

**GAME IDEA**  
(in one sentence)

**GAME CONCEPT**

**GOAL,  
MOTIVATION**  
How do I win?  
Why do I want to win?

**PLAYER**  
How can I play?  
What can the player do?

**MECHANICS**  
Which decisions/  
actions can I take?  
(Rules of the game)

**GAME UNIVERSE**

**STORY**  
What is the  
background of the  
story?

**WORLD,  
AESTHETICS**  
How does the game  
(world) look like?

**CHARACTERS,  
OBJECTS**  
Which characters/  
objects are there?  
How can I interact  
with them?