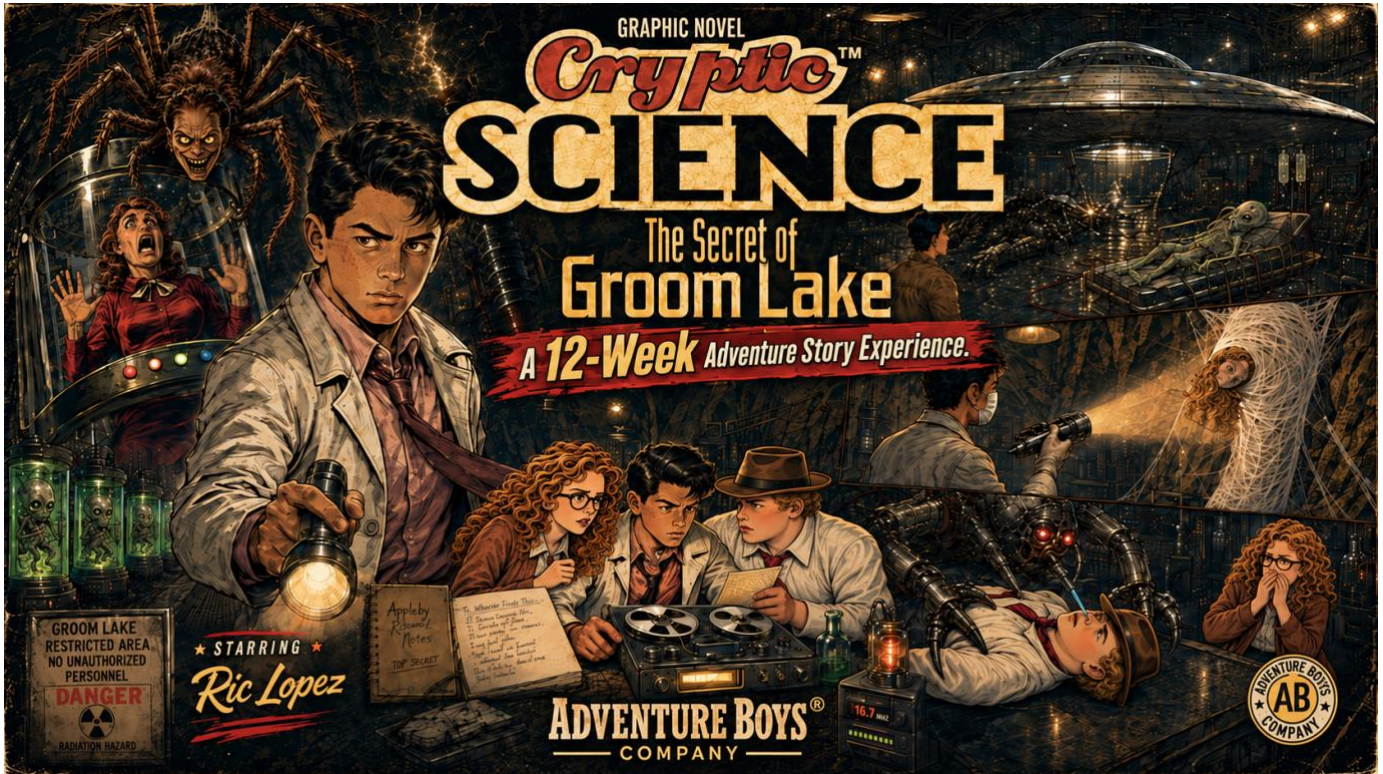


CRYPTIC SCIENCE

AI WEBSITE BUILDER MASTER BRIEF

The Secret of Groom Lake — 12-Week Adventure Story Experience



Holiday 2026 • Limited inaugural run of 100 kits

How to Use This Package

- Upload all supplied art assets into the AI website builder.
- Paste the Master Prompt in full. If the builder has a separate brand/visual field, also paste the Visual Direction section there.
- Do not let the builder replace or redraw the supplied artwork. It should design around the assets.
- Keep price, shipping, fulfillment dates, legal policies, and customer-service details editable until finalized.
- Before launch, verify mobile checkout, image cropping, weekly-delivery messaging, inventory logic, and privacy language.

