INTRODUCTION

CONCEPT

EXPLAIN THE GAMEPLAY MECHANICS, GENERIC VIEW

FEATURES

TARGET PLATFORM

GENRE

WHAT TYPE OF GAME IS IT?

TARGET AUDIENCE

WHO IS THE GAME FOR?

CHOOSE A DEMOGRAPHIC THAT MOST WILL PLAY MY GAME

REFERENCE GAMES

WHAT TYPE OF GAMES ARE SIMILAR?

HAVING REFERENCE POINTS IS USEFUL TO DESIGN AND DEVELOP THE GAME

IT ALSO LETS YOU SCOUT THE COMPETITION, WHAT MY GAME STANDS OUT COMPARE TO THE OTHERS