Game Name: Team Name:

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| --- | --- | --- | --- |
| 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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