

Funnelhacker Project



Admin

Can login via private login-screen

Can manage unlimited funnels:

- sign up page
- thank you page
- survey
- benefits
- pricing



Visitor

Can sign up to unlimited funnels.

Can ONLY login via deep-links in e-mails.

When inside a funnel:

- can consume the individual funnel (watch video, answer questions)
- can calculate his benefits
- can configure his package (and book via stripe self-hosted checkout)



App

Specials:

- Stores state of each user in each funnel.
- Can login a user to the last state in a specific funnel via a deep-link (placed inside e-mail).

Automatically manages/removes visitor accounts:

- AFTER double-opt in: removes if inactive for 6 month (sends breakup emails before as configured by admin)
- AFTER unsuccessful double-opt in: removes account after 30 days (and send warnings by emails)

Automatically sends e-mail follow-ups via mailjet (as configured by admin)

- with deep links
- to visitor as configured by admin for page

Funnelhacker is a mobile-first webapp, which allows admin to create marketing-funnels, which visitors can sign up to and consume.

It works really good on mobile, tablet and desktop and is compatible to internet-explorer edge.

The project distinguishes 2 roles: the admin and the visitor.

Admin can manage unlimited funnels, which Visitor can then sign-up to and consume.

Admin has a secret backend where he can configure funnels, pages, questions, benefit-calculation and pricing-page.

Visitor can sign-up to a funnel via a funnel-specific landing-page and can then consume the funnel (watch videos, answer survey-questions, do a benefit-calculation and see the pricing page).

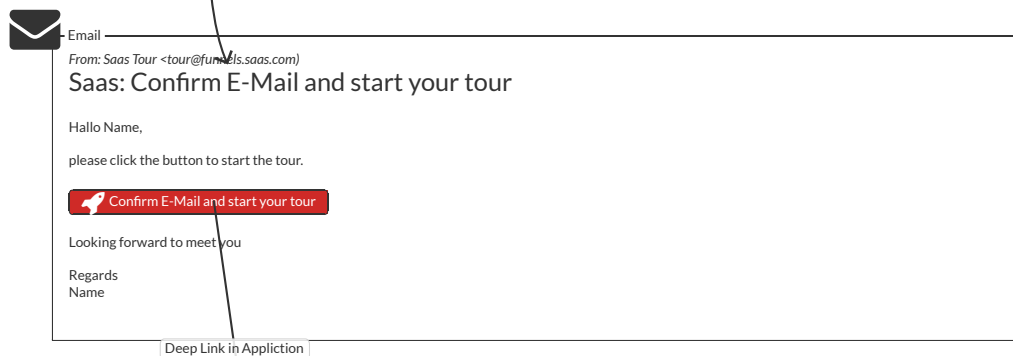
Admin can configure how user is brought back to the app when he aborts the funnel (follow-up emails).

The App logs activities to the marketing apps (Hubspot and Active Campaign) and sends out follow-up emails via mailjet.

The App erases accounts if visitor has NOT been active and gives them a warning via e-mail before hand.

SIGNUP PAGE FOR SPECIFIC FUNNEL (located at baseurl.de/funnelslug1/signup)

IF user NOT registered yet for funnel: Send E-Mail from subdomain and via Mailjet (mailjet signup mailId)



FUNNEL SIGNUP PAGE

description:

For each funnel the app will render an individual signup-page on the route.

Signup Pages shows elements as configured in funnel and also shows footer links (as configured in settings > footer).

stories:

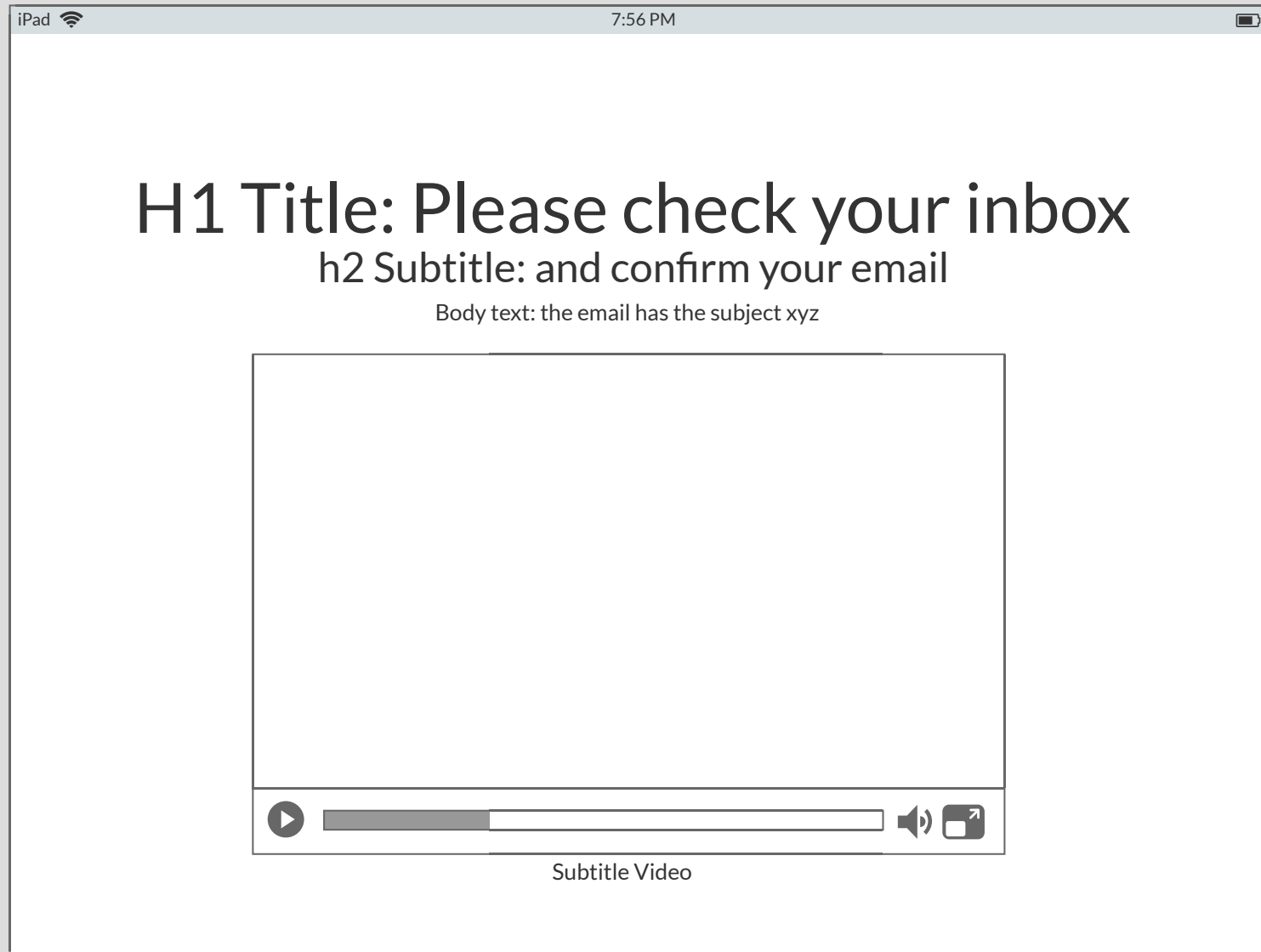
Visitor can sign up to different funnels using the same e-mail-address.

Visitor can sign up for a funnel and receives a confirmation e-mail. App uses "mailjet signup mailId" to send email and passes all properties from signup (including deep-link to funnel for user and newsletter yes/no). User is redirected to the funnels thank-you page.

