



Boba Bewitch-a-tea

By Naomi Kendall
Version 3

Version History

Version	Date	Description
V1	25/02/25	Initial doc. Added key sections- overview, artstyle and aesthetic, gameplay, mechanic and art influences, story and setting.
V2	04/03/25	Updated format and much redecorating, added table of contents and version history. Added audio and technical section, and added section for development and scope and marketing. Added age range and more images for mechanics based on feedback.
V3	10/03/25	Updated a bit of format and redecorating. Added UI and audio sections. Added customer slide with more info on customers, changed core loop to be moment-to-moment and fixed core loop based on feedback.

Table Of Contents

- ❖ Overview
- ❖ Marketing
- ❖ Gameplay
- ❖ Mechanics
- ❖ User Interface
- ❖ Artstyle
- ❖ Setting & Story
- ❖ Audio
- ❖ Development



Overview

Elevator Pitch

**“ You’re a boba selling witch with dreams of making it big in the
witch markets! Stay on your toes and bewitch your audience
before the day ends and become THE BEST boba shop”**

Overview

Official Name	Boba Bewitch-A-Tea
Genre	Fast-Paced, Strategy, Simulation
Theme/Mood	Boba Shop, Wizardry, Time Management, Divided Attention
Core Aesthetic	Cute and cozy, yet ethereal and outer worldly. 3D which looks 2D
Camera Perspective	First-Person/Third-Person
Game Engine	Unity
Type	3D
Age Rating	9+
Target Audience	Older Kids to Young Adults (12-18)
Platforms	Mobile (IOS/Android), PC (?)
Players	Single-Player

Game Description

Boba Bewitch-a-tea is a fast-paced strategy shop simulator game where you play as a witch selling bubble tea in the markets, and must carefully juggle your time and attention to keep the store afloat!



Game Overview

Three views from inside the shop, the player must flip back and forth “juggling” between all three views in order to complete bubble tea orders.

Left Side View Tea Station

- ❖ Different tea flavours here
- ❖ Add cups to machine to be filled with tea

Front Counter View Order Station

- ❖ Receive Customer orders
- ❖ Fulfill customer orders

Right Side View Toppings Station

- ❖ Add toppings to the boba
- ❖ Cast spells and bewitch the toppings and finish the boba spell.

