Anirban Chakrabarty

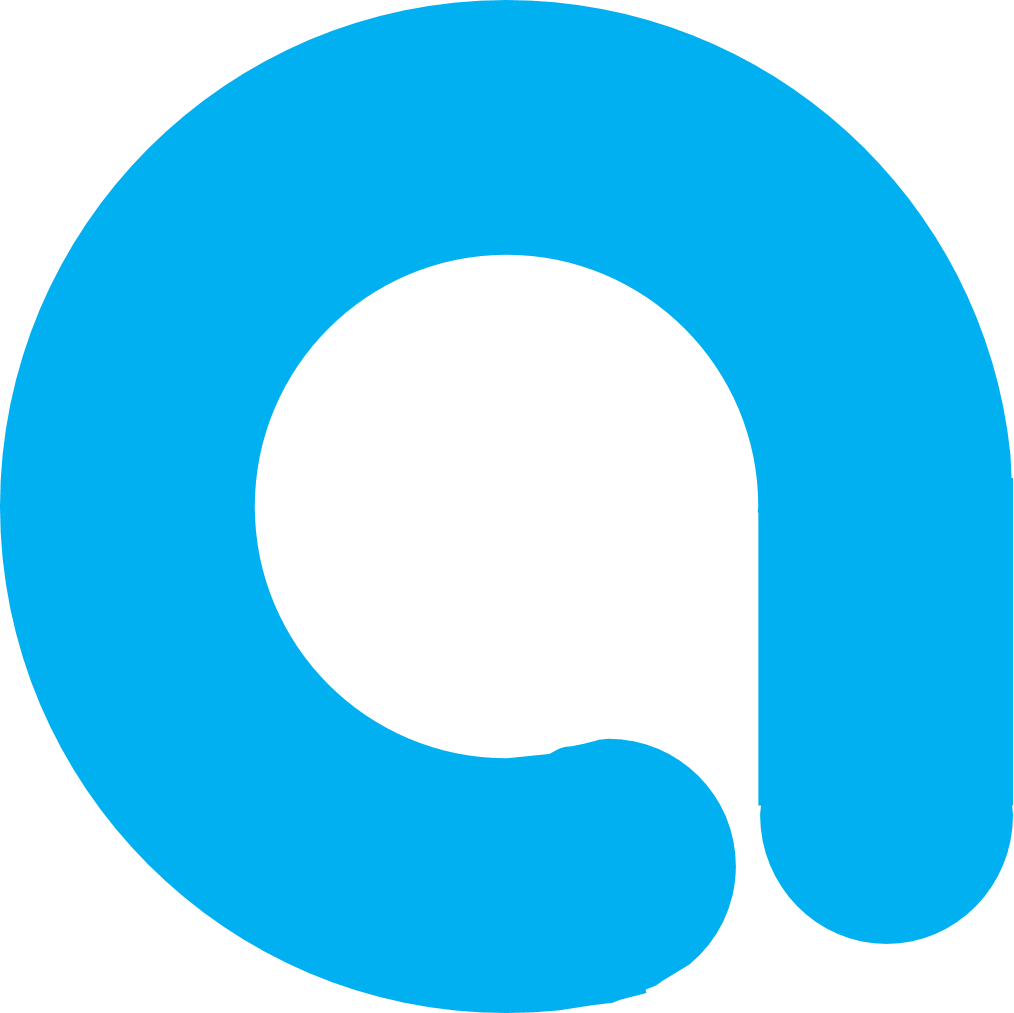
anirban@anodiam.com

Abstract

Anodiam© is an Edtech start up providing high quality education content. It is planned to launch commercially on 01-Jan-2023 with a website and a mobile app.   
Initially the MVP (minimal viable product) mobile app & website will contain pre-recorded Physics, Mathematics and Computer Science lessons for ICSE, year 10 only.   
High level requirements for developing the MVP Student App are described in the current document. Unless otherwise mentioned distinctly, both the mobile app and website will have the same functionalities during the current (MVP) phase.

