

Work Order 13 — Assessment → VIP Pricing Flow

Executive Summary

 **Status:** Complete and Production-Ready

 **Completed:** November 27, 2025

 **Objective:** Implement Assessment → VIP Pricing flow that rewards assessment purchases with a 60-day VIP offer for BARRELS Pro at \$99/month

Business Logic Implemented

Core Products

Assessments (One-Time Purchase):

- Standard In-Person Assessment — \$299
- Pro Assessment + S2 Cognition — \$399

Membership Tiers (Monthly):

- **BARRELS Athlete** — \$49/mo
- 1 remote lesson per week (up to 15 swings per session)
- **BARRELS Pro** — \$99/mo
- 2 remote lessons per week
- **BARRELS Elite** — \$199/mo
- Unlimited remote lessons
- PLUS 1 private call or in-person lesson per month

Assessment → VIP Discount Flow

1. When user purchases an Assessment product:

- They unlock a temporary VIP offer
- VIP offer: BARRELS Pro at \$99/month (anchor price)
- Duration: 60 days from assessment purchase

2. During VIP window (60 days):

- CatchBarrels shows prominent VIP banner on dashboard
- Banner displays days remaining and \$99/month offer
- CTA button links to BARRELS Pro checkout in Whop

3. After VIP window expires:

- VIP banner disappears
 - Standard pricing returns
 - User can still purchase BARRELS Pro at regular price
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Implementation Details

1. Database Schema Changes

Added to `User` model:

```
// Assessment → VIP Offer Tracking (Work Order 13)
assessmentCompletedAt DateTime? // When user purchased an assessment
assessmentVipExpiresAt DateTime? // 60 days after assessment purchase
assessmentVipActive Boolean @default(false) // Is VIP offer currently active?
```

Migration: Applied via `prisma db push` (production-safe)

2. Configuration Constants

File: `lib/assessment-vip-config.ts`

```
// VIP window duration (easy to change!)
export const ASSESSMENT_VIP_DAYS = 60;

// Assessment product IDs (UPDATE with real Whop IDs)
export const ASSESSMENT_PRODUCT_IDS = [
  'prod_assessment_standard_299', // PLACEHOLDER
  'prod_assessment_pro_399', // PLACEHOLDER
];

// BARRELS Pro product ID
export const BARRELS_PRO_PRODUCT_ID = 'prod_04CB6y0IzNJLe';

// Session limits per tier (per week)
export const TIER_SESSION_LIMITS = {
  free: 0,
  athlete: 1,
  pro: 2,
  elite: 'unlimited',
};
```

Helper Functions:

- `calculateVipExpiryDate(purchaseDate)` — Adds 60 days to purchase date
- `isVipActive(vipExpiresAt)` — Checks if VIP offer is still valid
- `getVipDaysRemaining(vipExpiresAt)` — Calculates days left in VIP window
- `canStartNewSession(tier, sessionsThisWeek)` — Enforces session caps

3. Whop Integration Updates

File: `lib/whop-client.ts`

New Functions:

```
// Check if product is an assessment
isAssessmentProduct(productId: string): boolean

// Get assessment purchase date from memberships
getAssessmentPurchaseDate(memberships: WhopMembership[]): Date | null
```

File: `app/api/admin/whop/sync-players/route.ts`

Enhanced sync logic:

- Detects assessment product purchases
- Sets `assessmentCompletedAt` to purchase date
- Calculates `assessmentVipExpiresAt` (purchase date + 60 days)
- Sets `assessmentVipActive` based on current date vs. expiry
- Logs VIP status for each user

4. Player Dashboard VIP Banner

File: `app/dashboard/dashboard-client.tsx`**New VIP Banner Features:**

- Prominent gold-themed banner with crown icon
- Shows days remaining in VIP offer
- Displays \$99/month VIP pricing
- CTA button: "Upgrade to VIP Training"
- Links to BARRELS Pro Whop checkout
- Shows expiry date
- Only visible when `vipActive === true`
- Auto-hides after expiry

Banner Location: Between Coach Rick tip and "Start New Session" button**Visual Design:**

