

PILLARS OF **DESIGN** (2023)

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Experience

Who is this experience for?

What peak experience are you trying to create?

- *Text*

How does it feel to play / experience?

- *Text*

Design Inspirations

What experiences did the idea come from?

- *Text*

What elements combined to have the idea?

- *Text*

What experiences have you had to help you with this idea?

- *Text*

What are some questions you would like to answer?

- *Text*

What are some things you could experience / soak in to inspire this project?

- *Text*

Design Vision

*Sit, close your eyes and envision the people around the table playing your game for **3 min**, do not worry about the game look at the people :*

Who are they?

- *Text*

Where are they?

- *Text*

What look is on their faces?

- *Text*

Do you hear any music playing? What kind?

- *Text*

Design Motivations

Why do you want to create this design?

- *Text*

Who specifically is this design for?

- *Text*

Who are you designing it for?

- *Text*

Why does it need to be a physical game?

- *Text*

What excites you about the project?

- *Text*

Target Player(s) Description(s) *who is it for?* :

- *Text*

Moment Design

1. What's the moment your game will be played? (Party, Game night, outdoors?)

Text

2. What's the current script?

Text

What's the twist and new thing(s) to the script?

Text

1. How will you Raise the steaks (challenge)?

Text

2. How will you Boost sensory appeal?

Text

Add insight

1. How can players trip over the ~~truth~~ fun (allow discovery Ah ha moment)

Text

2. How can you introduce player found insights (ah-ha) moments

Text

Add pride

1. What are the milestones players will reach?

Text

2. How will the players/ game recognize others and give feedback in the project? (Player feedback)

Text

Add connection

1. How will this evoke is the shared meaning between players?

Text

Emotional Details

Projects Core target emotions(How do you want players to feel with this experience) :

- *Text*

Envisioned “Moments” between players :

- [Text](#)

What memories will players share about the game?

- [Text](#)

What should feel familiar about the game?

- [Text](#)

What elements will feel unique / unexpected?

- [Text](#)

How will the games “pace” feel?

- [Text](#)

Player Types

Timmy (experience)

What will the player experience look like from a tactile, feeling, emotional view?

[Text](#)

Jenny (expression)

How will players express themselves through the game, what ways can they showcase their differences

[Text](#)

Spike (Prove)

How will players be able to win, show skill, and showcase their ability?

[Text](#)

Story Details

Narrative Premise (*who, what, where, why*) :

- [Text](#)

What do the players want? :

- [Text](#)

Why can't they get it? :

- [Text](#)

Mechanical Details

Max Player Count :

- *Text*

Desired game experience required :

- *Text*

Desired Difficulty to learn rules :

- *Text*

Desired Gameplay Length (*in time*) :

- *Text*

Core Mechanic(s):

- *Text*

Gameplay / Experience Details

What your goal(s) as a player :

- *Text*

Gameplay overview :

- *Text*

What choices will the player have to make?

- *Text*

How much % luck / skill / experience is there?

- *Text*

Why will other players care when it is not their turn?

- *Text*

What agency will the player have :

- *Text*

When is the peak of the game experience?

- *Text*

How does it end?

- *Text*

What about the ending of the experience is highly satisfying?

- *Text*

Visual Details

What artwork is necessary to play?

- *Text*

Where will the games crucial detail be mostly placed?

- *Text*

How many visual elements are required?

- *Text*

How will the players learn as they play?

- *Text*

Marketing Details

Who is intended to resonate with this design? :

- *Text*

Pre Hook / Amazing wow factor (*What will make you want to play it?*) :

- *Text*

Post Hook (*having played it what will stick with you?*) :

- *Text*

Genre of Game :

- *Text*

What is the barrier entry to play level? :

- *Text*

What can players expect from the experience? *What promises does it make?*

- *Text*

Comparable Items :

- *Text*

What market will this be sold in?

- *Text*

Is this a Blue ocean or Red ocean product?

- *Text*

Price Range :

- *Text*

How much time to play it? :

- *Text*

What is the games 2 sentence pitch?

- *Text*

Single best thing about the game?

- *Text*

Design Outlets

Where can you gather feedback to test this project?

- *Text*

How will you test this project?

- *Text*

What environment is this project for?

- *Text*

Are you on a time crunch to finish?

- *Text*

What metrics will you use to know you have finished the project?

- *Text*

How will you know if the project is on track / making progress?

- *Text*

THE GAUNTLET ^

So some things are clear, some are not. but at this point the project has some legs and a clear enough concept to be drafted 100 times. Like a sketch artist here is where you must go 1 aspect at a time and draft as many versions as you can.