

FirstRay MVP Development Proposal

Prepared for: Captella Games Ltd

Product: FirstRay

Prepared by: Keza Studio

Project: FirstRay Web MVP

Estimated Delivery: 2-3 weeks, subject to final scope confirmation and timely feedback

Platform: Responsive Web Application

1. Project Overview

FirstRay is a play-based educational product designed to help children aged 7–12 discover and explore different careers through interactive gameplay.

Unlike traditional career guidance, FirstRay is designed around exploration. Children encounter professions, skills, scenarios, objects and career-related clues through games that encourage curiosity rather than asking them to decide what they want to become.

The purpose of this initial MVP is not to build the final FirstRay universe. It is to create a **real, usable version of the product that can be placed in the hands of children and parents**, allowing Captella Games to begin validating the concept, collecting meaningful feedback, measuring engagement and building evidence for future investment.

The MVP will therefore focus on four outcomes:

1. **Child Engagement** - Will children understand, enjoy and engage with the gameplay?
2. **Parent Value** - Do parents understand and see value in FirstRay?
3. **Commercial Validation** - Can FirstRay begin testing willingness to pay?
4. **Investor Evidence** - Can Captella Games demonstrate real usage and traction rather than presenting only a concept?

2. Our Understanding of FirstRay

FirstRay has three primary user groups:

Child

The child is the primary end user.

They should be able to:

- access their own parent-controlled profile;
- use a child-friendly interface;
- explore different professions;
- play career-related games;
- receive encouraging feedback; and
- return to continue exploring.

Parent / Guardian

The parent is the primary account holder and safeguarding user.

They should be able to:

- register securely;
- create and manage child profiles;
- control child credentials;
- view their child's activity;
- understand professions their child has explored;
- manage their subscription; and
- provide feedback.

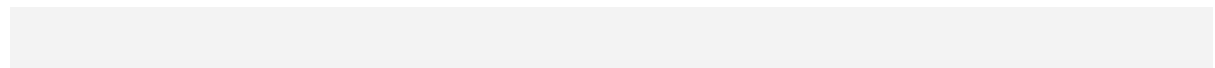
FirstRay Administrator

The administrator needs sufficient control to operate and learn from the MVP.

They should be able to:

- securely access the admin area;
- view basic user and engagement information;
- manage key career/game content;
- review user feedback; and
- use MVP data to inform future development.

The focus of the admin experience at this stage is **operational control and learning**, rather than building an enterprise-scale administration platform.



3. Recommended MVP Approach

For this phase, we recommend building FirstRay as a **responsive browser-based application**.

This reduces friction for early users because parents and children can access FirstRay directly through the existing website without downloading an application from an app store.

It also allows Captella Games to begin collecting feedback and engagement data more quickly while keeping the initial technical investment controlled.

The architecture should nevertheless be developed with future expansion in mind so that progression towards native mobile applications can be considered in a later phase.

4. Proposed Scope of Work

4.1 Product Planning & UX

Before development begins, Keza Studio will work with Captella Games to convert the agreed PRD, user journeys and user stories into the final build scope.

This stage will include:

- confirmation of the MVP user journeys;
- confirmation of P0 functionality;
- final screen/page list;
- review of gameplay mechanics;
- definition of the simplified Career Clue Hunt environment;
- confirmation of subscription journey;
- confirmation of required analytics;
- basic information architecture; and
- technical recommendations for the MVP.

The objective is to resolve any outstanding product decisions before significant development begins.

5. Child Experience

5.1 Child Login

Children will be able to log into FirstRay using credentials created and managed by their parent.

The experience will include:

- child login;
- credential validation;
- clear error states;
- parent-controlled credentials; and
- child password-change request functionality where included in the final scope.

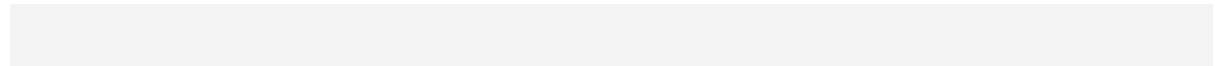
5.2 Child Profile & Home

After login, the child will enter a simple, age-appropriate home experience.

