

# PARENT PULSE

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## Overview

The **ParentPulse Plugin** is an interactive, dynamic questionnaire tool designed to support parents in identifying their key challenges and connecting them with specialized coaching resources. Built as a custom WordPress plugin, it leverages conditional logic to create a personalized flow of questions based on the user's individual responses. This ensures that users are only presented with relevant questions, streamlining the experience and enhancing engagement. Once the questionnaire is completed, the plugin intelligently redirects users to the most suitable coach or service page, based on the concerns they've selected—whether related to parenting, work-life balance, emotional well-being, or educational needs. In addition to its dynamic logic, the plugin integrates seamlessly with **Mailchimp**, enabling the automatic capture of user data such as name and email for CRM purposes and future email marketing campaigns. With a responsive design optimized for mobile and desktop, the ParentPulse Plugin offers a user-friendly interface that aligns with the organization's branding while also supporting scalability, performance, and future enhancements.

# Features Summary

## FEATURES COMPLETED:

- The questionnaire is built using dynamic, condition-based logic that allows it to adapt in real-time based on the user's previous answers. Each response triggers a specific path, revealing only the questions that are relevant to the user's current concerns or priorities. This ensures a highly personalized and efficient experience, reducing unnecessary steps and keeping users engaged by presenting only meaningful follow-up questions tailored to their situation.
- The plugin includes intelligent redirection logic that evaluates the user's responses throughout the questionnaire and automatically navigates them to the most relevant coach profile or service page. Each path is designed using conditional logic, ensuring that users are matched with a coach who specializes in the specific challenges or areas of concern they selected. This personalized redirection not only enhances the user experience but also increases the likelihood of successful engagement with the right support resource.
- The questionnaire flow has been carefully refined to ensure that each user's responses guide them through a logical and personalized sequence of questions, ultimately leading to a specific coach category that aligns with their unique parenting challenges. This refined structure improves both the clarity and relevance of the user journey, making it easier for parents to receive support that is tailored to their real-life concerns whether they relate to academics, emotional well-being, behavior, or family dynamics
- We implemented Mailchimp integration to automatically collect subscriber data (first name, last name, and email) when a user completes the quiz. This enables the company to organize contacts efficiently, send personalized email updates, and potentially connect the form with a CRM system
- The questionnaire is designed with a responsive layout that adapts smoothly to different screen sizes, including smartphones and tablets. The UI remains clean and intuitive on all devices, ensuring users can easily read and interact with the form without any layout issues or scrolling frustration.

# Build & Installation Instructions

You can install the ParentPulse Plugin using **one of two methods:**



## **Method 1: Upload via WordPress Admin Panel (Recommended)**

1. Log in to your WordPress Dashboard.
2. Navigate to: Plugins > Add New > Upload Plugin
3. Select the provided ZIP file: ParentPulse\_Plugin\_Questionnaire.zip
4. Click **Install Now > Activate** after installation completes.



## **Method 2: Manual Installation via Local Server (e.g., XAMPP)**

1. Make sure XAMPP or another local server is installed and running.
2. Unzip the plugin file.
3. Copy the entire plugin folder into:  
**C:/xampp/htdocs/wordpress/wp-content/plugins/**
4. Launch WordPress in your browser: <http://localhost/wordpress>
5. Navigate to: Plugins > Installed Plugins
6. Click **Activate** on "Parent Pulse"