Key Strategic Improvements Built Into the Prompt

Adult purchaser vs. minor recipient: The site speaks primarily to parents, grandparents, relatives, and mentors while keeping the adventure compelling for boys 9–17.

Clear 12-week product logic: The prompt explains the opening gift experience and the weekly serialized delivery sequence in a way a shopper can understand quickly.

Conversion architecture: The homepage has a specific section order, repeated CTAs, urgency, trust copy, and an FAQ designed around purchase objections.

Secure checkout: The prompt explicitly routes card data through a PCI-compliant processor rather than a custom form.

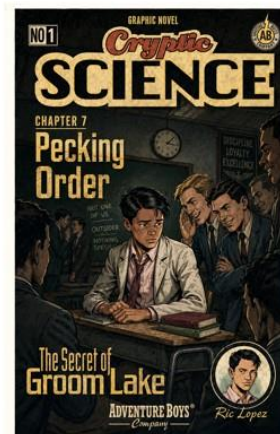
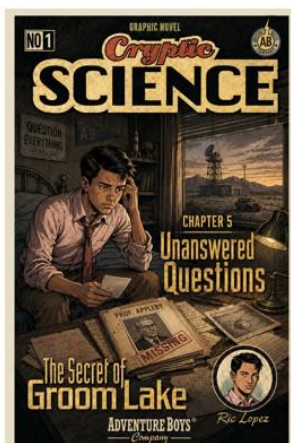
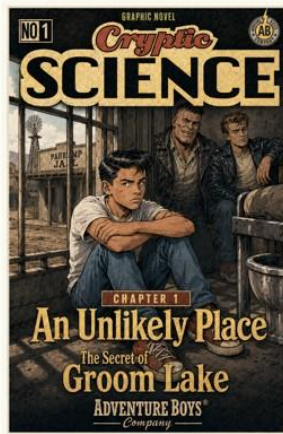
Privacy safeguards: The site is adult-purchaser focused and avoids child accounts or direct marketing data collection from minors.

Asset discipline: The builder is instructed to preserve the supplied covers, characters, packaging, logos, and proportions rather than generating substitutes.

Product & Packaging References

Full 12-Week Experience	Premium Box Detail
	

12 Chapter Covers



Master Prompt

CRYPTIC SCIENCE — AI WEBSITE BUILDER MASTER PROMPT

Adventure Boys Company | Holiday 2026 Inaugural Pre-Order Launch

ROLE

Act as a senior direct-to-consumer e-commerce web designer, UX strategist, conversion copywriter, and brand art director. Create a polished, production-ready website for Adventure Boys Company's "Cryptic Science: The Secret of Groom Lake — A 12-Week Adventure Story Experience."

The finished site should feel like a premium collectible gift experience—not a generic comic-book store, not a children's toy site, and not a modern neon sci-fi site. The visual world should feel like a classified 1950s science-fiction pulp adventure that has been rediscovered and packaged for today.

PRIMARY BUSINESS GOAL

Sell the limited inaugural Holiday 2026 edition of Cryptic Science through pre-orders.

Launch details:

- Pre-orders open: November 10, 2026
- Holiday order deadline: December 10, 2026
- Intended arrival: before Christmas, December 25, 2026
- Inaugural production run: only 100 kits
- Primary CTA: "Reserve Your Inaugural Edition"
- Secondary CTA: "See How the 12-Week Experience Works"

IMPORTANT PRODUCT LOGIC

The product is a serialized 12-chapter graphic novel experience for boys ages 9–17.

The gift presentation includes:

- A premium collectible Cryptic Science book box
- The series prologue
- Chapter 1 at the time of gifting
- Chapters 2–12 delivered one chapter at a time on a weekly cadence after the gift is opened

Present this as a 12-week story experience. If the fulfillment schedule is not yet finalized, build the site so the exact weekly mailing start date can be updated easily without redesigning the page.

TARGET CUSTOMER

The purchaser is an adult: primarily parents, grandparents, relatives, mentors, and family friends buying a meaningful gift for a boy age 9–17.

The recipient is the boy who experiences the serialized story.

The copy should speak primarily to the adult gift buyer while making the adventure feel irresistible to the recipient. Avoid childish language. The tone should feel intelligent, adventurous, mysterious, premium, collectible, and emotionally meaningful.

