

GDC

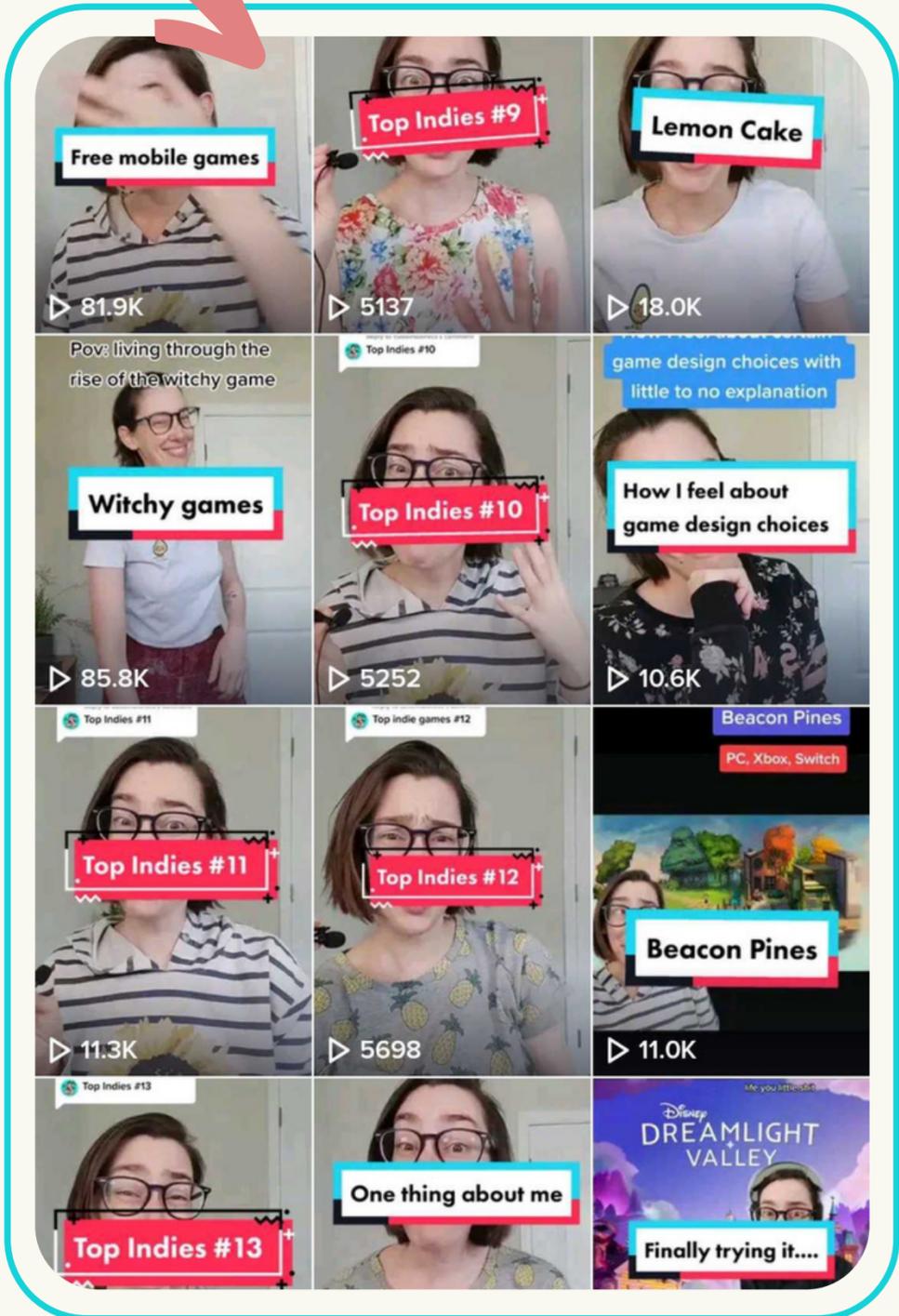
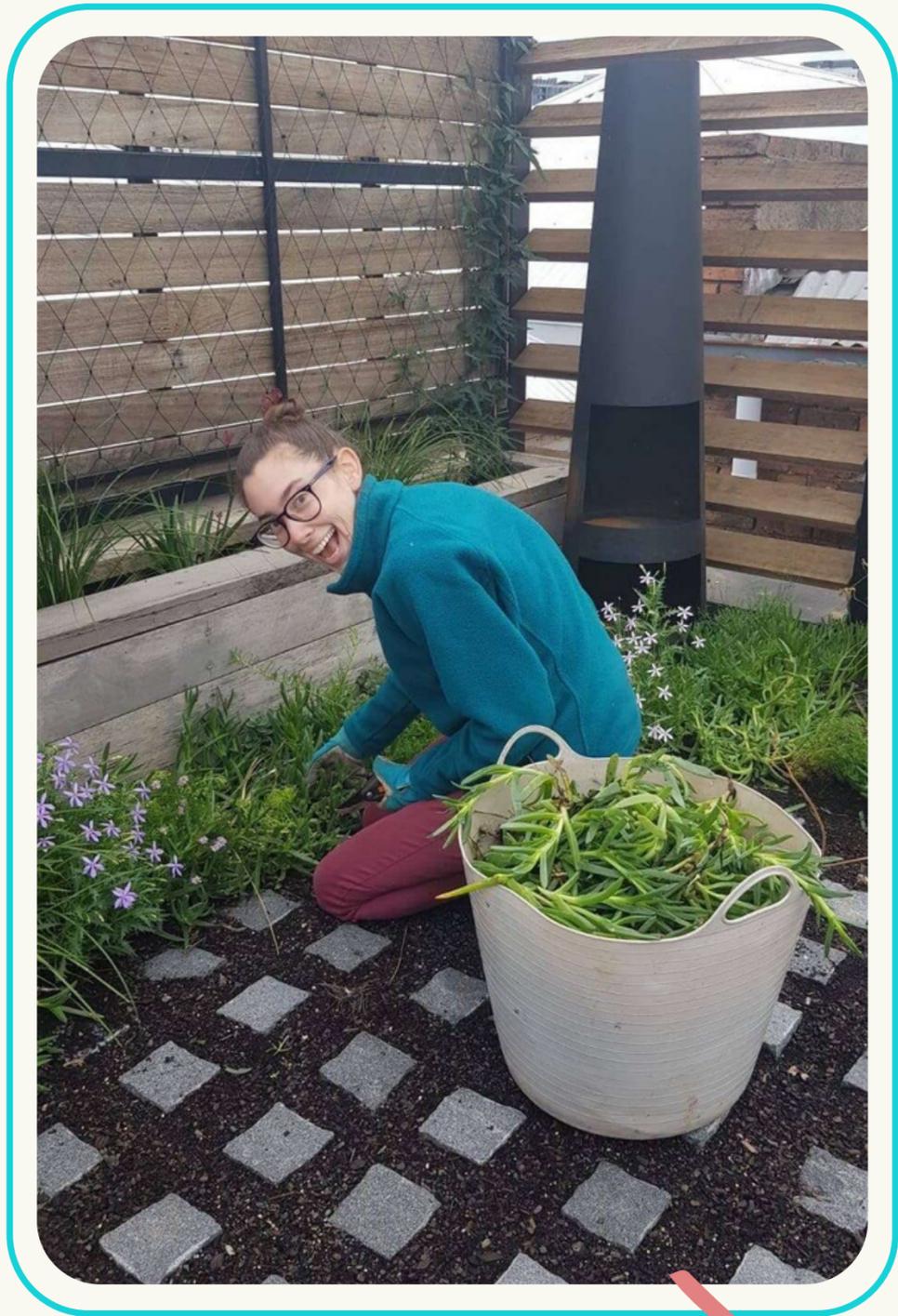
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Crowdhealing: Forming a company and community around kindness