The home experience will include:

- child's display name;
- avatar;
- encouraging welcome messaging;
- Explore Activities;
- Explore Careers / Professions; and
- navigation back to available experiences.

Pre-built avatar options can be provided as part of the MVP rather than introducing complex avatar creation.



6. Core Gameplay

The MVP will focus on the two agreed core gameplay concepts.

6.1 Career Clue Hunt

Career Clue Hunt will be the main interactive FirstRay experience.

The child will:

1. select or receive a profession;
2. receive simple instructions;
3. enter a real-world-themed interactive environment;
4. identify clues connected with the selected profession;
5. avoid incorrect/distractor clues;
6. receive immediate feedback; and
7. receive a result at the end of the activity.

Career-related clues may be represented through elements such as:

- words;
- images;
- objects;
- actions; and
- other visual assets.

The target gameplay structure will allow the child to identify a defined number of correct clues associated with a profession.

MVP Visual Approach

For this initial budget and validation phase, we recommend avoiding a complex open-world 3D environment.

Instead, the objective will be to create a visually engaging **interactive scene or lightweight game environment** that demonstrates the FirstRay concept without committing Captella Games to the cost and complexity of a full 3D game before engagement has been validated.

The underlying game structure can then be expanded significantly in later phases.

6.2 Quick-Fire Scenarios

The second playable activity will allow children to associate real-life situations with different professions.

The child will:

1. receive a short scenario;
2. see several possible professions;
3. select the profession they believe best matches the scenario;
4. receive immediate feedback;
5. continue through additional scenarios; and
6. receive a result after completion.

This gives the MVP a second gameplay mechanic while reusing the career content architecture created for FirstRay.

7. Profession Exploration

FirstRay will include an initial representative profession library.

The agreed product direction allows for approximately **20 professions**, subject to Captella Games supplying or approving the required content.

Each profession may contain:

- profession name;
- child-friendly description;
- image/visual;
- associated clues;
- relevant objects;
- relevant actions;
- relevant words;
- associated skills/interests; and
- related game content.

The library is intended to be sufficient to validate the concept rather than comprehensive at this stage.

8. Feedback & Results

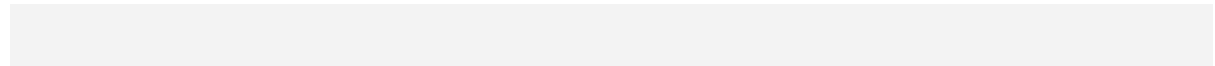
Feedback is an important part of the FirstRay experience.

The platform will be designed to:

- provide immediate feedback;
- use child-friendly language;
- positively reinforce correct choices;
- explain incorrect choices constructively where practical;
- avoid language that labels a child as failing; and
- encourage further exploration.

After completing an activity, the child should be able to:

- play another activity;
- explore the related profession; or
- return to the home screen.



9. Parent Experience

9.1 Parent Registration & Authentication

Parents will be able to:

- register using email and password;
- log in securely;
- verify their account;
- access password recovery;
- accept applicable terms;
- provide required parental consent; and
- access appropriate privacy information.

9.2 Child Profile Management

Parents will be able to:

- create a child profile;
- create more than one child profile where supported;
- assign a display name;
- provide required age/date-of-birth information;
- select an avatar;
- create or manage child credentials; and
- edit permitted child profile information.

Each child profile will be associated with the appropriate parent account.

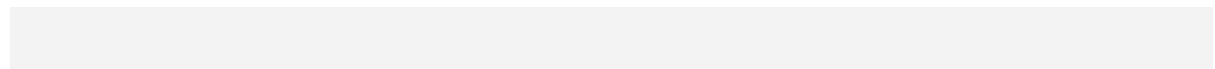
9.3 Parent Dashboard

The parent dashboard will provide a simple view of how their child is using FirstRay.

The MVP will prioritise information such as:

- recent activity;
- games started;
- games completed;
- professions explored; and
- basic interests or strengths where these can be derived reliably.