Anodiam StudeNT App MVP  
High Level Requirements

VERSION: 0.0.1



Contents

[1. Accessing the Anodiam App 3](#_Toc109158923)

[Mobile App: 3](#_Toc109158924)

[Website: 3](#_Toc109158925)

[2. Login Page 4](#_Toc109158926)

[3. Registration Page 5](#_Toc109158927)

[4. Change / Forget Password Page 6](#_Toc109158928)

[5. Search Courses Page 7](#_Toc109158929)

[6. Search Courses Detail Page 8](#_Toc109158930)

[7. Check Out Page 9](#_Toc109158931)

[8. My Profile Page 10](#_Toc109158932)

[9. My Courses Page 11](#_Toc109158933)

[10. Study Course Page 12](#_Toc109158934)

[11. Discounts Page 13](#_Toc109158935)

[Reference Discount Token (RDT): 13](#_Toc109158936)

[ref.buddy@anodiam.com: 13](#_Toc109158937)

[Initial Discount Token (IDT): 13](#_Toc109158938)

[Buddy Discount Token (BDT): 14](#_Toc109158939)

[Scholarship Discount Token (SDT): 14](#_Toc109158940)

[12. Achievements & Scholarships Page 15](#_Toc109158941)

[13. Access Credential Policies 16](#_Toc109158942)

[Username & Email: 16](#_Toc109158943)

[Password Policy: 16](#_Toc109158944)

[14. System Emails 17](#_Toc109158945)

[Registration Validation Email: 17](#_Toc109158946)

[Change / Forget Password Email: 17](#_Toc109158947)

[Checkout Email: 17](#_Toc109158948)

[Verify Reference Email for Reference Discount Token (RDT): 18](#_Toc109158949)

[Notification for Buddy Discount Token (BDT): 18](#_Toc109158950)

[Notification for using ref.buddy@anodiam.com: 19](#_Toc109158951)

[IDT Email Address Verification to Guardian: 19](#_Toc109158952)

[IDT Notification Email to User and Guardian: 20](#_Toc109158953)

[SDT Email: 20](#_Toc109158954)

# Accessing the Anodiam App

|  |  |
| --- | --- |
| Mobile App: Once a user installs the Anodiam app into an android or iPhone device, s/he can start using the same by tapping on the Anodiam icon on their phone.  Website: S/he can alternatively access the website by typing [https://www.anodiam.com](https://www.anodiam.com/) on the address bar of their web browser. | Fig 1.1: Accessing the Anodiam Mobile App |
| Fig 1.2: Accessing the Anodiam Website | |

# Login Page

When an unsigned user accesses the Anodiam app, this will be the default page to open.

|  |  |
| --- | --- |
| In case of an already signed in user accessing the app, the default page to open will be the **My Courses** page or **Search Courses** page respectively, depending upon if the user has at least one active course purchased, or not.  When a previously registered user fills in valid email and password fields and taps on the **Login** button, s/he is signed in and is taken to the **My Courses** page or **Search Courses** page depending upon if the user has at least one active course purchased, or not.  When a previously registered user fills in invalid email and password fields and taps on the **Login** button, s/he is shown validation error message in top of the **Login** page. Details of validity of email and password policies are explained in respective sections below.  When a user taps on the **Register** here link, the user is taken to the **Registration** page. When a user taps on the **Change / Forget Password** here link, the user is taken to the **Change / Forget Password** page. | Fig: 2.1: Wireframe: Mobile App: Login screen |
| Fig 2.2: Wireframe: Website: Login screen | |

# Registration Page

An unregistered user can register themselves into Anodiam app through this screen.

|  |  |
| --- | --- |
| When a previously unregistered user fills in valid email, password, confirm password and optional reference token fields and taps on the **Register** button, success message is shown on top of the page. An email with a validation link is sent to the email address provided. When the user clicks on the email s/he is registered into Anodiam app.  When a previously unregistered user fills in invalid email, password, confirm password and optional reference token fields and taps on the **Register** button, s/he is not registered into Anodiam app and validation error message is shown on top of the page.  Details of validity of email, password policies, confirm password and optional reference token fields are explained in respective sections below.  If the **Send promotions & offers** checkbox is checked, user will receive the same in the above email address. It is checked by default. | Fig: 3.1: Wireframe: Mobile App: Registration screen |
| When a user taps on the **Login** link, the user is taken to the **Login** page. When a user taps on the **Change / Forget Password** here link, the user is taken to the **Change / Forget Password** page. | |
| Fig 3.2: Wireframe: Website: Registration screen | |

