

LET'S DESIGN A GAME? 😊

1- GOALS

Does the game have a goal different from just entertainment? Yes No

Which?

What do we want players to do? (concrete actions)

1-

2-

3-

4-

5-

2- PLAYERS

Type 1

Age

They are...

Killers Achievers Socializers Explorers

They want...

Social contact Freedom and autonomy To master at something Philanthropy

They will probably like to...

1- 2-

Type 2

Age

They are...

Killers Achievers Socializers Explorers

They want...

Social contact Freedom and autonomy To master at something Philanthropy

They will probably like to...

1- 2-

3- STORYTELLING

Protagonist

(draw, write or place an image of the protagonist)

Is...

The conflict

Antagonist

It doesn't necessarily have to be a tangible individual. It can be a situation, the context, an object, or even a fact of the protagonist's personality.

Is...

The universe

Other characters

4- STRUCTURE

Length

5' 30' 1h 3h 1 day 7 days 1 month 1/2 year 1 year ∞

Let's think about pleasures...

Sensation	Discovery	Expression	Submission
Narrative	Fantasy	Social contact	Challenge

Motivators → Actions

Motivators will make players feel like playing. Actions are what these players will do within the game, verbs. Choose the motivators and their related actions that you think your players will like the most!

Power	Be the center of attention	Be a hero
	Be a wise man	Triumph over conflict
	Complete stuff	Compete

Independence	Customization	Explore a world
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Curiosity	Gather knowledge	Mystery
	Live in a magic place	Listen to a story
	Imagine a connection with the past	Be scared

Acceptance	Tell a story	Be silly
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Saving	Collect stuff	Find a treasure
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Honor	Be the ruler	Strengthen a relationship
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Idealism	Improve society	Be a rebel
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Social contact	Help someone	Gain recognition
	Exchange gifts	Compete

Status	Be the center of attention	Be a hero
	Gain recognition	Compete

Physical Activ.	Compete	Excitement
	Improve a skill	Laugh

Tranquility	Have a cultural and aesthetic experience	Relax
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Vengeance	Exact justice	Be a rebel
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Order	Recognize patterns	Organize
	Manage people	Be a wise man

Other actions

Predict the future	Negotiate	Experience the freak
Enlightenment	Collaborate	Be a villain
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5- GAME ELEMENTS

Points	Rankings	Lives	Badges
Quests	Teams	Avatars	Coins
Treasures	'Easter eggs'	Inventory	Weapons
Antagonist	Allies	Chat	Virtual world
Map	Catalog	Market	Random
Final boss	Clues	Progress bar	Countdown
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6- PLATFORMS

Traditional game	Videogame	Transmedia	
Dice	2D	3D	QR
Board	Console	PC	Augm. Reality
Cards	Online	Offline	Geolocalization
Chips	Keyboard	Joystick	Video
Ball	Phone	Tablet	Physical interaction
	Platforms game		Social networks
	Strategy game		Book/magazine
	First Pers. Shooter		Newspapers
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Combine between the three columns if necessary!

7- ASK YOURSELF...

When designing a game, it is really important to periodically do a reflection about it. Ask yourself the following questions!

1- Is it realistically achievable?

2- Is it too complex?

3- Do the players learn to play by playing?

4- Is the game what they expect?

5- Is the game likely to achieve the goals?

6- Is everything in the game coherent?

7- What's more important: are you happy about it?