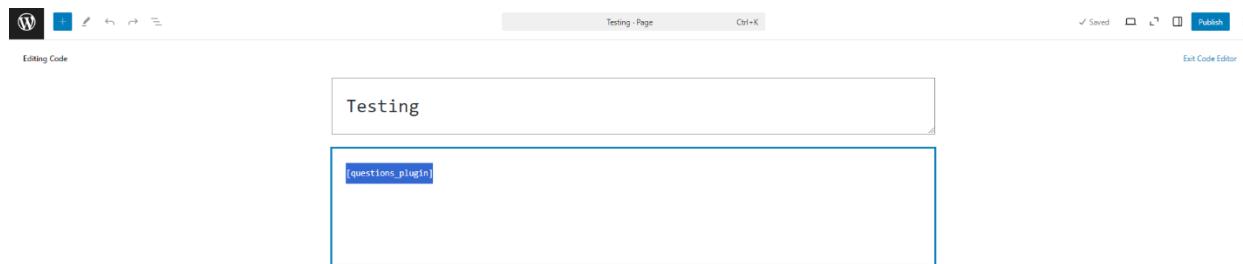
# How To Use

## 1. Add Shortcode to Page/Post

- Create or edit a page

Pages <a href="#">Add New Page</a>		
<a href="#">All (9)   Published (7)   Drafts (2)</a>		
<a href="#">Bulk Actions</a> <a href="#">Apply</a> <a href="#">All dates</a> <a href="#">Filter</a>		
<input type="checkbox"/> <a href="#">Title ↑</a>	Author	Date ↑
<input type="checkbox"/> <a href="#">About</a>	root	— Published 2025/03/24 at 11:54 pm
<input type="checkbox"/> <a href="#">Blog — Posts Page</a>	root	— Published 2025/03/24 at 11:54 pm
<input type="checkbox"/> <a href="#">Contact</a>	root	— Published 2025/03/24 at 11:54 pm
<input type="checkbox"/> <a href="#">Home — Front Page</a>	root	— Published 2025/03/24 at 11:54 pm
<input type="checkbox"/> <a href="#">Portfolio</a>	root	— Published 2025/03/24 at 11:54 pm
<input type="checkbox"/> <a href="#">Privacy Policy — Draft, Privacy Policy Page</a>	root	— Last Modified 2025/03/24 at 11:54 pm
<input type="checkbox"/> <a href="#">Project Details</a>	root	— Published 2025/03/24 at 11:54 pm
<input type="checkbox"/> <a href="#">Sample Page</a>	root	— Published 2025/03/24 at 11:49 pm
<input type="checkbox"/> <a href="#">Testing — Draft</a> <a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Move to Trash</a>   <a href="#">Preview</a>	root	— Last Modified 2025/04/08 at 12:45 am
<input type="checkbox"/> <a href="#">Title ↑</a>	Author	Date ↑

- Once you are on page, Click the three-dot menu (:) in the top-right corner.
- Choose “Code Editor” From the dropdown menu then Paste the shortcode where you want the questionnaire to appear.
- Add the shortcode: [questions\_plugin]



- Publish or update the page

## **2. Preview the Plugin**

- Visit the page where you added the shortcode
- Click "Find the Right Coach For You"
- Follow the question flow and complete the form

## **3. Redirection**

- Once the user submits the subscription form, they will be redirected to a specific coaching page based on their answers

## Plugin's Work Flow

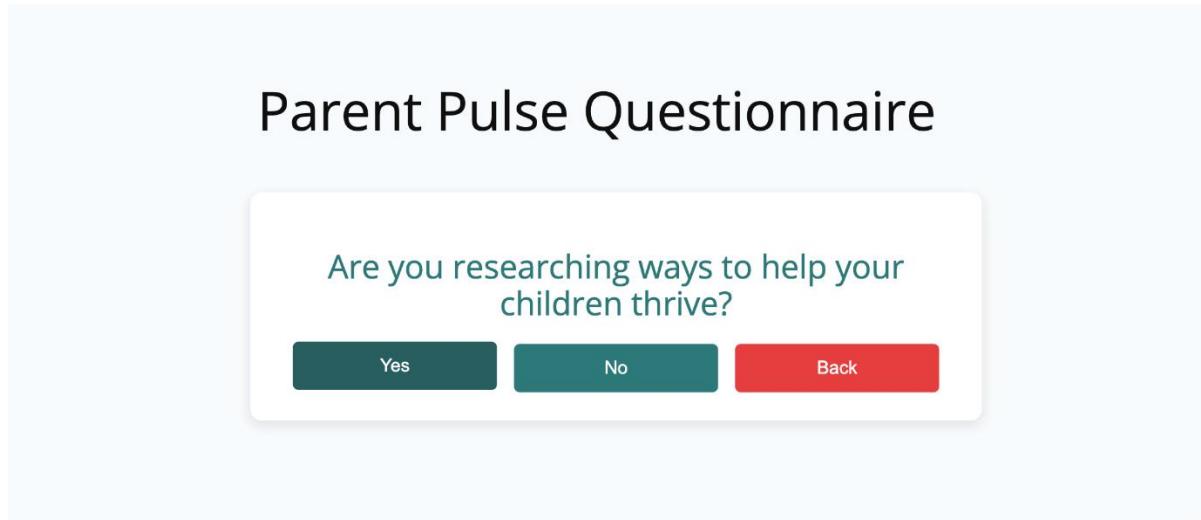
1. Start of the Plugin.

A screenshot of a website titled "Parent Pulse Questionnaire". The header includes the site name "parent-pulse" and a "Sample Page" link. Below the header is a large button labeled "Find the Right Coach for You". The footer contains the "parent-pulse" logo and links to "Blog", "Events", "About", "Shop", "FAQs", "Patterns", "Authors", and "Themes".