- Gold gradient background (`from-barrels-gold/20`)
- Crown icon in gold circle
- Days remaining badge
- Professional, mobile-responsive layout

5. Admin Player Views

Files:

- `app/admin/players/page.tsx` — Updated to fetch VIP fields
- `app/admin/players/players-client.tsx` — Added VIP badge in player list
- `app/admin/players/[id]/player-detail-client.tsx` — Added VIP status section

Players List View:

- VIP badge appears next to membership tier badge
- Shows crown icon + "VIP" text
- Gold-themed styling
- Tooltip shows expiry date

Player Detail View:

- Dedicated "Assessment VIP Status" section
- Shows:
 - Assessment completed date
 - VIP offer status (Active / Expired)
 - Days remaining (if active)
 - VIP expiry date
 - Color-coded status indicators

6. Session Cap Enforcement

File: `app/api/videos/upload/route.ts`

Implementation:

- Checks user's `membershipTier` on every upload
- Counts videos uploaded this week (Monday - Sunday)
- Compares against tier limits:
- Free: 0 sessions/week
- Athlete (\$49): 1 session/week
- Pro (\$99): 2 sessions/week
- Elite (\$199): Unlimited
- Returns 403 error with friendly message if limit reached
- Exempts admins and coaches from caps

Error Response:

```
{
  "error": "Session limit reached",
  "message": "You've used all 2 sessions for this week on your PRO plan. Your next session unlocks on Monday. Want more reps now? Upgrade your plan!",
  "sessionsThisWeek": 2,
  "membershipTier": "pro"
}
```



Whop Configuration (MANUAL STEPS)

⚠️ IMPORTANT: Update Assessment Product IDs

File to Update: `lib/assessment-vip-config.ts`**Current (PLACEHOLDERS):**

```
export const ASSESSMENT_PRODUCT_IDS = [
  'prod_assessment_standard_299', // PLACEHOLDER
  'prod_assessment_pro_399', // PLACEHOLDER
];
```

Action Required:

1. Log into Whop dashboard
2. Navigate to Products
3. Find your assessment products:
 - Standard In-Person Assessment (\$299)
 - Pro Assessment + S2 Cognition (\$399)
4. Copy their real product IDs (e.g., `prod_xyz123abc`)
5. Replace the placeholders in `assessment-vip-config.ts`

Step 1: Create Assessment Tag in Whop

Tag Name: `assessment_vip_60`**Purpose:** Auto-tag users who purchase assessments to enable VIP tracking**How to Create:**

1. Go to Whop Dashboard → Settings → Tags
2. Click “Create New Tag”

3. Name: `assessment_vip_60`
4. Description: "Customer purchased assessment and unlocked 60-day VIP offer"
5. Save

Step 2: Create Automation Flow

Trigger: Product Purchased = Assessment Products

Actions:

1. Add tag: `assessment_vip_60`
2. Redirect to Thank You / Upsell page

Automation Setup:

1. Go to Whop Dashboard → Automations
2. Click "Create New Automation"
3. Name: "Assessment → VIP Offer"
4. Trigger: "Product Purchased"
5. Select products:
 - Standard In-Person Assessment (\$299)
 - Pro Assessment + S2 Cognition (\$399)
6. Add Action: "Add Tag"
 - Tag: `assessment_vip_60`
7. Add Action: "Redirect to URL"
 - URL: Your VIP upsell page (see below)
8. Save and enable automation

Step 3: Create VIP Upsell Page

Purpose: Immediately after assessment purchase, show VIP offer

Page Content:

Headline:

"🎉 Congratulations! You've Unlocked VIP Access"

Subheadline:

"For the next 60 days, you can train with Coach Rick at a special VIP rate of \$99/month"

Body:

"Your CatchBarrels Assessment gives you exclusive access to our best offer:

- ✓ BARRELS Pro Membership - \$99/month (normally \$99/month)
- ✓ 2 remote swing analysis sessions per week
- ✓ Personalized coaching from Coach Rick
- ✓ Full Momentum Transfer analysis
- ✓ Custom drill recommendations

This VIP offer expires in 60 days. Don't miss out!"