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#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





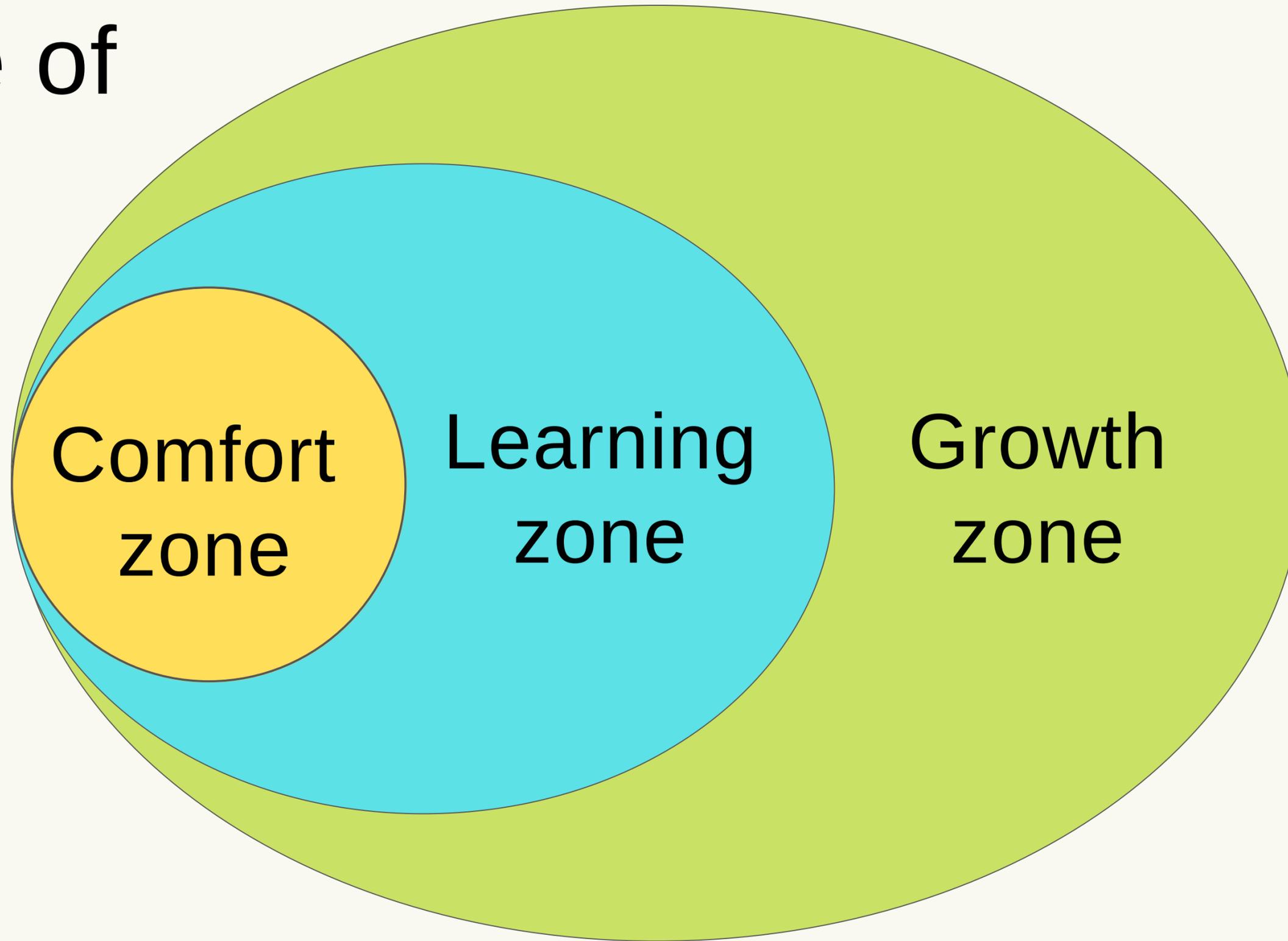
We can't make a
game to improve
mental health while
risking our own