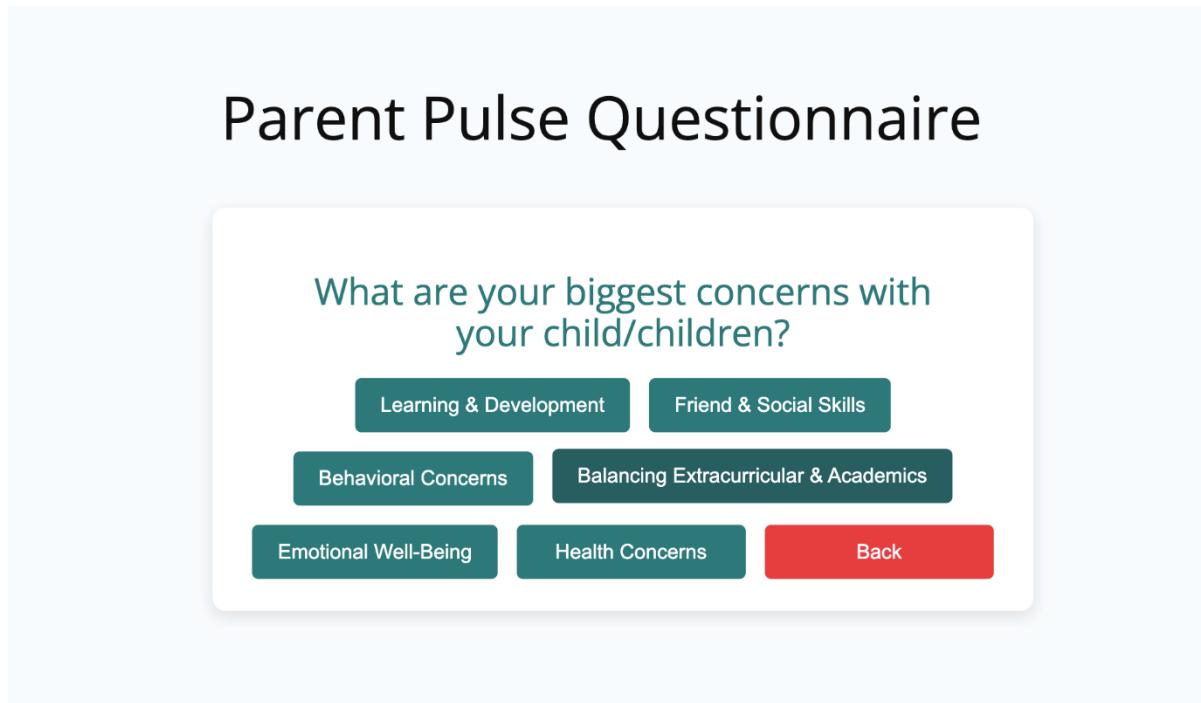
2. This is starting point of the Questionnaire. When You click “Find the Right Coach for You”.

A screenshot of the "Parent Pulse Questionnaire" page. It features a large text box asking "What is your biggest worry at the present moment?" with three options: "My Children", "Work", and "My Relationship".

3. This Option are three different types of fields that your questions are based on.  
When the “My Children” option pressed.



4. On pressing “Yes” option.



5. On Selecting “Balancing Extracurricular & Academics”.

# Parent Pulse Questionnaire

What type of extracurricular activity is your child involved in?

Sports      Dance      Drama

Music      Back

6. This is the last question for the particular section. After this, a form will be displayed to collect the First Name, Last Name and Email of the user. When selecting “Sport”.

What type of extracurricular activity is your child involved in?

Sports

Dance

Drama

Music

Back

Please subscribe — we'll match you with the best coach!

First Name

Last Name

Email

Subscribe & Continue

7. When the user enters their details and press the “Subscribe & Continue” button. They will be directed to the specific link based on their answers.

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### High Performance Athletes

Our Athletic Performance Coaches at Parent Pulse are dedicated to supporting parents of young athletes in nurturing their child's physical and mental prowess. They offer guidance on balancing rigorous training schedules with academic and personal life, ensuring the overall well-being of the athlete. They empower parents to be effective supporters, helping their children to excel both on and off... [Read More](#)

**Book by Practitioner**





### Autism Friendly Travel Coach

Your coach will help you craft memorable family vacations to ensure that the unique needs of your child with Autism Spectrum Disorder (ASD) are met. Committed to providing a supportive and enjoyable travel experience for your child and your family, our program includes a variety of supports designed to ensure a smooth and stress-free adventure. These include visual supports to help your child u... [Read More](#)