# Change / Forget Password Page

User can reset their password for Anodiam app through this screen.

|  |  |
| --- | --- |
| When a previously registered user fills in valid email, password and confirm password fields and taps on the **Change Password** button success message is shown at the top. An email is sent to the email address with a link to validate. When the user taps on the link, the password is changed into the provided password.  When a user fills in invalid email, password, and confirm password fields and taps on the **Change Password** button, password is not changed and validation error message is shown on top of the page.  Details of email, password policies, and confirm password fields are explained in respective sections below. | Fig: 4.1: Wireframe: Mobile App: Change Password |
| Fig 4.2: Wireframe: Website: Change Password | |

# Search Courses Page

A registered and signed in user can search for a course in the Anodiam app through this screen.

|  |  |
| --- | --- |
| User can select a specific Board, Class and Subject and enter a search string before hitting the search icon. In case Board and Class are selected in the **My Profile** page, those values will be preselected by default in the **Search Courses** page.  Upon tapping the search icon, results matching the search screen field will be displayed as a collection of cards, each representing a matching course. Each card will contain fields:   * Cover image for the course; Course Title * Selection check box; Board, Class, Subject * Link to Teacher’s bio video * Average rating, Number of ratings, Copies sold * Short description (2-3 lines), expandable link * Original Price, Discount percentage for current user according to their discount tokens. Price calculations & discount tokens are described in this document below. * Buy now button with offer price for the specific user   On tapping teacher’s bio link **Search Course Details** page will open with teacher’s bio video playing. On tapping other parts of card, **Search Course Details** page will open with chapters preview list. | Fig: 5.1: Wireframe: Mobile App: Search Courses |
| On tapping **Buy Now** button, **Checkout** page will open with invoice for the tapped course including all possible discounts for the user for the chosen course. On selecting few cards’ check boxes and tapping **Buy Selected Courses** button, **Checkout** page will open with invoice for all the selected courses including all possible discounts for the user for the chosen courses.    Fig 5.2: Wireframe: Website: Search Courses | |

# Search Courses Detail Page

A user can preview free videos of a course or a teacher’s bio in this screen.

|  |
| --- |
| Fig: 6.1: Wireframe: Mobile App: Search Courses - Detail |
| Also the following will be displayed.   * Course Title, Board, Class, Subject, Link to Teacher’s bio video, Average rating, Number of ratings, Copies sold. On tapping the ratings link, the detailed ratings will be displayed. * Description of chapters with free preview links on selected ones; expandable link to this list * Original Price & Discount percentage calculated for the specific user according to all the discount tokens under their profile. Price calculations & discount tokens are described in this document below. * **Buy Now** button with offer price for the specific user. On tapping that, **Checkout** page will open with invoice for the tapped course including all discounts for the current user. * Collection of cards for suggested courses for the user. On tapping those cards, those course details should open for preview. |
| Fig: 6.2: Wireframe: Website: Search Courses - Detail |

# Check Out Page

User can purchase a course through this screen.

|  |  |
| --- | --- |
| Invoice summary for a specific course or all the selected courses from the **Search Course** / **Course Details** page is displayed here. Offer price will be automatically calculated by putting together all the discount tokens available for the specific user at that certain point of time. Price calculations & discount tokens are described in this document below.  User can enter their credit card details and press on **Complete Checkout** button. Success / validation error messages will be shown at the top of the page. On success user and guardian (if email address available) will receive an email drafted below. Same user shall not be able to purchase the same course for multiple times by mistake. If the **Securely store this payment information** checkbox is selected while tapping on the **Complete Checkout** button, the credit card / payment information for the user’s purchase will be encrypted and securely stored in Anodiam database for future usage. By default this check box will be unchecked.  The checkout information will be handed over to the payment gateway web service and the results from that call will determine the success or validation errors of the purchase. | Fig: 7.1: Wireframe: Mobile App: Checkout |
| Fig 7.2: Wireframe: Website: Checkout | |

# My Profile Page

User can CRUD their profile data including profile image from this screen.