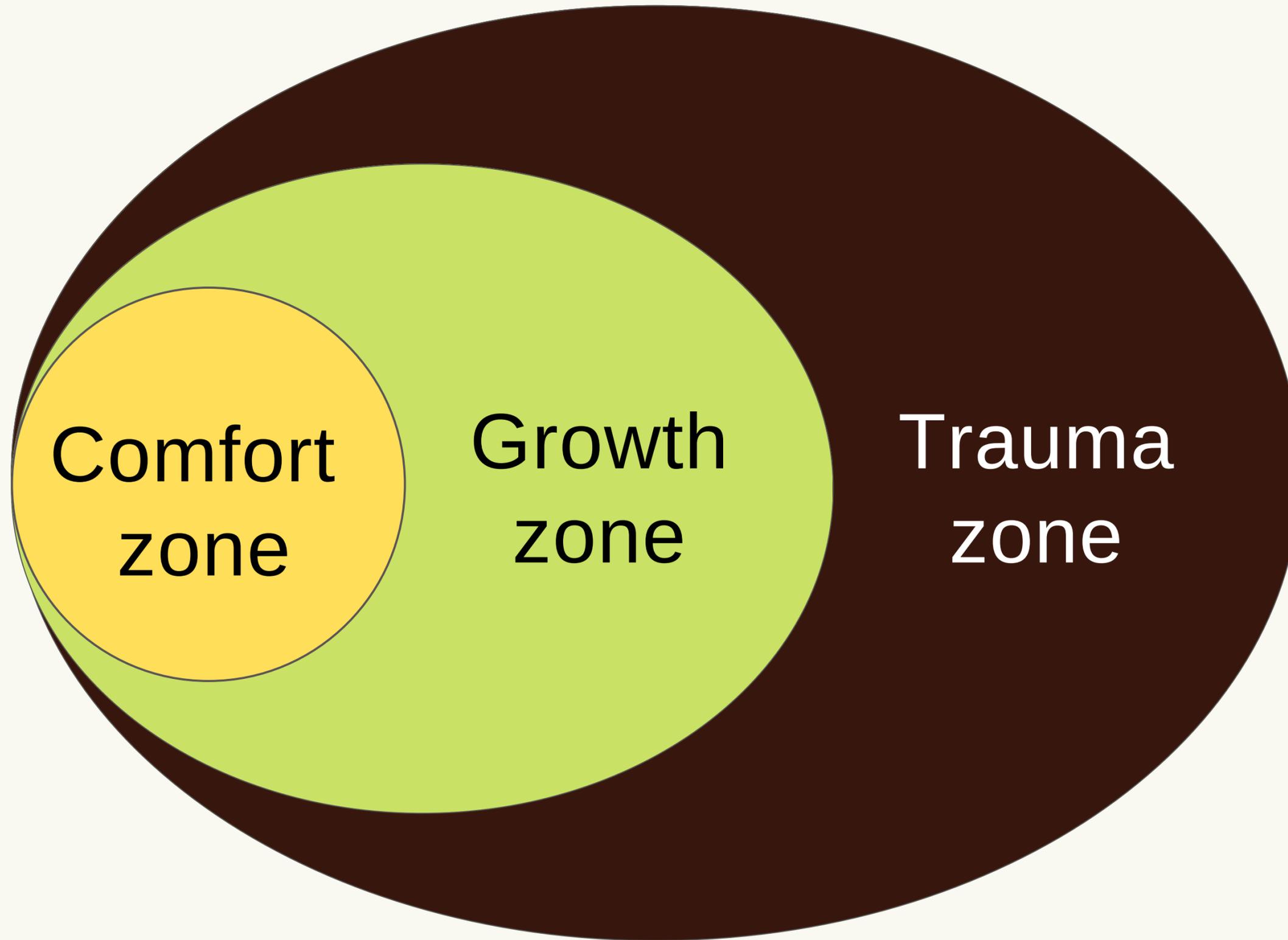


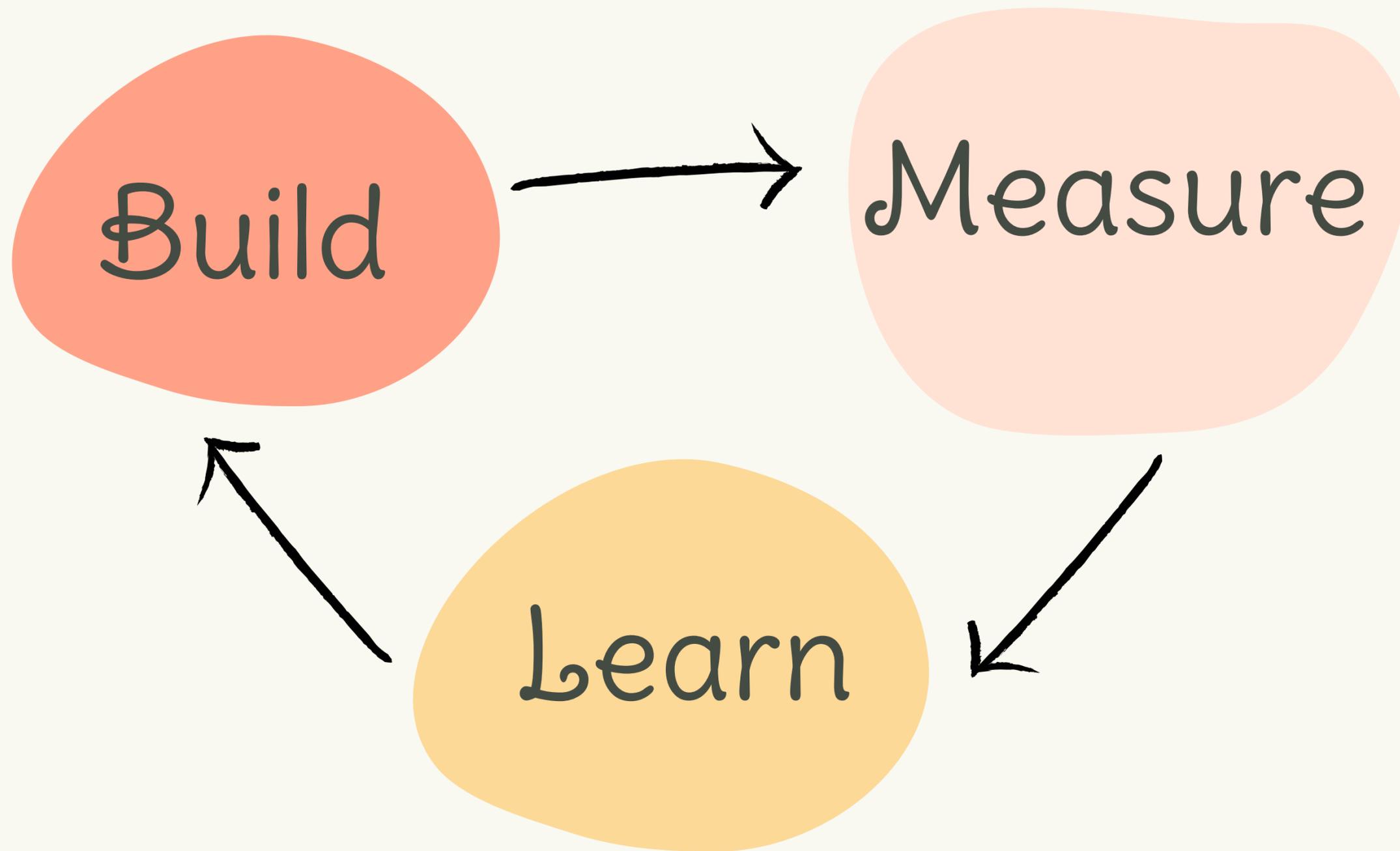
Healing from trauma



Sphere of growth