PRODUCT STORY

“Cryptic Science” is a historical science-fiction adventure set in Groom Lake, Nevada, during the 1950s. The series follows 15-year-old Enrique “Ric” Lopez. As Ric encounters secret laboratories, military installations, mysterious scientific experiments, strange technologies, dangerous adversaries, and questions of loyalty and courage, each chapter pushes him closer to discovering the truth—and closer to adulthood.

The series combines:

- 1950s pulp science fiction
- Cold War mystery
- adventure and suspense
- science and technology
- friendship and loyalty
- courage, judgment, and growing up

CORE VALUE PROPOSITION

This is more than a graphic novel. It is a gift that keeps arriving, creating anticipation week after week.

Key message:

“Give him a mystery that unfolds for 12 weeks.”

Supporting value propositions:

- A premium collectible gift he can hold, display, and keep
- A new chapter creates anticipation every week
- A story experience that competes with screens through suspense, discovery, and physical mail
- Rich vintage artwork and period detail
- A memorable shared experience for boys and the adults who give it
- Limited inaugural edition of only 100 kits

VISUAL DIRECTION — CRYPTIC PULP REALISM

Use the supplied artwork as the primary visual language.

Create a vintage mid-century science-fiction graphic novel aesthetic with:

- cinematic compositions
- dramatic noir lighting
- heavy ink linework
- deep directional shadows
- aged paper and printed-comic textures
- restrained retro palette: charcoal, black, cream, ochre, rust, olive, faded blue, muted military green, and warning-light red
- vintage military signage, file-folder details, stamps, serial numbers, typed labels, diagrams, dossier motifs, and classified-document accents

- period-appropriate 1950s science equipment, uniforms, lab coats, architecture, vehicles, radios, gauges, reel-to-reel recorders, and military hardware
- bold condensed display typography paired with highly readable body text

The visual tone should be mysterious, dangerous, adventurous, cinematic, and premium.

DO NOT:

- use bright neon cyberpunk colors
- use glossy futuristic spaceship UI
- use childish cartoon graphics
- use generic stock photos as the main visual language
- distort, stretch, recolor, or redesign the provided covers, logos, packaging, or characters
- replace the supplied artwork with newly generated lookalikes
- overuse grunge to the point that text becomes difficult to read
- make the site feel like a horror property; suspense is welcome, gore is not

SUPPLIED ASSETS — USE THESE PROMINENTLY

1. “Cryptic Science_ Groom Lake Adventure.png”

Use as the primary homepage hero visual or as the dominant art immediately below the hero headline.

2. “GL 12-Week Packaging Rendering.jpg”

Use to show the complete gift system and the collection of chapter booklets.

3. “MA Shallow Box Mock Up 09.29.jpg”

Use as a clean premium product shot of the open collectible box and closed box.

4. Chapter 1 through Chapter 12 cover files

Use in a visual chapter gallery, horizontal scroll, timeline, or “12 Weeks of Mystery” section. Preserve the original cover proportions and do not crop off titles or logos.

SITE ARCHITECTURE

Create these pages or equivalent sections:

1. HOME
2. HOW IT WORKS
3. THE STORY
4. THE 12 CHAPTERS
5. WHAT’S IN THE BOX
6. GIVE THE EXPERIENCE
7. FAQ
8. PRE-ORDER / CHECKOUT
9. ABOUT ADVENTURE BOYS COMPANY
10. CONTACT
11. PRIVACY POLICY / TERMS / SHIPPING & RETURNS

For a one-page builder, structure these as anchored sections with a persistent navigation bar. For a multipage builder, use the same information architecture as individual pages where appropriate.

Home Page — Required Section Order

SECTION 1 — HERO

Use the supplied homepage art as the dominant image.

Suggested eyebrow:

LIMITED INAUGURAL EDITION • HOLIDAY 2026

Primary headline:

GIVE HIM A MYSTERY THAT UNFOLDS FOR 12 WEEKS.

Subheadline:

Cryptic Science: The Secret of Groom Lake is a collectible serialized graphic novel experience for boys ages 9–17—beginning with a premium gift box and continuing with a new chapter delivered every week.

Primary CTA:

RESERVE YOUR INAUGURAL EDITION

Secondary CTA:

SEE HOW IT WORKS

Urgency line:

Only 100 inaugural kits will be produced. Holiday pre-orders close December 10, 2026.