The MVP is not intended to provide advanced educational assessments or complex personalised reports.



10. Subscription & Payments

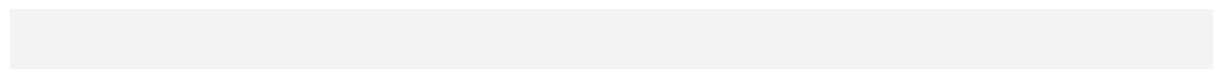
The MVP will include the ability to test FirstRay as a paid proposition.

The parent experience will include:

- access to the available FirstRay plan;
- subscription/upgrade journey;
- secure payment;
- subscription status; and
- basic subscription management.

Stripe will be used as the payment provider.

The precise commercial model-such as free trial duration, permanent free content or the point at which a paywall appears-will be confirmed with Captella Games during the planning phase.



11. FirstRay Admin Area

A lightweight admin area will be developed to give Captella Games the minimum control needed to operate and learn from the MVP.

11.1 Admin Access

The administrator will have:

- secure login;
- protected admin access; and

- logout functionality.

A single admin permission level is sufficient for the first version.

11.2 Basic User Management

Subject to the final prioritised scope, the administrator will be able to:

- view parent accounts;
- locate user accounts;
- view linked child profiles;
- view basic account status; and
- perform essential account-support actions.

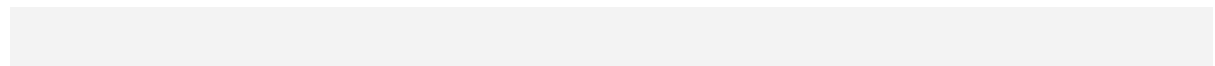
11.3 Content Management

The admin area will provide lightweight management of key dynamic content where practical.

This may include:

- professions;
- profession descriptions;
- clues;
- words;
- objects;
- actions;
- game content;
- feedback messages; and
- active/inactive content status.

The objective is to allow Captella Games to make routine content changes without relying on a developer for every update.



12. Analytics & MVP Learning

Analytics will be incorporated from the beginning rather than added after the product has launched.

The MVP should capture enough information for Captella Games to understand:

Acquisition

- parent registrations;
- verified accounts; and
- child profiles created.

Engagement

- child logins;

- games started;
- games completed;
- games abandoned where measurable;
- professions explored;
- repeat usage; and
- relevant scores/results.

Commercial Behaviour

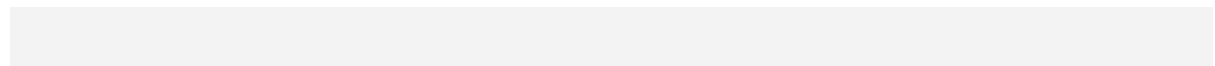
- subscription/upgrade views;
- payment attempts;
- successful subscriptions; and
- cancellations where applicable.

Product Learning

These metrics should help answer:

- Are children actually playing?
- Are they completing games?
- Are they returning?
- Which professions are most interesting?
- Which game mechanics perform best?
- Are parents engaging with the product?
- Are parents willing to pay?
- Where are users dropping out?

This information will give Captella Games evidence that can be used both to shape the next phase of FirstRay and strengthen future funding conversations.



13. Design

Keza Studio will create a simple, child-friendly digital experience appropriate to the MVP stage.

Design work will focus on:

- clarity;
- visual engagement;
- ease of navigation;
- age-appropriate interactions;
- consistent FirstRay styling;
- responsive web layouts; and
- keeping gameplay understandable rather than visually overwhelming.

Existing FirstRay branding can be used as the starting point, with reasonable visual refinement as required for the MVP.

A complete brand redesign is not included within the development fee.

14. Technical Deliverables

The proposed MVP will include:

- responsive web application;
- parent authentication;
- child authentication/profile access;
- admin authentication;
- database and data relationships required for the MVP;
- child activity tracking;
- profession/game content structure;
- Career Clue Hunt;
- Quick-Fire Scenarios;
- parent dashboard;
- lightweight admin functionality;
- Stripe subscription integration;
- basic analytics/event tracking;
- feedback capture;
- deployment configuration; and
- basic error monitoring.