4-day work week

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



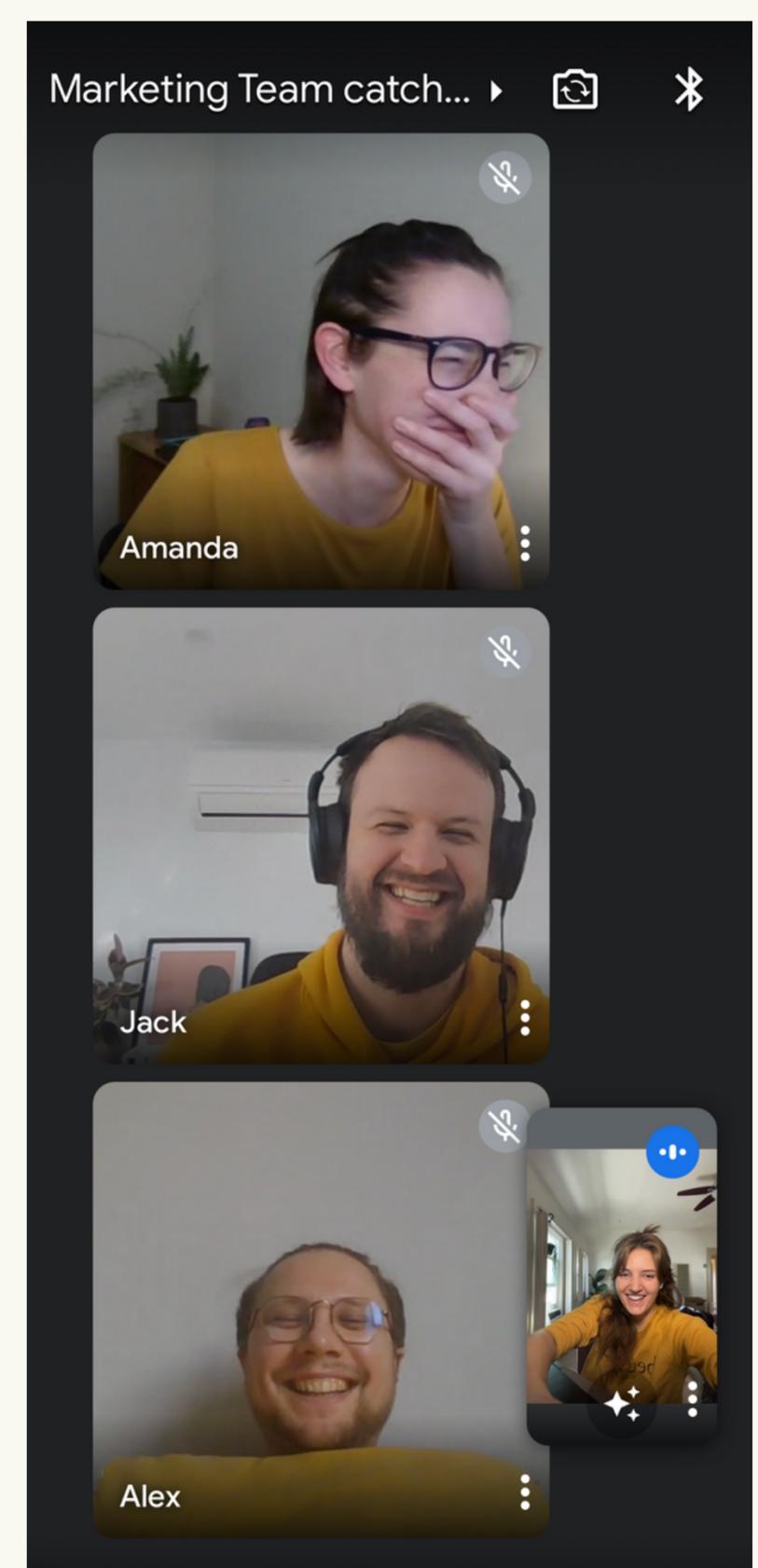
Wellbeing stipend