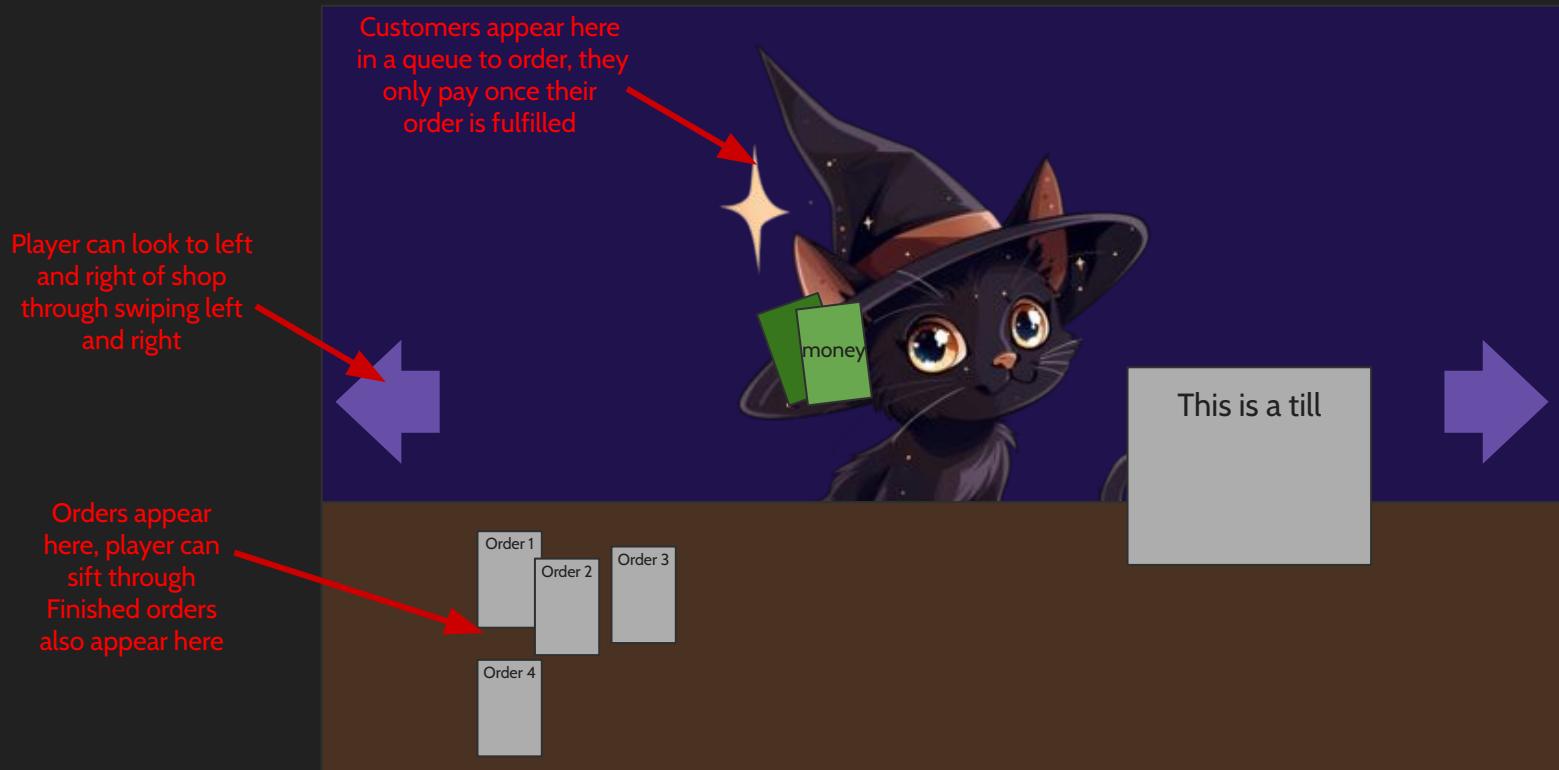
Game Overview

Fourth View, which is the Upgrades view, only seen once the player is out of the actual gameplay mode, puts the shop in third person so the player can upgrade and customise how their shop looks.

Upgrades View

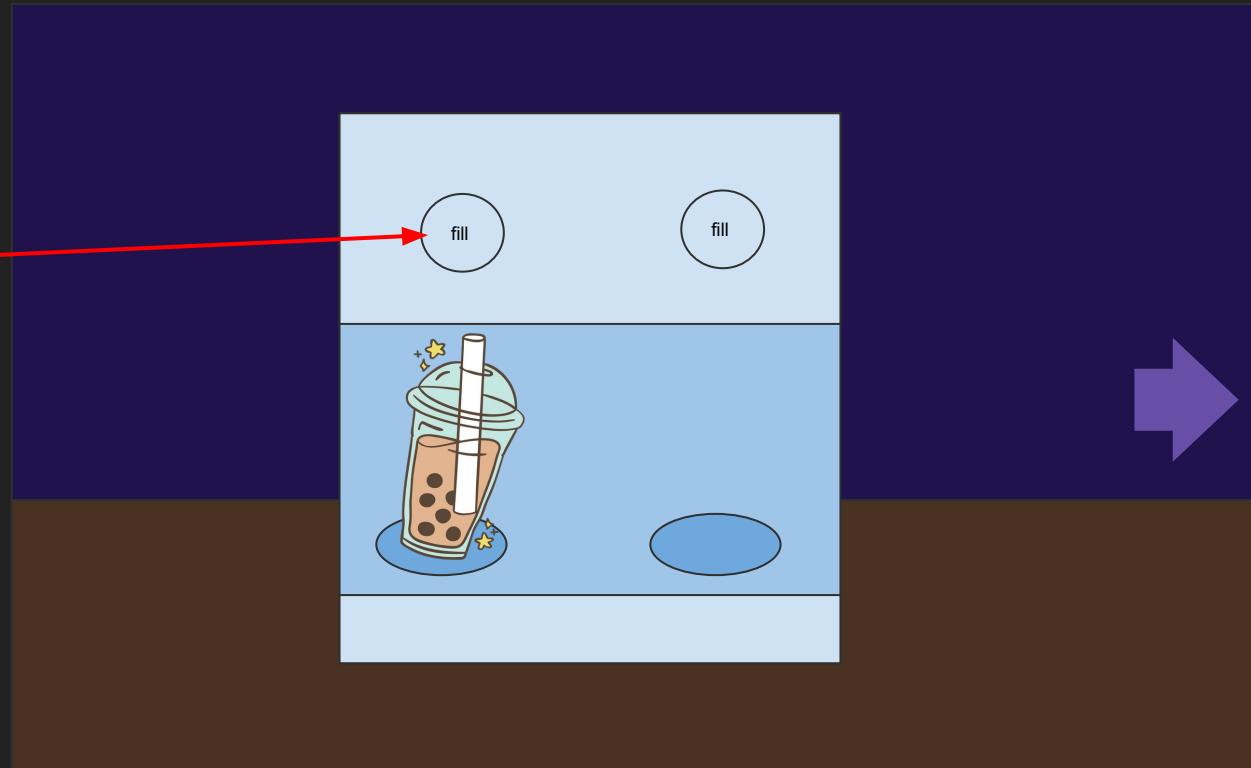
- ❖ Upgrade equipment
- ❖ See and customise your player character and the shop itself
- ❖ Upgrade to gain new flavours and toppings
- ❖ Upgrade shop size and marketing to draw more customers in

