

EverLink™: The Gamification of Human Connection

Award Submission Document

Project Category: Speculative Design / Experiential Futures / Social Systems Innovation

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Team

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1. Project Overview

EverLink™ is an immersive speculative design project that explores a near-future society in which intimate relationships are curated, optimized, and monetized through tiered subscription services.

Positioned as a response to the 'Global Connection Crisis' of the 2030s, EverLink™ reimagines love not as fate—but as infrastructure.

The project combines interactive performance, algorithmic matchmaking, product design, branding, and spatial storytelling to examine the gamification and commodification of intimacy.

2. Conceptual Framework

Guiding Premise:

“Why trust fate... when you can fund certainty?”

EverLink™ imagines a world where:

- Love is optimized through predictive algorithms.
- Emotional labor is quantified.
- Commitment is tiered and monetized.
- Stability is subscription-based.
- Compatibility is enhanced through wearable biometric technology.

3. Experiential Design Overview

I. Waiting (Intentionally)

- Corporate welcome video with aspirational tone.
- Branded motto: Effortless Love. Optimized Life.
- Structured anticipation environment.

II. Persona Assignment & Algorithmic Conditioning

- Sealed persona booklet distribution.
- Participants respond to structured prompts.
- Algorithm generates optimized matches based on responses and tier selection.

4. Subscription Tier Architecture

Tier 1 – Spark

- One curated match
- Basic co-dating schedule (3 hours/week)
- Digital chat & emotion-sharing AR filters
- Introductory couple's meditations
- Aluminum-core bracelet with serial engraving

Tier 2 – Fusion

- Co-living coordination and housing placement
- Joint budgeting AI assistant
- Shared virtual memory vault
- Relationship progression analytics
- Titanium bracelet with haptic pulse feedback

Tier 3 – Lifebond

- Marriage certificate + Emotional Loyalty Vault™
- Child compatibility simulations and parenting credits
- Private conflict mediation pod access
- Family tree planning tools
- Bio-linked platinum bracelet with pulse synchronization

Tier 4 – Ascend (Invite-Only)

- UniLink Executive Community access
- Designer rituals & bonding retreats
- Genetic blending previews
- Multi-link sponsorship capability
- Carbon-diamond AI-responsive bracelet

5. Live Matchmaking Ceremony

Participants are ceremonially paired and presented with biometric bracelets aligned with their selected tier.

A staged success testimonial reinforces the system's credibility and perceived efficacy.

6. Integration Pavilion

- BondBoost™ – Emotional enhancement tools.
- NestLink™ – Curated co-living environments.
- HeirForm™ – Genetic compatibility previews.
- GhostBond™ – Temporary unlinking kits.
- Blackmarket Bracelets – Unauthorized system hacks.

7. Data Capture & Systems Commentary

Data is captured through participant responses, booth engagement, tier preferences, and enhancement interest.

The project raises critical questions about optimization, autonomy, and the commodification of intimacy.

8. Impact & Reflection

EverLink™ immerses participants in a frictionless relational system so seamless it feels plausible, prompting reflection on who owns, governs, and profits from love in a subscription-based future.

9. Presentation and Public Interaction

The EverLink™ presentation immersed the participants shown in the following photos using the presentation that follows:





Presentation





TECH YOU CAN TRUST

EverLink™ is the global leader in tech-integrated connection systems, harmonizing billions of lives through patented Emotional Synchronization™ algorithms and proprietary Compatibility Subscription™ models. Founded in 2037 following the Global Connection Crisis, Everlink emerged to meet society's urgent need for efficient, stable, and purpose-driven relationships.



EFFORTLESS LOVE. OPTIMIZED LIFE.

Our Mission

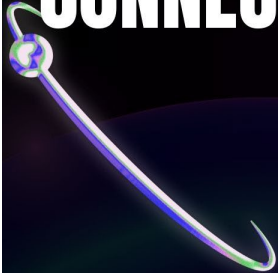
To eliminate chaos, heartbreak, and inefficiency in human relationships through curated compatibility and subscription-based intimacy.