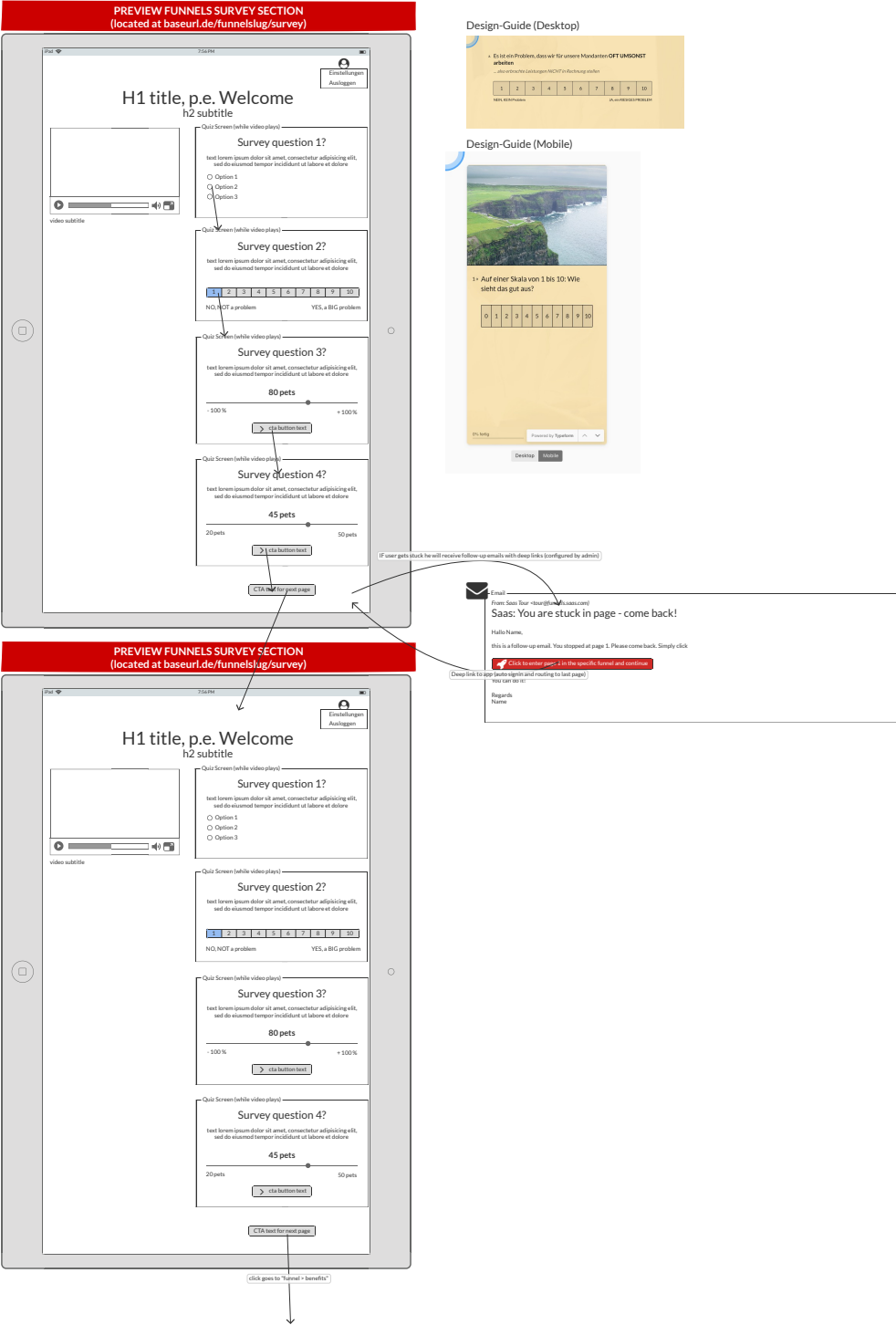
If Visitor signs up and is already signed up (to the funnel) he will automatically get a "login to your funnel" email sent to his email address (App uses "mailjet account-exists mailId") and get a notification "you have already signed up. Please check your email to log in".

Visitor can log into the funnel (to his currently active step) via deep-links contains in e-mails.

PREVIEW of RENDERED THANK YOU PAGE
(located at baseurl.de/funnelslug/thankyou)



Subtitle Video



Visitor will be guided thru the funnel page by page.

Visitor can answer all questions of a page while video keeps on playing.

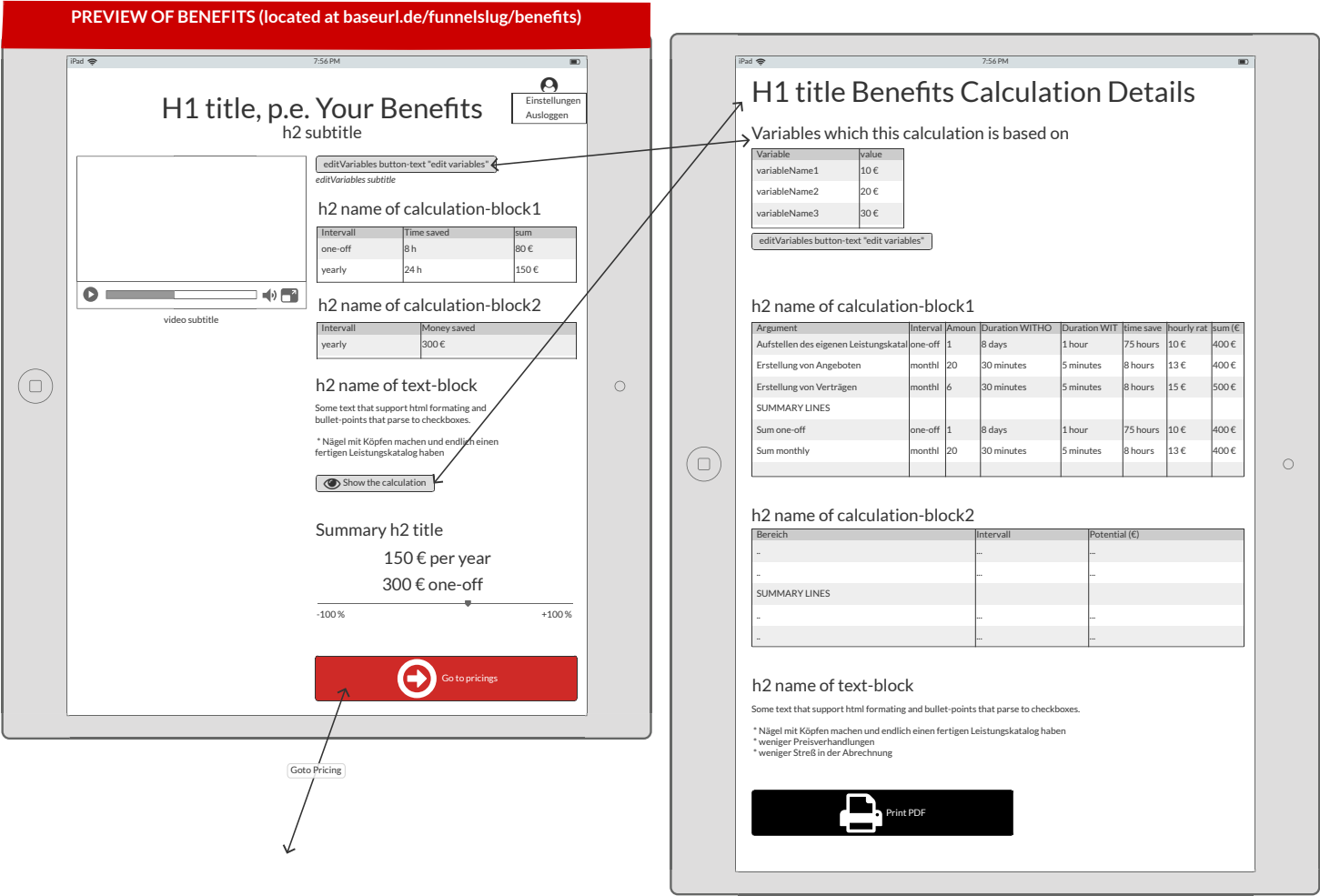
App shows questions in typeform-style. On mobile the screen will contain video on top and the questions on button (see "Design guide (mobile)")

Visitor can answer "option"-type question by clicking on option. This will forward to next page.

Visitor can answer "scale 1 - 10"-type question by clicking on nr. This will forward to next page.

Visitor can answer "slider %"-type question by 1) sliding to the right number 2) hitting submit button, which will forward to next page.

Visitor can answer "slider value"-type question by 1) sliding to the right number 2) hitting submit button, which will forward to next page.



Benefits page

Visitor sees a page where his benefits are calculated (in a way that admin has configured in backend).