|  |
| --- |
| Fig: 8.1: Wireframe: Mobile App: My Profile |
| The alignment of the fields may be adjusted in the UI for better aesthetics. Especially the website may have all fields in only one column and a scroll bar for vertical scrolling if required. Mobile app users will be able to logout through this screen. Logout for website users will be from the global navigation menu bar as shown below: |
| Fig: 8.2: Wireframe: Website: My Profile |

# My Courses Page

User can study a purchased course through this screen.

|  |
| --- |
| Fig: 9.1: Wireframe: Mobile App: My Courses |
| Cards are displayed for each course purchased by the user. Each card will show:   * Cover image for the course; Course Title * Board, Class, Subject, Teacher’s name * Number of videos, number of quizzes and total duration of contents * % completed and it’s progress bar * Link to rate the course / previous rating by the user (to be selected from 5 stars) * Link to share the course via email, social media or just copying the link.   On tapping card, the course details will open. On tapping on the links to rate the course or sharing the course, respective modal windows will open as shown in the figures 9.1 & 9.2. |
| Fig: 9.2: Wireframe: Website: My Courses |

# Study Course Page

User can study a course through this screen.

|  |  |
| --- | --- |
| The contents will be displayed section wise. Each section will be expandable. Each section may contain few video lessons and few quizzes. Each chapter will have a checkbox denoting completion or not (editable). Each quiz will have a read only field showing percentage score in the latest attempt. The contents section may have scroll bar.  Upon tapping a video lesson, it will be displayed in the top display section. The video will have the following controls: Progress bar; time completed / total time; pause; play; 5 seconds forward; 5 seconds backward; play speed 0.5x, 1x, 1.5x, 2x; volume control; resolution control (240p, 480p, 1080pHD, 4kUHD); full screen / exit full screen.  Teacher’s notes will contain links to notes, diagrams, mnemonics, flash cards, and other study aids and materials.  Queries and resolution section will be a blogging subsystem with standard like and commenting features. Thins may be beyond the scope of MVP | Fig: 10.1: Wireframe: of Mobile App: Study Course |
| Fig 10.2: Wireframe: Website: Study Course | |

# Discounts Page

User can get read only information about discounts available to their profile through this screen. In the MVP stage there will be four kinds of discount tokens that the users can avail. All discounts will be automatically applied to all subsequent applicable invoices and offer price calculations.

Reference Discount Token (RDT): In case [referred@student.user](mailto:referred@student.user) registers into Anodiam app, with [referrer@student.user](mailto:referrer@student.user) as reference token, then [referrer@student.user](mailto:referrer@student.user) will be sent an email with a link (valid for 2 days) to click and verify the reference of [referred@student.user](mailto:referred@student.user). The draft of this email (Verify Reference Email) will be described in this document below. As soon as the referrer verifies their email, the Reference Discount Token (RDT) will be attached to the [referred@student.user](mailto:referred@student.user) profile. [referred@student.user](mailto:referred@student.user) will get a heavy discount on the original price amount for the **first** **subsequent course purchase** from Anodiam app. RDT will be automatically applied to the applicable invoice and offer price calculation. At this stage all RDTs will expire in exactly 30 days from email link verification of referral and will have a value of 50% applicable to original price amount. These terms and conditions including value and expiry date for awarding new RDTs will change going forward as part of business decision. All RDTs, once awarded will at least be redeemable till its expiry date which is currently exactly 30 days from email link verification of referral.

ref.buddy@anodiam.com: In the initial days till 30/06/2023 many students will not have a buddy to refer them, because Anodiam will be fairly new. In that case they can simply use [ref.buddy@anodiam.com](mailto:ref.buddy@anodiam.com) as a referrer to register into Anodiam app. No reference token will be sent to anyone by any email with any link to validate. Instead, immediately a Reference Discount Token (RDT) will be attached to the registering student’s profile but this time with a value of 40%.