View Mockup - Front View



View Mockup - Left View

Fill cup to the line or
risk over filling cup.
Can be pressed and
left on until you
turn it off.



View Mockup - Right View





Marketing

Target Demographic

- ❖ Bubble tea addicts
- ❖ Cat fans purely on the PC
- ❖ Fantasy wizard & witches fans
- ❖ Older kids to young adults (12-18yrs)
- ❖ Casual gamers
- ❖ Female audiences due to its inherently cute nature
- ❖ People who love games which require a lot of focus and fast-pace and where they can constantly try and best their score through skill



Advertising

Advertise through-

- ❖ Social Media Adverts
- ❖ Social Media Content & Devlogs
- ❖ Content Creators Videos & Streams
- ❖ Website Adverts
- ❖ Showcasing at game developer events

The screenshot shows the Lifehacker UK website with a dark header bar. The header includes the 'lifehacker | UK' logo, a search icon, and a 'FOLLOW' button. Below the header is a navigation menu with categories: UK STORIES, LIFE, WORK, BUSINESS TECH, TIPS AND TRICKS, DEALHACKER, and MONEY.

The main content area features a large article titled "How to Deal With Not Having Boba" by Staff on 17 Mar 2020 at 11:00AM. The article is categorized under CORONAVIRUS and includes a photo of a woman in bed. To the right of the article is a purple banner with the text "Bewitch-A-Tea" and two small illustrations of bubble tea cups.

Below the main article are three smaller sections: "FEATURED" (with an image of a woman lifting weights and the text "How to Get a Stronger Support Grip for Deadlifts and Hangs"), "INSTAGRAM" (with an image of a smartphone displaying an Instagram feed), and "SPONSORED" (with an image of a computer screen showing software interfaces and the text "Even the Most Complex IT Activities Can Be Simple With monday.com").

A prominent purple sidebar on the right side of the page is labeled "Bewitch-A-Tea" and features a "PLAY NOW!" button with a bubble tea illustration below it.

Unique Selling Points

1. Unique gameplay twist on casual shop selling games, not the same boring formula they all seem to use
2. Immersive fantasy world that taps into the childlike wizard/witch in everyone
3. Unique spell casting mechanic intertwined into gameplay
4. Emphasis on the excitement and hustle and bustle of owning a bubble tea shop over the cozy laid back nature of most bubble tea shop games in the market



Setting & Story

Setting Overview

Bewitch-a-tea is set in an alternate universe where wizards and witches live, and the beloved fantasy magic markets occur every night when the sun goes down, and ends when the sun comes up..and they all love their bubble tea!

These markets are rustically charming, and an emphasis on child-like wonder. Magic and uniquely peculiar creatures roam free throughout these markets and it feels quite busy and full of life.



Story Overview

You are a budding and excited little entrepreneur witch cat of Ender Woods out to make it big in Witch Markets, a dream of yours since you were just a little kitten!

Your family recognises your innate talent for making bubble tea that is so good, it quite literally bewitches anyone and everyone who takes a sip, and they insist that you share your talent with world.

However its a competitive market out there, and your shop is going to need to blow the creatures of the Ender Woods and the Great Beyond out of the park in order to keep your business alive!