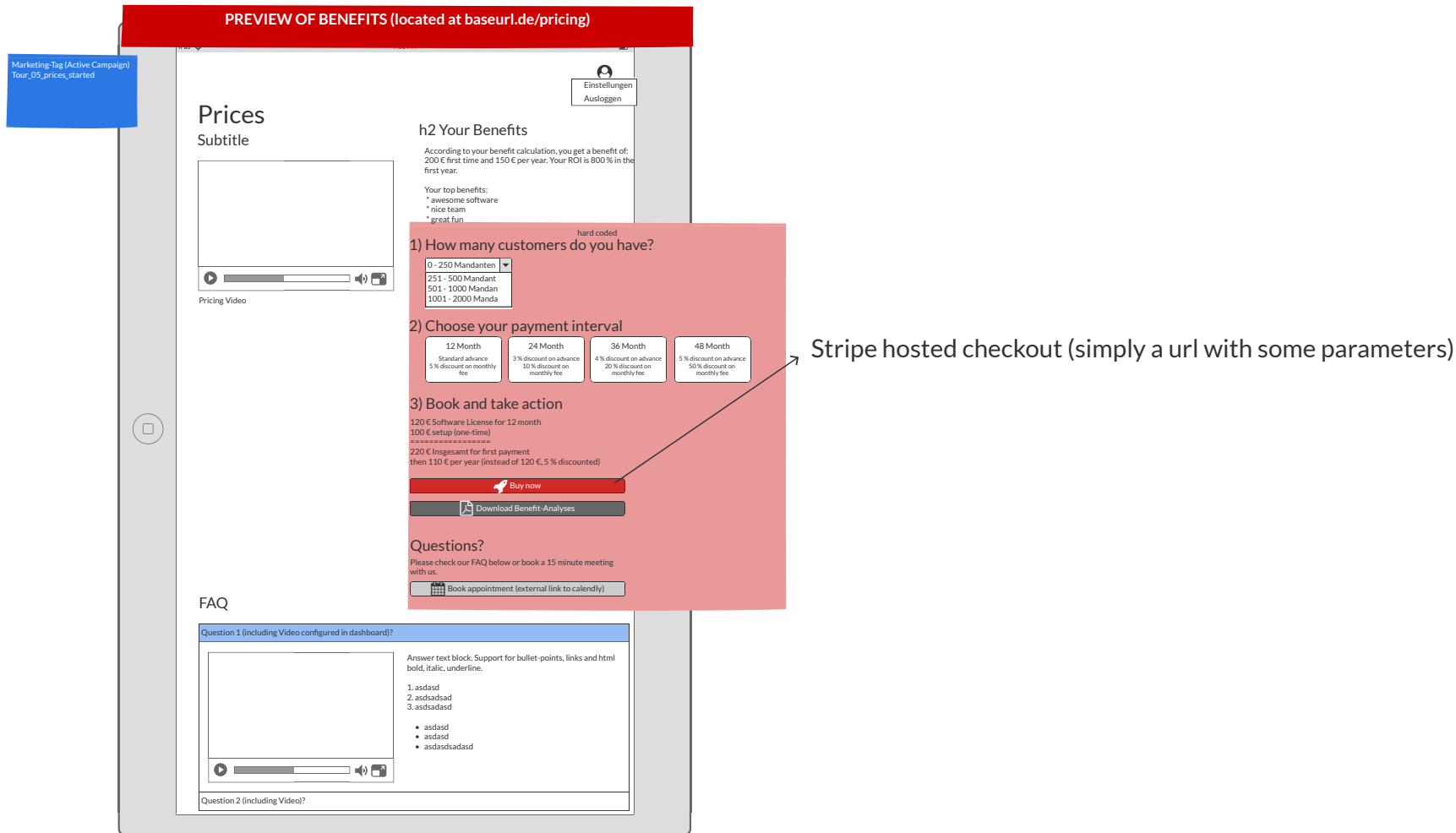
Visitor sees a main "benefits" page, in which he can 1) edit variables 2) see summar-y-lines of calculation blocks 3) display "benefits calculation details" and 4) adjust his own "benefits calculation" by a simply slide (- 100% + 100%)

Benefits Calculation Details page

Visitor sees an overview of all calculation blocks (in the way admin has configured them).

Visitor can edit variables.

Visitor can print details as PDF



NOTE @dev: steps 1 to 3 (marked with red background) will be hard-coded. Other elements like h2 benefits and FAQ can be configured by admin.

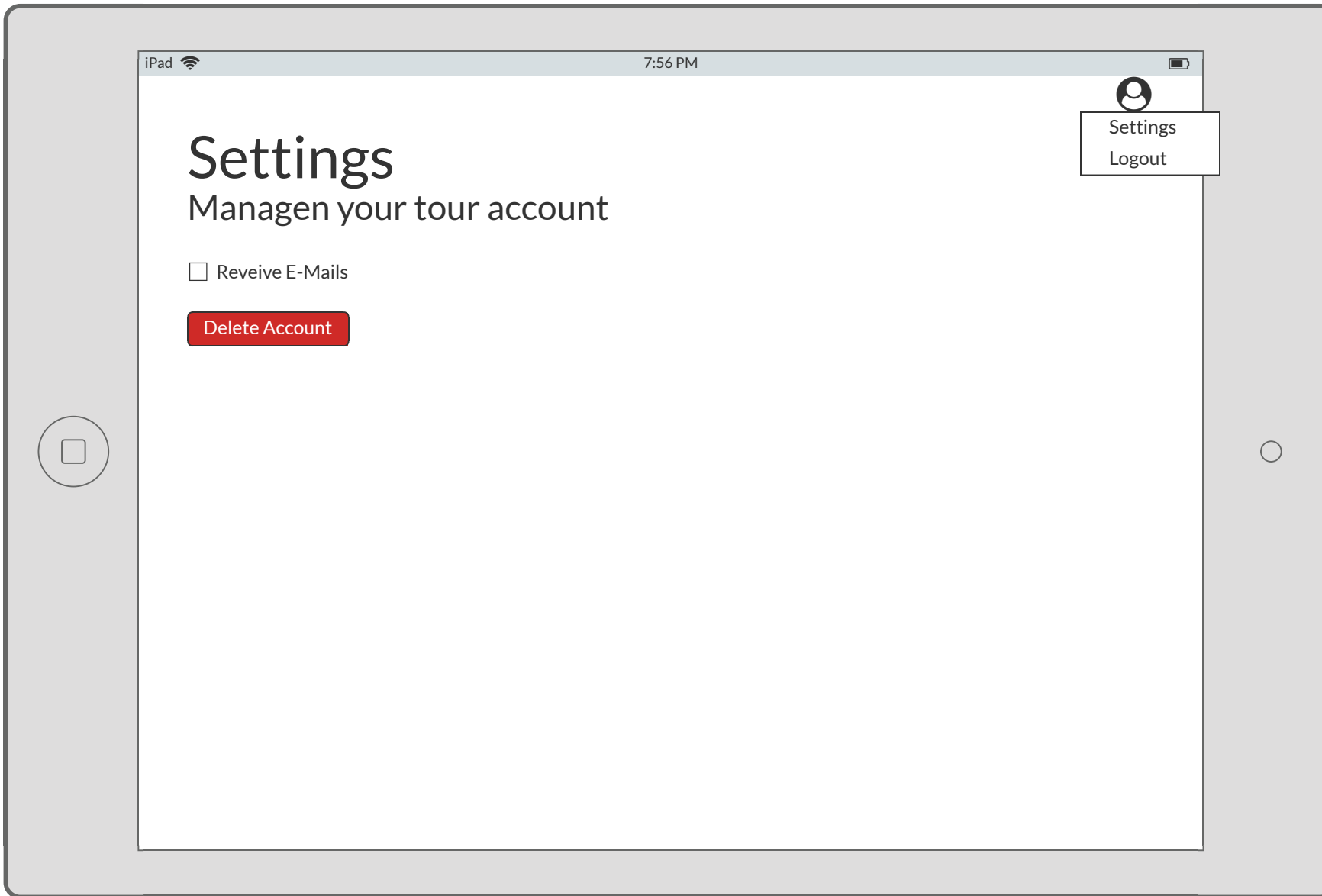
Stories:

Visitors see his benefits (as configured by admin), can pick his package and see calculation of price (#3).

Visitor can see FAQ section as configured by admin.