Final technology choices will be confirmed during technical planning.

15. Quality Assurance

Before the MVP is handed over for beta testing, Keza Studio will carry out functional QA across the agreed core journeys.

Testing will prioritise:

Parent Journey

- registration;
- authentication;
- child creation;
- child account management;
- activity visibility; and
- subscription/payment.

Child Journey

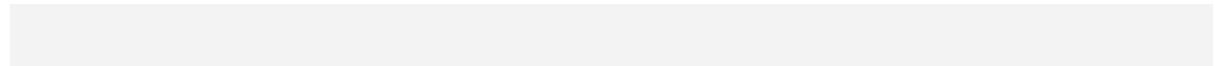
- login;

- profile/home;
- activity selection;
- Career Clue Hunt;
- Quick-Fire Scenarios;
- feedback/results; and
- profession exploration.

Admin Journey

- admin login;
- agreed user-management functionality;
- content-management functionality;
- feedback visibility; and
- basic analytics.

Critical defects identified within the agreed MVP functionality will be addressed prior to handover.



16. Delivery Plan

We recommend delivering the MVP through a small number of focused stages.

Stage 1 - Scope & Product Alignment

Estimated duration: 3–5 working days

- scope confirmation;
- screen/page confirmation;
- gameplay decisions;
- content requirements;
- analytics requirements;
- technical planning.

Output

Final MVP build specification.

Stage 2 - UX/UI & Technical Foundation

Estimated duration: 1 week

- key interface designs;
- application architecture;
- database structure;
- authentication;
- parent/child account structure;

- admin foundation.

Output

Approved direction and functional application foundation.

Stage 3 - Core Development

Estimated duration: 2 weeks

Development of:

- parent experience;
- child experience;
- Career Clue Hunt;
- Quick-Fire Scenarios;
- professions;
- dashboard;
- lightweight admin;
- analytics;
- payments.

Output

Working FirstRay MVP.

Stage 4 - QA, Refinement & Handover

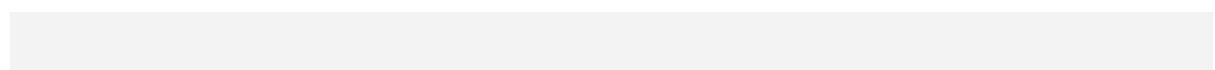
Estimated duration: 1 week

- functional testing;
- bug fixing;
- client review;
- deployment;
- basic handover.

Output

FirstRay MVP ready for controlled beta users.

Note: Timelines will overlap as work happens asynchronously.



17. Estimated Timeline

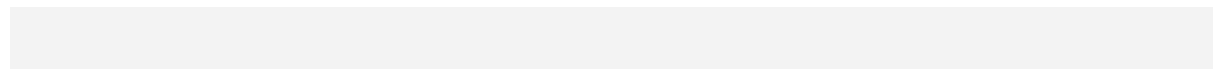
The proposed project timeline is approximately:

2–3 weeks from project commencement.

This timeline assumes:

- required content is supplied promptly;
- product decisions are made within agreed review periods;
- feedback is consolidated;
- the scope remains limited to the agreed MVP; and
- no major scope changes are introduced during development.

If additional functionality is requested, its impact on cost and timeline will be agreed before implementation.



18. Project Investment

FirstRay MVP Development

Total Project Fee: £2,000

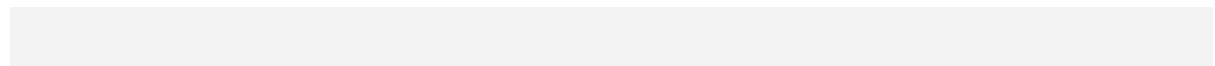
This fee covers the agreed FirstRay Phase 1 MVP scope described in this proposal.

Third-party costs are not included in the development fee unless explicitly agreed.

Potential external costs may include:

- hosting;
- domain services;
- email/notification services;
- Stripe transaction fees;
- paid asset licences;
- analytics services; or
- other external platforms selected during development.