Artstyle & Aesthetic

Look & Feel

ENVIRONMENT

- ❖ Emphasis on purple colour palette
- ❖ Low poly cute cartoon-ish, toon shading
- ❖ Fantasy night market environmental setting
- ❖ Magical visuals and aesthetic found everywhere
- ❖ 3D which looks 2d



Look & Feel

PLAYER CHARACTER

- ❖ Low poly fantasy black cat but their a witch too
- ❖ As you play the game in first person, you'll only see your PC in third person after you finish working at the shop for the day, though your paws can be seen while you work



BUBBLE TEA

- ❖ Fantasy with transparency shader
- ❖ Real emphasis on 3d but 2d look
- ❖ Tea would be different colour tea flavours, toppings would be a bit weird and peculiar to match the fantasy setting



Art Influences

A HAT IN TIME

- ❖ Low poly
- ❖ Cute cartoonish style
- ❖ Exaggerated proportions



Art Influences

REAPER'S ROAD RAGE

- ❖ Low poly
- ❖ Toon shader, outlining all assets, enhancing cartoonish 2d look
- ❖ Uniquely strange characters and environment, but still has cute factor
- ❖ Glowiness and aurora of the soul wisps.



Art Influences

SPACE MILK 3D MODEL

- ❖ Where idea for artstyle of this game came from
- ❖ Want to capture the mystical vibe this shader gives off





Gameplay

Main Objective/s

1. **Earn enough money each day to meet quota**
2. **Satisfy all the customers**
3. **Become a boba MASTER**

SIDE OBJECTIVE/S

1. **Earn a 3 star rating on each level**
2. **Customise and max out shop upgrades**



Win/Lose Conditions

WIN:

Reach or surpass the required profit quota in time, and complete all the levels.



LOSE:

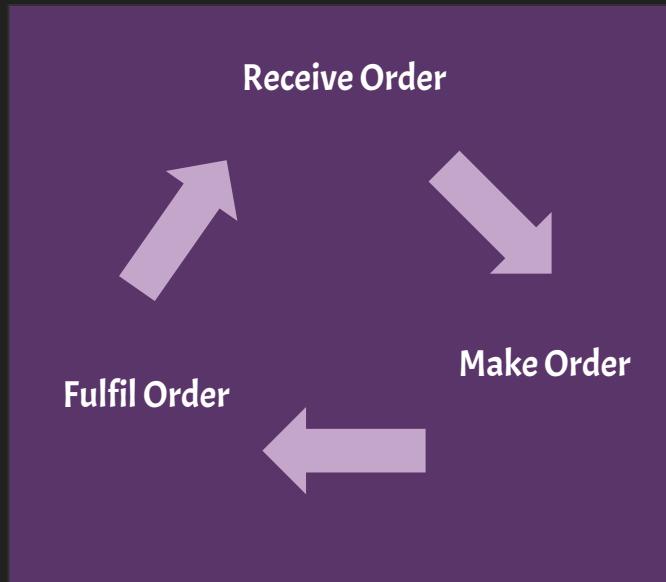
Fail to reach profit quota before time runs out



Core Gameplay Loop



Moment-To-Moment Gameplay Loop





Mechanics

Core Mechanics - Profit Quota & Star Ratings

Each day has a target profit quota that must be met for the player to progress through to the next level.

If they exceed the target quota, they then can aim to get higher star ratings.

Star ratings are stars (between 1-5) the player can earn based on how much money they earned that day, and how satisfied customers were.



Core Mechanics - Customers

In the game there will be a variety of different NPC customers the player will encounter and become familiar with, and they will have different favourite boba's that they like to order.

Customers will come in random clusters and random intervals throughout the day.

They will order a bubble tea drink with both a tea flavour and a topping (sometimes without a topping at all!), for example; Misty wants to order Oolong Milk Tea with Frog Saliva Topping.

Customers also have time limits, and if they don't receive their order within a certain time, they will leave.



Core Mechanics - Customer Orders

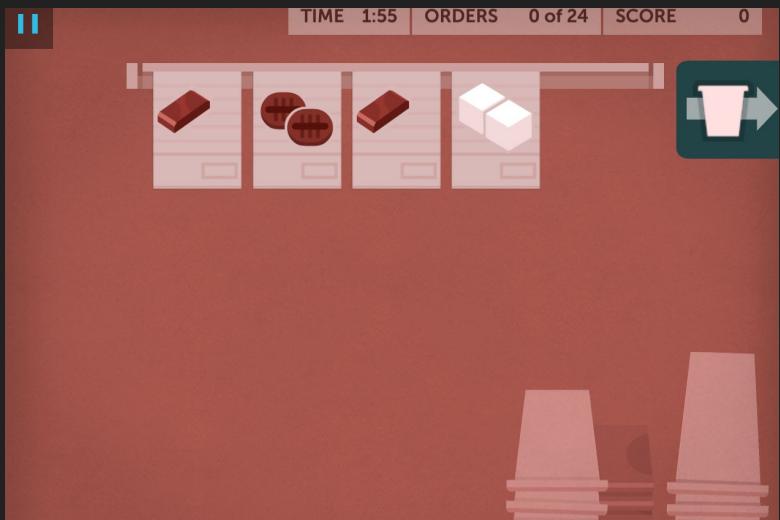
Customer orders are received from customers at the cash register, and can be all docked at the table in one place.