|  |
| --- |
| Fig: 11.1: Wireframe: Mobile App: Discounts Page |
| Initial Discount Token (IDT): This will be an inaugural promotional offer from Anodiam and all users can avail heavy discounts on original price at **all subsequent course purchases** from Anodiam app just by filling up their **My Profile** tab including the guardian’s details. An email with a link (valid for 2 days) to click and verify email address will be sent to the guardian after the student submits their guardian’s email address. The draft of this email (Verify Guardian’ Email) will be described in this document below. As soon as the guardian verifies their email, the Initial Discount Token will be attached to the user’s profile. At this stage all Initial Discount Tokens will expire on 30/09/2023 and will have a value of 50% applicable to the (original price – RDT) amount. These terms and conditions including value and expiry date for awarding new IDTs will change going forward as part of business decision. All IDTs once awarded will at least be redeemable till its expiry date which is currently 30/09/2023.  Buddy Discount Token (BDT): In case [referred@student.user](mailto:referred@student.user) registers into Anodiam app, with [referrer@student.user](mailto:referrer@student.user) as reference token, then [referrer@student.user](mailto:referrer@student.user) will be sent an email with a link (valid for 2 days) to click and verify the reference of [referred@student.user](mailto:referred@student.user). The draft of this email (Verify Reference Email) will be described in this document below. As soon as the referrer verifies their email, the Reference Discount Token (RDT) will be attached to the [referred@student.user](mailto:referred@student.user) profile. Once [referred@student.user](mailto:referred@student.user) makes a purchase using the RDT, the Buddy Discount Token (BDT) will be attached to the [referrer@student.user](mailto:referrer@student.user) profile. [referrer@student.user](mailto:referrer@student.user) will get a heavy discount on the (original price – RDT – IDT) amount for the **first** **subsequent course purchase** from Anodiam app. BDT will be automatically applied to the applicable invoice and offer price calculation. At this stage all BRTs will expire in exactly 30 days from email link verification of referral and will have a value of 50% applicable to (original price - RDT – IDT) amount. These terms and conditions including value and expiry date for awarding new ORDTs will change going forward as part of business decision. All ORDTs, once awarded will at least be redeemable till its expiry date which is currently exactly 30 days from email link verification of referral. |
|  |
| Fig: 11.2: Wireframe: Website: Discounts Page |
| Scholarship Discount Token (SDT): Once a user “finishes all lessons in a course and scores 75% and above in all the quizzes of a course” or “answers correctly to a query raised by another user and any 5 users like it”, s/he will be eligible for a Scholarship Discount and the respective Scholarship Discount Token (SDT) will be attached to the user’s profile. An email (drafted below) will be sent to the user and also their guardian’s email address (if available) regarding the achieved scholarship. SDT will be applied on the (original price – RDT – IDT – BDT) amount for the **first** **subsequent course purchase** from Anodiam app. It will be automatically applied to the applicable invoice and offer price calculation. At this stage all SDTs will expire on 30/09/2023 and will have a value of 50% applicable to (original price - RDT – IDT – BDT) amount. These terms and conditions including value and expiry date for awarding new SDTs will change going forward as part of business decision. All SDTs, once awarded will at least be redeemable till its expiry date which is currently 30/09/2023. |

# Achievements & Scholarships Page

Once a user “finishes all lessons in a course and scores 75% and above in all the quizzes of a course” or “answers correctly to a query raised by another user and any 5 users like it”, s/he will be awarded Scholarships which will be attached to the user’s profile. An email (drafted below) will be sent to the user and also their guardian’s email address (if available) regarding the achieved scholarship. User can share these info on social media an email through this page from this screen.

|  |
| --- |
| Fig: 12.1: Wireframe: Mobile App: Achievements & Scholarships |
|  |
| Fig: 12.2: Wireframe: Website: Achievements & Scholarships |

# Header, Footer, Logo and Static contents

Static Header:

|  |
| --- |
| Fig: 13.1: Static Header |
|  |

Static Footer:

|  |
| --- |
| Fig: 13.2: Static Footer |
|  |

Logo:

|  |  |
| --- | --- |
| Fig: 13.3a: Logo Dark | Fig: 13.3b: Logo Light |

Header Menu / Mobile App Tabs:

Home / Search Courses: Will open Search Courses page.

My Courses: Will open My Courses page.

Discounts: Will open My Discounts page.

Scholarships: Will open My Scholarships and Achievements page.