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

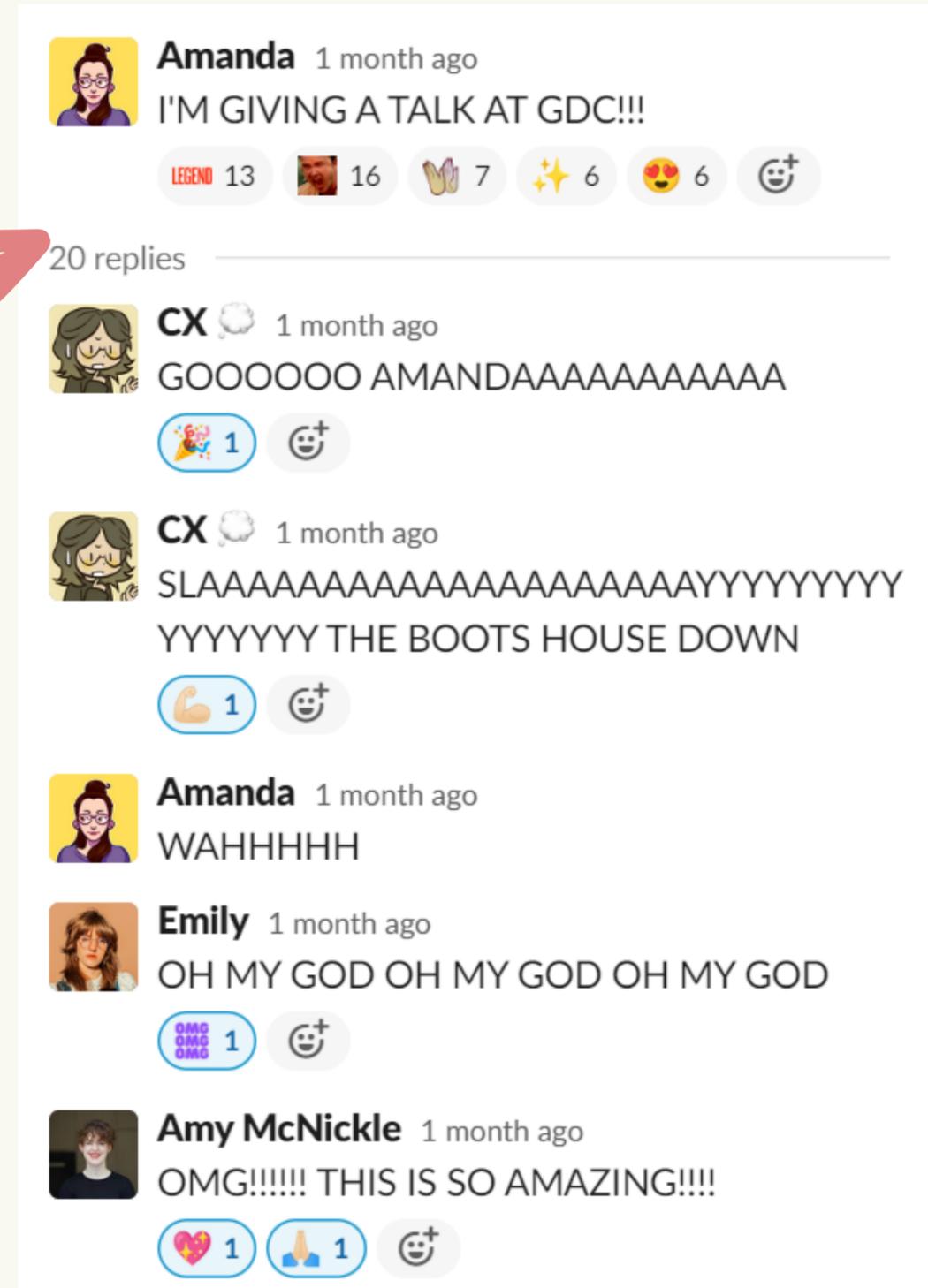
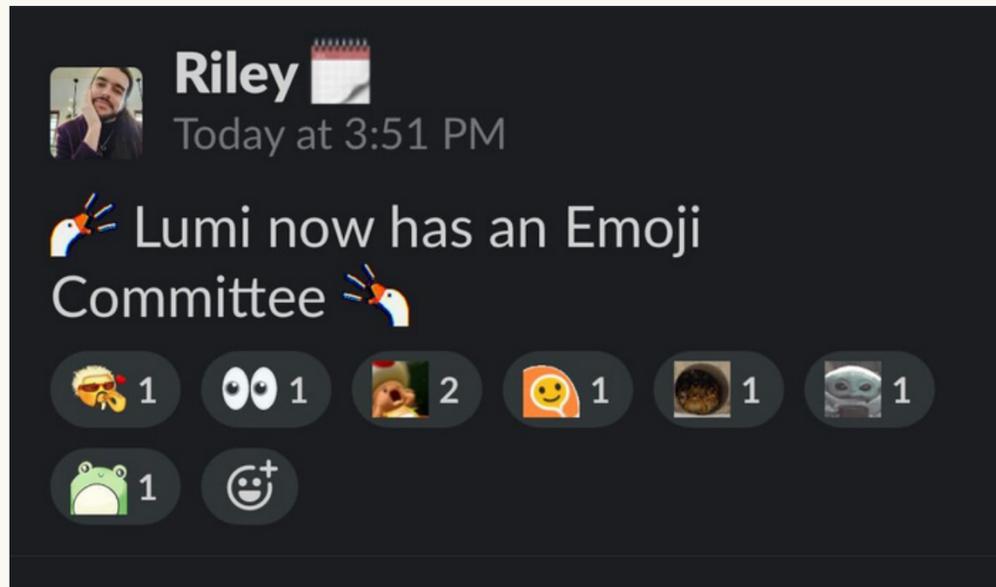