Players can pick up and put down these order tickets to get a closer look or rearrange them on the table.

They will err on the side of simplicity, utilising icons and symbols to represent what the customer wants over words.

Once orders are fulfilled, order tickets will automatically disappear.

Wrongly made bobas will result in wasted time and needing to bin and do bobas again.

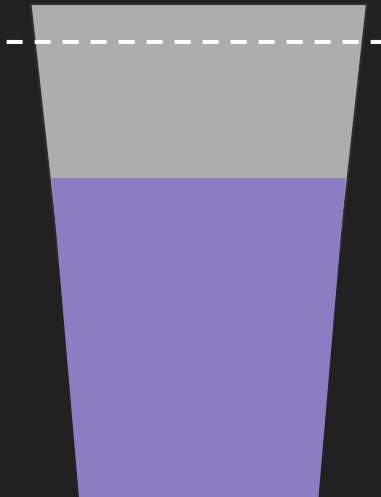


Core Mechanics - Filling Cups

Players will need to put empty boba cups on to the tea filling machine, which will automatically start filling, *however*, these machines don't know when to *stop* filling, so they will need to be manually stopped when tea reaches the fill line.

Overfill and you will have to start again.

Customers give more money the more accurately you fill this cup. SO FILL ACCURATELY



Core Mechanics - Casting Spell Toppings

This is arguably the most unique aspect of the game. You want to add a lil bit of magic into your boba cups, in order to do so you cast spells.

Casting spells require players to draw specific shapes on the screen.

If drawn correctly, the corresponding topping will automatically fill into the boba cup.

Be careful not the draw incorrectly or risk wasting time or accidentally add the wrong topping!



Core Mechanics - Upgrades

Upgrades within the game serve as ways for the player to improve and customise their shop, and draw in more customers.

There are 3 main upgrades the player can do:

MARKETING UPGRADES

- ❖ Upgrade store size
- ❖ Customise shop
- ❖ Advertising to more people

EQUIPMENT UPGRADES

- ❖ Upgrade boba tea machines
- ❖ Add additional boba tea machines
- ❖ Add equipment to help see orders more easily

BOBA UPGRADES

- ❖ Additional boba flavours
- ❖ Additional topping flavours

Core Mechanics - Time Limit

Within the game there is a time limit- starts when the sun goes down and ends when the sun comes up.

This time limit is in real time goes for about 2 minutes or so.

Having the time be so limited adds pressure and adds to the fast-pace nature of the game.

There is also mini time limits on customers, for when they've waited too long for their order and start to leave.



Mechanic Influences

LUMOSITY'S 'TROUBLE BREWING'

- ❖ Timed gameplay
- ❖ Filling cups to fill line
- ❖ Needing time management and strategy to orders
- ❖ Constantly needing to switch between different views



Mechanic Influences

ANIMALJAM'S 'A PUPPY'S TALE'

- ❖ Different shapes the player must draw and correctly in order to successfully hit an enemy
- ❖ Limited time to draw the correct shapes
- ❖ If you draw shapes incorrectly, you waste time and lose a heart.



Mechanic Influences

PAPA'S PIZZERIA (AND REST OF SERIES)

- ❖ Customisable player character & store decoration
- ❖ Each day is a different level and player progresses by successfully passing each day
- ❖ Customers have personalities and charm to them
- ❖ Customers go to counter to give PC their order and PC can constantly check their awaiting orders on paper tickets.



Controls

Action	Function
Swipe Left	Switch shop view right
Swipe Right	Switch shop view left
Tap	Interact
Tap & Hold	Interact and Drag Interactable Objects (Boba cups and orders)
Draw Shape	Add the corresponding topping into the boba cup



Audio

Audio Overview

Background music would start at a normal speed and gradually speed up as time runs out, to add pressure and to indicate time running out. The music in the game gives off a vibe which I can only describe as whimsically charming, yet somewhat a bit unsettling. A bit odd. A bit strange. This is heard through the music through the use of minor chords that is almost reminiscent of something you might hear in a haunted manor or something of that nature.



