Dylan Buehler

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Design Document

**Game Design Document**

Target Audience

Main Selling Points

Competitive of Inspirational Game Titles

Estimated Total Playtime

Measured Performance Metrics

**Target Audience**

The target audience is kids age 5 through adults. Everyone loves to click and click and click. People of all ages will become addicted to this great new game.

**Main Selling Points**

1. Infinite game play
2. Our game can be played by yourself.
3. Endless upgrades to make even more cookies

**Competitive or Inspirational Game Titles**

1. Cookie Clicker
2. Click Mania
3. Bonanza Blitz
4. Can’t Touch This

**Estimated Total Play Time**

The estimated total play time will be 10-20 hours or more

**Measured Performance Metrics**

The game is incredibly efficient.

**SWOT**

**Strength**

People easily understand that clicking games. You just click to get more cookies.

**Weakness**

This game will likely be played in short intervals because of the basic gameplay.

**Opportunity**

The game has lots of room to grow and many planned feature updates.

**Threats**

A major threat to this game is that there are a lot of competitors but we will over come this by adding unique features to make our game stand out.