**Atulea Pixel Mini-Game Proposal**

**Project Goal**

To create a **simple, cozy pixel-style web mini-game** directly inspired by the Atulea café space and menu.

The game is designed as a **marketing and customer engagement tool** (not direct monetization).

Players role-play as an Atulea barista, complete shifts, earn points, and redeem rewards in-store (stickers, pins, free drinks, etc.).

**Core Features**

• Pixel-style 2D web game, playable on desktop & mobile browsers

• Casual simulation gameplay: act as Atulea barista, take orders, make drinks, earn points

• Quick sessions (one “shift” = ~5–10 minutes)

• Points linked to email/phone/member ID

• Redeemable rewards in-store via **QR codes or one-time redemption codes**

• Atulea-themed pixel art & branding: barista characters, drink icons, café background

• Social sharing option (progress or screenshots)

**Rewards System**

**Points economy example:**

• 1 pt per correct drink (made following correct steps/match the customer’s order)

• Speed/accuracy bonus for fast service

• Combo streak multipliers

**Reward tiers (tbd)**

• 50 pts = Sticker

• 150 pts = Enamel Pin

• 500 pts = Free Drink (limit: 1 per 30 days per account)

• 1000 pts = Free Tumbler (limit: 1 per year per account)

**Fraud protection:**

• Single-use redemption tokens

• Server-side validation

• Account verification (email login or phone)

• Staff admin panel to check redemptions

**Design & Branding**

• **Pixel-style art & UI** consistent with Atulea branding

• Café interior background, barista avatars, customer avatars, drink/item icons (\*I can help with these)

• Seasonal event/café background art (future updates)

• Sound effects / background music (\*Lizzy?)

**Technical Requirements**

• **Game Engine:** HTML5 framework (e.g., Phaser) optimized for browser/mobile

• **Hosting:** Lightweight web hosting (Vercel/Netlify) with global CDN

• **Backend:** Supabase or Firebase for user accounts, points, rewards

• **Authentication:** Email magic link (preferred) or phone/SMS OTP

• **Admin Panel:** Staff dashboard to view/manage redemptions, adjust reward thresholds, export CSV

• **Analytics:** Track signups, session length, completion rate, redemption events, and shares

(\*Eva can probably help with these)

**Timeline (Target: End of November 2025)**

1. **Discovery & Final Spec** (Sep 19 – Sep 26)

2. **Art Direction & Assets** (Sep 27 – Oct 10)

3. **Prototype / Gameplay Loop** (Oct 11 – Oct 31)

4. **Backend Integration + Admin Panel** (Nov 1 – Nov 14)

5. **QA & Cross-Device Testing** (Nov 15 – Nov 22)

6. **Deployment & Staff Training** (Nov 23 – Nov 29)

**Deliverables**

• Game design doc & wireframes

• Playable prototype (core loop)

• Final deployed game (desktop + mobile browsers)

• Source code & asset files

• Admin panel for redemption

• Staff training guide (one-page cheat sheet)

• Analytics + basic reporting setup

• 30-day bug-fix window post-launch

**Questions for Developers Team**

**Technical Approach**

• Which technology stack will you use (Phaser, React, Unity WebGL, etc.)?

• Will the game load fast (<3 MB initial load) and run smoothly on iOS Safari and Android Chrome?

• How will points & redemption be tracked securely (backend choice, database structure)?

**Game Design**

• Do you provide pixel art assets (characters, drinks, environment), or should Atulea supply them?

• How many levels, characters, drinks, and gameplay features are included in the base scope?

• Will the game have sound effects/music?

• What features do you think can be simplified in order to reduce cost?

**Integration & Hosting**

• Will you handle server setup, deployment, and hosting?

• How will you integrate login (email/phone) and prevent fake accounts?

• How will the in-store redemption system work (QR codes, manual code entry, or both)?

**Maintenance & Updates**

• What bug-fix/maintenance support is included after launch, and for how long?

• What is the cost for future updates (new drinks, seasonal content, events)?

**Project Management**

• Estimated timeline for prototype and full release?

• How many revisions are included in the price?

**Pricing Request**

We are seeking a **fixed-price MVP** for the Atulea mini-game. Please provide a total amount to deliver the MVP with the following scope:

**MVP Scope / Deliverables:**

• Playable pixel-style web game (desktop + mobile)

• Core gameplay loop: barista takes orders → makes drinks → delivers → earns points

• Points linked to player account (email/member ID)

• In-store reward redemption via QR code or single-use code

• Basic art assets: café background, 1 barista character (customizable by players), 6 minimum customer characters, 10 minimum drink icons (provided by developer or Atulea)

• Admin panel for staff to view/manage redemptions

• Basic QA / cross-device testing

• Source code + deployment

\*Any post-launch updates, seasonal content, or additional features can be discussed separately, but are **not included in the fixed-price MVP**.