Audio Overview

MUSIC

- ❖ Wizardry vibes
- ❖ Natural orchestral instruments
- ❖ Catchy yet easily replayable (does not get annoying after repeated listens)
- ❖ Get faster as time runs out
- ❖ Peculiar, odd, whimsical

SFX

- ❖ Magical yet peculiar/strange
- ❖ Satisfying control sfx that reward player audibly

AMBIENCE

- ❖ Hustling and bustling of a busy night market
- ❖ Muffled people chatting and walking around
- ❖ Sounds of the night time

Audio Influences

MUSIC

[D&D/RPG Magical/Whimsical Music Mix](#)

[1 Hour | Royalty Free | Travis Savoie](#)

11:43 Bavlorna's Cottage - Heart's Desire

31:28 Scheming Nobles - RPG TK Volume

2

<https://www.youtube.com/watch?v=OsxDxXTiaRU>

AMBIENCE

[Fantasy Marketplace Ambience |](#)

[D&D/TTRPG Music | Exotic Busy Market & Bazaar Street Sounds](#)

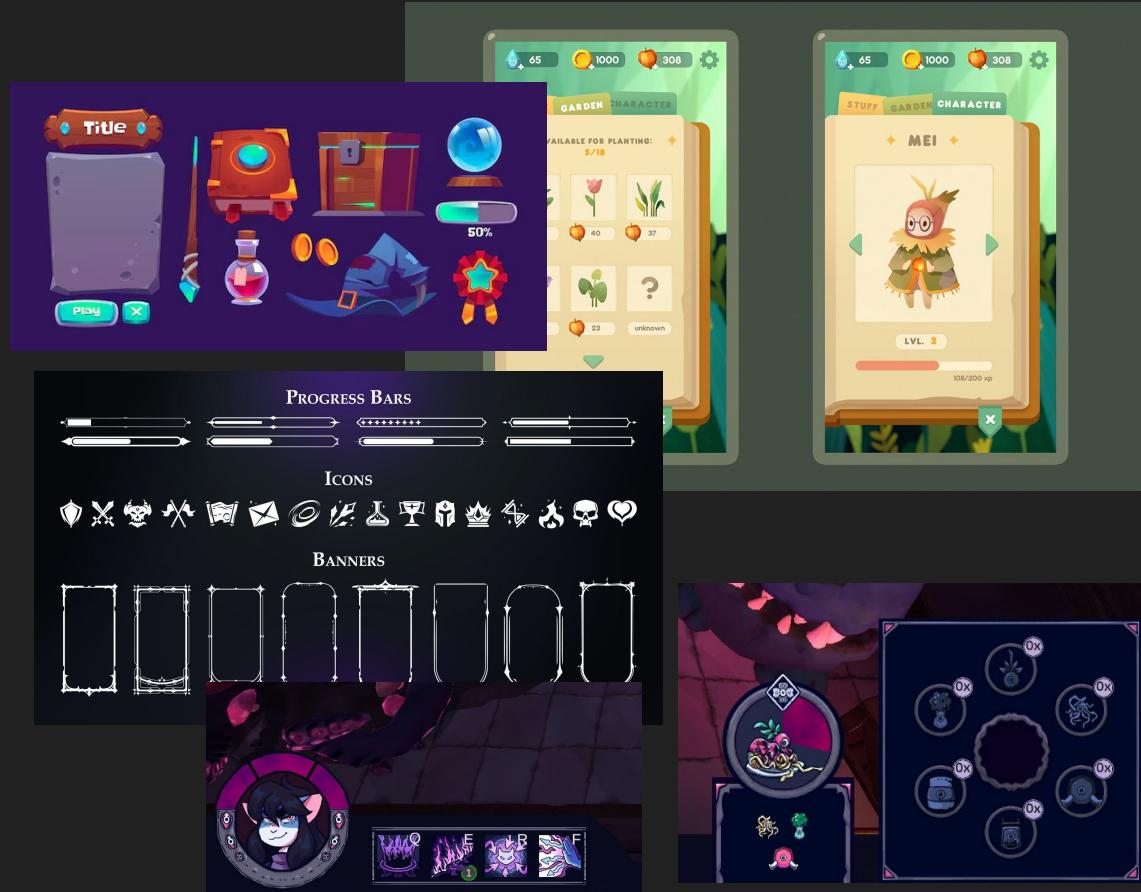
<https://www.youtube.com/watch?v=8uFg8veoaDg>



