# Seal Idle Clicker Game Design Document (GDD)

By Riley Tyler



Artwork by Alicia Lopez

## 1. Overview

### Game Title

Seal Spa (Working Title)

### Genre

Idle clicker

### Platform

Web

### Target Audience

Casual players

### High Concept

Manage a special spa for seals, taking care of them for seal bucks allowing you to unlock even more opportunities to expand your seal spa empire.

## 2. Gameplay

### Core Gameplay Loop

Similar to other idle clicker games, the player will click to acquire points/money, allowing them to unlock nearly endless upgrades and automations to acquire potentially extreme amounts of points.

### Objectives

Earn points to unlock new upgrades, automations, and potentially even cosmetics.

### Mechanics

The player can click a button to earn points/money. This money can then be spent to upgrade the player, such as clicks, or to acquire automations that allow the player to earn points passively every tick (most likely 1 second).

### Player Actions

The player will largely click for points and use those points for items.

### Controls

Mouse or Touch

## 3. Story & Setting

### Narrative Summary

You own the one and only seal spa. Take care of seals to earn seal bucks that you can use to enhance your skills and hire employees. Be sure to give them plenty of attention and you’ll expand your business in no time!

### World / Environment

If depicted through artwork, it is set in a calm and cute seal-friendly spa.

### Characters

Potentially the player could have seal “buddies” that they can choose from, with each seal having a unique look that gives them a sense of personality. (The idea is that this would change the main seal button that the player clicks for points)

## 4. Art & Audio

### Art Style

Stylized artwork

### UI/UX Design

The current goal of the UI/UX is to have a rounded style and light colors, with upfront, easy to navigate menus while keeping mobile-responsive design in mind.

### Sound Design

Optional calm and chill background ambience. Random seal noises when the player clicks the main seal button.

## 5. Progression & Systems

### Progression System

The player must earn points/money in order to buy increasingly expensive upgrades and automations, that allow the player earn more.

### Economy / Resources

Seal Bucks (Points/Money)

### Difficulty & Balancing

Each time an upgrade or automation is purchased, the price of the item increases along with its effectiveness.

## 6. Technical Overview

### Engine & Tools

HTML, CSS, JavaScript

### Core Technologies

JavaScript

### Performance Goals

Performance meets general standards.

## 7. Monetization (if applicable)

### Business Model

Free-to-Play

### In-Game Purchases

None that will require real money 😊

### Ads / Other Revenue

If relevant, explain how ads or sponsorships are integrated.

## 8. Production Plan

### Milestones

Prototype – core systems in place and working but missing artwork and features.

Alpha – all main features are implemented and playable, but some artwork may be missing and UI/UX needs polish.

Beta – All artwork is there and UI/UX is much more polished. Testing and debugging need to be prioritized.

Release – The game is finished and fully playable. Although updates may be needed, confidence in the final functionality and presentation.

### Schedule

3 days – Prototype

5 days – Alpha

5 days – Beta

3 days – Release

Total: 16 days

*Crude rough estimate schedule\**

### Team & Roles

Developer – Riley Tyler

Artist – Alicia Lopez

### Testing & QA

Test functionality in parallel of development and after. Make use of test users to help in the discovery of any bugs or user experience issues.

## 9. Appendices

Include concept art, references, or diagrams here. (TBD)