Team culture- remotely!

- 🦋 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?



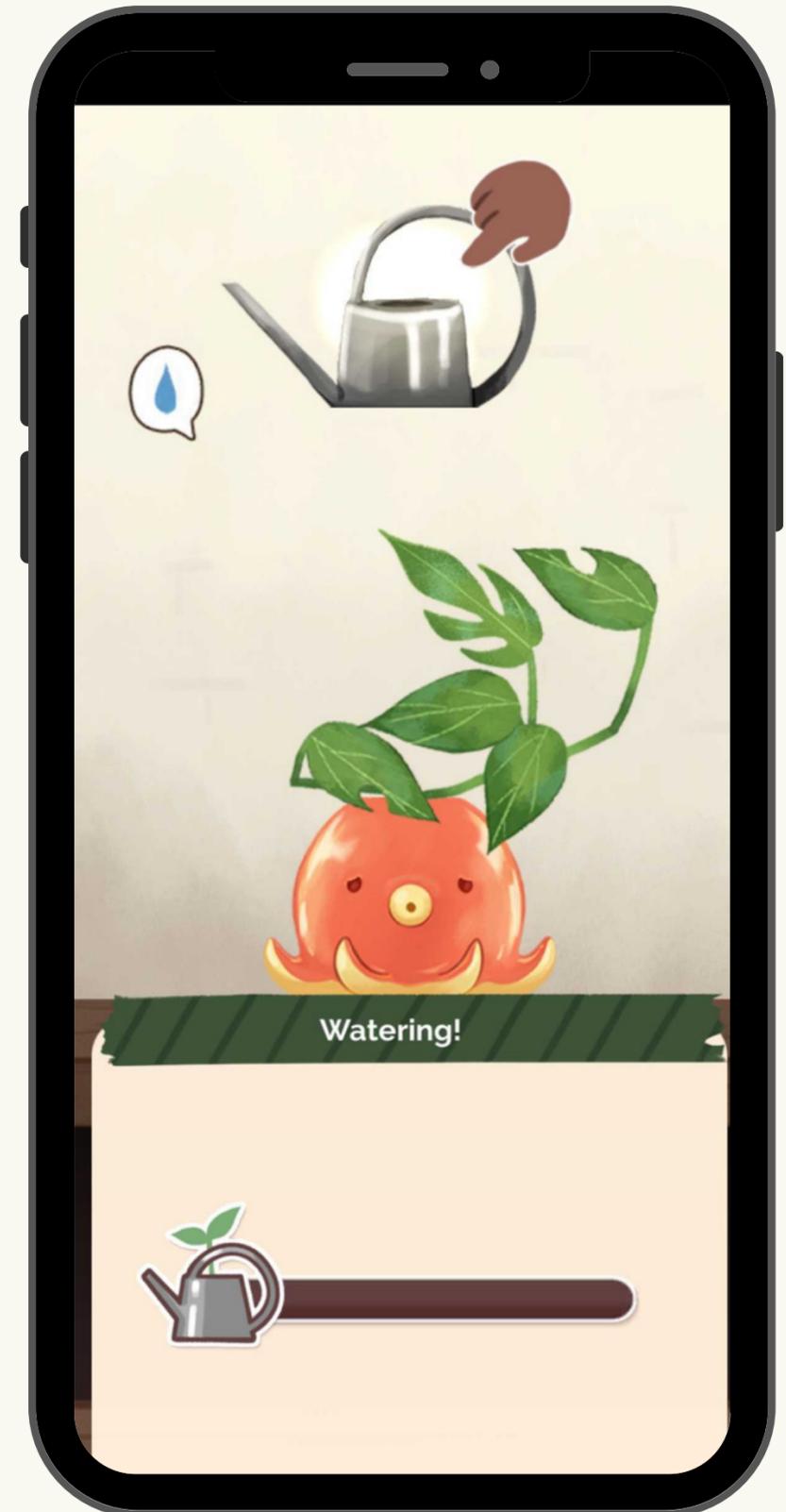
 Wellbeing as a core value

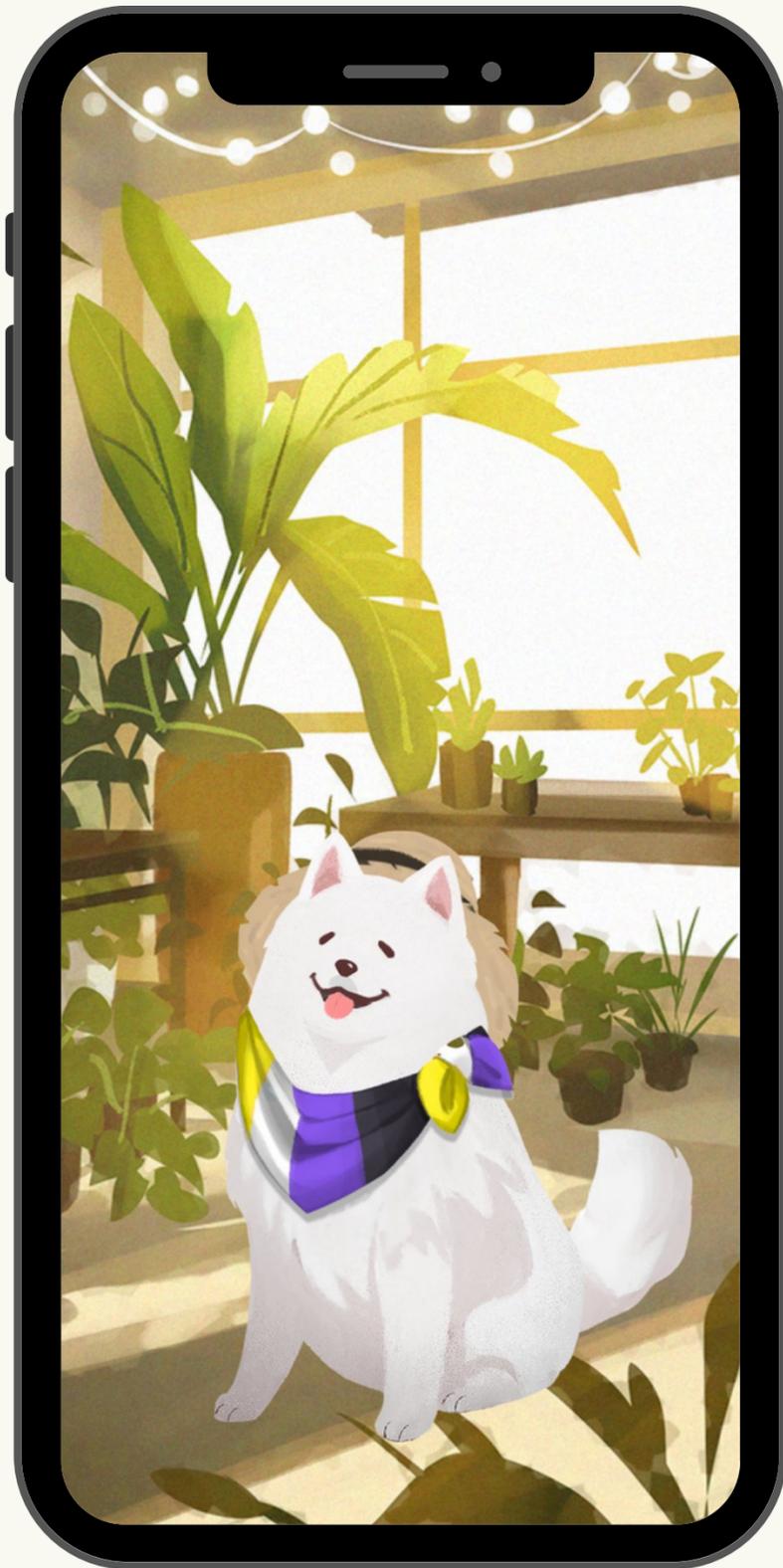