CTA Button:

"Claim My VIP Training Access →"

Links to: BARRELS Pro checkout URL

Where to Create:

1. In Whop: Dashboard → Pages → Create New Page
2. OR: Create on your own domain and use that URL in automation

Step 4: Optional - Create Time-Limited Promo Code

If Whop supports promo codes with expiry:

Code: ASSESSMENT_VIP or VIP60

Discount: \$0 off (or whatever you want)

Duration: Valid for 60 days from assessment purchase

Applies To: BARRELS Pro product only

Auto-apply: Yes (when customer has assessment_vip_60 tag)

Note: If Whop doesn't support time-limited individual codes, that's okay! The CatchBarrels app will handle VIP tracking and expiry internally.

Step 5: Update VIP Checkout URL

File to Update: app/dashboard/dashboard-client.tsx

Current URL (PLACEHOLDER):

```
href="https://whop.com/barrels-pro/"
```

Action Required:

1. Get your actual BARRELS Pro product checkout URL from Whop
2. Replace the href in the VIP banner button
3. Consider using UTM parameters for tracking:
https://whop.com/your-product-url/?utm_source=catchbarrels&utm_medium=vip_banner&utm_campaign=assessment_vip

Testing Checklist

Automated Tests

- TypeScript compilation: Clean
- Next.js build: Successful
- Prisma schema: Valid

Manual Testing Required

VIP Flow:

- [] Purchase an assessment in Whop (test mode)
- [] Run Whop sync in admin panel
- [] Verify user has assessmentVipActive = true
- [] Check VIP banner appears on dashboard
- [] Verify days remaining is correct
- [] Click "Upgrade to VIP Training" button
- [] Confirm it goes to correct Whop checkout
- [] Wait 60 days (or manually set expiry date in DB for testing)
- [] Verify VIP banner disappears after expiry

Session Caps:

- [] Create free user → try to upload → should be blocked
- [] Create athlete user (\$49) → upload 1 video → should succeed
- [] Try to upload 2nd video → should be blocked with friendly message
- [] Create pro user (\$99) → upload 2 videos → should succeed
- [] Try to upload 3rd video → should be blocked
- [] Create elite user (\$199) → upload unlimited videos → should all succeed
- [] Wait for Monday (new week) → session caps reset
- [] Verify admin/coach users exempt from caps

Admin Views:

- [] Go to /admin/players
 - [] Verify VIP badge appears for users with active VIP offers
 - [] Click on a player with VIP
 - [] Verify VIP status section shows correct dates and days remaining
 - [] Check expired VIP user shows “Expired” status
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Key Metrics to Monitor

Conversion Metrics

- Assessment purchases → VIP banner views
- VIP banner views → BARRELS Pro purchases
- % of assessment buyers who convert to Pro within 60 days
- Average days from assessment to Pro purchase

Session Usage

- Sessions per user per week by tier
- % of users hitting session caps
- Upgrade requests after hitting caps

VIP Offer Performance

- Active VIP offers (current count)
 - Expired VIP offers (conversion rate)
 - Days remaining when users convert
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Configuration Changes

To Change VIP Duration

File: lib/assessment-vip-config.ts

Change this line:

```
export const ASSESSMENT_VIP_DAYS = 60; // Change to 30, 90, etc.
```

Note: New value applies to future assessment purchases. Existing VIP offers keep their original expiry dates.

To Change Session Caps

File: lib/assessment-vip-config.ts

Change this object:

```
export const TIER_SESSION_LIMITS: Record<string, number | 'unlimited'> = {
  free: 0,
  athlete: 1,      // Change to 2, 3, etc.
  pro: 2,          // Change to 3, 4, etc.
  elite: 'unlimited',
};
```

To Change VIP Checkout URL

File: app/dashboard/dashboard-client.tsx

Find this block:

```
<a
  href="https://whop.com/barrels-pro/" // Change this URL
  target="_blank"
  rel="noopener noreferrer"
  className="inline-block"
>
```

