Game Name: Team Name:

|  |  |  |  |
| --- | --- | --- | --- |
| Platform / Genre* Which platform and genre
* Why these
 | Pitch* Summarize your game in max one or two sentence
* Nail the core!
 | Mechanics* How does the game actually work
* What provides variation, how do you avoid being repetitive
 | Meta Game* What is there in addition to basic gameplay and levels
* How can the player progress in the game
 |
| Target Group* Age, Sex, Language, Culture groups, etc.
* There is no such person as everybody
 | Monetization- How will you monetize-> F2P / Freemium / Single purchase / Subscription... | Goal(s) / Objective(s)* What is the goal/objective for the player in the game
* How does the player achieve it
 | Storyline Synopsis* Short summary of the story
* What is the setting, where does it take place
 |
| Market Research* Name similar reference games
* How are they doing in the market
 |
| Unique* What is unique in your game
* What makes this game tempting to publish
* Why would people pay for this game
 | Feature list* Give idea of the size of your game
* Provide the features of the game core loop and the extras
 | Challenge* What is the challenge for the player
* How do you motivate the player to continue (difficulty levels, etc.)
 | Visual Style-> 2D/3D...-> Isometric, 1st person, Top down, Sideview...-> Realistic, Cartoon, Pixel... |

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