Get Perk’d Automation & Notification System

This document outlines the structure and logic behind the Phase 3 Automation and Notification System for Get Perk’d. The system delivers personalized, event-triggered alerts to students, merchants, and admins to increase engagement, drive redemptions, and monitor performance.

# 📱 Student Notifications

- New Deal Alert:  
 “🚨 New Perk just dropped near you!”  
  
- Milestone Unlocked:  
 “🔥 You just hit Silver Tier – keep redeeming to earn Diamond!”  
  
- Streak Reminder:  
 “👊 You've redeemed 3 days in a row – don’t stop now!”  
  
- Deal Expiration Reminder:  
 “⏳ Your saved deal at The Cove expires in 2 hours!”

# 🏪 Merchant Notifications

- New Redemption Notification:  
 “📥 A student just redeemed your deal – check your dashboard for details.”  
  
- High Activity Alert:  
 “📈 You’ve had 10+ redemptions today. You’re trending!”  
  
- Offer Reminder:  
 “🔧 You currently have 0 active offers. Add one now to stay visible.”

# 🛠️ Admin Notifications

- High Redemption Alert:  
 “⚠️ Top Golf just hit 100 redemptions this week!”  
  
- Merchant Drop-off Alert:  
 “🕵️ Dallah Mediterranean has had no redemptions in 7 days.”  
  
- System Milestone:  
 “🎉 Over 1,000 students have joined Get Perk’d!”

# 📤 Notification Delivery Channels

- In-app push alerts (via PWA)  
- Email (via SendGrid integration)  
- Optional SMS for merchants/admins (Twilio optional)  
- Logs stored in Supabase for audit trail/export

# ⚙️ Trigger Logic Summary

- Triggers are set by event-based logic:  
 - New student signup  
 - New deal published  
 - Reward tier milestone achieved  
 - Redemption count thresholds  
 - Time-based inactivity windows  
  
- Supabase trigger functions initiate messaging via queue  
- Admin dashboard includes log view and export

# 📦 Exportable Logs

- Notification logs contain:  
 - Timestamp  
 - Recipient (student/merchant/admin)  
 - Delivery status (sent/read)  
 - Notification type  
- Available in CSV or ZIP bundles for audit or franchise reports