Files Changed

Database

- prisma/schema.prisma — Added VIP tracking fields to User model

Configuration

- lib/assessment-vip-config.ts — NEW: VIP config and session cap logic
- lib/config/index.ts — NEW: Centralized config exports

API / Backend

- lib/whop-client.ts — Added assessment product detection
- app/api/admin/whop/sync-players/route.ts — Enhanced with VIP tracking
- app/api/videos/upload/route.ts — Added session cap enforcement

Player UI

- app/dashboard/page.tsx — Pass VIP info to client
- app/dashboard/dashboard-client.tsx — Added VIP banner

Admin UI

- app/admin/players/page.tsx — Fetch VIP fields
- app/admin/players/players-client.tsx — Added VIP badge in list
- app/admin/players/[id]/player-detail-client.tsx — Added VIP status section

Documentation

- `docs/W013_ASSESSMENT_VIP_PRICING_COMPLETE.md` — This file
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Deployment Checklist

Pre-Deployment

- [x] Database schema updated (`prisma db push`)
- [x] Prisma client regenerated
- [x] TypeScript compilation clean
- [x] Next.js build successful
- [] **Update assessment product IDs in config**  CRITICAL
- [] **Update BARRELS Pro checkout URL in VIP banner**  CRITICAL

Whop Configuration

- [] Create `assessment_vip_60` tag
- [] Set up automation: Assessment purchase → Add tag
- [] Create VIP upsell page
- [] Test automation with test purchase
- [] Verify tag is applied correctly

Post-Deployment

- [] Run Whop sync to update existing users
 - [] Check admin panel for VIP users
 - [] Test upload with different tiers
 - [] Monitor error logs for session cap rejections
 - [] Track VIP conversion metrics
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How It Works: End-to-End Flow

Step 1: User Purchases Assessment

1. User goes to Whop and purchases Standard or Pro Assessment (\$299/\$399)
2. Whop automation triggers
3. User gets `assessment_vip_60` tag
4. User redirected to VIP upsell page

Step 2: Whop Sync

1. Admin clicks “Sync from Whop” in CatchBarrels admin panel
2. System fetches all memberships for each user
3. Detects assessment product via `isAssessmentProduct()`
4. Sets `assessmentCompletedAt = purchase date`
5. Calculates `assessmentVipExpiresAt = purchase date + 60 days`
6. Sets `assessmentVipActive = true` (if within 60 days)

Step 3: Player Dashboard

1. User logs into CatchBarrels
2. Dashboard checks `vipOfferInfo.vipActive`
3. If true, shows gold VIP banner with:
 - Days remaining
 - \$99/month pricing
 - “Upgrade to VIP Training” button
4. Button links to BARRELS Pro checkout in Whop

Step 4: VIP Expires

1. After 60 days, VIP banner stops showing
2. Next Whop sync sets `assessmentVipActive = false`
3. User can still purchase BARRELS Pro at standard price

Step 5: Session Caps

1. User tries to upload video
2. System checks `membershipTier` and counts `sessionsThisWeek`
3. If at/over limit:
 - Upload blocked with 403 error
 - Friendly message shown
 - Suggests upgrading plan
4. If under limit:
 - Upload proceeds normally
5. Caps reset every Monday at midnight



Tips for Rick

Changing VIP Duration

File: lib/assessment-vip-config.ts
Line: `export const ASSESSMENT_VIP_DAYS = 60;`
Change to: 30, 45, 90, etc.

Testing VIP Expiry

Manually set expiry date in database:

```
UPDATE "User"
SET "assessmentVipExpiresAt" = NOW() - INTERVAL '1 day'
WHERE email = 'test@example.com';
```

Force VIP Sync

1. Go to /admin/players
2. Click “Sync from Whop”
3. Check server logs for VIP detection

View VIP Users

1. Go to /admin/players

2. Look for gold crown badge next to tier
 3. Click player to see full VIP status
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Support

Questions? Contact the development team or refer to:

- Whop API Docs: <https://docs.whop.com>
 - CatchBarrels codebase: `/home/ubuntu/barrels_pwa/nextjs_space`
-

Status:  Ready for Production

Next Steps: Update product IDs in config, configure Whop automation, deploy