Our Vision

A world where love is frictionless, commitment is streamlined, and human connection is as easy as clicking "Find Match."



PATH TO CONNECTION



Answer Questions

Answer honestly - search deep within yourself to unlock information hidden at your core. We want to see your true self.

Connect with Others

Share those thoughts and feelings. Move around the room, share stories, and listen to others. Form connections. They could be your link.

Let the Algorithm take Control

Our system will synthesize your responses and reactions, informing us on who is your most optimal link.



LET'S GET CONNECTED!



**WHICH IS MORE IMPORTANT:
HARMONY OR HONESTY?**



**WHAT'S THE MOST
BEAUTIFUL THING YOU'VE
EVER BEEN TOLD?**



**WHAT EMOTIONS OR
MEMORIES DO THESE
SCENTS REMIND YOU OF?**



**IF YOU WERE ASIGNED A
COLOR WHAT COLOR WOULD
YOU BE AND WHY?**





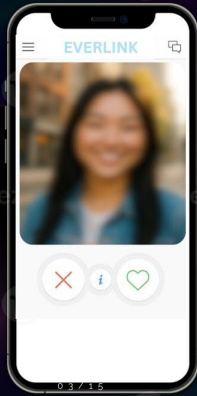
CONGRATULATIONS ON YOUR MATCH

Commit to your connection and invest in your link.





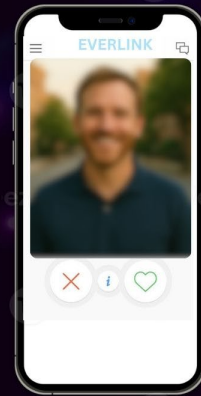
FIND YOUR EVERLINK



Are you ready to see what you're missing?

A lifetime of certified commitment and fulfilment awaits!

We have a subscription model that right for you right now, and for your happily ever after...don't miss your connection!



RELATIONSHIP TIERS

SPARK

- Includes one curated match
- Basic co-dating schedule (3 hours/week)
- Access to digital chat and emotion-sharing AR filters
- Free introductory couple's meditations
- Bracelet: Aluminum core, serial number engraving

FUSION

- Co-living coordination and housing placement
- Joint budgeting AI assistant
- Access to shared virtual memory vault
- Relationship progression analytics
- Bracelet: Titanium blend with embedded haptic pulse feedback

LIFEBOND

- Marriage certificate + Emotional Loyalty Vault™
- Child compatibility and parenting simulation credits
- Private conflict mediation pod access
- Family tree planning tools
- Bracelet: Bio-linked platinum band, pulse sync, and light indicator

ASCEND

- Exclusive access to the UniLink Executive Community
- Designer rituals & premium bonding retreats
- Genetic blending previews (children appearance simulator)
- Ability to gift or fund subscriptions for others (multi-link sponsor)
- Bracelet: Carbon-diamond fusion, AI responsive



RELATIONSHIP TIERS

SPARK

Entry-level compatibility subscription. Love, simplified.
\$20/month
\$200/year
\$3,000/Lifetime

FUSION

For those ready to merge lives with purpose and ease.
\$40/month
\$400/Year
\$6,000/Lifetime

LIFEBOND

The permanent tier. For generational bonds.
\$80/month
\$800/year
\$12,000/Lifetime

ASCEND

Ultimate integration. Reserved for elite contributors.
\$20,000 upfront
\$2,000/year



EVERLINK INTEGRATION PAVILLON

Choose Your Enhancements

BondBoost™ - Enhance your emotional bandwidth together.

Connection-enhancing supplements, sync exercises, empathy guides.

NestLink™ - Curated co-living environments for bonded pairs.

Pre-designed apartments, biometric door locks, shared dream scheduling.

HeirForm™ - Because optimal love deserves optimal offspring.

Genetic compatibility previews, embryo contracts, legacy planning.

Ghostbond - Disappear from your bond. Just for a while.

Bracelet cloakers, temporary unlink patches, incognito kits

Knock-off bracelets, alt match IDs, rumored unlink hacks.