Where possible, we will recommend suitable free or low-cost options appropriate to the MVP stage.



19. Scope Protection

The £2,000 investment is based on delivering a **focused MVP designed to validate the core FirstRay proposition.**

Where functionality proves materially more complex than anticipated, we will prioritise features in the following order:

1. core child gameplay;
2. parent onboarding and safeguarding;
3. collection of engagement data;
4. parent visibility;
5. commercial validation;
6. essential admin operation.

The objective is to ensure that the project produces a useful, testable product rather than spreading the available investment across too many partially completed features.

20. Out of Scope

The following are not included in this Phase 1 proposal:

- native iOS application;
- native Android application;
- complex/open-world 3D gameplay;
- multiplayer;
- social/community features;
- child-to-child messaging;
- leaderboard;
- complex achievements/badge system;
- advanced AI personalisation;
- AI career recommendations;
- AI content-authoring tools;
- multilingual functionality;
- advanced parent reporting;
- advanced admin analytics;
- complex admin roles and permissions;
- large-scale content libraries;
- Continuous Career Game mode;
- playable Clues to Career mode;
- sponsorship/advertising functionality;
- complete branding/rebrand exercise; and
- functionality outside the agreed MVP user stories.

These can be considered as future phases once the core FirstRay proposition has been tested with users.

21. Client Responsibilities

To support delivery within the proposed cost and timeline, Captella Games will provide or approve:

- FirstRay logo and available brand assets;
- final or draft profession content;
- career descriptions;
- clue sets and correct/incorrect clue relationships;
- required images/audio/content assets where not produced by Keza Studio;
- Terms of Service;
- Privacy Policy;
- applicable consent wording;
- Stripe account/access;
- relevant domain/hosting access where required; and
- timely consolidated feedback.

Keza Studio can advise on the structure and implementation of these materials but specialist legal advice and legal-document drafting are outside the development scope.

22. Assumptions

This proposal assumes:

- the MVP remains web-first;
- approximately 20 professions represent a content target rather than 20 individually bespoke game environments;
- Career Clue Hunt uses a cost-effective interactive environment rather than a complex open-world game;
- Quick-Fire Scenarios uses reusable content/game components;
- there is one primary admin role;
- Captella Games supplies the core educational/career content;
- advanced achievements remain deferred;
- advanced 3D development is deferred;
- the commercial model will be finalised during planning; and
- significant functionality added after scope approval will be quoted separately.

23. Post-MVP Opportunity

The FirstRay MVP should be viewed as the first step in a wider product roadmap.

Once real users have interacted with the product, future decisions can be driven by evidence rather than assumptions.

Possible future phases may include:

- richer 3D environments;
- native mobile applications;
- additional game types;
- larger profession libraries;
- achievements and progression;
- more advanced parent insights;
- personalised career exploration;
- multilingual content;
- AI-assisted content management;
- deeper analytics;
- school or educational partnerships; and
- additional commercial models.

The specific roadmap should be informed by what children and parents actually do within the MVP.

24. What Success Looks Like

The most important outcome from this phase is not simply that FirstRay has been built.

Success means Captella Games has a working product that can begin answering:

- Do children enjoy the concept?
- Do they understand how to play?
- Which career content engages them?
- Do they return?
- Do parents see educational value?
- Will parents pay for continued access?
- What should FirstRay improve?
- What should be built next?
- Can real user data strengthen future funding conversations?

The MVP is therefore designed to give FirstRay both **a product and a learning platform**.

25. Next Steps

To begin the project:

1. Confirm acceptance of the proposed MVP direction.
2. Confirm the £2,000 project investment.
3. Complete the initial project payment.
4. Hold a project kick-off and final scope session.

5. Confirm outstanding gameplay and subscription decisions.
6. Supply initial content and brand materials.
7. Begin UX/UI and technical implementation.

We look forward to working with Captella Games to bring the first usable version of FirstRay to life and, most importantly, begin putting the idea in front of the children and parents it has been designed to serve.

Keza Studio

Web & Mobile App Development