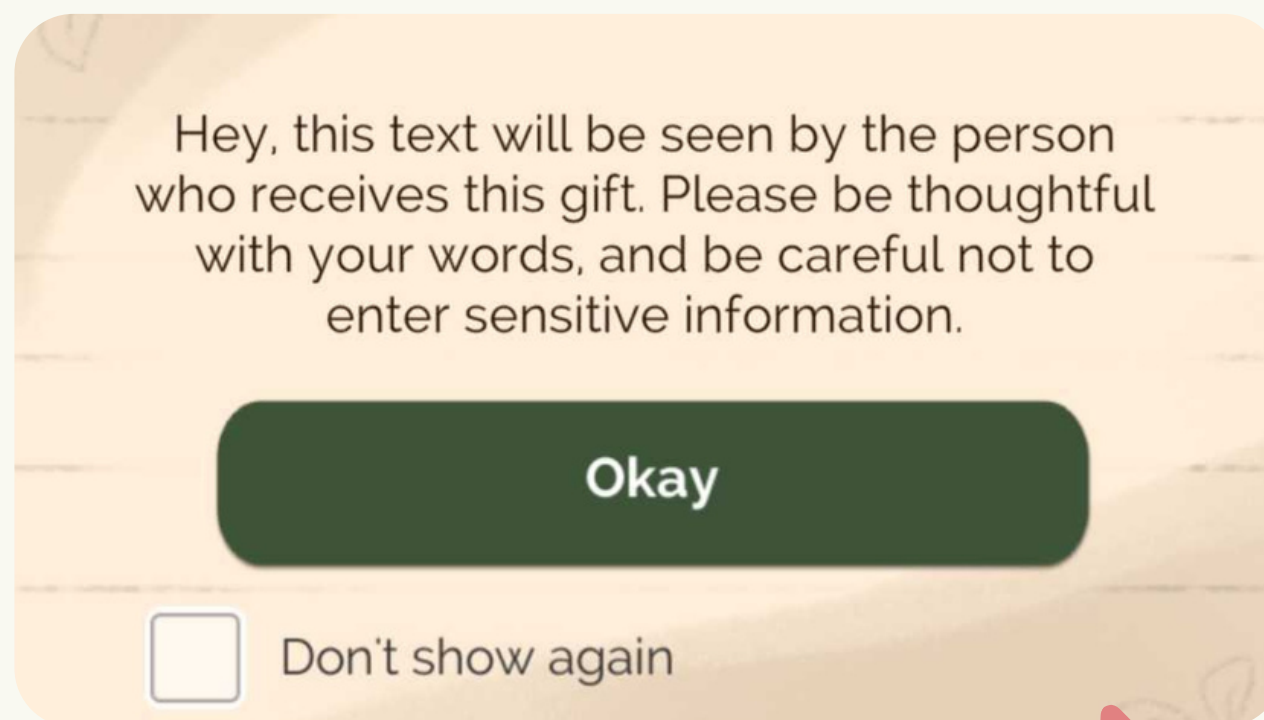
Community
encouragement



Acceptance
narrative



Kind interaction
reminders



From the players:



feeling.woozy

kinder world is one of the highlights of my daily routine 😊

20m Reply



quinnwithtwons

I got my trans teen with bad mental health to give the game a go, it's really helped open up dialogue about feelings and finding joy

1d Reply



luugetkwhl_goot

I've been playing this for a few days now & I love it so much. my kids play with me too!

3h Reply



luugetkwhl_goot

they're 4 (twins) & they love naming the plants & thinking of things to enrich the water 💜💜💜

3h Reply



plain_ol_pasta

This is the only mental health app that I've ever been able to use on a regular basis. I care about the plants, doesn't feel like work to actually 1)

3h Reply



plain_ol_pasta

Use the mechanisms that help, gives me serotonin to see all the plants with little happy faces and the messages from other people 2)

3h Reply



blexagon

yes!! it's the only mental health app that didn't fade from my routine

4h Reply



alinerubert

Its the best part of my day, it's helping a lot to keep track of my emotions with the terrarium

3h Reply



Players choose kindness



99.9% kind support
messages



< 1% Secret Samy
message moderation

thank
friend hey light around
whatever beautiful everything believe
today great just christmas keep stay
lovely know find happiness joy day holidays loved life think
family rest season amazing let want filled gift
hello forget look full days love next happy one world nice
ones new wishing always even smile stranger warm
kindness feel right enjoy matter holiday hope people
important remember better hi holiday hope people
brings good give worth better hi holiday hope people
peace ever something year okay best merry
someone going time end enough wonderful deserve
worthy hard others need care little
say strong sometimes

What can you bring to your game?

- ♥ Model and empower kindness- set the expectations
- ♥ Inclusivity baked into design choices
- ♥ Design in close collaboration with community
- ♥ Don't force positivity- it's okay to have a rough day!
- ♥ Empower your moderators and community staff





Amanda Vandenburg
(she/her)

amanda@lumiinteractive.com
@CutieIndieRecs