10. Feedback

The following feedback was collected from the participants after the presentation:

Arc	Criteria	Comments
Beginnings	Permission	As mentioned, how exactly we were to respond was a bit uncertain just because of the seating arrangement and the lack of assertiveness in the first round. Feedback was that the second round was clearer. For this particular encounter, the role of physical seating and proximity is critical because of the sense of whether we are meant to have intimate one-on-one or group discussions.
	Immediacy	More than any of the other teams, you did an excellent job of establishing the world of the future right away, before folks were even allowed in the room. This helped set the tone of the encounter and, for the most part, everyone understood why they were there and what they were doing.
	Medium/ Message	I think in particular the enhancement pavilion was well-constructed and, because of layout and thoughtfulness of presentation, managed to avoid appearing overly contrived.
	Time Horizon	Time horizon was relatively clear. Alluding to the founding of the company helped.
Middles	Internal Consistency	The worldbuilding work for this encounter was very well done. The risk of having lots of artifacts and introducing significant surface change is that the encounter can start to get confusing. However, this was not an issue for this encounter. The trademark stuff, the references to the global connection crisis, all felt consistent to the world as well as a plausible outcome to some of our current trajectories.
	Sensory Vectors	Centering smell was a strong choice. I think the structure of it could have been tightened up and ritualized (for example, one bottle of scent at a time, with clear instructions that you are raising it to someone else's nose, then discussing your reaction to the smell – memories, etc. – before moving on). Were you to do something else with this, I would encourage you to layer in more sensory stimulation with connecting questions, like what you did so well with smell.
	Semiotic Vectors	Referencing earlier research material, you did an excellent job of leaning into dating apps and intimacy/connection tropes of today, while also differentiating yourself from those pesky hook up apps we've discussed so much. In this sense, you both leveraged and disrupted sign systems related to connection and intimacy, something that can be

		surprisingly difficult to do! Often, sign systems act as short cuts into the world – but the downside can be reductionist thinking and drawing equivalencies vs distinctions. So props to you!
	Keying on Change	Change is very evident – between the world you’ve established, the narratives and artifacts that populate the world, and the experience and type of decision making participants are being asked to do. A connection subscription package is definitely a big change – but at the same time, a concept we are very familiar with. Again, very well executed in terms of highlighting change, without introducing too much change. The encounter was different, but not too different.
	Scenario Distinctiveness	I believe you refer to this as a collapse scenario, but it might be more accurately located as a new equilibrium after an initial period of collapse. Or maybe that’s just splitting hairs. Regardless, the affective structure of the encounter was slightly dystopian while also being quite hopeful. It can be a helpful reminder that people are always looking for hope and answers (even if they say they are not)... so staging an answer to a hopeless context makes the encounter inherently hopeful. At least that’s my take.
	Horizon Distinctiveness	I think this is clearly H2... attempting to reconcile between an old world and a new world. Tech enabled long-term connection. I also think this gets at an underlying assumption we have... that technology CAN’T really help us forge personal connections. There was a NY Times expose/interview with the woman who founded Bumble, and she spoke about the optimism in Silicon Valley around apps actually forging deep personal connections and transforming the world – and how the current perspective is very bleak and disenfranchised, she is now back at the helm of Bumble trying to bring back that dream of how technology can connect. So don’t lose sight of the fact that when/if people see this encounter with the future as dystopian, they are doing so through a present-centric bias. If you had staged this 15 years ago, people would have been thinking and saying “Yes!” Stage it in another 5 years, and people may again be optimistic about the domain.
Ends	Implications	In particular, the agency to choose the relationship subscription package really helped activate a sense of the implications inherent in this world. Excellent job of both materializing implications through the add ons that can be purchased, but also empowering decision making in participants. The subtle gamification really helped.

	Audience Reception	Audience reception was, from all I heard, very positive.
	Action	This piece certainly triggered people who have been reflecting on their own relationships to consider the ways they use, or don't use, technology to enable connection. So good work!