

MHCP WORLD PLANNING GUIDE

Have an idea for a world or already building one? Use this document as early in development as possible (ideally during preproduction, if you're familiar with the term). Update it regularly—at least weekly—as you refine your plans and prototypes.

1 MOTIVE



2 AUDIENCE



3 FEATURES



4 PROBLEM SOLVING



MOTIVE



What is your motivation for building this world?

Describe your primary goal and identify the type of goal it represents. Explain how you plan to measure progress toward achieving this goal. Optionally, outline your secondary goal and specify its type as well.

Priority	Goal type	Goal explanation	How will you measure your progress?
PRIMARY GOAL			
SECONDARY GOAL			

AUDIENCE



Who is your audience?

Describe your target audience, their needs, and how this world will address those needs.
Explain your strategy for reaching and acquiring this audience.

Who is your audience?

What needs / wants does your audience have?

How will this world address those needs?

Strategy for acquiring audience

FEATURES



Describe the world’s features by category:

For each category, outline the features of your world and explain how they contribute to achieving the goals outlined in Step 1.

Category	Features	How will the features work towards the goal(s)?	Which goal does this work towards?
Environment / Setting: Where does this world take place?			
Interaction / Mechanics: What can people interact with in the world?			
User Interface: How do people navigate and interact with the world?			
Feedback: How will people know they are interacting with the world correctly?			
Social: How do people interact with each other within the world?			
New User Onboarding: How will new users learn what to do?			
Core Experience / Loop: What do users achieve or accomplish in the world?			
Progression: What motivates users to repeat, replay, and return?			
Audio / Music / FX: How are users immersed?			
Other: Are there any additional categories or features not covered above?			

PROBLEM SOLVING



Identify potential issues and solutions:

For each focus question, list potential issues, problems, or risks that users may encounter in the world or that may arise during development. Explain your plan to solve or mitigate these challenges. Assign a priority level to each issue.

Priority	Focus Question	Issues/Problems/Risks	How will you solve/avoid it?
	What challenges or factors might discourage your audience from returning to the world?		
	Which features might be challenging for users to find?		
	What key elements might new users struggle to understand in the world? Which features might be too difficult or inaccessible? Could certain users struggle with core elements?		
	What challenges could arise from varying skill levels among users?		
	Which elements and interactions will be difficult to keep simple and consistent across the world?		
	What could hinder users from socializing with each other in the world?		
	What aspects of the world are you most concerned could cause discomfort or motion sickness?		
	Could any interactions in or with the world lead to an unwanted experience for your audience?		
	Which interactions will be the most challenging to ensure cross-screen compatibility?		
	What aspects of the world are you most concerned could cause performance, memory, or loading issues?		
	Which mechanics or aspects of the world are you worried might be too difficult to build or may not function as intended?		