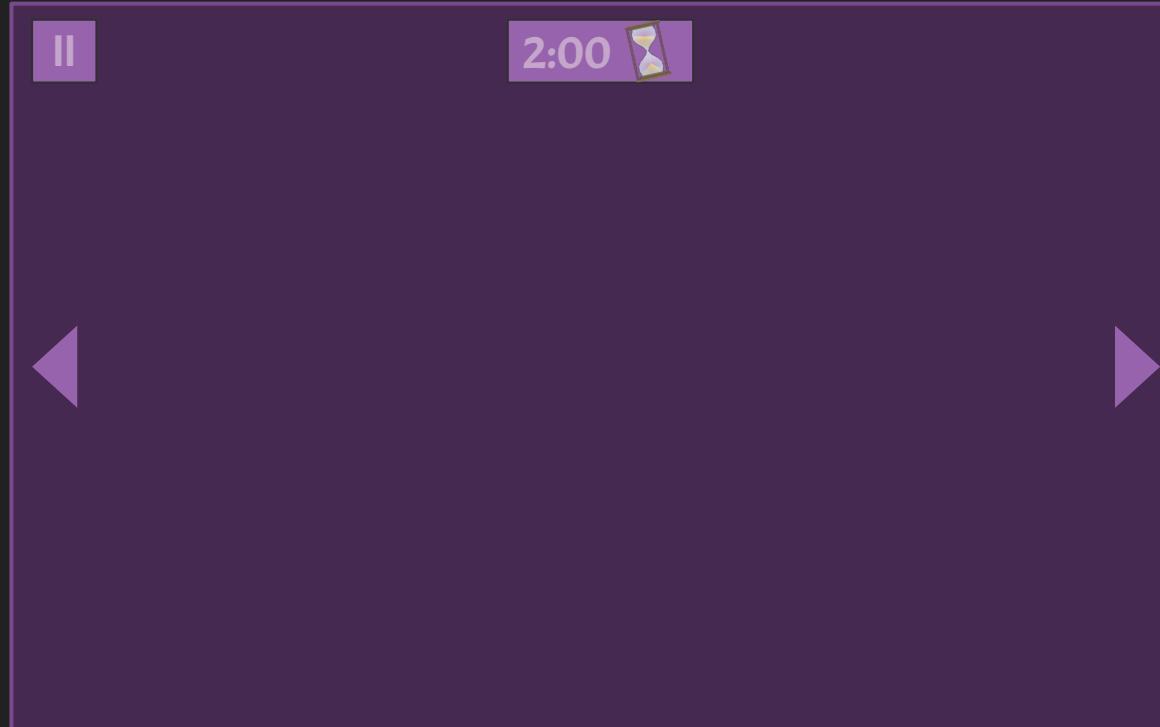
User Interface

UI Overview

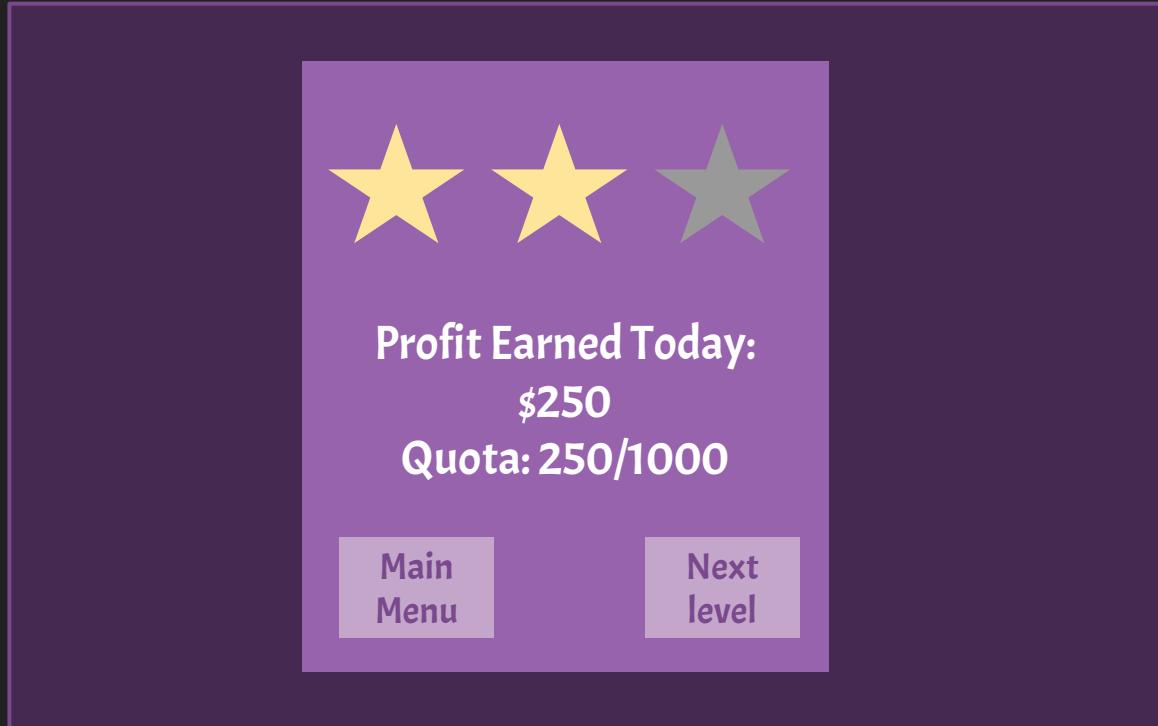
The UI of Bewitch-a-tea will be clean yet charming, non-intrusive to maintain immersion, and take on a magic and dark fantasy like appearance.



