NAME OF THE GAME

Think what name would describe or market the game best

GOAL, AIM

Why this game is needed?
What is the aim of this game?

EXPERIENCE

What is the genre?
What is the player aiming at?
What is the game concept?
Story, narrative?
How do you create flow in the game?

PLAYER, TARGET GROUP

Describe the typical player: age, type, gender.
Is the game played alone or in team?
Does the player have some restrictions?
What is the target group like?
Is the buyer of the game same as the player?

INTERACTION

Describe controls

Settings

How is the game played?

How does it progress?

FEEDBACK, REWARD

Describe levels, points, achievements.

How does the player see her progress?

GAME MECHANICS AND CHOICES

Choices, decision paths

Turns, rules, limits?

AI, randomness?

GRAFICAL STYLE, ART

Look & Feel
What does the game look like?

INFLUENCE, CHANGE

Learning results
Behaviour change
How does the game influence the player?

RESOURCES

What partners do you need to develop this game?
What knowledge or skills?

BUDGET, FUNDING, TIMETABLE

Budget
How do you fund this development?
What is the schedule?

BUSINESS MODEL

Who is the buyer/customer?
How much they would pay for this game?
BtoB /BtoC?

PLATFORMS AND DISTRIBUTION CHANNELS

What platform and devices will this game be played at?
How do you sell/distribute it?

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