

*What is the core experience you want to communicate? Try to find only one word for it.*



★★★★★  
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*Who is the target audience for this experience / game?*



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### MEDITATIVE VS. INTERVAL

*Take pen & paper and draw a Time / Action coordinate.*

*Now draw a curve which represents the gameplay of your prototype.*

*Following cards contain different types of curves. Find the most one similar to yours and note its property.*



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### Core Experience:

#### Relaxation

*How does the experience fit the core mechanic? If it doesn't fit, ask yourself what changes you have to perform to get this symbiosis between: mechanic and wished experience.*

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The Zen garden acts as a place to relax. The movement is like taking a walk in the Zen Garden.

The symbiosis is there.

### Target Audience:

Puzzle players.

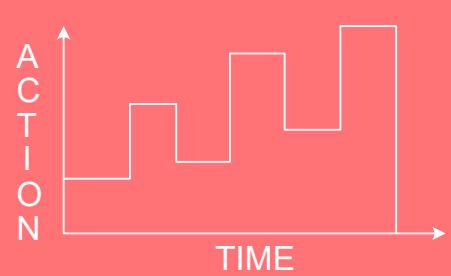
*What is the best target device for this experience?*

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### Target Device:

Handheld, iPad

### INTERVAL - 01



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### KNOW YOUR CLIENTS

*It's time to make some marketing research.*

*The purpose of the research is to get to know your target audience, get inspired by other games and to find the right strategy to present your game.*

*The following cards present some general advice to this topic. Use all cards.*

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*Create a spreadsheet of all similar games you can find. Note things like, genre, download statistics, console, curve-type, price, user commentary, web presence, color palette and other things which are important for your game.*

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*Meet your target audience, and talk with them about your game. Get inspired by their ideas and input.*

*Playtest with them your prototype.*

*Refine your prototype with the new-found Information.*



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*Roll a D20 die.*

*Note X selling points of your game where X is the amount of your die.*

*Choose the most popular unique selling point.*



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### NEXT STEP

*Continue with the next set of cards based on your Time-Action curve.*

*If you have a game with an interval curve, use the interval card set, otherwise use the meditative card set.*

*If your game has both curves, use both sets.*

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