UI Mockups - Heads Up Display



UI Mockups - End Screen



UI Mockups - Main Menu

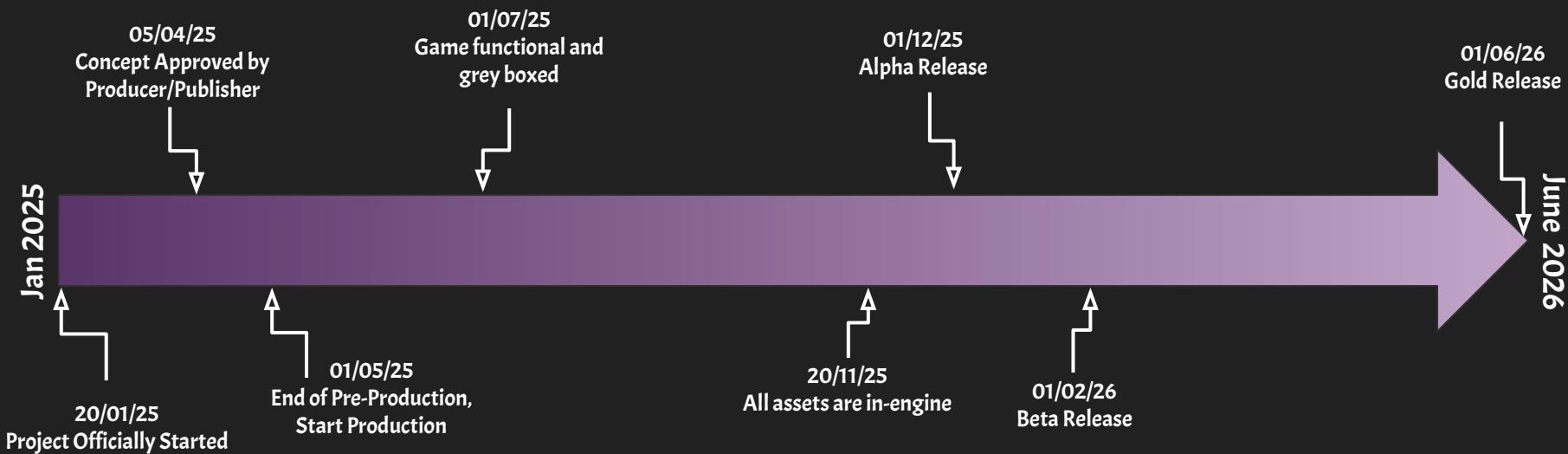




Development

Scope & Milestones

Estimated development time of 1 and a half years. If developed now, would finish around mid 2026.



Dev Team

Entire team is indie, and consists of a total of 11 people (4 artists, 3 programmers, 2 designers, and a PR/Marketing manager, and a project manager/producer).

Producer:
Naomi

PR/Marketing:
Naomi

Programmers:

Naomi
Naomi
Naomi

Artists:
Naomi
Naomi
Naomi
Naomi

Designers:
Naomi
Bas

Risks

Risk	Severity	Likeliness	Mitigation Strategy
Gameplay boring and unengaging, gameplay too similar to other games on the market.	Medium	Likely	Reduce
Miscommunication of game concept	Medium		Reduce
Losing all our work	High	Probable	Avoid
Overscoping and not being able to meet deadlines.	Medium	Likely	Avoid