My Profile: Will open My Profile page. Will also provide Logout functionality

Footer Links:

About: This will open a passionately created video about Anodiam covering these points:

* Who we are, mission, vision, catch line and meaning of Anodiam
* Pre-recorded content vs live classes
* Our pricing
* Differentiation against competition in terms of content

Contact: This will open a static page containing the following text:

* Address: 8/71 Wolseley Street, Bexley, NSW, Australia 2207
* Email: [admin@anodiam.com](mailto:admin@anodiam.com)

Copyright © 2023 anodiam.com

# Access Credential Policies

All credentials (username / email and password) must remain encrypted in transit and at rest at all times.

Username & Email: A user can register using their valid email address from any domain. They will not need to create a separate username for Anodiam. Once they validate the email by clicking on the link sent while registering, they will be able to login using their email address (a.k.a. username) and password. No two users can have the same email address to login or register with.

Also this will be the email address used by Anodiam for all further important official communications and promotional offers.

Password Policy: Passwords must be at least 6 or more characters long and must contain at least one small alphabet (a-z), at least one capital alphabet (A-Z), at least one numeric (0-9) and at least one special character among @, #, $, %, ^, &, + and =.

# System Emails

Registration Validation Email: [admin@anodiam.com](mailto:admin@anodiam.com) will fire this email to the [new@registering.user](mailto:new@registering.user) attempting registration:

Dear <username>

An attempt has been made to register your email address to Anodiam©. The future of education in your grip! If you are the correct user, please validate by clicking on the following link.

#hex\_code\_link\_to\_validate\_email\_address

Please report to [spam.attack@anodiam.com](mailto:spam.attack@anodiam.com) if this was not you!

Thanks

Anodiam Admin Team

Change / Forget Password Email: [admin@anodiam.com](mailto:admin@anodiam.com) will fire this email to the [reset@password.user](mailto:reset@password.user) attempting registration:

Dear <username>

An attempt has been made to reset your password to Anodiam©. The future of education in your grip! If you are the correct user, please validate by clicking on the following link.

#hex\_code\_link\_to\_reset\_password

Please report to [spam.attack@anodiam.com](mailto:spam.attack@anodiam.com) if this was not you!

Thanks

Anodiam Admin Team

Checkout Email: Once the user presses the Checkout button after entering credit card payment information against an invoice, upon payment success signal from payment gateway, below email will be sent to the user with a Cc to their guardian (if email address available).

Dear [purchaser](mailto:referrer@student.user)

You are receiving this email from us because you have purchased the following from Anodiam app on <DD/MM/YYYY>.

------------------------------------------------

\*\*\*\*\*\*\*\*\*\* INVOICE SUMMARY \*\*\*\*\*\*\*\*\*\*\*\*

------------------------------------------------

COURSE TITLE ORIGINAL PRICE

--------------------------------------------

Course Title 1 ₹50,000/-

Course Title 2 ₹50,000/-

--------------------------------------------

**Total Price ₹100,000/-**

Initial Discount Token

#abcdefgh123456789 60%

Inward Referral Discount Token

#ref123456789 50%

Achiever’s Discount Token

#fer987654321 50%

--------------------------------------------

**Final Discount: 90% ₹90,000/-**

------------------------------------------------

**Offer Price ₹10,000/-**

------------------------------------------------

Good luck! Enjoy full access to the above courses till <DD/MM/YYYY>.

Anodiam©. The future of education in your grip!

Thanks

Anodiam Admin Team

Verify Reference Email for Reference Discount Token (RDT): In case [referred@student.user](mailto:referred@student.user) registers into Anodiam app, with [referrer@student.user](mailto:referrer@student.user) as referrer, then [referrer@student.user](mailto:referrer@student.user) will be sent an email from [admin@anodiam.com](mailto:admin@anodiam.com) with a link (valid for 2 days) to click and verify the reference of [referred@student.user](mailto:referred@student.user). The email will be Cc-ed to guardian.of.[referrer@student.user](mailto:referrer@student.user) if available. The draft of this email as below:

Dear [referrer@student.user](mailto:referrer@student.user)

You are receiving this email from us because [referred@student.user](mailto:referred@student.user) has registered into Anodiam app, with your reference. If you agree to refer them, please validate by clicking on the following link within 48 hours from receiving this email.