 Survey the team often!

 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?



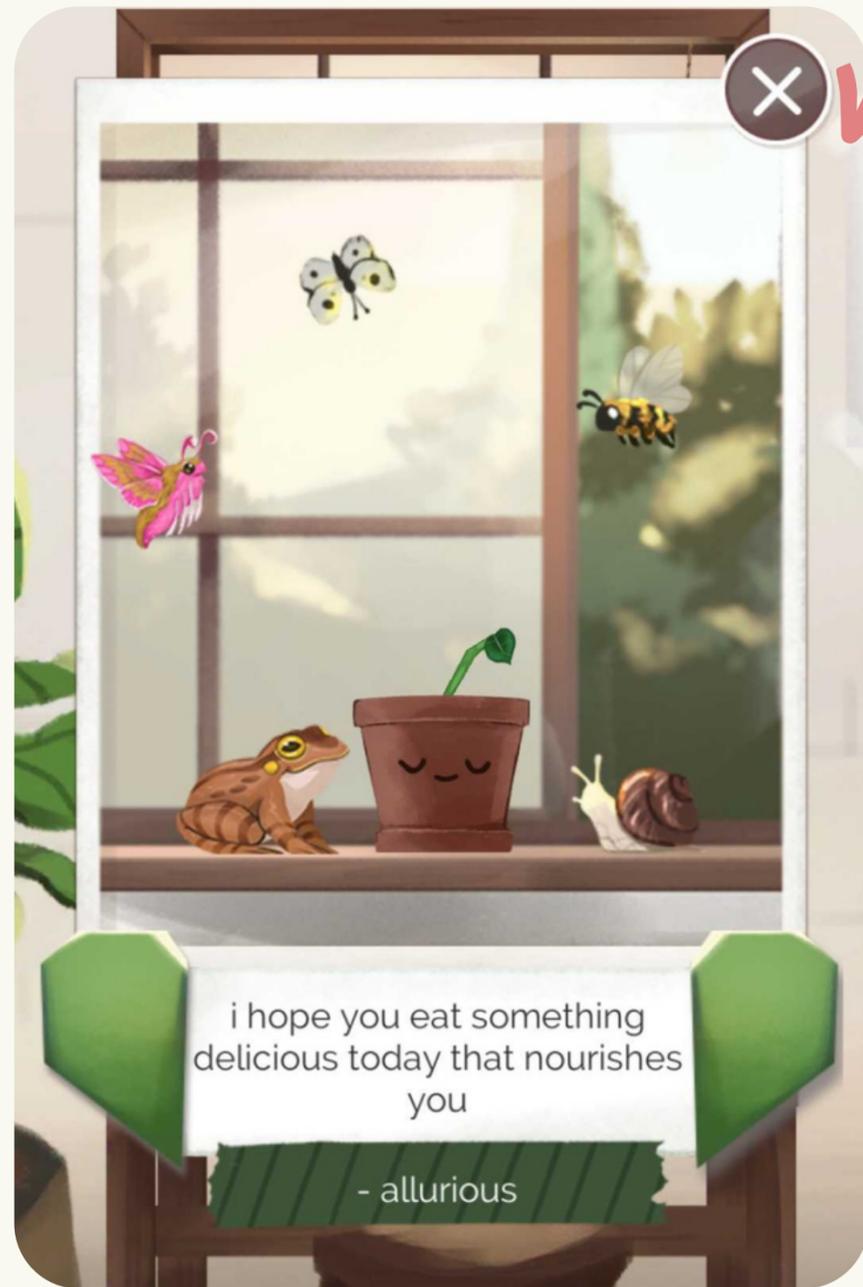
Dr. Hannah Gunderman, PhD
(they/them)



