Game Title

High Concept vx.x

PROJECT SUMMARY

Brief key facts summary:

Genre	*Main genre (Focus), Sub-genre*
Setting	*Background of the game/world*
Role of player	*Who is the player in the game (Football-Manager, General, Conquerer,...)*
Number of Players	*Single-Player or Multiplayer? Couch-Co-Op vs. Team vs. MMO etc.*
Estimated Playtime	*~Playtime of the game*
USP	*What makes the game interesting an unique?*
Goal of the game	*Motivation and goal of the player*
Audience	*Age, gender, player type*
Platform/Technology	*System/hardware requirements, optimised resolution, display*
Project Scope	*Team size and development time*

GAME VISION

The first section of the document deals with the content of the project. This part is normally created by Game Design.

Vision Statement/Summary

The vision statement gets created first. It's a description of the main goals of the game, usually no longer than two pages.

It consists of:

- The X (EA term for „Experience")
- Summary of core gameplay
- Primary and secondary gameplay elements/pillars
- Genre & Setting

Gameplay/Game Modes

How does the player develop over the course of the game? What plot is being advanced? How complex is the game content? Classically, this describes the game's learning curve (often confused with flow), which the player progresses through and that motivates them.

The player's actions (and thus the time spent) are often designed differently in the game phases. Graphs or flowcharts help with understanding.

Start

- How is the entry into the game? Does the player recognize his goal and his motivation to play? What functions does the player learn? Does the game offer later entry points?

Midgame

- How does the player develop in the middle of the game? What are his goals?

Endgame

- What is the conclusion of the game? Are the final game experiences/end boss battles etc. a real highlight for the player?

Metagame / Community

- The metagame often lies above the actual game functions (and – in mobile/GASS titles: daily actions). Is there a metagame? How does it unfold and what are its contents?

Typical game session

- How does a typical game session look like? How much time does a player spends on average when playing? In online/GAAS/Multiplayer games: How often does the player log in? How long does a session last and what does the player typically do during a session?

Core Gameplay & Fun (Emotion)

What is the central core game-loop that is repeated again and again? What does the player do most often and what mood should be created?

Here, the three stages of the game core should be described as vividly as possible (emotion, game experience, mechanics). A flowchart is often appropriate here.

Look & Feel

What does the game look like, what mood is created? What means are used for this? What is the art style?

Mock-Up Visuals

- Some concept artworks/mood art to reflect the mood.

UI

- What elements have the most important/frequent view of the player? A UI mock-up to reflect the most important features and mood.

Project Scope

Scope of the project. Number of players and duration of a round (endless?). Where will the project require a particularly high effort, where should the effort be kept low?

Quality Goals

What do we deliver to the player (consumer promise)? What are the key quality objectives? Where are the priorities of the project?

Prototypes/Core Playable

If possible, present prototypes. A prototype helps with visualization and understanding. Pen&Paper and digital prototypes can increase confidence in the project among stakeholders.

PRODUCT VISION

The product vision reflects the areas of game production and product management: technology, business and planning.

Technology

This part will be contributed by the Technical Director and R&D. He/she should estimate the technical effort and the risk.

Technical Requirements

- What technology is needed to implement the game content and look & feel? Can publisher/developer do this? What measures would be necessary?

Business

The business part is developed by the product management. The general conditions and economic factors are mapped here.

Target Audience

- What is the core target group for the project? If there were only one player, how would it be defined? What other target groups are attainable for the project? A representation of the Bartle types or another model (MBTI, etc.) can be helpful here.

Key-Features/USPs

- What are the main features that place the game in the market? How does the product differ from the competition?

Monetization/Payment (GAAS/F2P)

- In case the game is a F2P title or contains IAP mechanics: Will the game pick up the standard monetization? Where will the focus be? What are the core payment features? Are there other ways to monetize?

Community & Marketing

- How is the target group served and how are players found?

Market Information/Competitor Analysis

- What is the market like for the game? What competitors are there and how do they perform?

Business-Case

- Initial presentation of the business case. What costs need to be budgeted? When is the game successful? At which points should a separate test be applied due to the risks?

Planning

The planning is created by the game production. It gives a very rough overview of the team effort and the risks of the production.

First estimation of approximate production effort

- How much will the effort in production, in man-months, be estimated approximately? Attention: this is only a very first estimate - i.e. "T-shirt size", based on the knowledge available up to this point. Of course, the exact time and effort estimate can only be made at the end of pre-production, once the game design doc (i.e. the specifications/requirements booklet) is available and a plan based on it has been created.
- The main point of this initial assessment is to say: Is this likely to be a 18-month project? 24-month project? 3 years? 5 employees? 10? 50?
- Only the exact duration and the required manpower for the pre-production itself should be quantified as precisely as possible at the end of the pitch already (see also next point).

First Assessment of required Team/Resources/Staffing Plan

- What is the expected size of the pre-production, production (and, if applicable: live operations) team? Are internal resources in the studio available? When can resources be made available? How many outsourcing resources are needed?
- Again, the same applies as for the previous point: for pre-production as accurate as possible, for production (and live operation) at least a first, approximate estimate.

Risk-List

- What are the biggest risks in production? How can these be limited and mitigated?