

# Work Order 13 — Assessment → VIP Pricing Flow

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## Executive Summary

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**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

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## Business Logic Implemented

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### 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



## 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



## 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

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### Pre-Deployment

- ☒ Database schema updated ( `prisma db push` )
- ☒ Prisma client regenerated
- ☒ TypeScript compilation clean
- ☒ 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

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### 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

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**Questions?** Contact the development team or refer to:

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

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**Status:**  Ready for Production

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