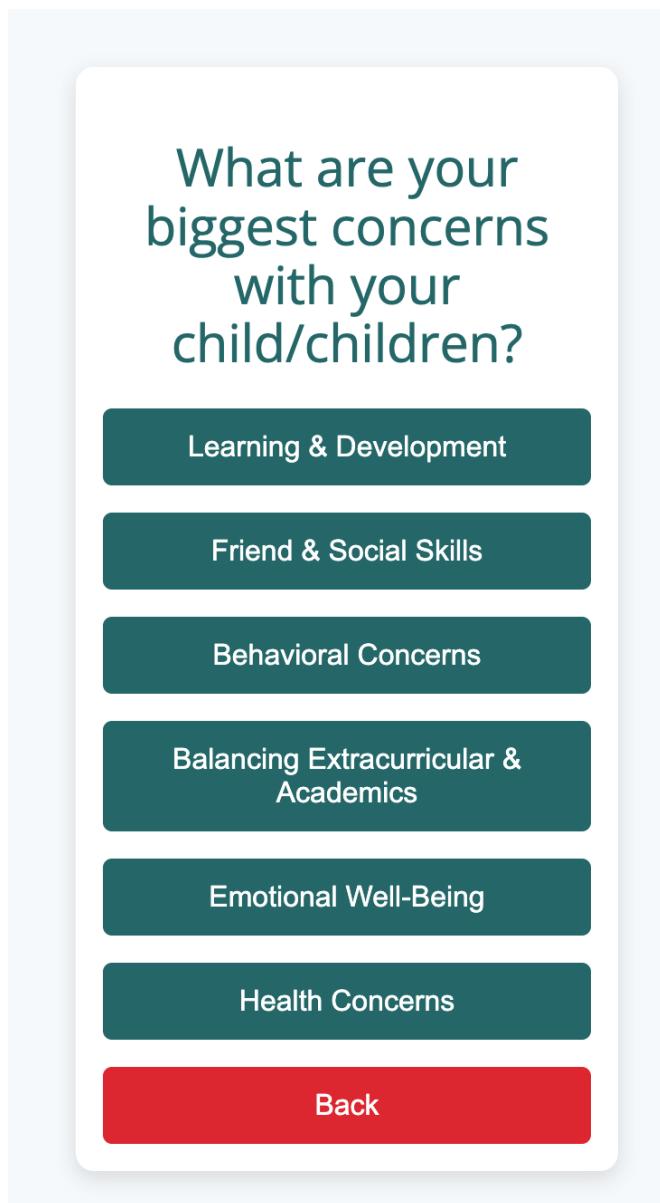
**Book by Practitioner**



8. The information's that is collected from the form is used for MailChimp. And the user answers are also stored are displayed in MailChimp.

<input type="checkbox"/>	Email Address	First Name	Last Name	Answers	Columns	Export audience
<input type="checkbox"/>	<a href="mailto:1234@gmail.com">1234@gmail.com</a>	boney	patel	My Children, Yes, Balancing Extracurricular & Academics, Sports		
<input type="checkbox"/>	<a href="mailto:xyz1@abc.com">xyz1@abc.com</a>	Vraj	Patel	Work, No, Work, No, Work, Yes, Yes, Coping with stress and parenting demands		
<input type="checkbox"/>	<a href="mailto:xyz123@abc.com">xyz123@abc.com</a>	Vraj	Patel	Work, No, Work, No		
<input type="checkbox"/>	<a href="mailto:Tim1@tim.com">Tim1@tim.com</a>	Vraj	Patel	My Children, No		
<input type="checkbox"/>	<a href="mailto:Tim123@tim.com">Tim123@tim.com</a>	Vraj	Patel	My Children, Yes, Balancing Extracurricular & Academics, Sports		
<input type="checkbox"/>	<a href="mailto:David123@wxyz.com">David123@wxyz.com</a>	Vraj	Patel	My Children, Yes, Balancing Extracurricular & Academics, Sports, Balancing		

9. The Plugins Mobile – Browser UI.



## Configuration: Mailchimp Api

o connect Mailchimp:

1. Open main.php from plugin folder

2. Replace the values:

3. define('MAILCHIMP\_API\_KEY', 'your-api-key-here');

```
define('MAILCHIMP_LIST_ID', 'your-list-id-here');
```

```
define('MAILCHIMP_API_KEY', 'Add keys here');
define('MAILCHIMP_LIST_ID', 'Add list id here');
```

4. Save and re-upload the plugin if needed

## Future Enhancements

Suggestion by Vraj: -

- Implement analytics tracking to monitor which answers are most frequently selected. This data can help identify user behavior trends and inform future content or service updates.

Suggestion by Boney: -

- Develop a backend admin interface that allows for quick edits to questions and answer options, enabling non-technical staff to make updates without needing to modify the plugin code directly.

Suggestion by Nirva: -

- Add multilingual support by allowing users to select their preferred language before starting the quiz, making the experience more inclusive and accessible to a diverse audience.

“We thoroughly enjoyed working on this project and would be happy to assist with future enhancements, should you choose to implement any of the suggested features. We're confident that continued improvements will make the tool even more valuable for both the company and its users.”