SECTION 2 — THE GIFT THAT KEEPS ARRIVING

Headline:

ONE GREAT GIFT. TWELVE WEEKS OF ANTICIPATION.

Copy:

On Christmas morning, he opens a collectible Cryptic Science box containing the prologue and Chapter 1. Then the mystery continues as the remaining chapters arrive one at a time, turning a single gift into weeks of suspense, discovery, and conversation.

Use the premium box rendering prominently.

SECTION 3 — HOW IT WORKS

Present as a simple three-step visual sequence.

STEP 1 — RESERVE THE INAUGURAL EDITION

Choose the recipient and shipping information and place the Holiday 2026 pre-order.

STEP 2 — GIVE THE COLLECTIBLE BOX

The initial package arrives in time for Christmas with the prologue and Chapter 1.

STEP 3 — THE STORY CONTINUES

Chapters 2–12 arrive on a weekly schedule, with each installment revealing more of the Groom Lake mystery.

Add a small editable note:

“Exact weekly mailing dates will be confirmed with purchasers before the series begins.”

SECTION 4 — ENTER GROOM LAKE

Headline:

1950s NEVADA. A SECRET BASE. A BOY WHO ASKED TOO MANY QUESTIONS.

Copy:

Fifteen-year-old Enrique “Ric” Lopez never expected the Nevada desert to change his life. But behind the fences of Groom Lake, strange experiments, secret laboratories, military operations, and impossible technology are hiding in plain sight. Every answer leads to a bigger question—and every choice tests Ric’s courage, loyalty, and judgment.

CTA:

MEET RIC LOPEZ

SECTION 5 — 12 WEEKS OF MYSTERY

Display all 12 supplied chapter covers in chronological order.

Use either:

- a horizontal scrolling gallery on desktop and mobile, or
- a 3x4 grid on desktop that collapses gracefully on mobile.

Each cover can open a lightweight detail panel containing:

- Chapter number
- Chapter title taken from the cover
- A short teaser with no major spoilers
- “Included in the 12-Week Experience”

Do not invent detailed chapter plot summaries unless supplied later.

SECTION 6 — WHAT’S IN THE BOX

Use both packaging images.

Headline:

BUILT TO FEEL LIKE A COLLECTOR’S EDITION FROM DAY ONE.

Include:

- Premium collectible rigid book box
- Cryptic Science prologue
- Chapter 1 booklet
- Chapters 2–12 delivered weekly
- Twelve illustrated chapter covers
- A complete serialized historical science-fiction adventure
- Limited inaugural-edition status

Do not invent dimensions, paper stocks, exact materials, or manufacturing specifications on the consumer site unless provided.

SECTION 7 — WHY THIS GIFT IS DIFFERENT

Use 4 concise benefit cards:

ANTICIPATION — A story that keeps arriving.

COLLECTIBILITY — A physical set designed to keep.

ADVENTURE — Mystery, science, danger, and discovery.

CONNECTION — A story worth talking about together.

SECTION 8 — LIMITED INAUGURAL EDITION

Create a high-contrast conversion section.

Headline:

ONLY 100 INAUGURAL KITS.

Copy:

The first Holiday 2026 production run is intentionally limited. Reserve one before the December 10 order deadline or before all 100 kits are spoken for.

Primary CTA:

RESERVE YOUR INAUGURAL EDITION

If the platform supports real inventory, show an accurate quantity remaining. Never display a fake scarcity counter.

SECTION 9 — FAQ

Include concise answers for:

- What age is Cryptic Science designed for?
- What arrives in the initial gift box?
- How many chapters are included?
- When do the weekly chapters begin?
- Can I send the gift directly to the recipient?
- Can I ship the initial box to myself and the weekly chapters to the recipient?
- What happens if the recipient changes address?
- Is the story scary?
- Is this a subscription?
- Will I be charged every week?
- What is the Holiday order deadline?
- What happens if the 100 inaugural kits sell out?
- Who is Adventure Boys Company?

Suggested answer for subscription question:

“No. The inaugural edition is purchased as one complete 12-week experience. Weekly delivery is part of the product; there are no weekly purchase decisions.”

Do not state refund, cancellation, shipping, tax, or delivery guarantees that have not been approved. Use editable placeholders for final policies.