Visitor can click "buy button" and is directed to correct stripe checkout page (an url with parameters)

Visitor can click download "benefits analysis" including pricing his selected package / deal.

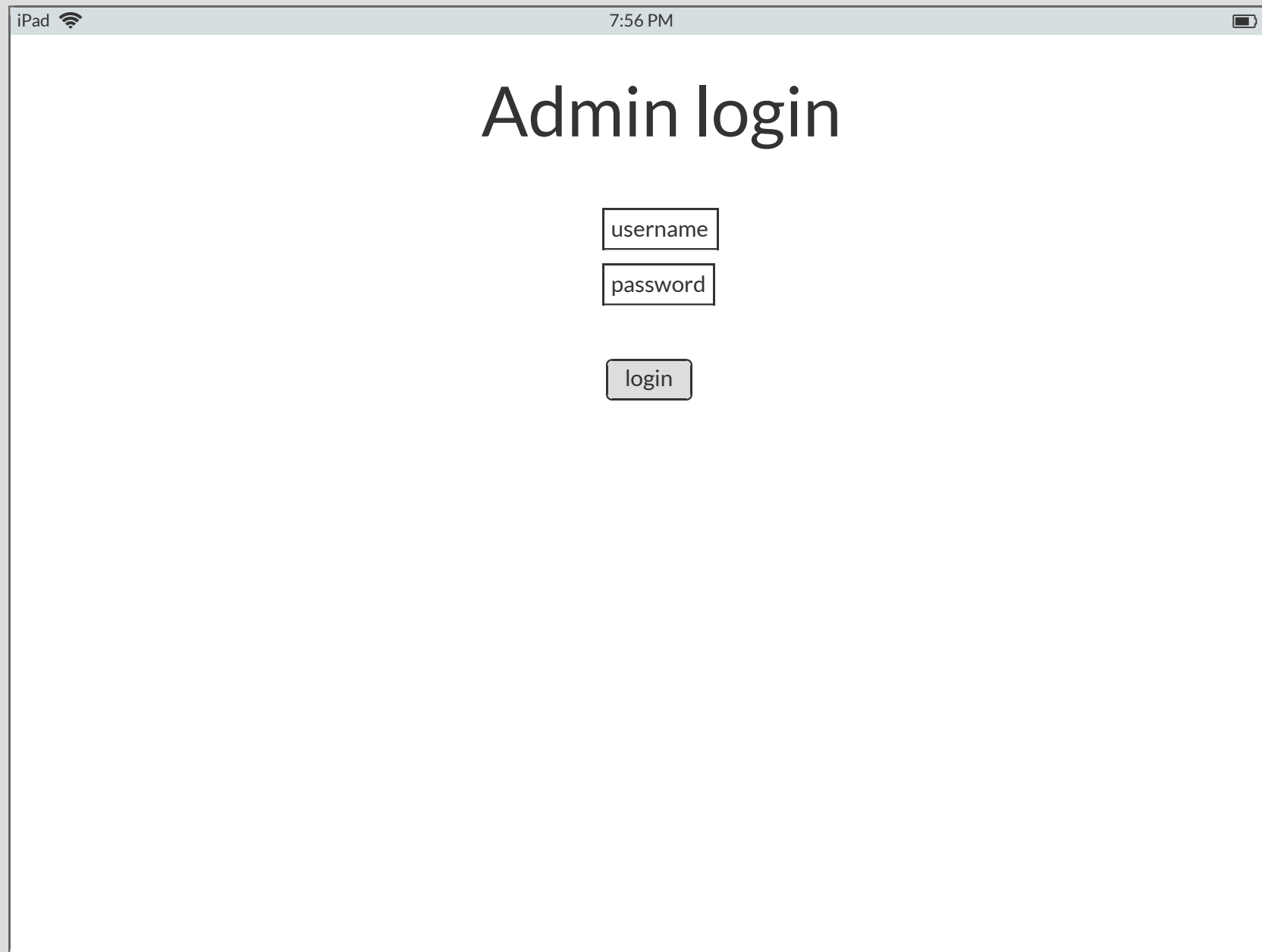


Visitor can manage his account

super simple

We do NOT show any personal data here.

ONLY 2 options as on mockup



The image shows a screenshot of an iPad screen displaying an admin login page. The status bar at the top indicates 'iPad', signal strength, time '7:56 PM', and battery level. The page content is centered and includes a large title, two input fields, and a login button.

