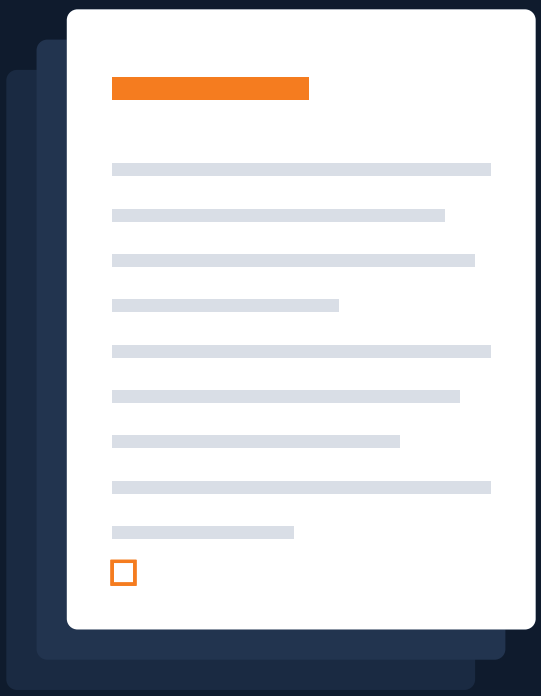
Documentation
Services Lab



FREE TEMPLATE

GAME DESIGN

Mobile Game Design Document

A GDD for mobile covering touch controls, short sessions, device requirements and monetisation.

WHAT IT COVERS

Touch controls, short sessions, device requirements, monetization

BEST FOR

iOS and Android games

About this template

Mobile games live or die on the first minute, touch feel, session length and monetisation balance. This template focuses on those, plus device performance, retention and store requirements.

Detail	
What it covers	Touch controls, short sessions, device requirements, monetization
Best for	iOS and Android games

How to use it

- Replace every *[grey bracketed placeholder]* with your own details.
- Delete the orange **Guidance** boxes and green **Example** boxes before you publish or circulate it.
- Add or remove table rows as needed; keep the section order so readers can find things quickly.

Document Control

Game title		**Studio / team**	
Document version		**Lead designer**	
Status		**Last updated**	

Version	Date	Author	Summary of changes
[1.0]	*[DD/MM/YYYY]*	*[Name]*	*[Initial release]*

01 Overview

High concept		**Genre**	
Platforms (iOS / Android)		**Orientation**	
Target audience		**Session length**	

02 First-Time User Experience

GUIDANCE *Script the first 60 seconds: what the player sees, does and feels.*

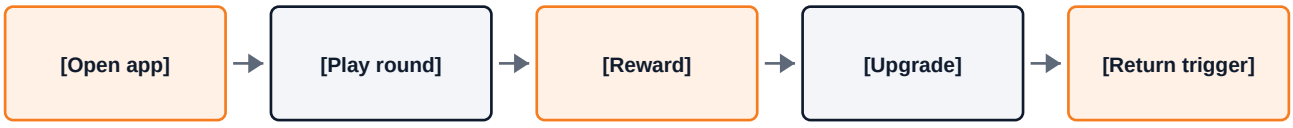
#	Moment	Time	Player feeling
1	*[Splash / title]*	*[0-5s]*	
2	*[First tap / tutorial]*		
3	*[First reward]*		
4	*[Hook into core loop]*		

03 Touch Controls

GUIDANCE *Design for one thumb where possible; keep targets 44pt+.*

Action	Gesture	Screen area	Feedback
[Jump]	*[Tap]*	*[Right half]*	*[Haptic + sound]*

04 Core Loop & Sessions



Average session	
Sessions per day target	
Return triggers (energy, events, notifications)	

05 Monetisation

GUIDANCE *Balance revenue with fairness. State what will never be sold.*

Type	Description	Price / frequency
[Rewarded ads]		
[IAP: currency pack]		
[Battle pass / subscription]		

06 Retention & LiveOps

Metric / feature	Target / plan
Day 1 retention	
Day 7 retention	
Daily rewards	
Events calendar	

07 Device & Performance Requirements

Requirement	Target
Min iOS / Android version	
Min RAM	
Install size	
Frame rate	
Battery / thermal	
Offline play	

08 Store & Compliance

	Item
☐	*[Age rating questionnaire]*
☐	*[Privacy policy and data safety form]*
☐	*[Ad / tracking consent (ATT, GDPR)]*
☐	*[Store screenshots and preview video]*

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