SECTION 10 — FINAL CTA

Headline:

THIS CHRISTMAS, DON'T JUST GIVE HIM SOMETHING TO OPEN.
GIVE HIM SOMETHING TO LOOK FORWARD TO.

CTA:

RESERVE THE 12-WEEK EXPERIENCE

PRE-ORDER / CHECKOUT EXPERIENCE

Checkout should be simple, trustworthy, adult-focused, mobile-friendly, and secure.

Important: payment card data must be handled by the website platform's PCI-compliant payment processor (for example Stripe, Shopify Payments, or equivalent). Do not create a custom form that stores raw credit-card numbers.

Collect:

PURCHASER INFORMATION

- First name
- Last name
- Email
- Mobile phone (optional unless required for delivery updates)

RECIPIENT INFORMATION

- Recipient first name
- Recipient last name (optional if not required for mailing)
- Recipient age or age range (optional; use only if operationally necessary)
- Parent/guardian name
- Parent/guardian email
- Parent/guardian phone (optional)
- Gift message / special instructions

SHIPPING

- Initial gift box shipping name and address
- Checkbox: "Ship the initial gift box to me instead"
- Weekly chapter shipping name and address
- Checkbox: "Use the same address for weekly chapters"
- Address-change instructions

ORDER

- Product: Cryptic Science — The Secret of Groom Lake 12-Week Adventure Story Experience
- Quantity
- Price [INSERT FINAL PRICE]
- Shipping [INSERT FINAL SHIPPING POLICY]
- Tax calculated by platform

- Promotional code field only if promotions will actually be used

REQUIRED CONSENT / PRIVACY LANGUAGE

Because the recipient may be a minor, the site is intended for adult purchasers. Do not ask children to create accounts or directly provide contact information. Do not market directly to the child using collected parent/guardian details.

Include a checkbox such as:

“I confirm that I am 18 or older and that I am authorized to provide the recipient and shipping information entered above.”

Order confirmation should summarize:

- purchaser
- recipient
- initial gift-box destination
- weekly-chapter destination
- expected initial shipping window
- next-step communication

CONVERSION DETAILS

Use a sticky “Reserve Your Inaugural Edition” CTA on mobile after the user scrolls past the hero.

Repeat the CTA after major sections without becoming aggressive.

Use trust-building microcopy:

- Secure checkout
- One complete purchase
- Limited to 100 inaugural kits
- Holiday order deadline: December 10, 2026

Avoid pop-ups on the first screen. If using an exit-intent modal, keep it tasteful and focused on the December 10 deadline.

DESIGN SYSTEM

Suggested palette, sampled conceptually from the supplied artwork:

- Near-black / charcoal background
- Warm aged-paper cream
- Ochre / vintage gold
- Rust / burnt red
- Muted olive / military green
- Faded steel blue
- Small accents of warning-light red

Typography:

- Display: bold condensed vintage editorial / pulp-inspired face
- Accent script: only for small brand moments, never body copy
- Body: clean, highly legible serif or sans-serif

Layout:

- Strong editorial hierarchy
- Large art
- Generous breathing room
- Alternating dark and cream sections
- Thin vintage rules, file tabs, stamps, and dossier labels as accents
- Subtle paper grain, halftone, ink, and print-registration texture
- Do not put texture behind long paragraphs if it reduces readability

MOTION / INTERACTION

Use restrained motion:

- slow parallax on selected artwork
- subtle flicker/glow on warning lights or lab instruments
- chapter covers sliding into view
- redacted line reveal or stamped “CLASSIFIED” micro-interactions
- hover lift on chapter covers
- smooth section transitions

Avoid:

- constant animation
- sound that auto-plays
- heavy video backgrounds
- effects that slow page performance

MOBILE EXPERIENCE

Design mobile-first.

On mobile:

- hero copy must remain readable without covering Ric’s face or core artwork
- chapter covers should be swipeable
- CTAs should be thumb-friendly
- no tiny vintage display text for essential information
- checkout should require as few fields and screens as possible
- forms must use correct input types and autofill

ACCESSIBILITY

Target WCAG 2.2 AA where practical.

- High contrast for body text
- Visible focus states
- Keyboard-accessible navigation
- Alt text for every supplied image
- Do not encode essential information only inside images
- Respect reduced-motion preferences
- Use semantic headings and labels

PERFORMANCE

Optimize supplied images for web while preserving visual quality.