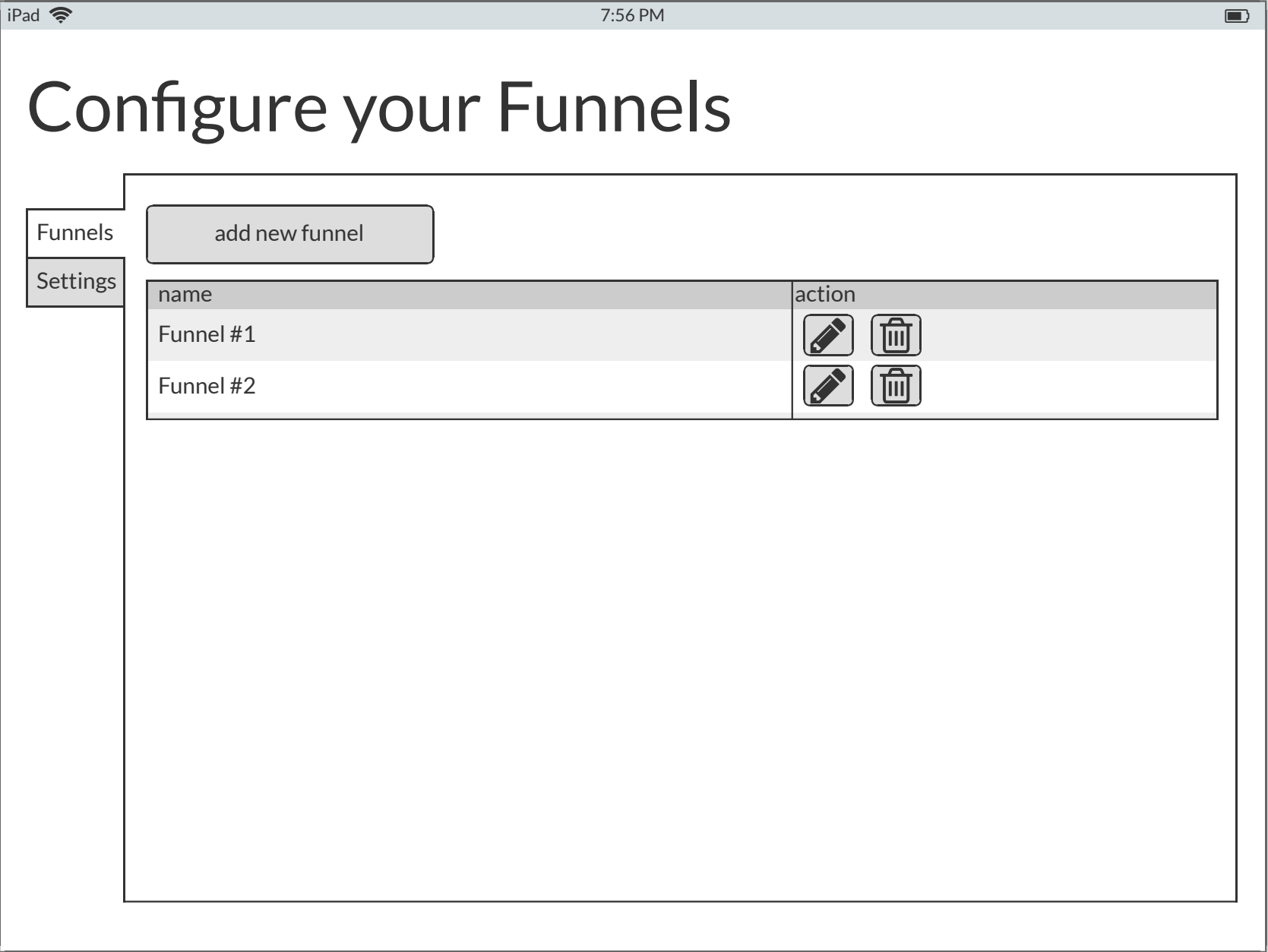
Admin login

username

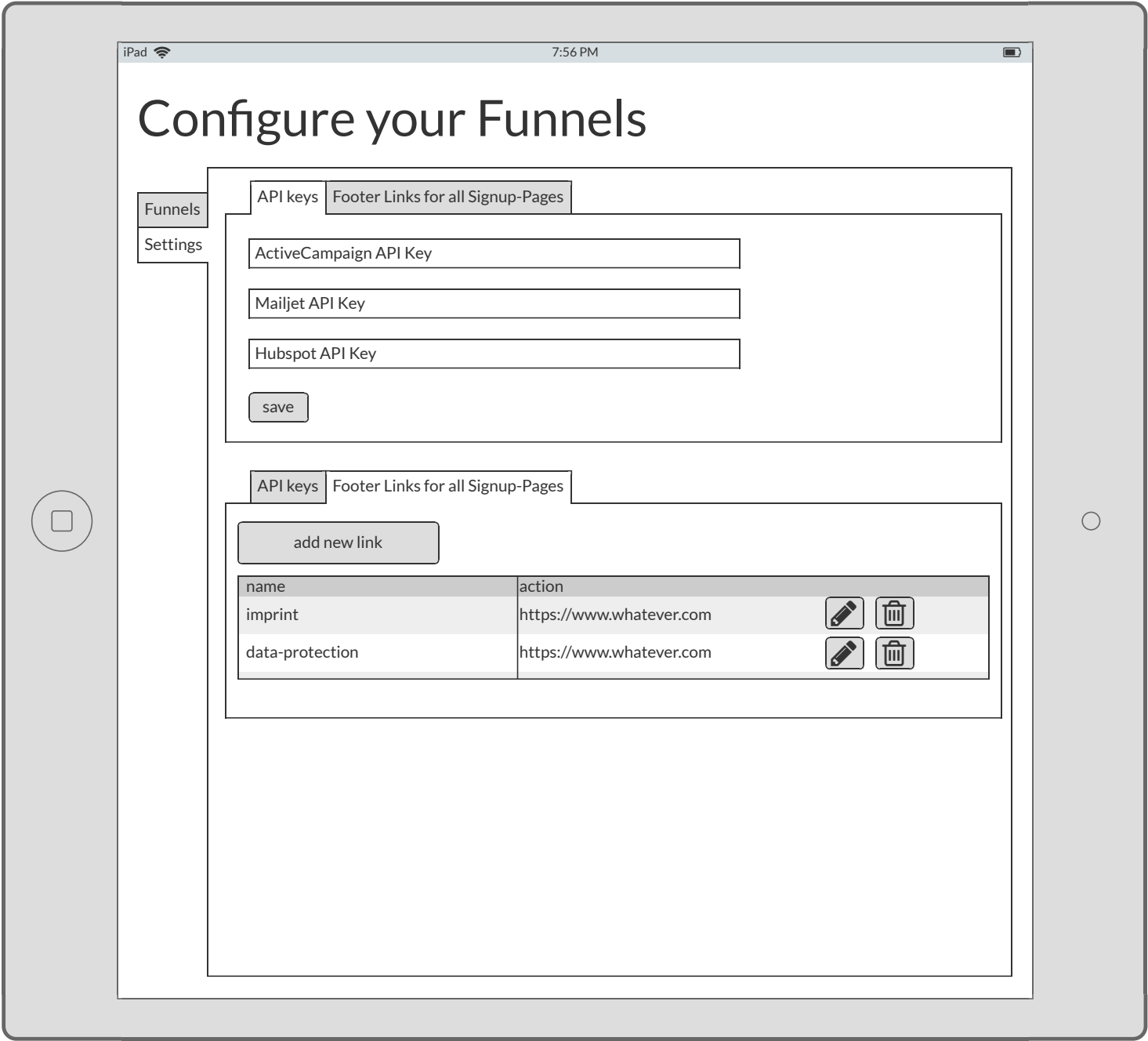
password

login

Admin can log into admin-area via a secure login-page.

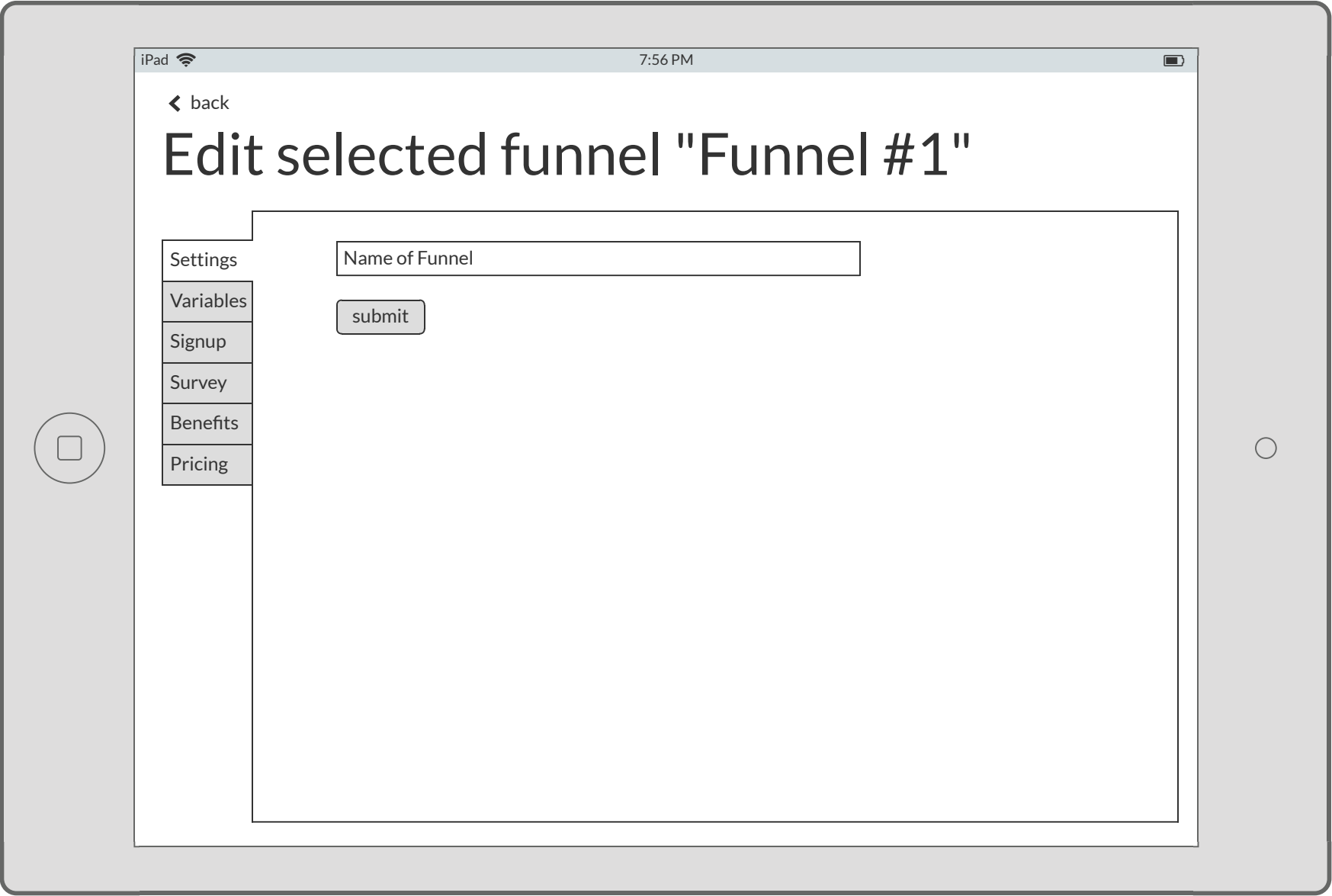


Admin can manage an unlimited amount of funnels.