#hex\_code\_link\_to\_verify\_reference

If you refer [referred@student.user](mailto:referred@student.user) and they purchase a course from us, then you will receive reference discount of <$$>%, valid till <DD/MM/YYYY> on your subsequent purchase of an Anodiam course.

Please report to [spam.attack@anodiam.com](mailto:spam.attack@anodiam.com) if you do not intend to refer [referred@student.user](mailto:referred@student.user)!

Anodiam©. The future of education in your grip!

Thanks

Anodiam Admin Team

As soon as the referrer verifies their email, the Reference Discount Token (RDT) will be attached to the [referred@student.user](mailto:referred@student.user) profile. [referred@student.user](mailto:referred@student.user) will get a heavy discount on the original price amount for the **first** **subsequent course purchase** from Anodiam app. RDT will be automatically applied to the applicable invoice and offer price calculation. At this stage all RDTs will expire in exactly 30 days from email link verification of referral and will have a value of 50% applicable to original price amount. These terms and conditions including value and expiry date for awarding new RDTs will change going forward as part of business decision. All RDTs, once awarded will at least be redeemable till its expiry date which is currently exactly 30 days from email link verification of referral.

Notification for Buddy Discount Token (BDT): In case [referred@student.user](mailto:referred@student.user) registers into Anodiam app, with [referrer@student.user](mailto:referrer@student.user) as referrer, then [referrer@student.user](mailto:referrer@student.user) will be sent an email with a link (valid for 2 days) to click and verify the reference of [referred@student.user](mailto:referred@student.user). As soon as the referrer verifies their email, the Reference Discount Token (RDT) will be attached to the [referred@student.user](mailto:referred@student.user) profile. The [referred@student.user](mailto:referred@student.user) will receive the below email:

Dear [refered@student.user](mailto:refered@student.user)

You are receiving this email from us because [referred@student.user](mailto:referred@student.user) has accepted to refer you into Anodiam app.

Therefore, you will both receive reference discount of <$$>%, valid till <DD/MM/YYYY> on your respective subsequent single time purchase of an Anodiam course.

Please report to [spam.attack@anodiam.com](mailto:spam.attack@anodiam.com) if you do not intend to refer [referred@student.user](mailto:referred@student.user)!

Anodiam©. The future of education in your grip!

Thanks

Anodiam Admin Team

Once [referred@student.user](mailto:referred@student.user) makes a purchase using the RDT, the Buddy Discount Token (BDT) will be attached to the [referrer@student.user](mailto:referrer@student.user) profile. [referrer@student.user](mailto:referrer@student.user) will get a heavy discount on the (original price – RDT – IDT) amount for the **first** **subsequent course purchase** from Anodiam app. BDT will be automatically applied to the applicable invoice and offer price calculation. At this stage all BRTs will expire in exactly 30 days from email link verification of referral and will have a value of 50% applicable to (original price - RDT – IDT) amount. These terms and conditions including value and expiry date for awarding new ORDTs will change going forward as part of business decision. All ORDTs, once awarded will at least be redeemable till its expiry date which is currently exactly 30 days from email link verification of referral.

Notification for using ref.buddy@anodiam.com: In the initial days till 30/06/2023 many students will not have a buddy to refer them, because Anodiam will be fairly new. In that case they can simply use [ref.buddy@anodiam.com](mailto:ref.buddy@anodiam.com) as a referrer to register into Anodiam app. No reference token will be sent to anyone by any email with any link to validate. Instead, immediately a Reference Discount Token (RDT) will be attached to the registering student’s profile but this time with a value of 40%. The [registering@student.user](mailto:registering@student.user) will receive the below email:

Dear [registering@student.user](mailto:registering@student.user)

You are receiving this email from us because [ref.buddy@anodiam.com](mailto:ref.buddy@anodiam.com) has accepted to refer you into Anodiam app.

Therefore, you will both receive reference discount of <$$>%, valid till <DD/MM/YYYY> on your respective subsequent single time purchase of an Anodiam course.

Please report to [spam.attack@anodiam.com](mailto:spam.attack@anodiam.com) if you do not intend to refer [referred@student.user](mailto:referred@student.user)!

Anodiam©. The future of education in your grip!