- Serve modern formats where supported
- Lazy-load below-the-fold chapter covers
- Preserve aspect ratios
- Avoid layout shifts
- Aim for excellent Core Web Vitals

SEO

Primary SEO phrases:

- serialized graphic novel gift
- graphic novel gift for boys
- 12-week adventure story
- historical science fiction graphic novel
- Groom Lake graphic novel
- Christmas gift for boys ages 9–17
- collectible graphic novel box set

Suggested homepage title:

Cryptic Science: The Secret of Groom Lake | 12-Week Graphic Novel Adventure

Suggested meta description:

Give him a mystery that unfolds for 12 weeks. Cryptic Science: The Secret of Groom Lake is a collectible serialized graphic novel experience for boys ages 9–17. Limited Holiday 2026 inaugural edition.

STRUCTURED DATA

If supported, add:

- Product
- Offer / availability

- FAQPage
- Organization
- BreadcrumbList

ANALYTICS / EVENTS

If supported, track:

- Hero CTA click
- How It Works click
- Chapter gallery interaction
- Checkout started
- Checkout completed
- FAQ interaction
- Shipping-address selection
- Purchase source / campaign UTM

BRAND VOICE

Write like a confident adventure publisher.

Use short, cinematic sentences.

Create intrigue without over-explaining.

Speak to adults with respect; never patronize boys.

Avoid hype such as “the greatest adventure ever.”

Avoid educational claims unless specifically supported.

The emotional promise is anticipation, discovery, courage, and a memorable shared gift experience.

LEGAL / TRUST PLACEHOLDERS

Build editable pages or sections for:

- Privacy Policy
- Terms of Sale
- Shipping Policy
- Return / Cancellation Policy
- Contact Information

Do not invent legal terms. Use clearly marked placeholders until final policies are supplied.

FINAL BUILD REQUIREMENTS

The website must:

- look unmistakably connected to the supplied Cryptic Science artwork
- make the 12-week delivery concept understandable within 10 seconds
- make the collectible box feel premium
- clearly communicate “only 100 inaugural kits”
- clearly communicate the November 10 pre-order opening and December 10 Holiday order deadline

- make checkout easy for an adult buying for a child
- preserve the exact supplied artwork without distortion
- be responsive, accessible, fast, and ready for e-commerce integration
- allow dates, price, inventory, shipping language, FAQ answers, and policy text to be edited without redesign

Before publishing, surface a short “Missing Information” checklist for any unresolved items, including:

- final retail price
- shipping charge or free-shipping policy
- exact fulfillment dates
- shipping regions
- sales-tax configuration
- return/cancellation policy
- customer-service email and phone
- final legal entity name and mailing address
- privacy policy
- terms of sale

If the platform can generate a first draft immediately, build the full homepage and supporting pages using the supplied assets and the instructions above. Do not pause to redesign the brand or invent replacement artwork.

Implementation Notes

1. Upload the assets before or alongside the master prompt.
2. Keep the filenames intact so the builder can map the prompt to the correct image.
3. Use “Cryptic Science_ Groom Lake Adventure.png” as the lead creative.
4. Use the two box renderings in the “Gift That Keeps Arriving” and “What’s in the Box” sections.
5. Use all 12 chapter covers in numerical order.
6. If the builder asks for a price, shipping charge, or exact weekly start date, enter placeholders until those decisions are final.
7. Do not allow the builder to invent new logos, redraw the covers, or replace the supplied art.
8. Route checkout through a PCI-compliant processor. Do not store raw card details in a custom form.
9. Keep the site adult-purchaser focused. The recipient may be a minor, so do not create child accounts or collect direct marketing consent from children.
10. Before launch, test the entire checkout twice: one order shipped directly to the recipient and one order where the initial box goes to the purchaser and weekly chapters go to the recipient.

Asset Manifest

The ZIP package contains all original supplied website assets in an /assets folder:

- Homepage campaign art: Cryptic Science_ Groom Lake Adventure.png
- Packaging rendering: GL 12-Week Packaging Rendering.jpg
- Premium box rendering: MA Shallow Box Mock Up 09.29.jpg
- Chapter cover art: Chapter 1 through Chapter 12, in numerical order
- Text files: Master Prompt, Implementation Notes, and full Asset Manifest