Admin can manage API keys for the listed services in "Settings > API keys"

Admin can configure footer-links which appear exclusively in footer of signup-pages of all funnels in "Settings > Footer Links"



Edit selected funnel

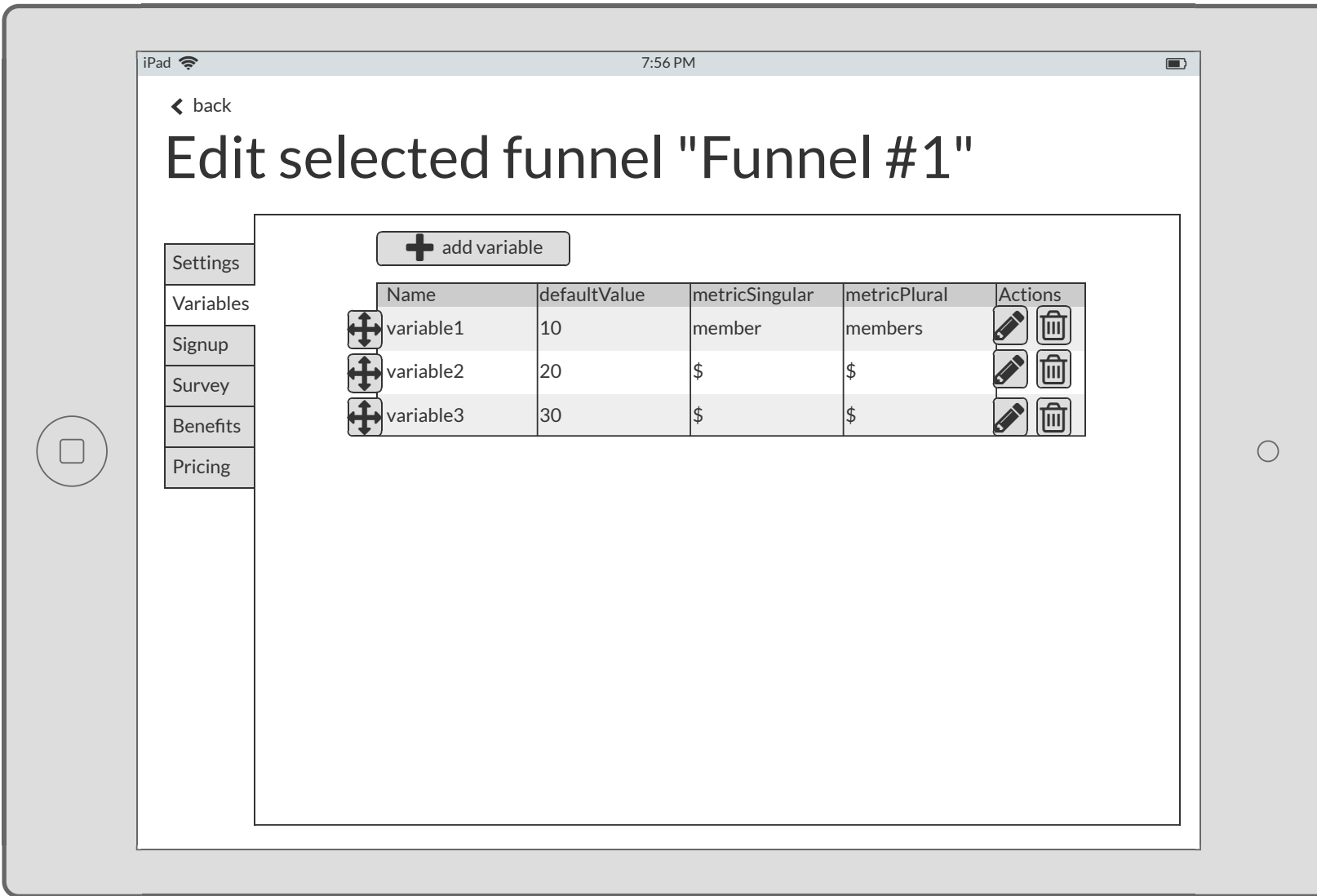
stories:

Admin can edit a selected funnel

Settings tab

stories:

Admin can edit general settings of the funnel.



Admin can manage variables for a selected funnel

Admin can configure variables, which can then be addressed in different places:

Singular and plural string are later used for display

Related usages of variable

- * Admin can tell a survey-question to write it's output to a variable

- * Admin can use a variable in the calculation of a value in a valueFormula (p.e. in a table-cell)

PREVIEW # FUNNEL SIGNUP PAGE
(located at baseurl.de/funnelslug1)

Forward to funnels Thank you page (see "Signup Thank-You")

IF user NOT registered yet for funnel: Send E-Mail from subdomain and via Mailjet (mailjet signup mailld)

Deep Link in Application

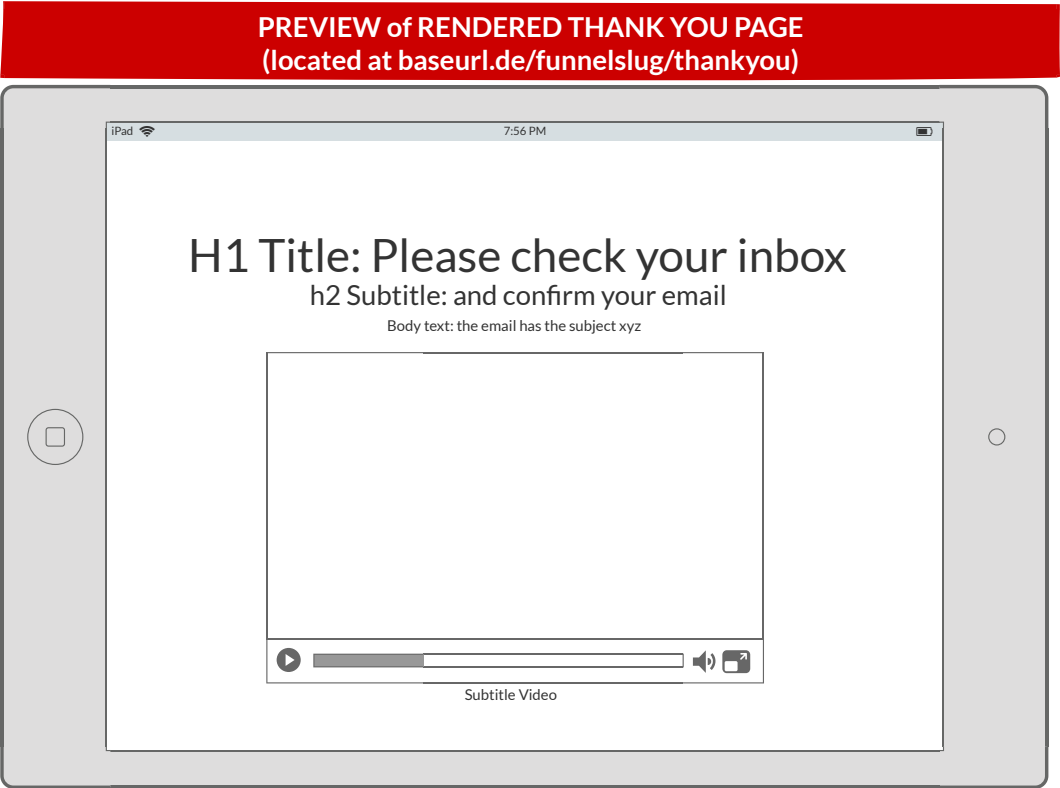
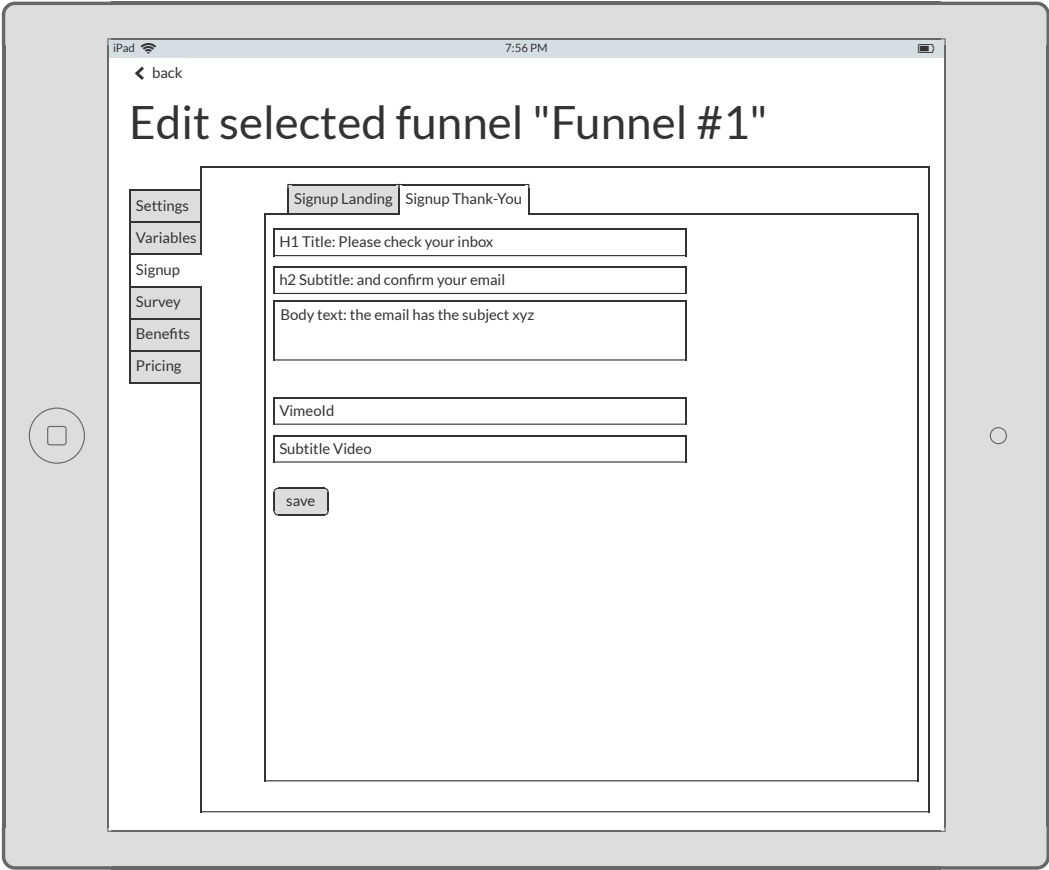
Signup Landing Tab