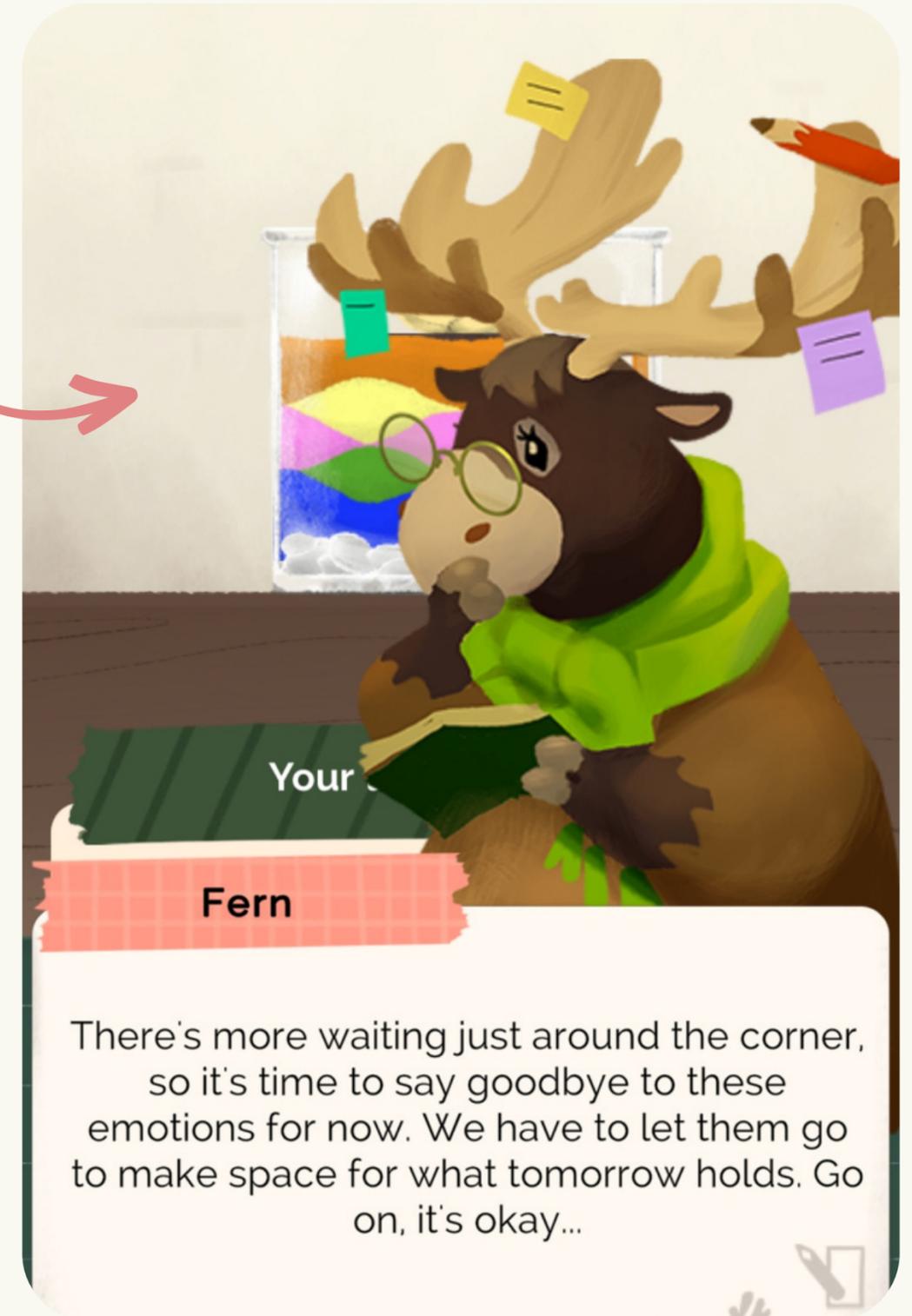
Wellbeing activities

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

Community encouragement



Acceptance narrative



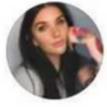
Hey, this text will be seen by the person who receives this gift. Please be thoughtful with your words, and be careful not to enter sensitive information.

Okay

Don't show again

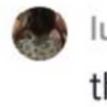
Kind interaction reminders

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  4 

 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



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





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