PROJECT SHOWCASE / ENGINEERING & PRODUCT PORTFOLIO

Petinha

Product & Business Briefs

Prepared for professional review | November 4, 2026 | English edition

Evidence note: Based on prior project discussions, described architecture, selected development/debugging history and portfolio records available at preparation time. This is a portfolio case study, not a fresh source-code audit, external security review, market study or verified commercial due diligence. Planned capabilities and unverified outcomes are labeled accordingly.

Petinha | Product & Business Brief

Virtual pet / interactive web game | Product stage: Existing application under active engine migration and movement/animation debugging

Product premise

Petinha is an interactive virtual-pet experience with state-based needs and player actions. Development discussions cover a Next.js application backed by MongoDB and authentication, while the game runtime is being migrated toward Phaser 3 so movement, animation and object interactions are owned by a coherent game loop.

Customer problem

Interactive virtual pets must consistently coordinate persistent needs, character animations, inventory-like actions and scene interactions. Mixing DOM/CSS animations with game-engine transforms can introduce divergent state and unpredictable movement.

Target users

Casual game players, families and users seeking a lightweight browser pet experience.

Value proposition

A persistent, playful pet relationship with short interactive sessions and collectible/progression potential.

Potential differentiation

Character identity, approachable visual design and browser access could create a distinct experience; retention is unproven.

Alternatives and competitive pressure

Established virtual-pet apps, casual mobile games and free browser games.

Commercial model hypothesis

Possible cosmetic purchases or a premium content pack, with free core play; not implemented or validated.

Initial go-to-market experiment

Invite a small test audience, observe first-session completion and return visits, then evaluate organic sharing.

Validation plan and decision metrics

- Test a playable 10-minute core loop with at least 10 users.
- Measure tutorial completion, day-1/day-7 retention and meaningful sessions per user.
- Ask whether players understand pet feedback and action consequences.
- Avoid monetization until the technical core loop is reliable.

Commercial and operational risks

- High content demand and difficulty retaining casual players.
- Animation and game-state bugs disrupting progression.
- Potential child-directed audience considerations, privacy and content safeguards.
- Costs of new artwork and ongoing gameplay content.

Phased go-to-market roadmap

- Stabilize core pet loop and Phaser migration.
- Release a controlled public demo.
- Instrument retention and usability.
- Add content or cosmetic monetization only after behavioral evidence.

Sponsor / investor diligence checklist

- Demonstrable product build and concise feature tour.
- Evidence of actual use: users, retention and repeated workflows rather than feature count alone.
- Costs, pricing assumptions and support effort; no unsupported revenue forecast.
- IP ownership, licensed assets, privacy commitments and provider API dependencies.
- Specific requested partnership: pilot access, introductions, development support or investment, plus milestones.

Important: All market positioning and monetization options in this brief are hypotheses to validate. No TAM, revenue, valuation, user growth, partnerships or investment return is represented as verified.