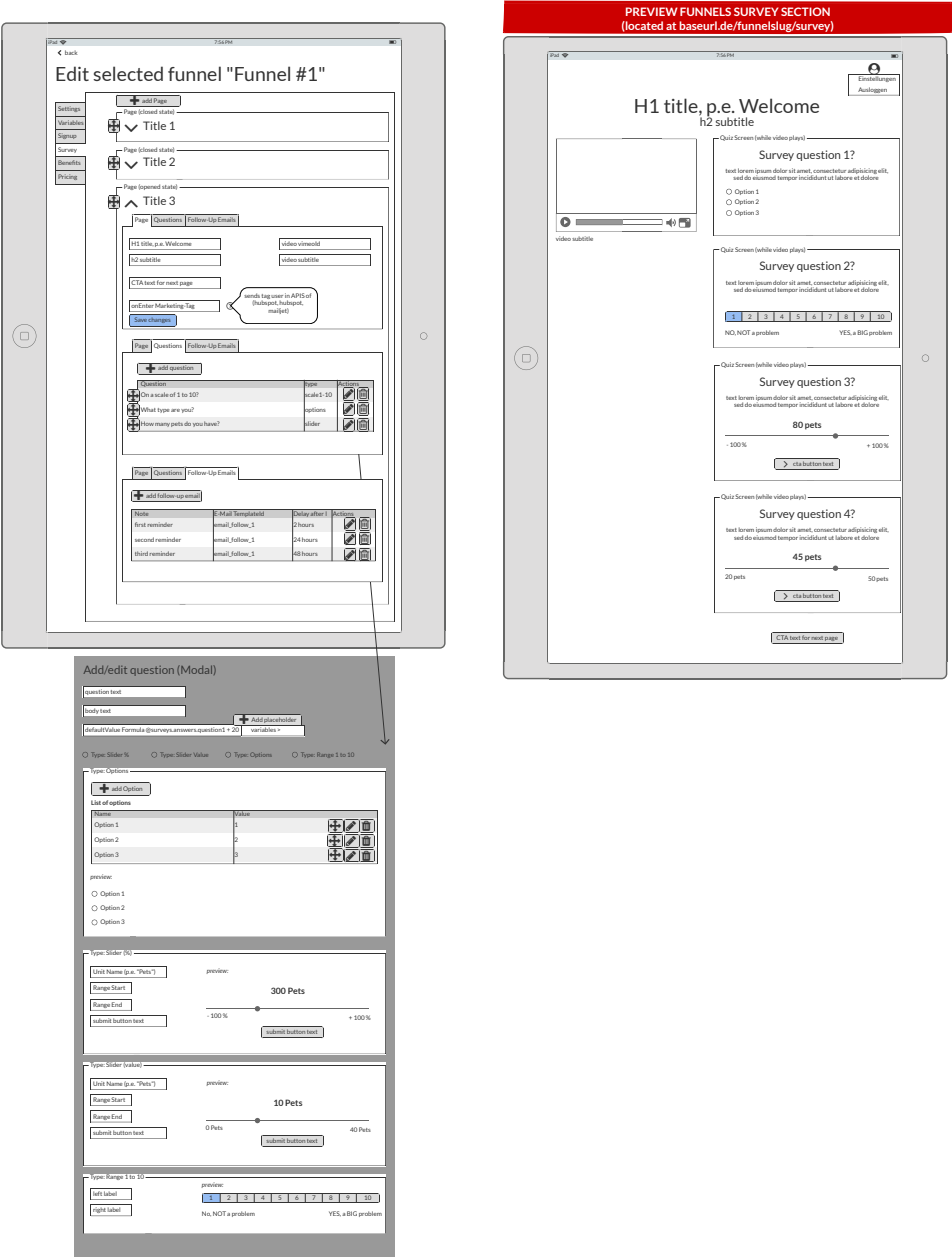
stories:

Admin can edit settings for signup-page of the funnel.

slug will be the route of which signup for this funnel is available

All other properties: see right side of Signup preview





Survey Screen

Admin can manage (add / edit / remove) n pages with n questions each.

Admin can configure Page, Questions and Follow-Up Emails for each page (using tabs).

“Page“ Tab

Admin can configure properties of the page itself in "Page" Tab. (see mockup for properties)

"Questions" Tab

Admin can configure n questions per page in the "Questions" Tab. A question can have 1 of 4 types (slider %, slider value, options or “range 1 to 10”).

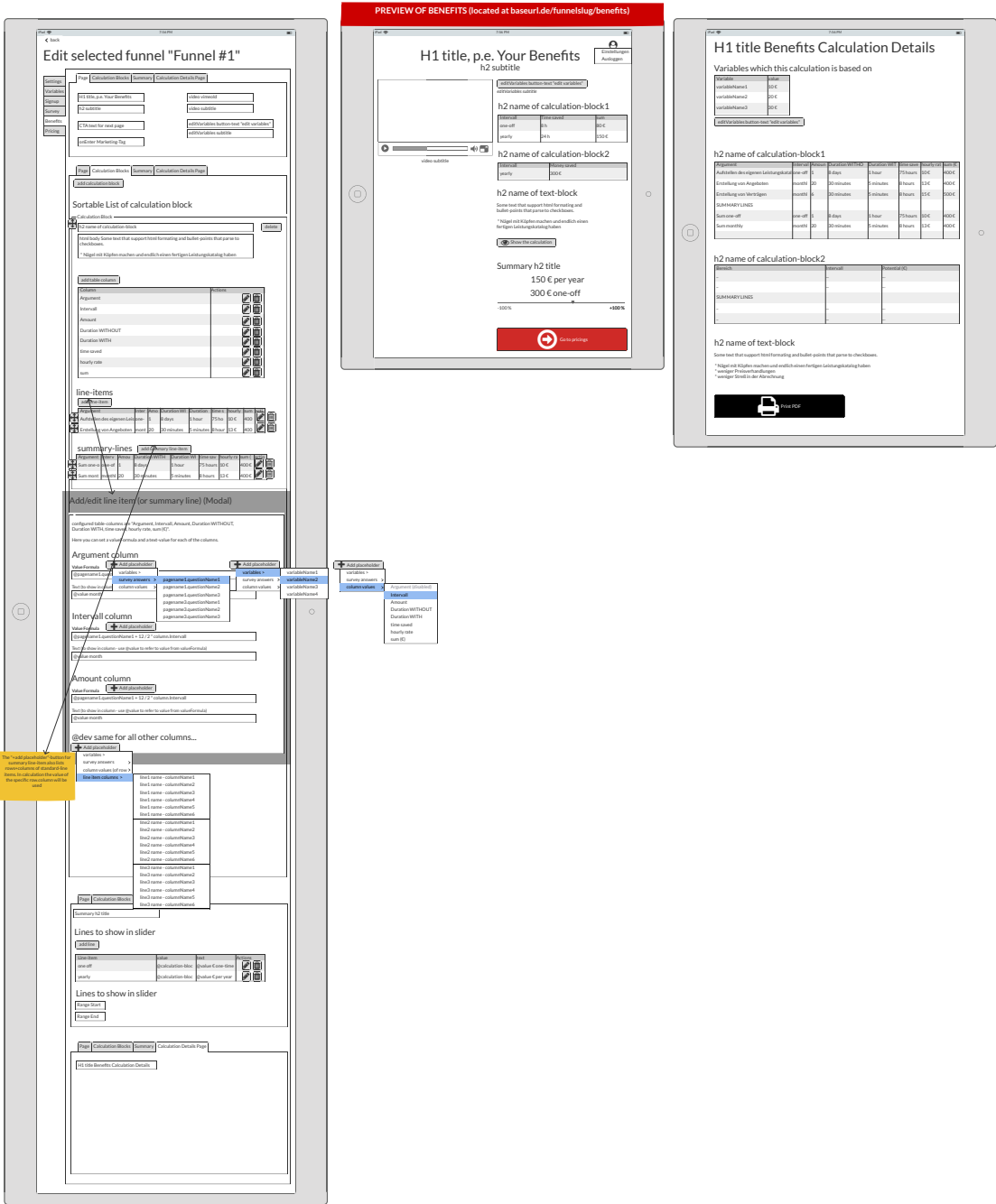
See mockup (Add/edit question (MODAL))