Thanks

Anodiam Admin Team

IDT Email Address Verification to Guardian: This will be an inaugural promotional offer from Anodiam and all users can avail heavy discounts on original price at **all subsequent course purchases** from Anodiam app just by filling up their **My Profile** tab including the guardian’s details. An email with a link (valid for 2 days) to click and verify email address will be sent to the guardian after the student submits their guardian’s email address. The draft of this email (Verify Guardian’ Email) is described below.

Dear [Guardian’s](mailto:referrer@student.user) Name

You are receiving this email from us because [user@student.user](mailto:user@student.user) has registered into Anodiam app and mentioned you as a guardian for educational and financial purposes. Please validate your guardianship by clicking on the following link within 48 hours from receiving this email.

#hex\_code\_link\_to\_verify\_guardian

If you accept this then [user@student.user](mailto:user@student.user) will receive discount of <$$>%, valid till <DD/MM/YYYY> on their subsequent purchase of an Anodiam course.

Please report to [spam.attack@anodiam.com](mailto:spam.attack@anodiam.com) if you are not a guardian to user@student.user for educational and financial purposes!

Anodiam©. The future of education in your grip!

Thanks

Anodiam Admin Team

As soon as the guardian verifies their email, the Initial Discount Token will be attached to the user’s profile. At this stage all Initial Discount Tokens will expire on 30/09/2023 and will have a value of 50% applicable to the (original price – RDT) amount. These terms and conditions including value and expiry date for awarding new IDTs will change going forward as part of business decision. All IDTs once awarded will at least be redeemable till its expiry date which is currently 30/09/2023.

IDT Notification Email to User and Guardian: This will be an inaugural promotional offer from Anodiam and all users can avail heavy discounts on original price at **all subsequent course purchases** from Anodiam app just by filling up their **My Profile** tab including the guardian’s details. An email with a link (valid for 2 days) to click and verify email address will be sent to the guardian after the student submits their guardian’s email address. As soon as the guardian verifies their email, the Initial Discount Token will be attached to the user’s profile. At this stage all Initial Discount Tokens will expire on 30/09/2023 and will have a value of 50% applicable to the (original price – RDT) amount. These terms and conditions including value and expiry date for awarding new IDTs will change going forward as part of business decision. All IDTs once awarded will at least be redeemable till its expiry date which is currently 30/09/2023. Once IDT is awarded, following email will be sent to user with CC to guardian.

Dear [User’s](mailto:referrer@student.user) Name

You are receiving this email from us because your <guardian’s email> has been verified. You are eligible to receive discount of <$$>%, valid till <DD/MM/YYYY> on your subsequent purchase of an Anodiam course.

Please report to [spam.attack@anodiam.com](mailto:spam.attack@anodiam.com) if you are not an intended recipient of this email!

Anodiam©. The future of education in your grip!

Thanks

Anodiam Admin Team

SDT Email: Once a user “finishes all lessons in a course and scores 75% and above in all the quizzes of a course” or “answers correctly to a query raised by another user and any 5 users like it”, s/he will be eligible for a Scholarship Discount and the respective Scholarship Discount Token (SDT) will be attached to the user’s profile. An email (drafted below) will be sent to the user and also their guardian’s email address (if available) regarding the achieved scholarship.

Dear [user](mailto:registering@student.user)

Congratulations! <You have finished all lessons in XYZ course and scored 75% and above in all the quizzes> or <your reply to a query ABC raised by abc\_user has been liked by 5 or more users> Therefore, you have achieved a scholarship of <$$>%, valid till <DD/MM/YYYY> on your subsequent single time purchase of an Anodiam course.

Anodiam©. The future of education in your grip!

Thanks

Anodiam Admin Team

SDT will be applied on the (original price – RDT – IDT – BDT) amount for the **first** **subsequent course purchase** from Anodiam app. It will be automatically applied to the applicable invoice and offer price calculation. At this stage all SDTs will expire on 30/09/2023 and will have a value of 50% applicable to (original price - RDT – IDT – BDT) amount. These terms and conditions including value and expiry date for awarding new SDTs will change going forward as part of business decision. All SDTs, once awarded will at least be redeemable till its expiry date which is currently 30/09/2023.