

10xGDD

Game

Designer

Contexts

Relations

Loops

Flow

Mechanics

Feel

Valuables

Plot

Storyline

Main Characters

Locations

Character Web

World Description / Background

Event Timeline



	Value Type	Description & Purpose	Attributes	Value
REF (#1)				
#2				
#3				
#4				
#5				
#6				
#7				
#8				
#9				
#10				
#11				
#12				

Main Theme

Visual Guidelines

Color

Light

Shape

Materials

Scale

Camera

Motion Guidelines

Pace

Elasticity

Physics

Tweening

Character

Sound Guidelines

Sound FX

Music

Ambient FX

Voice

Additional Guidelines

Haptics

Effects

Other

Alias

Description

#1

#2

#3

#4

#5

#6

#7

#8

#9

#10

#11

#12

Challenges

Flow Diagram



Flow Channel

Anxiety i.e.: frustrating challenges



Monotony i.e.: no challenge tension

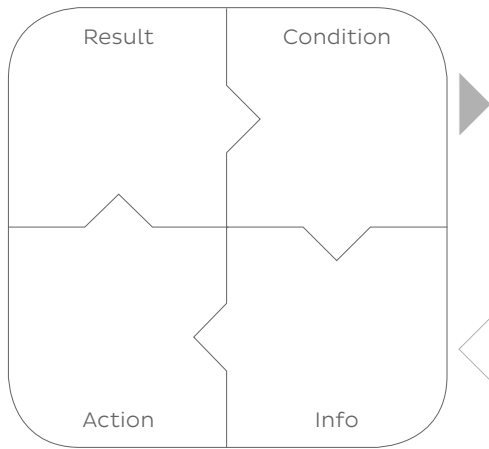


Boredom i.e.: lack of challenge



Core Loops

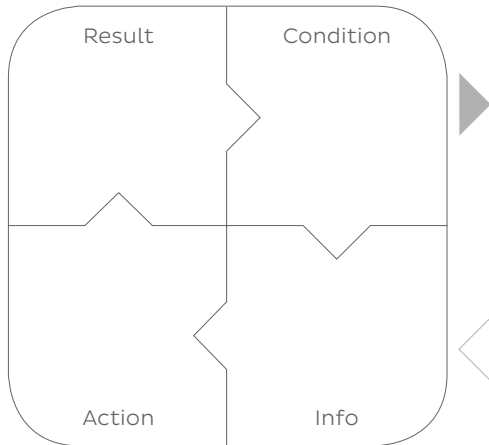
Real-time Loop



Breaking Points

Starting Points

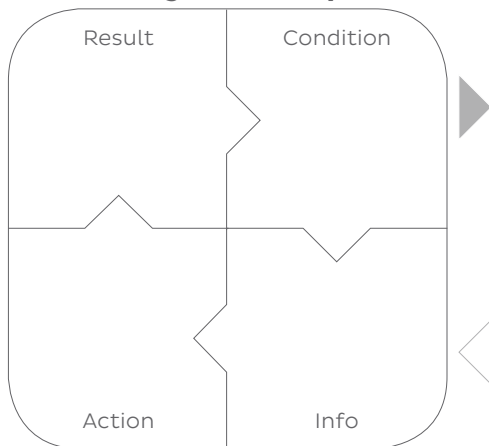
Short-term Loop



Breaking Points

Starting Points

Long-term Loop



Breaking Points

Starting Points

Additional Loop Notes

Empathy Map How/What does the target user...

...Think & Feel?

Worries, Values, Wishes...

...See?

Environment, Friends, Market...

...Say & Do?

Attitude, Appearance, Habits...

...Hear?

Friends, Influencers, Brands...

Player Relationships With whom and how does the player relate to other people (players or not) about the game?

Relation

[]

Relation

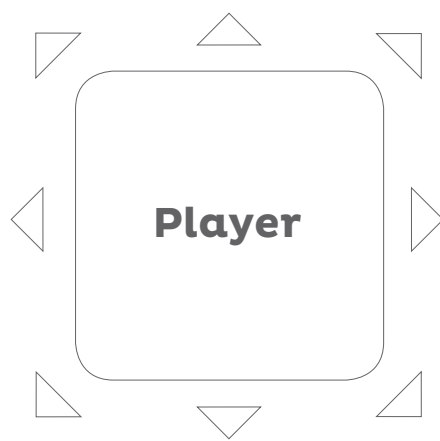
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Relation

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Relation

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Relation

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Relation

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Relation

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Relation

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Interface

Input

Output

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In-Game Contexts Different situations and locations inside the game

#1

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#2

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#3

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#4

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#5

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#6

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#7

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#8

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Marketing Strategy

Monetization Scheme & Pricing

Potential Market Size (Users)

Est. ARPU

Est. CPA

Target Platforms

Target Demographics

Production Roadmap

Stages	Hierarchy & Time - Gantt Diagram
#1	
#2	
#3	
#4	
#5	
#6	
#7	
#8	
#9	

Project Scope

Estimated Development Time

Estimated Team Size

Estimated Hours of Content

Team Requirements

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External Resources

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Other Costs

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Total Est. Project Cost