"Follow-Up Emails" tab

Admin can configure n Follow-Up E-Mails in "Follow-Up Emails" tab.

"Follow-Up Emails"-Queue

For each user (and funnel which user enters) system will track where user is. A cronjob will run every 30 minutes and check when user performed last action in funnel. If last action is longer than the time configured in the email , then system will send an email as configured in the "Follow Up Emails" tab. When user comes back all emails will be removed from queue.



Epic:
Admin can manage “benefits“-Page for a funnel

stories:

Admin can manage “benefits > page settings“ for a funnel

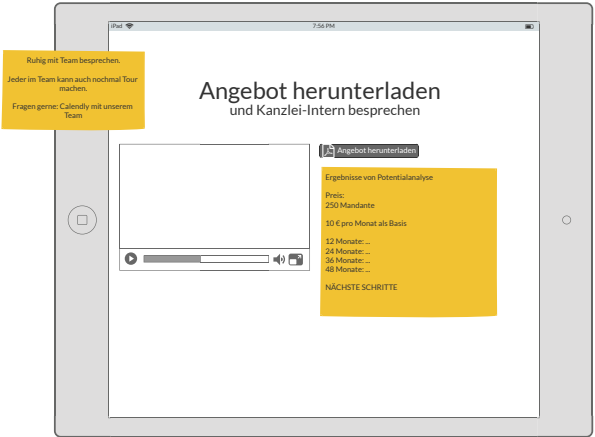
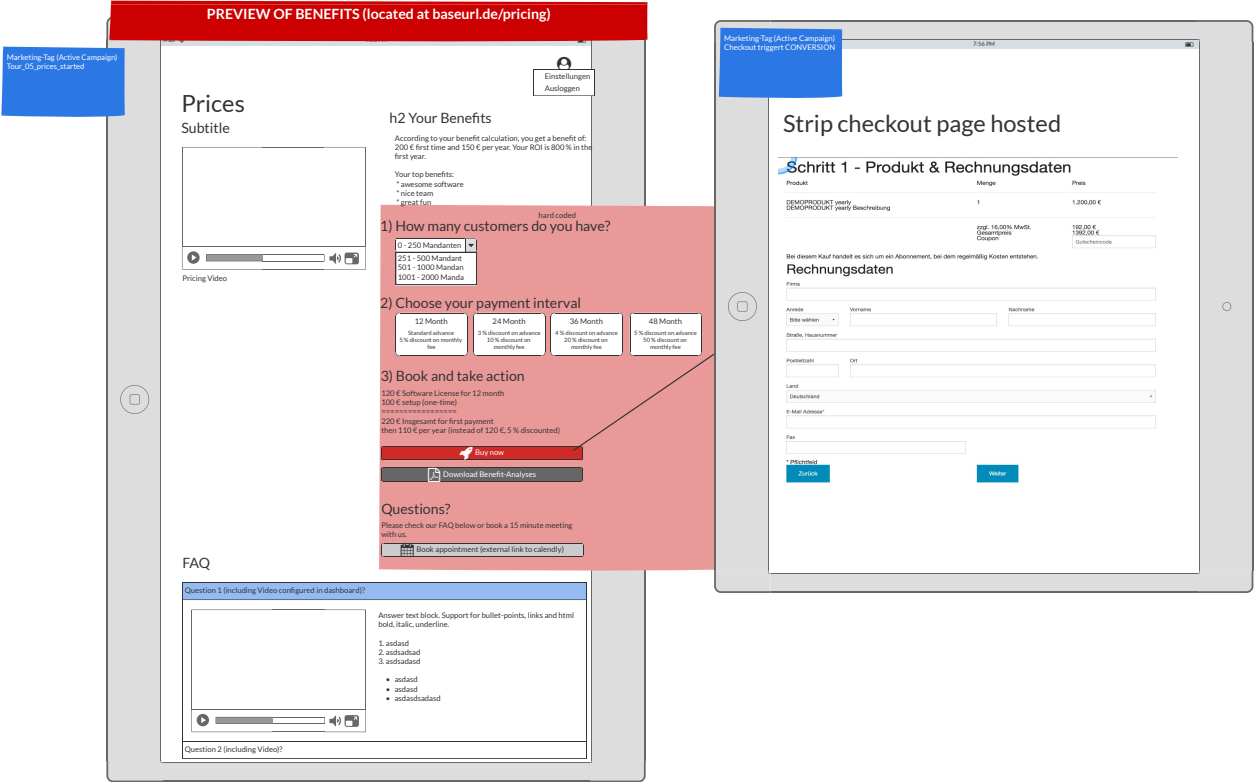
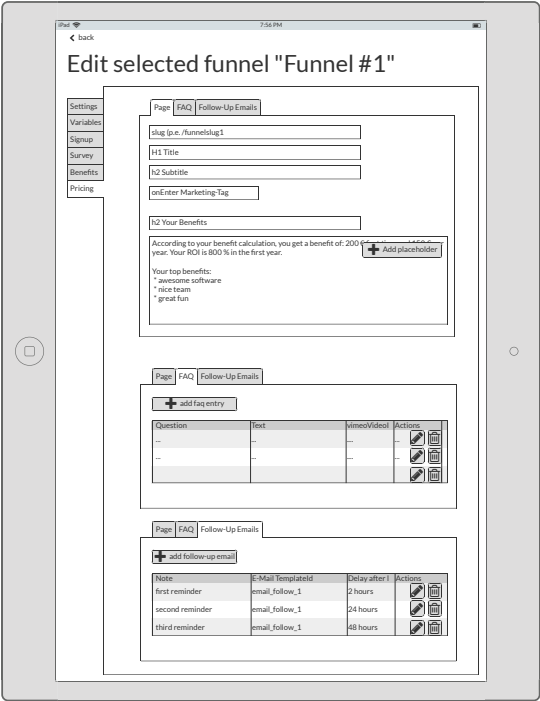
Admin can manage “benefits > calculation blocks“ for a funnel
We support 2 block-types: "table and text".

A “table type“ “calculation block“ allows admin to configure table-columns, line-items and summary-lines.
Within the line-items and summary-items calculation happens.
(see video)

A “text type“ “calculation block“ allows admin to configure a header and html-body

Admin can manage “benefits > summary“ for a funnel

Admin can manage “benefits > Calculation Details Page“ for a funnel



Admin can configure "Pricing"-page for a funnel

A huge part of the page is custom, BUT admin can set a few things like FAQ content and Follow-Up Emails