

GAME DESIGN CANVAS

INTENTION

Concept
Story
Flow
Learning Objectives
Business Objectives

PLAYERS

Age - Gender
Type
Early Adopters
Buyers (if different)
Communities

EXPERIENCE

Genre
Aesthetic
Goals

INTERACTION

Input Device
Controls
Settings

FEEDBACK

Levels
Scoring
Rewards

MECHANICS

Loop
Rules, Turns, Time
Randomness
AI

CHOICE

Options
Decisions
Single or Multi Player

IMPACT

Fun and Playfulness
Emotional Engagement
Learning Outcomes
Behavioral Changes

ROI

Player
Buyer
Publisher
Developer

LEVEL OF EFFORT

Learn to Play
Learn to Master
Dev Time and Budget
Known Constraints

CHANNELS

Sales Channels
Social Media
Community of Interest

PLATFORMS

Devices
Operating Systems
Transmedia Ecosystem

POSITIONING

Comparable Product
Competitive Activity

