# ☕ Step 1: Finalized Core Gameplay Loop (with your tweaks)

## 🎮 Main Gameplay Flow

1. **Customers arrive automatically**

   - The player doesn't have to manually serve — everything happens passively.

   - The shop (and later, its branches) automatically serves customers at a steady pace.

   - Speed, customer rate, and income depend on upgrades.

2. **Earn Money Over Time**

   - Every customer pays for coffee.

   - Coffee price is linked to your shop level (the better your upgrades, the higher your allowed price range).

   - Earnings are continuous but influenced by demand.

3. **Upgrade System**
   Upgrading increases:

   - **Customer Attraction:** more visitors per minute.

   - **Coffee Quality:** allows higher price and better satisfaction.

   - **Speed:** customers are served faster.

   - **Décor:** keeps customer satisfaction high for longer.

   - **Staff:** increases automation efficiency.

4. **Shop Level System (Price Unlock Mechanic)**

   - Each shop has a *level*.

   - When the shop reaches a certain upgrade threshold (like total upgrades ≥ 5), it levels up.

- Level-ups unlock new price caps — meaning you can sell coffee at a higher price per cup.

- But higher price = fewer customers (you must balance it).

5. **Expansion System**

- When your current shop reaches a specific level (like Level 5 or 10), you unlock the ability to open a new branch.

- Each branch works independently but adds to your total income.

- Each branch may have unique modifiers (city branch = faster customer flow, mountain branch = slower but richer customers, etc.).

6. **Customer Decay System (Strategic Mechanic)**

- If the player stops upgrading, customers start decreasing gradually.

- Example:

  - Level 1 shop should ideally be upgraded after X time.

  - If not upgraded, customer arrival rate starts dropping: 10 → 7 → 5 → 3 → occasional visitors.

- This mechanic encourages consistent upgrades and prevents the game from being "fully idle."

7. **Repeat & Grow**

- The player balances upgrades, prices, and expansion to maintain profit growth.

- Over time, they unlock new themes, aesthetics, and challenges.

## Optional Systems That can be Added Later

- **Seasonal Effects:**
  Autumn = more customers; winter = fewer but higher-paying customers.

- **Special Events:**
  "Coffee Festival Week" = double customers.

- **Staff Skills:**
  Train baristas or hire managers who give passive bonuses.

- **Offline Earnings (Idle Mode):**
  Earn small passive income even when not playing.
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# 🎨 1. Visual Assets (Things You'll Design)

## 🏠 A. Backgrounds

- **Main Menu Background** – cozy autumn/winter vibe, warm colors, maybe a café view.

- **Gameplay Background** – inside the café (counter, tables, coffee machines).

- **Upgrade Menu Background** – softer blurred look of the café or a separate cozy shop UI.

- **Branch/Map Background** – small map showing other coffee shops you can unlock.

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## ☕ B. Objects & Environment

- **Coffee Counter / Machine**

- **Tables, Chairs, Lamps, Plants, etc.**

- **Decorative props** (like shelves, pastries, lights — these add the "cozy" feel).

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## 🧍 C. Characters

- **Customers** (you can use simple colored shapes or minimal pixel art).

  - Maybe 2–3 variants for variety.

- **Barista/You (the player)** (optional if automated).

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## 💵 D. UI & Icons

- **Money/Currency symbol** (custom one, as you mentioned).

- **Upgrade button**

- **Shop button**

- **Settings button**

- **Mute/Unmute button**

- **Branch button** (to open the branch expansion screen)

- **Exit/Quit button**

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## 📊 E. HUD (Heads-Up Display)

- **Money counter**

- **Customer count per minute (or reputation bar)**

- **Shop level indicator**

- **Upgrade notifications ("+5% coffee quality!")**

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## 🧩 F. Menus & Screens

- **Main Menu**

  - Title logo

  - Buttons: "Start", "Continue", "Settings", "Exit"

- **Upgrade Screen**

  - List of upgrades with icons & costs

- **Branch Screen**

  - Map view to select new shop location

- **Pause Menu**

  - Resume, Settings, Exit

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