

# Proposal for the Development of the Smith College Conway Center Financial Education Platform

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## Executive Summary

Smith College's Conway Center is pioneering a new approach to financial education for students. This platform will serve as an interactive, engaging, and scalable e-learning solution that brings complex financial topics to life through games, adaptive learning, and student-friendly design.

Seed App will deliver a digital platform that is:

- **Custom-built for interactivity** (e.g., Tinder-style swiping, Whack-a-Mole, adaptive quizzes).
- **Accessible across devices** (desktop and mobile).
- **Modular and scalable** (Track 1 now, with Tracks 2 and 3 easily added later).

Our recommendation is a **Custom React Application**, which balances flexibility, scalability, and interactivity. While we present three possible approaches, we advise React as the most reliable foundation.

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## Why a Custom Application (and Not Webflow)

Webflow is an excellent tool for marketing websites, but it has serious limitations for the kind of platform you want to build:

- **No native support for dynamic quizzes or branching logic.** Requires third-party tools (e.g., JotForm), which creates integration risk.
- **Limited support for gamified interactions.** Features like “swipe” or “whack-a-mole” require access to user hardware (e.g., gestures, click events), which Webflow cannot handle natively.
- **Scalability issues.** As content grows (Track 2, Track 3), patching third-party integrations will become increasingly fragile.

By contrast, a **Custom React App** allows:

- Seamless integration of interactive activities.
- Smooth user experience across devices (mobile swiping, animations, gamification).
- Long-term scalability and easier updates.

In short: **Webflow can host static content, but cannot power the dynamic learning engine you need.**

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## Development Pathways for Meeting Deadlines

Meeting your timeline (prototype in September, Track 1 launch by November) is a top priority. We propose two pathways:

### Option 1: Design-First Build

- Wait for all Figma designs before development begins.
- **Pros:** Structured process, strong design foundation.
- **Cons:** Puts November launch at risk. Designs + approvals alone may take 6–8 weeks, leaving little time for development.

### Option 2: Parallel Build & Design (Recommended)

- Begin development immediately using wireframes as placeholders.

- Build core functionality first (quizzes, swipe, whack-a-mole).
- Layer in approved Figma designs as they are finalized.
- **Pros:** De-risks November deadline, ensures a functional platform exists even if design polish lags.
- **Cons:** Slightly higher coordination overhead (+\$1–2k).

This pathway ensures that **students will have a working, testable platform by November**, even if design refinements continue into December.

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## Proposed Timeline

Milestone	Date
Kickoff + Wireframes	Early Sept
Functional Prototype (Banking Module)	Mid Sept
Track 1 Core Features Built	Oct
Testing + Iteration	Late Oct
Track 1 Launch (11 modules)	Nov 1
Final Refinements & Polishing	Nov–Dec

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## Cost Options

We propose **fixed milestone-based pricing** for clarity and ease of decision-making. Each option includes a fixed total cost with payments tied to project phases. This ensures budget certainty while protecting against scope creep.

## Value Comparison

Custom LMS builds with advanced interactivity typically range from **\$50,000–\$80,000+** (industry standard). By contrast, our proposals deliver the same functionality — adaptive flows, interactivity, dashboards — for **\$16,500–\$29,500**, depending on approach. This represents significant savings while preserving scalability.

## Option 1: Webflow (Not Recommended)

**Fixed Cost: \$16,500**

- Best for static content pages with light quizzes.
- Requires 3rd-party integrations for logic, member areas.
- Cannot support advanced gamification.
- Payment Schedule: 25% Kickoff, 25% Prototype, 30% Core Build, 20% Launch.  
**Note:** Fixed cost covers the scope outlined. Additional features/design cycles will be estimated separately.

## Option 2: Hybrid (Webflow + React)

**Fixed Cost: \$23,000**

- Webflow for static/marketing pages, React for interactive modules.
- Balanced approach but requires managing two systems.
- Payment Schedule: 25% Kickoff, 25% Prototype, 30% Core Build, 20% Launch.  
**Note:** Fixed cost covers the scope outlined. Additional features/design cycles will be estimated separately.

## Option 3: Full Custom React App (Recommended)

**Fixed Cost: \$29,500**

- Entire platform built in React.
  - Best for advanced interactivity, scalability, and future Tracks.
  - Payment Schedule: 25% Kickoff (\$7,375), 25% Prototype (\$7,375), 30% Core Build (\$8,850), 20% Launch (\$5,900).  
**Note:** Fixed cost covers the scope outlined. Additional features/design cycles will be estimated separately.
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# Out-of-Scope & Change Control

To protect the timeline and budget, the following are out-of-scope unless explicitly added:

- Track 2 and Track 3 modules.
- Mobile app development (iOS/Android).
- Payment systems, AI/ML, or advanced analytics.
- Multiple rounds of design revisions beyond two per module.
- Custom illustrations/animations beyond those scoped.

**Change Control Policy:** Any new features or design requests will be logged, estimated, and require written approval before work begins.

**Definition of Done:** A module is complete when it:

- Functions according to approved specs.
  - Passes internal QA + client review.
  - Is visually aligned with approved Figma design.
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## Why Seed App

- 10+ years of experience building custom apps and interactive learning tools.
  - Helped startups raise **\$750M+** with strong products.
  - Experience across fintech, education, and gamification.
  - Proven track record delivering **MVPs under tight deadlines**.
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## Next Steps

- Select development pathway (Design-First or Parallel Build).
- Confirm platform choice (Webflow, Hybrid, or React).
- Kickoff meeting

We recommend **Option 3 (Custom React App) + Parallel Build**, which gives the Conway Center the best chance of hitting its November deadline with a working, scalable platform.

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## Contact

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